Analyzing Pragmatic Strategies and Metaphorical Devices in Presidential Speeches

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تحليل الاستراتيجيات التداولية والوسائل الاستعارية في الخطابات الرئاسية

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المستخلص

تتناول الدراسة الحالية تحليل الدور الذي تلعبه الاستراتيجيات البلاغية، و"مبدأ التعاون" لغريس (CP) (١٩٧٥)، ونموذج "الموقف البلاغي" لبيتزر (RS) (١٩٦٨) في تعزيز استخدام الأدوات المجازية في الخطابات الرئاسية. والقضية العامة قيد النظر هي الافتقار إلى التحليل المتعمق فيما يتعلق بالطريقة التي تعمل بها مثل هذه الاستراتيجيات والأطر النظرية على إثراء فعالية استخدام الأدوات المجازية في الخطاب السياسية. وبشكل عام، فإن الغرض من هذه الدراسة هو رسم خريطة لاستخدام الأدوات المجازية في الخطب الرئاسية وفقًا لمبادئ غرايس وأبعاد بيتزر من حيث الاتجاه والطريقة التي تندمج بها الفعالية واستخدام الاستعارة في مثل هذه الخطابات. تفترض الدراسة أن: ١) خلق التأثير في استخدام الأدوات المجازية مدعوم من خلال الاستهزاء المتعمد بمبادئ غرايس وتجاوزها؛ ٢) يتم تحقيق التأثير من خلال استخدام الأدوات المجازية في اتخاذ موقف مع ومعارضة القوى الداعمة والمعادية والقضايا المجتمعية؛ ٣) تعمل نماذج CP الخاصة بـ Grice وRS الخاصة بـ Bitzer على تعزيز الفعالية في استخدام الأدوات المجازية في إنشاء السرد السياسي.

تتضمن أسئلة البحث التالية: بأي طريقة وإلى أي مستوى تمكن استراتيجيات الخطابة وCP الخاصة بـ Grice ونموذج Bitzer من استخدام وفعالية الأدوات المجازية في الخطابات الرئاسية؟ كيف تعمل مثل هذه العوامل بشكل تعاوني في تشكيل الفعالية والإقناع؟ بأي طريقة وفي أي اتجاه تساهم الاستعارات في تعزيز وتقويض الإيديولوجية السياسية؟

تتكون مجموعة البيانات من ٢٠ مقتطفًا من الخطابات الرئاسية التي ألقيت في أحداث مهمة، مثل التنصيب والدورات الكونجرسية المتزامنة، لعامة الناس والتي تشمل القادة السياسيين وصناع السياسات والمواطنين في جميع أنحاء العالم. تعتمد الدراسة على تحليل مختلط الأساليب، وتركز على اللغة والبلاغة والاستعارة، وتحديدًا من حيث مبادئ جرايس ونموذج بيتزر للبلاغة، بهدف تحسين تقديم الكلام المجازي في الخطاب السياسي. كما يتم توضيح بناء الخطاب السياسي من خلال مناقشة التقنيات البلاغية والبنى البراجماتية والأدوات المجازية، بالإضافة إلى التحقيق في الترابطات بينها.

Abstract

The current study undertakes an analysis of the role played by rhetorical strategies, Grice's "Cooperative Principle" (CP) (1975), and Bitzer's "Rhetorical Situation" (RS) model (1968) in strengthening the use of metaphorical devices in presidential addresses. The general issue under consideration is the lack of in-depth analysis concerning the manner in which such strategies and theoretical frameworks enrich the effectiveness of metaphorical device use in political rhetoric. Overall, the purpose of this study is to map out metaphorical device use in presidential speeches according to Grice's maxims and Bitzer's dimensions in terms of direction and manner in which effectiveness and metaphor use merge in such discourses. The study hypothesizes that: 1) Effect creation in metaphorical device use is supported through deliberate flouting and transgression of Grice's maxims; 2) Influence is actualized through metaphorical device use in taking a stance with and opposing supportive, hostile forces, and societal issues; 3) Grice's CP and Bitzer's RS models serve to promote efficacy in metaphorical device use in political narrative creation.

The following research questions include: In what manner and to what level do rhetoric strategies, Grice's CP, and Bitzer's model enable use and effectiveness of metaphorical devices in presidential addresses? How do such factors work cooperatively in shaping effectiveness and persuasiveness? In what manner and in what direction do metaphors contribute to strengthening and undermining political ideology?

The dataset consists of 20 excerpts of presidential addresses delivered at important events, such as inaugurations and concurrent congressional sessions, to a general populace that involves political leaders, policymakers, and citizens worldwide. Adopting a mixed-methods analysis, the study is focused on language, rhetoric, and metaphor, specifically in terms of Grice's maxims and Bitzer's model of rhetoric, with a view towards improving metaphorical speech delivery in political discourse. Building political rhetoric is also clarified through a discussion of rhetorical techniques, pragmatic structures, and metaphorical tools, in addition to an investigation of their interdependencies.

2. Introduction

Language serves an important tool for interpersonal communications, and humans use language in a variety of settings for communications. In an attempt to understand language in social communications, one must search for the field of discourse analysis and pragmatics. Communication trends are examined through discourse analysis, and contextual meanings reached through pragmatics. Together, these two branches unveil a whole picture of language dynamics.

Presidential speech, political discourse, must move and persuade a political group of citizens. How effective a speech will rely, in most cases, on its use of rhetoric tools, such as metaphoric tools, in a deliberate manner. As a tool of such tools, metaphors, a constituent part of them, work covert comparisons, communicating sophisticated messages in terms of easier, even evocative, pictures. They work a critical role in political messages and persuasions, re-shaping an issue in a desired direction.

The Grice's Cooperative Principle (CP) holds effective speech arises through speakers' compliance with conversation maxims—Quantity, Quality, Relation, and Manner—ensuring messages convey and both speakers and addressees can understand them simply. In political speech, speakers, however, violate such maxim compliance deliberately in an attempt to gain specific rhetoric, for instance, strengthening a message, eliciting a specific reaction out of an audience, and etc. By deliberately flouting CP, a speech can become even a strong persuasions tool, challenging a political audience's interpretative capabilities and eliciting deeper analysis of a message conveyed below its face

value, for instance, a speech maker providing deliberately excessive information (Maxim of Quantity Violation) in an issue in an attempt to extract its criticality out, for a specific implicature supporting a speech maker's rhetoric (Grice, 1975).

Bitzer's Rhetorical Situation (RS) theory holds that rhetoric is produced in response to a specific exigence—that is, a challenge, a request for consideration, and an issue in demand for consideration. Effect in rhetoric and in a rhetorician is gauged through both a role played by an environment constraint and an audience. In presidential addresses, an exigence can present in a national crisis, a new policy, or a demand for a move to act. Audience consists of citizens, lawmakers, and leaders in nations abroad, and each one of them with its respective interpretations and conceptions. Environment constraint factors include political environment, cultural norm, and form of delivery. All these must have been understood in detail for use of metaphoric tools in analysis for use in effectively dealing with an exigence and persuading an audience effectively. For example, metaphors can simplify complex political affairs, and make them easier for an audience to understand and empathetically interpret (Bitzer, 1968).

