

Linguistic Manipulation in Political Speech: A Critical Stylistic Analysis

Dr. Rasha Tareq Awad Al-Zubaidi

College of Arts- University of Mustansiriyah

Keywords: critical stylistics. political speeches. discursive strategies. transitivity , modality

Summary:

This study examines the complex linguistic manipulations used in political speeches to shape public perceptions and influence voter behavior. Political discourse is a powerful tool used by politicians to persuade, mobilize, and reinforce their authority. This study adopts a critical stylistic approach to analyze the various linguistic features and rhetorical strategies used by politicians to convey authority, construct identities, and spread ideology. Through a detailed analysis of selected political speeches in different contexts, this study reveals the underlying patterns and techniques of linguistic manipulation and provides insights into the power dynamics inherent in political discourse.

For example, the study compares rhetorical techniques used by politicians in Western democracies with those used by politicians in other political systems, highlighting both universal and culturally specific elements of political language.

The study includes the example of Barack Obama's inaugural address and analyzes key speeches, highlighting his use of inclusive pronouns and metaphors of unity and progress. For example, Obama's use of phrases such as "we will" and "our country" emphasizes his inclusive approach and promotes a sense of collective identity and common goals (Obama, 2009). Donald Trump's campaign speeches are examined, focusing on his use of transitivity and pronouns to create an "us and them" narrative.

The presidential campaign speeches of Donald Trump are a data that has been analyzed and this paper focuses on transitivity and pronouns that helped Trump build an 'us against them' mentality. In his speeches, there are many instances where Trump will use a pronoun such as, "They", "Them" which serves to construe his audience as insiders and anyone not in his audience as outsiders (Trump, 2016). Angela Merkel's speeches about immigration: her approach with the addressees is based on the modality's analysis that allows empathetic behavior the intermediate position between the empathy and the authority. Merkel uses modal verbs such as 'must' indicating the necessity of the undertaken actions and, despite the largely formal discourse, she opts for empathy invoking humanism (Merkel, 2015). The insights of the given study contribute to the philosophical understanding of how power relations are enacted in political discourse through language to arrange whom the world is made of and how it is to be performed. It is therefore healthy to learn about these linguistic strategies so that people can be better informed in order to get a fair political system. Through analyzing the strategies enacted in political addresses contained within this paper, the audience will be provided with the means of decoding the political rhetoric and explaining the nature of persuasion and, specifically, of manipulation.

1. Introduction

The analysis of political speeches is important in understanding political perception as well as the general public perception. This power of speaking is not idly chosen, but proposed deliberately with an aim of pointing, convincing, and rallying the targeted populace. In enabling control of discourses, these speeches contain and produce realities and issues in certain ways. Words used in political speeches are not just words, but tools that one can use to manipulate the audience into changing their opinion about something or viewing things in a certain way. For example, Barack Obama's register and the metaphors of unity and moving forward

during the campaign for the presidency of the United States of America in 2008 had a huge influence on the construction of voters' positive perception of the candidate and the overall votes he received (Charteris-Black, 2014; Chilton, 2004). The references included in his speeches such as 'we can' and 'our nation' created togetherness and a sense of belonging that is markedly different from the sort of ethnic polarizations common in most political campaigns. In political speeches many stylistic tools are used with the purpose of achieving certain goals. Transitivity patterns show the ways in which politicians allocate roles to different objects within a sentence to influence the audience's perception of agency and responsibility. Active constructions could give prominence to the politician's engagement and control while passive constructions could hide or manage to be performed by whom certain actions or occurrences are being done (Halliday & Matthiessen, 2014). For instance, in Obama's speeches accomplishment two typical active verbs that are used to reiterate the positive actions being taken by his government and, therefore, meaning establishing him as a leader.

Another feature identified in political language is Modality, which looks into the use of modal verbs and expressions. The use of modal verbs such as 'must', 'should', 'will' indicates the level of probability, given, or suggested, the force of the obligation in terms of politeness, and the volition of the action which impacts the view of the audience over the necessity and timely execution of the proposals by a politician (Lyons, 1977). For instance, the discursive construction of Angela Merkel's speeches on climate change often employs modals to create the impression that prompt action is needed; this makes her come out as a strict and proactive leader (Merkel, 2015). Merkel says "We must act now" actually, she is emphasizing on action, this act makes Merkel to appeal her audience's sentiment in relation to environmental questions.

