Complacency in Selected English and Arabic Presidential Speeches: A Pragmatic Analysis

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Abstract

The study investigates the phenomenon of complacency in political rhetoric, specifically the pragmatic realizations in the victory speeches of President Donald Trump (2016) and President Abdel Fattah El-Sisi (2018). This study contrasts definition and perception of "complacency", synonym to self-satisfaction, contentment, in analyzing "complacency" behavior in both languages, English and Arabic. It outlines the different varieties and uses of complacency and show how they can operate beneath the surface of public perception and political discourse. It seeks to answer some fundamental questions: What types and strategies are employed by political figures, in Arabic and English, to violate the conversational maxims, and why do they use complacency. Thus, this study addresses an under-researched area of linguistic study, filling a conspicuous lacuna in the pragmatic analysis of the phenomenon of complacency in political speeches and offering valuable insights into its application and significance in the literary field of both Arabic and English political genres. This analysis consisted of choosing eight extracts from each of the two speeches. This analysis was conducted through Grice's cooperative principle and its maxims to spot the violations formed. The types and strategies are classified according to Dunnbar's framework in 1993, Baddeley's framework in 2000 for the English data, and El-Sayed's framework in 2016 and Akasha's framework in 2014 for the Arabic data. The study concludes, complacency is strategically deployed to create an image of confidence and cohesion, usually as a means of avoiding the particular challenges and complexities of the moment. In both speeches, complacency helps to breed a sense of stability and optimism among the electorate, allowing for a sense of collective trust and thus collective support. The researcher concludes that the most violated maxim is the Maxim of Quantity which suggests that talkers in this communication tend to overgeneralize and not provide enough specific information. Comparison of use of complacency in Arabic and English demonstrates both shared features of an appeal to vague language and symbolic actions and differences in an emphasis on individual versus collective achievements.

Key Words: Complacency, Contrastive Study, Political Speech, Pragmatics, Grice Maxims.

1. Introduction

Complacency refers to a feeling of self-satisfaction and self-contentment, especially with regard to one's achievements; this is often coupled with a lack of critical awareness of one's shortcomings. Titchener (1975) says complacency means "a quiet satisfaction with self

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and self's circumstances, not necessarily in disregard of possible danger or defect." According to Milner (1968) it describes something similar to "an extent in which the mental state of a human was unsatisfactorily good, since they were satisfied with their current state or accomplishments, which led them to not try better and solve problems, if those existed." This study explores some important aspects of the phenomenon of complacency from a pragmatic perspective, contrasting its realization and effects in discourse produced in the same context but among different parties involved. The study will explores the types, the strategies and functions of complacency, examining how it is used to influence public perception and political discourse.

The study focuses on the analysis of the election victory speeches of two political figures, Namely, president Donald Trump in 2016 and president Abdel Fattah El-Sisi in 2018. By analyzing these speeches, the study focuses on the negative manifestations of complacency and understand their impact on political communication. The problem addressed by this study is that the phenomenon of complacency has not been thoroughly examined in both Arabic and English under a pragmatic analysis framework. The study questions guiding this study are as follows:

1. What are the types, functions and strategies utilized to manifest complacency by political figures in the chosen data in both English and Arabic?
2. What are the conversational maxims that are violated, and which one is the most frequent and why?
3. Why is complacency used by the political figures in the chosen data in both English and Arabic?

Based on the questions raised, the study aims at:

1. Finding out the types, functions and strategies utilised to manifest complacency by political figures in the chosen data in both English and Arabic.
2. Investigating The conversational maxims that are violated by political figures, In determining which one is the most frequent and figuring out why.
3. Pinpointing The reasons why complacency is used by political figures in the chosen data in both English and Arabic.

