

Presentational Devices as Maneuvering Strategies in Bassim**Yousif's Interview with Piers Morgan****Hala Abdulkareem Shaker Hameed****hala.Abd2207m@ircoedu.uobaghdad.edu.iq****Asst. Prof. Huda Abed Ali Hattab****huda.abedali@ircoedu.uobaghdad.edu.iq****University of Baghdad College of Education for Human Sciences -****Ibn Rushd/ Department of English****Abstract**

This paper aims to investigate presentational devices that are considered maneuvering strategies and explore how Bassim Yousif employs these devices to win the public's support in his interview with Piers Morgan. The data is collected from YouTube. The study concentrates on the pragmatic and stylistic strategies that Bassim Yousif utilized in the selected interview. The study finds out that Bassim Yousif uses speech acts of accusation, warning, criticism, and request to persuade the audience about the discussed issue. Furthermore, utilizing figures of speech helps him make his arguments more effective. Finally, employing argumentative appeals is crucial in evoking the public's feelings and building trust and credibility with the audience.

Keywords: maneuvering strategies, presentational devices, style, argumentative appeals.

ادوات العرض كاستراتيجيات للمناورة في مقابلة باسم يوسف مع بيرس موركان

هاله عبد الكريم شاكر حميد

hala.Abd2207m@ircoedu.uobaghdad.edu.iq

أ. م. هدى عبد علي خطاب

huda.abedali@ircoedu.uobaghdad.edu.iq

جامعة بغداد، كلية التربية ابن رشد للعلوم الإنسانية

الملخص

تهدف هذه الدراسة إلى التحقيق في وسائل العرض التي تعتبر استراتيجيات للمناورة، واستكشاف الكيفية التي يستخدم بها باسم يوسف هذه الأدوات من أجل كسب دعم الجمهور في مقابلته مع بيرس مورغان. تم تجميع البيانات من اليوتيوب. ركزت الدراسة على الاستراتيجيات التداولية والأسلوبية التي استخدمها باسم يوسف في المقابلة المختارة. وتوصلت الدراسة إلى أن باسم يوسف يستخدم أفعال الاتهام والتحذير والانتقاد في الكلام وطلب تحقيق هدفه المتمثل في إقناع الجمهور بالمسألة التي نوقشت. وعلاوة على ذلك، فإن استخدام أفعال الكلام تساعده على جعل حججه أكثر فعالية. وأخيراً، يشكل استخدام الرثاء والأخلاقيات والمنطق كأدوات رئيسية لإثارة مشاعر الجمهور، وبناء الثقة والمصداقية لدى الجمهور الكلمات المفتاحية: استراتيجيات المناورة ، أدوات عرضية ، الأسلوب ، النداءات الجدلية.

1.1 Introduction

Strategic maneuvering is the development of dialectics, defined as the art of reasonably persuading others using arguments and argumentation through critical discussions. Eemeren (2001, p.12) introduces strategic maneuvering as the rhetorical aspect used to affect the audience and convince them. In this perspective, speakers who influence addressees pragmatically employ certain linguistic phenomena, following special available linguistic strategies (Houtlosser, 2001, pp. 30-3). The aspect of presentational devices, which is the concern of this study, indicates the use of cultural, conventional, and common-sense knowledge of the audience's preferences, following particular presentational devices as strategies.

Thus, in their attempts to reasonably and effectively persuade the audience, speakers resort to this strategy to win the audience's support. The use of this strategic maneuver in this concern has not received its due scholarly attention from a pragma-stylistic angle. Presentational devices play a vital role in maneuvering strategies by complementing the spoken words, establishing credibility, enhancing engagement, creating visual impact, reinforcing verbal arguments, and fostering a connection with the audience. Their effective use strengthens an individual's message and increases the likelihood of successfully influencing public opinion in political interviews. In linguistic study, presentational devices significantly reveal an individual's style and maneuver their language use. Each individual has their unique way of expressing themselves through language, which includes their choice of vocabulary, sentence structure, tone, and rhetorical devices. These presentational devices can reflect the speaker or writer's personal traits, attitudes, cultural background, or intentions.

Language is the primary tool for conveying messages in social interactions, and conversation analysis can focus on various topics to study maneuvering in social interactions (Khalaf & Sameer, 2023, p.19). Political discourse involves people in communicative modes, including politicians and other recipients. It differs from other types, including medical, legal, or educational, as it includes diverse participants in political events (Jabur, 2019, p.35). The selected interview is considered one of the most notable Piers Morgan interviews with the Egyptian comedian Bassim Yousif by the audience. To unravel the pragmatic, rhetorical, and stylistic features of strategic maneuvering in this interview, the current work addresses how using certain presentational devices affects the audience within the selected data. The study attempts to discover the persuading manifestations and rhetorical effects influencing the audience and changing their attitude. The study appeals to Eemeren and Houtlosser's (2002) model for the pragmatic analysis of the speech in question to achieve those aims.