Pronouns are used in the manner that is most advantageous to create the in-group and out-group divides. For example, encouraging the use of 'we', 'us' and so on which may join people together as they feel like they are working as a team, whereas use words like 'they' 'them', and so on which may separate people, indeed there is opposition (Bramley 2001). This strategy is best illustrated by Trump in his campaign speeches where every time he said 'they', he was talking about the other side or outsiders, using this kind of rhetoric, Trump successfully united his hue with a common front against the other side or outsiders (Trump, 2016). For example, Trump so often says things like 'they don't want us to do well.' This makes Trump's followers feel like they are members of a group that is under siege and under attack.

As the given metaphors indicate, they put an issue to an audience in specific perspectives and determine how the audience perceives this issue as well as how it responds to it. Lakoff and Johnson (1980) noted that there were two primary ways to protect a political point of view: metaphorically framing it and emoting it. The former entails defining economic policies as a particular kind of struggle or a particular kind of journey, and this shapes the public's perception of it in such a way as to be favorable to the political point of view. Trump often resorts to war rhetoric that makes him an embodiment of a fighter against corruption and the part of the established order by holding the outsider status (Trump, 2016). Words like 'drain the swamp' are chosen to trigger a picture that people want change and cleaning up hence the success of such phrases in attracting voters.

The general research question of this work is to reveal stylistic correlates and tactics used for linguistic manipulation at the level of political speeches. In this way, the paper aims at contributing to the improved comprehension of the nature of language as the means of political power (Fairclough, 1989). In detail, this study will compare samples of choreographed speeches with a view of ascertaining the use of transitivity, modality, pronouns, and metaphors in light of offering a sweeping

outlook on the part played by the aspects towards enhancing the persuasiveness of political oratory. Based on detailed textual analysis, this work will illustrate how these features are used by different politicians in different contexts. For example, it will study how transitivity patterns in Obama's speeches draw attention to his agency in bringing the required change, and how modality in Merkel's speeches portrays the global issues as inevitable. The given work will also focus on how Trump's addresses maintain a division between people, and how metaphors in political discourse simplify the perception of various problems. Thus, through the analysis of these elements, the study intends to clarify the processes that explain the functioning of the language and its relation to the construction of political realities and the manipulation of public perceptions. It is thus quite important in comprehending how language can be used to manipulate politics and voters' decisions.

Studying the different strategies of linguistic manipulation in the speeches can be useful for developing a smarter voter population. Such comprehension helps the audience to distinguish all these tactics of the politicians and make a constructive critique in order to foster political transparency and democracy within the society (Van Dijk, 1997). For instance, the awareness of the tactics of pronouns can uncover how with reference to the targeted persona, politicians entail formation of in-group and out-group identity and togetherness. This awareness might enable voters to focus on the actual content of the words and the persuasive strategies of the messages featured in political campaigns and the related contexts, thus improving the rationality of the voters. In this way transitivity enlightens voters about how politicians distribute responsibilities and agencies and thus informs them of possible attempts at dissonance. The voter makes sense of the degrees of certainty and obligation reflected by modality analysis so that the him/her determine the practicality and sense of urgency that could be attach to prospect political initiatives.

Knowledge about pronoun use can increase the voter knowledge on where they are been positioned in relation to an in-group or out group, when efforts for creating in group are being made. Finally, metaphor analysis helps to focus on how such problems are offered and described, which helps a voter distinguish between simple propaganda and the real picture of the situation.

2.Critical Stylistics in Analyzing Political Speeches

Critical stylistics focuses on the effects of language on political speeches and how people negotiate their thoughts and views as a result of language use. Thus, even if sounding rather technical and abstract, critical linguistic stylistics sheds light on how specific aspects of politicians' language use help in shaping narratives and controlling the public. Below is elaborated each of the considered aspect.

2.1 Transitivity Analysis

Transitivity analysis in critical stylistics concerns the way the participants in a text's action are presented. This entails determination of who is involved in an action, what that action entails and who is impacted.

