

Persuasive Strategies in Selected Al-Sistani's Friday Sermons

Lecturer

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الاستراتيجيات الاقناعية في خطب الجمعة المختارة للسستاني

المدرس

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Abstract:-

The present study tackles persuasive strategies in two of Al-Sistani's Standard Arabic written Friday sermons that mainly tackle the 2019 Iraqi protests. This study aims to find out the persuasive strategies employed in these sermons, involving illocutionary speech acts and pragmatic functions occurred within them in addition to persuasive appeals and their strategies. The significance of the present study is that it reveals how the persuasive strategies mentioned above have been utilized in the said sermons to persuade the audience. Data for the present study have been selected for the following reasons: (1) they include different persuasive illocutionary speech acts with different pragmatic functions and different persuasive appeals with their strategies, and (2) they seem to have not been handled before by any researcher from the perspective of persuasion. Moreover, the approach followed in analyzing the data in the present study is mainly qualitative, and fifteen examples have been investigated. The findings of the present study are that three types of illocutionary speech acts have been used: representatives, directives and expressives. The advising pragmatic function occurring within directives is the prevalent type among other pragmatic functions. Furthermore, rational appeals, credibility appeals and affective appeals have been employed in the selected sermons and different strategies have been utilized within these three types. The rational appeals are the type which is dominant among others and the strategy of cause and effect- consequences occurred within this type is prevalent. The prevalence of the directives with the advising pragmatic function in addition to the rational appeals with the strategy of cause and effect-consequences might be due to the fact that the nature of the issue of the 2019 protests requires advising the protesters to properly manage them in addition to addressing the rational aspect of the minds of people to convince them so that the peaceful protests aims can be achieved. Moreover, most of the aforementioned types of speech acts with their pragmatic functions in the two sermons selected have been explicitly employed to clearly send the messages to the audience.

Key words: speech acts, pragmatic functions, persuasive appeals, persuasive strategies, sermons, protests.

المخلص:-

تتناول الدراسة الحالية الاستراتيجيات الاقناعية في خطبتين اثنتين من خطب الجمعة مكتوبتين باللغة العربية للسيد السيستاني واللذان تتناولان بشكل اساسي موضوع الاحتجاجات السلمية العراقية عام ٢٠١٩ وتهدف الدراسة الحالية الى الكشف عن الاستراتيجيات الاقناعية التي استخدمت في هاتين الخطبتين متضمنة الافعال الكلامية الانجازية و وظائفها التداولية اضافة الى النداءات الاقناعية واستراتيجياتها. تكمن اهمية الدراسة الحالية في اظهار كيفية استخدام الاستراتيجيات المشار لها انفا في الخطبتين لاقناع الجمهور وقد اختيرت بيانات الدراسة الحالية لسببين وهما احتواء الخطبتين على مختلف الافعال الكلامية الانجازية مع مختلف الوظائف التداولية ومختلف النداءات الاقناعية واستراتيجياتها اضافة الى عدم تناولهما من ذي قبل من قبل اي باحث اخر من منظور الاقناع و اتبع المنهج النوعي في تحليل البيانات وقد تم تحليل خمسة عشر مثالا. ان نتائج هذه الدراسة تتضمن استخدام ثلاثة انواع من الافعال الكلامية الانجازية وهي التقريريات والتوجيهيات والتعبيريات وان وظيفة النصيحة التداولية الواردة ضمن التوجيهيات كانت من اكثر الانواع استخداما اضافة الى ذلك تم استخدام جميع انواع النداءات الاقناعية كنداء العقل ونداء المصادقية ونداء العاطفة وكان نداء العقل مع استراتيجية السبب والنتيجة الواردة ضمنها هما الاكثر استخداما. ان سبب استخدام التوجيهيات مع وظيفة النصح التداولية واستخدام نداء العقل مع استراتيجية السبب والنتيجة اكثر من باقي الانواع ممكن ان يكون بسبب طبيعة قضية احتجاجات ٢٠١٩ والتي تتطلب نصح المحتجين بحسن ادارة الاحتجاجات ومخاطبة الجانب العقلي لديهم لاقناعهم وبهذا تتحقق اهداف التظاهرات السلمية اضافة الى ذلك معظم الافعال الكلامية ووظائفها التداولية المشار لها انفا قد استخدمت بالشكل المباشر لارسال الرسائل الى الجمهور بشكل واضح.

الكلمات المفتاحية: الافعال الكلامية، الوظائف التداولية، النداءات الاقناعية، الاستراتيجيات الاقناعية، الخطب، الاحتجاجات.

1.Introduction

The present study examines persuasive strategies in two of the top cleric Al-Sistani's written Friday sermons which were delivered earlier by his representatives in Imam Hussain's shrine in Karbala during the 2019 Iraqi protests. These sermons deal with issues relevant to the Iraqi people such as explaining the position of the authority of religion on the Iraqi protests, legislating new laws of election and its commission, commemorating the anniversary of the victory over ISIS, staging peaceful protests, making reforms and avoiding nonviolent protest actions. This study aims to find out the persuasive strategies involving the illocutionary speech acts and their pragmatic functions and the persuasive appeals and their strategies employed by Ali Al-Sistani to persuade the audience of the aforementioned issues. The significance of the present study is that it reveals how the persuasion process occurs by using the previously mentioned persuasive strategies in the selected sermons. This study attempts to answer the following questions:

- 1- What are the illocutionary speech acts and their pragmatic functions utilized to achieve persuasion in the selected sermons?
- 2-What are the persuasive appeals and their strategies employed to attain persuasion in the selected sermons?

An eclectic model including Searle's (1969) taxonomy of illocutionary speech acts and Connor and Lauer's (1985) model of persuasive appeals is adopted to analyze the two selected sermons. It is adopted to have a clear picture of the persuasive strategies employed by Al-Sistani to persuade the audience of some important political issues.

2. Previous Studies

In this study, a brief investigation of the employment of speech acts and persuasive strategies in the previous studies is provided. Said (2016) studied persuasive strategies in twenty texts of business English. Based on Searle's (1979) taxonomy of speech acts and Aristotle's three proofs which are ethos, pathos and logos, she arrived at the findings that assertives and directives are the speech acts that are dominant, in addition, among the three modes of

persuasion, logos is the strategy that is most used. Further, syntactic parallelism of clauses and repetition of words are also utilized to persuade the audience. Alkhirbash (2016) investigated two selected speeches delivered by Dr. Mahathir Mohammed, who is the forth Malaysian prime minister, at certain conferences in 2003 and 2007 in Malaysia to find out speech acts as persuasive devices. He aimed to discover which speech acts that were employed as central elements to persuade people. Through a rhetorical analysis, he concluded that assertives and directives are used as central elements to persuade the audience to do actions about issues of relevance to the Islamic world, war and terrorism.

Abu Rumman (2019) examined the persuasive process in Al-Nabulsi's Friday sermons. She aimed to find out the persuasive appeals and their strategies in ten randomly selected sermons. Based on Connor and Lauer's (1985) model, the study revealed that all the types of appeals which are rational, credibility and affective are utilized in the selected sermons. The rational appeals are the ones which are most employed followed by the credibility appeals. In addition, the affective appeals are less frequently used. Further, among the rational strategies, the authority strategy is the one which is most frequently employed, and the strategy of showing the writer-audience shared interests and point of view is dominant among the credibility appeals. Moreover, the strategy of vivid picture is the dominant one among the affective appeals. Moreover, Abdzaid et al.(2020) conducted a study on speech acts in Imam Hassan's sayings of preaching to find out the types of speech acts which were frequently used in addition to the sentence type mainly utilized. Through a pragmatic and syntactic analysis, they concluded that assertives and directives are the types that are most used in the data collected and, among the sentence types, the declarative type is most frequently employed. In the same vein, Haasan and Al-Mejdawy (2020) identified speech acts in Al-Sistani's congregation sermons in the period from 2014 to 2016 depending on Searle's (1975) model. They aimed to discover the influence and effectiveness of these sermons in the reform of the Iraqi society via employing speech acts. The results of this study revealed that speech acts of assertives, directives and commissives are used, and different illocutionary forces such as order, advice, assertion,

warning and promise are employed to urge making reforms in different aspect of the Iraqi people's life.

The above-mentioned previous studies either deal with speech acts pragmatically or persuasively, or tackle modes of persuasion, excluding speech acts as persuasive strategies. The present study handles the persuasive strategies including speech acts and persuasive appeals in the written Arabic Friday sermons of the Grand Ayatollah Al-Sistani, and here is where the significance of the study stems from .

3. Theoretical Framework

3.1. Persuasive Communication

Persuasive communication is a process in which the speaker intends to convince others. In this process, s/he does not only convey information to the hearer, but also convince him/her to do an action or change his /her views. Poggi (2005) states that persuasion " has the ultimate objective of influencing people or making them embrace certain beliefs in order that they may either adopt new goals or abandon previous ones in favor of higher value goals, as presented by the persuader" (as cited in Jarraya, 2013, p. 5). For persuaders to be effective in persuasive communication, they need to follow four essential steps. First, they need to make their argument credible. Second, they have to find common ground with people they want to convince so that they can base their objectives on it. Third, also, they have to enhance their argument via hard evidence and vivid picture. Fourth, they need an emotional connection with people (Conger , 1998, as cited in said, 2016). Additionally, convincing the audience requires the speaker to employ persuasive strategies which are "the various means of persuasion available to any speaker"(Said, 2016, p.773).

