

Persuasive Appeals in Denzel Washington's Selected Speeches On Morals

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ABSTRACT

Persuasion is the capacity to alter or change beliefs and values in other people by using particular techniques that affect their thought and behavior in order to accept or reject certain argument or point of view. Persuasive language utilizes in marketing, advertising, business correspondence, political campaigns, and in social media in order to persuade individuals to take a particular action. Social media is a crucial tool for influence. It has strong impact on people attitudes and beliefs. Websites like Facebook ,Twitter, Instagram , WhatsApp and others are examples of social media platforms. Although there are many previous studies that have been presented on persuasive strategies, this topic hasn't been yet investigated.

Therefore, the purpose of this study is to explore the persuasive appeals (strategies) employed in Denzel Washington's selected speech on morals and to examine how they are utilized to convey persuasive ideas. A qualitative approach of analysis has been used to examine the selected data. This study aims to identify the persuasive techniques most frequently used in Denzel's morals and to investigate the way persuasive techniques are used in Denzel's morals. This study adopts an eclectic model for identifying the main persuasive techniques employed in the data of this study. This model include persuasive techniques developed by Breuer and Naphthine(2008) and Huggard et al. (2006). The researcher is used an eclectic model in order to show how Denzel Washington effects on audience beliefs and behavior by using one technique more than others in order to achieve the intended message. The findings will show that Denzel Washington was aware of every technique he uses in his speech to motivate the listener, whether he is a native or non-native speaker.

The research findings revealed that the majority of the persuasive appeals (strategies) had been deployed ,but in variable amounts. However, Denzel used repetition in his speech more than other strategies to persuade the audience. repetition scores the highest frequencies as well as percentages within the speech.

1. Definition of Persuasion

Numerous linguists describe the act of persuasion very similarly. Here are several examples: Persuasion is defined by Cacioppo (1981, P. 4 as referenced in Muthana, 2015 ,P .55) as "any instance in which an active attempt is made to change a person's mind." The act of persuasion is defined by Lakoff (1982, P. 57 as referenced in Othman, 2015,P.1) as the "attempt or intention of one party to change the behavior, feelings, intentions, or viewpoint of another through communicative means." Persuasion is defined by Adil (2016, P. 10) as "a human communication that is intended to change people's attitudes." In contrast, Smith (2014) defines persuasion as “another form of mind control that is similar to manipulation in that it works in order to influence the behaviors, motivations, intentions, attitudes, and beliefs of the subject” (P.41). According to the aforementioned definitions, persuasion may be defined as an effort by the persuader to achieve a certain aim or objective. The persuader attempts to accomplish his objective by use persuasive language to alter the beliefs, attitudes, and values of the target audience. However, even if he utilizes compelling language, the persuader may fail in his quest to influence the persuader's conduct.

The above image demonstrates the significance of communication and engagement in persuasion. The persuader cannot convey his message or accomplish his objective without dialogue or

engagement with the persuade , and the most effective means of communication is human language. According to Lakoff (1982, P. 57, as referenced in Othman, 2015,P.1), persuasion is an effort to alter human behavior by "communicative means." Persuasion may be found in several figures, such as political speech, religious discourse, propaganda and advertising, social media postings, etc. (Othman, 2015). Nonetheless, it is evident that certain individuals can command the audience's attention while others cannot. In other words, one individual has the ability to motivate and persuade his audience, while another person puts them to sleep. When an orator is effective the audience is unaware of the passing of time; nevertheless ,when one is ineffective ,they are continually checking their watch.(Thompson, 1998 as cited in Mahmood, 2015).Effective orators (or persuasive language)can be distinguished from unsuccessful orators by the use of persuasive techniques(or unpersuasive language) . These strategies are incorporated into human language to make it more persuasive and effective, allowing the persuader to achieve his goals. The persuasive language is referred to as "language of persuasion" by Aristotle (ibid).