- Active and Passive Voice: In political speeches, active voice is appropriate in presenting the speeches describing the actions of the person as proactive as possible. For example, the utterance "We will defeat terrorism" by George W. Bush reflects an active voice as "We" the U. S. government , is the subject performing the action of defeating terrorism (Bush, 2003). This underlines the fact that the administration is quite active and that it owes it to the people. On the other hand, structures that downplay the actor, for example, "Terrorism will be defeated," hinders identification of the actor while emphasizing the result (Halliday & Matthiessen, 2014). The passive voice can reduce accountability, and spread responsibility across many people.
- Agent and Affected Parties: This specific aspect gives information as to who is in control, and who is impacted, about power and obligation. For instance if the speech

says 'The government has reduced taxes', here the government is presented as the doer of the action of reducing taxes and, therefore, underlines the government's role in determining the economic policies (Jeffries, 2010). Studying these representations allows to consider politics as a kind of discursive practice and reflect on how political actors work with information.

2.2. Modality

Modality can be defined as the use of modal verbs, and modal expressions to indicate to varying levels of certainty, necessity or possibility. Language in this aspect defines how proposals and issues are perceived by the peers or any other concerned group of people.

- **Degrees of Certainty:** For example, the level of sureness incorporated in the modal verbs are ; will, shall and might. In the proposition 'We will build a wall' commitment and conviction are exerted by Donald Trump in the action to be taken (Trump, 2016). Interestingly, if instead of 'We will build a wall' the statement used is 'We might build a wall', it carries the degree of uncertainty in the message which changes the perceived force and decision of the message (Lyons, 1977).
- **Obligation and Necessity:** Like responsibility, modality indicates a duty with regards to a certain subject or matter. About the political dimensions concerning the climate change, Merkel stated, 'We need to act now', where the word necessitate 'need' as well as 'now' is imperative indicating the issue of concern. Its high modality concerns the proposal type emphasizes the need for the action and can contribute to the increase of people's attention to the problem's importance and its urgency.

2.3 Metaphor

Over time metaphors put a face to complex issues which play a major role in the way an issue is viewed or regarded by society.

- **Framing Issues:** Metaphors help to present problems and situations in easily understandable forms and values that are familiar to the audiences. Tony Blair's

approach of designating the improvement of the economic status as a 'journey' describes a positive movement towards a favorable end point; 'We are on a journey towards prosperity,' Blair (2004). This metaphor is very good as it creates a positive feel about some of the economic policies thus positively framing the people's perception.

- **Political Imagery:** Despite the fact that some presidents, such as Donald Trump, use the term loosely, the notion is driving home political corruption as a centric pollutant that needs to be eradicated (Trump, 2016). As the name suggests, this creates an image of washing and purging, which speaks to the voters' sense of clean and fresh, new approaches. When evaluating such metaphors it becomes evident how politicians try to use languages to paint a certain picture in the people's head (Lakoff & Johnson, 1980).

2.4 Pronoun Usage

Pronouns are employed in the process of constructing groups and in managing the relations between members and the outsiders in political speaking.

- **Inclusive Pronouns:** Thus, the use of the elements like "we," "us" create the picture of the group characteristics and objectives. Obama mobilization of the supporters including the use of good language such as 'Yes We Can' has the potential of rallying people for change, as Obama stated (2008). It assists in the enhancement of the image of a community that has a unified effort with all its members and the exchange of ideas in the implementation.

- **Exclusive Pronouns:** A most interesting version of the pronoun "they" and 'them' categorises friend and an enemy of the speaker. For example, Trump in his speech directly uses 'They are the problem' which guarantees that there is clear segregation of 'us'- the common people who support him and 'them'- the beneficiaries whom he aims (Trump, 2016). It wrenches the 'divide and rule' theme even more, by fighting 'the other side' and thus unifying his people.

3. Discursive Strategies

However, except for the language of different character the critical stylistics also investigate other and the rhetorical images of the speech and feelings which produce.

- **Rhetorical Devices:** Politicians use rhetorical devices such as repetition, rhetorical questions, and emotive language to reinforce their messages. For example, Obama's repetition of "Change we can believe in" underscores the central theme of his campaign and makes it memorable for voters (Obama, 2008). These devices are crucial for emphasizing key messages and engaging the audience.

- **Emotional Appeals:** Emotional language is used to evoke specific reactions from the audience.

Suggesting that parties are experiencing some economic hardships as 'war' may cognitively frame fight as well as thus evoke feelings of stress as well as struggle in the people hence their orientation to problem (Blair, 2004). Hence, such appeals have a significant part in constructing positives perception of politicians among the voter and reciprocation of population by politicians.

4. Ideology and Power

Critical stylistics is a method of analyzing texts to establish how language submits and promotes ideology and authority relations.

