A CONTRASTIVE STYLISTIC ANALYSIS OF LOBBYING IN ARABIC AND ENGLISH IN POLITICAL SPEECHES

Zeena Khadim Abid

University of Babylon-College of Education for Human Science

Zeena83mz@gmail.com

Prof. Qasim Abbas Dhayef (PhD)

University of Babylon-College of Education for Human Science

qasimabbas@uobabylon.edu.iq

Abstract

This study examines the lobbying tactic embedded in the political speeches of President Joe Biden and His Majesty King Abdullah II. It examines the rhetoric that is employed at the lexical, syntactic and discourse levels, showing the highlighting the contextual factors that shape their speeches and dictates the strategies they follow in political discourse in English and Arabic. There are, however, differences as well, such as use of declarative sentences and lexical parallelism. Biden's discourse consists of a lower complex word frequency and shorter and more direct sentences, which are typical in English argumentative tradition. In contrast, the speech of King Abdullah exhibits a higher register, with long and complex sentences, which is typical of the Arabic eloquent and persuasion style of rhetoric. Such different uses of rhetorical devices like metaphor

and antithesis underscore such as metaphor and antithesis highlight the culture- specificity of these lobbying strategies. It can be inferred from the analysis the importance of identifying the audience and understanding the cultural and linguistic variances of political communication where persuasive lobbying relies on a clear, strategic model of communication.

Keywords: Lobbying, Political Speeches, Contrastive Stylistics, Lexical Choices, Syntactic Structures, Rhetorical Devices

1. Introduction

A crucial tactic used by many members of the public to influence political decisions is lobbying. It concerns language that is intentionally employed to influence opinions and increase support for particular initiatives or regulations. Through the comparison of linguistic devices, rhetorical strategies and cultural features in the Arabic and English languages, the present study endeavors to make a stylistic investigation of lobbying in political speeches. By examining their speeches, this report compares and contrasts the advocacy and persuasion strategies of His Majesty King Abdullah II and President Joe Biden.

By expressing the ideals, convictions, and goals of the speakers and their respective cultures, political speeches reflect the political environment. The effectiveness of lobbying is often contingent upon the speaker's ability to articulate their message persuasively, which is where stylistic choices come into play. This analysis will explore how lexical choices, syntactic structures, and rhetorical devices differ between the two languages, shedding light on the broader implications of these differences for political communication.

2. Theoretical Framework

2.1 Lobbying

Lobbying is the act of trying, usually by direct communication and advocacy, to change the decisions taken by government officials. A vital part of the democratic process, it lets different interest groups, companies, and people advocate for particular laws, policies, or initiatives that fit their interests (Hojnacki & Kimball, 1998). The American League of Lobbyists (2023) claims that direct meetings with legislators, public campaigns, and information distribution to change public opinion constitute several ways that lobbying might manifest itself. Often the success of lobbying depends on the speaker's capacity to clearly and convincingly present their argument, hence artistic decisions become quite important.

The primary goal of lobbying is to try to get legislation or regulations that will affect the interests of the lobbyists either supported, or must be opposed by decision-makers. This can range from doing research or providing data and expert testimony to support arguments, to constituents contacting their reps (Boris 2019). And lobbyists can be on behalf of multiple parties including corporations, non- profit organizations, labor unions and professional associations.

Lobbying is highly regulated in most countries so that there is some openness and checks and balances. Lobbyists have to register with appropriate government authorities and report on their actions, sources of funding and interests they are trying to advance (Smith, 2006). Such regulation is designed to prevent corruption and ensure that lobbying is done morally.

Lobbying at the level of political speeches is a way for leaders to express policy priorities and get some public on-board. These speeches are written in a language meant to bring out the audience and influence them on a few particular concepts. O'Reilly and O'Reilly (2020) argues that the successful lobbying is based on

Zeena Khadim Abid

---

understanding the core values and beliefs of audience, as well as being good at presenting arguments.