2.7 Techniques of Persuasion

There are many techniques for persuasion:

2.6.1 Breuer and Naphine`s Techniques

Numerous tactics are used to persuade individuals and convince them to share the speaker's point of view; such approaches are considered fundamental to social influence. Breuer and Naphine (2008) offer seven persuasive strategies, which might be categorized as follows:

2.6.1.1 Action:

Typically, the speaker urges the listeners/audience to take action, and he or she does so by using terms such as "You must act now!" (now, today, immediately). Consider the following sentence from Tillich's sermon "You Are Accepted": "search your souls for the words 'sin' and 'grace.'".

2.6.1.2 Adjective

In this technique, the speaker moves to depict a noun with adjectives which are profoundly associated to that noun. depicting, for example, the noun 'house' with the two adjectives 'red and bright'

*The bright red house

2.6.1.3 Inclusive and Exclusive Language

Words like (We, our, and us) are examples of inclusive language because they give the reader or listener the sense that the speaker or writer is speaking directly to them and that they are on the same side of the argument on the other hand, the usage of them which is meant to persuade by including the reader/audience, indicates exclusive language . For example: quarterly journal for research and linguistics studies "People like you and I do not want this to occur".

2.6.1.4 Rhetorical questions

Rhetorical questions are those that do not need a response and are posed just for effect. Such questions are often used to drive the audience or reader to a certain conclusion. Consider this question: "Do

we want our children to grow up in a world where they are constantly threatened by violence?"

2.6.1.5 Alliteration and Assonance

To include emphasis to the most and essential points in an argument, initial consonant sounds (alliteration) or vowel sounds (assonance) are often repeated. e.g. "Sydney's slippery slide" e.g. Elite meet and greet.

2.6.1.6 Generalisation

A general statement is used by the speaker in this technique and this articulation claims that anything is being stated is genuine for most individuals or target part since it is genuine in one or few cases. Consider the following sentence that outlines this technique: "Australian children see too much violence on television". This sentence infers that this is true for most or all children; no statistics from legitimate research are reported to make such claim is acceptable.

2.6.1.7 Connotations (Associations)

Persuasive speakers regularly move to select their words carefully and usually accomplished by selecting the emotional meanings related with the word. For instance, the words "kill" and "slaughter" both mean the same thing, but the word "slaughter" contains a different intention to kill since it causes the audience to assume that the act was especially horrific (Ibid).

2.6.2 Huggard et al Techniques:

Huggard et al.(2006,P.27-32) included a new techniques that are mentioned below:

2.6.2.1 Anecdote

This method involves telling a quick tale about an amusing or fascinating incident or episode. A reader or listener who uses this technique will typically be sympathetic and open to the message. It can introduce a character and then put the reader/ the listener in a position to either accept or dismiss that specific character.

2.6.2.2 Attacks/ Praise

Sometimes a certain notion is criticized or praised by the writer or reader. This strategy essentially states the writer's/ speaker's point of view. For instance, taking offense at someone who is unreliable, dishonest, inadequate etc.

2.6.2.3 Exaggeration

In this method, the speaker makes an overly powerful argument; this exaggeration is done to mock others who have different beliefs, as a form of a shock therapy, or to arouse concerns. E, g “Every weekend, the city is overrun by beggars.

2.6.2.4 Graphs and Diagrams

Persuasion techniques can include the use of charts or diagrams. To elucidate and translate information they use pointing. the argument becomes more readily available and appears more credible and scientific with the use of such numbers and statistic.

2.6.2.5 Irony

In ironic situations the speaker may use language that contrasts the strict meaning with the implicit or expected meaning which is

frequently the opposite. such powerful device is used for scoring or sending up others. this is effective way for modifying opponents and make a unique point ; it engages the listener by tone, choice of words and even by creating an absurd situation.

2.6.2.6 Language Style

One of the methods used to achieve persuasion in debate is the use of language that serves the speakers aim . It could be formal, casual, poetic, literary, informational, plain, elaborate, reasoned and so on.