3.2. Speech act theory

Speech acts theory is a theory inspired by Austin in 1962. In this theory, he explains that in communication, words are uttered to not only describe things or transmit information, but also do things (Mey,1993). At first, he proposed a distinction between constatives and performatives in which truth is depended on to assess the former and felicity is adopted to assess the latter. Later, this distinction was

abandoned and replaced by another distinction in which explicit performatives and implicit performatives are differentiated (Yule,1996). Austion (1962) demonstrates that while speaking, three actions are performed at the same time: locutionary, illocutionary and perlocutionary (Alkhirbash, 2016). Austin (1962) proposed a taxonomy of speech acts which is not flawless, and his student, Searle, refined it later, specifically the illocutionary speech acts which are classified into five types (Marie & Zibin, 2020). According to Searle (1979), they are as follows:

- 1- Representatives: Speech acts which have the function of expressing propositions that are asserted to be true. For example, describing, concluding, asserting, etc.
- 2- Directives: Speech acts that make the hearer do an action like commanding, requesting, advising, etc.
- 3- Commissives: Speech acts in which one commits himself/herself to future actions such as offering, threatening, promising, etc.
- 4- Expressives: Speech acts that express the speaker's attitudes and emotions to others like apologizing, greeting, thanking, etc. (Intharaphromrat et al., 2020).
- 5- Declarations: Yule (1996) states that they are speech acts in which statements and announcements are explicitly expressed by the speaker when having an institutional role such as pronouncing, naming, etc.

In performing the above-mentioned types of speech acts, the pragmatic function employed within them is expressed either implicitly or explicitly.(Al-Saidi, 2016). Searle (1969) defines the pragmatic function as " The illocutionary force a given speech act entails in addition to the meaning it expresses and it refers to the embedded associative connotations of a word or an expression that carries implicit meanings"(as cited in Al-Saidi,2016,p. 18). Searle (1969) regards the persuasive speech act as a kind of directive. It can also be performed by any other type of speech acts (Taufik, 2014, as cited in Jibreen & Al-Janabi, 2018).

3.3. Persuasive Appeals

Connor and Lauer (1985) designed a model of persuasive writing which includes three types of appeals with some strategies. In this

study, only the appeals and their strategies that are relevant to the analysis of data are mentioned. According to Biber et al.(2007) , they are as follows:

1-The Rational appeals (Logos)

These are the appeals that correspond to Aristotle's idea of logos which addresses the rational side of people's mind. To convince the audience, the speaker needs to give information, facts, statistics etc. which form an essential part of persuasive argument. The following table shows the strategies occurring within this type:

Table 1. Description of Rational Strategies

Strategies	Description
Descriptive Example	Utilizing a descriptive example from one's or others' daily life experience.
Comparison	Supporting one's argument via employing a comparison.
Difference of Degree	Differentiating between two things depending on degree rather than kind.
Cause/effect – Means/end – Consequences	Revealing that one event causes another to happen.
Stage in process	Taking a necessary step after reviewing the previous steps.

2- Credibility Appeals (Ethos)

Aristotle notes that for the speaker to be persuasive, he/she needs to reflect a positive image of himself/herself (Biber et al., 2007). There are some strategies that occur within this type. According to Al-Musa'abi (2021), they are shown in the table below.

Table 2. Description of Credibility Strategies

Strategies	Description
Showing writer's respect for audience's interests and point of view	Creating a good image of the writer through showing appreciation.
Showing writer-audience shared interests and points of view	Showing that the writer has similar interests with the audience.
Showing writer's good character and/or judgment	Making fair or neutral judgment to reveal that the writer is a good willed person.

3- Affective Appeals (Pathos)

Appealing to people's emotions helps make them take a certain action. Aristotle (1932, p. 9) notes that "Persuasion is effected

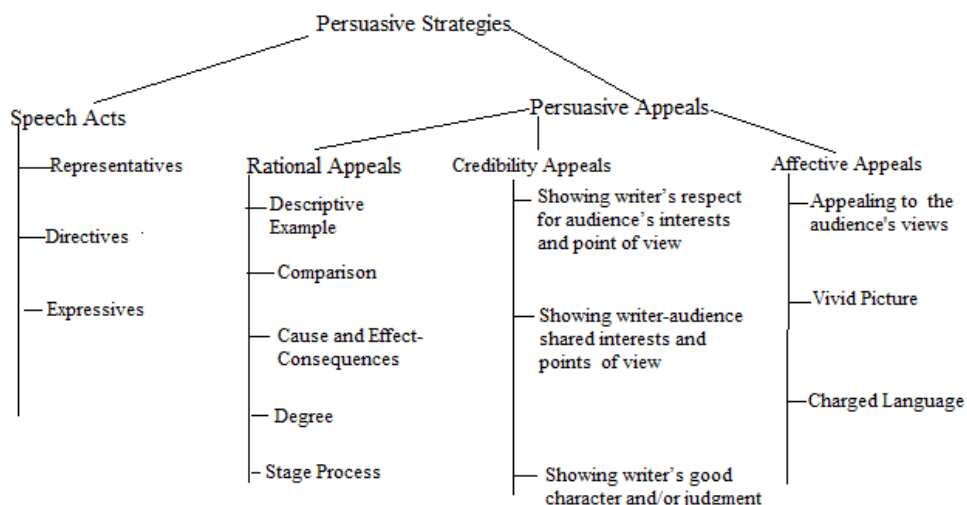
through the audience when they are brought by the speech into a state of emotion; for we give very different decisions under the sway of pain or joy, liking or hatred" (as cited in Biber et al., 2007, p. 131). According to Biber et al. (2007), the table below shows the strategies within this kind of appeals.

Table 3. Description of Affective Strategies

Strategies	Description
Appealing to the audience's views	Arousing people's emotions via moral or attitudinal values.
Vivid Picture	Creating a thought to make the audience present in it.
Charged Language	Arousing people's emotions via utilizing strong language.

The eclectic model adopted in this study is diagrammed as follows:

Figure 1. Eclectic Model of Analysis



4. Methodology

4.1. Approach of the Study

The approach followed to analyze the data in this study is mainly qualitative. It involves a content analysis to discover the different kinds of persuasive illocutionary speech acts whether direct or indirect in addition to the persuasive appeals and their strategies in the selected sermons.

4.2.Data Collection

The researcher is required to browse the grand Ayatollah Ali Al-Sistani's official website (<https://www.sistani.org/>) to collect two written sermons that involve different types of illocutionary speech acts and different persuasive appeals and their strategies. These Friday sermons were delivered earlier by Al-Sistani's representatives in Imam Hussain's shrine in 2019. The reason behind choosing these sermons delivered in 2019 is that this year witnessed an important event which is the protests against the Iraqi ruling political class to force it to make reforms and improve the situation in Iraq, and these sermons handle this issue in addition to other political issues of relevance to the Iraqi people. Furthermore, they are divided into texts to facilitate the analysis.

4.3.Data Selection Rationale

The data are selected for the following reasons:

- 1- The sermons selected involve different speech acts and different pragmatic functions.
- 2- The sermons selected include different persuasive appeals and different strategies.
- 3- The sermons selected seem to have not been investigated before by any researcher from the persuasion perspective.

4.4.Data Analysis

The data selected for this study involve two sermons of the grand Ayatollah Ali Al-Sistani. The sermons selected are taken from his official website (<https://www.sistani.org/>) and are translated by the researcher. They are divided into texts to facilitate the analysis and the texts are analyzed twice to find out the persuasive strategies like:(1) direct and indirect speech acts, and (2) the persuasive appeals and their strategies. Some texts comprise more than one speech act and more than one persuasive appeal. Moreover, the meaning of some texts cannot be clear unless some quoted extracts from the earlier and later texts are mentioned. Additionally, only(15) examples are analyzed (see Appendix A for persuasive illocutionary speech acts and Appendix B for persuasive appeals). Furthermore, an eclectic model is adopted for the sake of analysis. It involves Searle's (1969) taxonomy of speech acts and Connor and Lauer's

(1985) model of persuasive appeals and strategies. It is adopted to have a clear picture of the persuasive strategies utilized by Al-Sistani to convince the Iraqi people of some political issues. It is worth mentioning that the persuasive appeals and their strategies are mentioned according to their relevance to the analysis of data.

4.5. Results and Discussions

4.5.1. Analysis of the First Sermon

This sermon is one of the Standard Arabic written sermons delivered earlier by one of the Grand Ayatollah Ali Al-Sistani's representatives during Friday prayers in Imam Hussain's shrine at the beginning of the 2019 Iraqi protests. The issues focused on in this sermon are emphasizing the importance of the peaceful protests, legislating a new law of election and legislating a new law of independent high electoral commission.

a Speech Acts

1- Direct Representative Speech Act and Direct and Indirect Directive Speech Acts

In the sermon under analysis, there is only one instance of a direct representative speech act with an asserting pragmatic function which represents 20% out of the total (5). See the following text:

Text (1)

ST	"إن المرجعية الدينية قد أوضحت موقفها من الاحتجاجات السلمية المطالبة بالاصلاح في خطبة الجمعة الماضية من خلال عدة نقاط، تضمنت التأكيد على سلميتها وخلوها من العنف والتخريب، والتشديد على حرمة الدم العراقي، وضرورة استجابة القوى السياسية للمطالب المحقة للمحتجين..."	Reference (Al-Sistani, 2019, para.1).
Trans.	The authority of religion has explained its position on the peaceful protests demanding reforms in the previous Friday sermon through some points involving the emphasis on peaceful protests, the importance of being devoid of violence and sabotage, the stress on the sanctity of Iraqis blood and the need to meet the peaceful protesters' rightful demands by the political forces.	

