

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

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Abstract

This study deals with the use of different linguistic, pragmatic, and ideological strategies for gaining a psychological impression related to the strategic use of ingratiation to manipulate and control the minds of the audience for gaining different benefits and gaining acceptance and naturalization for different ideologies. Ingratiation is to gain favor or favorable acceptance for by deliberate effort. The study deals with the usage of the psychological strategy of ingratiation by Will Smith in Jimmy Kimmel Live from a critical pragmatic perspective used for gaining different benefits that are promotional marketing of films, gaining fame, wealth, fans and passing the ideology of Americanism to the audience. This study hypothesizes that Will Smith uses macro, micro, pragmatic, and sub-ingratiation strategies to gain the impression of being loved and admired by the audience and for promoting for his new films. This study aims at investigating the linguistic, ideological, mind control strategies and the types of ingratiation strategies employed by Will Smith to form the desired impression related to ingratiation. For fulfilling the aims and testing its hypotheses, the procedures used are presenting a theoretical background regarding the field of critical pragmatics, the psychological tactic of ingratiation and the ideologies of Americanism and promotional marketing. Explaining the model utilized for the analysis of Will Smith's discourse in Jimmy Kimmel Live. Analyzing Will Smith's discourse in this talk show according the model developed for the present study.

استخدام التودد في المقابلات الامريكية: دراسة نقدية تداولية

الملخص

تتعامل هذه الدراسة مع استخدام مختلف انواع الاستراتيجيات اللغوية و البراكتيكية و الايديولوجية للحصول على انطباع نفسي متربط بالاستخدام الموجه للتودد من اجل التلاعب و التحكم بعقول الجمهور من اجل الحصول على منافع مختلفة و الحصول على القبول و تطبيع ايديولوجيات مختلفه. التودد او التزلف يعني جهد موجه للحصول على القبول المحبب من الجمهور. تتعامل هذه الدراسة من وجهه نظر براكتيكية و نقدية مع استخدام ويل سميت لأستراتيجية التودد النفسية المستخدمة للحصول على مكاسب مختلفة مثل الترويج الدعائي للأفلام و الحصول على الشهرة و المال و الثروة و المعجبين و تمرير ايديولوجية الامريكية الى الجمهور. تفترض هذه الدراسة ان ويل سميت يستخدم استراتيجيات المايكرو و الماكرو وادوات التودد الفرعية للحصول على الانطباع المتمثل بحب و اعجاب الجمهور وللترويج لافلامه الجديدة. تهدف

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هذه الدراسة الى التحقيق بالادوات اللغوية و الايديولوجية و ادوات السيطرة على العقل و انواع التودد المستخدمة من قبل ويل سميث من اجل خلق الانطباع المرغوب في الجمهور و المرتبط باستراتيجية التودد. من اجل تحقيق اهداف هذه الدراسة و اختبار فرضياتها, تتبع الدراسة الاجراءات المتمثلة بتقديم الجانب النظري للدراسة فيما يخص حقل التداولية التقديمية, اداة التودد النفسية و ايديولوجيات الامريكية و الترويج الدعائي. شرح الموديل المستخدم من اجل تحليل حديث ويل سميث في برنامج جيمي كيميل مباشر. و تحليل حديث ويل سميث في هذه البرنامج حسب الموديل الذي تم تطويره لهذه الدراسة.

Key words: Critical pragmatics, Ingratiation, Self-presentation, Pragmatic, micro and macro level strategies

1- Introduction

People can not live in their societies without understanding who they are and what they represent in the societies in which they live (Kassin, Fein & Markus, 2017: 54). Normally, all people desire to be viewed as being accomplished, competent, and like by all people even if they do not feel as what they pretend all the time. People usually make hundreds of decisions every day to attract the attention of people who are around them. People can not have control on how they are viewed by others but they can make use of some ways that make others see them (Campbell, 2021: p.1).

Any type of behaviors that are made with the previous intention of changing how others see them or making people to think of them in some specific ways, there is an act of self-presentation. From social psyching's point of view, self-esteem, and self-knowledge are associated to the inner self while self-presentation is related to the outer self which characterizes the behavioral reflection of social self (Kassin et al, 2017: pp. 96-97).

When people are observed by other people, they attempt to create different impressions. People usually have variant social roles and so different aims and different ways of presenting themselves. People attempt to be viewed as likeable, skillful, principled, and worthy, helpless, and dangerous. These attributions are related to behaviors that are strategically used by gaining the impression related to these attributions (Jones and Pittman, 1982).

Such strategies are mainly strategic and they are used either for giving an accurate description of self or for manipulation of others to gain different aims and persuade the audience with different things. Language is the main tool for self-presentation and different pragmatic, micro and macro level strategies are used by self-presenters to gain their aims and control or manipulate the minds of other people. One of these strategies used for creating an impression related to be likeable is the ingratiation strategy. This strategy is strategically used by public

figures especially actors to gain different benefits and passing different ideologies to the audience. Actors use the ingratiation strategy to become loved and admired by the audience and to gain more fame, control over their audience, wealth, promoting for their films and themselves. Besides, they use this strategy to pass different ideologies to the audience like the promotional marketing of their films and the ideology of Americanism. American actors use this strategy to promote for their new films, make the audience love them and gain wealth or new turns in films besides passing and naturalizing the ideology of Americanism by showing that America is the hero of the world and the Americans are responsible for saving the world especially the third world countries. The present study is concerned with the ingratiation strategy used by Will Smith in his interview with Jimmy Kimmel in *Jimmy Kimmel Live* and the pragmatic, micro, and macro strategies used by Will Smith for fulfilling the aims related to the impression of being loved and admired by the audience which will help him in gaining more wealth, fame, new role in new films, and for passing ideologies to the audience like the promotional marketing and Americanism.

To the best of the researcher's knowledge, the concept of ingratiation and how it is used by the American actors pragmatically, linguistically and ideologically has not been investigated in a serious way in the fields of critical discourse analysis, pragmatics, and critical pragmatics. This self-presentational strategy of ingratiation which is found mainly in the field of social psychology has not been investigated seriously in the field of linguistics in even though the strategy of ingratiation cannot be influencing without the use of linguistic strategies that make this strategy affective. Ingratiation must be dealt with seriously in the field of linguistics since it is based on the use of language and language is a tool that can be used for persuasion and manipulation. Based on what have been mentioned above, the present study attempts to answer the following questions:

- 1- How are the pragmatic strategies used by Will Smith in Jimmy Kimmel Live?
- 2- What are the micro level strategies used by Will Smith in Jimmy Kimmel Live?
- 3- What are the macro level strategies used by Will Smith in Jimmy Kimmel Live?

Based on the above questions, this study aims at the followings:

- 1-Identifying the pragmatic strategies used by Will Smith in Jimmy Kimmel Live.
- 2- Explaining the micro level strategies used by Will Smith in Jimmy Kimmel Live.
- 3- Describing the macro level strategies used by Will Smith in Jimmy Kimmel Live?

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

The present study is limited to the investigation of the pragmatic, micro and macro strategies used by Will Smith in his interview with Jimmy Kimmel in *Jimmy Kimmel Show* for being loved and admired by the audience to gain benefits like promoting their films and passing ideologies like Americanism to the American audience and to the people watching them all around the world.