Van Eemeren and Houtlosser define strategic maneuvering as: people use strategic maneuvering to fulfill their dialectal objectives without sacrificing their rhetorical potentialities. This is achieved by balancing people's resolution-minded objective with the rhetorical objective of regularly accepting their position (Eemeren & Houtlosser, 2000, p. 1).

By analyzing presentational devices, linguists can gain insights into an individual's communication style and identify patterns that reveal aspects of their identity or social group affiliation. For example, rhetorical devices such as metaphors or irony can reflect a person's creativity or communicative goals.

Furthermore, presentational devices also play a role in maneuvering language use. Individuals can adapt their language style to different contexts, audiences, or purposes. They may employ persuasive techniques, humor, or emotional appeals to navigate social interactions or convey specific messages effectively.

In linguistic study, analyzing presentational devices helps researchers understand how individuals maneuver language to create meaning, establish identity, and achieve communication goals. It allows for a deeper understanding of the complex relationship between language, style, and social dynamics.

This paper tries to assess the usage of presentational devices by Bassim Yousif with Peris Morgan. It investigates speech acts, rhetorical appeals, and pragma-dialectic strategies.

1.2 The Problem of the Study

The problem with using maneuvering strategies in interviews is that it can be used to influence and gain the support and endorsement of the audience. Using maneuvering strategies to gain an advantage can undermine the purpose of the interview process.

The following questions represent the problems behind the current study:

1. What speech acts that Bassim Yousif employs in the selected data?
2. What are the Pragma-dialectic strategies that Bassim Yousif uses to gain the support of the audience?
3. What are the argumentative appeals that Bassim Yousif utilizes in the selected data?

1.3 The Aims of the Study

According to the problems proposed, the study aims at:

1. Investigating different types of speech acts strategies used by Bassim Yousif in the selected data.
2. Revealing the most used pragma-dialectic strategies utilized by Bassim Yousif.
3. Analyzing the main argumentative appeals.

1.4 Significance of the Study

This study is significant because it presents its findings within the framework of presentational devices as part of strategic maneuvering, focusing on a rhetorical aspect of argumentative discourse.

1.5 Limits of the Study

The study data is limited to the interview of Piers Morgan with the Egyptian comedian Bassim Yousif about Israel-Gaza war in October, 2023; it is downloaded from YouTube:

<https://youtu.be/4idQbwsvtUo?si=ALXOuzBa2qAjhCVi>

It is worth mentioning that Emeren and Houtlosser's (2002) model is adopted to analyze the presentational devices of the above interview.

2. Theoretical Background

This section provides a theoretical background of the three inseparable aspects of strategic maneuvering. It will also shed light on the presidential devices within the rhetorical aspect of strategic maneuvering in the domain of political interviews. They are all summarized below.

2.1 Strategic Maneuvering

The Amsterdam School combines dialectical and rhetorical perspectives to understand arguers' adherence to dialectical obligations and their use of persuasive moves for rhetorical effectiveness. "strategic maneuvering" refers to skillful planning and optimal balance between reasonableness and effectiveness (Eemeren, 2010; Eemeren et al., 2012). This concept highlights the communicative gap between dialectical and rhetorical approaches in argumentation. The Amsterdam School's analysis of argumentation explains the dialectical interest in maintaining reasonableness and the rhetorical interest in being effective, highlighting the complementary nature of both approaches in persuasion.

Jacobs' normative pragmatics combines rhetorical strategy with dialectical norms to understand argumentative effectiveness. All arguments involve rhetorical strategies, including language use organized by inferential and strategic principles. Strategic maneuvering is crucial in politics to win points using arguments. Arguers use strategic maneuvering to reduce tension between effectiveness and reasonableness. Effectiveness is a communicative strategy when expressing intentions. (Jacob, 2000, p.261), Cooperation involves using imperatives or constraints to achieve common goals. Arguments are effective and suitable from a rhetorical perspective, using signs to communicate effectively in political and practical discourse.

Strategic maneuvering involves selecting the topical potential, responding to audience demand, and using presentational devices. Analyzing and evaluating argumentative discourse requires identifying the three aspects of strategic maneuvering and their mutual relationship in the strategic maneuvering triangle. In practice, argumentative moves are considered speech acts and must adhere to language use rules.

2.2 Elements of Strategic Maneuvering

Based on the most recent exposition by Eemeren (2010), the examination of strategic maneuvering categorizes the rhetorical component into three interconnected aspects: topic potential, audience demand, and presentational device. Strategic maneuvering in argumentative discourse can be seen in the selection of topics, the structuring of argumentative motions for the audience, and the intentional use of presentational devices. Typically, these elements collaborate in real controversial discourse (cf. Kauffeld, 2002; Tindale, 2004).