2. Complacency

Complacency is defined as a feeling of smug or uncritical satisfaction with oneself or one's achievements. According to Parasuraman and Manzey (2010, p. 385), it is a sense of self-satisfaction that often leads individuals to become unaware of potential dangers or deficiencies. This state of contentment can create a false sense of security, where individuals believe that their current efforts or achievements are sufficient, leading to a lack of motivation to improve or remain vigilant. Tsandila-Kalakou and Wiig (2023, p. 804) describes complacency as a sense of satisfaction with the present that prevents individuals or organizations from striving for improvement or addressing new challenges. This form of contentment is often seen as negative because it can result in stagnation and a lack of progress.

Complacency can be framed, from a psychological perspective, as a cognitive bias that makes us feel overly confident of our competence and the state of affairs. Such over-confidence leads to less effort and less vigilance, and as a result, the individuals become less

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and less likely to nip potential problems in the bud. Parasuraman and Manzey (2010, p. 387) highlight that this bias is also associated with impaired performance and elevated error rates, particularly in dynamic and interactive contexts. The researchers note the pernicious effects that complacency can have in decision-making processes and suitability both personally and in the workplace.

Depending on context, complacency can have both positive and negative functions. It can help to provide comfort and control by reassuring individuals who can be satisfied with having nothing and being nothing (Alattar, 2023, p. 27). This sense of security can reduce stress and anxiety, promoting mental well-being (Alattar, 2023, p. 28). However, complacency can also lead to a reduction in motivation, resulting in less effort to pursue further improvement or take on new challenges (Fairclough, 1992, p. 45). It can contribute to the formation of routine habits that require minimal cognitive effort, leading individuals to perform tasks with minimal attention and effort (Halliday, 1978, p. 56). Complacency often results in a lack of awareness of potential risks, fostering resistance to change as individuals or organizations become too content with the status quo (Fairclough, 1992, p. 47). This resistance to change can hinder personal and professional growth by maintaining a positive self-perception and avoiding feelings of inadequacy or self-doubt (Halliday, 1978, p. 59).

Traits commonly associated with complacent individuals include self-satisfaction, resistance to criticism, lack of motivation, and overconfidence. Self-satisfaction refers to a strong sense of contentment with one's current state, often accompanied by a belief that no further efforts are needed. Resistance to criticism involves difficulty in accepting feedback or acknowledging mistakes, which can prevent personal and professional development. Lack of motivation can describe a period of little progress against this cycle in which teens believe their current efforts are enough and thus operate in a cycle of low motivation to improve. Overconfidence — an exaggerated faith in our own skills or status that can blind us to real dangers or obstacles

2.1. Complacency in English

Complacency is self-satisfaction or smug satisfaction with an existing situation or ones achievements. Complacency is "a quiet satisfaction with oneself and one's circumstances without a realization of the danger or defectiveness." Milner (1968) defines it as "A mental state in which a person is so pleased with his or her current situation or success that he or she sees no need to change or remedy any problems.". Complacency is a multifaceted issue driven by environmental factors, social pressures, family dynamics, and more. Personal goals and accomplishments, no matter how small, can create a feeling of complacency. Further, positive and supportive relationships are key to psychological security and because of complacency something can be done health-wise.

2.1.1 Types of Complacency:

Depending on the context and the person, Complacency has different types according to Dr. Robin Dunbar (1993):

1. Personal Complacency where an individual has a lingering sense of accomplishment in their own skillset and reaches a point of inaction. It could present in a person who is happy with who they are today and sees little relevance in goal planning or challenge setting.

2. *Professional Complacency* a state in which a professional are content with their level of success which leads to less innovation and lesser response to changes in the market. For instance, professionals may easily rely on their competency, stick with what they know best, and lose themselves in their comfort zone.

3. Community Complacency this happens when communities become comfortable with the way things are and resist change even when that change can lead to great advances or help avert future issues. This becomes complacency in the form of organizations or societies unwilling to take risks, unwilling to try new policies.

2.1.2 Strategies of Complacency

The strategies for addressing or exhibiting complacency will depend on whether the objective is to retain an appropriate positive feeling of satisfaction or counteract a negative sense of complacence. For positive complacency it can include things like acknowledging/ reinforcing existing positive achievements and encouraging wellness, while for negative it is about calling out problems and issues, creating the case for change and thinking needs to be innovative & creative around improvement.