The authority of religion has explained its position on the protests which demand reforms through some points like emphasizing peaceful protests, emphasizing the importance of being free from violence and sabotage, stressing the sanctity of Iraqis blood and meeting the peaceful protesters' demands by the political forces. The top cleric in this text used a direct representative speech act with an

asserting pragmatic function to assert that he has clarified his position on the 2019 Iraqi protests in one of the previous sermons in which he has mentioned some basic conditions which are re-emphasized in the sermon under scrutiny to support the protests to make changes and reforms. These conditions have been set in the form of pieces of advice which are indirectly expressed. In addition, another speech act of directive with an advising pragmatic function occurs in the text above. In this sermon, there are four examples of this type of speech acts, forming 80% out of the total (5). Three of them are implicitly expressed in the above text, constituting 75% out of the total (4). Al-Sistani advises the Iraqi protesters to adopt protests which are free from violence, destruction and bloodshed. Also, he advises the ruling political class to meet the protesters' rightful demands and to make reforms. By utilizing these types of speech acts, he persuades the protesters to adopt the peaceful protests only and to renounce destroying the properties or doing violent protest actions, considering the peaceful protests the fundamental condition to support them. He also convinces the ruling political class that making a wholesale political change is the only way to overcome the crisis in Iraq.

There is also only one example of a direct speech act of directive with an advising pragmatic function in this sermon, making up 25% out of the total (4). Consider the following example:

Text (2)

ST	"...والمرجعية إذ تؤكد على ما سبق منها تشدد على ضرورة الاسراع في إنجاز قانون الانتخابات وقانون مفوضيتها بالوصف الذي تقدم في تلك الخطبة، لأنهما يُمهذان لتجاوز الأزمة الكبيرة التي يمر بها البلد".	Reference (Al-Sistani, 2019, para.1).
Trans.	Asserting what is previously mentioned, the authority of religion emphasizes the need to rapidly legislate the law of election and the law of its commission, as described in the previous sermon, for this leads to overcome the crisis in the country.	

A direct speech act of directive with an advising pragmatic function was employed by the Grand Ayatollah Al-Sistani when he advises the Iraqi government and the Iraqi parliament to rapidly pass a new law of election and a new law of independent high electoral commission, as described in one of the previous sermons. He motivates the ruling political forces to pass the aforementioned laws, as he described earlier, in response to the public demands to result

in a government and a parliament that really reflect the voters' will, regarding this as the only solution to defuse the crisis in Iraq.

b. Persuasive Appeals and Their Strategies

1-Rational Appeals

There are two examples of this kind of appeals in the sermon under analysis, representing 50% out of the total(4). Strategies occurring within this type are: stage process and cause and effect-consequences. The former constitutes 50% out of the total (2), and the latter forms 50% out of the total (2). See the following text that includes the abovementioned strategies together:

Text (2)

ST	"...ضرورة الاسراع في إنجاز قانون الانتخابات وقانون مفوضيتها بالوصف الذي تقدّم في تلك الخطبة، لأنهما يُمهدان لتجاوز الأزمة الكبيرة التي يمر بها البلد."	Reference
		(Al-Sistani, 2019, para. 1).
Trans.	The need to rapidly legislate the election law and the independent high electoral commission law, as described in the previous sermon, for this leads to overcoming the major crisis.	

The text "the need to rapidly legislate the election law and the independent high electoral commission law" involves using the strategy of stage process. It shows that the authority of religion is of the opinion that to make an overall political change in Iraq, the election law and the electoral commission law should be rapidly legislated in accordance with some criteria described in one of the previous sermons. Following the criteria set by Ayatollah Al-Sistani leads to a real representation of the electorate's will, and this is a very important step that the political forces should take to calm the situation. In addition, the strategy of cause and effect consequences was also used. The text "لأنهما يُمهدان لتجاوز الأزمة" for this leads to overcoming the major crisis" was expressed to explain that meeting the protesters' rightful demands of legislating the aforementioned laws without procrastination has the positive consequences of defusing the crisis and fixing the deteriorating situation in Iraq. Furthermore, it is the only way to achieve the aspirations of the Iraqi people to elect their real representatives to the government and the parliament.

2- Credibility Appeals

This type of appeals occurs only once in this sermon, forming 25% out of the total (4). The strategy of the writer's good character and /or judgment is the only one occurring within this type of appeals. Below is a good example.

Text (1)

ST	"إن المرجعية الدينية قد أوضحت موقفها من الاحتجاجات السلمية المطالبة بالإصلاح في خطبة الجمعة الماضية من خلال عدة نقاط، تضمنت التأكيد على سلميتها وخلوها من العنف والتخريب، والتشديد على حرمة الدم العراقي..."	Reference (Al-Sistani, 2019, para.1).
Trans.	The authority of religion has explained its position on the peaceful protests demanding reforms in the previous Friday sermon through some points involving the emphasis on peaceful protests, the importance of being devoid of violence and sabotage, the stress on the sanctity of Iraqis blood and the need to meet the peaceful protesters' rightful demands by the political forces.	

In the example above, Al- Sistani shows an objective judgment when he reveals that his support for the 2019 Iraqi protests is not absolute, but it is conditional upon the protests being free from violence and sabotage in addition to avoiding bloodshed. He wants the protests to achieve their aims of making overall reforms via using peaceful protest actions only. The employment of this strategy shows that he is a good-willed person.

3-Affective Appeals

Only one example of this kind of appeals occurs in the sermon under scrutiny, constituting 25% out of the total (4). It is of the strategy of appealing to the audience's views. See the following instance:

Text (1)

ST	"...وضرورة استجابة القوى السياسية للمطالب المُحقّة للمحتجّين..."	Reference (Al-Sistani, 2019, para.1).
Trans.	The need to meet the peaceful protesters' rightful demands by the political forces.	

In this text, the strategy of appealing to the audience's views was used by Al-Sistani when he recommends that the Iraqi political

forces should respond to the protesters' demands of fixing the deteriorating situation in Iraq and making a comprehensive political change. He arouses emotions in the protesters when he urges the ruling political class to meet the protesters' demands of overall reforms and this shows his support to them until they achieve the aims of their protests.

Table 4. Direct and Indirect Persuasive Speech Acts with their Pragmatic Functions in the First Sermon

SA	Pragmatic function						Total	
	Direct	Fr.	Pc.	Indirect	Fr.	Pc.	Fr.	Pc.
Representatives	Asserting	1	20%	/	/	/	1	20%
Directives	Advising	1	25%	Advising	3	75%	4	80%

Table 5. Persuasive Appeals and their Strategies in the First Sermon

Appeals	Strategies	Fr.	Pc.	Total	
				Fr.	Pc.
Rational	Stage Process	1	50%	2	50%
	Cause and Effect-Consequences	1	50%		
Credibility	the writer's good character and /or judgment	1	25%	1	25%
Affective	appealing to the audience's views	1	25%	1	25%

The above tables reveal that only two types of speech acts were used: directive and representative. The representative speech act occurs with (20%) frequency of occurrence. It is of an asserting pragmatic function. The indirect directive speech acts have a high frequency of occurrence, which is (80%), and all of them are of an advising pragmatic function. Also, there is only one example of a direct speech act of directive with an advising pragmatic function. Al-Sistani asserts that there are conditions for supporting the 2019 Iraqi protests, and they are conveyed in the form of advice in an indirect manner to the audience. That's why, three among the total number of speech acts which is five in this sermon are implicitly employed. Further, since this sermon handles issues of making reforms by the Iraqi political forces in addition to using peaceful protest actions by the protesters, all the directive speech acts used are of the advising pragmatic function. Persuasive appeals which are rational, credibility and affective were utilized to convince the audience about the previously mentioned issues. The rational appeals occur with a high frequency of occurrence, which is (50%), involving only two

strategies which are stage process and cause and effect-consequences. The stage process strategy was used to show the need for taking a step by the political class to legislate new laws of election and its commission to calm the situation in Iraq. In addition, the strategy of cause and effect-consequences was employed to show the positive consequences of passing the aforementioned laws which lead to defusing the crisis. The high frequency of the appeals mentioned above might be because the propositions on staging peaceful protests and fixing the situation in Iraq requires depending on logic more to persuade the audience. Additionally, both of the credibility appeal and the affective appeal have (25%) frequency of occurrence. The low frequency of the credibility appeal can be construed that Al-Sistani's main aim is not to show good intentions when conveying his insights to the audience. Moreover, the nature of the issue of making reforms and renouncing violence in the protests might depend on addressing the minds of people rather than appealing to their emotions. This is why, the utilization of the affective appeal occurs with a low frequency of occurrence in this sermon. Employing all of these persuasive strategies involving the speech acts and the persuasive appeals in this way helps the Grand Ayatollah Al-Sistani achieve more persuasion on the points tackled in this sermon.