- **Ideological Framing:** Discourses in political communications can be seen as the manifestation of various ideological assumptions; hence, political actors in speeches introduce certain ways of defining and perceiving all these matters. For instance, the way that welfare policies are viewed as 'handouts' instead of 'support' alters populace viewpoints on welfare programs (Van Dijk, 1997). Ideological framing determines people's perception of policies and their rationale.

- **Power Relations:** Language in political context constantly performs and re-performs power relations. Also, proper use of language and the making of clear statements can assign a certain potency to the speaker, enhancing the authoritative air of the speech (Fairclough, 1989). Examining these power relations aids in revealing ways in which political subjects perform and/ or achieve dominant control in discourse.

5. Previous Research:

Many researches have been carried out on the use of language in political discourse. For example, Fairclough (1989) describes language as a way of constructing powers relations while Van Dijk (1997) examines the use of discourse in the creation of inequality. Other recent works by Charteris-Black (2014) and Chilton (2004) take the analysis of the political language further into the rhetorical features. Charteris-Black (2014) explains how metaphors in political speeches are used to stir feelings and paint pictures in people's minds, whereas Chilton (2004) focuses on how language is strategically employed to frame political phenomena and forge ideological stories.

In his (1989) work on language and power, Fairclough posit that language is a form of social practice that can either maintain or challenge power relations. This perspective is very important in order to explain how political speeches are used to persuade and manipulate. Van Dijk (1997) builds on this by examining how discourse sustains social injustice and thus underlines the significance of examining how language persuades people.

6. Methodology

Most of important political speeches from various political regimes and different periods of history have been selected for the analysis of the stylistic characteristics. Applying critical stylistics model. The speeches selected are:

1. Barack Obama's 2008 Victory Speech: This speech was delivered after emerging victorious in the U.S presidential election thus having themes of hope and change (Obama, 2008).

2. Donald Trump's 2016 Republican National Convention Speech: Thus, this speech can be used for understanding the major elements of Trump's populism and his perception of the issues (Trump, 2016).

3. Angela Merkel's 2015 Speech on the Refugee Crisis: This address is significant for comprehending the particularities of Merkel's humanitarian policy and the idea of European solidarity (Merkel, 2015).

All these speeches have been chosen according to the efficiency of the speech, to the currents of politics they belong and the emotions that can be perceived from them.

7. Analytical Framework:

1. Transitivity Analysis

Transitivity analysis examines how actions and events are represented, focusing on the roles of agents, actions, and affected parties.

Example 1: Barack Obama's 2008 Victory Speech

- **Quote:** "Tonight, we proved once again that the true strength of our nation comes from the enduring power of our ideals."
- **Analysis:** In this sentence, "we" is the agent performing the action of proving, while "the true strength of our nation" is the affected party. The active construction highlights the collective agency of Obama's supporters, attributing the success to their shared ideals. By foregrounding the collective effort, Obama reinforces a sense of unity and achievement (Halliday & Matthiessen, 2014).

Example 2: Donald Trump's 2016 Republican National Convention Speech

- **Quote:** "The establishment has failed you. They were supposed to protect you, but they have betrayed you."
- **Analysis:** The active voice in "The establishment has failed you" places the blame on "the establishment," which is depicted as the agent performing the action of failure. "You" is the affected party, emphasizing the betrayal and neglect experienced by the audience. This construction aims to evoke feelings of disillusionment and anger towards the political elite (Jeffries, 2010).

Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis

- **Quote:** "Germany will support those in need, providing safety and hope."
- **Analysis:** Here, "Germany" is the agent performing the action of supporting, while "those in need" are the affected parties. The active voice emphasizes Germany's proactive role in addressing the refugee crisis. By highlighting the nation's supportive actions, Merkel aims to project an image of compassion and leadership (Merkel, 2015).

2. Modality Analysis

Modality analysis explores how modal verbs and expressions convey degrees of certainty, obligation, or possibility.

Example 1: Barack Obama's 2008 Victory Speech

- **Quote:** "Change is coming to America."
- **Analysis:** The use of "is" (present continuous) conveys a sense of inevitability and certainty about the arrival of change. This modality reinforces the idea that change is not just a possibility but a certain outcome, enhancing the persuasive impact of Obama's message (Lyons, 1977).

