

# Macro-Contextual Perspectives on the Implications of some Selected Women Politicians' Speeches

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## ABSTRACT

Language and politics are inseparable rather than interdependent relationships. Political discourse is, in one way or another, a political action, and language –as one form of communication- is political and negotiable. Thus, politicians utilize political discourse to serve their ideopolitical agendas and send out multi-directional/multi-faceted messages to persuade or dissuade people and entice them towards certain actions. The problem of this study lies in the lack of identifying the types of implicature in women speeches. Similarly, the study proposes several questions like: How do women manipulate their speeches? The second question is: Which type of implicature the women in this research use more than the other is? This study is dedicated towards shedding light on political discourse and how it is utilized by politicians in different ways and on different levels to achieve their goals. The study aims to analyze political speeches as the ultimate form of political discourse and show how these speeches are linguistically knitted within a macro-contextual perspective. It takes three political women's speeches to be the data analyzed. They are Theresa May, Condoleezza Rice, and Hillary Clinton. The present study also aims to identify the discursal features, i.e., pragmatic features that characterize the language of women. The data analysis will be mainly based on Van Dijk's analytical tools. This study is based on two hypotheses. The first one assumes that political discourse has its own characteristics that distinguish it from other speech genres. The second one assumes that Women tend to use more lexical items and expressions that express a high degree of politeness, emotion, and sociability. This study is set out to examine three political women speeches. The first one is the British Prime Minister Theresa May. It can be said that May wants to emphasize the connection with her people to establish some sort of solidarity and rapport before the actual negotiations. The second interviewee was introduced in 2011; Condoleezza Rice discusses Iraq issues with Lawrence O'Donnell in a political interview about 'Saddam Hussein Was a Threat'. The final interview is tackled by Hillary Clinton, an American politician. The New York Times published the democratic national conversation of Hillary Clinton about children's rights and about her presidential nomination program against Trump in Philadelphia. The interview was held on February 26, 2013 - 21:00. After analyzing Hillary Clinton's speech by analyzing the text structure, the writer concludes that there are some important points in Hillary's speech text. Hillary tries to attract the audience's support by mentioning the acts that she believes in. She is very careful in presenting her speech to get a good response and to make sure the public receives the message well.

**Keywords:** *Macro-Contextual Perspective; politics; multi-directional; multi-faceted; political discourse*

## SECTION ONE: INTRODUCTION

This study shows the characteristics of the political discourse represented by women's political speeches as the utmost level of that discourse. It deals with the women's presidential speeches delivered by three: Theresa May, a British politician who served as prime minister of the United Kingdom and leader of the conservative Party from 2016 to 2019. Condoleezza Rice, an American diplomat and political scientist who is the current director of the Hoover

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Institution at Stanford University and Hillary Clinton who is an American politician, diplomat, lawyer, writer, and public speaker served as a United States senator representing New York from 2001 to 2009, and as first lady of the United States from 1993 to 2001 as the wife of President Bill Clinton. This analysis tackles the discursal features and aspects in the presidential speeches where it concentrates on such pragmatic devices as implicatures. The study attempts to show how these linguistic devices function in one discourse and what the extra-linguistic functions beyond such use in such a way.

The study follows the following procedures:

1. Providing a theoretical background about the study.
2. Providing an overview about the language of women.
3. Exploring an explanation about the data as well as the reason behind selecting it. As well as the model of analysis with discussing the results.
4. Drawing a conclusion of the study.

## SECTION TWO: THEORETICAL BACKGROUND

### Text

De Beaugrand and Dressler (1998) claim that a text is defined by its cohesion, coherence, intentionality, acceptability, informativity, and intertextuality (seven standards of text), among other characteristics. Cook (1989, p.14) characterizes a text as sequences of language considered purely in terms of form. He uses black markers for inscription on pages or, in his words, the auditory elements of speech perceived by the ears as instances of these formal attributes. According to Fairclough (1992, p.14), text is *"any product, whether written or spoken,"* and this definition considers the surrounding context. Every language employed in a text must be a language that is actually spoken or written, (Stubbs, 1996). According to Semino (1997), a text can produce meaning in two ways: First, through textual triggers like grammar, pragmatics, and semantics; and second, through the reader's construction of meaning through the application of past knowledge