2.2 Stylistics

Wales (2011: 399) defines Wales (2011:399) says that stylistics is "the study of style." Since style can be seen from different angles, there are also different approaches to stylistics. These differences can be traced back to the different fields of linguistics. For example, Elocutio studied style in Rhetoric, and Charles Bally published a two-volume treatise on French stylistics in 1909. However, the real start of this field happened in Britain and the US in 1960, which was motivated by post-war developments in descriptive linguistics. Literary Stylistics can be referred to as the study of aesthetic language use. It addresses aesthetic canonical literature as well as oral histories, humor, and other types of writing. Stylistics examine literary materials (Kineavy,971). Tariq (2018:1) also adds that stylistics is one of the approaches to literature, as it deals with the study of language and studying the language of literature. Stylistic derives from style, which is defined as the relationship between idea and expression in general. Bary (2011: 207) defines stylistics as a transition from sentence grammar to text grammar. It evaluates how the language works in its entirety to achieve its goal, such as to amuse, suspend, or persuade. It investigates and analyze the linguistic features which leads to this end.

According to Kachru (1997), comprehending these stylistic differences is crucial for effective cross-cultural communication, especially in the field of politics. In this analysis, the researcher will concentrate on three main aspects of contrastive stylistics: lexical rules, syntactic structures, and rhetorical devices. Contrastive stylistics is a branch of linguistic study that examines the similarities and differences in language use across various languages and cultures.

2.2.1 Lexical Choices

Lexical refers specifically to the words or phrases used in political speech. Within the scope of a contrastive stylistic study of Arab vs. English political speeches, lexical choices affect to a great extent the nature of effectiveness of discourse. Lexical: It is about the specific words and phrases that speakers choose to try and get their messages across, based on their own intent, audience/contexts (Baker 2006). Al-Ani (2015) has demonstrated how in political speeches delivered to the Arabic audience, words share the value of historical references for speaker to appeal to collective values and identity by using them concurrently in order for its hearers' benefit common understanding. The emotive words employed in this speech would only reinforce the persuasive impact of same. On the other hand: English political speeches are usually more explicit and straightforward using simple words that are appealing in logic and reason (Cameron 2003). Moreover, the consideration of formal or informal language is very different: Arabic speeches may include honorifics to show the additional respect, English speeches use more inclusive language so as to create group-fellowship among audience (Gee, 2014). In so doing, the researcher illuminate the more general claims in Van Dijk by arguing that understanding these lexical choices reveal a range of cultural and strategic dimensions of political discourse (Van Dijk, 2008)

Leech & Short, 2007 offers a base for the lexical categories in texts approaches that look at vocabulary and its functions in communication. These Lexical Categories are detailed in the following table::

TABLE (1) LEECH & SHORT, 2007 FRAMEWORK FOR THE LEXICAL CATEGORIES

Category	Description	Examples
General	Vocabulary can be simple or complex, formal or colloquial, descriptive or evaluative, and	-

	general or specific.	
Nouns	Nouns are categorized as abstract or concrete and can refer to events, perceptions, processes, or qualities.	Abstract: freedom; Concrete: table
Adjectives	Adjectives can be physical, visual, referential, social, psychological, emotive, or evaluative.	Physical: large; Visual: bright; Evaluative: excellent
Verbs	Verbs convey meaning and can be stative or dynamic. They may refer to movements, speech acts, psychological states, and can be classified as transitive, intransitive, linking, factive, or non-factive.	Stative: know; Dynamic: run
Adverbs	Adverbs indicate manner, place, direction, time, and degree, and can serve as conjunctive or disjunctive elements in sentences.	Manner: quickly; Time: yesterday; Conjunctive: therefore

2.2.2 Syntactic Structures

Syntactic structures encompass the arrangement of words and phrases to create well-formed sentences. It is pivotal in political speeches, as it shapes how messages are conveyed and received. The arrangement of words and phrases can enhance clarity, persuasion, and emotional impact. English political speeches typically favor shorter, more straightforward sentences that facilitate clarity and directness. This syntactic style aligns with the goal of making persuasive arguments that are easily understood (Meyer, 2018).

In comparison, Arabic political speeches often feature longer, more complex sentences that reflect the language's rich grammatical structure. These sentences may include multiple clauses and use parallelism

to create rhythm and emphasis, thereby enhancing the speech's emotional appeal. As highlighted by Al-

Ani (1991),

the use of complex syntax in Arabic reflects a cultural preference for eloquence and rhetorical flourish.