Example 2: Donald Trump's 2016 Republican National Convention Speech

- **Quote:** "We will rebuild our country."
 - **Analysis:** The modal verb "will" indicates a strong commitment and certainty about the future action of rebuilding. This modality establishes

Trump's confidence and decisiveness and turns his statements into finished and precise actions .

Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis

- **Quote:** "We must act with urgency to address this crisis." (Merkel, 2015).
- **Analysis:** The Must is shown as the LAW of obligation this is the CALL or the CHALLENGE or the NEED to do the action which is stated by the main LEXICAL VERB. The rationale of this modality elevates the problem and seeks a solution to this which infers it has ethical leverage on the population and instructing them to support and aid .

3. Metaphor Analysis

Metaphor mapping is a process that shows how metaphors produce issues and use people's viewpoints to perform certain tasks.

Example 1: Barack Obama's 2008 Victory Speech

- **Quote:** "The journey to a more perfect union."
- **Analysis:** Journey signifies that the fight against the social problems must be a never ending process and must be done collectively. This imagery suggests that perfection cannot be attained and that the process towards it requires people's inputs, which is consistent with the improvement and group work .

Example 2: Donald Trump's 2016 Republican National Convention Speech

- **Quote:** "We are going to drain the swamp."
- **Analysis:** The metaphor of "draining the swamp" likens political corruption to a polluted, stagnant area that needs cleansing. This metaphor gives the idea of cleaning, which is always associated with shifts and responsibilities, and will definitely attract the voters. It paints him as a fighter who is prepared to stand up against all the evils that is evident in the society (.
- **Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis**

- **Quote:** "This is a test of our humanity." (Merkel, 2015).
- **Analysis:** The metaphor of a "test" frames the refugee crisis as a challenge to moral values and ethical standards. his imagery raises the level of sensitivity and compassion of the population and, therefore, represents the crisis as the test of the character and the conscience of society.
- **4.Pronoun Usage Analysis**

The analysis of pronoun usage is about how pronouns open and close the doors and construct or dismantle the group.

Example 1: Barack Obama's 2008 Victory Speech

- **Quote:** "We are one nation, and together we can achieve great things."
- **Analysis:** We and together describes the essence of the fact that everybody is included in this and nobody stands alone. Thus, the application of these pronouns by Obama draws the speaker close to the audience, and the successes and collaborations of the two .

Example 2: Donald Trump's 2016 Republican National Convention Speech

- **Quote:** "They have failed us."
- **Analysis:** The third person singular pronoun of 'they' involves Trump supporters against the rest of the political class or 'us' and 'them'. This use continues with the 'the others versus us' narrative which is presented to the audience as the system letting the people down and going against them, thus supporting the 'Trump against the system' narrative .

Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis

- **Quote:** "We must stand together in this challenging time."
- **Analysis:** The pronoun "we" includes both Merkel and the audience, fostering a sense of shared responsibility and collective action. The employment of the inclusive" we" in this instance is meant to focus on collective action in response to the refugee issue and attempting to mobilize

the population that considers all refugees as a vulnerable group of people who need protection.

- **Discursive Strategies**

Rhetorical devices: Analyzing the text we can observe that rhetorical devices are employed in order to pay emphasis on major ideas and to draw the reader's attention. Examples of these devices are repetition, use of rhetorical questions and the use of emotional appeal.

- **Example 1: Barack Obama's 2008 Victory Speech**

- **Quote:** "Change we can believe in. Change we can believe in. Change is coming to America."
- **Analysis:** The repetition of "Change we can believe in" emphasizes the central theme of Obama's campaign. This repetition serves to solidify the concept of change in the minds of voters, making it a memorable and defining element of his message. Repetition helps to create a rhythmic and persuasive impact, making the slogan resonate deeply with the audience (Obama, 2008).

- **Example 2: Donald Trump's 2016 Republican National Convention Speech**

- **Quote:** "Are we going to let our country be destroyed by the corrupt politicians who have sold us out?"
- **Analysis:** The rhetorical question "Are we going to let our country be destroyed?" serves to provoke a sense of urgency and alarm. By framing the issue as a dire threat, Trump uses the rhetorical question to prompt the audience to reflect on the severity of the situation and mobilize against the perceived corruption. This device helps to engage the audience emotionally and rally them towards action (Trump, 2016).

- **Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis**

- **Quote:** "We face a moral challenge that will define our generation."

