

**An Overview of Feminist's political Speech: Halimah Yacob as  
a Sample**

**By**

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**Abstract**

This study is extracted from an MA thesis entitled "Strategies of Feminism in Halimah Yacob's Political Speeches: A Critical Discourse Analysis". The current study analyzes the effect of feminist political speech in changing the life of Singaporean to the best. It shows the power of feminist word in building strong country. It explores how feminist political discourse can manipulate the citizen in different issues such as: Education, Health, Law, Business, the Arts, and many other issues. The researcher utilizes socio-cognitive approach of Van Dijk in the analysis of Halimah's political speech via using Van Dijk's three structures of analysis: macro-structure, super-structure and micro-structure of analysis. The researcher concludes from this

study that Halimah succeeds in developing the life in Singapore via positive discourse.

نبذة عن الخطاب السياسي النسوي: حليلة يعقوب نموذجاً

بواسطة الباحثة/ شيماء شاكر عبد الزهرة , وبإشراف أ.م.د. خالدة حاشوش عداي  
الغزي

كلية التربية للعلوم الانسانية-جامعة واسط

هذه الدراسة اقتبست من رسالة الماجستير المعنونة "استراتيجيات الحركة النسوية في خطابات حليلة يعقوب السياسية: تحليل خطاب نقدي". الدراسة الحالية تحلل تأثير الخطاب السياسي النسوي في تغيير الحياة في سنغافورا نحو الافضل. لقد اظهرت قوة الكلمة النسوية اثرها في بناء مجتمع قوي. فقد استطاعت كيف الخطاب السياسي النسوي يستطيع اقناع الشعب في قضايا مختلفة مثل: التعليم, الصحة, القانون, التجارة, الفنون, وقضايا عديدة اخرى. الباحث اعتمد نظرية المعرفة المجتمعية لفاندايك في تحليل خطابات حليلة بنت يعقوب السياسية من خلال استخدام التراكيب الثلاثة في التحليل الموضوعية من قبل فاندايك وهي: تحليل الهيكل الكلي, تحليل البنية الفوقية وتحليل الهيكل الدقيق. الباحث استنتج من هذه الدراسة بأن حليلة بنت يعقوب نجحت في تطوير الحياة في سنغافورا من خلال الخطاب الايجابي.

**Keywords:** Feminist policy, Political discourse, political domains

## Introduction

The term "Political Discourse Analysis" (hereafter "PDA") is confusing. PDA, according to the most prevalent view, concentrates on the study of 'political discourse,' yet it must still establish which speech is political and what is not. On the other hand, a variety critical interpretations of the word, are labeled to a political approaches to discourse and discourse analysis, which today addressed as Critical Discourse Analysis (CDA). In the

present spirit of CDA methodologies, critical-political discourse analysis would concentrate on the reproduction of political power, power abuse, through political discourse, as well as various types of counter-power or resistance to such forms of discursive supremacy. As a result of such dominance, such an analysis focuses on the rhetorical circumstances and implications of political and social inequality (Fairclough, 1995; van Dijk, 1993b).

### **1.1. The statement of the problem**

The problem of this research focuses on political speech of a feminist President (Halimah BintYacob), a president of Singapore which reflects the reproduction of political power via political discourse on the Singaporean's life and how this political speech effects on them positively.

### **1.2. Research Objective**

1. The selected speeches are linguistically organized in terms of micro and macro structures.
2. Identifying the impact of power of words in the political speeches that are introduced by woman.

### **1.3. Research Questions**

1. How the nature of culture and education effect on Halimah's speeches ?
2. What are the ideologies and power in the political speech of Halimah ?

### **1.4. Limits of the study**

This study is limited to the investigation of the selected political speech delivered by Halimah Yacob that is taken from

the Singapore republic site , such speech show the power of words delivered by the feminist politician to persuade the public on certain issues by using certain strategies that reveal the use of power and ideology and its relation with discourse to represent the ideological power of feminism via language .

### **1.5. Significance of the study**

This study reveals the effect of the discourse of strong women in running the republic in Singapore and mastering the circle of life in spite of the different challenges that Singapore faces in particular and the world in general.