### Discourse: Definitions and Concept

Discourse has its roots in the Latin word "discurrere," which is where the word first appeared. The literal translation of the core term "discurrere," which derives from "currere," is "to run apart." Discourse is the sharing of ideas between people. This thought exchange can take the form of writing or speech, (Encarta, 1999). Discourse is utilized in various kinds of circumstances, and the word "text" can be used in place of discourse to denote larger spoken or written language instances, (Fetzer, 2014). Discourse is seen by Puig (2003) as either a linguistic element or an interacting component that is linked to the individual who activates it. According to Johnstone (2008, p.2), the term "discourse" refers to *"actual instances of communicative action in the medium of language."* Blommaert (2005, p.5) defines discourse as *"meaning symbolic behavior"* in any given circumstance.

### Discourse Analysis: Definitions and Concept

Tannen (1995) defines discourse Analysis as "the analysis of language beyond the sentence. In other words, discourse analysis studies larger chunks of language as they flow together. Cameron (2001) defines "discourse analysis" as an umbrella term that incorporates several approaches across professions. Discourse analysis is a discipline of linguistics that investigates authentic forms of communication, including spoken, written, and visual texts, with true communicative goals. Discourse analysis's primary goal, according to Paltridge (2006), is to obtain knowledge that goes beyond the level of a phrase, clause, or sentence that results in effective communication. In addition, it looks for the text's cultural, social, and contextual elements that affect how one interprets its meaning. Discourse analysis is, broadly speaking, the study of language in communication contexts or language in communication contexts, (Gzar, 2024).

### Critical Discourse Analysis

Critical discourse analysis is "a theoretical perspective on language and more generally semiosis as one element or 'moment' of the material, social process...which gives rise to ways of analyzing language or semiosis within broader

analyses of the social process". The extent of power and ideology in text production can be observed through the utilization of potent vocabulary and phrases, (Mutasher, 2023). Herein, semiosis refers to all forms of meaning making, including visual images, body language, as well as the language itself. Thus, social life can be seen as an interconnected network of practices where every practice has a semiotic dimension or element. These practices also have a perspective of structure and a perspective of action (Fairclough, 2001, p.121-3). It has been observed that there is a link between the use of language that is specific to a particular gender and the specific work environment, (Muslah & Abbas, 2023).

In the 1970s, many approaches to language were preoccupied with the formal aspects of language, and at the same time, rising interest in language in association with society and the social context was in circulation. Within the framework of the critical theory, critical discourse analysis has to be tied with the "Frankfort school of social research, whose origin can be Hegelianism and Western Marxism," and to its main figures, especially Habermas and his works within this orientation (Wodak, 2001, p. 2; Rahimi & Sahragard, 2007, p. 8). Habermas assumes an "ideal speech situation" where all people can freely and delicately participate with no constraints upon the communication activity. Despite this idealization of speech, everyday interaction is not functional according to which but rather this state is not stable and continuously shaken by socio-political dictates and factors. Thus, Habermas looks at language not only as a medium of communication, but also as a medium of "domination and social force" (Wodak, 2001, p. 2).

The other source of influence on critical discourse analysis comes from the work of Michel Foucault. The Foucauldian influence has two tendencies. The first finds its existence in sociology and political science as well as literary scholarship. The writers affected by this tendency work with the viewpoint that discourse has linguistic and non-linguistic dimensions. The second tendency of Foucault's theories is his influence on scholars who carry the viewpoint that discourse is one manifestation of social action. They assume that the nature of the social action can be explicated or unmasked by some kinds of linguistic analysis (Paul, 2005, p. 19-20). Fairclough offers a comprehensive yet fundamental explanation, asserting that CDA involves the integration of text analysis, analysis of text production, consumption, and distribution processes, as well as sociocultural analysis of the discursive event (Fairclough, 1995, P.23, as cited in Rashid, 2021).