The conflation between Grice's Cooperative Principle (CP) and Bitzer's RS theory can present in speakers' creation of messages in a form both in service to an audience expectation and in a face-off with an exigence at a single pass. By consciously flouting conversation maxims, speakers stand in a position to use metaphoric tools in a form of enhancing a specific part of a situation, and in a form, therefore, guiding an audience's interpretation and reaction in a specific direction. Not only is

such deliberate use of language in compliance with a rhetorician, but effectiveness in persuading an audience at the same time is increased.

The current study aims to investigate in detail the nexus between such theoretical constructs, specifically Grice's CP and Bitzer's RS model, and metaphoric tool use in speechmaking in a consideration of concrete excerpts in speechmaking. In an examination of concrete excerpts in speechmaking, the work aims to unveil underpinnings between such factors and its overall contribution towards political rhetoric effectiveness.

2.1 Introductory Remark

This section discusses presidential speech use, in terms of Bitzer's model of (RS) and Grice's model of (CP) and its supplementary maxims, and in terms of how such theoretical frameworks operated explanatory tools for political speech creation and effectiveness. Such theoretical frameworks become part of such an inquiry, in that through them, language, environment, and audience can become susceptible to a systemic analysis in terms of political speechmaking.

2.2 Pragmatics and Rhetorical Strategies

This section provides a thorough analysis of the theoretical underpinnings of this research, focusing on Bitzer's RS and the CP and its related "maxims". These models help us understand the factors that drive good political oratory by evaluating the "rhetorical strategies" used in presidential addresses.

2.3 Grice's Cooperative Principle

This section describes Grice's theoretical model for use with regard to Conversation Principles (CP) and its utility in supporting maxims in analyzing rhetoric in presidential addresses. In its analysis, in taking such an application into

consideration, the work assesses political speakers' use of these principles in delivering addresses with a view towards successful political communication, political specch conveyance, and mobilization of political subjects and general citizens towards desired political ends.

The CP theory, developed in 1975, is a key part of pragmatic theory and holds that effective speech is predicated on a speaker's compliance with four conversation maxims: Quantity, Quality, Relation, and Manner. Maxims in speech have a natural orientation towards transparency and intelligibility in speaking and listening processes. However, in political speech, speakers will intentionally violate and manipulate such maxims for specific aims in rhetoric and persuasions. For example, intentional flouting and manipulation of the Maxim of Quality—offering information not totally supported—will stir emotion and resonate with dominant ideology feelings. In a similar manner, intentional flouting and manipulation of the Maxim of Quantity—offering less information or flooding an audience with too many details—will convey urgency, draw attention towards a specific fact, and represent public feelings about an issue at a specific level.

The use of Grice's CP theory clarifies political leaders' use of strategies in communicating with an audience and, in a parallel manner, in creating public consciousness and raising salience about relevant concerns. In its opening, this section sets a basis for an overall analysis of conversation maxims, including flouting and manipulation, and contribution towards successful presidential rhetoric and general political ends.

2.3.1 The Four Maxims

"Maxim of Quality": Public speakers are obligated by this "maxim" to provide information that is evidence-backed and accurate. It has two sub-maxims:

• Giving only factually relevant information and never asserting anything without sufficient proof:

• Don't assert anything if you're not certain about its truth or don't possess sufficient evidence.

Example:

Speaker A said, "Did you happen to run into John at yesterday's meeting?"

The second speaker confirmed, "Yes, I saw him there." (Speaker B demonstrates compliance with the Maxim of Quality by providing information which is factual and reliable, based on their own observation.) This was asserted by Price (1975).

"Maxim of Quantity": Presenters ought to provide exactly the right amount of information, no more and no less, according to this maxim.

• Make your contribution as informative as is required.

• Make your contribution as brief as possible in terms of information.

Example:

"What were you having for breakfast?" asked Speaker A.

Speaker B: "I had a piece of toast." (Without providing unnecessary detail, Speaker B provides only the information required to respond to the question.) It was developed by Grice (1975).

"Maxim of Relation" (Relevance): Speakers are required to be relevant as per the maxim of relation (relevance).

• Be relevant.

Example:

Speaker A: "What time is it?"

The time is three in the afternoon, Speaker B replies. (In relation to the question posed, Speaker B is providing a proper response.) (Grice, 1975)

"Manner Maxim": By this maxim, one must speak clearly and concisely always, and one must never make one's speech ambiguous or vague.

• Make your expression clear.

• No room for ambiguity.

• Don't go on and on; be concise.

• Be orderly in your meaning.

For example, "How do I get to the nearest gas station?" is speech by Speaker A.

Go straight for two blocks, then turn left," Speaker B replied. You can see it clearly. (Speaker B's instructions are clear and straightforward.) (Grice, 1975)

2.3.2 Non-Observance of the Maxims

Speakers often, whether on purpose or by accident, disregard these adages while conversing in the real world. Several of the ways that this non-observance might happen, each with its own set of rhetorical and communicative consequences, were pointed out by Grice:

Flouting: When a speaker makes a plainly evident mistake in applying a maxim, it leads the audience to search for an implicature or implicit meaning.

For instance, "Is Jamie a good student?" is asked by **Speaker A**. Speaking as B, "Well, he comes to class on time." (**Speaker B** disregards the Maxim of Relation when he implies that Jamie's timeliness is the only redeeming quality, signalling that he may not be an exceptional student in general.) (Grice, 1975)

Violating: When a speaker subtly disregards a maxim in order to deceive or mislead the audience, this is known as a violation of the maxim.

To illustrate:
One speaker asked, "Did you manage to finish the report?"
B: "Yes, it's done." (Speaker B is misleading Speaker A if they did not complete the report, which would be a violation of the Maxim of Quality.) (Grice, 1975)

Infringing: When a speaker, whether a natural speaker or someone learning the language, fails to adhere to a maxim because of their incompetence or a lack of clarity in their speech, this is known as infringement.
The first **speaker** is not a native English speaker and says things like, "I, um, go, um, to store, buy, um, milk." (Because of their lack of ability in the language, Speaker A violates the Maxim of Manner.) (Thomas, 1995)

Opting out of a Maxim: When a speaker shows they aren't willing to go along with the conversational expectations, they're opting out of a maxim.
To illustrate: "What were you talking about with the CEO?" Speaker   A   asked.
B: "I'm afraid I can't disclose that information." (Speaker B does

not follow the Maxim of Quantity as he chooses not to provide any information.) (Grice, 1975)

Suspending: When a maxim becomes momentarily irrelevant or becomes suspended because of the context of the discourse, it is said to be suspended.

