**Language as Motive: A Rhetoriacl Analysis of Sura Ash Shams (The Sun)**

This study endeavors to carry out a rhetorical analysis of Surah Ash-Shams. It also combines the Speech Act Theory in its framework for analysis. The rhetorical analysis gives insights into the message and the emotional appeals through the lens of ‘ethos’ ‘pathos’ and ‘logos’ inscribed in the content and form of Surah Ash-Shams. The argument of the study is that Surah Ash-Shams has an aspect through which it may infuse the message in the hearts of readers/listeners through emotional appeals. This study tries to explore the strategies employed in Surah Ash-Shams that may help to infuse the message in the minds and hearts of readers/listeners. This study explores the effectiveness of the message about ‘nafs’ (soul) because of the emotional appeals maintained by the persuasive techniques. The study analyzes Surah Ash Shams in order to answer the questions, what the message is; how has it been described; and what are persuasive techniques? For the study, the English Translation of Surah Ash-Shams done by Mufti Muhammad Taqi Usmani has been selected for the purpose of analysis. The study is qualitative, exploratory and analytical in nature. This research concludes that the Holy Quran uses strong rhetorical devices to influence on the hearts of people which persuades them to follow the right path. In the selected chapter, there is a portrayal of seven oaths. Oaths are followed by the message about ‘nafs’, and the message is strengthened with the terrifying instance of Thamud (…..) as an alarm. By combining Aristotle’s Rhetoric with Searle’s Speech Act Theory, this study provides a new framework for analysis which can be used for analyzing other religious texts as well.