### **2.1. Political Discourse: An Introduction**

The term "Political Discourse Analysis" (hereafter "PDA") is confusing. PDA, according to the most prevalent view, concentrates on the study of 'political discourse,' yet it must still establish which speech is political and which is not. On the other side, there is a much more critical interpretation of the word, namely, as a political approach to discourse and discourse analysis, such as in Critical Discourse Analysis today (CDA). It would be preferable to keep both components of the ambiguous appellation without collapsing political discourse analysis into critical discourse analysis: PDA is both about political discourse and a critical endeavor. In the spirit of present CDA methodologies, critical-political discourse analysis would focus on the reproduction of political power, power abuse, or dominance through political discourse, as well as various kinds of resistance or counter-power to such forms of discursive supremacy. Such an analysis focuses on the rhetorical circumstances and implications

of social and political inequality as a result of such dominance (Fairclough, 1995; van Dijk, 1993b).

The case that political discourse analysis is important for the emerging cross-discipline of discourse studies barely needs to be made. In fact, linguists and discourse analysts make up the majority of political discourse analysts (see, e.g., Chilton, 1985, 1988; Geis, 1987; Wilson, 1990; Wodak & Menz, 1990). However, when considering the usage or application of discourse methodologies in political science, it is one of the few social sciences that has hardly been infected by the modern viruses of text and talk study. Studies on political communication and rhetoric can be found in political science (Bitzer, 1981; Chaffee, 1975; Graber, 1981; Swanson & Nimmo, 1990). Only a few of these approaches have recently shifted their focus to discourse analysis (Gamson, 1992; Thompson, 1987d).

## **2.8. Definitions of Political Discourse**

Indeed, at the local, national, and international levels, the vast majority of political discourse research focuses on the text and speech of professional politicians or political institutions, such as presidents and prime ministers, as well as other members of government, parliament, or political parties. (Carbó, 1984; Dillon et al., 1990; Harris, 1991; Holly, 1990; Maynard, 1994; Seidel, 1988b) use discourse analysis in their study of politicians. There are various studies on presidential discourse, particularly in the United States (see, e.g., Campbell & Jamieson, 1990; Hart, 1984; Snyder & Higgins, 1990; Stuckey, 1989; Thompson, 1987e; Windt, 1983, 1990). In this view, politicians are a group of persons who are paid for their (political) activities and are

elected or appointed (or self-designated) as the polity's primary players. The identification of medical, legal, or educational speech with the corresponding actors in the domains of medicine, law, or education is little different from this manner of defining political discourse. As a result, defining political discourse by its main writers is insufficient, and it needs to be expanded to include a more comprehensive picture of all relevant players, whether they are actively engaging in political discourse or just as recipients of one-way communication. There is another issue, which is linked to the delimitation of the political field itself. Obviously, the polity is made up of more than only official or professional politics and politicians. People participate in political activity and the political process as citizens and voters, members of pressure and issue groups, protestors and dissidents, and so on (Verba, et al., 1993).

Another, overlapping method of defining the object of study is to concentrate on the character of the acts or practices carried out by political text and discourse rather than the nature of its participants. That is, even politicians aren't always participating in political debates, and most other players, such as the general public or citizens, or even members of social movements or action groups, aren't always involved in political debates. This also implies that classification of individuals and groups should be rigorous, in the sense that its members are only political actors when they engage in political behaviors such as governing, ruling, legislating, protesting, dissenting, or voting. (Verba, et al., 1993).

## **2.9. Domains of Politics**

There are many domains that hold certain principles concerning with policy, Van Dijk (1998) mentioned them in his article "What is Political Discourse Analysis?" as the following :

The Societal domain or field is one of the domain of Politics that is the broadest and most comprehensive area, encompassing all of the facets of politics listed below. Education, Health, Law, Business, the Arts, and other domain labels play an essential part in the commonsense description of political acts and rhetoric. It can also be used in a negative way to judge unlawful behaviors in other disciplines, such as when research is restricted or problematic because it is no longer in the realm of Science but rather in the domain of Politics. It is presumed that social actors are aware of the 'field' in which they are currently operating.