4.5.2. Analysis of the Second Sermon

This sermon is one of Ayatollah Al-Sistani's written Friday sermons which was delivered earlier by his representative in Imam Hussain's shrine. It is about the 2019 Iraqi protests and the second anniversary of announcing the victory over ISIS.

a. Speech Acts

1- Direct Expressive Speech Acts

Expressive speech acts have a high frequency in this sermon and all of them are directly used. There are nine instances of this type which represents 39% out of the total (23). Within this type, there are different pragmatic functions like commemorating, praising, thanking, expressing optimism, expressing hope, condemning and expressing sorrow. The commemorating pragmatic function occurs twice, forming 22% out of the total (9) (see Appendix A). Consider the following example of commemorating pragmatic function:

Text (3)

ST	"مرّت قبل أيام الذكرى السنوية الثانية لإعلان النصر على داعش في المنازلة التاريخية الكبرى التي خاضها العراقيون".	Reference (Al-Sistani,2019, para.1).
Trans.	The second anniversary of announcing the victory over ISIS has passed a few days ago. The Iraqi fighters have fought in this great historic war.	

In the example above, a direct expressive speech act was used. It is of commemorating pragmatic function. Al-Sistani commemorates the second anniversary of the victory over ISIS. He wants Iraqis to commemorate this victory every year so that the Iraqi fighter's sacrifices to liberate Iraq from this terrorist organization remain present in the Iraqi people's minds as a sign of gratitude to these sacrifices.

The praising pragmatic function within this type of speech acts occurs twice, making up 22% out of the total (9) (see Appendix A). See the following example:

Text (4)

ST	"وأبلاوا فيها بلاءً حسناً لتحرير أجزاء غالية من وطنهم سبق أن استولى عليها التنظيم الإرهابي، وقد قدموا في هذا الطريق طوال ما يزيد على ثلاثة أعوام عشرات الآلاف من الشهداء واضعاف ذلك من الجرحى والمصابين، وسطروا صفحات مشرقة من تاريخ العراق بأحرف من عز وإباء، ورسوموا خلالها أجمل صور البطولة والفداء، دفاعاً عن الأرض والعرض والمقدسات"	Reference (Al-Sistani,2019, para.1).
Trans.	The Iraqi fighters have fought hard to liberate the dear parts of their country which have been occupied by this terrorist organization. Over the past three years, they have sacrificed tens of thousands of martyrs and double that number of the injured fighters on this path. They have written in pride and dignity pages in the history of Iraq and have painted the most beautiful pictures of heroism and redemption in defending their country, honor and sanctities.	

This instance includes a direct expressive speech act with a praising pragmatic function. Al-Sistani praises the bravery of the Iraqi martyrs and the Iraqi injured fighters and their efforts to liberate their country from ISIS. He wants the Iraqi people to always praise the valor of the Iraqi army and all other forces participated in the war against this terrorist organization as a sign of gratitude to their sacrifices to protect Iraqis and their holy places in addition to immortalizing this stage characterized by heroism and bravery in the history of Iraq.

There is also a thanking pragmatic function which occurs one time within this kind of speech act. It is explicitly utilized and it forms 11% out of the total (9). Below is an example.

Text (5)

ST	"نستذكر بإجلال واکبار الشهداء... ونتوجّه بأسمى آيات الاحترام والتقدير الى الأحبة من أسرهم وعوائلهم، وإلى الأعزّة الجرحى والمعاقين، وإلى المقاتلين... فلهم جميعاً بالغ الشكر وخالص الدعاء".	Reference (Al-Sistani, 2019, para.2).
Trans.	Our highest respect and appreciation go to the martyrs and their families, to the dear injured fighters and the disabled fighters, and to the fighters... I want to express my sincere thanks to them.	

The text above is an instance of a thanking pragmatic function. Al-Sistani thanks the martyrs' families, the injured fighters, the disabled fighters due to the war and the fighters who have fought ISIS valorously to liberate Iraq from its control. He motivates the Iraqi people to always remember and thank the sacrifices of the aforementioned groups in preserving the dignity and the history of Iraq to magnify their status in the eyes of Iraqis.

One example of the pragmatic function of expressing optimism also occurs within this kind of speech acts in the sermon under scrutiny. It is explicitly performed and it constitutes 11% out of the total (9). See the following example:

Text (6)

ST	"ومما يدعو الى التفاؤل هو إن معظم المشاركين في التظاهرات والاعتصامات الجارية يدركون مدى أهمية سلميتها وخلوها من العنف والفوضى والإضرار بمصالح المواطنين...".	Reference (Al-Sistani, 2019, para.5).
Trans.	It is optimistic that most of the participants in the ongoing demonstrations and sit-ins realize how important it is that they are peaceful and free from violence, chaos and harm to the interests of the citizens	

In this example, the Grand Ayatollah Al-Sistani expresses his optimism about the Iraqis' awareness of the importance of using peaceful protest actions to achieve their demands. He encourages the Iraqi people to remain peaceful in their protests, and to never resort to violence, chaos or harm to people's interests so that they win the battle of eliminating corruption and making reforms.

Furthermore, he wants to show that he supports the protests if they remain peaceful.

Another pragmatic function (expressing hope) is used. There is only one instance of this pragmatic function, which is expressed directly, and which makes up 11% out of the total (9). The following text involves this pragmatic function in addition to an indirect speech acts of directive with an advising pragmatic function (see Appendix A). An example of the pragmatic function of expressing hope is shown below.

Text (7)

ST	"ضرورة أن يخضع السلاح كل السلاح لسلطة الدولة وعدم السماح بوجود أي مجموعة مسلحة خارج نطاقها تحت أي اسم أو عنوان. إن استقرار البلد والمحافظة على السلم الأهلي فيه رهن بتحقيق هذا الأمر، وهو ما نأمل أن يتم في نهاية المطاف نتيجة للحركة الإصلاحية الجارية".	Reference (Al-Sistani, 2019, para.6).
Trans.	Weapons should be limited to the hands of the government, and the existence of any armed faction under any title out of the control of the state should be prevented. Stability of the country and civil peace depend on achieving that, which we hope will happen as a result of the ongoing reform process.	

In the text, "وهو ما نأمل أن يتم نتيجة الحركة الإصلاحية الجارية", which we hope will happen as a result of the ongoing reform process", Al-Sistani expresses his hope of achieving stability and preserving civil peace through preventing the uncontrolled weapons and through putting an end to the existence of the armed factions out of the control of the state. He wants to persuade the Iraqi government to take procedures to achieve this demand to preserve stability in Iraq.

Within this type of speech acts, there is only one example of condemning pragmatic function which is directly employed, forming 11% out of the total (9). Below is a good example.

Text (8)

ST	"اننا إذ نشجب بشدة ما جرى من عمليات القتل والخطف والاعتداء بكل أشكاله ومنها الجريمة البشعة والمروعة التي وقعت يوم أمس في منطقة الوثبة..."	Reference (Al-Sistani, 2019, para.7).
Trans.	We strongly condemn killing, kidnapping and assaulting in all its forms, including the heinous crime that took place yesterday in Al-Wathba.	

Sayyid Al-Sistani, in the above text, expresses his condemnation of all forms of violent actions accompanying the 2019 Iraqi protests

like killing, abducting and assaulting the protesters in addition to the crime committed in Al-Wathba in Baghdad. He convinces the Iraqi government to fulfill its duty in protecting the protesters. Moreover, he motivates the protesters to remain peaceful and to reject the violent protest actions so that they can win their reform battle.

Expressing sorrow is another direct pragmatic function which is used only one time within this type of speech acts representing 11% out of the total (9). An example of this pragmatic function is shown below.

Text (9)

ST	"ومن المحزن ما لوحظ من اجتماع عدد كبير من الاشخاص لمتابعة مشاهدتها الفظيعة يوم أمس، ولا حول ولا قوة الا بالله العلي العظيم".	Reference (Al-Sistani, 2019, para.7).
Trans.	It is sad to note that a large number of people gathered to watch its horrific scenes yesterday, and there is no power and no strength except with Allah, the Almighty.	

In this instance, Al-Sistani expresses his sorrow about the gathering of a large number of people to watch the tragic scenes of Alwathba crime without any objection to this violent action. He wants to show that his sorrow means that such a horrible action is totally rejected, and he wants to convince the protesters to reject crimes and any other form of violence in the protests.

2- Direct Representative Speech Acts and Direct and Indirect Directive Speech Act

In the sermon under study, there are four instances of a direct representative speech act, and all of them are of an asserting pragmatic function, making up 17% out of the total (23) (see Appendix A). The text below involves this kind of speech acts in addition to another kind which is a directive speech act with a direct advising pragmatic function. This type is extensively employed in this sermon and there are ten instances of which seven are directly expressed, representing 43% out of the total (23) (see Appendix A). The direct advising pragmatic function mentioned above occurs six times in the sermon under analysis, forming 60% out of the total (10) (see Appendix A).

Text (10)

ST	"ولا بد من أن نعيد اليوم التأكيد على ما سبق ذكره من ضرورة أن يكون بناء الجيش وسائر القوات المسلحة العراقية وفق أسس مهنية رصينة، بحيث يكون ولاؤها للوطن وتنهض بالدفاع عنه ضد أي عدوان خارجي، وتحمي نظامه السياسي المنبعث عن إرادة الشعب وفق الأطر الدستورية والقانونية"	Reference (Al-Sistani, 2019, para.3).
Trans.	As previously mentioned, we re-emphasize the necessity of rebuilding the army and all other Iraqi armed forces on solid professional foundations which are expressing allegiance to the country, defending it against any external aggression and protecting its political system elected by the people according to constitutional and legal frameworks.	