Quirk & Greenbaum (1990: 231) state that there are four main syntactic kinds for sentences. According to Quirk and Greenbaum (1990), their usage mostly correlates with four distinct discourse functions:

1. **Declarative sentences** have a subject that comes before the verb. They are mostly linked to sentences that are defined later.

2. Generally speaking, **interrogatives** are linked to a discourse function of inquiries meant to elicit information.

3. **Imperatives** are sentences with a base-form verb and typically no grammatical subject. Their primary discourse role is directive, meaning that they are typically employed to give instructions to others.

4. **Exclamatives** are sentences that start with the words "what" and "how." Their main purpose is to convey exclamations that demonstrate how pleased the speaker is by something.

2.2.3 Rhetorical Devices

Since rhetoric is the art of persuasion by creative means, different methods are employed to apply a certain sort of sentence construction; therefore, the term "persuasive devices." The collection of strategies to make writing more effective and   entertaining   was   introduced   by Harris   (2018). Figures of speech, another name for rhetorical devices, are "the use of words in special, unusual ways: either in unusual arrangements or with special and unusual meaning" (p. 2). The goal is to give writing more clarity, intrigue, and impact to make it more captivating and convincing. The reader is given mental frames via rhetorical techniques to help them comprehend the text's meaning. Rhetorical

devices can be operated on different levels such as words, paragraphs, or sentences. These devices are well designed and elucidated in Harris" book (2018), in which he identified them thoroughly and described their usage for the purpose of communication effectively. These devices are detailed below:

TABLE (2) HARRIS (2008) CLASSIFICATION OF RHETORICAL DEVICES

Category	Rhetorical Devices
1. Balance	Parallelism, Chiasmus, Antithesis
2. Emphasis	Climax, Asyndeton, Polysyndeton, Sentential Adverb, Understatement, Litotes, Hyperbole, Irony
3. Transition	Metabasis, Procatalepsis, Hypophora
4. Clarity	Distinction, Exemplum, Amplification, Metanoia
5. Syntax	Zeugma, Diazeugma, Prozeugma, Mesozeugma, Hypozeugma, Syllepsis, Hyperbaton, Anastrophe, Appositive, Parenthesis
6. Figurative Language	Simile, Analogy, Metaphor, Catachresis, Metonymy, Synecdoche, Personification, Allusion, Eponym, Apostrophe, Transferred Epithet
7. Restatement	Anaphora, Epistrophe, Simploce, Anadiplosis, Conduplicatio, Epanalepsis, Diacope, Epizeuxis, Antimetabole
8. Sound	Alliteration, Onomatopoeia, Assonance, Consonance
9. Drama	Rhetorical Question, Aporia, Apophasis, Anacoluthon
10. Word Play	Oxymoron, Pun, Anthimeria

According to the various terms listed above, it seems that these devices are used to demonstrate that rhetoric is „the art of using language effectively" (Harris, 2018)

A CONTRASTIVE STYLISTIC ANALYSIS OF LOBBYING IN ARABIC AND ENGLISH IN POLITICAL SPEECHES

Zeena Khadim Abid

This study is limited to the analysis of the following rhetorical devices:

a) Antithesis

Antithesis involves placing contrasting ideas in close proximity to highlight differences. This device is effective in political speeches as it underscores opposing viewpoints, making arguments more impactful. As Aristotle noted, "the greatest thing by far is to be a master of metaphor," which extends to antithesis as it enhances the clarity and persuasiveness of arguments (Aristotle, *Poetics*).

b) Parallelism

Parallelism is the repetition of similar grammatical structures to create rhythm and reinforce a message. In political discourse, it helps to emphasize key points and illustrate the similarities or differences in lobbying strategies across cultures. McQuarrie and Mick (1996) state that "parallelism enhances the memorability of messages, making them more persuasive" (*Journal of Consumer Research*).

c) Metaphor

Metaphors draw comparisons between unrelated concepts to provide deeper meanings and insights. In political speeches, metaphors can reflect cultural attitudes toward lobbying and governance, revealing how different societies perceive these actions. Lakoff and Johnson (1980) argue that "metaphors are not just linguistic expressions; they shape our perceptions and actions" (*Metaphors We Live By*).