2.6.2.7 Metaphor

Using illustration in a discussion refers to comparing one item to another. Therefore, the speaker can strengthen apppoint without adding unnecessary repetition; the utilized example captures the listener's attention

2.6.2.8 Repetition

By using the same letters , words, expressions and sentences multiple times. the speakers can support an argument. Such technique is beneficial since it keeps the speaker's view point in the audience's mind. For instance: "Now is the time to make real the promises of democracy. Now is the time to raise from the dark".

2.6.2.9 Reason and Logic

Arguments may be constructed gradually by using reasonable and logical justifications. By doing so, the speaker will support each key argument or idea and appeal to the intellect rather than the emotions of the audience.

2.6.2.10 Simile (Analogy)

In order to make a certain point or topic clearer ,the speaker may often use an analogy to compare one item with another . typically accomplished by using ‘like’ or ‘as ...as’. For example, when one says “John run like a rabbit” or “school is like a prison”. This literary device may delight or shock the listener and the inclination of the comparison used can make a particular point clearer and more comprehensive.

2.6.2.11 Evidence / Proof

It refers to providing evidence of what other people believe as a justification for accepting a recommendation or following the advised course of action. Examples of this technique are using statistics, expert opinions, research findings, and anecdotal evidence.

3.6Adopted Model

This study adopts an eclectic model for identifying the main persuasive techniques employed in the data of this study. The techniques proposed by different linguists seemed to complete each other to reflect full coverage to all techniques used. Consequently, the current study adopted two models available developed by Huggard et, al.(2006) and Breuer and Napthine (2008). Haggard 2008 model includes the following techniques: Anecdote(a short narrative for amusement), Attacks /Praise (a criticism or a praise of something),Exaggeration(expressions that seem better or worse than they are in reality), Diagrams(the use of chart), Irony(the use of expressions that are the opposite of what they mean),Language Style(the way in which the language is presented),Metaphor(the comparison of two items),Repetition (the repetition of the same words),Reason/Logic (a cause and rational justification of something), Simile(implying the use of like of as-as and like), Evidence/Proof(the use of statistical number to prove something as being true).Nevertheless, Breuer and Napthine’s model implies the

following techniques : Action(urging people to do something), Adjective(description of noun), Inclusive/Exclusive Language (inclusive means that the speaker includes himself and the audience in a certain situation whereas exclusive means the opposite), rhetorical question(questions that don't need an answer), alliteration/assonance(a repetition of consonant or vowel sounds respectively),Generalization(representing a statement that is accepted by most people), connotation(associations that are attached to a word which are far from its literal meaning).In addition ,the eclectic model is also a conceptual framework that includes a variety of analytical techniques(Fisher ,2012).

The researcher uses an eclectic model in order to show how Denzel Washington effects on audience beliefs and behavior by using one technique more than others in order to achieve the intended message . Thus, this section presents the techniques of each author individually based on chronological order starting from the oldest to the newest ones as clarified below:

