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Who Reigns Supreme?

There is no perfect leader. Every leader has their strengths and their flaws. If given the choice between a leader who is logical or a leader who appeals to your emotions, who would you pick? In William Golding's *Lord of the Flies*, the boys on the island were presented with these two choices. At first, they went with the most logical leader, before turning to the one with the most emotional appeal. Maybe this was because they were just little boys who voted for the one who was most popular or maybe, they're decisions represent our society as a whole.

Nevertheless, when it comes time for a group to select their leader, emotional appeal often wins over logical appeal because it compels the people to choose the leader they can connect with.

In Chapter 2 of the book, we see our newly voted chief, Ralph, starting to establishing the goals of the tribe. Ralph, unlike his counterpart Jack, is optimistic of the group's rescue, and understands that the only way to get a ship to rescue the group is to make a fire. When presenting his plan to the boys, Ralph says "We want to be rescued; and of course we shall be rescued...(applause from group).....We must make a fire."(37-38) Looking at Ralph's speech to the boys, it is clear he follows a specific structure in order to get the boys' attention.

Understanding that he needs to connect with the boys emotionally, Ralph starts off his speech with an emphatic "We want to be rescued." He then takes the next couple of moments further explaining that they're going to be rescued, to which the boys respond with thunderous applause.

However, as even the book states, Ralph's statement was "unbacked by any proof." (37) Yet it is still so effective as he has already captured the attention of his audience. By doing this, Ralph can say pretty much anything he wants afterwards, and will have the boys' full support. This explains why later in the book, the boys eagerly build the fire, as Ralph has gained their support through his emotional appeal.

Every year, Fortune Magazine releases a list of the world's 50 greatest leaders. This list is not dependent on the title or fame of the individual, but the qualities that make them strong and memorable. Another important quality is that these leaders are the ones who inspire people to see their vision. This then allows for a list to be very diverse, with leaders in business, sports, arts, STEM, and various other industries. Upon analyzing the communication skills of each of these leaders, it was found that these leaders will "use 2.9x more appeals to emotion in comparison to logic, and 3.4x more appeals to intuition in comparison to logic." Simply put, leaders will place a high value on tugging at the audience's heartstrings (emotion), and appealing to their gut feelings (intuition, versus providing a logical statement. The reason this works is because through emotional connections, the speaker makes the listener a part of their mission, and gives them a strong desire to join it. This idea is explored in the novel where Jack convinces the boys that they *must* catch the Beast. When you may only have a couple of minutes to capture an audience, emotional appeal will often reel them in.

Another example of emotional appeal winning over logic is in Chapter 10 of the book. In this chapter, there is a scene where Jack, the leader of the tribe, is in cave with his tribe huddled around him. Fresh off of whipping one of the members, Jack then tries to rally up his group to hunt for the Beast. In the middle of his speech, he then goes on to say "They'll try to spoil things

we do --- and then, the Beast might try to come in. You remember how he crawled --- he may come again even though we gave him the head of our kill to eat.”(160) At this point in the story, the boys have left Ralph and have chosen their new leader, Jack. A leader who believes in killing for meat and hunting the Beast. The very problem with Jack’s plan however, is the fact that he has no plan in place to kill the Beast. With no logic in place, it would be in the tribe’s best interest to not listen to Jack. However, they ultimately do. By focusing on how the Beast makes the boys feel, and mentioning the Beast in every possible situation, Jack convinces the boys that they are a part of his vision and need to join him. He convinces them that the killing of the Beast is a *necessity* in their lives. This focus on appealing to emotion gives Jack the ability to not have a plan in place, but to still capture the attention of his followers.

Oprah Winfrey’s endorsement for presidential candidate Barack Obama back in 2008 also provides a case for the impact of emotional appeal. According to research and analytics done by two economists, there is a correlation to Oprah’s endorsements of Obama and an increase of votes. The study, which compares Oprah watchers and magazine subscriptions, amongst a number of other variables, to votes in the polls, show that there is evidence to be made that Oprah generated Obama 1,015,559 votes in the primaries. Now it is important to note that the claim is not that Oprah was the reason for Obama’s victory, but that Oprah, who has no place in the government, was able to generate over a million votes for Obama. Why? Oprah is one of the biggest names in America and many of her followers will do whatever she says, even if she doesn’t have the “credentials.” To many, Oprah is a part of their lives and they feel emotionally connected to her, so they will follow her actions, and take her advice. Another example of her

impact is when the book sales of “Love in the Time of Cholera” soared after it was placed in her book club readings.

Society often demands for the presence of a leader who can lead it forward. However, there is never a clear cut path to progress and moving forward. There is also never a perfect leader who can do no wrong. So the question that is presented is, Who is the best leader? To some, it may be the one who is most logical, and to others, it may be the one who is the most connectable. In William Golding’s *Lord of the Flies*, the boys on the island were presented with this same question. Ultimately, they decided to go with the leader who could connect with them on an emotional level, which ends up being Jack. Their decision, and the book overall, challenge the ideas and qualities a group of people look for in a leader, and how we should measure them up.

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