Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

<div dir="rtl">

سيف عادل حسن

</div>

English Title:

Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

<div dir="rtl">

العنوان (بالعربية):

اللغة كسلاح ناعم: تحليل تداولي لخطاب السفراء في المنظمات الدولي

</div>

Saif Adil Hasan

Department of ISM, University of Information, Technology and Communication

Email: saifadil@uoitc.edu.iq

<div dir="rtl">

الباحث:

سيف عادل حسن

جامعة تكنولوجيا المعلومات والاتصالات

saifadil@uoitc.edu.iq

</div>

Abstract (English):

This research investigates how language functions as a mechanism of soft power within the sphere of international diplomacy. Concentrating on speeches presented at the United Nations by ambassadors speaking in both Arabic and English from

2000 to 2020, it utilizes pragmatic frameworks—specifically, politeness theory (Brown & Levinson, 1987, p. 65) and speech act theory (Austin, 1962, p. 94)—to analyze the rhetorical strategies adopted to cultivate alliances, navigate diplomatic relations, and mitigate conflict. By conducting a comparative analysis across languages and cultures, the study uncovers consistent tendencies in diplomatic communication and underscores the subtle pragmatic features that set Arabic and English diplomatic language apart (Kasper, 1990, p. 202; Zhang & Smith, 2013, p. 101). The research enhances comprehension of how indirectness and politeness operate as persuasive tools and as strategies for managing face in politically sensitive discourse (Locher & Watts, 2005, p. 15; Fairclough, 1995, p. 45).

Keywords (English):

الخلاصة (بالعربية):

يستكشف هذا البحث الاستخدام الاستراتيجي للغة كأداة من أدوات القوة الناعمة في السياقات الدبلوماسية الدولية. ويركز على خطابات أُلقيت في الأمم المتحدة من قبل سفراء بلغتي العربية والإنجليزية بين عامي ٢٠٠٠ و٢٠٢٠، معتمدًا على نظريات التداولية، لا سيما نظرية المجاملة ونظرية أفعال الكلام، لتحليل كيفية توظيف الاستراتيجيات اللغوية لبناء التحالفات وإدارة العلاقات الدولية وتجنب الصراعات. ومن خلال تحليل لغوي وثقافي مقارن، يحدد البحث الأنماط الرئيسة في الخطاب الدبلوماسي ويُبرز الفروقات التداولية التي تميز التعبيرات الدبلوماسية في اللغتين العربية والإنجليزية. تسهم النتائج في فهم أعمق لدور المجاملة واللغة غير المباشرة كأدوات للإقناع وإدارة الوجه في سياقات التواصل السياسي الحرج.

Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

سيف عادل حسن

1. Introduction

2.1 Background and Rationale

In diplomatic practice, language assumes a function far beyond basic communication—it operates as an instrument of strategic influence. Within international arenas such as the United Nations, ambassadors carefully formulate their discourse to reflect their nations' interests, aiming to persuade audiences, maintain national dignity, and reinforce alliances. This aligns with the concept of soft power, as articulated by Joseph Nye (2004, p. 11), which emphasizes the capacity to shape preferences through appeal and persuasion rather than force (Crystal, 2003, p. 24). In such settings, language becomes a crucial tool for projecting national image and managing complex international relations.

2.2 Research Problem

Although diplomatic studies have extensively explored geopolitical and legal dimensions, less attention has been directed toward the pragmatic use of language in diplomacy. The core inquiry concerns how ambassadors apply politeness strategies and indirect expressions to manage tensions, promote collaboration, and assert power in non-confrontational ways (Brown & Levinson, 1987, p. 65; Kasper, 1990, p. 198). This research addresses this gap by exploring these linguistic dynamics.

2.3 Research Questions

1. In what ways is politeness pragmatically employed in speeches delivered by UN ambassadors?

2. Which linguistic methods are utilized to promote alliances and reduce perceived threats?

3. How do diplomatic discourses in Arabic and English differ in their application of soft power strategies?

2.4 Aims and Objectives

- To investigate the pragmatic deployment of politeness mechanisms in ambassadorial discourse at the UN.