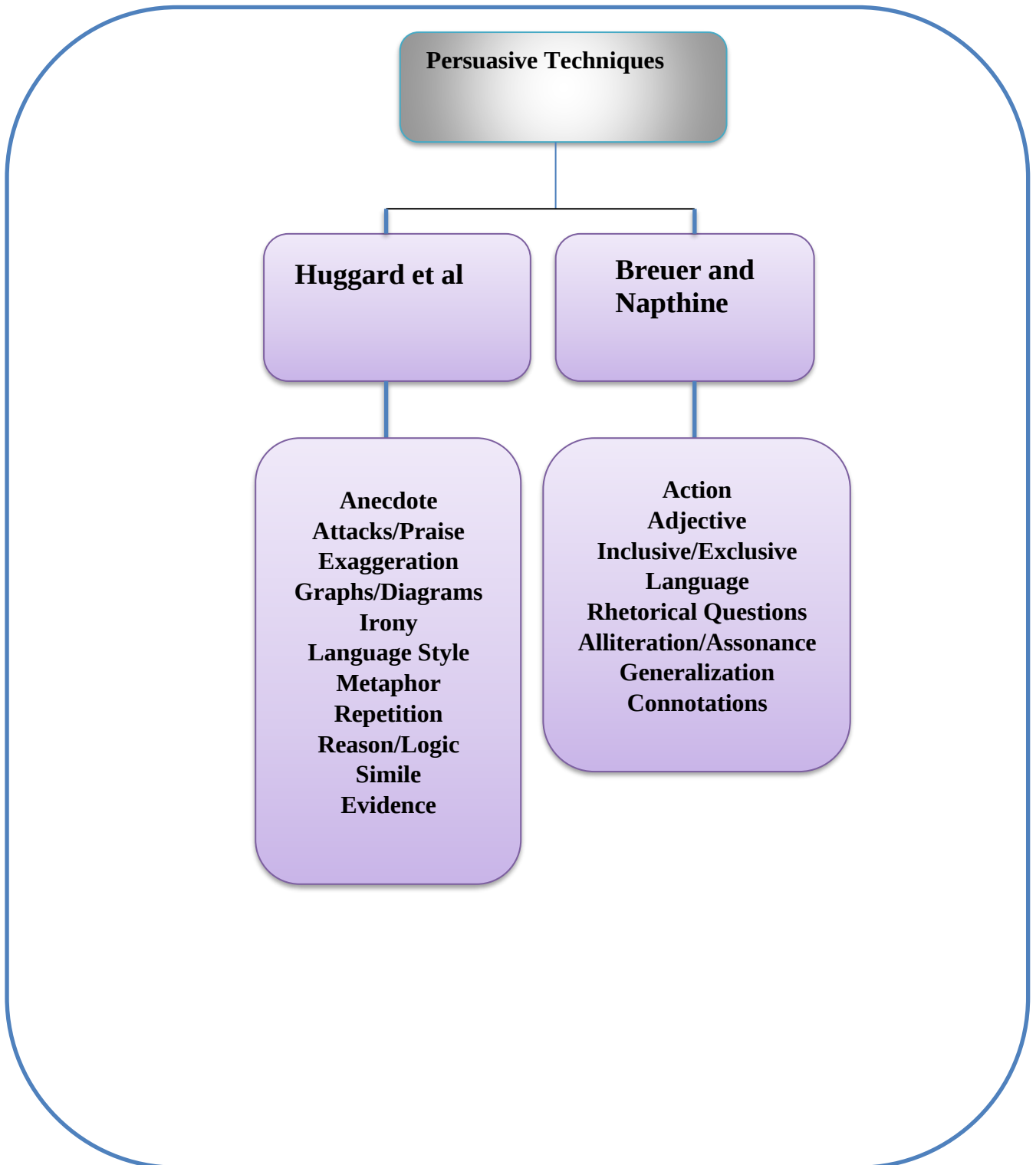


Figure 3.1 : Conceptual framework of the study

4.2 Analysis of Speech One

This section is allotted to analyze the first speech in form of extracts:

Extract no. 1 “Let me take this moment to wholeheartedly congratulate each and every one of you, today. You graduated. You did it. You made it. Congratulation to you. And you did it all by yourself, nobody helped you”.

The first persuasive strategy employed in this extract is “Attacks/Praise”, which is employed by Denzel to praise graduated students on their achievement. He wants to show his positive emotions and the feeling of pride by saying that congratulations on your graduation and keep working hard. Great things come from hard working. Moving forward, remember that every journey is unique. In addition, never forget that you are exactly where you should be.

The second persuasive strategy exploited in this extract is ‘language style’. One strategy for achieving persuasion in a debate is to use language that serves the speaker’s objectives. It Could be formal, causal, poetic, simple, ornate and argumentative. Denzel starts his speech in an effective opening to his address to dispel the star –struck impression that some people may have while speaking with a celebrity. After that, he speaks very slowly and clearly, which makes it easier to comprehend what he is saying. He wishes those who are listening to understand what he is saying.

The other persuasive strategy applied in aforementioned extract is ‘repetition’. Washington employed this strategy to emphasize on the significance of his speech and to gain the attention of the audience. Washington repeats the phrase: “*You did it*”, ‘congratulate’. *He inspires the graduated students in his speech by saying that all successful*

students reach their aim by depending on themselves and doing their best effort .Your persistence and grit have paid off".