2.2.1 Topical Potential

The first condition every strategic maneuver should meet to be considered reasonable pertains to the topical choice (Eemeren & Houtlosser, 2009, p. 3).

Eemeren and Houtlosser elucidate that in their attempt to remain dialectically reasonable and, at the same time, rhetorically effective, arguers make a

topical selection that is most favorable to their position. That is, arguers will select materials from those available according to what they believe best advances their interests.

When entering into a discussion with the interviewee, a certain policy, defended by pragmatic argumentation, an interviewer maneuvers strategically in advancing his criticisms. He needs to decide which critical questions are advantageous for him to raise.

For example, argumentation by a politician to maintain and defend a standpoint is regarded as an outcome that may be unfavorable to an interviewer who is making an accusation (Mohammed, 2009, p.27).

2.2.2 Audience Demand

In a political discourse, politicians do not present their faces to the interviewer only. They present their faces to a bigger audience—an entire listening or viewing public, an entire nation, or the world. Ivir 1975 (cited in Larson, 1998, p.465) states that a speaker adapts his language to achieve his goals. Larson adds that the audience plays a significant role and should be considered. Persuasive language differs from unpersuasive language based on the use of persuasive strategies. The strategies are incorporated into a human language to enhance persuasiveness and effectiveness, allowing the persuader to accomplish their objectives (Ghane, M., & Hattab, A.P., 2020)

As recognized, argumentative discourse always aims to achieve specific communicative and interactional effects on other people. It is a commonplace of effectiveness that argumentation should be "adapted" to one's audience. This might be seen as a particular realization of the class of strategic maneuvers that Eemeren and Houtlosser (2001, pp.154-5) call "adaptation to audience demand," that is, "putting the topics of the discussion in a perspective that is expected to appeal to the audience".

Concerning audience demand, context plays a significant role in determining the targeted audience to which the debater is aptly anticipated to direct his argument. In this way, an arguer should adapt his argument to meet the audience's demands, considering the issue at stake and the type of audience involved (cf. Rees and Rigotti, 2011, p.208).

Adapting appeals to cultural value it is stipulated that effective persuasion of an argument should be accustomed or adapted to one's audience. Different principles constitute the appeals that might be adapted to audiences. However, the audience's values substantiate the most significant principle for appeal adaptation. Thus, it is pointed out that the advocated view, which is associated with reasonably important audience values (compared to less important ones), is supposedly tenable to be more persuasive (Rees & Rigotti, 2011, p.208). It can be observed that this is closely attached to the realization of the type of strategic maneuver that is commonly called adaptation to audience demand, namely, rendering the topic of the discussion in a way expected to the audience (Emeren & Houtlosser, 2009, pp. 5-6)

Pathos, ethos, and logos are three persuasive techniques in rhetoric, as outlined by Aristotle. Pathos uses emotional appeals to create feelings like fear, sympathy, pride, rage, guilt, and respect. Ethos is related to credibility, which is shaped by competence and character. Logos reflects the rational organization of facts and reasoning in an argument. When used effectively, these appeals may greatly influence the audience's awareness and accomplish the objective of persuasion (Hussein & Noori, 2023, p.3).

2.4.1.3 Presentational Devices

Presentational devices are the third rhetorical aspect of SM. According to Eemeren and Houtlosser (2002), strategic communication involves carefully choosing the words and actions used to achieve a desired effect on the other party. Hence, the debaters strategically adapt their choice of words and manner of expression to serve their particular goals. Similarly, Rees and Rigotti (2011, p. 207) note that presentational devices "present something in a certain light, thus defining the situation in a particular way that is suitable for the rhetorical aims that the speaker aims to attain. Labeling protestors as rioters instead of demonstrators is a deliberate effort to prejudice the audience against them. By doing this, speakers aim to fulfill their objectives according to the preferences and requirements of the audience. They adapt their style and choice of words to correspond with their interests. According to Van Eemeren (2010, p. 225), the Gricean maxims (Grice, 1989) are utilized in a specific manner, often in combination, to achieve certain communicative and interactional effects that serve a strategic function. These effects are manifested in the discourse through presentational choices.

Anscombe 1994 (cited in Eemeren, 2010, p. 121) indicates that guiding the discourse in a certain direction is something that can be achieved not only by "formal" presentational means but also by "informal" presentational means, whose effect depends on the content, or by a combination of both types of presentational means. Formal devices, like repetition, subordination, and paratactic and hypotactic constructions, are used to convey a more structured and organized style of communication (Eemeren, 2010, p. 121). On the other hand, informal devices, such as tropes such as metaphors, and rhetorical questions, are employed to create a more casual and expressive tone. Utilizing presentational choices as an illustration of strategic maneuvering involves employing pragmatic tactics to guide the discourse toward obtaining specified communicative and interactional outcomes (Eemeren, 2010, p. 119).