As an example, a politician may state, "We need to discuss the broader implications of this agreement" (thereby suspending the Maxim of Quality and ignoring precise specifics in order to retain diplomacy) during a diplomatic engagement (Levinson, 1983).

2.4 Rhetorical Strategies According to Bitzer's Rhetorical Situation

A reaction to a particular circumstance, according to Bitzer's Rhetorical Strategies model (1968), which breaks down rhetoric into three primary parts: exigence, audience, and restrictions. This model provides valuable insights into the creation and practical use of RS.

Exigence: This is the matter that motivates the speaker to speak. It is common practice for political speeches to address crises, policy efforts, or public problems as part of their exigence.

Audience: The individuals the speaker is trying to persuade make up the audience. Citizens of the country and people from all around the world listen to presidential addresses.

Constraints: The speaker's credibility, the medium of delivery, and the socio-political setting are all examples of constraints that restrict or affect the message.

2.4.1 Rhetorical Strategies within Bitzer's Model

Ethos (Credibility): Establishing the speaker's authority and trustworthiness. In Bitzer's model, ethos is a constraint that shapes how the audience receives the message.

Example: A president referencing their experience and accomplishments to build credibility (Bitzer, 1968; Aristotle, 2007).

Pathos (Emotion): Appealing to the audience's emotions to create a connection and motivate action. Pathos aligns with the exigence by addressing urgent emotional needs or concerns.

Example: Highlighting the struggles of ordinary citizens to evoke empathy and support for a policy (Bitzer, 1968; Aristotle, 2007).

Logos (Logic): Using logical arguments and evidence to persuade. Logos directly relates to addressing the exigence with rational solutions.

Example: Presenting economic data to justify a new fiscal policy (Bitzer, 1968; Aristotle, 2007).

Kairos (Timeliness): Emphasizing the importance of timing and context. Kairos considers the constraints and ensures the message is delivered at the most opportune moment.

Example: Addressing a nation during a crisis to unify and reassure the public (Bitzer, 1968).

Anaphora: Repeating words or phrases at the beginning of successive clauses to create emphasis and emotional impact.

Example: "We will fight on the beaches, we will fight on the landing grounds…" (Churchill, 1940).

Similes and metaphors: Are rhetoric tools in comparing two entities, and in consequence, transforming intangible and abstract entities into concrete, evocative, and memorable entities for a listener. In contrast, metaphors, meanwhile, have an unstated form, no explicit comparisons with "like" and "as." As a rhetoric tool, metaphors have a powerful impact, particularly in political rhetoric, when speakers try to simplify political realities, evoke

an emotion in an audience, or position oneself in a similar perception of an audience's values and ideology. As a tool, metaphors have been abused in describing political realities in terms of political truisms, transcribing political realities in terms of concrete realities, and in consequence, instating a larger sense of solidarity with an audience. For example, one can refer to a 1961 Inaugural speech of John F. Kennedy, when, in a famous statement, "The torch has been passed to a new generation of Americans." (Kennedy, 1961).

The metaphor in such a statement works in comparing a transition in leadership with a pass of a torch, and in having with it connotations with continuity, accountability, and national pride. Not only is it concerned with a matter of orderly transition, but with it, connotations with new beginning, and with it, connotations with hope and improvement. In such a concise and evocative metaphor, a transition in leadership is captured in a concise form and placed in terms of a matter of shared national concern.

Metaphors abound in political rhetoric, for metaphors make complex processes of a political and social kind intelligible in a form ideologically motivated but at least an equivalent level of emotionality accessible, and metaphors are utilized in politics in an attempt to make such abstraction processes such as freedom, justice, and war concrete in terms of comparisons with omnipresence's inanimate in kind, with routine in life, say, and such metaphors maximize emotionality and intelligibility, and, in fact, a state of heightened understandability and emotionality, and, in consequence, heightened political awareness for a general range of publics. Such metaphors make political conceptions

conveyed not merely inform but evoke an emotionality reaction at an individual level. One of most important works of metaphors in political rhetoric, therefore, is to build a model of reality.

For Lakoff and Johnson in their path-founding book, *Metaphors We Live By*, metaphors have nothing to with language: metaphors build cognition. For them, metaphors have a deep role in shaping our cognition, in shaping both our picture of the world and our position in it, including our actions and thinking in it. An effective demonstration of such can be seen in metaphorical characterization of a political crisis in terms of a "storm" and a "battle," and such characterization describes it in terms of an external danger to be fought, and in such a characterization, creates a model of reality for public observation and consideration of political head's reaction to it.

Presidential addresses regularly make use of rich metaphorical use in an endeavour to represent unification, national identity, and power. For instance, Obama's 2008 election speech involves metaphor "The American Dream is still alive," with "the dream" metaphorical for racial equality and for justice. Obama, in recourse to such a metaphor, identifies racial equality fighting with America's founding ideals and couples it with a deep-rooted and cherished ideal.

Metaphors make political actions legitimate. For instance, when a politician declares a war a "crusade" or "war against terrorism," such metaphors construe a war in terms of moral wrong and moral right and a moral imperative. That kind of characterization puts political actor in a position of defending morally correct actions, and therefore, lending legitimacy, and mobilizes citizens

for its conduct and for its conduct through mobilization for its conduct and for its conduct.

Metaphor and Political Identity

Metaphor is a significant political identity construction theory. In Don't Think of an Elephant! in a book, George Lakoff (2004) theorizes political ideology to rely on metaphorical structures, and such metaphorical structures shape citizens' understanding of political affairs. For instance, metaphors "tax cuts as a stimulus" and "war on drugs" convey specific political meanings, and such meanings can, in a similar manner, shape public perception and politics.

Such performers frame terms of discourse, and in fact, frame public opinion towards a variety of subjects. Besides, metaphors can function as social and ideological tools for counter-action and counter-expression. Chilton (2004) emphasizes that political metaphors and counter-discursive narratives can counter dominant ideology, voice oppressed communities, and redefine politics of a country. In conclusion, metaphors cannot be examined in terms of political language ornamentation, but in terms of political discourse construction, emotionality creation, and national agenda-setting tools. Metaphors allow political leaders to simplify sophisticated thinking, produce strong emotion, and mobilise citizens in memorable and evocative terms. By utilizing metaphors, leaders frame meanings that resonate with citizens' values, and in consequence, shape constructions of political realities and citizen mobilization. There is a necessity for studying deliberate metaphor use in an attempt to disentangle political rhetoric and its contribution towards political ideology constructions.