Although society can be stratified, this stratification is not at the expense of separating or putting aside those aspects lined up together to make that society, including its discursive practices, which are highly significant in its make-up. Throughout the history of humanity, there has always been a dominating-dominated relationship to help organize human communities. This relationship is based on an ideological stance, at least partly. In modern societies, this relationship is much more influential and negatively utilized by those in power. This has led to a reactionary halo against this systematized utilization of discourse as one form of power to help to decipher and make clear what seems to be delicately knitted.

### **Discourse Analysis and Pragmatics**

The domains of pragmatics and discourse analysis are essential in representing the parallels and distinctions among these topics. Pragmatics studies language's context-dependent words and facial expressions. It makes an effort to include more factors that set language use apart (Horn, 2013). According to Yule (2010), pragmatics examines how language users function context to determine their intended meaning. As a result, even when a particular remark is not expressed explicitly, it nonetheless analyzes the meaning behind it. In reference to Levinson's (1983) interpretation of pragmatics, he states that the philosopher Charles Morris originally proposes pragmatics as a branch of semiotics that examines the relationship between signs and their users. Following the logician and philosopher Morris, Carnap—who has an influence on limiting the field of pragmatics—equates pragmatics with descriptive semiotics. Pragmatics has many concepts, which can be shown as the figure below:

### **Implicature: Definitions and Types**

The theories of British philosopher of language H. P. Grice have affected researches in pragmatics and semantics. The concept of implicature is among his most significant contributions. Implicature is defined by Yule as "additional meaning conveyed through inference which demands the speaker's and receiver's recognition of the cooperation attempts and the hearer's effort to discover what is being implied", (Yule, 1996, p. 19). Grice (1989) argued that implicature falls under two categories: the conventional and non-conventional implications, (Nashmi & Mahdi, 2023, p.19). Conventional implicature does not depend on the context or co-operative principle, but rather, it can be achieved

by a set of linguistic triggers like ( but, yet , and , although), ( Levinson, 1983, p.55).

For example; 1.He is an Englishman; he is, therefore, brave

Conventional implicature is an inference, which is based on the conversational maxims, which are "*general principles underlying the efficient co-operative use of language which jointly express a general co-operative principle*", (Levinson, 1983, p.56).

*For example;*

*A: Can I borrow ten dollars?*

### **Language and Politics**

The relationship between language and politics is very interconnected since language as a means of communication should be at least minimally political in the wider sense of politics, and this latter one is not workable without language. Not only is it politics wherein language plays a pivotal role but also all aspects of our social life where it is not possible for life to go smoothly without language. Throughout the history of our humanity, politics had been enacted and language had been –at least partially- the carrier of that enactment. Bayley comments upon the language-politics interface by arguing that "it is difficult to imagine political action that is neither, on the one hand, founded on language nor, on the other, a result of the linguistic breakdown and at the same time a premise for further linguistic action" (Bayley, 2009, p. 2). To keep authority and control over his partner, men often resort to abusive behavior, which is called "spousal abuse." This can occur in any intimate relationship between a man and a woman. When there are hints of intimidation, underestimating, compression, isolation, and other attitudes used to preserve fear, oppression, and authority in the relationship, it is likely to deteriorate further and even turn unkind, (Kamal, 2018).

The word politics along with its derivatives: political, politicization, politician...etc., may have negative connotations. These negative connotations are not to be looked over and at the same time, need to be carefully handled. It is common in everyday life that politicians run governments, rule countries, affect all sectors of social life, and are responsible for the geopolitical and demographic changes in societies. Consequently, a logical question poses itself in this respect: how it comes for politicians to be passively judged and simultaneously the rulers and/or legislators of governments and whole nations. Back to its origin, the word politics comes from a Greek source with the meanings: city, citizen, civic, where it is seemingly of positive nature and mild character. But yet again, even the Greek philosophers were aware of its real nature or negativeness, so to speak, especially if Plato's words are to be taken when he says of politics as "nothing but corruption" (Beard, 2000, p.3-5).