Dr. Alan Baddeley (2000) provides insight into how negative complacency can occur. Several strategies that result in this type of negative complacency include:

1. Overemphasizing Past Successes, leaders lean heavily on past successes to maintain the perception of success. Such a strategy distracts attention from struggles faced now, while also expressing complacency after what has already achieved when there is still so much to unpack and improve upon.

2. Minimizing or Ignoring Problems another strategy to just pretend or even ignore :) When leaders fail to point things out, they risk the appearance that all is well when it is not. This denial of reality can stall needed action and reforms.

3. Deflecting Responsibility one of the most common strategies to escape responsibility is blaming others or external factors for one's failures. This strategy allows the leader to exude an illusion of competence and control, when in reality he is not dealing with relevant topics.

4. Using Vague Language and Euphemisms have employed vague language and euphemisms to make the reality of this situation hazy. Not directly and clearly stating these realities gives influential leaders a false sense of security, keeping the stakeholders blind to the absolute dire situation at hand.

5. Relying on Symbolic Actions people also engage in symbolic action or making token gestures, ostensibly to make progress, but which does not require any real changes. This tactic can buy off critics temporarily, but it leads to stagnation over time.

6. Selective Information Sharing information that is presented is oftentimes very positive or at least curated information and thus can create a feeling of complacency. This creates an

alternate narrative and a macro illusion that everything is running according to plan when in fact it can be totally out of control.

2.2 Complacency in Arabic

As it translated by Dr. Nabil El-Sayed (2016), complacency التراخي(al-Takhadul): being too relaxed and satisfied, taking no efforts to stand out (sometimes as a response to extreme competition). This manner of thinking may lead to complacency and reduced attempts to solve the problems we face.

2.2.1 Types of Complacency (Anwa' al-Takhadul):

Complacency (translated in Arabic) is of different types:

1. Personal Complacency (al-Takhadul al-Shakhsi): This type involves feeling overly satisfied with personal achievements or skills, which can lead to a lack of motivation for further improvement (El-Sayed, 2016, p. 38).

2. Professional Complacency (al-Takhadul al-Mihni): Refers to a state where an individual is content with their professional success, reducing innovation and responsiveness to market changes (El-Sayed, 2016, p. 40).

3. Community Complacency (al-Takhadul al-Mujtama'i): Occurs when communities become content with the status quo and resist change, even when such change could bring significant improvements or prevent future problems (El-Sayed, 2016, p. 42).

2.2.2 Strategies of Negative Complacency (Istrategiyyat al-Takhadul al-Salbi):

According to Dr. Ahmed Akasha (2014), who translated several strategies that can manifest negative complacency:

1. Overemphasizing Past Successes, (al-Ifrat fi al-Ta'kid 'ala al-Najahaat al-Sabiqa): Leaders may repeatedly highlight past achievements to create an illusion of ongoing success. This strategy deflects attention from current challenges and conveys a sense of complacency by focusing on what has already been accomplished rather than what needs to be improved

2. Minimizing or Ignoring Problems (al-Taqliil aw Tajahul al-Mushkilat) another strategy is to downplay or completely ignore existing problems. By not acknowledging issues, leaders can give the impression that everything is under control, even when it is not. This approach can prevent necessary action and reforms from taking place.

3. Deflecting Responsibility (Tahwil al-Mas'uliyya) one of the most popular techniques to divine one's own responsibility This allows the leader to create a false sense of competence and control, even when they are not actually solving more than datum issues.

4. Using Vague Language and Euphemisms (Istikhdam al-Lugha al-Ghamida wa al-Talmihat) using vague language and ambiguous statements can cloud reality. This type of indirect and ambiguous communication promotes denialism which allows leaders to feign a

false sense of security — allowing them to circumvent honest discussion and/or reflection on the real problem(s).

5. Relying on Symbolic Actions (al-I'timad 'ala al-A'mal al-Ramziya) this is to create the illusion that programs are being implemented without changing the status quo. This tactics may silence critics for a while, but it leads to stagnation.