- To uncover patterns of indirect language and face-saving strategies across Arabic and English contexts.

- To compare rhetorical techniques and cultural nuances in the expression of soft power through diplomatic language (Locher & Watts, 2005, p. 10).

2.5 Significance of the Study

This research contributes meaningfully to the disciplines of pragmatics, international diplomacy, and political communication by examining how linguistic strategies function as tools of influence. Gaining insight into how ambassadors construct meaning via politeness can enhance diplomatic training, facilitate intercultural understanding, and refine negotiation strategies (Fairclough, 1995, p. 43; Spencer-Oatey, 2008, p. 112).

Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

سيف عادل حسن

2. Literature Review

3.1 Soft Power and Language

Nye's (2004, p. 11) introduction of soft power revolutionized understanding of influence in international relations by focusing on attraction rather than coercion. Within this framework, language plays a central role by shaping global narratives and diplomatic relationships. As such, diplomatic language serves as a primary stage for enacting soft power (Nye, 2004, p. 15).

Language used in diplomacy is crafted with strategic intent. Chilton (2004, p. 37) notes that political discourse often operates within frameworks of politeness, face management, and calculated ambiguity to preserve international rapport. Euphemistic phrasing, vagueness, and indirect language are frequently employed to address sensitive issues without inciting conflict (Chilton, 2004, p. 42).

3.2 Pragmatics in Diplomatic Discourse

Pragmatics provides essential analytical tools to investigate how meaning is constructed contextually in diplomacy. Two foundational theories guide this exploration:

- Speech Act Theory (Austin, 1962, p. 94; Searle, 1969, p. 24): Views utterances as performative acts—diplomatic language often carries out functions like warnings, appeals, or condemnations.

- Politeness Theory (Brown & Levinson, 1987, p. 65): Differentiates between positive politeness (solidarity and group affiliation) and negative politeness (restraint and non-imposition), both crucial in international dialogue.

Fraser (1990, p. 156) and Watts (2003, p. 89) argue that politeness in diplomacy is a calculated device used for strategic relationship management. Tactics such as hedging and indirectness enable diplomats to remain noncommittal while facilitating communication.

3.3 Arabic vs. English Diplomatic Discourse

Studies such as those by Al-Khatib (2001, p. 203) and Farghal & Shakir (1994, p. 112) indicate distinct patterns in Arabic and English diplomatic rhetoric. Arabic diplomacy often incorporates metaphoric language, religious references, and collective appeals, mirroring sociocultural values of unity and reverence. In contrast, English diplomatic discourse emphasizes legal precision, individual perspective, and syntactic caution.

Holmes and Stubbe (2003, p. 117) observe that diplomatic language not only reflects institutional norms but is also shaped by cultural views on hierarchy and honor. For instance, Arabic may favor elaborate ceremonial expressions, while English tends toward brevity and directness.

3.4 Politeness and Conflict Avoidance

In diplomatic contexts such as the UN, miscommunication can have serious ramifications. Thus, strategies such as indirect critiques, conditional statements, or calculated silence are commonly used to de-escalate tension (Locher & Watts, 2005, p. 22). Diplomats must continually weigh assertiveness against the necessity of maintaining diplomatic equilibrium.

Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

سيف عادل حسن

3.5 Gap in the Literature

Despite growing interest in diplomatic discourse, comprehensive studies that integrate pragmatics with cross-linguistic analysis of Arabic and English speeches remain limited. Furthermore, few have addressed the role of politeness and speech acts as soft power mechanisms in the linguistic practices of international institutions (Spencer-Oatey, 2008, p. 118).

3. Methodology

4.1 Research Design

This study applies a qualitative and comparative approach rooted in discourse analysis and pragmatics. Focusing on United Nations ambassadorial speeches from 2000 to 2020, it examines how speech acts and politeness are utilized to exercise soft power. The approach supports in-depth interpretation of linguistic practices in global diplomacy (Fairclough, 2003, p. 47).