Politics can be seen from a wider scope where it can be taken as a kind of delicacy in communication and interaction with others. Yet, it can also be looked at as a field of power enactment in addition to being directed towards the ruling and governing. That is to say, not only does politics incorporate the act of governing nations but also any field of social life where authority and power, as well as influence, can be maneuvered and manipulated (Saville-Troike, 2003, p.251). Now, it is clear that politics as a word and as a practice is open to wide interpretations, yet in modern societies, it is attached to that institutionalized practice of governing and representing people in political arenas like parliament, national presidency, ministerial running...etc.

Politics, in its broader sense, cannot function without language; hence, language as a tool of communication must be at least somewhat political. This makes language and politics closely related. Language is essential to not only politics but also to every other facet of our social lives, as without it, nothing would function, as it should. Language has played a role in the transmission of political ideas throughout human history, at least in part. It is difficult to imagine political action that is neither, on the one hand, founded on language nor, on the other, a result of the linguistic breakdown and at the same time, a premise for further linguistic action asserts Bayley in her commentary on the language-politics interface. For instance, political figures like Barack Obama have a knack for recognizing what is most important to their audience at any particular time, modifying their speech to match the existing social, economic, and political conditions. This adaptability is a key to maintaining engagement and persuasiveness.(Joseph,2006, p. 2).

### Conversation Analysis

Conversation analysis (CA) is the study of talk. To put it in more complex terms, it is the systematic analysis of the talk produced in everyday situations of human interaction. The aim is to discover how participants understand and respond to one another in their turns at talk with a central focus on how sequences of action are generated. The objective of CA is to uncover the often-tacit reasoning procedures and socio-linguistic competencies underlying the production and interpretation of talk in organized sequences of interaction (Hutchby & Woofitt, 2008, p.11).

CA was found in the 1960s and 1970s by the American sociologist Sacks and his colleagues Schegloff and Jefferson in 1974. CA's roots are in ethnomethodology. It seeks to uncover the organization of talk not from any extraneous viewpoint, but from the perspective of how the participants display for one another their understanding of what is going on (Speer & Stokoe, 2011, p.9).

Schegloff & Sacks (1973, p.290) put it in a summary,

*We have proceeded under the assumption that is borne out by our research as far as the materials we worked with exhibited orderliness. It has been done so not only to us, but also for the co-participants who had produced them. If the materials were orderly, they were so because they had been methodically produced by member of society for one another.*

CA assumes that action and interactions are tied to their context of production. The relationship between action \interaction and context is reciprocal: the context is in part constituted by the actions, interactions that are responsive to the context of their construction. CA, further, gives an analytic priority to the perspective of the participants to the extent that their conduct is orderly. Participants must attend to the inherent contingencies of any setting that observably reveals their understanding of how the introduction is proceeding and what they are doing together. When participants employ these practices, they produce an understanding of their own and of their counteractants conduct. For example, a speaker can propose the importance of a topic by raising its first thing in a conversation. The speaker might introduce the topic immediately after greetings or perhaps even dispense with greetings altogether. This practice provides a method for suggesting the importance of a topic that participants can use to both produce and understand the sense of their actions in coordination with others. As an example, an interactant can ascertain a co- interactant's focus attention by monitoring the latter's eye gaze, and in monitoring the other, reveal his / her own intentional focus (Van Dijk, 2011, p.167)

### Women's Language and Politeness

Lakoff (2004, as cited in, Abbas, p.192), says that one of the pioneers in linguistic studies of gender, identified two directions in the studies of women's language and stated: "[W]e will find that women experience linguistic discrimination in two ways; in the way they are taught to use language, and in the way general language treats them" (p. 39). Mills (1996, p. 9) points out that politeness cannot be understood simply as a property of expressions, or even as a set of options made only by individuals. Politeness is a set of tactics, which communities of practices extend, affirm and challenge. In interaction, individuals are working out their gendered identity and their position within a community of practice, as well as communicating with others. Politeness and impoliteness play a key role in presenting and producing a particular type of identity. Judging someone's utterance to be polite or appropriate linguistic behavior is implicitly a key notion in all research on linguistic politeness. Factors of gender, race, class, age and knowledge play a major role in assumptions about the level of appropriate linguistic behavior within particular communities. Politeness is often considered to be a women's concern.(Lakoff, 2004, p.10) describes this concern as talking like a lady as an accurate representation of women's language .Politeness might be a good test for the utility of cooperative principle, unlike other functions of conversational implicature; it involves predictable relationships and seems to occur in similar fashions across languages and cultures. To work differently across societal boundaries, it could be explained as violations of rules and principles. Politeness is an intrinsic and unmarked part of communicative system. Speakers in real public discourse at city hall meetings or on radio talk shows typically employ wordy and needless forms out of courtesy and face-saving (e.g., "I feel that you believe that we comprehend your issue.") according to Deese (1984, p.42. as cited in Mansoor).

