## **Obama's Electoral Campaign Speeches**

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#### **Abstract**

English speakers employ a variety of non-canonical syntactic structures to highlight the informational value of particular constituents at the expense of other constituents within discourse. They do that by moving syntactic constituents that carry familiar information into (near) the initial position and those that carry less familiar information to (near) the end of a clause. This study aims at investigating the use, distribution, and function of preposing and postposing strategies in ten selected speeches of the former American president Barrack Obama during his first running to the White House. It hypothesizes that such strategies are employed in the selected data to distinguish some of syntactic constituents of the discourse as being more or less familiar to the audience. It also assumes that the main factor that indicates the informational value of these syntactic constituents depends on the audience's knowledge of that information and its relevance to other information in the same discourse. To achieve the aims of this study, an eclectic model is developed in accordance with Ouirk et al. (1985), Prince (1981/1992), and Ward and Birner (2006 / 2009) to analyze the selected data. The findings show that all these structures have appeared in the selected data, playing a great role in enabling the audience to differentiate the new information from the given one, and the informational value of the marked constituents varies depending on the context in which these constituents appear.

# دراسة لغوية لإستراتيجيات التقديم والتأخير في خطابات الحملة الانتخابية لباراك اوباما

#### المستخلص

يستخدم المتحدثون باللغة الإنجليزية مجموعة متنوعة من التراكيب النحوية غير القياسية لتسليط الضوء على القيمة المعلوماتية لمكونات معينة على حساب المكونات الأخرى داخل الخطاب. يفعلون ذلك عن طريق نقل المكونات النحوية التي تحمل معلومات أقل شيوعًا إلى (أو النحوية التي تحمل معلومات أقل شيوعًا إلى (أو بالقرب من) نهايته. تهدف هذه الدراسة إلى التحقق من استخدام وتوزيع ووظيفة استراتيجيات التقديم والتأخير في عشر خطابات مختارة للرئيس الأمريكي السابق باراك أوباما خلال سباقه الأول إلى البيت الأبيض. تفترض هذه الدراسة أن مثل هذه الاستراتيجيات تم توظيفها في البيانات المختارة لتمييز بعض المكونات النحوية في الخطاب على انها اكثر او اقل الفة بالنسبة للمتلقي. كما تفترض أيضًا أن العامل الرئيسي الذي يشير إلى القيمة المعلوماتية لهذه المكونات النحوية يعتمد على معرفة المتلقي بتلك المعلومات ومدى ارتباطها بمعلومات الخطاب الأخرى. لتحقيق أهداف هذه الدراسة، تم تطوير مودل انتقائي بالاعتماد على كويرك وأخرون (١٩٨٥) و برنس (1982 \1981)

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ووارد وبيرنر (٢٠٠٩/٢٠٠٦) لتحليل البيانات المختارة. تظهر النتائج أن جميع هذه الهياكل ظهرت في البيانات المختارة، ولعبت دورًا كبيرًا في تمكين الجمهور من تمييز المعلومات الجديدة عن المعلومات القديمة، وتختلف القيمة المعلوماتية للمكونات النحوية المتحركة من موقعها الأصلى اعتمادًا على السياق الذي تظهر فيه هذه المكونات.

#### 1. Introduction

Language is not just an instrument for expressing opinions and notions. Language users, including politicians, use various linguistic strategies to get their audience's attention to specific ideas they want to highlight. One aspect of this manipulation is preposing and postposing the elements of a clause from their canonical position into a marked position either to the initial or final position. According to Knowles (1998: 107), such strategies are used in English, mainly, because its morphology is 'residual' and it does not possess a variety in its canonical word order. The most important information in clause falls into two position: the initial and the final.

The initial position contains 'the starting point' of the speaker or writer's message. The final position includes the nucleus of the message. When dealing with a non-canonic word order, the initial and final position are usually occupied by constituents which are more important to the producer and or to the receipt of such constructions. Put it in another way, the clausal information is divided in terms of their importance to the participants of the discourse. This principle of informational distribution has also been referred to by Enkvist (1980:149) when he says that the "marked focus goes on the topicalized or commentized elements or on both".