Al-Sistani asserts the importance of previous advice given to the Iraqi government by him. This advice involves setting criteria for rebuilding the armed forces, involving loyalty to the country, defending it against external aggression and protecting the political system elected constitutionally and legally. Al-Sistani in this text persuades the audience that this advice is very important and following these criteria in rebuilding the armed forces is essential to achieve security and political stability in Iraq. Additionally, a direct directive speech act with an advising pragmatic function was used in this text when he advises the Iraqi government to follow solid professional foundations in rebuilding the armed forces. He convinces the Iraqi government that rebuilding strong armed forces requires criteria like allegiance to the country, ability to defend it against external aggression and ability to protect its constitutionally and legally elected political system.

In the sermon under study, there is also an indirect speech act of directive with an advising pragmatic function which occurs three time, representing 30% out of the total (10). The following is a good instance:

Text (11)

ST	"أيها العراقيون الكرام إن أمامكم اليوم معركة مصيرية أخرى، وهي (معركة الإصلاح) والعمل على إنهاء حقبة طويلة من الفساد والفشل في إدارة البلد..."	Reference (Al-Sistani, 2019, para.5).
Trans.	Dear Iraqis, now you have another fateful battle, which is 'the battle of reform', and you need to end a long era of corruption and failure in managing the country.	

This text includes an indirect speech act of directive with an advising pragmatic function. The pragmatic function in this text "أيها العراقيون الكرام" was not used to call the audience, rather, it

was indirectly employed to advise people to conduct a reform battle against the Iraqi political class' corruption and failure in running Iraq. This is indicated by another sentence in this text which is "now, you have another fateful battle ... ان امامكم اليوم معركة مصيرية اخرى...". This sentence includes an indirect speech act of directive with an advising pragmatic function. Al-Sistani in this example wants to encourage the Iraqi people to revolt to combat corruption and failure in running the country, in addition, he wants to persuade them that this is the only way to pressure on the political system to remedy the situation in Iraq.

Warning pragmatic function within directive speech acts in the sermon under analysis occurs only one time, and it forms 10% out of the total (10). It is explicitly performed. See the following example:

Text (12)

ST	"وتكشف عن اقترفوا هذه الجرائم الموبقة وتحاسبهم عليها، ونحذر من تبعات تكررهما على أمن واستقرار البلد وتأثيره المباشر على سلمية الاحتجاجات".	Reference (Al-Sistani, 2019, para.7).
Trans.	They should uncover those who committed these terrible crimes and hold them accountable for them, and we warn against their negative consequences on the country stability and the peaceful protests in case these crimes are committed again.	

In the text above, the warning pragmatic function was employed to warn against the consequences of dealing with the protesters violently by the armed forces, in addition, it was utilized to warn against using violence as a form of protest actions by the protesters. Al-Sistani persuades the former and the latter not to resort to violence with all its forms as a way of dealing with one another for this has a negative impact on the peaceful protests and threatens the stability in Iraq.

b. Persuasive Appeals and Their Strategies

1- Rational Appeals

This type of appeals occurs nine times in the sermon under analysis, representing 45 % out of the total (20). Strategies occurred within this type are descriptive example, comparison, cause and – effect consequences, difference of degree and stage process. They are shown with examples below.

Descriptive Example

This strategy occurs twice, forming 22% out of the total (9). An instance of this strategy is shown below.

Text (6)

ST	"إن معظم المشاركين في التظاهرات والاعتصامات الجارية يدركون مدى أهمية سلميتها وخلوها من العنف والفوضى والإضرار بمصالح المواطنين، بالرغم من كل الدماء الغالية التي أريقَت فيها ظلماً وعدواناً، وكان من آخرها ما وقع في بداية هذا الأسبوع من اعتداء أثم على الأحبة المتظاهرين في منطقة السنك ببغداد حيث ذهب ضحيته العشرات منهم بين شهيد وجريح".	Reference (Al-Sistani, 2019, para.5).
Trans.	Most of the participants in the ongoing demonstrations and sit-ins realize how important it is for demonstrations to be free from violence, chaos and harm to the citizens' interests, in spite of the cherished blood that has been wrongfully shed in the recent events of which the last one has taken place at the beginning of this week, and in which the demonstrators have been assaulted in the Al-Sinak area in Baghdad. This event has resulted in dozens of martyrs and injured.	

This strategy was used to support the argument that the Iraqi protesters realize the importance of using nonviolent protest actions to make changes during the 2019 protests although they have been attacked by weapons. In the above text, the descriptive example handles the armed assault against the peaceful protesters in Al-Sinak area in Baghdad. This incident resulted in dozens of martyrs and injured. Despite this incident, the protesters did not resort to the armed clash with the armed forces.

Comparison

This strategy occur only one time in the sermon under study, forming 11% out of the total(9). The text below involves the use of this strategy in addition to the use of the strategy of cause and effect-consequences which occurs four times, constituting 44% out of the total(9) (see Appendix B).

Text (13)

ST	"وقد سبق أن أكدت المرجعية الدينية في خطبة النصر قبل عامين(ان هذه المعركة التي تأخرت طويلا لا تقلّ ضرارة عن معركة الارهاب إن لم تكن أشد وأقسى، والعراقيون الشرفاء الذين استبسلوا في معركة الارهاب قادرون بعون الله تعالى على خوض غمار هذه المعركة والانتصار فيها أيضاً إن أحسنوا ادارتها)ومن المؤكد أن إتباع الأساليب السلمية هو الشرط الأساس للانتصار فيها".	Reference (Al-Sistani, 2019, para.5).
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Trans.	The authority of religion previously emphasized in the victory sermon two years ago that this battle – which is long overdue – is no less fierce than the battle of terrorism, if not more severe. The honorable Iraqis, who fought bravely in the battle of terrorism, are able – with the help of God Almighty – to fight this battle and win it if they properly manage it and it is definite that using peaceful protest actions is the basic condition for winning it.
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Al-Sistani, in this text, regarded the revolution waged by the Iraqi protesters in 2019 against corruption and failure in running Iraq as a battle, and he compares it with the battle fought by the Iraqi fighters against terrorism, but he considered the former more severe. The comparison made between the two involves that both of them were conducted to protect Iraq. The battle against terrorism was fought to protect and liberate Iraq from ISIS, and the battle led by the Iraqi protesters was conducted to protect Iraq and liberate it from corruption and destruction in addition to making reforms and regaining the Iraqi people's rights. Al-Sistani employed the strategy of comparison between these two battles to show that revolting against corruption and the deteriorating situation in Iraq is a battle, and it is a duty to fight this battle to save the country and the people.

Cause and Effect- Consequences

This strategy was used in the text " والانتصار فيها ايضا ان احسنوا " win it if they properly manage it and it is definite that using peaceful protest actions is the basic condition for winning it". It shows that properly managing the reform battle by the protesters has the effect of winning it. In addition, this strategy clarifies that managing the reform battle properly involves using the peaceful ways only to combat corruption and failure in ruling Iraq, which leads to achieving the demands. Through explaining the positive consequences mentioned above, Al-Sistani urges Iraqis to be peaceful in their reform battle and renounce violence to win it.

Difference of Degree

There is only one example of this strategy in the sermon under study, and which represents 11% out of the total(9). Below is a good example.

Texts (6 &13)

ST	"ومن المؤكد أن إتباع الأساليب السلمية هو الشرط الأساس للانتصار فيها، ومما يدعو إلى التفاؤل هو أن معظم المشاركين في التظاهرات والاعتصامات الجارية يدركون مدى أهمية سلميتها وخلوها من العنف والفوضى والإضرار بمصالح المواطنين".	Reference (Al-Sistani, 2019, para.5).
Trans.	It is definite that using peaceful protest actions is the basic condition for winning it. It is optimistic that most of the participants in the ongoing demonstrations and sit-ins realize how important it is that they are peaceful and free from violence, chaos and harm to the interests of the citizens.	

In this text, Al-Sistani employed this strategy to show that the Iraqi protesters are aware of the importance of being peaceful in their reform battle, and they follow peaceful ways in waging it against the deteriorating situation in Iraq to fix it and to make overall changes. But he wants them to be more peaceful in their reform battle and to keep it out of any form of violence, mess and harm to people's interests.

Stage Process

There is only one instance of this strategy within the rational appeals, constituting 11% out of the total (9). See the following example:

Text (10)

ST	"ولا بد من أن نعيد اليوم التأكيد على ما سبق ذكره من ضرورة أن يكون بناء الجيش وسائر القوات المسلحة العراقية وفق أسس مهنية رصينة، بحيث يكون ولاؤها للوطن وتنهض بالدفاع عنه ضد أي عدوان خارجي، وتحمي نظامه السياسي المنبعث عن إرادة الشعب وفق الأطر الدستورية والقانونية".	Reference (Al-Sistani, 2019, para.3).
Trans.	As previously mentioned, we re-emphasize the necessity of rebuilding the army and all other Iraqi armed forces on solid professional foundations which are expressing allegiance to the country, defending it against any external aggression and protecting its political system elected by the people according to constitutional and legal frameworks.	