Political systems are some of the most evident categories in the realm of politics: 'Political' terms such as communism, dictatorship, democracy, fascism, or social democracy are commonly used to describe countries, nation-states, political parties, politicians, and political acts. The organization and distribution of power, as well as the principles of decision-making, are commonly referred to as these systems.

At the broadest and most abstract level, shared cultural values can be stated common of political systems. And hence, Freedom is not only a political relationship, but also a fundamental political value that organizes more specific political ideologies and attitudes. The ideals of Solidarity, Equality, and Tolerance are the same. Ideological groupings and categories, in particular, will describe themselves (and their objectives) in terms of their most prized (preferential) values.

Political ideologies define the socio-cognitive counterpart of political systems, which are defined at the level of the social and economic organization of power. They are the fundamental belief systems that underpin and organize organizations' and their members' shared social representations. In this regard, communism or democracy can be viewed as both a system and a complex set of fundamental social representations, incorporating relevant values and sustaining specific attitudes about system features (such as power, equality, and so on).

The enormous number of political organizations that structure political action, such as political parties, political clubs, Non-Governmental Organizations (NGOs), and so on, are less (legally, constitutionally) official.

Collections of political actors, such as opponents, dissidents, demonstrations, coalitions, crowds, and in general socio-political movements, can form more or less formal, coherent, or permanent groups, regardless of their affiliation with political organizations. Aside from paid, elected representatives as (politicians), all individuals who are "involved in politics" through carrying out political action, such as protestors, lobbyists, and strikers, fall into the category of political actors.

Political relations that represent power, power abuse, hegemony, oppression, tolerance, equality, and inequality, among many others, describe how the State interacts with its citizens and how certain political groupings are positioned compared to others. The term "freedom" is probably the most prevalent of these political relationship terms.



The political process is the general phrase that categorizes complex, long-term sequences of political activities, moving from a structural analysis of political systems, organizations, and relations to a more 'dynamic' conceptualization of the domain of policies. The paradigmatic components of such political processes include governance, legislation, opposition, solidarity, agenda-setting, and policies.

Van Dijk claims that he finally deals with concrete acts and interactions that are typical of the political domain at the meso and micro levels of the political domain, such as sessions and meetings of political institutions, organizations and groups, passing laws, voting, demonstrations, campaigning, revolutions, and so on. 'Getting involved in politics' is most visibly evident and felt at this level of everyday engagement. Within the more sophisticated political process, such actions are also described in terms of their intentions, purposes, aims, and functions. As a result, a session of parliament is part of the legislative process, while a meeting of a group of dissidents is part of the opposition or resistance process.

Political discourse (and its numerous genres) may be singled out as a significant manner of 'doing politics' because it is obviously a specific kind of political action and interaction. The majority of political actions (such as enacting legislation, making decisions, meeting, campaigning, and so on) are essentially discursive. Apart from parliamentary debates, bills, laws, government or ministerial regulations, and other institutional forms of text and talk, political discourse genres include propaganda, political advertising,

political speeches, media interviews, political talk shows on television, party programs, and ballots.

Political actors, actions, and discourse are locally guided, interpreted, and evaluated by various forms of political cognition, such as shared social knowledge and political attitudes, as well as more specific knowledge (models) of concrete political events, in the same way that ideologies are the cognitive counterpart of systems, organizations, or groups at the broader, societal, and political macro-levels.

### **2.10. Famous Woman in Politics**

When it comes to women's political representation, one may argue that it is improving in contrast to previous years. Women are now participating in all fields and positions, particularly in politics. She is currently a president, a minister, a diplomat, and a member of parliament. Despite the fact that women make up 40 to 50 percent of party members, they only make up about 10% of party leadership posts.