It can be assumed that any change in word-order will affect the distribution of information (given-new) within the clause. In other words, speakers or writers have to let their readers distinguish between given information and new information; which of the clause elements should be regarded as given and which should be regarded as new. The strategies of preposing and postposing behave differently in their distribution of the clausal information. in some strategies, the new information precedes the given one while in some others the opposite is correct. Marking one clause element as more important than other elements allows the discourse producers to direct how their audience perceives and understands the message they are intending. That is, speakers or writers may resort to the functions of preposing and postposing to trigger a specific state in the consciousness of their audience.

According to Bache and Davidsen-Nielsen (1997: 115), preposing is not usual in English declarative clauses, and thus it does not seem to be commonly used in everyday texts or conversations. These constructions seem, on the opposite, to be part of some written and oral discourse. Consequently, this paper will consider different occurrences of such structure in electoral campaign speeches presented by the former American president, Barack Obama.

# 2. Preposing and Postposing 2.1 Preposing: Definition and Strategies

As English is considered a rigid word order, it shows little variations to make special modifications in this order. Preposing is known to be one of those modification structures in which the canonical order is violated. As indicated by Biber et al. (1999: 900), preposing is all about putting vital elements of a clause or a whole clause from its usual non-initial into the initial or near the initial slot.

Halliday (2004: 58) refers to the fact that in the canonical structure of English declarative clauses, the subject represents the "starting point" In other words, the subject is the "theme" and the remainder is the "rheme" of the clause. To use Halliday's (ibid.) terminology, the preposed elment functions as a theme and the postposed one will do as a "rheme". Thus, *preposing* is a syntactic operation that reformulates the order of a clause's elements in terms of their

informational prominence (Bianchi, Bocci, and Cruschina, 2016: 1). In English, the process of *preposing* includes the following strategies: thematisation, it-cleft, and left-dislocation.

#### 2.1.1 Thematisation

Thematisation is a strategy used to prepose a particular clause element as a theme, leaving the rest of the clause as rheme (Halliday 2004: 58). It is also called topicalization (see Crystal, 2012:488) because the preposed element becomes the topic, while the remainder stands for its comment (what is said about the topic). The thematized element is not necessarily the subject of the clause. Other clause elements can also be thematized (see Muir, 1972:97; Quirk et al. 1985:1377; Eastwood 2000:55).

Other than the subject, four clause elements can be thematized: the object, the complement, the adjunct, and the prediction, as shown in the following examples, respectively.

- (1) This question we have already discussed at some length
- (2) *Traitor* he has become and *traitor* we shall call him.
- (3) *Inside the front door*, there is a great surprise
- (4) Nada once predicted that Ali would pass an exam, and pass one he now has.

#### 2.1.2 It- cleft

Quirk et al. (1985: 1383) declare that we may appeal to a more elaborate grammatical construction which involves cleaving the clause into two clauses. The first clause of these consists of the pronoun IT (with no meaning) and a form of the verb BE. The second clause begins with a pronoun such as THAT or WHO.

(5) It was John who closed the door.

According to Eastwood (2000:60), it is worth noting that an empty subject can be before verbs other than BE, e.g. seem, happen, turn out, prove, etc., for instance:

(6) It seems the guard is out.

The element following "It" and BE is preposed to be highlighted because it is the most important (new) information. Other than the subject, other clause elements can also be highlighted as well (ibid.), as shown in the following examples:

- (7) It was a great article that John wrote.
- (8) It was yesterday that my supervisor gave me new instructions.
- (9) It was red that he painted the main gate.

#### 2.1.3 Left Dislocation

Allan (1986:93) defines "left dislocation" as one of the strategies used for preposing elements within clauses. It involves moving a noun phrase from its position within a clause into the initial position and putting a presumptive pronoun in the original position of the noun phrase. This construction is indicated earlier by Quirk et al. (1985: 1310) as an anticipatory characterization.

The noun phrase is linked cohesively with the inserted pronoun, as shown in (10).

(10) *My friend Brine*, I called **him** yesterday.