This study is significant since it reveals the different pragmatic, ideological and linguistic strategies used by Will Smith for controlling the minds and their consciousness of the American people and people around the world to gain more wealth, more turns in new films, more admiration for passing ideologies to the audience like the promotional marketing of his films and himself and the ideology of Americanism for naturalizing the American dominance and control over other countries and it's their actions and decision. This study follows the procedures of: 1) presenting a theoretical background for the concept of ingratiating, critical pragmatics, Will Smith in *Jimmy Kimmel Live* show. 2) Explicating the model used for the analysis and the methodology chosen for the analysis. 3) Analyzing the selected talk show according to the model designed for the present study. 4) Presenting the conclusions based on the analysis of this talk show.

2- Theoretical Background

2-1 Critical Pragmatics

The field of critical pragmatics is rooted mainly in the field of socio-pragmatics. It is associated mainly with social norms, social conventions of speech acts, and the social aspects of life that are reflected in the use of language. Socio-pragmatics include aspects of pragmatics that are related to the society which have different aspects. One main issue in socio-pragmatics is the issue of social struggle that is integrated with language. Social struggle is the main concern of critical pragmatics. Critical pragmatics follow the methods and the traditions of critical linguistics and critical discourse analysis. Critical pragmatics focus on the connection between language, power and ideology. Critical pragmatics has been first mentioned in an essay by Mey (1979) with the title *Toward a Critical Theory of Language*. Within this essay, different problems associated to language are investigated from a Theoretical-Marxian point of view (Mey, 2017: p.147-148).

Dealing with the methods used in critical pragmatics, Verschueren (1999) identifies three methods that are: 1) creating a persuasive method to investigate and to reveal the ideologies that are hidden in discourse, 2) Analyzing the relevant data by utilizing persuasive channels to

reinforce the consciousness related to discourse ecology, 3) helping in universal communication and monitoring discourse. Chen (2009) being managed by pragmatics, classifies critical pragmatics in three stages that are 1) it is very significant to take in to consideration dominant texts in which must be investigated, 2) the features of discourse are investigated using a pragmatic theory.

2-2 Ingratiation

Tsang (2015: 1) explains that ingratiation is defined as a set of behaviors utilized to enlarge the attraction of the person using this strategy. Researchers normally refer to such behavior as the attraction seeking behavior. This term refers to the efforts made by the person using this strategy to become more attractive in the other people's eyes. It also refers to the type of social behavior that affect other people's social lives and interpersonal relations.

Jones (1964) states that the ingratiation strategy consists of four main types that are:

- 1- **Other Enhancement (Flattery):** This strategy refers to the high positive appraisal of the targets of this strategy. It also deals with thinking highly of them and the heightened agreement of the person using this strategy with the target of this strategy. This strategy deals with telling people who wonderful they are. It also refers to overstating people's positive features and ignoring their negative features. Besides, showing liking and respect for the targets of this strategy. It also deals with hiding the bad behaviors of the targets of this strategy, excusing them, showing them love and respect (Jones and Pittman, 1982).
- 2- **Agreement:** This strategy refers to agreeing with others. It refers to showing the target of this strategy that they share similar beliefs and values. Also, this strategy deals with being impressed with their thoughts and argument and not trying to challenge their ideas and assertions. Besides, there must be a smile and a nod to show the target of this strategy that he is completely agreeing with him or her. Except when he or she are talking negatively it is better to show concern.
- 3- **Self-Presentation:** This strategy deals with presenting the self in a way that the targets of this strategy will like. For instance, if the target of the ingratiation strategy admires the people who dress well, it is better for the self-presenter to dress well. This strategy besides deal with being acknowledgeable but not arrogant. It also deals with listening well and showing understanding.

2-3 Will Smith and Jimmy Kimmel Alive!

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

Willard Carroll Smith born September 25, 1968 and his known by stage name as the Fresh Prince. He is an American actor, rapper, and producer who has been noticed for his work on television, music, and film. Smith has gained many awards like an Academy Award, a BAFTA Award, a Golden Globe Award, a Screen Actors Guild Award, and four Grammy Awards, and nominations for a Primetime Emmy Award and a Tony Award. His Emmy, Grammy, Oscar, and Tony nominations make him one of few black individuals to be nominated for the four the main American entertainment awards. Smith has gained many international box office records. His films in 2021 have moved beyond \$9.3 billion universally which made him one of the most famous Hollywood actors (Miller, 2016).

Smith firstly gain approval and recognition hip hop duo and released five. Smith gained a huge fame by his roles in *The Fresh Prince of Bel-Air* (1990–1996). Then he gained his great fame in his film *Bad Boys* and *Bad Boys for Life* (2020), and the science fiction comedies *Men in Black* (1997), *Men in Black II* (2002), and *Men in Black 3* (2012). And then appearing in in the thrillers *Independence Day* (1996) and *Enemy of the State* (1998). Then, he played the role Muhammad Ali in *Ali* (2002) for which he gets his first Academy Award nomination for Best Actor. He then get double fame for his roles in *Seven Pounds* (2008). He earned his second Academy Award nomination for *The Pursuit of Happiness* (2006) and commercial success for *I Am Legend* (2007), *Suicide Squad* (2016) and *Aladdin* (2019). For playing the main role in in the biographical sports drama *King Richard* (2021), Smith won the Academy Award for Best Actor. Smith has faced many consequences for slapping and shouting at Oscar presenter Chris Rock during the 2022 Academy Awards ceremony, after Rock made a joke about Smith's wife and calling her Jada Pinkett Smith. Smith resigned from the academy and was disallowed to attend Academy functions including the Oscars, for ten years (Paul, 2022).

Regarding *Jimmy Kimmel Live*, Jimmy Kimmel is the host and executive producer of Emmy®-nominated *Jimmy Kimmel Live!* This ABC's late-night talk show is famous for its huge viral video successes. It has 4.5 billion views and 7.7 million subscribers on the show's YouTube channel.

Kimmel Guests are well-known people like United States President Barack Obama, Oprah Winfrey, Meryl Streep, presidential candidate Donald Trump, presidential candidate Hillary Clinton, presidential candidate Bernie Sanders, Johnny Depp, Tom Cruise, Halle Berry, Harrison Ford, Jennifer Aniston, and many other public personalities. This show broadcasts from Disney's El Capitan Theater, placed on Hollywood Boulevard in the heart of the Walk of Fame. This especial location gives the show a unique characterization by making interactions with local

stars parading along the boulevard and challenging tourists to participate in live comedy bits
(Nastha, 2019:27).

2-4 The Analytical Framework

The model of the present study consists of the ingratiation self-presentational strategy and the strategies used by the Will Smith for ingratiation that are the pragmatic strategies, micro level strategies and macro level strategies as in the following:

1- Pragmatic strategies

The pragmatic strategies used for ingratiation in this study are speech acts and presuppositions.