It is critical to ensure women's equal involvement in party decision-making institutions in order to promote gender equality within them. This is why, in current world, many international organizations such as the Women's Rights Organization, the United Nations Development Program (UNDP), and the National Democratic Institute (NDI), as well as many national and local institutions around the world, are attempting to provide opportunities for women to demonstrate their ability to influence and change political fields. The most outstanding woman is:

### **2.11. Condoleezza Rice**

Condoleezza Rice, an American diplomat, political scientist, civil servant, and lecturer, is the current head of Stanford University's Hoover Institution. She was born on November 14, 1954. Rice was the 66th Secretary of State of the United States and the 20th National Security Advisor from 2001 until 2005. Rice was the first female African-American secretary of state and the first woman to serve as National Security Advisor. She was a Republican. She and her predecessor, Colin Powell, were the highest-ranking African Americans in the federal executive branch until Barack Obama's victory in 2008. (by virtue of the secretary of state standing fourth in the presidential line of succession) (Plotz, 2000).

Politics is linked to power, which is conveyed through language. It can be characterized as a struggle for power in order to put ideas into practice, whether they are political, social, or economic (Howarth, 2000). One of the fascinating themes is the use of metaphor in political speech, which has its own set of characteristics. The use of metaphor in certain circumstances, as well as its structuring, give it its distinctiveness (Lakoff, 2004). Wittgenstein (1992) introduced and developed the concept of language game. A word or a sentence, according to Wittgenstein, can have a meaning depending on the rule of context in which it is employed. The discourse of Condoleezza Rice, involves such strategies in dealing with the current issues (Abdulkreem, 2021).

### **2.12. Halimah Binte Yacob: A Sample of the Study**

Halimah Binte Yacob, a Singapore politician, was born on August 23, 1954. Although since 2017 Singapore presidential

election, she has served as the country's president. No other presidential contender was given a Permit, hence Halimah won in an unchallenged election. In the country's history, she is the first female president (Chia, 2017).

Halimah is officially categorized as an Indian Muslim, according to The Straits Times, because her father is of Indian ethnicity. She also has Malay ancestors on her mother's side. Her father was a watchman, and when she was eight years old, he died of a heart attack, leaving her mother to raise her and her four siblings. Her family was poor at the time of her father's death, and she assisted her mother in keeping the family afloat. She attended Singapore Chinese Girls' School and Tanjong Katong Girls' School before enrolling at the University of Singapore to pursue a Bachelor of Laws degree in 1978. She was admitted to the Singapore Bar in 1981. She earned a Master of Laws from the National University of Singapore (NUS) in 2001, and NUS awarded her an honorary Doctor of Laws on July 7, 2016. Halimah is the mother of five children and is married to Mohammed Abdullah Alhabshee, a Malay of Arab origin (Tham, 2017).

Halimah first entered politics in 2001 when she was elected to the Jurong Group Representation Constituency (GRC) as a Member of Parliament (MP). She was appointed as a Minister of State for Community Development, Youth, and Sports following the 2011 general election. Then, She was appointed to the Ministry of Social and Family Development as a Minister of State following a Cabinet reshuffle in 2012. She rose through the ranks of the Ministry of Social and Family Development to become a Minister of State. She has also served on the Jurong Town

Council as its Chairperson. She was elected to the People Action Party's (PAP) Central Executive Committee in January 2015, the party's highest decision-making body. Prime Minister Lee Hsien Loong nominated Halimah to succeed Michael Palmer as Speaker of Parliament after Palmer resigned when an adulterous affair was discovered. She was elected as Singapore's first female Speaker in 2013. Finally, she was elected as a president of Singapore in 2017 and continued to the update (Chong, 2015).

### Image 2.1.

*Halimah Binte Yacob*

Adopted from :  
<https://www.aljazeera.com/news/2017/9/13/halimah-yacob-named-singapores-first-female-president>.



### 3.1. Nature of the Study

The method of analysis used in this study is qualitative and quantayive. The goal of this sort of study is to dig deep into the analysis of political speech and evaluate a specific event rather than to create a broad picture based on classifications or

frequencies, which are common features of quantitative studies. Creswell (1998) argued that, qualitative research is an investigative understanding process that examines a social or human problem and is based on different research methodological traditions.

### **3.2. Model of the Study**

The adopted model is a Socio-cognitive Model(SCM) of Van Dijk who is regarded as one of the most influential and pioneering figures in the field of CDA study and research.

### **4. Data Analysis**

This section is designated to analyze a selected speech by President Halimah Yacob at 7th Singapore Women's Hall of Fame Induction Ceremony in 08 March 2021.