d) Rhetorical Question

Rhetorical questions are intended to motivate rather than get an answer. The tool gets the listeners thinking about the speaker's points. Different civilizations

use rhetorical questions differently, which influences political debate's persuasive strategies. "The rhetorical question serves to engage the audience, so making them part of the argument,"

(Perelman and Olbrechts-Tyteca ,1969).

e) Hyperbole

Hyperbole is an exaggerated statement meant for impact or emphasis. In political speeches, hyperbole can express urgency and relevance, so affecting the audience's view of the lobbying activities. Various cultural settings may determine the frequency and suitability of hyperbolic language. "Hyperbole can serve to amplify the emotional appeal of a message, making it more persuasive," (Booth ,2008) .

3. Political Speech

Political speeches serve as a platform for leaders to communicate their vision, policies, and aspirations to the public. They are carefully crafted to resonate with the audience and to persuade them to support specific initiatives. The effectiveness of a political speech is often determined by the speaker's ability to connect with their audience emotionally and intellectually.

Given their ability to sway legislative outcomes and garner public support, political speeches are particularly significant in the context of lobbying. The language employed in these speeches reflects the speaker's goals and the cultural context in which they function. McCroskey (2006) asserts that understanding the audience's expectations and cultural background is just as important to effective political communication as having a clear message.

3.1 The Role of Political Speech in Lobbying

Since they provide leaders with a platform to articulate their policy priorities and garner support, political speeches are crucial to the lobbying process. These

discussions, which aim to sway lawmakers and the general public, occasionally address pressing issues and provide answers. According to 2017 Bowers and Muir research, the speaker's credibility, emotional appeal, and message alignment with the values of the audience greatly affect the effectiveness of political speeches in lobbying.

4. Methodology

4.1 Data Collection

The data of this work are collected from the two political speeches under study.

1. **Remarks by President Biden in Address to a Joint Session of Congress**: This speech highlights Biden's lobbying efforts related to significant policy initiatives, including infrastructure and healthcare reforms. The analysis will focus on his lexical choices, syntactic structures, and rhetorical devices.

2. **Remarks by His Majesty King Abdullah II at the Arab Summit**: This speech emphasizes regional cooperation and collective responsibility. The analysis will similarly explore the linguistic features and rhetorical strategies employed by King Abdullah II.
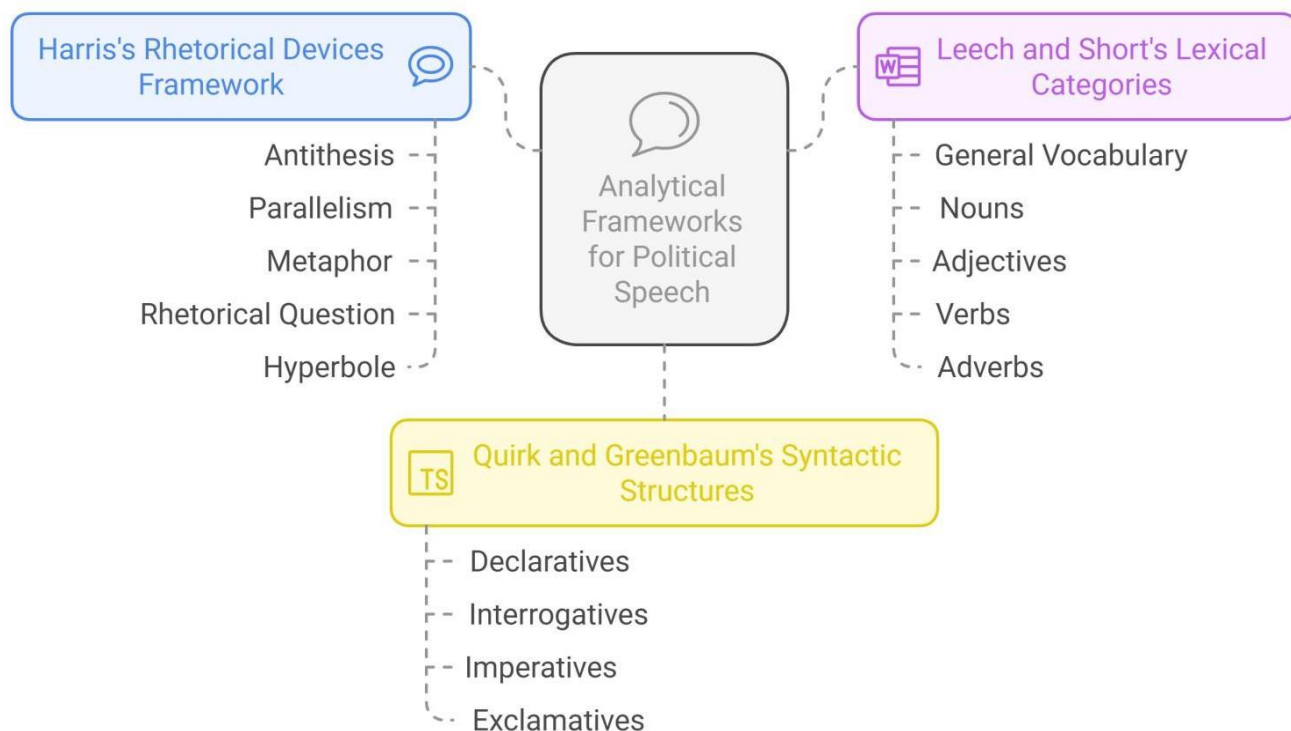
The data of the current study as mentioned earlier are collected from the two APCs under study. Thus, eight situations intentionally collected (ten situations from each context) are scrutinized, including lobbying in these contexts. They are intentionally collected from their official websites (See Website Sources of the Data).