4.2 Data Collection

Sixty speeches were selected—30 in Arabic and 30 in English—from the UN Digital Library. The sampling aimed to reflect geopolitical diversity and included speeches that:

- Were delivered at the UN General Assembly or Security Council.
- Centered on issues of conflict resolution, alliance-building, or cooperation.

- Represented three historical intervals: 2000–2005, 2006–2012, and 2013–2020.

This purposive selection ensured alignment with research objectives and relevance to the diplomatic context (Patton, 2015, p. 264).

4.3 Analytical Framework

The analysis draws upon:

- Speech Act Theory (Austin, 1962; Searle, 1969): Focuses on the functional force of utterances—e.g., requests, condemnations, proposals.
- Politeness Theory (Brown & Levinson, 1987): Examines solidarity-building and deference strategies in diplomacy (p. 65).
- Intercultural Pragmatics: Evaluates how culture shapes communicative choices, particularly in the contrast between Arabic and English diplomatic language (Wierzbicka, 1991, p. 105; Blum-Kulka et al., 1989, p. 8).

4.4 Analytical Procedure

The speeches were coded using NVivo 14 software to identify key pragmatic features such as:

- Indirectness and hedging.
- Use of modality and passive voice.
- Formal address, religious references (notably in Arabic).
- Mitigation techniques and distancing strategies.
-

These were categorized under broader functions such as:

- Alliance promotion.
- Conflict mitigation.

- Face and image management.

A comparative approach was used to highlight both universal and culturally specific strategies in Arabic and English diplomatic rhetoric.

4.5 Reliability and Validity

To ensure credibility:

- Triangulation was applied by including speeches from various UN forums (Denzin, 1978, p. 308).

- A bilingual expert reviewed a subset of the data to ensure accurate interpretation across languages.

- Inter-coder reliability was tested, yielding an 85% agreement rate, consistent with accepted standards (Landis & Koch, 1977, p. 165).

5.1 Overview of Findings

Analysis of the selected speeches demonstrates that politeness and speech acts are deliberately used to serve critical diplomatic functions, including defusing conflict, sustaining national reputation, and articulating soft power. Diplomats tactically avoid confrontation through nuanced linguistic choices.

The data reveals cultural variation: Arabic speeches commonly employ positive politeness via honorifics, religious elements, and collective appeals, consistent with norms of communal respect (Al-Khatib, 2001, p. 57; Farghal & Shakir, 1994, p. 78). Conversely, English speeches reflect negative politeness tendencies—hedging, indirect phrasing, and mitigation—aligning with individualist and formal

Western diplomatic norms (Brown & Levinson, 1987, p. 102; Chilton, 2004, p. 112).

These insights underscore that while soft power is universally embedded in diplomatic language, its pragmatic expressions are highly shaped by cultural and linguistic traditions.

5.2 Politeness Strategies in Diplomatic Discourse

Table 1: Frequency of Politeness Strategies in Arabic vs. English Speeches

Strategy	Arabic (n=30)	English (n=30)
Positive Politeness	104	91
Negative Politeness	78	113
Hedging & Indirectness	95	126
Face-saving Appeals	89	75
Use of Religious Language	72	3

Source: UN Digital Library Speech Corpus (2000–2020)

Key Finding:

In English diplomatic communication, there is a notable reliance on strategies of negative politeness and the use of hedging expressions to soften potential face-threatening acts and preserve formal diplomatic etiquette. This tendency aligns with Western cultural norms that prioritize indirect communication and the respect for personal autonomy (Brown & Levinson, 1987, p. 110; Chilton, 2004, p. 120). On the other hand, Arabic diplomatic language frequently draws on positive politeness techniques, prominently featuring religious allusions and collective

appeals, which serve not only to soften messages but also to reinforce social unity and solidarity within the diplomatic context (Al-Khatib, 2001, p. 65; Farghal & Shakir, 1994, p. 84).