A-Speech Acts

Searle (1976) classification of speech acts is adopted for the analysis of ingratiation in the present study:

- **Assertive:** this reflects the actual state of affairs like arguing, informing, notifying, reminding, objecting, predicting, objecting, reporting, suggesting, insisting, guessing, swearing, admitting, confessing and accusing.
- **Commissive:** It deals with being committed to a future action like committing, promising, threatening, refusing, offering, bidding, assuring, warranting and betting.
- **Directives:** Leading a state of affair in to existence by by directing, requesting, asking, urging, telling, requiring, demanding, commanding, forbidding, enjoining, permitting, suggesting, insisting, warning, advising, suggesting, insisting, recommending, begging, supplicating, imploring and praying.
- **Expressive:** Expressing the emotions and the attitudes of the speaker like apologizing, thanking, condoling, congratulating, complaining, protesting, deploring, boasting, complimenting praising and welcoming.
- **Declarations:** Brining a state of affairs in to existence presenting oneself as performing that action like declaring, resigning, appointing, renouncing, disclaiming, calling and cursing.

A- Presuppositions

Yule (1996: P.25- 29) definition and classification presuppositions is adopted for the analysis of the presuppositions used by Will Smith in *Jimmy Kimmel Live!* as in the followings:

- **Existential Presuppositions:** This type of presupposition is found in the possessive structures and any definite noun phrase. Using this kind pf presupposition shows that the speaker is committed to the existence of some named entities.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

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- **Factive Presuppositions:** This type of presupposition exists in constructions that come after verbs like know, realize, regret, be aware, and adjectives like glad. Using this kind of presupposition means that the assumed information that follow such information are regarded as facts.
 - **Lexical Presupposition:** This kind of presupposition refers to the usage of a word in a specific structure that has asserted meaning and it is assumed to carry another unasserted meaning.
 - **Structural Presupposition:** In this kind of presupposition, the part of a specific structure is assumed to be true. The speaker makes use of some structures to regard some information as true.
 - **A non-factive presupposition:** This kind of presupposition is the one that is assumed not to be true like dream, imagine, and pretend.
 - **Counter- Factual Presupposition:** This kind of presupposition is not only untrue but the opposite of truth and contrary to it.

2- Micro Level Strategies

The micro level strategies consist of transitivity devices used by Will Smith as in the following:

A-Transitivity Analysis

The analysis of the relational, material, mental, existential, verbal and behavioral processes used by Will Smith in the present study is based on Halliday's (1994: 101) classification. Mayr and Machin (2012: 104) explain that the transitivity is defined as people's actions and the reference or types of these actions. People's actions can be classified to who does what to whom which assist people in understanding of who plays the main role in the action and who receives its results. The transitivity analysis analyzes the clause in to the subject who performed the action and the object who obtains the results of the action.

Halliday (1994: p.101) state that the transitivity is classified in to six types of processes that are the material, verbal, relational, mental, existential, and behavioral processes which belong to the grammatical structure of language. The verb is regarded as the device that identifies the type of the processes. Material verbs deal with material processes. Mental verbs are associated to mental processes, linking verbs are connected to relational processes, behavioral verbs are related behavioral processes and verbs that specify a location are regarded as the existential processes. Each situation consists of three basic components the process itself, participants in the process and the circumstances connected to that process. (Halliday,1994: p. 101).

3-Macro Level Strategies

The macro level consists of Fairclough (1992) intertextuality and interdiscursivity devices and Smith's (2014) mind control strategies.

A- Interdiscursivity and Intertextuality Strategies

Fairclough (1992) explains that there is interdiscursivity between different types of discourse and interdiscursivity regarding the ways in which texts can transform prior texts and restructuring existing conditions for forming new ones. This study adopts Fairclough (1992) explanation of the use of interdiscursivity and intertextuality for the analysis of intertextuality and interdiscursivity strategies used by Will Smith for gaining more wealth, fame, fans, promotional marketing for his films and passing the ideology of Americanism to the audience.

B-Mind Control Strategies

The present study adopts Smith (2014) for the analysis of mind control strategies used by Will Smith for controlling the minds of the American audience and showing himself as loveable, admirable,

A- Manipulation

Smith (2004) explains that manipulation is one type of mind control that can be utilized in variant ways to have control on the ways in which individuals think. It is identified as a kind of social influence that works to change and transform the behaviors and perceptions and attitudes of others. This kind of mind control is utilized mainly for advancing the interests of the person who is manipulating usually at the expense of others.

B- Persuasion

Persuasion is another type of mind control strategies that works to influence behaviors, beliefs, and the attitudes of others. The process of persuasion can be utilized to change the emotions and attitudes of a person toward an object or an event. Within such a process, the linguistic devices are used to influence the listener to act or think in some way. Persuasion can be defined as the use of personal resources to change the attitudes of others. There are two kinds of persuasion that are the systemic persuasion which identifies the process of influencing others and changing their minds through appealing to logic and heuristic persuasion that refers to changing other people's opinions and attitudes by appealing to emotions (Smith, 2014).

D- Deception

Deception is a kind of mind control that have impact on the subject. Deception is utilized to propagate the individuals' beliefs in events and things that are fake and are either complete or

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

partial lies. Deception consists of different things like sleight of hand, propaganda, and dissimulation, concealment, camouflage, and distraction. This kind of mind control is a very dangerous tool since the person who under mind control that not know that there is manipulation at all and individuals are persuaded that one thing is true when it is a complete lie (Smith, 2014).

Regarding the methodology of the present study, this study follows the qualitative methods for the analysis of Will Smith's talk an in Jimmy Kimmel Alive!

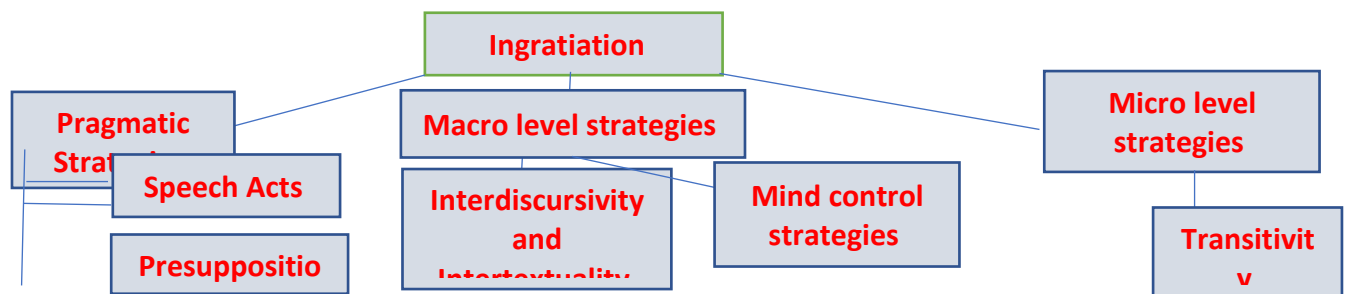


Figure (1): The Model adopted for the Analysis in the Present Study:

3- Data Analysis

3-1 Ingratiation, the Pragmatic, Micro and Macro Levels' Strategies Used for Ingratiation