Al-Sistani in the text above mentions a step that the Iraqi government should take to make reforms. This step involves rebuilding the Iraqi armed forces on solid professional basis. He sets criteria to achieve this such as loyalty to Iraq, ability to defend it against any external aggression and ability to protect its legally and constitutionally elected political system. By using this strategy, Al-Sistani urges the Iraqi government to adopt these criteria in rebuilding the armed forces to achieve the interest of the country and the people in political and security stability.

2- Credibility Appeals

There are five examples of this kind of appeals, making up 25% out of the total (20). In the sermon under scrutiny, it involves three strategies. They are as follows:

Showing Writers' Respect for Audiences' Interests and Point of View

This strategy occurs only in one instance and it forms 20% out of the total (5). Below is a good example.

Text (5)

ST	"ونتوجّه بأسمى آيات الاحترام والتقدير الى الأحبة من أسرهم وعوائلهم، وإلى الأعداء الجرحى والمعاقين، وإلى المقاتلين الأبطال الذين لا يزال الكثير منهم يواصلون الذود عن الحمى ويواجهون بقايا الارهابيين بكل بسالة، ويتعقبون خلاياهم المستترة في مختلف المناطق من غير كلل أو ملل، فلهم جميعاً بالغ الشكر وخالص الدعاء".	Reference (Al-Sistani, 2019, para. 2).
Trans.	Our highest respect and appreciation go to the martyrs' families, to the dear injured fighters and the disabled fighters, and to the fighters... I want to express my sincere thanks to them.	

The text above includes two persuasive appeals with two strategies: credibility appeal with the strategy of showing respect for audiences' interests and points of view and affective appeal with the strategy of vivid picture (see Appendix B). As for the credibility appeal, the example above involves creating a good image of Al-Sistani when he expresses his respect and gratitude to the martyrs, who died in the war against ISIS, and their families. In addition, he shows that he is also so appreciative of the sacrifices made by the injured fighters, the disabled fighters and the fighters who are still striving tirelessly to cleanse the areas of Iraq from this terrorist organization. Commemorating the heroism of all these groups and showing respect and gratitude to them reveals that Al-Sistani is a good willed person.

Showing Writer-Audience Shared Interests and Points of View

Two examples of this strategy occur within this type of appeals, and they make up 40% out of the total (5) (see Appendix B). The following is a good example:

Text (14)

ST	Reference
"كما نعيد التأكيد على ضرورة العمل على تحسين الظروف المعيشية في المناطق المحررة وإعادة اعمارها وتمكين أهلها النازحين من العودة إليها بعز وكرامة".	(Al-Sistani, 2019, para. 4).
Trans.	We also reaffirm that it is necessary to improve the living conditions of the displaced people in the liberated areas and to reconstruct their cities in addition to enabling them to return to their hometowns with honor and dignity.

Al-Sistani in the example above conveys advice to the Iraqi government and the audience in general , involving helping the displaced people return to their cities after reconstructing them and improving their living conditions. Al-Sistani reflects a good image of himself when he has asked for achieving these demands, presenting himself as part of this group of people. He creates solidarity with them when he regards their demands as his. This strategy helps show his good intentions and makes his argument more credible.

Showing Writer's Good Character and / or Judgment

There are only two instances of this strategy in the sermon under study, representing 40% out of the total (5) (see Appendix B) . Consider the following example:

Text (15)

ST	Reference
"ضرورة أن يكون القضاء العادل هو المرجع في كل ما يقع من جرائم ومخالفات، وعدم جواز ايقاع العقوبة حتى على مستحقيها الا بالسبل القانونية، وأما السحل والتمثيل والتعليق فهي بحد ذاتها جرائم تجب محاسبة فاعليها".	(Al-Sistani, 2019, para. 7).
Trans.	The equitable justice should be the reference point for adjudicating crimes and violations. Those who commit crimes should not be held accountable except by legal means. As for those who committed the crimes of dragging, disfiguring and hanging (the corpse), they should be held accountable.

In the text above, a fair judgment is made by Al-Sistani. He shows that the crimes and the violations should be ruled on by an equitable justice. Furthermore, he shows that the crime involving dragging, disfiguring and hanging a corpse in Al-Wathba area in Baghdad should not go unpunished. He urges the concerned bodies to give fair trials to those who committed all of these forms of violence and crimes in accordance with law. This strategy helps give a good impression of him, shows his good intentions and gives credibility to his argument.

3-Affective Appeals

In the sermon under study, there are six examples of this type of appeals , constituting 30% out of the total(20). The following are the strategies that occur within this kind:

Vivid picture

Within this type of appeals, the vivid picture strategy occurs twice, making up 33% out of the total (6) (see the Appendix B). The following is a good example:

Text (3&4)

ST	"مرّت قبل أيام الذكرى السنوية الثانية لإعلان النصر على داعش في المنازلة التاريخية الكبرى التي خاضها العراقيون وأبلوا فيها بلاءً حسناً لتحرير أجزاء غالية من وطنهم سبق أن استولى عليها التنظيم الارهابي، وقد قدّموا في هذا الطريق طوال ما يزيد على ثلاثة أعوام عشرات الآلاف من الشهداء واضعاف ذلك من الجرحى والمصابين، وسطّروا صفحات مشرقة من تاريخ العراق بأحرف من عرّ وإباء، ورسموا خلالها أجمل صور البطولة والفداء، دفاعاً عن الأرض والعرض والمقدسات".	Reference (Al-Sistani, 2019, para. 1).
Trans.	The second anniversary of announcing the victory over ISIS has passed a few days ago. In this great historic war, the Iraqi fighters have fought hard to liberate the dear parts of their country, which have been occupied by this terrorist organization. Over the past three years, they have sacrificed tens of thousands of martyrs and double that number of injured on this path, and they have written in pride and dignity pages in the history of Iraq and have painted the most beautiful pictures of heroism and redemption in defending their country, honor and sanctities.	

Al-Sistani in the example above portrayed a picture of the heroism of the Iraqi fighters in the war against ISIS. He depicted them as heroes who defended the dear territories and the sacred places of Iraq, and who preserved its unity through making supreme sacrifices involving thousands martyrs and injured fighters. These fighters are also described as brave fighters who added a new page of pride and dignity in the history of Iraq. This way of depicting the valor of the Iraqi fighters clarifies the message and helps create an impact on the audience and motivates them to remember and commend the Iraqi fighters' sacrifices in this war.

charged language

This strategy occurs four times in the sermon under study, making up 66% out of the total (6) (see Appendix B). Below is a good instance.

Text (11)

ST	"أيها العراقيون الكرام إنَّ أمامكم اليوم معركة مصيرية أخرى، وهي (معركة الإصلاح) والعمل على إنهاء حقبة طويلة من الفساد والفشل في إدارة البلد..."	Reference (Al-Sistani, 2019, para. 5).
Trans.	Dear Iraqis, now you have another fateful battle, which is 'the battle of reform', and you need to end a long era of corruption and failure in managing the country.	

A charged language was used in text above to create an impact on the audience. Words charged with negative emotions like 'corruption' and 'failure' is used to arouse emotions of anger against the Iraqi political class's corruption and failure in running the country. Another strong expression such as 'fateful battle' is used to foster the enthusiastic spirit of the Iraqi people to fight a peaceful battle against corruption and the deteriorating situation in Iraq, considering it the only solution to force the ruling political class to make comprehensive reforms.

Table 6. Direct and Indirect Persuasive Speech Acts with Their Pragmatic Functions in the Second Sermon

SA	Pragmatic function						Total	
	Direct	Fr.	Pc.	Indirect	Fr.	Pc.	Fr.	Pc.
Representatives	Asserting	4	17%	/	/	/	4	17%
Directives	Advising	6	60%	advising	3	30%	10	43%
	Warning	1	10%					
Expressives	Commemorating	2	22%	/	/	/	9	39%
	Praising	2	22%					
	Thanking	1	11%					
	Expressing optimism	1	11%					
	Expressing hope	1	11%					
	Condemning	1	11%					
	Expressing sorrow	1	11%					

Table 7. Persuasive Appeals and Their Strategies in the Second Sermon

Appeals	Strategies	Fr.	Pc.	Total	
				Fr.	Pc.
Rational	Descriptive Example	2	22%	9	44%
	Comparison	1	11%		
	Cause and effect-Consequences	4	44%		
	Degree	1	11%		
	Stage Process	1	11%		

Credibility	Showing Writers' Respect for Audiences' Interests and Point of View	1	20%	5	25%
	Showing Writer-Audience Shared Interests and Points of View	2	40%		
	Showing Writer's Good Character and / or Judgment	2	40%		
Affective	Vivid Picture	2	33%	6	30%
	Charged Language	4	66%		