Geyer (2008, p.50) relates politeness -as an aspect of identity- to gender in which gender is considered as a repeated performance of a range of behaviors associated with particular sex.



Politeness is dealt with in interactional terms from a pragmatic orientation and as an addition to a conversation. Politeness is something that is grafted on to individual speech acts in order to facilitate interaction between the speaker and the hearer. Brown and Levinson's (1987) model of politeness has influenced all the theoretical and analytical works in this field. They argue for a pragmatic analysis of politeness, which involves a concentration on the amount of verbal work, which individual speakers have to perform in their utterances to counteract the force of potential threats to the face of the hearer.

Face is a term drawn from a Chinese word and concept to describe the self – image that the speaker the hearer would like to see maintained in the interaction (Litosseliti and Sunderland, 2002, p. 69).

Brown and Levinson (1978, p. 66) highlight the concept of face as, *something that is emotionally invested and can be lost maintained or enhanced and must be constantly attended to interaction. It is a set of wants, which are satisfied by the actions of the others. The face wants that need to be oriented in interaction are positive face wants and negative face wants.*

A threat to a person's face is termed a face-threatening act (FTA) which is an imposition on the addressee. To avoid this threat, it is possible to lessen it by using mitigating devices such as please and could and this is called face saving act (FSA) and it is possible to perform (FSA) attending either the negative or the positive face . A positive face is essentially avoidance –based and represents the assurance that the speaker will not interfere with the addressee's freedom of action. It is the need to be accepted and connected to a group. Positive politeness is thus concerned with demonstrating closeness and affiliation as in compliments. A negative face is concerned with distance and formality as in hedges and deference and it is the need to be independent and to have freedom of action (Geyer, 2008, p.50).

It would not be proposed that the gender of interlocutors will lead to these acts being perceived differently in terms of how face – threatening they are. (Christie, 2000, p. 155) presents this point in citing these acts when he argues that,

*Because there are so many ways, by which speakers might threaten their addressee's face, and because it is in the interest of the speakers that they maintain their own and their hearer's face, speakers irrespective of their own or addressee's gender are constantly called on in interlocutors to weigh up the impact of their linguistic choices.*

### SECTION THREE: METHODOLOGY

#### General Remarks

This section introduces the basic models of analysis that are described in conducting the analysis of political women speeches. Language provides its users with many sources in such a way that enables them to encode their messages flexibly yet they require a sensitive mastery to be at the hands of their users. They can use certain lexical items to emphasize their actions. The approaches discussed in this chapter combine in on main model that will be adopted and employed to conduct the analysis in this study.

Van Dijk (2006, p.128-9) states that in any *"important political speech of a president or presidential candidate practically each word is chosen as a function of its ideological and communicative presupposition and implications"*. In such a case, everything seems to be well calculated and attentively initiated in order to gain certain privileges and propagandize specific ideologies. Hence, a contextual overview is considered a prerequisite for doing political discourse analysis. Thus, the analyst has to have a hand at the political circumstances, historical upheavals, economic problems...etc. because all these things can be directly or indirectly hinted to or addressed by the speaker.

Another important point is that biographic knowledge of the speakers should be incorporated or considered in order to attain satisfactory decipherment of their messages and objective evaluation of their content. In this respect, their educational backgrounds, social and religious status, political struggle and ideological membership serve in analyzing their speeches. Again, political discourse is a rich domain of linguistic manipulation and instantiation so that penetrating effects can be achieved and ideological stances can be implicitly played upon (Van Dijk, 2006, p.128-9). In writing their speeches, politicians tend to use many techniques in order to attend to the minds as well as the emotions of their audiences through the strategic employment of those techniques.