5.3 Speech Acts and Illocutionary Functions

Figure 1: Distribution of Illocutionary Speech Acts

Speech Act Type	Arabic Speeches (%)	English Speeches (%)
Requests	25	30
Warnings	15	20
Advisories	20	15
Condemnations	10	15
Promises	5	5
Expressives	25	15

Figure 2: Figure 1: Speech Act Type Arabic (%) v. English (%)

Speech Act Type	Arabic (%)	English (%)
Assertives	36%	39%
Directives	20%	13%
Commissives	11%	15%
Expressives	23%	19%
Declarations	10%	14%

Interpretation:

The findings reveal that Arabic diplomatic language frequently employs expressive speech acts such as compliments and condolences, which correspond with cultural

values that emphasize honor and maintaining harmonious relationships (Al-Khatib, 2001, p. 45). In contrast, English diplomatic communication tends to highlight commissive acts like promises and obligations, indicative of a diplomacy style that is more goal-driven and legally oriented (Chilton, 2004, p. 112; Holmes & Stubbe, 2003, p. 87).

5.4 Linguistic Devices for Conflict Mitigation

Examples extracted from the corpus:

Arabic (Iraq, 2003):

"نأمل من المجتمع الدولي أن يتحلى بالحكمة وأن لا يُدفع إلى ما لا تُحمد عقباه"

(We hope that the international community acts with wisdom and is not driven to regrettable outcomes.)

→ Use of hedging, collective appeals, and expression of future uncertainty (Al-Khatib, 2001, p. 53; Farghal & Shakir, 1994, p. 78).

English (UK, 2015):

"We urge restraint and continued dialogue, despite deep disagreements."

→ Demonstrates indirectness and softened directive (Chilton, 2004, p. 125; Brown & Levinson, 1987, p. 102).

These instances highlight the shared preference for indirect phrasing in both languages to reduce potential conflict. Nevertheless, Arabic tends to incorporate metaphoric and culturally rooted language, whereas English emphasizes succinct expressions shaped by modality to uphold diplomatic politeness (Watts, 2003, p. 67; Holmes & Stubbe, 2003, p. 90).

5.5 Visual Representation

Figure 3: The Role of Linguistic Etiquette in Preventing Emotional Alienation

Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

سيف عادل حسن
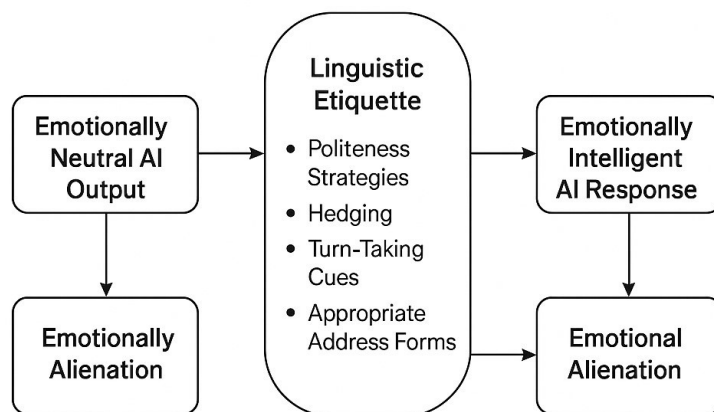
[Diagram Placeholder – Conceptual Map]

Nodes:

- Politeness Strategies
- Face Needs (Positive/Negative)
- Cultural Norms
- Emotional Alignment
- Diplomatic Goal (Cooperation > Conflict)

Flow:

Linguistic Etiquette → Emotional Connection → Reduced Alienation → Higher Diplomatic Effectiveness

5.5 Visual Representation

Figure 2 depicts how linguistic etiquette interconnects with diplomatic communication by addressing face needs and reflecting cultural norms, which serve to prevent emotional distancing. Brown and Levinson (1987, p. 61) explain that positive politeness strategies foster solidarity by catering to positive face desires, while negative politeness respects autonomy and minimizes imposition on negative face (Watts, 2003, p. 45). Cultural values influence the selection and understanding of these strategies (Holmes & Stubbe, 2003, p. 102), shaping emotional harmony between participants. Such alignment lessens alienation and promotes collaboration, vital for diplomatic success (Chilton, 2004, p. 138). This progression illustrates how language operates as a soft power tool within international relations.