## 2.2 Postposing: Definition and Strategies

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Postposing refers to the process of moving a clause element from its normal position towards the end of the clause (Meriam-Webster Online Dictionary). Contrary to preposing, Brown, and Miller (1980: 371) and Quirk et al. (1985: 1357) suggest that this strategy is adopted to give an end-focus to the postposed element. Generally speaking, the following strategies are used in English to perform postposing: pseudo-cleft, extraposition, existential construction, and right-dislocation.

# 2.2.1 Extraposition

Extraposition results from postposing a subject or an object from its normal position to the end of the clause (Crystal, 2012: 182) to make it more prominence. According to Ward and Birner (2006: 166), this construction involves "a subordinate clause is postposed from subject position, while its canonical position is filled by non-referential it", as show in the example below.

a- "That a bloodthirsty, cruel capitalist should be such a graceful fellow was a shock to me".

b- "It was a shock to me that a bloodthirsty, cruel capitalist should be such a graceful fellow". (ibid.)

## 2.2.2 Pseudo-cleft

The pseudo-cleft construction can be used when the material is known or expected. It keeps the focused element until the very end of the clause creating suspense (De Beaugrand and Dressler, 1981:123). It is defined by Quirk et al. (1985: 1387) as describe it as a mechanism used for the purpose of dividing the clausal information in a explicit way into given and new. The given information is embedded in an initial wh-phrase, and the new information is put at the end linked with the given information through an auxiliary verb as in (13). While it-cleft construction preposes the new information after the auxiliary, the wh-cleft postposes the information to the end of the clause.

(12) What I love is reading.

## 2.2.3 Existential Construction

This strategy is used to postpone a subject to a later position in the clause. According to Swan (1995: 289), this construction can be manipulated to avoid beginning a clause with new information. In this way, it is employed to inform the recipient (s) that the most critical information in the clause is coming after the phrase "there is" or be ready to receive it. In the following example, the subject "dog" is deferred to be after "there is" to give a focus.

(13) There was a dog at the gate.

## 2.2.4 Right-dislocation

Right-dislocation, unlike left dislocation, involves dislocating an element from its position into the end of the clause and putting a coreferential pronoun in its original place instead. Quirk et al. (1985: 1310) call such construction as "postponed" identification. It differs from the extrapostion construction by accepting pronouns other than "it" and it is separated from other elements in the clause by a comma, as in (17).

(17) He is sincere, my co-worker John.

# 2.3 Argument Reversal

It is a marking strategy in which two arguments are displaced (one element is prposed and another is postposed), imposing a relative rather than absolute restriction on the informational

status of the moved elements. In English, there are two construction servs this function: passivation and inversion (Ward and Birner, 2006: 169).

## 2.3.1 Passivation

This construction provides a convenient device for giving the agentive subject an end focus. It requires switching the positions of the subject and the object, the affected element takes the position of the agentive and vice versa so that the (Quirk et al., 1985: 1390). This strategy is used to postpose the subject and prepose the object as in (14). Nevertheless, when the agentive subject is omitted for some reason, the end focus will be on the verb element, as in (15).

- (14) This letter was written by Ali.
- (15) The car shield was broken.

#### 2.3.2 Inversion:

This construction involves moving and a non-preverbal element into preverbal position and vise versa where the verb remains in its position. It may include prepositional phrases, adjective phrases, noun phrases, and verbal phrases, as shown below.

- "On his lapel is a large "Jesus Loves You" button"
- (17) "Typical of these new giants is the Sheraton Ocean Park at Eastham, which boasts an indoor swimming pool with cabanas in a tropic-like setting".
- (18) "Also a nice woman is our next guest"
- (19) "Dropped from consideration so far are the approaches of the past, which The Economist recently described as "based on the idea that the rules of orthodox economics do not hold in developing countries". (Ward and Birner, 2006: 170-71).