Extract no.2“when I was young, I started to really make it as an actor. I came in, I talked to my mother, I said ‘Ma, did you think that this was going to happen, I’d be so big and I’ll be able to take care of everybody and I can do this and I can do that. she said, Boy stop it right there. Stop it right there. Stop it right there”

The first persuasive strategy employed in this extract is ‘anecdote’. the speaker established credibility by using a personal story to engage the audience talking about his own success and how his mother is supported him.

The second persuasive strategy is ‘adjective’, since Washington tends to describe himself ‘young’ ‘able’ ‘big’ by using adjectives which are highly connected to the noun to look at the distinguishing features of his personality to reach his goal. Through these characteristics, he is trying to paint a particular image in the mind of the recipient.

The third persuasive strategy is ‘Repetition’. The speaker repeated ‘I can do’, "stop it right there" to encourage the individuals that there was sufficient time and opportunity to take action . The speaker also employed this strategy to emphasize that worrying and being concerned are insufficient to overcome fear without taking actions. He wants to underline that you shouldn’t let obstacles stand in the way of fulfilling your own goals.

The fourth persuasive strategy is ‘language style’. He uses delicate language to show how he benefited from his past experiences to encouraging them to accept their past as well as alter their future to improve themselves in different field of life.

Extract no. 3 “If you only knew, how many people they have been praying for you. How many prayer groups she put together, how many prayer clothes she gave me, how many times she splashed me with holy water to save my sorry behind”

The first persuasive strategy utilized in this extract is ‘repetition’. Repetition is used by Denzel in order to support a cause or to make the audience comprehend a specific point. The phrase ‘how many prayer’ is repeated by speaker to persuade audience about the benefit of prayer.

The second persuasive strategy is ‘language style’. By utilizing this strategy the speaker wants to persuade the listeners that prayers express their gratitude and respect to God for granting them all their needs.

The third persuasive strategy is ‘Inclusive/Exclusive Language’. Exclusive language is characterized by using the pronoun ‘they’, since the speaker excludes himself from those people who pray for him to reach his dreams and to alter his life for the better because he suffers a lot from his miserable condition.

Extract no. 4 “you did it all by yourself, I’ll tell you what you can do by yourself: You can go outside and get a mop and bucket and wash them windows – you can do that by yourself, superstar”

The persuasive strategy utilized in this extract is ‘Irony’. A speaker may use irony to convey situations where the intended or inferred meaning is different from the literal meaning in order indicate that everyone has a will to achieve what he/she wants regardless of the obstacles. However, he used this strategy to lighten the mood and maintain the audience engaged.

The second persuasive strategy is ‘language style’, so your listeners will be able to recalling your message if you use vivid language that is powerful ,distinctive ,and unforgettable. An effective language is employed to reflect the ability to change miserable life into the most purposeful one.

The other persuasive strategy is ‘repetition’, since the speaker repeated the phrase ‘you can do by yourself’ to prove that everyone has a power to complete his personal journey to reach his /her main goal.

Extract no. 5“ I want to congratulate all the parents and friends and family and aunts and uncles and grandmother and grandfathers, and teachers and, friends and enemies — all the people that helped you to get where you are today, congratulations to you all”

The persuasive strategy employed in this extract is ‘generalization’. The speaker used general statements that include a group of people to demonstrate how their point of view or ideas can be shared by not only the present audience but by all individuals in the world and to say that all students prove that they chase their future by the existence of their support .

The second persuasive strategy is ‘attacks/praise’. The speaker praises everyone who has assisted the graduates in achieving their current situation. This establishes a constructive and appreciative tone that makes the listener feel valued and appreciated.

The third persuasive strategy is ‘repetition’. The speaker repeats the word of ‘congratulations’ throughout his address that makes the audience remember his speech..