Table (6) and table (7) show that the directive speech acts occur with a high frequency of occurrence which is (43%), followed by the expressive speech acts with (39%) frequency of occurrence. The representative speech acts have a low frequency of occurrence, which is (17%). Most of the speech acts of all types were explicitly used, and only three speech acts of directive were implicitly employed. This might be attributable to the fact that Ayatollah Al-Sistani wants his insights about different political issues related to Iraqi people to be conveyed clearly to them, taking into account the difference in their mentality. Since he tackled the issue of the 2019 Iraqi protests, which requires him to direct the Iraqi protesters for his being the top cleric in Iraq, he utilized the directive speech acts of the advising pragmatic function to advise and persuade the Iraqis to properly manage their reform battle so that they can win it. That's why, this type of speech acts occurs with a high frequency of occurrence. Also, to this end, he used the rational appeal with a high frequency of occurrence, which is (45%), and within which the strategy of cause and effect- consequences has (44%) frequency of occurrence which is higher than that of any other rational strategy. This might be due to the nature of the topics handled in this sermon, which requires convincing the protesters logically. Further, Al-Sistani handled the issue of ways of protests and reforms for which he used the appeal mentioned above to address the rational aspect of the minds of the Iraqi protesters to persuade them to use peaceful protest actions through showing their consequences. Within this type of appeals, the descriptive example strategy has (22%) frequency of occurrence, and strategies of comparison, stage process and degree occur with a low frequency of occurrence, which is (11%). The strategy of descriptive example and the above-mentioned strategies were employed by Al-Sistani to support his argument and to convince the audience. In addition, the expressive speech acts occurring with a high frequency of occurrence were utilized by Al-Sistani to handle the issue of the anniversary of the victory over ISIS. He

commemorates, praises, and thanks the Iraqi fighters for their bravery and sacrifices to liberate parts of Iraq from this terrorist organization to encourage the Iraqi people to keep these sacrifices present in their minds. In addition, the employment of this type of speech act is to condemn and express sorrow for all the violent actions used in the 2019 protests. Moreover, the affective appeal was employed with (30%) frequency of occurrence to create an impact on the audience. Furthermore, strategies used within this type are vivid picture and charged language. The Vivid picture strategy was used to give a clear picture of the efforts exerted and the sacrifices made by all the types of the Iraqi armed forces in the war against ISIS, and the charged language strategy was employed to arouse the Iraqi people's emotions for the same purpose mentioned above in addition to arousing the emotions of anger against all forms of crimes committed in the 2019 protests. The credibility appeal occurs with a low frequency of occurrence, which is (25%), and it was utilized by Al-Sistani to reflect a good image of himself and to make his argument more credible. Additionally, within this type of appeals, the strategies of writer-audience shared interests and points of view and showing writer's good character and judgment have (40%) frequency of occurrence. Showing the writer's respect for the audience's interests and points of view has the lowest frequency of occurrence, which is (20%). These strategies were employed to reveal that Al-Sistani is part of the displaced people when he urges achieving their demands, in addition, he is fair in his judgments about the violent actions used in the 2019 protests. Moreover, the lowest frequency of the credibility appeal can be ascribable to the fact that his main objective is not to show his morals or good intentions when persuading the audience.

5. Conclusion

The analysis of data has led to the following findings:

- 1-The first sermon handles issues like the peaceful protests in 2019 in addition to the call for legislating new laws of election and its commission. Only two kinds of speech acts occur in this sermon: representative and directive. The representative speech act has a very low frequency of occurrence, which is (20%), and it is of an asserting pragmatic function. The directive speech acts occur with a high frequency of

occurrence, which is (80%). All the pragmatic functions occurring within this type are of advising whether direct or indirect. Additionally, the indirect advising pragmatic function is dominant with (75%) frequency of occurrence whereas the direct advising pragmatic function has a low frequency of occurrence, which is (25%). This might be due to the nature of the propositions involved in this sermon. Al-Sistani asserts that he has explained his position on the protests by setting conditions to support them, and these conditions indirectly conveyed pieces of advice (involving using peaceful protest actions, avoiding bloodshed and meeting the public demands by the political forces) to the audience. For this reason, the indirect directive speech act are dominant in the sermon. In regard with the rational appeal, credibility appeal and affective appeal, they occur with different frequencies of occurrence. Among these types of appeals, the rational appeals are most used with (45%) frequency of occurrence due to the nature of the topics concentrated on in this sermon. Only strategies of stage process and cause and effect- consequences were employed within the previously mentioned type of appeals, and each one of them occurs only once. Urging the ruling political forces to legislate new laws of election and its commission as a necessary step was expressed via the stage process strategy. Showing the positive consequences of defusing the crisis in Iraq through legislating the above- mentioned laws was expressed via the strategy of cause and effect- consequences. Moreover, the credibility appeal occurs with a low frequency of occurrence, which is (25%), and the strategy of the writer's good character and judgment was utilized within it. It seems like Al-Sistani's main aim is not to show his good will when conveying messages to the protesters. The affective appeal occurs in only one example which is of the strategy of appealing to the audience's views which has a low frequency of occurrence, which is (25%). This might be because this sermon handles issues of staging peaceful protests and making reforms which require appealing to the protesters' sense of logic rather than emotions. The utilization of all the above- mentioned persuasive strategies in this way can achieve the desired aim which is persuading the audience.

- 2- The second sermon tackles the 2019 Iraqi protest, the second anniversary of the victory over ISIS, and the crimes committed in the protests. In this sermon, representative, directive and expressive speech acts were utilized. Among these types of speech acts, the directives were employed with the highest frequency of occurrence, which is (43%). The pragmatic functions occurring within this type are of advising, whether direct or indirect, and warning. The expressive speech acts with different pragmatic functions (commemorating, praising, thanking, expressing optimism, expressing hope, condemning and expressing sorrow) were employed with (39%) frequency of occurrence. Both commemorating and praising pragmatic functions are dominant over others with (22%) frequency of occurrence. As for the representative speech act, only the asserting pragmatic function was used. Most of these types of speech acts were explicitly utilized to convey the messages clearly to the audience, taking into consideration the difference in mentality. The directive speech acts with the advising pragmatic function were used to give advice to motivate the protesters to remain peaceful in their demonstrations and to avoid violent protest actions, regarding this as the only way to achieve the protests aims and to prevent the slide into chaos. Additionally, the employment of the expressive speech acts is for commemorating the anniversary of the victory over ISIS and praising the Iraqi armed forces' sacrifices in the war against this terrorist organization to encourage Iraqis to keep these sacrifices present in their minds as a sign of gratitude to these forces. Furthermore, the representative speech acts were employed to assert the top cleric's support of the peaceful protests and the rejection of uncontrolled weapons. As for the three persuasive appeals, the rational appeals are dominant with (45%) frequency of occurrence, including different strategies like descriptive example, comparison, degree, stage process and cause and effect- consequences. Among other strategies, the latter has a high frequency of occurrence, which is (44%). The nature of the topics dealt with in this sermon requires depending on logic to persuade people. Showing the cause and effect- consequences of the peaceful demonstrations

helps convince the Iraqi people to adopt them. Regarding the credibility appeal, it occurs with a low frequency of occurrence, which is (25%), involving showing respect for the audience's interests and point of view, the writer-audience shared interests and point of view and the writer's good character and judgment. This might be attributable to the fact that Al-Sistani's main objective is not to show his good intentions. As far as the affective appeals are concerned, they have (30%) frequency of occurrence, and within this kind of appeals, two persuasive strategies were utilized: vivid picture and charged language. The latter occurs with a high frequency of occurrence, which is (66%). This might be ascribable to the fact that strong language contributes substantially to arousing people's emotions of anger against issues dealt with in this sermon like corruption and failure in running Iraq and the crimes committed during the 2019 protests. The utilization of the above mentioned persuasive strategies like this helps make the argument more persuasive.

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Appendix A

Persuasive Illocutionary Speech Acts and Their Pragmatic Functions

No	Texts	Speech Acts	Persuasive Purpose
1-	<p>"نستذكر بإجلال واكبار الشهداء الأبرار الذين سقوا تراب الوطن بدمائهم"</p> <p>(Al-Sistani, 2019, para.2).</p> <p>We commemorate with respect and honor the righteous martyrs who watered the country with their blood.</p>	<p>Expressive/ Direct</p> <p>Commemorating</p>	Motivating Iraqis to always commemorate the Iraqi martyrs who liberated Iraq from ISIS as a sign of gratitude to them.
2-	<p>"الشهداء الأبرار الذين سقوا تراب الوطن بدمائهم الزكية فارتقوا الى أعلى درجات المجد والكرامة... والى المقاتلين الأبطال الذين لا يزال الكثير منهم يواصلون الذود عن الحمى ويواجهون بقايا الارهابيين بكل بسالة، ويتعقبون خلاياهم المستترة في مختلف المناطق من غير كلل أو ملل"</p> <p>(Al-Sistani, 2019, para.2).</p> <p>The righteous martyrs who watered the country with their pure blood. They have risen to the highest levels of glory and dignity... and to the heroic fighters, many of whom are still bravely fighting the remnants of terrorists, and relentlessly tracking down their hidden cells in different areas.</p>	<p>Expressive/ Direct</p> <p>Praising</p>	Motivating Iraqis to always praise and remember the Iraqi martyrs' and the Iraqi fighters' sacrifices to liberate Iraq from ISIS as a sign of gratitude to them.
3-	<p>"كما نعيد التأكيد على ضرورة العمل على تحسين الظروف المعيشية في المناطق المحررة واعادة اعمارها وتمكين أهلها النازحين من العودة إليها بعز وكرامة"</p> <p>(Al-Sistani, 2019, para.4).</p> <p>We also reaffirm that it is necessary to improve the living conditions of the displaced people in the liberated areas, to reconstruct their cities and to enable them to return to their hometowns with honor and dignity.</p>	<p>Representative/ Direct</p> <p>Asserting</p> <p>Directive/ Direct</p> <p>Advising</p>	Persuading the Iraqi government to take its responsibility to help the displaced people, to reconstruct their liberated areas and to help them return to their hometowns.