The concept of ingratiation is defined as set of behaviors utilized to increase social actor's attractiveness. This behavior is regarded as an attraction seeking behavior. The social actors ingratiate because they want to be viewed as more attractive for the targets of this strategy (Bohra & Pandey, 1984). Ingratiation is the most important self-presentational strategy since much of people's social behavior is formed by the aim that others like the individuals who use this strategy and giving the impression related to warmth, humor, reliability, charm, and attraction. Will Smith uses this strategy heavily in his interview with Jimmy Kimmel in *Jimmy Kimmel Alive*. Will Smith as very famous actor who is known widely not only by the American people but also by all the people around the world through his films like *Bad Boys*, *I Am Legend*, *Aladin*, *Ali* and many other films uses the ingratiation strategy and its sub types for gaining more fame, success in the entertainment world, more people watching his new films and more people going to cinema to watch his films besides controlling the minds of the audience and making them obsessed with him and passing his ideologies to the audience like the promotional marketing of his films and the ideology of Americanism to the audience in America and around the world. He uses different pragmatic, micro level, and macro level strategies for reaching the aims related to the ingratiation strategy. Will Smith uses ingratiation as in the following:

1- >> *WHAT'S UP, MAN?*

Will Smith entered the show laughing, clapping, and interacting with the audience by clapping with and going near to them. In this utterance, Will Smith attempts to show his intimacy and warmth with the audience and with Jimmy Kimmel as a friend. He wants to show the audience that he and Will Smith are close friends.

Regarding the pragmatic strategies used by Will Smith in this first utterance and starting with speech act, Will Smith uses the directive speech act to ask Jimmy Kimmel how is he doing. He uses the informal language and refer to him as man to show intimacy and warmth between Will Smith and Jimmy Kimmel and to show himself as humble and friendly. He uses this speech act to show the audience that he is warm and friendly with Jimmy Kimmel and the audience to gain their attraction and to view him as a loveable, friendly, funny, and humble actor.

Coming to presuppositions used in this utterance, he uses the existential presupposition to assume the existence of Jimmy Kimmel for emphasizing that Jimmy Kimmel and Will Smith are friends and close to each other.

Dealing with the micro level strategies, Will Smith does not use transitivity here. Regarding the macro level of analysis, Will Smith did not use intertextuality and interdiscursivity devices. Coming to mind control strategies, Smith uses manipulation by controlling the minds of the American people through controlling their ways of thinking, attitudes, emotions, and behaviors regarding Will Smith as kind, loveable person who wants to be a friend for his audience and the host of talk Jimmy Kimmel.

*2-WHEN I WAS, I WAS TERRIFIED
GETTING THAT FIRST CALL, YOU
KNOW, BECAUSE AS A PERFORMER,
YOU WANT TO GO, AND YOU WANT TO
DO THINGS.*

In this paragraph, Will Smith uses the strategy of telling his personal experience in filming of Aladdin to the audience to make them engaged with him emotionally and showing himself as the loveable, warm, charming, and attractive to gain more fame, stardom, and the promotional marketing for him film to make more people attend the cinema to watch his new film Aladin and to promote for himself and this film.

Regarding the pragmatic strategies used in this paragraph, Will Smith uses the expressive speech act to express his feelings when he was playing the role of Genie. He then uses the assertive speech act to assert that the performance of the role of Genie was not easy for him

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

since another good actor Robin Williams have played this role before. He uses these speech acts to show his audience that he is the American Hollywood actor who has done his best in performing his role in Aladin.

Dealing with the presuppositions, Will Smith uses the existential presupposition by assuming the existence of himself as a performer to emphasize to the audience that he does his best in performing the role of Genie. He uses this presupposition to show the audience in America and in other countries that he is the likable, charming actor who share his experience in filming with his fans and audience.

Coming to the micro level strategies and starting with transitivity, Will uses the relational process to identify his start with his role as Genie as terrifying. Then, he uses the mental process to emphasize for Jimmy Kimmel and the audience know the feelings of being terrified for doing a role for the first time. He then uses material process to refer to his desire to do his best in his role as Genie. He uses these processes to share his experience with the audience and the whole world and to show himself as the humble, funny actor who loves his audience to engage his audience emotionally with him and gain their attention to show him self as loveable and admirable.

Coming to macro level strategies, Will Smith does not use the device of intertextuality and interdiscursivity in this paragraph. Dealing with mind control strategies, Will Smith uses the manipulation strategy by controlling the minds of his audience and engaging them emotionally by making them think that he is a charming, warm, admirable actor. He also uses the heuristic persuasion to convince them by using their emotion to watch Aladin and to see him as a charming, attractive, and funny actor.

*3- IT'S LIKE, WHEN YOU GO INTO
SOMETHING THAT SOMEBODY HAS
ALREADY GIVEN AN ICONIC
PERFORMANCE, IT CAN BE SCARY,
YOU KNOW, SO I WAS THINKING
ABOUT THAT WITH THE ROBIN
WILLIAMS.*

In this paragraph, Will Smith share his experience with the audience regarding doing the role of Genie that has already been done in a great way by Robin Williams. He shares his feelings of being scared when doing the role with the audience since Williams has performed it before so

he can show himself as the attractive, warm and funny actor who share his experiences in
filming with his audience.

Regarding the pragmatic strategies, Will Smith firstly uses the assertive speech act to assert that he has faced difficulty when performing the role of Genie since it was performed before by Robin Williams who has played the role in a very good way. He then uses the expressive speech act to express his feelings of being afraid when playing the role of Genie because since Robin Williams has played the role in a good way. He uses these speech acts to show the audience that he is the warm and charming actor who loves his audience and fans and share with them
his experiences.

Dealing with presuppositions, Will Smith uses the existential presupposition to assume the existence of an iconic performance, Robin Williams to emphasize to the audience the difficulties he has faced in playing Genie Role in the Film of Aladin because of Robin Williams previous performance for this role. He uses this presupposition to show the audience that he
shares his experiences with them.

Dealing with micro level strategies and starting with transitivity, Will Smith uses the relational and material processes to emphasize that he has went to this experience knowing that Robin Williams has presented a great performance in the same role. Then, he uses the mental process to emphasize to Jimmy Kimmel that he knows this experience. He finally uses the relational process to identify Robin Williams as a person who played the role of Genie in a very good way. Regarding the macro level strategies and starting with interdiscursivity and intertextuality, Will Smith uses interdiscursivity by referring to the performance of the actor Robin Williams who has played the role of Genie in Aladin film which the first version. The first version of Aladdin is a 1992 American animated musical fantasy comedy film produced by Walt Disney Feature
Animation and released by Walt Disney Pictures.

Moving to mind control strategies, Will Smith uses the manipulation strategy by controlling the minds of his audience and engaging their emotions through controlling their attitudes and behaviors regarding his acting Aladin Film and his character as a person who shares his
experience and fears with his audience.

4-YOU KNOW, I WAS, IT'S MY

FIRST TIME BEING BLUE.

I'VE NEVER BEEN BLUE.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

In this paragraph, Will Smith makes a humorous comment by referring to his role as Genie and his blue color of his Genie role. He uses this humorous statement to be loved and admired by his audience and to be viewed as a the funny, entertaining, and charming actor who makes jokes with the host of the show and the audience.