The fourth persuasive strategy is ‘alliteration/assonance’. Alliteration is used by repeating the same consonant sounds/f/ as in ‘friends and family’ and/g/in the beginning of these words ‘grandfather and grandmother’. On the other hand, there is also assonance in the middle of these words ‘congratulate’, ‘parents’ by repeating the same vowel sound /a/.

Extract no. 6“ I’m going to tell about two to three stories. I’m going to keep it really short. I remember my graduation speaker, got up there and went on forever, blah, blah, blah, blah, blah, blah, blah”

The first persuasive strategy applied in this extract is ‘anecdote’, which utilized to promote his beliefs. This strategy entails providing a brief account or narrative about a fun or engaging events since it is an effective tool. Denzel wants to inspire the students by mention his successful journey to reach his dreams.

The second persuasive strategy is ‘repetition’. The word ‘blah’ intentionally is repeated to gain the attain of the listeners toward specific idea to root it in the mind of the listener. This repetition highlights the speaker’s irritation and displeasure with the lengthy speech of the graduation speaker.

The other persuasive strategy is ‘language style’. By utilizing this strategy the speaker wants to humorously make his point. His speech will most likely take place in a more causal and laid-back environment .

Extract no. 7 “put god first, Put God first in everything you do. Everything that you think you see in me. Everything that I’ve accomplished, everything that you think I have – and I have a few things. Everything that I have is by the grace of God. Understand that. It’s a gift”

The first persuasive strategy employed in this extract is ‘ language style’. Washington is open and unapologetic in his invocation of God. Washington appeals to a religiously inspired system of interpreting the meaning of his own life add to make recommendations to others. Washington’s theological language is itself persuasive, as he asks his audience to consider his own success as part of God’s grace.

The second persuasive strategy applied in this extract is ‘repetition’. the speaker utilized repetition in order to show the audience the significance

of his message. The phrase ‘put god first’ is repeated in order to highlight and emphasize the notion of safety ,power, and holiness of god.

The speaker repeats ‘everything’ to draw the attention of the listeners that people have everything by the grace and mercy of god.

The third persuasive strategy is ‘alliteration/assonance’, that used assonance by repeating the same vowel sound/i/ in these words ‘ everything’, ‘accomplished’, ‘think’.

Extract no. 8 “I was flunking out of college. I had a 1.7 grade point average, I hope none of you can relate”

The first persuasive strategy employed in this extract is ‘Evidence/Proof’, as the speaker gives a statistical evidence to proof the idea that people can change their situation by their will and ambition. The purpose of utilizing this strategy is to persuade the audience to accept their fate and try to change it by their hard working.

The second persuasive strategy is ‘anecdote’, since the speaker telling the audience a short story about his failure and how he get a low point in the college. The speaker employs personal anecdotes to elicit the audience’s emotions and establish credibility. He discusses his own struggles with academic performance.

The third persuasive strategy is ‘irony’. Denzel points out that his bad grades might get him expelled from college since he hopes that no one in the audience can identify with him.

The fourth persuasive strategy is ‘language style’, since the speaker appears his actual failure to be a good students. By utilizing this strategy he wants to inspire them by his saying don’t confuse the movement as well as make his message relatable and accessible to his audience.

Extract no. 9 "I was sitting in my mother's beauty shop. They still call the beauty shop now, what they call it? Yeah, and I was sitting in a beauty parlor. I was sitting in my mother's beauty parlor. And I'm looking in the mirror and I see behind me this woman under the dryer and every time she looked up – every time I looked up she was looking at me. She was looking me in the eye, I don't know who she was and I said you know, she said somebody give me a pen, give me a pencil, I have a prophecy. Boy, you are going to travel the world and speak to millions of people"

The first persuasive strategy utilized in this extract is ‘ Inclusive/Exclusive Language’ ,since the speaker excludes himself from those who see external beauty is everything in their life without paying attention to the internal beauty in their personality . Exclusive language is characterized by the use of the pronouns (they-them) to suggest that the speaker and the audience/listener are on the opposite side of the argument .The reality of beauty should be reflected in their dreams, objectives, and success.