#### 2.4 The Information Status of Marked Elements

The discourse in which a message is presented mostly represents a distinction between the given information and new information. According to Wallace Chafe (1976), the "given information" means the knowledge which the speakers assume at the moment of utterance that their addressee is aware of and what the speakers believe in bringing into the consciousness of the addressee is the "new information." Ellen prince (1981) finds that Chafes' classification of information is not adequate. Therefore he (ibid.) introduces a three gradations classification: 'new information' (brand new / unused), 'inferable information', and 'evoked information' (situational / textual) (Renkema and Schubert, 2004:131).

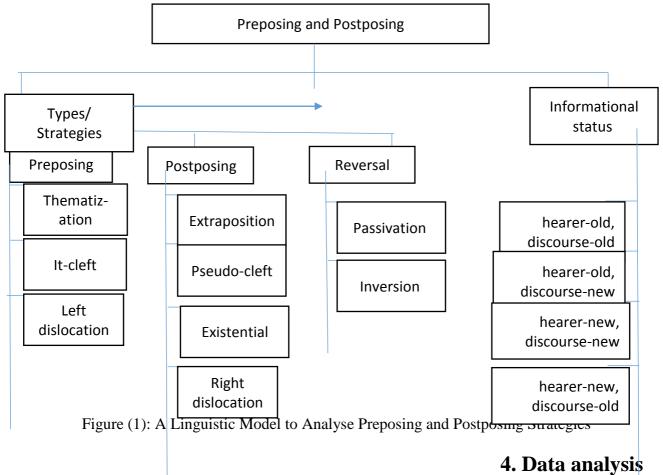
This taxonomy is reframed by Prince (1992) as a framework of two cross-cutting variations: "discourse-old and discourse-new information" on one hand, and "hearer-old and hearer-new information on the other. A piece of information is considered "discourse old" if it has been expressed previously in the same discourse while "hearer-old" information is what is believed to be already known by the hearer, irrespective whether it has been expressed in the previous discourse or not. Although Prince (bid.) does not state the status of "inferrable information", Ward and Birner (2006: 156) relate it to "discourse-old" information. Moreover, Ward and Birner (2009: 1169-70) provide a framework consisting of four types of information:

- a- hearer-old, discourse-old
- b- hearer-old, discourse-new
- c- hearer-new, discourse-new
- d- hearer-new, discourse-old

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To fulfil the aims of the current study, An eclectic model is developed to analyze the data under scrutiny in terms of the patterns of non-canonical structures and their informational status in the discourse. This model depends mainly on Quirk et al. (1985), Prince (1981/1992) and Ward and Birner (2006 / 2009) to analyze the data under scrutiny (see figure (1) below).



Due to the fact that the constructions realizing the data under analysis are too many, and scrutinizing all of them analytically takes over a large space in the current work; only some illustrative representative examples are tackled, viz. one example is employed for each of each type of non-canonical constructions.

Extract No 1:

As many of you know, over the last few months I've been thinking hard about <u>my plans</u> for 2008. Running for the presidency is a profound decision. *A decision* no one should make on the basis of media hype or personal ambition alone and so before I committed myself and my family to this race, I wanted to be sure that this was right for us and, more importantly, right for the country. (Speech No. 7)

In extract No. (1), the phrase (a decision) which functions as an object for the verb "make" and its canonical position is after the verb is **preposed** into the initial position of the clause. The strategy of this movement is "**thematization**". The informational status of the moved phrase is "**discourse-old**, **hearer-old**" since this information has already been evoked by the speaker in the previous sentence in the phrase "my plans for 2008", and is thus considered to be recognizable in the discourse and to the audience as well.

Extract No. (2).

My work took me to some of <u>Chicago's poorest neighborhoods</u>. I joined with pastors and laypeople to deal with communities that had been ravaged by plant closings. I saw that the problems people faced weren't simply local in nature, that the decisions to close a

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steel mill was made by distant executives, that the lack of textbooks and computers in a school could be traced to skewed priorities of politicians a thousand miles away, and that when a child turns to violence I came to realize that there's a hole in that boy's heart that no government alone can fill. **It was in these neighborhoods that** I received the best education that I ever had, and where learned the meaning of my Christian faith. (Speech No. 8)

In extract (2), the prepositional phrase "in these neighborhoods "is preposed into an initial position by using It-cleft construction. This phrase is already mentioned in the previous discourse where Obama refers to the poor neighborhoods in Chicago where he has received his best education and experience about humanity and principles of Christianity. Similarly, this information is also known to the audience from the previous discourse. Thus, the informational status of this moved phrase is discourse-old, hearer-old.