Overall, theories of argumentation emphasize the inherent rationality of actions taken in conversational interactions aimed at resolving conflicting ideas or seeking the truth of the addressed subject. The notion of strategic maneuvering emerges from the fact that participants in a discussion not only want to resolve differences of opinion but also aim to achieve their objectives. Some theorists and dialecticians view argumentation as descriptive assertions that satisfy justifications based on accepted truths or justified beliefs (Biro & Siegel, 1992, p. 99). Some scholars in the field of argumentation, who adopt a rhetorical approach, prefer to focus on action claims. As a result, they do not consider descriptive or evaluative

perspectives (Kock, 2007); cited in (Eemeren, 2010, p. 2). Rhetorical discourses prioritize effectiveness over reasonableness, while dialectical procedures prioritize reasonableness over effectiveness.

Rhetoric is the art of persuasion that utilizes varied devices, such as unique phrase structures, sometimes referred to as persuasive devices (Hassan, 2024).

3. Methodology

3.1 The Model of Analysis

The speech under examination can be identified by its argumentation stage since the concept of strategic maneuvering, as outlined by Eemeren and Houtlosser (2002), is expanded to the four stages of the critical discussion. Therefore, it makes sense to concentrate on the techniques employed at this stage, which calls for modifying the previously indicated model. Only the presentational devices part of the three maneuvering aspects is chosen as the overall maneuver used by Bassim Yousif's Interview with Piers Morgan, regarding Gaza, as illustrated in Picture 1:

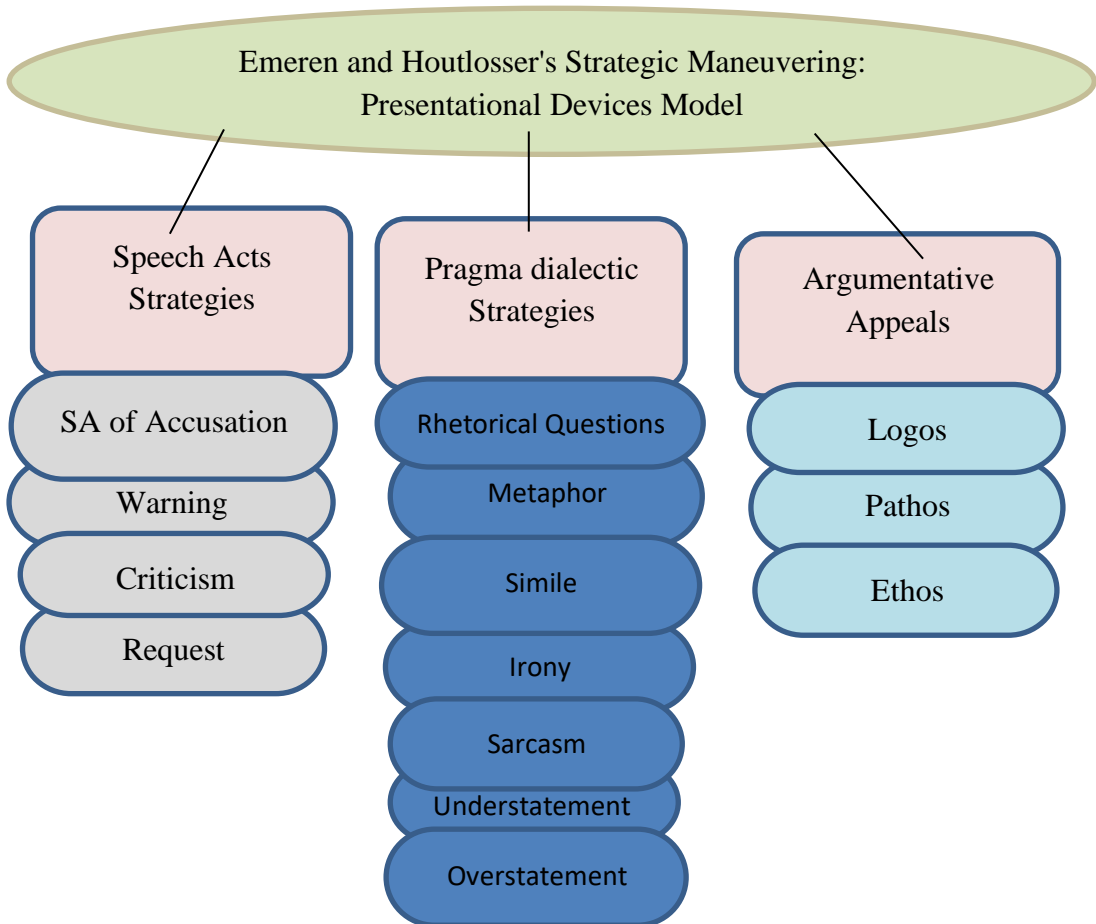


Figure 1: Eemeren and Houtlosser's Strategic Maneuvering (2002): Presentational Devices Mode