Regarding the pragmatic strategies, Will Smith uses the assertive speech act to assert to the audience that this is his first experience in playing the role of Genie and to show the audience the nature of this role and its uniqueness. He uses this speech act to show the audience that he is a funny and a charming actor who tell the audience about his roles in films and his personal experiences in films.

Dealing with presuppositions, Will Smith uses the lexical presupposition to make another assertion to the audience using the verb being blue that the character of Genie is a unique one that is different from his own character. He uses this speech act to share with the audience his experience in playing this role the uniqueness of this role.

Coming to micro level strategies and starting with transitivity, Will Smith uses the mental process firstly to share his experience with Jimmy Kimmel. Then, he uses the relational processes to identify him self as not having such an experience before and not playing a role like the role of Genie before.

Dealing with macro level strategies, Will Smith does not use intersexuality and interdiscursivity in these utterances. Coming to mind control strategies, Will Smith uses the manipulation strategy by engaging the audience with him emotionally and controlling their minds, attitudes, and behaviors regarding his personality as being a very skillful, funny, entertaining, and attractive actor.

*5- I ENJOYED BEING BLUE, BUT IT'S
SO INTERESTING THAT I DON'T
THINK PEOPLE REALIZE WHEN I'M
BLUE GENIE, THERE'S NO PART OF
THAT CHARACTER THAT IS ACTUALLY
ME.*

IT'S A 100% CGI CHARACTER.

In this paragraph, Will Smith explains how he played the role of Genie and emphasized that he was not blue and was not himself who appeared on screen but it was entirely animation and the animators revisited Genie based on Will Smith's acting. He explains this to the audience to

show him self as the funny and honest actor who shares all the details of his acting roles with his audience.

Regarding the pragmatic strategies and starting with speech acts, Will Smith uses the expressive speech act to emphasize that he enjoyed playing the role of Genie having the blue color. He then uses the assertive speech act to explain to the audience and assert that Genie in the film was animation and it was not him. He uses these speech acts to show that he is the funny, entertaining actor that shares the details of acting with his fans.

Dealing with presuppositions, Will Smith uses the factive presupposition firstly to emphasize that his assumption that people do not know Genie was totally animation is a fact. Then, he uses the existential presupposition to assume the existence CGI character to emphasize to the audience that Genie was entirely GCI. He uses these presuppositions to show the audience that he is the honest funny actor who shares his experience of acting with the audience.

Regarding the micro level strategies and starting with transitivity, Will Smith uses the mental process to emphasize his enjoyment in playing the role of Genie. Then, he uses the relational process to identify the character of Genie as interesting. He then the mental process to show that people are not aware of the fact that he was not Genie himself but he plays the role of Genie and Genie was totally creative. He finally uses the relational process to identify the character of Genie as totally created as GIC. He uses these processes to show the audience that he is the entertaining and loveable actor who shares his experiences with the audience.

Coming to macro level strategies, Will Smith did not use intertextuality and interdiscursivity in this paragraph. He uses mind control strategies. Firstly, he uses the manipulation strategy to control the minds of the audience by engaging his fans emotionally with him through talking about his personal experience in playing the role of Genie then making them think that he is the attractive, funny, humble and charming actor who likes his fans.

6- AH, THAT'S GOOD, THAT LOOKS GOOD.

HEY, MAKE MY CHEEKS A LITTLE MORE BLUE. YOU KNOW.

In this paragraph, Will Smith changes his sound to be like Genie and imitate Genie by acting as he was Genei. He uses this imitation to show the audience that he is a loveable, attracting, and humorous actor whom makes his audience laugh.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

Regarding the pragmatic strategies and starting with speech acts, Will Smith uses the expressive speech act to emphasize his feelings of enjoyment at that moment. He then uses the directive speech act to ask for making his cheese bluer. He uses these speech acts to show himself as the funny actor who entertains his audience.

Dealing with presuppositions, he uses the lexical presupposition by using the phrase makes my cheese more blue to make an implied assertion that Jimmy Kimmel was wrong in assuming that Will Smith is playing the role of Genie himself. He uses this presupposition to show the audience that he is a funny, humorous actor.

Coming to micro level strategies and starting with transitivity, Will Smith uses firstly the relational processes to emphasize he is enjoying at that moment. He then uses the material process to emphasize that he is imitating Genie and to make the audience laugh on the idea of him being Genie himself. He uses these processes to show the audience that he is a funny actor and entertaining person.

Moving to the macro level strategies, Will Smith uses intertextuality by saying " make my cheese more blue" that is said firstly by Genie in Aladin. He uses this intertextuality to make the audience laugh. He uses this strategy to be viewed as lovable and funny by his audience.

Dealing with mind control strategies, Will Smith uses manipulation to control minds of his audience by controlling their attitudes, ways of thinking emotions and their actions regarding Will Smith turn as Genie. He controls their thinking to be viewed as the funny, loveable Hollywood star who loves his fans.

*7- BUT IT WAS SUCH A BEAUTIFUL
EXPERIENCE, SINGIN', DANCIN',
RAPPIN', ACTION AND ROMANCE AND
DRAMA AND COMEDY.*

In this paragraph, Will Smith refers to his experience in playing a role in the film of Aladin. He describes his experience and the details of singing, dancing, romance, the drama and comedy for his audience. He uses these details to share the audience his experience in the film and to show them that he is the Hollywood actor who enjoys his films and work for his roles hardly, and enjoy sharing the details of his experiences with his fans.

Regarding the pragmatic strategies and starting with speech acts, Will Smith uses the expressive speech act to express his enjoyment in playing the role of Genie in Aladin and all the details of dancing, singing and actions.

Dealing with presuppositions, Will Smith uses the existential presupposition to refer to the existence of an experience to emphasize his enjoyment in playing a role in this film. He uses this presupposition to show the audience that he is the kind, charming, and attractive actor who tells the details of experience to his fans.

Regarding the micro level strategies and starting with transitivity, Will Smith uses the relational process to identify his experience in this film as enjoying. He uses this process to show the audience that he enjoys telling his audience the details of his films and roles in films.

Dealing with the macro level strategies, Will Smith did not use intertextuality and interdiscursivity in this paragraph. Coming to mind control strategies, Will Smith uses the manipulation strategy by controlling the minds of his audience and their attitudes, emotions and behaviors by making them that he is the kind, charming, and funny Hollywood actor who enjoys playing in films and enjoys telling the audience his experiences.

8- WELL, NEW YORK ISN'T ALWAYS FILM FRIENDLY.BUT IT'S LIKE, IT'S WIDE OPEN. AND THEY, YOU KNOW, THE ROYAL FAMILY REALLY OPENS IT UP FOR YOU TO, YOU KNOW, TO BE ABLE TO USE THE ICONIC SITES AND THINGS LIKE THAT. AND WE WERE OUT IN THE MIDDLE OF THE DESERT IN A PLACE CALLED WADI RUM THAT IS ARGUABLY ONE OF THE MOST BEAUTIFUL PLACES ON EARTH, MAN.

In this paragraph, Well Smith describes to Jimmy Kimmel and the audience his experience in touring the world for promoting for the Aladin film. He describes his experiences in filming in New York and describes the royal family in Jordan and the experience of making the film in Jordan. He uses these descriptions to share these descriptions of filming to engage the audience emotionally with him and to attract their attention by showing himself as the kind, likeable, sweet Hollywood celebrity how cares for his audience and fans and wants them to know the details of his experiences in promoting for his films.