#### Extract No. (3)

For over two decades -- For over two decades, he's subscribed to that old, discredited Republican philosophy: Give more and more to those with the most and hope that prosperity trickles down to everyone else. In Washington, they call this the "Ownership Society," but what it really means is that you're on your own. (Speech No. 10)

In extract (3), the noun phrase "Ownership Society" is preposed through the process of left-dislocation where the normal position for this phrase is replaced by the pronoun it in the clause. The informational status of this moved information is discourse-new, hearer old since Obama criticizes a policy of the Republican Party by describing the situation to his audience who, in turn, are expected, according to their general knowledge, to understand the meaning of this term and match it to the Republicans' policy.

## Extract No. (4)

All of us know what those challenges are today: a war with no end, a dependence on oil that threatens our future, schools where too many children aren't learning, and families struggling paycheck to paycheck despite working as hard as they can. We know the challenges. We've heard them. We've talked about them for years. What's stopped us from meeting these challenges is not the absence of sound policies and sensible plans. What's stopped us is the failure of leadership, the smallness of our politics the ease with which we're distracted by the petty and trivial, our chronic avoidance of tough decisions, our preference for scoring cheap political points instead of rolling up our sleeves and building a working consensus to tackle the big problems of America.

(Speech No. 8)

In extract (4), Obama resorts to pseudo-cleft construction to postpose the new information which is carried by the phrases "the absence of sound policies..." and "the failure of leadership, the smallness..." into a final position in the clause. This kind of information is new to the current discourse (discourse-new), but it is known to audience by their general knowledge of the political issues in their own country which is the United States of America. Thus, the speaker depends on the audience to infer this information.

It is time to bring a responsible end to U.S. involvement in this conflict is now. It's become apparent, Mr. President, that there's **no military solution to this war.** (Speech No. 9)

In this extract, the phrase "**no military solution to this war**" is postposed into a final position by exploiting the existential construction so it can get an end focus. The informational status of this phrase is "discourse-new" as the speaker concludes to his audience that the military solution as the only available option for the government he is criticizing. On the other hand, it is "hearerold" since the audience could recognize this information from their previous knowledge about the (military) solutions that their government has followed, especially the audience in this case is government officials.

## Extract (6)

Congratulations on your graduation, and thank you for the honor of allowing me to be a part of it. Thank you also, Mr. President, for this honorary degree. It was only a couple of years ago **that I stopped paying my student loans in law school**. (Speech No. 2)

In this extract, the speaker appeals to postposing a whole subordinate clause "that I stopped paying my student loans in law school" from the subject position into the final position through using the extraposition construction. This information is new to discourse as it is mentioned in the very beginning of the first paragraph as a joke. At the same time, the audience may not have the idea that whether he has stopped paying intuition or not as it is personal information. So, it is both discourse- new and hearer-new.

#### Extract No. (7)

Coretta Scott King died in her sleep last night. She certainly was not alone. She was joined by the companionship and support of a loving family and a grateful Nation inspired by her cause, dedicated to her work, and mournful of her passing. (Speech No. 10)

In the extract (7) above, the speaker embodies his speech by using the reversal strategy, more specifically the passivation to prepose the pronoun "she" and postpose the phrase "the companionship and support of ...". The preposed element is both discourse-old and hearer-old as the referent (Coretta Scott King) has already been mentioned in the previous two sentences and the audience would know that as the event may d be spread since the previous night for the talk. Secondly, the postposed phrase carries discourse-new and hear-new information because the information in this pharase has been been evoked or indicated before and the audience would know that she died the nigh before but they may not know the details about who were there with her in her last moments.