4. Data Analysis

Extract (1)

Bassim Yousif:

"Oh, it was terrible of course... because you know my wife's family they live in Gaza. They have uh cousins and uncles there um and uh their house also was bombed. We haven't been able to communicate with them for the past three days. Communication is lost so we don't know actually what is the uh? how is it like? How are they doing? But you know we are used to that. I mean, it's just like it. It's very repetitive. We are used to that. We used to them being bombed every time and moving from one place to the other."

1. Speech act strategies:

Speech act of accusation: Bassim makes accusations concerning the present confrontation between Israelis and Palestinians. He mentions repetitive bombings, highlights personal experiences from his wife's family residing in Gaza, and implies that Israel is responsible for the violence and suffering experienced by Palestinians.

2. Pragma dialectic strategies:

Irony: Bassim uses irony in the above extract, especially in the dark humor about his failed attempts to hurt his wife. This sarcasm minimizes the topic or distances the terrible occurrences that are being discussed.

Sarcasm: The speaker's critical comments about the determination of the Palestinian people can be seen as satire, such as "Israel kills us but they never die." This strategy can be employed to appear humorous while conveying contempt or disapproval about what happened there.

3. Argumentative Appeals:

Ethos: Bassim establishes credibility through the telling of personal anecdotes and presenting himself as someone who was affected by what happened in Gaza. He utilizes his actions of trying to harm his wife and their relationship in the conflict involving his wife's family to position himself as the main witness with a unique perspective and to appeal to ethos.

Pathos: The description of the bombing and the fear over his wife's family in Gaza evoked responses in the audience, particularly regret and sympathy. By addressing communication problems and employing black comedy, the emotional impact is heightened, generating tension and anxiety that the viewers may identify with.

Extract (2)

"I agree I I I agree with him. The thing is the question is what is a proportionate response? Because it has been different from one tier to another so if you look to this graph. for example, this is the death of Israelis and Palestinians and it's changing from one year to year it's like fluctuating like crypto ... I'm saying is what is the exchange rate for today? so you guys will be happy that's my question ...I know that you don't think like that appear you one of the good guys, but let me tell you something I mean I'm the reason that I'm using this is that I mean I can't remember what happened in 2014 and there was no music festival, but there must

be something. I mean they must do something it is their fault it has to be something. I mean 2018 300 Palestinian died ah who's counting? you know so the thing is what my question is let's find out what is the exchange rate for human life today? so we know expect the future death of Palestinians ...I think I think it's very tricky for people like me to immerse ourselves into a conflict where we're not directly involved ..."

1. Speech act strategies:

Warning: The statement "Who's counting you know" can be seen as a warning that may suggest an ignorance of the importance of Palestinian killings.

Criticism: By comparing the number of death tolls of Israelis and Palestinians, Bassim criticizes and challenges the fairness of the reaction and emphasizes the difference in mortality.

Request: repetition of the question about the current "exchange rate for human life" function as a request for more details or a request for a fairer way of evaluating the value of human life.

2. Pragma dialectic strategies:

Rhetorical Question: Employing rhetorical questions like "what is a proportionate response" and "what is the going rate today for human lives" stimulates the audience to critical thinking about the topic.

Overstatement: Using comparison in phrases such as "changing from one year to year it's like fluctuating like crypto" can assist viewers in visualizing and understanding the seriousness of the issue.

3. Argumentative Appeals:

Ethos: Bassim generates ethos by repeatedly asserting his neutrality ("It's not me guys, I'm not on either side"), Presenting himself as unbiased and objective. he seeks to establish credibility and confidence.

Logos: The argument depends on logos through the use of statistics and information to compare Israeli and Palestinian deaths over several years. He aims to analyze the situation logically to gain the audience's support.

Extract (3)

"I really applaud Israel for doing one thing that no military force in the world does, because I heard I heard Ben Shapiro, and I heard Ronda Santis and they said they said Israel is the only military force in the world that warns civilians before bombing them. I mean, how cute is that? So nice of them because with this logic if Russian troops started warning Ukrainians before bombing their houses. We're cool with Putin right I mean okay Habibi. You have warned them go invade it's fine. You have done your job. I mean, the thing is, and I understand, and I also heard Ben Shapiro talking about, uh, about humans. She so you remember my wife's family they live in Gaza, so I asked them I told them when Israel gives you the nice warning the cute warning? Does Hamas force you to stay in your home? so you can be bombed and use a as human shield"

1. Speech act strategies

Criticism: Bassim criticizes that they should be praised because they alerted civilians before the bombing.