The analysis of the mental model theory requires the semantic models which are concerned with the main topic of the discourse, in this speech the main theme is dealt with a President award for nurses. The other mental models are the pragmatic models which are characterized by the following categories:

Domain: government

Global action: International Nurses' Day

Setting:

- Date: 14 July, 2021
- Time: Unknown
- Location: A virtual award ceremony for the Ministry of health
- Local Action: Presidential speech

Participant Roles:

- Communicative: speaker (President Halimah), recipients (Dr Alice, Dr Shefaly and Mr Christopher).
- Interactional: (Mr Ong Ye Kung, Minister for Health)
- Social: Nurses' protection

Cognition:

- Knowledge: President's Award for Nurses
- Aim: Encouraging nurses in their hard job especially in the time of pandemic and protect them from any harassment and abuse by hospital visitors who are fed up with COVID measures like tougher visitation limits or having to go through Rostered Routine Testing.

Investigating ideologies include looking at the internal structures, relationships, cognition, or other mental manipulation of any shape of ideas. A polarized strategy can be viewed as a method of manipulating attain ideological goals. Ideological discourse communicated through tactics such as (de)emphasizing our/their positive/negative attributes. In this speech, the President reveals the polarized relation between the "self" and "others" to accomplish the aim of the discourse represented by the important roles of nursing in the current life of Singaporeans and she tries to link nurses' roles with the distress of the pandemic and the dangers of such challenges on the life of nurses. She polarized such strategy with the theme of the discourse as a way of a self-positive persuasion.

*I am pleased to join today's virtual award ceremony to celebrate the achievements of the recipients of the 2020 and 2021 President's Award for Nurses. It has been a significant*

*month for Nursing. Last week, 125 nurses were acknowledged through the Nurses' Merit Award 2021.....*

The speaker in this discourse shows the "self" via the use of the pronoun "I" to emphasize the state of authority since the speaker is an authorized person (President), this political self-representation is positive, in another word, she emphasizes the positive manner towards nurses and nursing throughout giving awards to them that shows her positive strategies in dealing with the things and challenges that the country faced to master the difficulties that the nurses and even the patients challenge in the time of the pandemic. She praised on the important roles of nurses and midwives in controlling the system of health in Singapore by exploring their contributions and awarded them for such contributions.

*I understand that some of you have also been subjected to harassment and abusive treatment from hospital visitors who were frustrated with the COVID measures, such as stricter visitation rules or having to undergo Rostered Routine Testing.....*

In this extract, the President positively interacts with the treatments of the people towards nurses and protect them from any abusive treatments while they do their duty towards patients of the pandemic, the researcher found that the nurses her represented the "self" by their position in dealing with distress which is positive, nurses emphasize their positiveness towards the patients via their supporting to them and by showing their emotional encouragement to reach the positive results in the treatment. The abusive treatment and harassment of the families



of the patients towards nurses represent the "others" which is often negative because of the stress and the pressure of the affect and dangers of the pandemic.

#### **4.1. Macro–structure level (Thematic)**

The speaker started her discourse with expressing her emotional attitude towards the current incident represented via the purpose of the discourse that reflects the theme of the talk. The speaker displays the topic of the discourse throughout the whole speech seizing the opportunistic time of the Nurses' Day, the theme flourished via the presidential awards being given to those outstanding nurses who participated in the overcoming of the global issue that world faced in general and Singapore in particular. Throughout the thematic issue, the president explored the contributions and the roles of nurses that made them able to challenge the distress and to master the hard circumstances that they overcame via their patience and bearing the pain of seeing the suffering of the patients. Thus, they played as a supportive power to control the situation emotionally and physically.

#### **4.2. Super–structure level (schematic)**

The framework of this speech begins with an introduction, content and conclusion. The introduction comprises: emotional attachment, mind control, mitigating facts, establishing imagery surrounding the discourse's subject, and speaking rhetorical talent. In the extract one, the speaker expresses her emotional attachment by showing her feeling via using the expressions, "I am pleased to join today's virtual award ceremony to celebrate the achievements of the recipients of the 2020 and 2021 President's Award for Nurses", these expressions reveal the theme of the

discourse that is concerned with the celebrating the ceremony of awarding nurses to make the Singaporeans aware about the important roles of nurses during the challenges and ordeals of the harsh virus that threatens the life of people in Singapore.