The second persuasive strategy is ‘ rhetorical question’, since the speaker asked for the sake of influence without expecting any answer. A rhetorical question is commonly found as explicit statement. The speaker mentions the setting of the beauty center as the first place of his successful life.

The third persuasive strategy is ‘anecdote’ which involves to provide a brief account of an interesting event. It is an effective tool for appealing to the audience's emotions and influencing them to adopt new behaviors or point of view. Denzel told the audience about the prophecy that an old woman predicted that he would one day address millions of people around the world. Denzel had no idea that her words would have such an impact on him, which would turn out to be the best present from god he had ever received.

The fourth persuasive strategy is‘ repetition’. The speaker intentionally repeated ‘looking’, *"I was sitting in my mother's beauty parlor"* to draw

the attention of the audience to emphasize a particular concept. People shouldn't sit in one situation without the ability to change their own way".

The fifth persuasive strategy is 'language style'. Denzel wants to establish a relaxed tone, as he is recalling a personal experience and speaking to the audience in an informal setting.

The other persuasive strategy is 'generalization' that implies something may be true for the majority of people but not for all. Here the speaker gives the audience an explanation that he had a professional character to influence other people by motivating them to pass through all trials.

Extract no. 10 "Now mind you I flunked out of college. I'm thinking about joining the army. I didn't know what I was going to go and she is telling me I'm going to travel the world and speak to millions of people. Well I have traveled the world. And I have spoken to millions of people, but that's not the most important thing- the success that I had"

The first persuasive strategy employed in this extract is 'Action'. The speaker tends to encourage the audience to belief in themselves and begin a new beginning to be accepted in the society. Everyone has the capacity to do everything she/he wants to change their fate.

The second persuasive strategy is 'language style' to show the graduated students his feeling. He confused about his future after dropped out of the college and how he didn't know what is the next step in his life.

The third persuasive strategy is 'repetition', as the speaker repeated the phrase 'travel the world and speak to millions of people' to show his successes and highlighting that he has traveled the world and spoken to millions of people. The speaker makes a hint at their final definition of success with each repetition, which heightens the suspense for what comes next.

The fourth persuasive strategy is ‘alliteration/assonance’. The speaker used assonance by repeating the same vowel sound/i/in the middle of these words ‘thinking’, ‘joining’. This extract contains another assonance by repeating the same vowel sound/o/in these words ‘know’, ‘going’.

The following table (4.1) summarizes the results of speech one analysis which shows the frequencies as well as the percentages of persuasive strategies in this speech:

Table 4.1: The Frequencies and Percentages of Persuasive strategies in Speech One

Strategies of Persuasion	Frequency	Percentage%
Action	6	4.44%
Adjective	20	14.81%
Inclusive/Exclusive language	6	4.44%
Rhetorical Question	1	0.74%
Alliteration/Assonance	13	9.63%
Generalization	5	3.70%
Connotation	6	4.44%
Anecdote	5	3.70%
Attacks/praise	4	2.96%
Exaggeration	0	0%
Irony	2	1.48%
Language style	21	15.56%
Metaphor	3	2.22%
Repetition	40	29.63%
Reason/logic	2	1.48%
Simile	0	0%
Evidence/proof	1	0.74%
Total	135	100

Table (4.1) illustrates the frequencies and the percentages that belong to the persuasive strategies utilized in speech one. Action, inclusive/exclusive language and connotation score six times with 4.44%, whereas adjectives shows up twenty times within the speech with 14.81%. Rhetorical question as well as evidence/proof scores only one time with 0.74%. Alliteration /assonance is appeared thirteen times with 9.63% percentage, and generalization and anecdote show up five times with 3.70% percentage. Attacks/praise scores four times with 2.96% while exaggeration ,diagrams ,and simile do not show up at all with 0% percentage. Irony as well as reason/logic appear two times with 1.48% percentage. Language style and metaphor scores twenty-one and three times with 15.56% and 2.22% respectively. Repetition strategy scores the highest rate within this speech with forty frequency with 29.63% percentage.

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