Request: Pragmatically speaking, Bassim tackles ethical and practical questions concerning warning people before the bombing, prompting the need for explanation.

2. Pragma dialectic strategies:

Overstatement: Bassim overstates Israel's friendliness by warning individuals before starting an attack, employing exaggeration in the phrase "how Israel is cute." The speaker's criticism is sarcastic because of the overstated comment.

Irony: The speaker's comparisons between Israel's actions and a hypothetical scenario with Russian forces and Ukrainians which is sarcastic.

Sarcasm: Throughout the above extract, Bassim employs sarcasm, especially in sentences like *"I mean good Habibi you have warned them go invade it's OK you have done your job."* The sense of sarcasm expresses denial of the issue under discussion.

Rhetorical Question: Bassim digs into the reasoning behind certain actions and prompts awareness through the use of rhetorical questions. To better understand the complicated nature of the circumstances in Gaza, the question "Does Hamas force you to stay in your home so you can be bombed and used as a human shield?" is an example that appeals to the audience's reason and makes them think critically.

3. Argumentative Appeals:

Ethos: Bassim appeals to the credibility and reliability of the viewers by referring to Ronda Santis and Ben Shapiro who are public figures.

Extract (4)

"Well, these are years of disproportionate responses of Israel. Did it solve the solution? Did it solve the problem? Did it work before, so it will? What will be the surprise this time? What will be the twist that will make this work this time? What will be different this time, seriously? I mean, like, this is only the last 15 years. I mean because it is too many papers. I just got this but what how will this will be different? And the thing is it I am so glad in the introduction that you mentioned the Iraq War. I applaud you, Piers, for saying that because you were honest about it, you said that spreading lies makes people look at those people as less human, and they would accept the death of a million Iraqis, whether by sanctions or by Invasion, right? You are a good man. This is amazing, and you know what is similar is when you spread the lies of 40 decapitated babies, although it was refuted, so what happens when people hear that you know killing babies is horrible, but when you say decapitated 40 babies, you are planting a certain image trigger in people's mind who has said that who has said four who said that you said 40 decapitated who has said that you have repeat ... what I have never said that you have not said on your show 40 decapitated babies never Ben Shapiro did not say it? Ronda Sanz did not say it? Nobody has said? okay, P, nobody said it oh, okay, okay."

1. Speech act strategies:

Accusation: Bassim accuses Israel of spreading untruthful data regarding weapons of mass destruction (WMDs) and fabricating the existence of forty decapitated

infants, using the pronoun "you". This accusation is intended to diminish the credibility of the accused party and criticize their actions.

Warning: When he gives a warning against the dangers of misinformation, he focuses on how spreading false information can hurt people and change public opinion.

Criticism: Bassim criticizes the accused party for propagating false information which stresses unethical behaviors such as spreading false information and influencing public opinion to achieve specific goals.

2. Pragma dialectic strategies

Rhetorical Question: Rhetorical questions like *"Did it work previously," "What will be the surprise this time,"* and *"Who has said 40 beheaded babies?"* are repeated by Bassim throughout the extract. This attracts the audience's attention and makes them consider the effects of specific actions.

Irony: The above extract exhibits irony, particularly when Bassim praises the interviewer for their honesty while discussing the Iraq War. This sarcastic comparison highlights his skepticism and criticism of particular behaviors.

3. Argumentative Appeals

Pathos: Bassim uses pathos to evoke deep emotions in the audience by discussing topics such as the killings of people in Iraq. He aims to highlight the importance of the situation by arousing empathy and outrage from the audience.

Logos: The speaker in the extract appeals to logos by evoking doubts about the efficacy of Israel's inconsistent answers through time. He wants to know how successful certain laws and policies are and encourages people to think critically about them by asking things like, "Did it solve the problem?"

Extract (5)

"Peace, well, first of all, you need to change the perception. Uh, Nikki Haley, the American presidential candidate, said, we are in Israel in this because it is a fight between EV good and evil now. If you already decided someone is good, he can do no evil, and if you decide that someone is evil. It is good to kill them, but killing them is good. You see, the thing is, it is not like something new. I mean, I look at history, and I see, I'm sorry to say, and I'm sorry to say this, but Westerners have always dealt like this with indigenous people. You first treated them like Savages. You know, Native American First Nation Aboriginals. They are Savages. Kill all the Savages, and when they are almost extinct, you start feeling sorry for them. You know, like animals, so maybe the solution is that we kill as many as possible. So the few of them that remain do not bother you and maybe for other years become a tree."