*Nurses have always been the strong backbone of our healthcare system, providing compassionate and quality care to patients in a wide spectrum of care settings..... The past one and a half years have been even more challenging for the nursing profession .....*

In these sentences, the speaker explored a background about the profession of nurses by giving details about the purpose behind the discourse, she regarded nursing as the "backbone" of the system of health which is shown in different health setting such hospitals, clinics and other health setting in which the nurses interact emotionally with patients to control the situations and to arrive at the successful goals to overcome on the difficulties of the stage. She mentioned the main problems and issues that the nurses faced during their care on patients, she also emphasized on the problematic treatment of visitors and the results of testing. She represented in her talk her positive self-representation via giving advices to put rules protect the rights of nurses and she called for supporting and respecting nurses because they exposed their life to the risk of virus and to encourage them to continue in serving the patients effectively.

The speaker attempts to attract the addressee by recalling and exemplifying the past achievements of the nurses and how they deserved the presidential awards, she described the actors and exploring stories about that inspired the others about the tenets of

nurses, she mentioned some of them as a deserver for the awards of the President such as Dr Alice Chua and Dr Shefaly Shorey who volunteered to give their service to people during the pandemic.

*Once again, let me congratulate all recipients of the President's Award for Nurses. I wish you and all your nursing colleagues success as you continue to serve and touch the lives of others.*

*Happy Nurses' Day in advance!*

she sums up the discourse with congratulation to all the nurses that they deserve the award and she concludes that their jobs deserve more and she heartened the other nurses to get the following award. She uses the award as a tool of motivation to go on in the cycle of serving the lives of other people. The time of the action coincides with the Day of Nurses which makes the action more advance.

#### **4.3. Micro-structure level**

In addition to the thematic and schematic level of analysis, micro-structure level of analysis is used to reflect the strategies of the speaker in conveying the content and the gist of the discourse, micro-structure level deals with syntactic, semantic, pragmatic and rhetoric styles that the speaker takes on her account to attract and persuade the others about the current action.

#### **- Discourse's cohesiveness and coherence**

Throughout the considerable speech, the speaker attempts to clarify the main issue and the purpose that she wanted the audience to reach via the use of the elaborated language which lies behind it the significance of the discourse. She used a

powerful language and syntactic structure that showed her as an educated personality and the cohesiveness in presenting the issue and linking it with the current events that is represented by the Presidential awards of nurses. Several syntactic strategies are utilized in the discourse such as persuasion, cohesive elements and impression managements. Cohesive elements such as references and conjunctions. Reference as in:

*Mr Christopher Soh courageously volunteered..... he was newly married then, he did not hesitate to come forward as male nurses.....*

Conjunction also is shown in the discourse as in the following example:

*Despite facing many challenges, I commend our nurses for displaying strong professionalism in ensuring the safety and quality care of your patients.*

#### **- Logical facts and information**

Persuasion is one of the strategies that the speaker employed that is presented via logical facts and information such as mentioning numbers and dates as in: It has been a significant month for Nursing. *Last week, 125 nurses were acknowledged through the Nurses' Merit Award 2021. Today, 12 others will be conferred the pinnacle recognition of the President's Award.* She emphasized the significance of the discourse by using the structure of the mental model that represent the long memory to persuade the others effectively and purposely.

#### **- Emotional attachment**

She also used the emotional words and phrases as a strategy of persuasion as in the expressions: Nurses have always been the

strong backbone of our healthcare system, providing compassionate and quality care to patients in a wide spectrum of care setting in which she emphasized the importance of nurses in the current challenge. She succeeded in relating the ideas to one another via exposing the information logically. She showed her ethicality towards the issue through her interesting on supporting nurses position and protecting them from the bad treatments by visitors of the patients. She focused on the necessity of supporting nurses and nursing via preventing others from taking up their rights, and she emotionally dealt with the situation via regarding the harassments and abusive treatments towards nurses as something unacceptable and refused.