6. Selective Information Sharing (Tabadul al-Ma'lumat al-Intiqai) sharing only good news, or info that has been selectively curated for the public is likely to create our complacency. This can create an illusion of stability and success, as leaders control the narrative and withhold negative information.

3. The Pragmatics of Complacency

Pragmatics is the field which examines how context during communication affects what one understands. For example, when considering complacency, looking at how pragmatics shows a sense of self-satisfaction within the language can help inform its uses and effects in conversation. Grice Maxims (1975) is one of the important frameworks in pragmatics which gives us the rules for effective communication.

From the pragmatic perspective, one way of understanding how complacency operates in Grice's maxims is by taking into consideration all events occurring after remediation. By examining political speeches, corporate communications and other public discourse, researcher can gain insight into how those in positions of power use language to frame a sense of stability or obfuscate potential underlying problems. The pragmatic strategies for how to create an illusion of competence and control come into clearer view from studying the violation of these maxims.

4. The Data

4.1 President Donald Trump's Election Victory Speech, 2016:

On November 9, 2016, President Donald Trump delivered his victory speech after winning the United States presidential election. The speech took place at the Hilton Midtown hotel in Manhattan, New York, and was broadcast live on major news networks such as ABC News and CNN. The data is downloaded from the official site (https://abcnews.go.com/Politics/full-text-donald-trumps-2016-election-night-victory/story?id=43388317). Trump thanked his supporters and campaign team for their efforts and highlighted his plans to "Make America Great Again." Throughout his speech, Trump displayed a sense of complacency by emphasizing his unexpected victory and the strength of his campaign. He downplayed the divisions and challenges facing the country, focusing instead on the triumph of his movement and the mandate he believed he had received from the American people.

4.2 President Abdel Fattah El-Sisi's Election Victory Speech, 2018:

On June 8, 2018 President Abdel Fattah El-Sisi of Egypt gave a victory speech after winning his second term in office The speech was aired on Egyptian state television and other news channels. The data is downloaded from the official site (https://english.ahram.org.eg/NewsContent/1/64/294901/Egypt/Politics-/President-AbdelFattah-ElSisi-wins-second-fouryear-.aspx). El-Sisi's speech was delivered in front of the House of Representatives upon the invitation of its speaker. As is his style, he focused on

points from his first term financial reforms and infrastructure projects. Yet his speech also reflected a degree of complacency as he dismissed the continuing problems bedeviling Egypt, including unemployment and dissent. El-Sisi's references to previous successes and his reassurance that the country was on the right track indicated little urgency in solving current problems.

The data are selected because they represent significant political events and provide insights into how leaders communicate their achievements and address ongoing challenges.

5. The Analysis

Using Grice's (1975) cooperative principle and the four maxims as a pragmatic framework, this study uses both qualitative and quantitative approach in analyzing data from Arabic and English. It looks at the sorts of complacency shown by political figures, distinguishing between types based on Dr Robin Dunbar (1993) and methods used based on Dr Alan Baddeley (2000), in data for English. On Arabic level, the study identifies types of complacency.(Al Tarakhi.) as translated bye. Dr. Nabil El-Sayed (2016) who defines it and the strategies that illustrate stupidity in Arabic between/ahead a complex social composition according to what is stated by Dr Ahmed Akasha (2014). The study focuses specifically on negative complacency, not positive aspects.

5.1 Analysis of President Donald Trump's Election Victory Speech (2016)

Extract 1:

"We will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes, together, we will make America great again."

The Analysis:

This extract shows that president Trump violates the maxim of quantity: excessive repetition without new information. This extract demonstrates community complacency by focusing on grand promises without addressing specific challenges. The strategy used here is overemphasizing past successes and using vague language. The purpose is to create a sense of unity and optimism, but it functions to obscure the complexities and immediate issues that need addressing. By repeating the phrase "we will make America" multiple times, Trump aims to instill a sense of collective effort and future success, yet he fails to provide concrete steps or acknowledge the existing problems that need to be tackled.