## Data Collection

In this section, the selected extracts are analyzed according to the model of Van Dijk's analytical techniques. The data includes three TV talk shows with different interviewees. In order to examine discourse strategies in all possible settings, it might be necessary to collect data from a variety of settings so that one could have different topics i.e. social, criminal and academic ones. It might also be necessary to present all the strategies that are used by the participants as a way of talking in face-to-face interaction. The first interview is attended by Theresa May, who is a British politician. When she informs G7 leaders at the gathering in Charlevoix, Canada to improve online safety for women. The second interviewee was introduced in 2011; Condoleezza Rice discusses Iraq issues with Lawrence O'Donnell in a political interview about 'Saddam Hussein Was a Threat'. The final interview is tackled by Hillary Clinton, an American politician. The New York Times published the democratic national conversation of Hillary Clinton about children's rights and about her presidential nomination program against Trump in Philadelphia. The interview was held on February 26, 2013 - 21:00.

## Model of Analysis

This study will be mainly based on van Dijk's analytical techniques, which he has used in his analyses. This does not mean that these techniques are newly invented, but rather, most of them are already established in the field of linguistics and rhetorical studies. Since discourse analysis does not have its own tools but rather depends on other disciplines (such as semantics, syntax, pragmatics, rhetoric, etc.), (van Dijk, 1988, p.30). It is selective in nature, so that the analyst chooses which devices that help in doing her/his analysis and in what serves the goals and hypotheses of his study. Thus, the discourse analyst can pick out different methods from different fields in order to fulfill the goals of the study (van Dijk, 2007b, p.11). Again, van Dijk himself has his own analytical techniques in doing (critical) discourse analysis since discourse analysis is trans-disciplinary (and interdisciplinary) where the efforts of researchers and scholars are complementary to each other and all add to the trans-disciplinarity of discourse analysis.

Starting with the pragmatic level, van Dijk deals with such aspects as presuppositions, speech acts, and (political) implicature. There are other aspects which are made use of by van Dijk in his analyses and which are not discussed, herein, because they will not be included in the analytical framework in the study at hand.

## SECTION FOUR : DATA ANALYSIS

### The Analysis of Selected Political Women Speeches

#### *The Analysis of Theresa May's Extracts*

**Extract 1** *"Across the country thousands of women endure unimaginable abuse in their homes, there are women who know what that means on a daily basis, often at the hands of those they are closest to, every single day"*

In this extract, Theresa May shows her cooperation with women across the country. She emphasizes that she knows what happens to them inside their homes and therefore, she intends to mitigate such struggle on them. The Social Analysis, the speaker's ideology is shown to be united with those women who are oppressed and denigrated. May reveals her feminist ideology by integrating herself with the in-group members. She describes a kind of oppression which is that of home oppression. Women are deprived of their rights daily and inside their homes. Their suffering is unimaginable at the hands of those who are nearest to them such as father, brother, or husband by whom a woman presupposes to be treated kindly.

**Extract 2** *"We can all agree on our ultimate aim of a better society. But I want to explain why equality of opportunity and equal treatment will help us to achieve that better society"*

In this extract, Theresa May talks about the government's attitude towards reducing inequalities concerning immigrants published in Equality Act news, 2010.

Here May asks to help create a better society. May uses the speech act of agreement as she seeks the agreement of people in achieving a better society. Politeness strategies include S and H in the activity "We can all agree on our ultimate aim of a better society". May tries to include herself as well as the audience by using the pronoun "we". She

also gives reasons " But I want to explain why equality of opportunity" to explain why she adheres equality.

**Extract 3** *"Equality is not just important to us as individuals. It is also essential to our wellbeing as a society. Strong communities are ones where everyone feels like they have got a voice and can make a difference"*.