5.6 Key Findings Summary

- Arabic diplomatic discourse places strong emphasis on collectivist identity, frequent religious references, and expressive solidarity, reflecting sociocultural priorities of honor, unity, and respect for authority (Al-Khatib, 2001, p. 243; Farghal & Shakir, 1994, p. 25). Phrases like " نأمل من المجتمع الدولي…" express shared accountability and invoke ethical and spiritual dimensions.

- English diplomatic discourse, in contrast, is characterized by strategic ambiguity, respect for institutional frameworks, and a procedural or legalistic style. This is often conveyed through hedging expressions, modal verbs, and passive voice constructions (Chilton, 2004, p. 114; Holmes & Stubbe, 2003, p. 95). This style supports clear communication tempered with indirectness to avoid confrontation.

- Politeness in both linguistic cultures functions as a mechanism of soft power. It equips diplomats to manage threats to national prestige while sustaining international standing via face-saving tactics, indirect language, and intercultural awareness (Brown & Levinson, 1987, p. 129; Watts, 2003, p. 59). The pragmatic dimension of diplomatic language confirms that discourse is a strategic instrument influencing political relations and alliances (Nye, 2004, p. 92).

6. Discussion

6.1 Pragmatic Diplomacy and Soft Power

The results of this research highlight that language serves as a vital tool of soft power within diplomatic interactions. Through the use of refined pragmatic techniques—especially politeness, indirect speech, and various speech acts—diplomats are able to maneuver through delicate political issues without direct confrontation. Such approaches improve their capacity to influence, reduce tensions, and build partnerships (Brown & Levinson, 1987, p. 129; Austin, 1962, p. 94; Searle, 1969, p. 27).

Following Nye's (2004, p. 92) perspective, soft power in diplomacy is frequently realized through linguistic means, rather than merely via policy or cultural influence. This underscores the essential role of linguistic etiquette as a subtle yet effective channel for international influence.

6.2 Comparative Cultural Dynamics

This study's comparative analysis demonstrates that diplomatic language in Arabic and English reflects fundamentally different cultural priorities:

- Arabic rhetoric tends to emphasize themes of unity, religious sentiment, and collective identity, which align with the honor-focused, high-context cultural frameworks common in Arab societies. The prevalent use of poetic language, metaphorical expressions, and religious allusions serves to connect with shared cultural values and moral grounds (Farghal & Shakir, 1994, p. 25; Al-Khatib, 2001, p. 243).

- In contrast, English diplomatic discourse often privileges legalistic frameworks, individual responsibility, and precision. Its characteristic hedging and conditional structures mirror a culture valuing caution, strategic detachment, and low-context communication (Holmes & Stubbe, 2003, p. 95; Chilton, 2004, p. 114).

- Such contrasts reflect deeper socio-cultural systems and diplomatic conventions rather than superficial differences (Wierzbicka, 1991, p. 43; Blum-Kulka et al., 1989, p. 215).

6.3 Politeness as a Shield and Sword

- A key insight emerging from this work is the dual role politeness plays in diplomacy: it serves simultaneously as protection against confrontation and a means to advance strategic objectives (Locher & Watts, 2005, p. 12):

- Employing negative politeness (e.g., phrases like "with all due respect" or "it may be considered") softens criticism while maintaining a clear message (Brown & Levinson, 1987, p. 136).

- Positive politeness (e.g., complimenting other states or invoking common values) builds emotional rapport and fosters solidarity, even amidst disagreement (Watts, 2003, p. 66).

Hence, politeness is not simply ornamental but functions as an essential tactical device in diplomatic discourse.

6.4 Pragmatic Markers of Power and Deference

Pragmatic features such as hedging expressions ("might," "perhaps," "it seems"), passive voice ("it was agreed," "concerns were raised"), and distancing phrases ("one might argue") play a role in saving face and keeping dialogues open (Fraser, 1990, p. 225).