2.5 Connecting Rhetorical Strategies with Grice's Maxims and Political Speeches

Rhetorical strategies and flouting Grice's maxims go perfectly in coordination with political speech persuasiveness improvement. Figurative language, and most particularly, metaphor, comes in useful in such persuasiveness improvement, with speakers employing metaphors in describing complex information in simple, emotion-evocative terms, and most particularly in coordination with flouting maxims for additional impact through rhetoric. Let's have a glimpse at such conflation taking shape:

Ethos and Quality: Politicians can flout the Maxim of Quality in employing ethos in instating trust and trustworthiness. By instating trust and expertise, speakers can exaggerate and report unverified information at times in becoming believable (Aristotle, 2007; Grice, 1975). Figurative language, and most particularly, metaphors, comes in useful in such a case, with metaphors being utilized in describing a politician's character in a positive direction, simplifying complex character in terms that can be consumed and enjoyed, and even enjoyed emotionally, at that. For instance, a president can say, "I have consistently stood with the people," in an attempt towards instating ethos, even when such events have happened in contrast to such claims. "Stood with" creates a metaphorical picture of solidity and unswerving support, and instates trustworthiness even in lack of specific detail in verification.

Pathos and Quantity: Politicians' pathos will involve flouting the Maxim of Quantity and providing information in copia, sometimes even an over-abundance of information, in an attempt to produce feelings and emotion (Aristotle, 2007; Grice, 1975). In such a scenario, metaphors serve powerful emotion triggers,

simplifying political or social issue into symbolic language and representing them in a form creating strong emotion and mental picture (e.g., "we're in an eye of a storm" in a national crisis, providing excessive background emotion information in an attempt to produce a sensation of urgency and sympathy in a listener, creating a strong mental picture of danger and vulnerability and triggers immediate reaction).

Logos and Relevance: Logos concerns logical argument and supporting information, but in an attempt to make logical appeals, sometimes, for example, new but relevant information, in an attempt to make logical appeals, can be added (Aristotle, 2007; Grice, 1975). In such a scenario, metaphors serve in a role of bridge between disparate concerns, creating logical relations between disparate subjects. For example, a speech could alternate between a discussion about financial statistics and a discussion about national security, with a metaphor such as "the economy is a backbone of a nation," in an attempt to make logical relations between two concerns in a manner seeming coherent and logical to an audience

Kairos and Manner: Flouting Maxims of Manner works effectively in most scenarios. Politicians, for one, can use complex language and uncertainty in glossing over uncomfortable realities, and present information in complex form at a critical point in time (Bitzer, 1968; Grice, 1975). In such a scenario, metaphors can deflect uncomfortable realities and present a reality in a positive form. For an example, a financial downturn can, for instance, be described in terms of a "period of transition" at a critical point in time, and calm down fears in a populace. By softening an economic downturn and describing it

in terms of a transformation, and not a failure, a metaphor can manipulate public perception.

By flouting such a maxim at an opportune level, political speakers can utilize rhetoric, such as metaphors, in an endeavour to make messages persuasive, memorable, and effective. By offering a simplification of complex realities, metaphors make messages easier to comprehend and make them an emotional and memorable reality for an audience. Apart from Grice's CP and complex metaphorical tools, complex rhetoric constructs messages that resonate with an audience at a deep level and effectively secure communicative ends.

3. Methodology

3.1 Introductory Remark

The analysis model and methodologies are discussed in detail follow in the following section below. Analysis of (RS) in presidential aspeeches begins first through a mixture of Grice's (CP) and Bitzer's (RS) frameworks. The frameworks contribute in a useful manner towards explaining political speech and metaphoric device use and when and why metaphors in presidential addresses work in a specific manner.

The CP (1975) of Grice deals with speakers' use of conversation maxims—Quantity, Quality, Relation, and Manner—to make conversation effective. In political addresses, **metaphors** violate such conversation maxims, for instance, providing overstatement and unverified information (Maxim of Quality, for one, and providing too much and not enough information (Maxim of Quantity)) in an attempt to shape and manipulate recipient perception and instate emotion.

The RS (1968) of Bitzer deals with rhetoric in an environment, namely in terms of **exigence** (the problem in a state of urgency in terms of a resolution being in demand), **recipient** (the target for message delivery), and **constraint** (the factors in message delivery). In presidential addresses, **metaphors** have a specific role in taking care of the exigence and persuading the recipient, simplifying complex affairs in simple, accessible terms in a manner in harmony with political environment and speech purpose.

The dual model allows for full analysis of metaphors' use in terms of tools for persuasions, instating emotion and ideology and working in terms of Grice's CP and Bitzer's RS frameworks.

3.2 Data Collection and Description

Select presidential speeches were chosen for their historical relevance, the range of their themes, and the variety of circumstances in which they were given to form the corpus for this research. To make sure the analysis was strong and thorough, 20 extracts were carefully chosen. We used the following criteria for selection:

- **Important Speeches:** Those that have had a lasting impact on domestic or global affairs (Bitzer, 1968).
- **A Wide Range of Subjects:** Addresses civil rights, healthcare, international policy, and the economics, among many others (Aristotle, 2007).
- **Speeches given in a variety of contexts**, including as inaugurations, the State of the Union, crisis situations, and campaign rallies (Bitzer, 1968).

The speeches were carefully prepared for study by transcribing them and paying close attention to the RS that the speakers used. A comprehensive analysis of the persuasive approaches that

contribute to the effectiveness of presidential rhetoric is provided by these strategies, which include the use of ethos, pathos, logos, Kairos, anaphora, and metaphor.

3.3 Methods of Analysis

To better understand how Grice's "CP" and Bitzer's "RS" were applied to the speeches under consideration, this research takes a mixed-methods approach, combining quantitative and qualitative techniques.

Quantitative Approach: Methodologically, the quantitative method counts how often the chosen speech samples disobey or otherwise violate conversational maxims. A numerical depiction of the occurrence and distribution of these RS is provided by the rigorous identification and recording of each incidence of maxim flouting or violation (Grice, 1975).

Qualitative Approach: The qualitative method is a supplement to the quantitative study; it entails carefully analyzing the recognized cases of maxim flouting or violating the rules while keeping the context in mind. The text explores the RS used in a rhetorical context, providing an analysis of how these tactics are implemented to strengthen the speaker's message and engage the listener (Bitzer, 1968). We dissect each passage to find out how the author achieved their goals of effective communication and audience participation via the use of rhetorical strategies.

3.4 Model of Analysis

Two main analytical frameworks are used in the study:

The CP's of Grice (1975): Quality, quantity, relationship, and manner are the four pillars upon which this model rests. In order to get insight into the speakers' strategic language deployment, each utterance is carefully analyzed to find examples of these maxims being intentionally disregarded or broken (Grice, 1975).

Bitzer's RS (1968): By breaking down each speech into its exigence, audience, and restrictions, Bitzer's RS (1968) examines the rhetorical situation. In order to understand how RS like ethos, pathos, logos, kairos, anaphora, and metaphor enhance the efficacy of communication; the research examines them within this framework (Bitzer, 1968; Aristotle, 2007).

3.5 Analysis Process

The following stages are included in the analytical procedure:

Transcription: To guarantee the utmost precision, every voice sample is transcribed word by word (Johnstone, 2008).

Identification of "Maxims": The exact instances of disregard for or violations of Grice's maxims are highlighted in every excerpt (Grice, 1975).