- **Analysis:** The emotive language “moral challenge” frames the refugee crisis as a test of ethical values. This rhetorical device appeals to the audience’s sense of morality and responsibility, positioning the crisis as a pivotal issue that demands a compassionate response. Emotive language is used to build a moral argument and strengthen the call for solidarity and humane action (Merkel, 2015).

Emotional Appeals

Emotional appeals : Appeals are to create a certain kind of feeling within the hearts or minds of the targeted audiences and specific perceptions to induce their support.

- **Example 1: Barack Obama’s 2008 Victory Speech**

- **Quote:** “The moment we’ve been waiting for has arrived. We are the ones we’ve been waiting for”. “We are the change that we seek.”
- **Analysis:** Even in this area Obama resorts to the use of very strong words which are meant to make people feel like they are in a team, are victorious and now empowered. Thus, Obama shapes the narrative as the story of a victory that was long expected and casts the ‘we’ in an inclusive manner; the spectator feelings of hope and pride. This appeal increases closeness between Obama and his supporters, which is why the latter perceives the sense of indebtedness in the entire presidential campaign of Obama.

- **Example 2: Donald Trump’s 2016 Republican National Convention Speech**

- **Quote:** “The American Dream is dead, but we are going to make it great again.”
- **Analysis:** Thereby, Trump, representing the “American Dream” as “dead” invokes the emotions of sadness and disappointment among the viewers. This is an appeal based on eliciting emotion which targets voters who may have been let down at some point by systems. Comparing this with the message to “make it great again,” Trump provides the hope of the recovering and rejuvenation to mobilize support couched in despair and the possibility of hope.

- **Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis**

- **Quote:** "Every person who flees war and persecution deserves our compassion and our help."
- **Analysis:** The two words Merkel has used: 'compassion' and 'help', are fear appeals through emotional appeals where the citizens or the target group to be persuaded are urged to act based on a moral obligation. To appeal to the audience's reason, Merkel has placed emphasis on the refugee's suffering so that the audience will be understood to support change that embody their humanitarian instincts.
- **Ideology and Power**

Ideological framing and power relations The ideologies and power are everywhere in the dimensions of the political speeches and are manifested in the elements of ideological framing and power connections of the speeches.

- **Example 1: Barack Obama's 2008 Victory Speech**

- **Quote:** "We have the power to bring change, and we have the power to make America a place where everyone can succeed."
- **Analysis:** In Obama's speech, the general notion of 'change' is established as agency of the American population. This type of framing for ideologies places change not simply as a probability, but as a reality that can be achieved by anyone. Thus, Obama links his propaganda with the concepts of success and inclusion, which support progressive ideas and the concept of equality.

- **Example 2: Donald Trump's 2016 Republican National Convention Speech**

- **Quote:** "Our country has been sold out by the politicians who care more about themselves than the American people."
- **Analysis:** Trump's statement reflects an ideological stance that criticizes the political elite for self-serving actions. By framing politicians as corrupt and out of

touch, Trump reinforces a populist ideology that positions him as an outsider challenging the status quo. This ideological framing supports his narrative of political reform and anti-establishment sentiment (Trump, 2016).

- **Example 3: Angela Merkel's 2015 Speech on the Refugee Crisis**
 - **Quote:** "Europe must show its values and lead the way in providing refuge."
 - **Analysis:** Merkel's speech frames the refugee crisis as a test of Europe's values and leadership. This ideological framing positions Europe's response as a reflection of its moral and ethical standards. By emphasizing leadership and values, Merkel reinforces a humanitarian ideology and asserts a position of moral authority, advocating for a compassionate approach to the crisis .
- **Conclusions**

The application of critical stylistics to the analysis of political speeches provides a rich understanding of how language functions as a strategic tool in shaping public opinion, constructing political identities, and reinforcing power dynamics.

1. **Language as a Strategic Tool:** Political speeches are meticulously crafted to influence how issues and actors are perceived. Through the strategic use of **transitivity**, politicians direct focus on specific actions and agents, either attributing successes to collective efforts or blaming failures on adversaries (Halliday & Matthiessen, 2014). This selective portrayal shapes public understanding and aligns it with political objectives.
2. **Impact of Modality:** The use of **modality** in speeches conveys varying degrees of certainty and obligation. Politicians like Obama and Trump employ modality to project confidence or urgency, shaping how their promises and proposals are received by the audience (Lyons, 1977). This technique not only affects public trust but also mobilizes support by aligning voter expectations with political promises.