4.2 The Model

The present study adopts an integrated approach based on three models according to its purpose. The first model is Harris's rhetorical devices framework (2018), which will serve as the basis for analyzing the rhetorical strategies employed in political speeches. This model focuses on the various persuasive techniques that enhance the effectiveness of communication. The second model is Leech and Short's lexical categories (2007), which will provide a framework for analyzing lexical choices in the speeches. This model categorizes vocabulary to understand its role in shaping political discourse. The third model is Quirk and Greenbaum's syntactic structures framework (1990), which will guide the analysis of sentence structures used in the political speeches. This model emphasizes the importance of syntax in conveying meaning and persuasion.

FIGURE (1) THE MODEL OF THE ANALYSIS

Zeena Khadim Abid

_____

Analytical Frameworks for Political Speech

Harris's Rhetorical Devices Framework
- Antithesis
- Parallelism
- Metaphor
- Rhetorical Question
- Hyperbole

Leech and Short's Lexical Categories
- General Vocabulary
- Nouns
- Adjectives
- Verbs
- Adverbs

Quirk and Greenbaum's Syntactic Structures
- Declaratives
- Interrogatives
- Imperatives
- Exclamatives

4.2 Data Analysis

A. The Analysis of Remarks by President Biden in Address to a Joint Session of Congress

Extract No. 1

First Lady — (applause) — I'm her husband; Second Gentleman; Chief Justice; members of the United States Congress and the Cabinet; distinguished guests; my fellow Americans: While the setting tonight is familiar, this gathering is just a little bit different — a reminder of the extraordinary times we're in.

In relation to lexical categories, As a way to establish the situation, Biden employs a range of general

terms, such as formal titles such as "First Lady," "Second Gentleman," "Chief Justice," and "members of

the United States Congress and the Cabinet." More widely used phrases like "fellow Americans" and "distinguished

A CONTRASTIVE STYLISTIC ANALYSIS OF LOBBYING IN ARABIC AND ENGLISH IN POLITICAL SPEECHES

Zeena Khadim Abid

guests" are also included. The political context is reflected in the nouns used, including "administration," "oath of office," "Bible," and "nation." Additionally, the setting and times are described with adjectives like "familiar" and "extraordinary." Verbs like "took," "lifted," and "inherited" are used to imply action and change. Furthermore, Biden primarily uses **declarative sentences** to convey information, such as "I'm her husband" and "this gathering is just a little bit different". In terms **of rhetorical devices,** the main one employed is parallelism, as seen in the listing of formal titles: "First Lady — I'm her husband; Second Gentleman; Chief Justice; members of the United States Congress and the Cabinet". This creates a sense of unity and emphasizes the significance of the occasion.