Categorization: Each breached maxim is placed into one of four categories: Quality, Quantity, Relation, and Manner (Grice, 1975).

Quantitative Analysis: A systematic tally and recording of the frequency of each sort of maxim flouting or violation is done (Grice, 1975).

Qualitative Analysis: To comprehend the situation and the rhetorical effect of each case, we do a qualitative study. The emphasis is on how the speech's rhetorical power is enhanced by the flouting or violation of maxims (Bitzer, 1968).

Integration with RS: Bitzer's RS model is used to analyze the RS in order to learn how audience dynamics, context, and limitations influence its application (Bitzer, 1968; Aristotle, 2007).

Combining the two models, the research delves deeply into the relationship between "rhetorical strategies" and pragmatic

principles in presidential addresses, showing how they work together to persuade the audience.

Models for Analyzing Rhetorical Strategies in Presidential Speeches

Grice's Cooperative Principle (1975)
- Maxim of Quality: Be truthful
- Maxim of Quantity: Be informative
- Maxim of Relation: Be relevant
- Maxim of Manner: Be clear

Bitzer's Rhetorical Situation (1968)
- Exigence: Issue that prompts the speech
- Audience: Group aimed to be influenced
- Constraints: Factors limiting or shaping the communication

Grice's Cooperative Principle and Bitzer's Rhetorical Situation, Analytical Frameworks for Examining Rhetorical Strategies in Presidential Speeches.

4. Data Analysis and Discussion

4.1 Introductory Remark

Using Grice's "CP" and Bitzer's "RS" frameworks, this part carefully analyzes the chosen data. Tables containing the analysis are prepared with great care, with separate columns for the various parts of the speech samples. Included in the columns are:

- **Speech Extract**: Is a word-for-word copy of the president's remarks.
- **Grice's Maxim**: The specific conversational maxim that is addressed: Graham's maxim.
- **Maxim Status**: Determine whether the maxim was disregarded or broken by looking at the maxim's status.
- **Detailed Analysis**: Analyzing the case thoroughly, looking for subtleties and consequences.
- **Components of Bitzer's RS**: A thorough contextual analysis is provided by its detailed components, which include exigence, audience, and limits.

4.2 Analysis of the Data
Table 1: Results from Applying Grice's Cooperation Principle and Bitzer's Rhetorical Situation Analysis to the Data

Extract	Grice's Maxim	Flouting/Violation	Detailed Analysis	Bitzer's Rhetorical Situation
1. "Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."	Relation	Flouting	Obama flouts the Maxim of Relation when, through use of **metaphor**, "we are the change that we seek," he repositions the assumption that change comes from external sources to one of an inner, proactive sources. It empowers the listener in that it places them in a position of being in charge of change, in contrast with traditional thinking that change comes from sources external to oneself.	Exigence: Personal and social transformation. Audience: Common persons, in particular ones who perceive that they have no power. Constraints: Traditional definitions of change as external
2. "Yes, we can."	Quantity	Flouting	Obama flouts the Maxim of Quantity in a strong message in a simple direct statement. Using the **metaphor** "We" signifies group work, community, and shared accountability, and empowers the listener. Simplicity in an expression is a contrast with group work and transformation, and is memorable and strong for such an objective	Exigence: political and social transformation Audience: general public, but most particularly for empowerment. Constraints: Complexity of group work and transformation the **metaphor** brings listener and speaker together in a group for transformation participating in transformation listener.
3. "Hope is that thing inside us that insists, despite all evidence to the contrary, that something better awaits us if we have the courage to reach for it, and to work	Quality	Flouting	Obama flouts Quality Maxim in describing hope in terms of a state and an evocative one, and not in terms of fact. The **metaphor** of hope instils an inner motivation, urging one to act despite obstacles. The **metaphor** instils determination and motivation in times of difficulty.	Exigence: There is a necessity for hope and motivation. Audience: Socioeconomically disadvantaged ordinary citizens. Constraints: Harsh realities in society. The **metaphor** instils hope and determination in acting despite harsh

for it, and to fight for it."				realities in the target group.
4. "In the unlikely story that is America, there has never been anything false about hope."	Relation & Quality	Flouting	Obama disregards Quality and the Maxim of Relation in conveying hope in terms of America's improbability narrative. America's success is **metaphorically** conveyed in a symbolic, unbreakable faith in overcoming past obstacles, and in such a way, redefines America's national identity. Obama's use disregards conventional thinking and prompts acceptance of a new view.	Exigence: Constructing national identity. Audience: Citizens and worldwide public. Constraints: Overcoming past and current obstacles. The **metaphor** instils an intensification in patriotism and solidarity, projecting national strength in overcoming obstacles
5. "The best way to not feel hopeless is to get up and do something…"	Manner	Flouting	Obama breaks the Maxim of Manner with simplicity in language use. "Get up and do something" is a break in complex and formal political rhetoric conventionally utilized in political speechmaking. Obama utilizes a simple **metaphor** and transforms "hopelessness" into a concrete, actionable activity, and a message and a call to act become easier and inspirative to obey. The **metaphor** utilized in use of getting up and doing its converse, not acting, empowers individuality. Obama breaks the Maxim of Relation as well with association of an ideal of hope with a concrete, actionable activity, and that is a break with political rhetoric, whose messages and appeals depend in use of language in abstraction and vagueness. That purposeful break engages individual agency.	Exigence: Overcoming hopelessness and individual empowerment. Audience: Citizens who can potentially become disenfranchised and disconnected with political processes. Constraints: Politics utilizes complex language, but Obama's rhetoric aims at simplifying message and call to act.
6. "We are the change we have been waiting for."	Quality	Flouting	Obama flouts the Maxim of Quality in declaring change to be in the hands of the people, with no supporting proofs for proving such inescapability of transformation. "We are the	Exigence: There is a necessity for a move towards activity over passivity in times of social challenge.

			change" metaphor redefines change, taking it out of an external source and transforming it into an inner, collective agency. By transforming an abstraction of society's transformation into a concrete, individual entity, Obama appeals both to citizens' minds and hearts. The **metaphor** inspires citizens to believe in its collective potential for producing a change, with an accentuation placed over passivity in anticipation of change	Audience: Common citizens with a potential for becoming powerless in contributing towards change. Constraints: Traditional thinking that change can only arise through external sources, challenged in the **metaphor** through its raising of the audience's awareness of its potential for transformation
7. "If you're walking down the right path and you're willing to keep walking, eventually you'll make progress."	Quantity	Flouting	Obama flouts the Maxim of Quantity in expressing a simple message regarding tenacity. "Walking down the correct path" simplifies a life journey of complications into a real, concrete picture, and one tends to move forward, and everyone can insert one's respective experiences and tests in it. Personalization is eased through a **metaphor**, and such simplification maximizes impact of a message, and one can comprehend and transmit with a general populace at a larger level.	Exigence: To represent tenacity and hope for improvement in times of hardships. Targeted Audience: Common populace, namely persons in times of hardships. Constraints: Harards and uncertainty in life, and a metaphor helps in shattering them through providing a direction and hope.
8. "Democracy cannot function without a basic sense of trust – the trust that I am not trying to hurt you just because we disagree, that my opponents are not monsters, that the government is not a	Quantity	Flouting	Obama moves out of the Rule of Quantity in that he doesn't simply speak a lot about trust, and he doesn't restrict it to political opponents, "the monsters," or simply a simple "conspiracy" about governments' use of it. By defining trust in simple and direct terms, Obama uses **metaphor** to present a truer picture of how it works and clarifies its meaning for the listener	Exigence: Restoring trust in democracies in communities, particularly when political polarization runs high, is critical. Audience: All citizens, but most specifically targeted at citizens concerned with social and political values, the metaphor is an effective means of speaking about