Regarding the pragmatic strategies and starting with speech acts, Well Smith uses the assertive speech acts to assert his experience of filming in different places like New York, his experience with the royal family, and filming of Aladin in the Wadi Rum desert in Jordan.

Dealing with presupposition, Well Smith uses the existential presupposition to assume the existence of New York, the royal family, and Wadi Rum to describe to the audience his experience in playing a role in the Aladin Film. He uses this presupposition to show the audience that he cares about them and likes to tell them the details of making his films.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

Dealing with micro level strategies and starting with transitivity, Will Smith uses the relational process to identify New York as not always been friendly. Then, he uses the relational process to identify Wadi Rum as very wide open. He then uses the mental process to tell Jimmy Kimmel that he knows how such an experience is. He then uses the material processes to emphasize how the royal family allowed the filming crew of Aladin to produce the film in the desert. He uses the existential processes to emphasize that the place of filming the film was Wadi Rum. He finally uses the relational process to identify Wadi Rum as one of the most beautiful places in the world.

Dealing with the macro level strategies, Will Smith did not use intertextuality and interdiscursivity in this paragraph. Regarding mind control strategies, Will Smith uses the manipulation strategy by controlling the minds of the audience and their emotions, attitudes and behaviors regarding him and his personality as a kind, attractive, humble, charming person who likes his audience which help him to gain more wealth, turns in films, more viewers for his new films in Cinema. By controlling the minds of the audience in America and all of the world, he can pass to them ideologies like the promotional marketing for his films and the ideology of Americanism in which the Americans are seen as saviors of the world, heroes, people with good sense of humor and also kind people who want to stand for all people of the world.

9- THERE'S LIKE AN HOUR PREP WHERE THEY EXPLAIN ALL THE RULES OF HOW TO DEAL WITH THE ROYAL FAMILY. SO WE'RE THERE, THEY SIT ALL OUR PEOPLE DOWN. TEACH US ALL THE PROTOCOLS. OKAY. DON'T JOKE, DON'T DO, YOU KNOW, YOU GET, BECAUSE YOU DON'T WANT TO BE THE [BLEEP] TO DISRESPECT THE ROYAL FAMILY.

In this paragraph, Will Smith describes his experience with the royal family, the rules and the protocols he had to learn to deal with the royal family. He also explains some of the protocols like not joking which means insulting the royal family. He describes these things to the royal family to show them he is a funny, kind, humble and attractive actor who likes to tell the audience and fans about his filming in Jordan and to share his memories with his audience.

Regarding the pragmatic strategies and starting with speech acts, Will Smith uses the assertive speech acts to describe for the audience the way he dealt with the royal family and the things that must be done in order not to disrespect the royal family.

Coming to presuppositions, Well Smith uses firstly the existential presupposition to assume the existence of the royal family and the existence of rules of dealing with the royal family to emphasize for the audience that there are specific ways for dealing with the royal family. He

then uses the lexical presupposition by using the verb disrespect to emphasize unasserted meaning that disrespecting the royal family in Jordan have serious consequences. Coming to the micro level strategies and starting with transitivity, Will Smith uses the relational process to identify the amount of the time needed for being prepared to meet the royal family. He then uses the verbal process to emphasize the rules that have been explained before meeting the royal family. He then uses the existential process to emphasize being with the royal family. He then uses the verbal processes to emphasize the types of the rules that was learned before meeting the royal family. He also uses the verbal process to emphasize the seriousness of the issue of not disrespecting the royal family. He uses these processes to show the audience that he is the funny actor who shares funny experiences he had and the serious one in filming.

Coming to the macro level strategies, Will Smith does not use intertextuality and interdiscursivity in this paragraph. Dealing with manipulation strategy, Will Smith uses the manipulation to control the minds of the audience besides their emotions, attitudes, and behaviors to make them think that he is the funny, charming actor who likes to tell his audience about his experiences.

10- *IT'S WEIRD.SO WE TAKE OUR PROTOCOL; I'M WAITING IN THE LOBBY.I HAVE TO STAND BY MYSELF AND ALL OF THAT. AND RANGE ROVER PULLS UP. AND HIS HIGHNESS IS SITTING IN THE DRIVER'S SEAT.HE GOES, WILL, BUDDY, COME ON LET'S GO!*

In this paragraph, Will Smith describes his experience for his audience when he met the prince in Jordan. He explains how he was waiting for the prince in the lobby then the prince came by his car and took him. He describes his experience with the prince to the audience to show them that he likes telling his audience about his memories and he has a causal, humble, and funny character that all his fans like and admire.

Regarding the pragmatic strategies, he uses the assertive speech to assert to the audience his experience of waiting for the prince in the lobby and the prince coming and taking him in his car. He also finally uses the directive speech act to emphasize the request of the prince to Will Smith to get in the car. He uses these speech acts to show how he and the prince were intimate because of Will Smith's attractive character. He uses this to impress his audience regarding his charming, attractive and funny character.

Dealing with presuppositions, Will Smith uses the existential presupposition to assume the existence of the protocol, the prince, and the rang rover to describe to the audience his

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

experience with the prince of Jordan and their time together. He uses this presupposition to show the audience that he is a lovely person that is even liked by the prince of Jordan.

Coming to the micro level strategies and dealing with transitivity, Will Smith uses the relational process to identify the type of the situation in which he was in. He then uses the material process to emphasize the actions of waiting in the lobby, standing alone and the range rover waiting for him. He then uses the verbal process to show the audience that has a strong relation with the prince because of his casual, admirable character.

Dealing with the macro level strategies, Will Smith does not use intertextuality and interdiscursivity in this paragraph. Regarding the mind control strategies, he uses the manipulation strategy by controlling the minds and emotions of the audience and making them think that Will Smith is an entertaining, funny, and lovable character.

11- YEAH, BEFORE THOSE TEENAGER YEARS. WILLOW WAS THE FIRST ONE THAT DEFIED ME. YOU KNOW. AND THEN ONCE WILLOW, ONCE WILLOW WAS LIKE, DAD, I DON'T WANT TO GO.

In this paragraph, Will Smith explains to the audience the details of his personal life with his family. He explains for them that he was taking his children with him when they were children but what when they grow up, they refused to go in many trips. He shares the audience these details to show them that he is the American Hollywood actor who cares for his family and for his audience and like to tell the audience the details of his life.

Regarding the pragmatic strategies, Will Smith uses the assertive speech act to assert to the audience that his children start refusing to go with him in his trips when they become teenagers. He uses this speech act to show his audience that he is the funny and kind actor who shares his moments with his audience.

Dealing with presuppositions, he uses firstly the existential presupposition to assume the existence of his son Willow to emphasize that his children used to go with him in his trips but when they grow up, they changed their minds. He uses these presuppositions to show the audience that he likes to share with him the details of his life.

Coming to micro level strategies and dealing with transitivity, he uses the relational processes to identify his children as teenager who refuses to go with him. He then uses the mental process to emphasize to Jimmy Kimmel that he knows such situations. Then, he uses the relational process to identify his son Willow as growing up. He then uses the verbal process to

imitate the words of his son. He uses these processes to show the audience that he is the kind, loveable, and attractive American actor who shares his moments with his audience.