#### **– positive self-representation**

She identifies the positive self-representation in her attending discourse to give the impression of management to make the audience trusted with her argumentative issue, the researcher translated this impression to be positive and satisfactory one since the President awarded the nurses.

The researcher found that the speaker uses certain words, sentences and expressions that reflect the main ideas of the discourse, she tries to connect the words that she chose to make the audience deal with the incidents positively throughout utilizing the explicit and implicit meaning. She illustrates the content of the discourse to show the importance of the profession of nursing in Singaporeans' life especially in the urgent time of the pandemic. The researcher examines the language of the discourse that analyzes the types of meaning that the speaker uses to communicate with the audience and to make them understanding

the gist and the message of the discourse. She explained that meaning via backgrounds and details.

*The President's Award for Nurses is an event which I look forward to every year. I used to serve on the selection panel for the Award years ago and the inspiring stories ..... Take for example one of the 2020 award recipients, Dr Alice Chua, who used her awards' cash prize to purchase electronic communication devices for her patients to improve their quality of life..... Like Dr. Alice, Dr. Shefaly and Mr. Christopher, .....*

Throughout these sentences, She attempts to clarify the goal behind her strategy of giving awards by returning back and mentioning stories about the recipients of such awards, she tries to create the spirit of competition to give their best during the distress of the pandemic. She familiarizes the listeners with the details about the recipients and their ethical behavior via dealing with the patients and their supportive power to them. She reveals the social and communicated meaning through the ethical situation represented by Dr Alice Chua and Dr Shefaly Shorey, these meanings illustrated by Dr Alice Chua when received the presidential award, she exhausted it to buy an electronic devices of communication to connect with patients during the pandemic. Similarly, Dr Shefaly Shorey volunteered to teach and grasp parents throughout online teaching sessions concerning with the pandemic and the speaker mention many other recipients that deserve the award for their contributions and efforts.

#### **– Speech acts**

The main pragmatic styles that the researcher noticed in this speech and can be analyzed via the discourse are in terms of speech acts, politeness and implicatures. The speaker varied in using the acts of the language which may be presented directly and indirectly as a way of bringing the attention of the listeners to the intentional discourse. She utilizes **indirect speech acts** for example in the sentence: *I call upon everyone to respect and support our nurses, she indirectly advised others to respect and support nurses.* Additionally, she employed **expressive speech acts** as : let me congratulate all recipients of the President's Award for Nurses. *I wish you and all your nursing colleagues success as you continue to serve and touch the lives of others,* She expresses her speech act via congratulation and wishing.

#### – Positive politeness

Politeness is another pragmatic strategy that is utilized by her which is absolutely positive, this strategy reflect the personality and the positive self-representation of the President towards her citizens, this strategy which is always successful in persuasion. For example, *I am proud that our nurses have all responded courageously to the call of duty,* she uses the good manner to introduce their tasks throughout the discourse.

#### – Implicature

Implicature is also found, she implies the meaning of her talk through using generalized conversational implicature as in: Many of you also went beyond your job scope, this means not all of you. And also found in: *I understand that some of you have also been subjected to harassment and abusive treatment, some of you means not all of you.*

### - Rhetoric style

In this discourse, the President rhetorically attempts to reflect the values of giving awards to the excellent nurses as a way of reinforcement and encouraging those important members in society being dealt with the critical challenge represented by the pandemic. **Hyperbole** is one of the rhetorical style being noticed, She exaggerates in mentioning the number of the excellent awarded nurses by giving a secular numbers as in the sentences: *Last week, 125 nurses were acknowledged through the Nurses' Merit Award 2021. Today, 12 others will be conferred the pinnacle recognition of the President's Award.* The researcher discovers the use of **metaphor** throughout the presented discourse for example, Nurses have always been the strong backbone of our healthcare system, she regards nurses as a strong backbone for the Singaporean healthcare system. Furthermore, she acts as a **self-identity representation**, i.e., the act of **authority** showing her political power in dealing with the negative issue concerning with the supporting the efforts of nursing during the distress as in the following extract:

*I understand that some of you have also been subjected to harassment and abusive treatment ..... I call upon everyone to respect and support our nurses and other healthcare workers .....*