conspiracy against you."				such concerns in that it simplifies complex conceptions.
9. "The future rewards those who press on. I don't have time to feel sorry for myself. I don't have time to complain. I'm going to press on."	Relation	Flouting	Obama changes his message when speaking about the future, and not about himself. In this manner, Obama reaches out to the feelings of his listeners and conveys himself in a better manner. By using the **metaphor** "pressing on," Obama talks about whatever concerns listeners at present and inspires them to move forward, even in times when life seems rough.	Exigence: Human beings require motivation and encouragement, particularly when life is not moving in a positive direction. Audience: Anyone can gain an advantage through such a message, but it is particularly significant when life is challenging. Constraints: Personal and social issues can both apply to such a message. In a **metaphor**, one can visualize moving through life for oneself alone.
10. "Our destiny may not be written for us, but by us."	Quality	Flouting	Obama violates Quality maxim in issuing an idealistic statement regarding fate and free will with no supporting fact. The **metaphor** of writing destiny comes into prominence, in that, through it, Obama empowers the audience to become active shapers of lives, deviating from fate being determined and forced onto them, countervailing thinking in a state of determinism in the bargain, through such a **metaphor**. The **metaphor** of writing destiny is a call for action, one inviting one to become actively involved in shaping one's future.	Exigence: Empowering the audience to become masters of lives and shape one's fate, in a face of a view of determinism. Audience: The general public, in general, and in specific, persons who view oneself to be powerless and at mercy of factors. Constraints: Prevailing dominant thinking in terms of a view of determinism. The **metaphor** of writing destiny overcomes such a constraint.
11. "No one is pro-abortion."	Relation	Flouting	Obama violates the Maxim of Relation in providing a strong and confrontational statement	Exigence: The overall purpose is to enable one to

			simplifying a complex and multi-dimensional issue. "No one is pro-abortion" utilizes **metaphorical** language in challenging and reinterpreting polarization in thinking about abortion in a manner inviting reflection and discussion. Obama introduces a new model for thinking about free will and fate in terms of presenting correct information with an optimistic outlook, even in a lack of strong supporting evidence. " No one is pro-abortion " is an encouragement for one to forego procrastination and to actively work towards creating one's future. This concept refutes the view that fate is predetermined and promotes both individual and collective accountability.	gain mastery over one's life and remove the delusion that one cannot make a positive impact in one's life. Audience: The general populace, and specifically such a populace mired in such a polarity of being pro-choice and pro-life. Constraints: The target group is ordinary citizens, specifically those who view themselves with no chance to change the direction of life. The biggest challenge comes in terms of a strong belief in determinism. It inspires one to become proactive and work assiduously towards creating one's fate.
12. "Empathy is a quality of character that can change the world."	Quantity	Flouting	Obama neglects the Quality Maxim when stating a deep statement about empathy but excluding specific supporting information. "Change the world" is a strong metaphor that works effectively in conveying the impact of empathy, converting an ideal into a concrete and feasible reality. As a **metaphor**, it brings out the impact of empathy, urging people to appreciate its real impact.	Exigence: The urgency for an argument that claims empathy works as a force for transformation is present. Audience: Targeted at the general populace, and specifically at people who do not view empathy as a tool for transformation. Constraints: there are restrictions in regards to the elusive nature of empathy. In cases

				when the **metaphor** reduces the impact of empathy, it accomplishes that in a powerful and effective manner.
13. "A nation that can't control its energy sources can't control its future."	Manner	Flouting	Obama flouts the Maxim of Manner with a complex form in an effort to make a strong case for an exigence for independence in terms of energy. Having one's future in one's hands, Obama affirms, is having one's energy in one's hands, a **metaphorical** expression simplifying a political ideal into a real picture. The **metaphor** brings out severity of being at one's mercy in terms of energy in a simple and effective manner and pairs it with national security and general welfare.	Exigence: Necessity for independence in terms of energy. Audience: Public at large, and national security and energy affairs enthusiasts. Constraints: Complexity of national affairs in terms of energy. The **metaphor** simplifies national affairs in terms of energy and pairs them with a real picture of having one's future in one's hands.
14. "Money is not the only answer, but it makes a difference."	Relation	Flouting	Obama violates the Maxim of Relation through a contradictory statement in which financial assets cannot work in an independent manner but serve important roles instead. "To make a difference" is a **metaphorical** statement that clarifies the multi-faceted roles played by financial assets in problem-solving scenarios, thus challenging oversimplistic thinking about them and not assigning a single role to them.	Exigence: The guidance entails overcoming budget constraints and acknowledging the critical role played by financial assets in problem-solving frameworks. Audience: The general public forms part of the target group, most of whom have oversimplistic thinking about financial assets' role in such methodologies. Constraints: Overreliance in such oversimplistic thinking about financial assets' contribution towards problem-solving can cause restrictions. "To

				make a difference" is a metaphorical statement clarifying financial assets' multi-faceted roles in many problem-solving scenarios, thus challenging such oversimplistic thinking and not assigning a single role to them.
15. "If you like your healthcare plan, you'll be able to keep your healthcare plan."	Quality	Violation	This statement is a transgression of the Maxim of Quality, for later it became apparent that the "keeping your healthcare plan" assurance could not actually occur. The use of **metaphorical** language such as "keeping your healthcare plan" creates a feeling of security and trust; idealistically, it is utilized in an attempt to sway an audience, but such use fails to coincide with actuality in terms of the policy consequences.	Exigence: In arguing for reform in the field of healthcare, the argument appeals to a general audience, specifically citizens worried about healthcare change. Audience: General public. Constraints: It is important to understand both complications and restraints involved in healthcare policy. The metaphor "keeping your healthcare plan" misrepresents security and therefore oversimplifies the complications involved in the policy, creating a feeling of assurance not in harmony with actual consequences.
16. "The private sector is doing fine."	Quantity	Violation	This statement violates the Maxim of Quantity in offering a simplistically reduced analysis of affairs and ignoring financial hardships experienced in the private sector. **Metaphorical language** such as "doing fine" creates a misconstrued view of financial solidity and, at the same time, fails to confront deep-rooted concerns; such	Exigence: Public consciousness and wise financial planning are in demand. Audience: Targeted groups include the general public, specifically citizens with concerns about such affairs. Constraints: There