1. Speech act strategies

Accusation: Bassim accused Nikki Haley, a U.S. presidential contender, of propagating a simplistic dualistic narrative in the Israel-Palestine issue. The claim implies that Haley's language reduces the complicated nature of the matter and defends violence against individuals identified as "evil."

Warning: He also warns against the harmful consequences of degrading and condemning entire groups based on subjective assessments of morality since it

might lead to the belief that eliminating people labeled as negative is good. This warning cautions against adopting extreme ideas that may provoke violence and criminal acts.

2. Pragma dialectic strategies:

Hyperbole: Bassim overstates statements like "killing them is good" to attract the awareness of the viewers to think about what happened there.

Irony: Bassim, in the above extract, employs irony by Proposing the mass murder of Palestinians as a solution to a problem and highlighting the historical irony in the handling of indigenous populations.

3. Argumentative Appeals:

Ethos: Bassim illustrates the facts by providing a reliable reference to the United States presidential nominee, Nikki Haley. By mentioning a prominent figure, he discusses how individuals view good and evil in the Israel-Palestine issue.

Logos: He uses logic by examining a historical trend of Westerners dehumanizing and mistreating indigenous peoples and compares it to the mistreatment of Palestinians. This rational argument illustrates a repeated pattern of oppressive conduct towards oppressed people and stimulates critical reflection on the present circumstances.

Pathos: he employs pathos by evoking empathy by highlighting the violence and dehumanization of Palestinians, along with the injustices faced by indigenous peoples. This emotive appeal aims to evoke sympathy and an awareness of ethical obligation in the viewers.

4.2 The Results and Discussions

Components of the model	Frequency	Percentage
Accusation	3	8.8%
Warning	3	8.8%
Criticism	3	8.8%
Request	2	5.9%
Rhetorical Questions	3	8.8%
Metaphor	0	0%
Simile	0	0%
Irony	4	11.7%
Sarcasm	2	5.9%
Overstatement	4	11.7%
understatement	0	0%
Ethos	4	11.7%
Pathos	3	8.8%
Logos	3	8.8%
Total	34	100%

Bassim Yousif uses such pragmatic principles as speech acts, argumentative appeals, and figures of speech to maneuver and gain public support. Beginning with the strategies used by Bassim Yousif, the three types outlined in the model are operated based on Emeren and Houtlosser (2002). Regarding the speech acts used as strategic maneuvers, the following are used: the speech act of accusation, warning, and criticism are used with a frequency of 3 for each of them, and the request is used with a frequency of 2. Bassim Yousif uses requests, criticisms, warnings, and accusations in his interview with Piers Morgan to transmit information, actions, and clarification. Repeated requests indicate transparency, accountability, or specified responses. Bassim Yousif utilizes Criticisms to challenge Piers's claims. In addition, he uses criticism to pressure the interviewee to defend his stance or expose faults in the arguments. Warnings about consequences and accusations blame the interviewee for problems, undermining their credibility. Repeated use of the previous speech acts indicates severity and caution against specific behaviors.

Bassim Yousif employs rhetorical devices with a pragma-dialectical dimension. He employs irony and overstatement with a frequency of 4 for each and sarcasm with a frequency of 2, while understatement, metaphor, and simile are not employed in the selected data. In terms of maneuvering strategies, he employs various strategies to strengthen his argument. By using metaphor and simile, he deepens and vividly illustrates his arguments. Rhetorical questions, irony, and overstatement help emphasize and inspire thought, whilst sarcasm can highlight contradictions in opposing perspectives. Overall, these devices combine to increase the persuasive force of his argument, making his communication more engaging and appealing.

Regarding argumentative appeal, Bassim Yousif utilizes Ethos and Logos with a frequency of 3 for each, while Pathos is used with a frequency of 4. These results indicate that Bassim's communication style tends towards creating trust, evoking feelings, and relying slightly less on logic. All the maneuvering strategies exhibited in the speech are viewed as presentational devices meant to gain public support for the Palestine issue.

5. Conclusions

In Bassim Yousif's interview with Piers Morgan, several conclusions and insights emerged regarding presentational devices used to maneuver strategically. Here are some key takeaways:

1. Presentational devices are an aspect of strategic maneuverings manifested through certain speech acts within argumentative discourse.
2. Bassim Yousif presents his standpoints in his interview with Piers Morgan and persuades the audience using pragma-dialectic strategies.
3. Utilizing such argumentative appeals strategies reflects Bassim's style in presenting his view and influencing the public about the discussed issues.