Extract 2:

"I've spent my entire life in business, looking at the untapped potential in projects and in people all over the world. That is now what I want to do for our country."

The Analysis:

The extract above shows that Trump violates the maxim of relation: irrelevant comparison between business and governance. This statement reflects professional complacency by emphasizing past business successes without acknowledging the complexities of governance. The strategy used is deflecting responsibility by implying that business acumen alone is sufficient for national leadership. The purpose is to build credibility, but it functions to downplay the unique challenges of political leadership. By drawing a parallel between his business experience and his plans for the country, Trump suggests that his skills in business will seamlessly translate to effective governance, ignoring the distinct differences between the two fields.

Extract 3:

"We have a great economic plan. We will double our growth and have the strongest economy anywhere in the world."

The Analysis:

The extract above shows that Trump violates the maxim of quality: lacks evidence for bold claims. This extract shows professional complacency by making bold economic promises without addressing underlying issues. The strategy used is selective information sharing and overemphasizing past successes. The purpose is to instill confidence in economic policies, but it functions to avoid discussing the detailed plans and potential obstacles. By claiming that the economic plan will double growth and make the economy the strongest in the world, Trump aims to project confidence and competence, yet he provides no specifics on how these ambitious goals will be achieved.

Extract 4:

"We will get along with all other nations willing to get along with us. We will have great relationships. We expect to have great, great relationships."

The Analysis:

The extract above shows that Trump violates the maxim of manner: ambiguous and repetitive. This statement reflects community complacency by assuming international relations can be easily managed. The strategy used is using vague language and euphemisms. The purpose is to project a positive outlook on foreign policy, but it functions to ignore existing tensions and conflicts. By repeatedly stating that the U.S. will have "great relationships" with other nations, Trump glosses over the complexities of international diplomacy and the specific challenges that may arise.

Extract 5:

"We will embark upon a project of national growth and renewal. I will harness the creative talents of our people and we will call upon the best and brightest to leverage their tremendous talent for the benefit of all."

The Analysis:

The above extract illustrates how Tramp violated the maxim of quantity (not enough details). This extract reveals community complacency in hailing future growth while ignoring the challenges of today. The tactic is to lean into symbolic gestures and overplaying the victories of yore. It is meant to inspire and uplift, but it serves to paper over the pressing issues at

hand. By focusing on generalities about national development and restoration, Trump has amplified a sense of collective action and future triumph.

Extract 6:

"We will finally take care of our great veterans. We will take care of our veterans. We will take care of our veterans."

The Analysis:

The excerpt above demonstrates Tramp violated the maxim of quantity: unnecessary repetition. This is only a statement of community complacency, repeating promises without specific issues. The approach is to speak in generalities and practice symbolism. It aims to signal dedication towards veterans, but it serves as a way to sidestep talking about the nitty-gritty plans and difficulties that would arise. Trump repeats a promise to care for veterans half a dozen times in this short speech, signifying his strong commitment while failing to offer any details on how that will happen or what problems will need your attention.

Extract 7:

"We will fix our inner cities and rebuild our highways, bridges, tunnels, airports, schools, hospitals. We're going to rebuild our infrastructure, which will become, by the way, second to none."

The Analysis:

The extract above demonstrates that Tramp breaches the Maxim of Quality: no grounds for Statistics. This extract shows community complacency by making lofty promises entwined with infrastructure without addressing tribal complexities. The strategy employed is to highlight past accomplishments and withhold information selectively. The intention is to inspire confidence in infrastructure proposals, but it serves to prevent a dialogue about the practicalities and funding problems. By merely offering a menu of infrastructure projects, and saying they will be "second to none," Trump is trying to sound confident and competent in this domain, but he offers no details on how these expansive goals will actually be realized or what challenges must be overcome.

Extract 8:

"We will get to work immediately for the American people. And we are going to be doing a job that hopefully you will be so proud of your president. You will be so proud. Again, it's my honor. It's an amazing evening. It's been an amazing two-year period. And I love this country."