3. **Metaphor as a Framing Device:** Metaphors define and determine the manner in which political matters are conceived and thus, addressed by the public . The metaphors that Obama used include 'change' and 'journey' which depict progression and the one by Trump of 'draining the swamp' portrays the political system as being dirty, both of which are used to support the campaign message and target audience.
4. **Constructing Identity Through Pronouns:** Pronouns are purposefully employed to build groups and create an emotional bond. Obama often uses inclusive pronouns like "we", which create a feeling of people joint collaboration, on the other hand, Trump has often used exclusive pronouns like "they", which make people stand as a team against an opponent .
5. **Engagement Through Rhetorical Devices:** The use of rhetorical device including repetition, rhetorical questions, and emotional language to increase memory and emotions. Obama's repeated campaign motto "Change we can believe in" and Trump's questions about corruption are examples of how such devices are employed to stress certain themes and appeal to the audience's emotions (Gee, 2014).
6. **Emotional Appeals to Influence Voter Perception:** It is a way of manipulating the audience and making them respond in a certain manner and follow the speaker's agenda. The persuasive language used by Obama and Trump creates emotions, which influences voters' decision and shapes political issues in a manner that is likely to stir an emotional response from the audience .
7. **Ideological Framing:** This study seeks to explain that political speeches contain political ideologies that determine how policies are viewed and explained. The main difference in Obama's focus on progressive politics and Trump's opposition to the political elite shows how ideological frameworks influence perceptions of political issues .

8. **Power Dynamics in Language:** Power relations and their construction and reimposition through language are fundamental to political discourse. In the discourse, politicians employ assertive language because they want to make a stand and come across as powerful and authoritative thus managing to sway the masses in their favor.
9. The insights gained from this analysis have significant implications for both political communication and public engagement:

In conclusion, the study under discussion pays much attention to the importance of interpretative critique of the political discourse and its function in the construction of political phenomena. Therefore, by analyzing the stylistic and discourse features of political speeches, it enhances the understanding of how political actors employ language to accomplish their rhetorical objectives and shape the audience's perception.

References:

- Baker, P. (2006). *Using corpora in discourse analysis*. Continuum.
- Black, E. (2009). *The rhetoric of the right: The story of a right-wing political discourse*. Cambridge Scholars Publishing.
- Blair, T. (2004). *Speech on the economy*. Retrieved from [The Guardian](https://www.theguardian.com)
- Bramley, N. R. (2001). *Pronouns of politics: The use of pronouns in the construction of 'self' and 'other' in political interviews* [Doctoral dissertation, Australian National University]. Open Access Theses.
- Breeze, R. (2011). Critical discourse analysis and its critics. *Pragmatics*, 21(4), 493-525.
- Cap, P., & G. (2018). *Discourse analysis: Theory and method*. Routledge.
- Charteris-Black, J. (2014). *Analysing political speeches: Rhetoric, discourse and metaphor*. Palgrave Macmillan.
- Chilton, P. (2004). *Analysing political discourse: Theory and practice*. Routledge.
- Fairclough, N. (1989). *Language and power*. Longman.

- Gee, J. P. (2011). *How to do discourse analysis: A toolkit*. Routledge.
- Gee, J. P. (2014). *An introduction to discourse analysis: Theory and method* (4th ed.). Routledge.
- Halliday, M. A. K., & Matthiessen, C. (2014). *Halliday's introduction to functional grammar* (4th ed.). Routledge.
- Jeffries, L. (2010). *Critical stylistics: The power of English*. Palgrave Macmillan.
- Koller, V. (2009). *Critical discourse analysis and social cognition: An introduction*. Routledge.
- Lakoff, G., & Johnson, M. (1980). *Metaphors we live by*. University of Chicago Press.
- Lyons, J. (1977). *Semantics* (Vol. 1). Cambridge University Press.
- Merkel, A. (2015). *Speech on the refugee crisis*. Retrieved from [German Government](#)
- Meyer, C. (2008). *The discourse of politics: A guide to political discourse analysis*. Routledge.
- Mulderrig, J. (2013). *Discourse and power*. Sage Publications.
- Obama, B. (2008). *Victory speech*. Retrieved from [Obama White House Archives](#)
- Perelman, C., & Olbrechts-Tyteca, L. (1969). *The new rhetoric: A treatise on argumentation*. University of Notre Dame Press.
- Trump, D. (2016). *Republican National Convention speech*. Retrieved from Donald J. Trump Campaign
- Van Dijk, T. A. (1997). *Discourse as social interaction*. Sage Publications.
- Wodak, R. (2009). *The discourse of politics in action: Politics as usual*. Palgrave Macmillan.