#### 5. Results

The results show that the former American president resorts to the non-canonical constructions in his speeches, namely he combines preposing, postposing, and arguments reversals. Table (1) below shows that the speaker relies mainly on postposing strategies as it scores the highest rate mounting to (46.8 %) among other strategies. Preposing strategies come in second position in this race scoring a rate of (37.8 %) and argument reversals is the last with a rate of (15.4 %).

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Table (1): The distribution and frequency of the three types of moving the marked elements in the data of the study.

| No. | Type of movement   | Frequency | Percentage (%) |
|-----|--------------------|-----------|----------------|
| 1   | Preposing          | 30        | 37.8           |
| 2   | Postposing         | 37        | 46.8           |
| 3   | Arguments Reversal | 12        | 15.4           |
|     | Total              | 79        | 100            |

In terms of the informational status, table (2) below shows that the discourse-new/ hearer-old is more prevailed with an amount of (35.2 %) than other types of information of the marked elements in the investigated data. On the other hand, discourse-old/ hearer -old is the least used with a rate of (13.2 %). The information which is new to both the discourse and hearers is used with a rate of (28.5). Finally, the information that is evoked in the discourse previously but it is not known to the hearers is employed with a rate of (23.1 %) of the total marked elements.

Table (2): The distribution and frequency of the preposing and postposing strategies with reference to their informational status

| No. | Informational<br>status       | Preposing<br>Strategies |          |                  | Postposing<br>Strategies |                |                    | Arguments<br>Reversals |             |           |       |                |
|-----|-------------------------------|-------------------------|----------|------------------|--------------------------|----------------|--------------------|------------------------|-------------|-----------|-------|----------------|
|     |                               | Thematisation           | It-cleft | Left dislocation | Extensionals             | Extrapositions | Right- dislocation | Pseudo-cleft           | Passivation | inversion | Total | Percentage (%) |
| 1   | Discourse-new / hearer-new    | -                       | 6        |                  | 7                        | 6              |                    | 3                      | 4           | -         | 26    | 28.5           |
| 2   | Discourse-new/<br>hearer-old  | -                       | 4        |                  | 13                       | 4              | 2                  | 2                      | 7           | -         | 32    | 35.2           |
| 3   | Discourse-old/<br>hearer-old  | 4                       | -        | 5                | -                        | -              | -                  | -                      | 3           | -         | 12    | 13.2           |
| 4   | Discourse-old /<br>hearer-new | 11                      | -        | -                | -                        | -              | -                  | -                      | 10          | -         | 21    | 23.1           |
|     | Total                         | 15                      | 10       | 5                | 20                       | 10             | 2                  | 5                      | 12          | 0         | 91    | 100            |

#### **Conclusion**

With reference to aims and the hypotheses if this study, the results shown in this linguistic study and the statistical caculations drwas the following conclusions.

- 1- Political speeches in general and that of electoral campaigns in particular are of great importance to the speakers and the audience as well. The speaker aims to focus on the things that he wants his audience to concentrate on in a hope of persuading and convincing them to vote for him in any upcoming election.
- 2- Different types and strategies of proposing and postposing are used to highlight different types of informational in the non-canonical constructions.
- 3- Preposing is found to be the most popular type of marking non-canonical constructions, after postposing, in the data under study and the arguments reversal are the least. This may due to the fact that arguments reversals only indicate relative importance between two marked elements (one is preposed and another is postposed) rather than indicating an absolute level. Such type of discourse requires the producer to deliver clear and absolute messages to audience as these messages will decide whether he will win the race or not.
- 4- Among the preposing strategies, the thematization is the most widely used and left-discloscation is the least.
- 5- As for the postposing strategies, the extensional constructions are the highest and right-dislocation is the lowest in use.
- 6- Only the passive, without the inversion construction, is employed with the arguments reversals.
- 7- Relying mostly on discourse-new and hearer-old information to be carried by the marked constructions induces how the speaker focusing in engaging the audience' thinking and importing some topics from their own knowledge and link it with that of the speaker to get an appropriate effect.

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Speech No. 1:

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Asst.Prof. Dr.Wafaa Mokhlos Faisal Kadhim Ketab Rhaif (MA student)

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