The Analysis:

The above extract shows that Tramp violates the maxim of quantity: excessive repetition and lack of specific details. This statement reflects personal complacency by focusing on future achievements without addressing immediate challenges. The strategy used is relying on symbolic actions and using vague language. The purpose is to create a sense of pride and optimism, but it functions to obscure the immediate issues that need addressing. By

repeatedly stating that the American people will be proud of their president, Trump aims to evoke a sense of pride and optimism, yet he provides no specifics on how this will be achieved or the challenges that need to be addressed.

5.2 The analysis of President Abdel Fattah El-Sisi's Election Victory Speech (2018)

Extract 1:

"لقد حققنا الكثير من الإنجازات في الفترة الماضية، وسنواصل العمل لتحقيق المزيد من التقدم والازدهار لمصر"

The Analysis:

The extract above shows that El-Sisi's violates the maxim of quantity: lacks specific details about achievements. This extract shows community complacency by focusing on past achievements without addressing ongoing challenges. The strategy used is overemphasizing past successes. The purpose is to instill confidence in the leadership, but it functions to avoid discussing current issues. By stating that many achievements have been made and more progress will be achieved, El-Sisi aims to project confidence and competence, yet he provides no specifics on the achievements or the challenges that need to be addressed.

Extract 2:

"نحن على الطريق الصحيح، وسنواصل العمل بكل جدية لتحقيق أهدافنا الوطنية"

The Analysis:

The extract above shows that El-Sisi's violates the maxim of quality: lacks evidence for being on the right track. This statement reflects community complacency by assuming the current path is sufficient. The strategy used is using vague language. The purpose is to project confidence, but it functions to ignore the need for adjustments or improvements. By stating that the country is on the right track and will continue to work seriously to achieve national goals, El-Sisi aims to project confidence and competence, yet he provides no specifics on the challenges that need to be addressed or the adjustments that may be needed.

Extract 3:

"سنعمل على تحسين الاقتصاد وتوفير فرص العمل للشباب، وسنحقق التنمية المستدامة في جميع المجالات"

The Analysis:

The extract above shows that El-Sisi's violates the maxim of quantity: lacks specific plans for economic improvement. This extract shows professional complacency by making broad promises about economic improvement. The strategy used is selective information sharing. The purpose is to instill hope, but it functions to avoid discussing specific issues and challenges. While promising the youth that he will improve the economy and provide them with jobs, El-Sisi serves under the slogan of "confidence" in competence, but without providing any details on how to get there or which obstacles need to be overcome.

Extract 4:

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"بنواصل مكافحة الإرهاب بكل حزم وقوة، وسنحقق الأمن والاستقرار في جميع أنحاء البلاد"

The Analysis:

The above extract shows El-Sisi's violations of the Maxim of Relation: disconnect between proposed solutions and root causes of terrorism. This is a statement of community complacency- how can we continue to fight without disruption, when we have crime issues and terrorism? The strategy is vague language; this process is pretty much about using vague language. The aim is to showcase strength, but it serves the purpose of glossing over the nuances of the problem. As he declares an intrepid, vigorous fight against terrorism, El-Sisi hopes to exude confidence and competence while saying nothing about the root causes of this scourge or the obstacles that must be surpassed.

Extract 5:

"بنواصل بناء البنية التحتية وتطوير المشروعات القومية الكبرى لتحقيق التنمية الشاملة"

The Analysis:

El-Sisi's—violates the maxim of quantity: does not provide details on funding or implementation, as the extract above illustrates. This extract depicts local community complacency with the focus on big-ticket infrastructure projects and silence over challenges. The strategy used is overplays past successes. The intent is to instill confidence in development plans, but it serves to avoid confronting practical challenges. El-Sisi therefore uses the assertion that there will be built infrastructure and major national projects to create an atmosphere of confidence around his competence, but he does not stress on how to achieve these objectives or what obstacles lying ahead.