التلاعب اللغوي في الخطاب السياسي: تحليل أسلوبه نقدي

م. د. مرشاة طارق عواد

كلية الآداب - الجامعة المستنصرية



rashatarig@uomustansiriyah.edu.iq

الكلمات المفتاحية: التلاعب اللغوي، الخطاب السياسي، الأسلوب النقدي، التعدية، الوسائل. الضمائر. الاستعارات
المخلص:

تستكشف هذه الدراسة التلاعب اللغوي المتقدم المستخدم في الخطاب السياسية لتشكيل الإدراك العام والتأثير على سلوك الناخبين. يُعدّ الخطاب السياسي أداة قوية يستخدمها السياسيون للإقناع والتعبئة وتعزيز سلطتهم. من خلال تبني نهج أسلوبه نقدي، تقوم هذه الدراسة بتحليل مختلف الميزات اللغوية والاستراتيجيات البلاغية التي يستخدمها السياسيون لنقل السلطة، وبناء الهويات، ونشر الأيديولوجيات. من خلال تحليل مفصل لعينة مختارة من الخطاب السياسية من سياقات متنوعة، تكشف هذه الدراسة الأنماط والتقنيات الأساسية للتلاعب اللغوي، مما يوفر رؤى حول ديناميات القوة المتأصلة في الخطاب السياسي.

تركز التحليلات على عدة ميزات لغوية رئيسية. تعالج الدراسة فجوة من خلال تقديم تحليل مفصل للخطب السياسية الحديثة باستخدام إطار نقدي أسلوبه. من خلال فحص الخطاب من شخصيات سياسية متنوعة وسياقات مختلفة، تهدف هذه الدراسة إلى كشف الأنماط المشتركة والاستراتيجيات الفريدة في استخدام التلاعب اللغوي. على سبيل المثال، ستقارن الدراسة بين التقنيات البلاغية المستخدمة من قبل القادة في الديمقراطيات الغربية وتلك في الأنظمة السياسية الأخرى، مسلطة الضوء على العناصر العامة والخاصة ثقافياً للغة السياسية.

تتضمن الدراسة نماذج من خطب التنصيب لباراك أوباما وخطبه الرئيسية، حيث يتم تحليل استخدامه للضمائر الشاملة والاستعارات المرتبطة بالوحدة والتقدم. على سبيل المثال، استخدام أوباما لعبارات مثل "سنقوم" و "أمتنا" يعزز نهجه الشامل، ويغذي شعورًا بالهوية الجماعية والهدف المشترك (أوباما، 2009). كما يتم فحص خطب حملة دونالد ترامب، مع التركيز على استخدامه للنقلية والضمائر لخلق سرد "نحن ضدهم". يستخدم ترامب بشكل متكرر ضمائر مثل "هم" و "هم" لتمييز مؤيديه عن الغرباء، مما يعزز سرًا للصراع والانقسام (ترامب، 2016). يتم دراسة خطب أنجيلا ميركل حول الهجرة، حيث يتم تحليل استخدامه للإمكانية لتحقيق توازن بين التعاطف والسلطة. استخدام ميركل المتكرر لأفعال المساعدة مثل "يجب" ينقل شعورًا بالإلحاح والضرورة، بينما تؤكد لغتها التعاطفية التزامها بالقيم الإنسانية (ميركل، 2015).

تساهم نتائج الدراسة في فهم أعمق لديناميات القوة في الخطاب السياسي، مسطرة الضوء على كيفية استخدام اللغة لبناء الواقع الاجتماعي والتأثير على الرأي العام. يمكن أن يؤدي التعرف على هذه الاستراتيجيات اللغوية إلى تعزيز جمهور ناخبين أكثر نقدًا وإطلاعًا، مما يعزز عملية سياسية أكثر شفافية وديمقراطية. من خلال تحليل التقنيات البلاغية المستخدمة في الخطب السياسية، تزود هذه الورقة القراء بالأدوات اللازمة لتقييم الخطاب السياسي بشكل نقدي وفهم الآليات الكامنة للإقناع والتلاعب.