			language seems to downsize a specific situation.	is a need to observe the complexity involved with such affairs and political consequences such claims could have. The metaphor simplifies a complex problem down to its root parts, creating a warped view of financial solidity that doesn't pay regard to workers' modern-day hardships.
17. "We don't have a strategy yet."	Manner	Violation	This statement is not diplomatic and not specific enough. "To have a strategy" tends to mean being prepared and having a plan, but stating one doesn't have a strategy raises concerns about one not being prepared and reveals weakness. The concept of **metaphor** doesn't sit well with diplomacy, and even though it clarifies, it raises concerns	Exigence: The intention is to speak about foreign policy strategy. Audience: All, including citizens of foreign nations, fall under consideration in such a discussion. Constraints: In diplomacy, uncertainty can cause political issues and impact borders. Having such a strategy creates an expectation that one is prepared, but in such a scenario, one isn't prepared at all.
18. "I think when you spread the wealth around, it's good for everybody."	Relation	Violation	The phrase "spread the wealth around" is a speaking form in terms of wealth distribution in a fairer manner. Obama employs **metaphor** here in an attempt to speak in terms of community and fairness, not in terms of codes in economies and taxes. What Obama is hinting when saying "spread" is that wealth must be shared in a fairer manner, and have social justice involved, but will not say specifically in detail how to make it occur.	Exigence: What such a use of emotion accomplishes is deflecting attention from logical detail in the policy. What is required for such a use is speaking in terms of fair economies Audience: What is addressed to is to the general populace.

				Constraints: There is tension in terms of arguing about economies and wealth distribution. What the **metaphor** accomplishes is wealth distribution sounding real and inviting for everyone.
19. "This is the most transparent administration in history."	Quality	Violation	The statement "the administration is most transparent" employs transparency as an objective and inspires trust and transparency in government. The **metaphor** of transparency turns into a problem when no supporting evidence can be produced, and then turns out to be an objective rather than a fact that can be measured.	Exigence: Transparency infers that the administration is transparent even in the lack of any proof. Audience: General public. Transparency must become real for all, and its boundary shifts according to the perception of the actions of the administration in the eyes of the public. Constraints: Transparency connotes a desire for an open government, but fails when it cannot bridge claims and reality.
20. "Ask not what your country can do for you – ask what you can do for your country." (Barack Obama)	Relation	Flouting	Obama changes the direction towards community service for individual gain. Obama employs a **metaphor** in comparing a country to an implement that can "do for" an individual and invites citizens to become involved, perceiving national service not as a forced imposition but a matter of individual choice. Obama promotes individual work and invites collaboration with a "request."	Exigence: The invitation to citizens, particularly political and social issue-conscious citizens, constitutes a definite group Audience: Breaking out of passive political activity is a challenge in and of itself Constraints: The **metaphor** redefines being a citizen and invites citizens to become

				involved in community service.

4.3 Results of Analysis

The results of the data are shown below using both quantitative and qualitative approaches:

Table 2: Results of Analysis

Grice's Maxim	Flouting (Frequency)	Violation (Frequency)	Total Frequency	Flouting (%)	Violation (%)
Quantity	6	2	8	30%	10%
Quality	5	3	8	25%	15%
Relation	5	2	7	25%	10%
Manner	4	1	5	20%	5%
Total	20	8	28	100%	100%

The table above analyzes the frequency with which different types of Grice's maxims are either flouted or violated in the selected speeches and statements. It indicates that flouting (71.4%) occurs more often than violations (28.6%) in these examples. This observation supports the idea that accomplished speakers, like the presidents analyzed in this study, are more inclined to deliberately flout maxims to enhance their RS rather than violate them, which could potentially lead to misinterpretation or the dissemination of false information.

4.4 Reporting and Analysis of Findings

Below is a summary of how frequently Grice's maxim types are flouted and violated in analyzed speech, with a count of 28 (20 flouted and 8 violated). Flouting takes a high proportion in relation to violations, with 71.4% flouted and 28.6% violated.

Flouting and Violations:

Flouting (71.4%): Flouting of maxim is performed deliberately by speakers in a bid to make an audience make inferences and interpret a message in a figurative form. Flouting opens a platform for figurative language, and complex and abstract information is easier to understand and follow.

Violations (28.6%): Violating a maxim takes place when a speaker communicates incorrect information, and in most instances, such speakers and persuaders do not prefer such actions to occur. Violation, in most instances, is avoided for the fact that it misleads and confounds an audience.

Analysis of Grice's Maxims and Flouting in Relation to Figurative Language (Metaphors):

Maxim of Quantity (30% Flouted, 10% Violated):

Flouting: Flouting of maxim of quantity entails providing little information and excessive information, and in speech, most times, such entails figurative language that simplifies complex information and evokes an emotion in an individual, such as a strong emotion of urgency and desire for a transformation in a country, such as, "We are the change we've been waiting for," in an attempt to flout maxim of providing specific information, and in its place, inviting an individual to make inferences about transformation and its being an issue of individuality.

Maxim of Quality (25% Flouted, 15% Violated):

Flouting: Flouting a maxim of quality will present statements with partial backing with little in terms of supporting evidence. That creates metaphorical appeals to values and feelings in an audience. For instance, the metaphor "Our fate is scripted by us" simplifies complex free will and determinism, and in a simple form, appeals to and empowers an audience. It can motivate actions and sway minds through an emotional level of activity, even when no supporting evidence can be mobilized.

Maxim of Relation (25% Flouted, 10% Violated):

Flouting: Flouting a maxim of relation involves a move between two items that don't necessarily go together in a direct form. That tends to make a metaphorical move, allowing an imposition of a relation for an audience to make in its terms. For instance, in a statement such as "I don't have time to pity myself," an abstraction of tenacity is paired with a concrete act of "keeping at it." That metaphor re-directs an abstraction about moving forward to a concrete dedication, inviting an imposition of relation and therefore an imposition of character for an audience to act and believe.

Maxim of Manner (20% Flouted, 5% Violated):

Flouting: Flouting a maxim of manner, a demand for explicitness and concision, creates metaphors through a lack of explicitness and a lack of concision. That can make an audience have to ruminate, to interpret in several alternative forms, and in a positive form, to respond positively to a message not explicitly delivered.

Key Takeaways:

Flouting (71.4%) constitutes a larger portion compared to violations (28.6%), an indication that speakers intentionally flout conversation maxims in an attempt to make metaphorical messages meaningful and effective for the listener.

Metaphors are produced through flouting maxims make complex, elusive, and abstract subjects accessible, understandable, and meaningful to the listener emotionally.

Flouting of the maxims helps speakers reinterpret a problem in a way that invites reflection, appeals to emotion, or inspires actions.