Extract 6:

"بنواصل دعم الفئات الأكثر احتياجًا وتوفير الخدمات الأساسية لهم"

The Analysis:

The extract above indicates that El-Sisi's violates the maxim of quantity: no specific plans for social support. This is a statement of community complacency that promises social support but does not cater to actual needs. The paraphrasing strategy employed is vagueness. The goal is to signal seriousness, but it acts as a way to not address specific plans and obstacles. By vague promises that help will reach the most needy and vital services guaranteed, El-Sisi tries to create the image of a caring father who takes on responsibility, though it never makes room for how he plans to realize such goals or which challenges must be overcome.

Extract 7:

"بنواصل العمل على تعزيز العلاقات الخارجية وتحقيق التعاون الدولي في جميع المجالات"

The Analysis:

The above extract shows that El-Sisi's violation of maxim of relation: No relevance to tensions on ground. This excerpt demonstrates the surface level complacency of community members that presumes international tie is just another dimension of analysis to be paralleled with relational dynamics. The strategy used is using vague language. The intention is to cast a sunny disposition, but it serves to gloss over tensions and conflicts that already exist. Stating that the country's foreign relations will be strengthened and international cooperation achieved in every field, he attempts to compile a confident as well as competent perspective, however giving no details as to what obstacles need to be overcome or any existing frictions that could threaten these objectives

Extract 8:

" بنواصل العمل بكل جدية وإخلاص لتحقيق تطلعات الشعب المصري وتحقيق مستقبل أفضل للجميع"

The Analysis:

The extract above shows that El-Sisi's violates the maxim of quantity: lacks specific details about future plans. This statement reflects community complacency by focusing on future achievements without addressing immediate challenges. The strategy used is relying on symbolic actions. The purpose is to create a sense of hope and optimism, but it functions to obscure the immediate issues that need addressing. By stating that serious and sincere efforts will be made to achieve the aspirations of the Egyptian people and a better future for all, El-Sisi aims to evoke a sense of dedication and optimism, yet he provides no specifics on how these goals will be achieved or the challenges that need to be addressed.

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6. Results and Discussion

6.1 Results and Discussion of Complacency in English.

After analyzing the data, the researcher presents the results of the analysis through frequencies and percentages below:

Table(1) The Frequencies and Percentages of Types and Strategies used to manifest complacency in English presidential speech as well as the violating of the maxims by the political Figure.

	Item	N	Types	Frequencies	Percentages
Complacency in English. Presidential Speech	**Violation of the Maxims**	1	Maxim of Quantity	5	56%
		2	Maxim of Quality	2	22%
		3	Maxim of Relation	1	11%
		4	Maxim of Manner	1	11%
			Total	**9**	**100%**
	Types of Complacency	1	Personal Complacency	1	13%
		2	Professional Complacency	2	25%
		3	Community Complacency	5	62%
			Total	**8**	**100%**
	Strategies of Complacency.	1	Over Emphasizing past Successes	4	28.5%
		2	Using Vague Language and Euphemism	4	28.5%
		3	Deflecting Responsibility	1	7%
		4	Selective Information Sharing	2	14%
		5	Relying on Symbolic Actions.	3	22%
		6	Minimizing or Ignoring Problems	0	0%
			Total	**14**	**100%**

In table (1) above the most prevalent type of complacency identified is community complacency, found in 62% of the extracts. This high percentage reflects a tendency to focus on broad, nationalistic promises that create a sense of collective progress without addressing specific challenges. Professional complacency was identified in 25% of the extracts, emphasizing past successes in business and economic plans without acknowledging the

complexities of national governance. Personal complacency is the least common at 13%, focusing on individual achievements and future aspirations without addressing immediate issues. The strategies used to manifest complacency are evenly distributed between overemphasizing past successes and using vague language and euphemisms, each at 28.5%. Other strategies included relying on symbolic actions (22%), selective information sharing (14%), and deflecting responsibility (7%). The violation of Grice's maxims is most frequent with the maxim of quantity (56%), followed by the maxim of quality (22%), maxim of relation (11%), and maxim of manner (11%). Minimizing or ignoring problems are not found nor expressed in the speech, that is why it is marked (0%). These results suggest a rhetorical approach that prioritizes grand, optimistic messaging over detailed, transparent communication.