4. After modifying some items, The model can be used to analyze other data with different linguistic aspects.

References:

- Biro, J., & Siegel, H. (1992). "Normativity, argumentation and an epistemic theory of fallacies." In F. H. van Eemeren, R. Grootendorst, J. A. Blair, & C. A. Willard (Eds.), *Argumentation illuminated* (pp. 85–103). Amsterdam: Sic Sat. (n.d.).
- Eemeren, F.H. van. (2001). *The state of the art in argumentation theory*. (n.d.).
- Eemeren & P. Houtlosser (Eds.), *Dialectic and Rhetoric: The warp and woof of Argumentation Analysis* (pp. 131–159). Dordrecht: Kluwer Academic.
- Eemeren, F.H. van, & P. Houtlosser (2002). *Strategic Maneuvering: Maintaining a Delicate Balance*. In F. H. van Eemeren, & P. Houtlosser (Eds.), *Dialectic and Rhetoric: The Warp and Woof of Argumentation Analysis* (pp. 131–159). Dordrecht: Kluwer Academic.
- http://dx.doi.org/10.1007/978-94-015-9948-1_10
- Eemeren, F. H. van, & Grootendorst, R. (2003). *References*. In *A Systematic Theory of Argumentation: The pragma-dialectical approach* (pp. 197–206). references, Cambridge: Cambridge University Press.
- Eemeren, F.H. van, & P. Houtlosser (2009). *Strategic maneuvering. Examining Argumentation in Context: Fifteen Studies on Strategic Maneuvering*. Amsterdam: John Benjamins Publishing, 1-24.
- Eemeren, F.H. van. (2010). *Strategic maneuvering in argumentative discourse*. Amsterdam, etc: John Benjamins. (n.d.).
- Houtlosser, P. (2001). *Points of View*. In F. van Eemeren (ed.) *Crucial Concepts in Argumentation Theory*. Amsterdam, p. Amsterdam. University Press, pp. 27-50. (n.d.).
- Ghane, M., & Hattab, A.P. (2020). *A linguistic Analysis of the Primary Persuasive Strategies in Facebook Profile of AIG*. ALUSTATH JOURNAL FOR HUMAN AND SOCIAL SCIENCES.
- Hassan, H. S (2024). *A Rhetorical Stylistic Analysis of English Political Headlines in Selected Newspapers*. (2024). *Al-Adab Journal*, 2(148), 1–18. <https://doi.org/10.31973/hm0ct638>
- Jabur, E. (2019). *A Critical Discourse Analysis of the Language of Persuasion Used in the Election Campaigns by American Parliaments*. ALUSTATH JOURNAL FOR HUMAN AND SOCIAL SCIENCES. 58. 33–46. 10.36473/ujhss.v58i4.1017.
- Jacobs, S. (2000). "Rhetoric and Dialectic from the Standpoint of Normative Pragmatics." *Argumentation*, 14, 261–286
- Johnson, R. (2004). Frans H. van Eemeren and Peter Houtlosser (Eds.) (2002). *Dialectic and Rhetoric: The Warp and Woof of Argumentation Analysis*. *Argumentation*. 18. 483-488. 10.1007/s10503-004-1076-0.

- Kauffeld, F. J. (2002). Pivotal Issues and Norms in Rhetorical Theories of Argumentation (pp. 97–118). https://doi.org/10.1007/978-94-015-9948-1_8
- Larson, M. (1998). Meaning-Based Translation. London, Bradford.
- Leech, G. (1983). Principles of Pragmatics. London: Longman Group Ltd.
- Mohammed, D. (2009). The honorable gentleman should make up his mind. Strategic maneuvering with accusations of inconsistency in Prime Minister's Question Time. Doctoral dissertation University of Amsterdam.
- Hussein, B. A. & Noori, F. B. (2032). The Use of Persuasive Appeals in Iraqi Covid-19 Selected News Reports. (2023). *Al-Adab Journal*, 3(144), 1–16. <https://doi.org/10.31973/aj.v3i144.4078>
- Rees, M. and E. Rigotti (2011). "The analysis of the strategic function of The presentational techniques". In E. Feteris, B. Garssen and F. Henkemans (eds.) Keeping in Touch with Pragma-Dialectis. Amsterdam: John Benjamin Publishing Company. pp. 207-21.
- Tindale, C. (2012). Strategic Maneuvering in Argumentative Discourse: Extending the Pragma-dialectical Theory of Argumentation by Frans H. van Eemeren. *Informal Logic*, 32(3), 364. <https://doi.org/10.22329/il.v32i3.3720>
- Khalaf, F. W. & Sameer H. E. (2023). Analysis of Adjacency Pairs of Beckham's Interview. (2024). *Al-Adab Journal*, 2(148), 19-38. <https://doi.org/10.31973/g0pfnp71>