Moving to the macro level of analysis, Will Smith does not use intertextuality and interdiscursivity. Regarding mind control strategies, Will Smith uses the manipulation strategy by controlling the minds of the audience and their emotions, attitudes and behaviors by convincing them to think that Will Smith is a funny, humble, attractive actor who likes to tell his audience the personal details of his life.

12- IT'S, YOU KNOW, JADA AND MY DAUGHTER AND JADA'S MOTHER, SO IT'S THE THREE GENERATIONS. IT'S CALLED RED TABLE TALK ON FACEBOOK.IT'S ACTUALLY FANTASTIC, THEEPISODES I COULD BEAR. AND THEY SIT DOWN, AND IT'S REALLY WIDE OPEN, RAW CONVERSATION ACROSS THE GENERATIONS.

In this paragraph, Will Smith talks about his wife, his mother in law and his daughter and praise their program. He explains for the audience about this program in order convince people to watch it and to show the audience that he likes to share the details of his life with them.

Coming to pragmatic strategies, Will Smith uses the assertive speech acts to assert to the audience that his wife, mother in law and his daughter are working in a program called Red Table Talk. He also uses the assertive speech to describe this program as a great one which deals with topics across generations. He uses these speech acts to show the audience that he is the funny and kind actor that likes to share with the audience the details of his family's life.

Dealing with micro level strategies and dealing with transitivity, Will Smith uses the relational and mental processes to identify his mother in law, his wife and his daughter as three generations. Then, he uses the relational process to identify the talk as the Red Table. He then uses the relational processes to describe the program and how it deals with topics across generations.

Regarding the macro level strategies, Will Smith does not use intertextuality and interdiscursivity in this paragraph. Dealing with mind control strategies, Will Smith uses the systemic persuasion strategy to persuade the audience using logic and reason to watch the Red Table Talk. He also uses the manipulation strategy by manipulating the minds of the audience and controlling their minds, emotions and behaviors by making them think that he is the kind and charming actor who shares with the audience the details of his family's life.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

13- YOU KNOW, 50 YEARS IS ENOUGH. NO, BUT I TURNED 50, AND I REALIZED THAT THROUGH MY, YOU KNOW, MY RISE AS A MOVIE STAR, I SORT OF NARROWED THE THINGS THAT I WOULD ALLOW MYSELF TO DO.

In this paragraph, Will Smith refers to his age and his life as a movie star and how he was not allowed to do many things because he is a Hollywood actor. He describes to the audience how he was limited and could not do many things. He shows himself as the Hollywood actor who likes to make changes in his life and personality and to share his audience his experiences. Regarding the pragmatic strategies, Will Smith uses the assertive speech act to assert that he realized that he was limited by many things since he is a Hollywood actor and he can not do many things that other people do.

Dealing with presuppositions, Will Smith uses the factive presupposition to emphasize that his assumption that he has limited himself in many things that others do is a fact. He uses this presupposition to show the audience that he is the famous, attractive, charming and kind Hollywood actor who like to share the changes of his lives with his audience.

Regarding the micro level strategies and starting with transitivity, Will Smith uses the mental and the relational processes to identify himself as becoming 50 years old. Then he uses the mental processes to emphasize that he has realized that he limited him self in many things since he is a Hollywood star and actors can not do many things. He uses these processes to show the audience that he is the kind, attractive, charming and lovable actor who share with the audience the changes of his life.

Dealing with macro level strategies, Will Smith does not use intertextuality and interdiscursivity in this paragraph. Regarding mind control strategies, Will Smith uses manipulation strategy to control the minds, emotions, attitudes and behaviors of his audience and fans to show them that he is the charming, kind actor who likes to share with his audience the details of his life.

14- AND IT WAS INTERESTING. I WAS TALKING ABOUT THE GENIE ON ALADDIN AND WHAT I COULD RELATE TO, AND THE GENIE WEARS SHACKLES. RIGHT, SO THE GENIE IS ESSENTIALLY A SLAVE TO HIS, HIS –

In this paragraph, Will Smith refers to his Facebook activities and is trying to explain to Jimmy Kimmel and the audience the reason of such activities. He explains to the audience that he was limited like Genie in Aladin for long time and is limited in many things that he is allowed to do as an actor. He tells the audience that he will not limit himself any more and will be himself. He

shows himself as the American actor who is kind, funny and attractive who likes to tell the audience about his new decisions in his life.

Dealing with pragmatic strategies, Will Smith uses the assertive speech act to assert that he was limited in many things that he could done since he was a Hollywood actor but in his 50th birthday he decided to live without limitation. He uses this speech act to show the American people that he is a loveable, kind actor that act according to his own ways of thinking and not limited by any limitation as a Hollywood actor.

Regarding the presupposition, Will Smith uses the existential presupposition to assume the existence of Genie character in Aladin to show the audience that he is not limited any more by what is expected of him as a Hollywood actor.

Dealing with micro level strategies and dealing with transitivity, Will Smith uses the relational process to identify his experience on Face Book as interesting. Then, he uses the verbal process to refer to his talk about Genie on Face Book. Then, he uses the material process to refer to the role of Genie and how he was a slave for others. Then, he uses the relational process to identify Genie as a slave. He uses these processes to show the audience that he is the likable American actor who shares the details of his life with the audience.

Coming to macro level strategies and starting with intertextuality and interdiscursivity, Will Smith uses interdiscursivity by referring to the role of Genie in his film Aladin to emphasize how he is limited like the Genie in his life as Hollywood actor. He uses interdiscursivity to show the audience that he was limited before by the things that he must do but he will act as he desires from now on.

Dealing with the mind control strategies, Will Smith uses manipulation to control the minds, emotions, and behaviors of the audience by showing them that he is the attractive actor who decides to be himself and to be free from limitation and to share such decisions with the audience.

15- SO I TOOK THE WHOLE FAMILY, AND, AGAIN, WILLOW WAS THE ONE. SHE'S LIKE, NAH, THAT'S STUPID. I'M NOT GOING, DAD.SO WILLOW DIDN'T GO. SO I TOOK MY WIFE AND MY MOTHER-IN-LAW AND MY FATHER-IN-LAW AND MY SONS. AND WE WENT TO DUBAI. AND WE WENT SKYDIVING, RIGHT? SO MY FATHER-IN-LAW, HE WAS, HE WAS LAST OUT OF THE PLANE. AND HE COMES DOWN, AND EVERYBODY COMES IN, AND YOU CHEER WHEN EVERYBODY COMES DOWN, AND THEN MY FATHER-IN-LAW COMES DOWN, AND HE'S TOTALLY

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

*UNCONSCIOUS. AND I'M LIKE, AND I'M LOOKING, AND THEY LAY, AND THE MEDICS RUSH OVER,
AND I'M LIKE, OH, NO!*

In this paragraph, Will Smith is telling the audience his experience of travelling with his wife, mother in law, and father in law and his sons to Dubai for skydiving. Then, he describes to the audience how his father in law was unconscious when he comes down and how he felt at that moment. He tells the audience about the details of his trip to Dubai in order to attract their attention and engage their emotions with his life details and to show himself as the funny, charming and attractive actor who tells the audience the details of his life.