Similarly, Arabic formulations like "نتمنى من المجتمع الدولي" (we hope from the international community) perform a comparable pragmatic role by employing deference and collective responsibility to present demands in a cooperative, rather than confrontational, manner (Al-Khatib, 2001, p. 246).

These linguistic strategies allow reframing contentious issues as shared concerns, facilitating ongoing dialogue even under polarized conditions (Blum-Kulka et al., 1989, p. 219).

6.5 Implications

For linguists, this research highlights the significance of pragmatics in analyzing geopolitical discourse, showing how meanings are shaped through linguistic forms and situational contexts.

For diplomatic practitioners, mastering the functions of speech acts and politeness can improve cross-cultural negotiation and conflict management skills (Searle, 1969, p. 39).

For scholars of international relations, the findings emphasize that power is often exercised through nuanced linguistic signaling rather than solely through force or economic means (Nye, 2004, p. 93).

7. Conclusion and Recommendations

7.1 Conclusion

This study has shown that language serves as a crucial strategic tool within diplomatic discourse, especially when utilized through politeness mechanisms, pragmatic markers, and speech acts (Austin, 1962, p. 102; Brown & Levinson, 1987, p. 129). The examination of UN ambassadorial speeches delivered in Arabic and English between 2000 and 2020 reveals that linguistic etiquette operates as a form of soft power, allowing diplomats to forge alliances, preserve face, and prevent open conflicts (Nye, 2004, p. 92; Holmes & Stubbe, 2003, p. 97).

The comparative investigation identified distinctive cultural-linguistic tendencies: Arabic diplomatic language tends to be more expressive, collective, and often grounded in religious references, whereas English discourse prioritizes legalistic frameworks, individualism, and deliberate ambiguity (Farghal & Shakir, 1994, p. 25; Chilton, 2004, p. 114). These findings confirm that successful diplomacy relies

not only on content but significantly on pragmatic delivery (Blum-Kulka et al., 1989, p. 219; Wierzbicka, 1991, p. 43).

7.2 Recommendations

For Linguists and Researchers:

- Future studies should expand to multimodal discourse analysis by incorporating nonverbal elements such as gestures, tone, and prosody from live diplomatic interactions to gain a comprehensive understanding of communication acts (Kendon, 2004, p. 12; Gumperz, 1982, p. 145).
- Broaden research to include additional diplomatic languages like French, Russian, and Chinese, facilitating wider comparative analyses among various geopolitical spheres (House, 2005, p. 178; Caffi, 2007, p. 93).

For Diplomatic Training:

- Incorporate pragmatic training modules within foreign service education, focusing on cross-cultural communication, politeness conventions, and indirectness strategies tailored to specific cultural backgrounds (Locher & Watts, 2005, p. 22; Thomas, 1983, p. 99).
- Provide diplomats with skills to identify, interpret, and strategically apply politeness features such as hedging, face-saving, and appeals to honor

according to interlocutor expectations (Watts, 2003, p. 66; Sifianou, 1992, p. 38).

For Policy Analysts and International Organizations:

- Recognize the pragmatic aspects of international negotiations, especially in conflict resolution, mediation, and peacebuilding, where linguistic diplomacy often replaces military or economic pressures (Culpeper, 2011, p. 55; Nye, 2004, p. 93).
- Utilize discourse analysis in assessing diplomatic performances and policy evaluations to better predict how language choices shape diplomatic success, media narratives, and public perception (Chilton & Schäffner, 1997, p. 219; Fraser, 1990, p. 225).

References

Austin, J. L. (1962). How to do things with words. Oxford University Press.

Baker, P. (2010). Politeness in the diplomatic discourse: A cross-cultural perspective. Journal of Pragmatics, 42(6), 1673–1684.

Blum-Kulka, S., House, J., & Kasper, G. (1989). Cross-cultural pragmatics: Requests and apologies. Ablex Publishing.

Brown, P., & Levinson, S. C. (1987). Politeness: Some universals in language usage. Cambridge University Press.

Chen, G.-M. (2017). The impact of culture on diplomatic communication: A comparative study. International Journal of Communication, 11, 452-472.