Extract No.2

I stand here tonight, one day shy of the 100th day of my administration — 100 days since I took the oath of office and lifted my hand off our family Bible and inherited a nation — we all did — that was in crisis.

Biden in his speech continues to use similar political and governmental vocabulary, with nouns like "administration", "oath of office", "Bible", and "nation". The adjective "extraordinary" is used again, and the verbs "took", "lifted", "inherited", and "act" highlight the urgent nature of the situation. Concerning Syntactic structure, declarative sentences is also used with statements like "I stand here tonight, one day shy of the 100th day of my administration" and "we all did that was in crisis". In terms of the rhetorical devices, parallelism is employed with the repetition of "we all did" to emphasize the shared experience and collective action. While the extract mentions "extraordinary leadership", this could be considered a mild form of hyperbole.

Extract No.3

One hundred days ago, America's house was on fire. We had to act. And thanks to the extraordinary leadership of Speaker Pelosi; Malor- — Majority Leader Schumer; and the overwhelming support of the American people — Democrats, independents, and Republicans — we did act.

The language becomes more vivid and metaphorical, with the phrase "America's house was on fire" conveying a sense of crisis. Other general vocabulary includes "leadership", "Majority Leader", and references to the "American people" and different political affiliations. The verb "act" is used again to emphasize the need for action. The key syntactic structures used are declarative sentences, which convey information and statements. The only imperative sentence, "We had to act", stands out and emphasizes the urgency of the situation. In terms of rhetorical devices, the main ones used are parallelism, to create a sense of unity, and metaphor, to vividly convey the crisis at hand. There are no instances of antithesis, rhetorical questions, or hyperbole in these extracts.

B. The Analysis of Remarks by His Majesty King Abdullah II at the Arab Summit

Extract No.1

أشكر أ ن يخ خادم الحرم ر نِي ال رشيف ر نِي، الملك سلمان بن عبدالعزيز آل سعود، وأ ن يخ سمو الأم ري محمد بن سلمان، والمملكة العربية السعودية الشقيقة، على تنظيم هذه القمة، ال `ِي تي تنعقد والمنطقة تعيش مأساة لا يمكن السكوت عنها، وتستد يع تحركا فوريا لوقفها.

I thank my brother, Custodian of the Two Holy Mosques King Salman Bin Abdulaziz Al Saud, and my brother His Royal Highness Prince Mohammed bin Salman, as well as the Kingdom of Saudi Arabia, for hosting this summit, which takes place at a time the region is experiencing a tragedy that cannot be tolerated, one that requires immediate action to end it.

Concerning lexical categories, the nouns used in this extract are primarily proper nouns referring to the Saudi royal family and the Kingdom of Saudi Arabia, as well as more general terms like "summit" and "region". While the adjectives highlight the situation's urgency, the verbs express gratitude and the necessity of taking action. Declarative sentences, which express information and statements, make up the entirety of this extract's syntactic structure. For example, the speaker thanks the Kingdom of Saudi Arabia and the Custodian of the Two Holy Mosques for the hosting and notes the region is experiencing a tragedy that quote "cannot be tolerated" and urges "immediate action to end it". The quote "my brother, Custodian of the Two Holy Mosques King Salman Bin Abdulaziz Al Saud and my brother His Royal Highness Prince Mohammed bin Salman" serves to foster solidarity while also emphasizing the importance of those who are recalled. The restatement also serves a mnestic purpose, as the quote "immediate action to end it" was repeated previously. So does the phrase "a tragedy that cannot be tolerated" which in this case is paraphrased and creates emphasis on the events.

Extract No.2

هذه الحروب يجب أن تتوقف، وأن تتوقف فوراً، لنح يم الأبرياء، ونن يه الدمار، ونمنع دفع المنطقة نحو حرب شاملة، سيدفع الجميع ثمنها

These wars must stop. They must stop immediately, so we can protect the innocent, end the destruction, and prevent pushing the region into an all-out war whose price everyone will pay.