She represents her authority via the use of the pronoun "I" to show her master by exposing the issue of harassment towards nurses from the people who visit the hospital and she reacts strictly on such situation and she emotionally advises the audience to support and help nurses in their dangerous job. **Euphemism** is



another device that she utilizes in her discourse and which can be found in the expressions 'frustrated' and 'frustrations'. **Polarization** is represented via the relation between self and others positively and negatively. The President as a "self" emphasizes positively upon the "others" represented by nurses, and on the other hand, the "others" represented by the visitors of the hospital who emphasize the abusive treatment upon nurse as "self" negatively. Finally, she deals with the description of the exemplified nurses via the use of the device actor description, she mention two awarded nurses who uses their awards in the service of the people in Singapore during the risks of COVID-19 instead of getting benefit of them.

**Table 4.1: Summary of Data Analysis of the Selected Speech**

| No. | Strategies of persuasion                      | Type                         | Examples   | Freq. |
|-----|---|------------------------------|--|-------|
| 1   | <b>Discourse's cohesiveness and coherence</b> | Reference<br><br>Conjunction | he was newly married then, he did not hesitate to ... refers back to Mr. Christopher Soh<br>Despite facing many... | 25    |
| 2   | <b>Logical facts and information</b>          | Numbers and Examples         | It has been a significant month for Nursing. Last week, 125 nurses were .....                                      | 6     |
| 3   | <b>Emotional attachment</b>                   |                              | Nurses have always been the strong backbone....., providing compassionate and quality care.....                    | 18    |
| 4   | <b>Positive self-representation</b>           | Backgrounds and details      | She gives examples about the awarded nurses in details   | 3     |
| 5   | <b>Speech acts</b>                            | Indirect speech acts         | I call upon everyone to respect and support our  | 11    |

|   |                            |  |  |    |
|---|----------------------------|--|--|----|
|   |                            | and<br>Expressive<br>speech acts                                   | nurses<br><br>let me congratulate..., I<br>wish you ....   |    |
| 6 | <b>Positive politeness</b> | Positive   | I am proud that our<br>nurses have all<br>responded courageously<br>to the call of duty  | 7  |
| 7 | <b>Implicature</b>         | Scalar<br>generalized<br>conversational<br>Implicature             | 125 nurses were<br>acknowledged .....,<br>Many of you ..., some<br>of you ....   | 8  |
| 8 | <b>Rhetoric style</b>      | Hyperbole,<br><br>Metaphor,<br><br>Euphemism,<br><br>Polarization, | Last week, 125 nurses<br>were acknowledged,<br>Today, 12 others will<br>be.....<br>Nurses have always been<br>the strong backbone of<br>our healthcare system.<br>Frustrated and<br>frustrations<br>The President as a "self"<br>emphasizes positively<br>upon the "others"<br>(nurses), and the others<br>(visitors of patients)<br>emphasizes negatively<br>upon the "self" (nurse). | 14 |

### 5.1. Findings

The findings of the research depending on answering the research questions which can be clarified as follows:

#### Question 1

1. Halimah is a person who lived in a life that mixes different color of cultures, her father is Indian Muslim and her mother is a

Malay, one of the cultures and customs of Indian people are to celebrate their feasts and celebrations along the year, so she indulges in the life of Singaporeans and becomes near to them, sharing their issues and their lives.

2. She is educated woman and that is why she cares on education, educators and students.

### **Question 2**

Throughout the political speech of Halimah, the main ideologies and power of the discourse are indicated via the following:

1. Politeness strategy in which Halimah use to persuade others in certain issues.
2. She succeeds in conveying her messages to others through coloring her discourse with the use of speech acts.
3. Emotion attachment is another strategy that give the power to her speech.

### **5.2. Conclusion**

The researcher found that this study sums up the goal of the discourse analysis via Van Dijk's theories of semantic-structure and socio-cognitive approaches, consequently, semantic-structure theories of analysis that are classified into macro-, micro- and super-structure levels of analysis reveals the mental model of the speaker, schematic structure of the discourse and the polarized relation between the participants that depend on the political ideology and the context of the discourse.

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