Quantity and Relation maxims, when flouted, produce metaphors that simplify complex scenarios and involve the listener. For example, simplifying a demand for a call for actions through collective metaphors (e.g., "We are the change we seek") creates a feeling of solidarity and empowerment.

To conclude, a consideration of maxim flouting types and frequencies confirms that speakers opt for flouting in creating effective metaphors that make messages powerful and effective. In doing so, speakers draw the listener's awareness towards non-fact and emotion understandings, creating a strong connectivity with the message.

In answering the research questions, this section discusses:

1. First Question: Rhetoric strategies, in terms of flouting Grice's CP and Bitzer's model of rhetoric, have a basis for developing effective metaphorical tools in presidential addresses. High flouting maxim use (71.4%) in relation to a maxim-violation (28.6%) corresponds with a deliberate rhetoric device for an attraction for an audience through metaphorical language.

2. In response to the second question: Flouting maxim deliberately and through metaphor, speakers can map real, concrete actions onto an abstraction, and make complex social and political conceptions concrete, accessible, and actionable for an audience. The integration between Grice's CP and Bitzer's model constitutes an effective model for effectively utilizing

metaphors for enhancing persuasiveness in presidential addresses. Rhetoric strategies, in terms of flouting Grice's CP and Bitzer's model of rhetoric, have a basis for developing effective metaphorical tools in presidential addresses. High flouting maxim use (71.4%) in relation to a maxim-violation (28.6%) corresponds with a deliberate rhetoric device for an attraction for an audience through metaphorical language. Flouting maxim deliberately and through metaphor, speakers can map real, concrete actions onto an abstraction, and make complex social and political conceptions concrete, accessible, and actionable for an audience. The integration between Grice's CP and Bitzer's model constitutes an effective model for effectively utilizing metaphors for enhancing persuasiveness in presidential addresses. By employing such a cooperative synergy between Grice's CP and Bitzer's model, speakers can generate effective metaphors that simplify, evoke, and mobilize, converting complex concerns into simple, accessible, and actionable language. The metaphors become persuasive in that metaphors speak to an audience's wants, needs, and desire, and at the same time, respond to an exigent issue.

3. Third Question: Metaphors have an important role in shaping political ideology in terms of strengthening and undermining dominant ideology and normative thinking and behaving. For presidential addresses, metaphor's function tools for strengthening and undermining political ideology, with its use dependently. Metaphors have an important role in political rhetoric in that metaphors have a function of strengthening and undermining political ideology in that metaphors can concretize an abstraction and evoke feelings. By flouting maxim, speakers generate metaphors that compel an audience to reframe thinking,

sometimes strengthening current thinking and sometimes undermining political normativity.

By integrating Grice's "CP" with Bitzer's "RS", the study offers a comprehensive understanding of how pragmatic and RS are deployed in presidential speeches to achieve persuasive communication.

5. Conclusion

5.1 Results Synopsis: This study focused exclusively on presidential use of rhetorical strategies, deliberately skipping and overstepping Grice's maxim of conversation and Bitzer's model for the rhetorical situation. By such deliberate omission of specific rhetorical techniques, new information regarding metaphorical tools utilized in political rhetoric and its efficacy comes to fore. Conclusions drawn confirm hypotheses, proving that deliberate flouting of specific maxims strengthens metaphors, such that political messages gain traction with citizens and present them with a definite message. Rhetorical strategies have significant value in political rhetoric; effective and convincing speech is even enriched with metaphorical meaning in such a sphere.

5.2 Supporting the Hypotheses

First hypothesis: Effect creation in metaphorical device use is supported through deliberate flouting and transgression of Grice's maxims.

• Supported: The study firmly establishes that an astonishing 71.4% of cases examined showed examples of flouting the maxims of conversational norms over actual transgression of Grice's maxims. In such cases, one can detect a strong propensity for speakers to flout the Maxim of Quantity over any of Grice's

other maxims most of the times. What happens in such a case is when speakers deliberately opt for withholding certain parts of information and, in lieu, frame their statements in a form that is both powerful and concise. In taking such a stance, speakers can make metaphors rich in meaning, often communicating even deeper and larger meanings and connotations than mere information could possibly convey, and at the same time, both cognitively and emotionally stimulate an audience. For instance, metaphorical expression "we are the change" is a best case in point for flouting of the Maxim of Quantity, in that it communicates a message with a lot of weight but indeterminate in its character, and all in an extraordinarily frugal use of language striking in its native powerfulness.

Second hypothesis: Influence is actualized through metaphorical device use in taking a stance with and opposing supportive, hostile forces, and societal issues.
• Supported: Metaphors in rhetoric played a powerful positioning and political ideology perception role in a listener's minds. Examples are the metaphors "moving forward" and "writing our fate", which positioned social and political barriers in a way that instilled individualistic strategies towards transforming society. Using metaphors in positioning oneself in relation to external, and ideologic powers, speakers heightened such an effect and instilled re-thinking passive strategies towards social transformation in society. Violation of maxims facilitated such metaphors' effect, in a way that appealed both to emotion and values in a listener's minds.

Third Hypothesis: Grice's CP and Bitzer's RS models serve to promote efficacy in metaphorical device use in political narrative creation.

• Supported: Grice's CP model and Bitzer's RS model both played significant roles in enhancing metaphoric effectiveness. Grice's intentional flouting of his maxim, namely, the Maxim of Quantity, helped speakers in communicating strong but simple metaphors that could easily be understood and evoke strong emotion. Bitzer's RS model helped such metaphors position in terms of exigence, audience, and restrictions, such that citizens' immediate concerns could be addressed and such obstacles such as political polarization could be bypassed. Together, both models helped in creating metaphors in a purposeful manner, communicating complex messages in simple but strong form, and therefore, in a persuasive and effective manner.

5.3 Additional Conferences

1. Inaugurating Interaction and Persuasion

Speakers, through acting counter to conventional conversation, make addresses insightful and meaningful, with room for observers to make inferences for themselves, in addition to whatever verbally stated. By not stating an answer, such a practice induces observation and leaves it for observers to work out for themselves.

2. Building Relationships (Affective and Ideational)

Speakers make use of idealised and generalised conceptions in manipulating the Maxim of Quality, an example of speakers' use of language for moving and energizing an electorate. By connecting with observers' ideation and feelings, such a rhetoric device renders lectures memorable and easier to remember.

3. Dealing with Nuances of Politics

The nuance of political rhetoric is stressed through intermittent maxim-violation, such as in medical care policy or financial analysis. Violation brings out such a necessity in terms of being truthful and specific in holding citizens' trust, with a margin between oversimplification and fraud.

4. Analyzing Political Talk Critically

Such strategy is need for critical analysis of political speech is uncovered through the study. The work reveals through analysis of the language structures in speech, how deliberate language manipulation can affect public speech, mobilize an electorate, and consolidate group identity. It invites observers to perceive a larger picture and not merely make inferences about language use.

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