Regarding the pragmatic strategies, Will Smith uses the assertive speech acts to describe for the audience the details of his trip. He uses the assertive speech acts to assert that his daughter refused to go with them. Then he uses the assertive speech act to assert that his mother in law, his sons and wife come down from skydiving but his father in law becomes unconscious. He finally uses the expressive speech act to show how he felt when his father in law becomes unconscious. He uses these assertive speech acts to attract the attention of the audience by telling them personal details of his life.

Dealing with the presuppositions, Will Smith uses the existential presupposition by assuming the existence of his daughter Willow, his sons, his father in law, mother in law, his wife, Dubai and Skydiving to emphasize that he and all his family were okay when they came down from skydiving in Dubai except his father in law who went unconscious. He uses this presupposition to show himself to the audience as the attractive and funny actor who tells the audience the details of his wife.

Regarding the micro level strategies and dealing with transitivity, he uses the material to emphasize that he took all his family. He then uses the relational processes to identify Willow as the one who refuses to go with him. He then uses the material processes to emphasize that his daughter did not go. He then uses the material processes to describe the action of going with his family to Dubai for skydiving. He then uses the material processes to explain that everybody went down from skydiving except his father in law. He then uses the relational processes to identify his father in law as coming as unconscious. He then uses the mental process to show that he was looking at his father-in-law. He then uses the material processes to emphasize how the medics rushed over. He uses these processes to show the audience that he likes to share with them the details of his life.

Dealing with macro level strategies, Will Smith does not use intertextuality and interdiscursivity in this paragraph. Moving to mind control strategies, Will Smith uses the heuristic persuasion strategy with the audience using details of his live to engage them with his emotionally to convince them that he is a charming, funny and a humble actor that like to share with the audience the details of his life.

16- AND JADA LOOKS AT ME LIKE, AND GOES AND WALKS OVER, AND WE GO TO THE EMERGENCY ROOM. AND I'M, THE WHOLE TIME I'M THINKING OH, NO, THIS IS WHERE IT GOES WRONG. THIS IS WHERE I LOSE IT ALL. MY WHOLE FAMILY, YOU KNOW, JADA'S LOOKING AT ME, JADEN'S LOOKING ATME LIKE, DAD, YOU CAN'T PUSH PEOPLE OUT OF THEIR COMFORT ZONE.HE'S A GROWN-ASS MAN. I DIDN'T PUSH HIM OUT OF THE PLANE.

In this paragraph, Will Smith talks about his family reaction to their grandfather becoming unconscious. He describes his wife and his son reaction to this and then saying that he did not push his father in low from the plane and he is a grown-up man. He uses these descriptions of his family reactions to show that he is a kind and a funny actor who likes his fans and audience. Dealing with the pragmatic strategies, Will Smith uses the assertive speech acts for describing his experience with his family and father in low. He asserts that Jada his wife was angry about that. Then he uses the assertive speech acts to assert that they went to the emergency room. He also asserts that his family blame him for that accident. He uses these speech acts to show the audience that he is a funny, Hollywood actor who likes his fans.

Coming to presuppositions, Will Smith uses the existential presupposition by assuming the existence of Jada, the emergency room, comfort zone, plane and Jaden to emphasize that his trip went wrong because of his step father's loss of consciousness after skydiving and his family blaming him for that. He uses this presupposition to show the audience that he is the funny and charming actor who likes to share with his audience all his moments.

Regarding the micro level strategies and dealing with transitivity, Will Smith uses the mental process to emphasize that his wife was looking at him. Then, he uses the material processes to emphasize their actions of going to the emergency room. Then, he uses the relational processes to identify the situation as bad. Then, he uses the mental processes to emphasize how his family was looking at him. He finally uses the material processes to emphasize his son refusal of pushing his grandfather out of the plane. He finally uses the relational processes to identify his father in low as grown up man. He uses these processes to show the audience that he is a funny, attractive actor who likes to explain everything to his fans and audience.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

Dealing with macro level strategies, Will Smith does not use interdiscursivity and intersexuality in this paragraph. Smith uses the systemic heuristic persuasion strategy to convince the audience that he is a nice, attractive, loveable, and funny actor who shares with his audience and fans the details of his trip. He also manipulated the audience by controlling their minds, emotions, attitudes, and behaviors regarding him and making them think that he is the charming and likable actor. Succeeding in making such an impression will lead to many benefits for him like more fame, more wealth, new turn in new films, more fans and stardom. Also, by controlling the audience minds and emotions, he can pass the ideologies of Americanism and promotional marketing for his films.

4- Conclusions

The present study reaches the following conclusions:

- 1- Will Smith uses several pragmatic strategies for ingratiating him self and showing him self as the loveable, charming, attractive actor who likes his audience as in the followings:
 - A- Will Smith uses mainly the assertive speech act to describe for the audience the details of his film Aladin and his role of Genie, the details of meeting the royal family and shooting in Jordan, the details of his trips with him family and his trip to Dubia, the details of deciding to be him self and not confined by being a Hollywood actor. To a lesser extent he uses the expressive speech act to express his emotions to the audience and what he felt in many situations to engage the emotions of the audience and to show him self as the attractive and likeable actor.
 - B- Will Smith uses mainly the existential presupposition to explain the details of his life, his role in Aladin, filming in Jordan, traveling with his family and the Red Table Talk program. To a lesser extent, he uses the lexical, factive and non-factive presuppositions to attract the attention of the audience by his humorous, amusing, and charming personality.
- 2- Will Smith uses transitivity as a micro level strategy to attract the attention of his audience and his fans as in the followings:
 - A-Will Smith uses mainly the material and the relational processes to show the audience the details of his personal life, his travels, filming in Jordan and different places and his role as Genie. To a lesser extent, he uses the mental, existential and the verbal processes to show himself as the attractive, charming actor who likes his audience and likes to share with them the details of his life.
- 3- Will Smith uses several macro level devices to make the audience attracted to him as in the followings: ‘

A-Will Smith uses the device of interdiscursivity by referring to the role of Genie which was acted previously by Robin Williams in an older version of Aladin. He also uses interdiscursivity to refer to the role of Genie in Aladin as wearing shackles and being a slave to show the audience that he will not be limited any more and will be him -self.

B- Will Smith uses the mind control strategies of manipulation by controlling the minds, emotions, attitudes, and behaviors of the audience regarding himself to make them think that he is an attractive, charming, likable Hollywood star who likes his fans and wants to share with them the details of his life, his roles in films and his trips. Succeeding in producing such an impression in the audience can help him in gaining many benefits like gaining new roles in films, gaining more wealth, more fans, promoting for his films and more people going to the cinema for watching his films. Also, he can pass ideologies to the American people like the ideologies of Americanism and promotional marketing of films to view America as the hero of the world who will save the world and especially people in the third world countries.

The Use of Ingratiation in American Shows: A Critical Pragmatic Analysis

Masoumah Abathar Jawad Witwit

Prof. Dr. Salih Mehdi Adai Al-Mamoory

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