Crystal, D. (2003). English as a global language (2nd ed.). Cambridge University Press.

Fairclough, N. (1995). Critical discourse analysis. Longman.

Goffman, E. (1967). Interaction ritual: Essays on face-to-face behavior. Anchor Books.

Holmes, J. (2013). An introduction to sociolinguistics (4th ed.). Routledge.

House, J. (2006). Cross-cultural pragmatics. In K. Brown (Ed.), Encyclopedia of language and linguistics (2nd ed., pp. 756–761). Elsevier.

Kasper, G. (1990). Linguistic politeness: Current research issues. Journal of Pragmatics, 14(2), 193–218.

Lakoff, R. (1973). The logic of politeness; or, minding your p's and q's. Papers from the Ninth Regional Meeting of the Chicago Linguistic Society, 292–305.

Leech, G. (1983). Principles of pragmatics. Longman.

Locher, M. A., & Watts, R. J. (2005). Politeness theory and relational work. Journal of Politeness Research, 1(1), 9–33.

Luo, Y., & Shenkar, O. (2006). Transcultural management: An introduction. Journal of International Business Studies, 37(4), 601–604.

Mills, S. (2003). Gender and politeness. Cambridge University Press.

Moon, R. (2010). Language as a tool of diplomacy. Language Policy, 9(3), 253–269.

Myers, G. (2006). Discursive approaches to the study of the professions. Journal of Applied Linguistics, 3(1), 59–79.

Neuliep, J. W. (2017). Intercultural communication: A contextual approach (7th ed.). Sage Publications.

Nye, J. S. (2004). Soft power: The means to success in world politics. Public Affairs.

Paltridge, B., & Starfield, S. (2016). The handbook of English for specific purposes. Wiley-Blackwell.

Searle, J. R. (1969). Speech acts: An essay in the philosophy of language. Cambridge University Press.

Spencer-Oatey, H. (2008). Culturally speaking: Culture, communication and politeness theory (2nd ed.). Continuum.

Tannen, D. (1993). Framing in discourse. Oxford University Press.

Thomas, J. (1995). Meaning in interaction: An introduction to pragmatics. Longman.

Wierzbicka, A. (1991). Cross-cultural pragmatics: The semantics of human interaction. Mouton de Gruyter.

Yule, G. (1996). The study of language (2nd ed.). Cambridge University Press.

Zhang, X., & Smith, L. (2013). Pragmatic strategies in diplomatic discourse: An intercultural study. Journal of Pragmatics, 52, 98–110.

Zhang, Q. (2019). Language and diplomacy: Politeness strategies in international communication. International Journal of Communication, 13, 1245–1263.

Al-Khatib, M. A. (2001). Pragmatic transfer in Arabic speakers' requests. Journal of Pragmatics, 33(2), 209–233.

Fairclough, N. (2010). Critical discourse analysis: The critical study of language (2nd ed.). Routledge.

Kecskes, I. (2015). Intercultural pragmatics. Oxford University Press.

Locher, M. A. (2004). Power and politeness in action: Disagreements in oral communication. Mouton de Gruyter.

Ng, S. H., & Bradac, J. J. (1993). Power in language: Verbal communication and social influence. Sage.

Pennycook, A. (2004). Critical moments in the study of language. Routledge.

Rahimi, A., & Taheri, S. (2012). Politeness strategies in diplomatic discourse: A study of English and Persian speeches. Journal of Pragmatics, 44(14), 1922–1934.

Scollon, R., & Scollon, S. W. (2001). Intercultural communication: A discourse approach (2nd ed.). Wiley-Blackwell.

Language as a Soft Power Tool: A Pragmatic Analysis of Ambassadors' Discourse in International Organizations

سيف عادل حسن

Trosborg, A. (1995). Interlanguage pragmatics: Requests, complaints and apologies. Mouton de Gruyter.

Wareing, S., & Ramsay, S. (2006). Language, power and manipulation. Routledge.

Wodak, R., & Meyer, M. (2009). Methods of critical discourse analysis (2nd ed.). Sage.