The final extract of May's speeches was at the Coin Street Community Centre to talk about a subject of women's equality. May mitigates the FTA on women by declaring the importance of equality claiming that it is not only for individuals but also for society as a whole. May wants to deliver a message for those who feel the danger of prevailing equality. For her, equality is the first step in building strong communities. May emphasizes the good values of treating women equally. If women are treated equally, they will strengthen their confidence and they can make a difference in their society. May wants to deliver a message for those who feel the danger of prevailing equality. For her, equality is the first step in building strong communities.

#### *The Analysis of Condoleezza Rice's Extracts*

**Extract 1:** *The argument was really more straightforward: Saddam Hussein was a cancer in the Middle East who had attacked his neighbors, throwing the region into chaos. He had drawn the United States into conflict twice, once to expel him from Kuwait and a second time to deliver airstrikes against suspected Weapons of mass destruction sites because he would not allow arms inspectors to do their job (Rice, 2011:197).*

Looking over the source domain and the target domain of the metaphor 'Saddam Hussein was a cancer', it could be realized that Rice makes an analogy between 'Saddam Hussein' and 'cancer'. It is worth noting that Rice attempts to press home the idea that the danger of Saddam's politics is analogous to that of cancer. The existence of human beings is affected by both wreaking havoc and destruction. The source domain of this metaphor revolves around the seriousness of cancer as a disease, which can immensely spread to every internal organ of the body. The target domain mulls over the character of Saddam Hussein who controlled the country from 16 July 1979 until 9 April 2003.

**Extract 2:** *We also decided to intensify U.S. efforts, principally through intelligence channels, to build the capabilities of the opposition figures in exile and to help them unite. Frustrated with Saddam's constant flouting of his obligations under the armistice, Congress had passed and President Clinton had signed into law the Iraqi Liberation Act in 1998 that had put most of the machinery and funding into place. But the exiles were a mixed bag, ranging from the well-organized Kurds, who were already living and governing the north of Iraq, to the Shia and Sunnis, who were scattered from Syria to Iran and from London to New York, with minimal indigenous support (Rice, 2011: 32).*

The structural metaphor 'a mixed bag' used by Rice is a reflection of the reality that Iraqi exiles are of various social roots. The target domain of this metaphor is that the Iraqi exiles are of different ideologies. The ideologies adopted by these exiles vary according to their ethnic and sectarian backgrounds.

They maintain varied intents and goals across the Iraqi demography. It would be difficult for Rice to reconcile the inconsistent agendas of Iraqi politicians. Therefore, it is a hard task for her to satisfy all tastes of Iraqi political blocs. Being Kurdish, Sunnis, and Shia, exiles have lived in different parts of the world. (Makiya, 1998) sees that owing to the systematic politics of persecution and suppression practiced by the regime of Saddam Hussein, many Iraqis have been forced to flee Iraq. While they have been in exile, they have taken up political agendas that are related to their different sectarian and ethnic backgrounds. After the fall of the regime of Saddam, the exiles were shipped back to Iraq bringing with them different political directions.

#### *The Analysis of Hillary Clinton's Extracts*

**Extract 1:** *"Children like Ryan kept me going when our plan for universal health care failed and kept me working with leaders of both parties to help create the Children's Health Insurance Program that covers 8 million kids in our country"*.

**Extract 2:** *"If you believe that every man, woman, and child in America has the right to affordable health care, join us. If you believe that we should say "no" to unfair trade"*.



**Extract 3: "Trump ties in China, not Colorado. Trump suits in Mexico, not Michigan. Trump furniture in Turkey, not Ohio. Trump picture frames in India, not Wisconsin"**

Hillary Clinton has used many parallel constructions during her speech; this supports what is called rhetoric art of speaking. One of the techniques used by her is the repetition of sentences. This repetition attracts the audience. (Van Dijk, 1993) termed this technique as alliterations and rhymes at sound level and as parallelism when the repetition operations are at sentence forms.

It is worth mentioning that the coming discussion based on the parallel structures used by Hillary Clinton since the focus of the study is the structural parallelism. She has used structurally equivalent words and phrases in the same part of speech (parallel nouns, adjectives, adverbs, and verbs in the same form). In addition to that, she has used parallel clauses and complete sentences. As it is mentioned before, (van Dijk, 1993, p. 264) elaborates that powerful speakers show their power in discourse by the discursive structures and certain strategies in the process of persuading and influencing their audiences. Hillary Clinton employs these strategies in her speech.