6.2 Results and Discussion of Complacency in Arabic.

After analyzing the data, the researcher presents the results of the analysis through frequencies and percentages below:

Table(2) The Frequencies and Percentages of Types and Strategies used to manifest complacency in Arabic presidential speech as well as the violating of the maxims by the political Figure.

Com plac	Item	N	Types	Frequencies	Percentages

Violation of the Maxims	1	Maxim of Quantity	5	63%
	2	Maxim of Quality	1	12%
	3	Maxim of Relation	2	25%
	4	Maxim of Manner	0	0%
		Total	**8**	**100%**
Types of Complacency	1	Personal Complacency	0	0%
	2	Professional Complacency	1	13%
	3	Community Complacency	7	87%
		Total	**8**	**100%**
Strategies of Complacency	1	Over Emphasizing Past Successes	3	28%
	2	Using Vague Language and Euphemism	5	45%
	3	Deflecting Responsibility	0	0%
	4	Selective Information Sharing	1	9%
	5	Relying on Symbolic Actions.	2	18%
	6	Minimizing or Ignoring Problems	0	0%
		Total	**11**	**100%**

In table (2) above the analysis shows that community complacency is overwhelmingly dominant, found in 87% of the extracts. This indicates a strong focus on collective achievements and future plans that gloss over existing problems and complexities. Professional complacency is present in 13% of the extracts, reflecting promises of economic and job improvements without detailed plans. Personal complacency is not identified in any of the extracts. The most common strategy to manifest complacency is using vague language and euphemisms, observed in 45% of the extracts, followed by overemphasizing past successes (28%), relying on symbolic actions (18%), and selective information sharing (9%). The violation of Grice's maxims is most frequent with the maxim of quantity (63%), reflecting a lack of specific details and overgeneralization, followed by the maxim of relation (25%) and the maxim of quality (12%). The maxim of manner is not violated in any of the extracts. These findings highlight a rhetorical style that emphasizes general statements and symbolic commitments over precise and evidence-based communication.

7. Conclusion

An Analysis of President Donald Trump and Abdel Fattah El-Sisi Election Victory Speeches
Community complacency is the most repeated type in both speeches, as both focused on what we had achieved together and where we were promising to go without enough focus on the challenge of today. This can be interpreted as the use of a typical rhetoric, with lots of emphasis on national unity or progress in order to create collective optimism. There is professional complacency too, the boast after the fact of successes in business or economic plans while sneering at counterarguments but not addressing the complexities of governance. The strategy here is to draw upon the past and create trust in leadership, by hooking people on what is already accomplished. While El-Sisi lacked the individualistic tenor of America's personal complacency, Trump's speech is rife with it. The tactics to induce complacency in both speeches included heavy reliance on vague language and euphemisms, and exaggerating past achievements. Other tactics involved symbolic gestures and selective information sharing. Frequent breaches of Grice's maxims particularly the maxim of quantity, which concerns how much information to provide illustrate a rhetorical style that favors broad, optimistic messaging over comprehensive, transparent communication. There are multiple reasons why political speeches practice complacency. It is used in both the Arabic and English speaking contexts to offer assurances to the public about stability and confidence. By delivering rhetoric which stresses historical successes and vague promises, political leaders attempt to promote a collective optimism and unity. This allows for positivity and hope to be instilled in the electorate that builds high trust support, if only temporarily to weather difficult challenges.

In Trump's speech, complacency is used to project confidence in his leadership and future plans, leveraging his business background to build credibility. The use of vague language and symbolic action helped to create a positive outlook without delving into the specific of how these goals would be achieved. In this way he aims to instill hope and pride among the American people, reinforcing his campaign slogan. of "Make America Great Again". In El Sisi Speech. Complacency. Is used to emphasize national achievement and future development plans, projecting a sense of progress and stability. The focus on collective goals and the use of vague language helped to create a sense of unity and confidence in the leadership.In this way he aimed to reassure the Egyptian people of the country's direction and the government's commitment to their well-being.

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