The nouns "price" and "wars" in the passage provided relates to war and its ramifications. Action needs to be taken for the wars to stop and the action words

"stop," "protect," "end," "prevent", and "push" denote that. There is also the emphasis of "innocent" which illustrates the severity of the matter at hand and so does "all-out." The speaker with the use of all-out wars will not stop uses

declarative eyes. Highlighting them is a certain negation, which means these wars must stop. They have to stop instantly. The repetition in these sentences shows the highly emphatic requesting the need to take action immediately. Simplistic also helps add to the argument of exact elegance to the prose needed. Also in the phrase "so we can protect the innocent, end the destruction, and prevent pushing the region into an all-out war," there is also that. Also splendid English the line uses at is very clear with

„whose price everyone will pay", shows all those as well.

Extract No.3

لا بد من تحرك فوري لإنهاء العدوان، وما يسبب من قتل ودمار وتصعيد في المنطقة. لا نريد كلاما، نريد مواقف جادة. وجهودا ملموسة لإنهاء المأساة، وإنقاذ أهلنا في غزة، وتوفري ما يحتاجون من مساعدات

Urgent action must be taken to end the aggression, the killing, the destruction, and escalation in the region. We don't want words; we want serious positions and tangible efforts to end the tragedy, save people in Gaza, and provide the assistance they need.

King Abdullah employs a variety of nouns associated with the ongoing conflicts in this excerpt, such as "aggression," "killing," and "destruction." The adjectives "Urgent," "serious," and "tangible" express a sense of urgency and the need for tangible, significant efforts, while the verbs highlight the necessity of taking immediate action to address these issues. The imperative sentence, "We don't want words; we want serious positions and tangible efforts to end the tragedy, save people in Gaza, and provide the assistance they need," adds variety to the syntactic structure. This requirement is particularly noticeable and highlights how urgent the situation is. When enumerating the necessary steps, the speaker also employs parallelism: "end the aggression, the killing, the destruction, and escalation." Furthermore, the contrast between "We don't want words" and "We want serious positions and tangible efforts" emphasizes the necessity of taking tangible action.

5. Results and Discussion

A CONTRASTIVE STYLISTIC ANALYSIS OF LOBBYING IN ARABIC AND ENGLISH IN POLITICAL SPEECHES

Zeena Khadim Abid

Analyzing the lobbying strategy in the political speeches of President Joe Biden and His Majesty King Abdullah II reveals both similarities as well as differences in the use of style and devices at the level of word choice, grammar, and rhetoric.

1. With respect to lexical categories, both speakers share a common rich vocabulary in politics and government that includes formal names, various title, and policies. Still, there are some shifts of interest. It is clear that the rhetoric of Biden is more straightforward and accepting because he uses everyday expressions like "fellow Americans" and "extraordinary times." On the other hand, there are more honorifics and formal references to the Saudi royal family in King Abdullah"s speech. It is also striking that nondiscriminatory neutral terms are often used with "we", "our", and other forms of these words Biden used. Joe Biden"s discourse overwhelmingly features the so-called „we" and „our" as used in relation to group action and experience. The regional crisis is hyperbolically characterized as "America"s house was on fire." Such dramatic phrasing is less characteristic of King Abdullah"s lexis, which is tends to be far more composed, diplomatic, and careful in expression.

2. Concerning Syntactic Structures: the two speeches" syntactic structures show similarities and differences. Both leaders proclaim particular facts and statements in a copious amount of declarative sentences. However, where Biden uses short and straightforward phrases, King Abdullah uses long-winded and complex sentences. Impersonal sentences are out of place and missing in King Abdullah"s speech. Biden does employ the odd imperative sentence as in: "We had to act," which places importance on the action that is to be taken.

3. With regards to Rhetorical Devices, A range of rhetorical techniques are

employed in both addresses that can both be considered similar and unique.

Both

speakers employ parallelism to underscore crucial concepts and to invoke common values. King Abdullah, however, employs parallelism more intensely and over a longer segment. Biden mentions more metaphorical speech which includes vivid depiction such as "America"s house was on fire," which illustrates the severity of the crisis. That being said, King Abdullah"s address makes less showy use of metaphorical language. Instead of clear antithesis or rhetorical question used in Biden"s speech, King Abdullah's has an antithetical "words" and "serious positions and concrete efforts"— opposing statement within the same structure.

After all, contrastive analysis indicates that the political speeches portray different cultures through the English and Arabic languages as well as the specific communicative intents and contexts of the two leaders, each in relation to particular cultures.