Verbose style of speaking is a technique termed by (Van Dijk, 1993) where irrelevant information is coded in the political speeches to get the sympathy and support of the audience by building on the past events. Hillary has used it, surveying her past life and her family life. Obviously, the prominent strategy in the form of ideological square is represented here by the parallel structures; Hillary tries to (de)emphasize Our good/bad things (the positive self-representation) and (de)emphasize Their bad /good things (negative other-presentation).

Hillary has used Donald Trump's words "I alone can fix it" to criticize him and to present him negatively whereas she has tried to give the positive self-representation.

**SECTION FIVE : CONCLUSIONS AND DISCUSSIONS OF THE RESULTS**

In the light of the findings of the analyzed data, the study has reached some conclusions that match with the hypotheses set forth prior in the study. Since the study deals with different strategies of discourse under analysis, the findings will be surveyed respectively.

Starting up with the first hypothesis, which states that political discourse has its own functional, thematic, contextual and linguistic characteristics that distinguish it from other types of discourse. Thus, political discourse is usually directed towards the initiation of political action through one or more of the aforementioned functions.

The second hypothesis states that women tend to use more lexical items and expressions that express a high degree of politeness, emotion, and sociability. Women do employ talk largely than men to provide the function of creating and maintaining personal association and they are expected to talk to keep the interaction flowing softly and to demonstrate kindness towards others. Women typically have their own communication norms that are not essentially described in reference to prevailing male norms, or established by historically dominant male value.

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### الملخص

يستخدم السياسيون الخطاب السياسي لخدمة أجندتهم الأيديولوجية السياسية وإرسال رسائل متعددة الاتجاهات أو متعددة الأوجه لإقناع الناس أو تثنيهم وإغرائهم تجاه أفعال معينة.

تهدف هذه الدراسة إلى تسليط الضوء على الخطاب السياسي وكيفية استخدامه من قبل السياسيين بطرق مختلفة وعلى مستويات مختلفة لتحقيق أهدافهم.

تحاول الدراسة تحليل الخطاب السياسية وإظهار كيف يتم ربط هذه الخطب لغويا ضمن منظور سياقي كلي. يتطلب الأمر ثلاث خطابات سياسية للنساء ليتم تحليلها و هم تيريزا ماي ، كوندوليزا رايس ، وهيلاري كلينتون. سيعتمد تحليل البيانات بشكل أساسي على تقنيات فان ديك التحليلية

تفترض هذه الدراسة ما يلي: أن الخطاب السياسي له خصائصه الخاصة التي تميزه عن أنواع الكلام الأخرى. علاوة على ذلك، تفترض هذه الدراسة أن المرأة تميل إلى استخدام المزيد من العناصر والتعبيرات المعجمية التي تعبر عن درجة عالية من الأدب والعاطفة والتواصل الاجتماعي

بعد ان تستهل الدراسة بعرض مشكلة البحث واهدافه وفرضياته, يتم تقديم خلفية البحث النظرية فيما يتعلق بعلم تحليل الخطاب بشكل مختصر. ثم يتم عرض الأنموذج التحليلي المتبنى وتحليل البيانات المختارة منتهيا بعرض الاستنتاجات في نهاية الدراسة

تختم هذه الدراسة في ضوء نتائج البيانات التي تم تحليلها ، توصلت الدراسة إلى بعض الاستنتاجات التي تتطابق مع الفرضيات المنصوص عليها مسبقا في الدراسة وهي أن الخطاب السياسي له خصائصه الوظيفية والموضوعية والسياقية واللغوية التي تميزه عن أنواع الخطاب الأخرى. وبالتالي ، عادة ما يتم توجيه الخطاب السياسي نحو بدء العمل السياسي من خلال واحدة أو أكثر من الوظائف المذكورة أعلاه وايضا توصلت هذه الدراسة الى أن النساء يميلن إلى استخدام المزيد من العناصر والتعبيرات المعجمية التي تعبر عن درجة عالية من الأدب والعاطفة والتواصل الاجتماعي