6. Conclusion

This study examines the lobbying tactic employed by President Joe Biden and His Majesty King Abdullah II in their political speeches. It examines both significant distinctions and commonalities in political language, including parallelism and declarative sentences. Biden's speech reflects the English tradition of clear argumentation by using shorter sentences and a direct lexis. King Abdullah's speech adheres to the Arabic rhetorical preference for eloquence and emotional appeal by using formal language and longer structures. The cultural foundations of these tactics are further highlighted by the employment of rhetorical devices like metaphor and antithesis. The study highlights how crucial it is for successful lobbying to comprehend linguistic and cultural variations in political communication.

References

◆ Al-Ani, A. H. (1991). The role of syntax in political discourse: A contrastive study of English and Arabic political speeches. Journal of King Saud University, 3(2), 3-24.

◆ Al-Ani, A. H. (2015). The role of lexical choice in political discourse: A contrastive study of English and Arabic political speeches. International Journal of Linguistics, 7(4), 1-15.

◆ American League of Lobbyists. (2023). What is lobbying ?https://www.alldc.org/what-is-lobbying/

◆ Aristotle. (2013). Poetics (S. H. Butcher, Trans.). Dover Publications.

◆ Baker, P. (2006). Using corpora in discourse analysis. Continuum.

◆ Bally, C. (1909). Traité de stylistique française (2 vols). Librairie Georg.

◆ Bary, P. (2011). Stylistics: Prospects and limitations. Language and Literature, 20(3), 207-217.

◆ Booth, W. C. (2008). The rhetoric of rhetoric: The quest for effective communication. Wiley-Blackwell.

◆ Bowers, A &,.Muir, S. (2017). The credibility of political claims: Audience effects on the persuasiveness of campaign messages. Political Communication, 34(3), 421-443.

◆ Boris, E. T. (2019). Lobbying and the nonprofit sector. Nonprofit Policy Forum, 10(2), 1-12.

◆ Cameron, D. (2003). Gender and language ideologies. In J. Holmes & M. Meyerhoff (Eds.), The handbook of language and gender (pp. 447-467). Blackwell.

◆ Gee, J. P. (2014). An introduction to discourse analysis: Theory and method. Routledge.

◆ Harris, R. A. (2018). A handbook of rhetorical devices. Virtual Salt.

◆ Hojnacki, M &,.Kimball, D. C. (1998). Organized interests and the decision of whom to lobby in Congress. American Political Science Review, 92(4), 775-790.

◆ Kachru, Y. (1997). Cultural meaning and rhetorical styles: Toward a framework for contrastive rhetoric. In A. Duszak (Ed.), Culture and styles of academic discourse (pp. 341-356). Mouton de Gruyter.

◆ Kineavy, J. (1971). A theory of discourse. Prentice-Hall.

◆ Lakoff, G &,.Johnson, M. (1980). Metaphors we live by. University of Chicago Press.

◆ Leech, G &,.Short, M. (2007). Style in fiction: A linguistic introduction to English fictional prose. Pearson Education.

- McCroskey, J. C. (2006). An introduction to rhetorical communication: A Western cultural perspective. Pearson.

- McQuarrie, E. F &,.Mick, D. G. (1996). Figures of rhetoric in advertising language. Journal of Consumer Research, 22(4), 424-438.

- Meyer, M. (2018). Persuasive language in political speeches. Routledge.

- O'Reilly, T &,.O'Reilly, K. (2020). Lobbying and political communication: Strategies, techniques, and tactics. Routledge.

- Perelman, C &,.Olbrechts-Tyteca, L. (1969). The new rhetoric: A treatise on argumentation. University of Notre Dame Press.

- Quirk, R &,.Greenbaum, S. (1990). A university grammar of English. Longman.

- Smith, R. A. (2006). Lobbying and public policy. Annual Review of Political Science, 9, 429-450.

- Tariq, K. (2018). Stylistics: A linguistic approach to the study of literature. International Journal of English Language, Literature and Translation Studies, 5(1), 1-6.

- Van Dijk, T. A. (2008). Discourse and power. Palgrave Macmillan.

- Wales, K. (2011). A dictionary of stylistics. Routledge.