4-	<p>"إن هذه المعركة التي تأخرت طويلا لا تقلّ ضراوة عن معركة الارهاب إن لم تكن أشد وأقسى، والعراقيون الشرفاء الذين استبسلوا في معركة الارهاب قادرون بعون الله تعالى على خوض غمار هذه المعركة والانتصار فيها أيضاً إن أحسنوا ادارتها"</p> <p>(Al-Sistani, 2019, para.5). This battle - which is long overdue - is no less fierce than the battle of terrorism, if not more severe. The honorable Iraqis, who fought bravely in the battle of terrorism, are able - with the help of God Almighty - to fight this battle and win it if they properly manage it.</p>	<p>Directive/ Indirect</p> <p>Advising</p>	Persuading the audience to fight a peaceful reform battle to fix the deteriorating situation in Iraq.
5-	<p>"ومن المؤكد أن إتباع الأساليب السلمية هو الشرط الأساس للانتصار فيها"</p> <p>(Al-Sistani, 2019, para.5). It is definite that using peaceful protest actions is a basic condition for winning the battle.</p>	<p>Directive/ Indirect</p> <p>Advising</p>	Convincing the audience that peaceful protests are the best way to win the reform battle against corruption and the deterioration of situation.
6-	<p>"إن معظم المشاركين في التظاهرات والاعتصامات الجارية يدركون مدى أهمية سلميتها وخلوها من العنف والفوضى والإضرار بمصالح المواطنين، بالرغم من كل الدماء الغالية التي أريقَت فيها ظلماً وعدواناً"</p> <p>(Al-Sistani, 2019, para.5). Most of the participants in the ongoing demonstrations and sit-ins realize how important it is for demonstrations to be free from violence, chaos and harm to the citizens' interests, despite cherished blood that has been wrongfully shed in the recent events.</p>	<p>Representative/ Direct</p> <p>Asserting</p>	Persuading the Iraqi protesters to keep using peaceful protest actions even if they are assaulted by weapons.
7-	<p>"إن هذا الحادث المؤلم وما تكرر خلال الأيام الماضية من حوادث الاغتيال والاختطاف يؤكد مرة أخرى أهمية ما دعت اليه المرجعية الدينية مراراً من ضرورة أن يخضع السلاح كل السلاح لسلطة الدولة"</p> <p>(Al-Sistani, 2019, para.6). This tragic incident and other incidents of assassination and abduction emphasize the importance of what has been called for earlier by the authority of religion that weapons should be limited to the hands of the government and the existence of any armed faction out of the</p>	<p>Representative/ Direct</p> <p>Asserting</p> <p>Directive/ Direct</p>	<p>Persuading the Iraqi government to take into consideration the importance of previous advice given by the Grand Ayatollah Al-Sistani to limit weapons to its hands to achieve security and stability and to protect people's lives.</p> <p>Convincing the Iraqi government to take action against the uncontrolled</p>

	control of the state should be prevented.	Advising	weapons and the existence of the armed factions out of the control of the state.
8-	"ان استقرار البلد والمحافظة على السلم الأهلي فيه رهن بتحقيق هذا الامر" (Al-Sistani, 2019, para.6). Stability of the country and civil peace depend on achieving that.	Directive/ Direct Advising	Motivating the Iraqi government to maintain stability and civil peace in Iraq through limiting weapons to its hands.
9-	"ندعو الجهات المعنية الى أن تكون على مستوى المسؤولية وتكشف عن اقترفوا هذه الجرائم الموقية وتحاسبهم عليها" (Al-Sistani, 2019, para.7). We call upon the concerned bodies to take their responsibility to uncover those committed these horrible crimes and to hold them uncountable for them.	Directive/ Direct Advising	Persuading the Iraqi government to arrest and punish those who committed horrible crimes in the 2019 Iraqi protests.
10	"كما نشدد على ضرورة أن يكون القضاء العادل هو المرجع في كل ما يقع من جرائم ومخالفات، وعدم جواز ايقاع العقوبة حتى على مستحقيها الا بالسبل القانونية، وأما السحل والتمثيل والتعليق فهي بحد ذاتها جرائم تجب محاسبة فاعليها" (Al-Sistani, 2019, para.7). We emphasize that the equitable justice should be the reference point for adjudicating crimes and violations. Those who commit crimes should not be held accountable except by legal means. As for those who committed the crimes of dragging, disfiguring and hanging (the corpse), they should be held accountable.	Directive/ Direct Advising	Convincing the Iraqi government to arrest and hold accountable those who used violent actions against the protesters in addition to arresting and punishing those who committed the horrific crime in Al-Wathba area in accordance with law.

Appendix (B)**Persuasive Appeals and Their Strategies**

No	Texts	Persuasive Appeals and their strategies	Persuasive Purpose
1-	<p>"المقاتلين الأبطال الذين لا يزال الكثير منهم يواصلون الذود عن الحمى ويواجهون بقايا الارهابيين بكل بسالة، ويتعقبون خلاياهم المستترة في مختلف المناطق من غير كلل أو ملل"</p> <p>(Al-Sistani, 2019, para.2). The heroic fighters, many of whom are still bravely fighting the remnants of terrorists, and relentlessly tracking down their hidden cells in different areas.</p>	<p>Affective</p> <p>Vivid Picture</p>	<p>Depicting the fighters as brave persons who are tirelessly tracking down ISIS hidden cells, and who are cleansing Iraq from them.</p>
2-	<p>" بالرغم من كل الدماء الغالية التي اريقّت فيها ظلما وعدوانا وكان من آخرها ما وقع في بداية هذا الاسبوع من اعتداء آثم على الأحياء المتظاهرين في منطقة السنك ببغداد حيث ذهب ضحيته العشرات منهم بين شهيد وجريح. إن هذا الحادث المؤلم وما تكرر خلال الايام الماضية من حوادث الاغتيال والاختطاف يؤكد مرة أخرى أهمية ما دعت اليه المرجعية الدينية مرارا من ضرورة أن يخضع السلاح كل السلاح لسلطة الدولة"</p> <p>(Al-Sistani, 2019, para.5). Despite cherished blood that has been wrongfully shed in the recent events of which the last one has happened at the beginning of this week. This tragic incident and other incidents of assassination and abduction emphasize the importance of what has been called for earlier by the authority of religion that the weapons should be limited to the hands of the government.</p>	<p>Affective</p> <p>Charged language</p>	<p>Using words with negative emotions like blood, unfairly, wrongfully, vicious assault, martyrs, injured, victims, tragic incident, assassination and abduction to arouse the emotions of anger against the uncontrolled weapons and the assaults against the Iraqi protesters and to urge the Iraqi government to limit weapons to its hands.</p>

3-	<p>"إن هذا الحادث المؤلم وما تكرر خلال الأيام الماضية من حوادث الاغتيال والاختطاف يؤكد مرة أخرى أهمية ما دعت إليه المرجعية الدينية مراراً من ضرورة أن يخضع السلاح كل السلاح لسلطة الدولة وعدم السماح بوجود أي مجموعة مسلحة خارج نطاقها تحت أي اسم أو عنوان" (Al-Sistani, 2019, para.6). This tragic incident and other incidents of assassination and abduction emphasize the importance of what has been called for earlier by the authority of religion that the weapons should be limited to the hands of the government and the existence of any armed faction out of the control of the state should be prevented.</p>	<p>Rational</p> <p>Cause and Effect - Consequences</p>	<p>Showing cause and effect consequences through demanding preventing the existence of any armed faction out of the control of the state in addition to limiting weapons to the hands of the government for they are the reason behind assaulting, killing and abducting the Iraqi protesters. It was employed to urge the government to take action against this.</p>
4-	<p>"إن استقرار البلد والمحافظة على السلم الأهلي فيه رهن بتحقيق هذا الأمر" (Al-Sistani, 2019, para.6). Stability of the country and civil peace depend on achieving that.</p>	<p>Rational</p> <p>Cause and Effect - Consequences</p>	<p>Showing the positive consequences which are preserving stability and civil peace and protecting people's lives through limiting weapons to the hands of the government.</p>
5-	<p>"إن استقرار البلد والمحافظة على السلم الأهلي فيه رهن بتحقيق هذا الأمر، وهو ما نأمل أن يتم في نهاية المطاف نتيجة للحركة الإصلاحية الجارية" (Al-Sistani, 2019, para.6). Stability of the country and civil peace depend on achieving that, which we hope will happen as a result of the ongoing reform process.</p>	<p>Credibility</p> <p>Showing Writer-Audience Shared Interests and Points of View</p>	<p>Regarding the Iraqi protesters' demands as Al-Sistani's to reflect a positive image of the top cleric and to increase the credibility of his argument.</p>
6-	<p>"إننا إذ نشجب بشدة ما جرى من عمليات القتل والخطف والاعتداء بكل أشكاله ومنها الجريمة البشعة والمروعة التي وقعت يوم أمس في منطقة الوثبة" (Al-Sistani, 2019, para.7). We strongly condemn killing, abduction and assault in all its forms, involving the horrible the crime that took place in Al-Wathba yesterday.</p>	<p>Affective</p> <p>Charged Language</p> <p>Rational</p> <p>Descriptive Example</p>	<p>Using words with negative emotions like 'condemn', 'killing', 'abducting', 'assaulting' and 'horrible crime' to arouse emotions of anger against the violent actions against the protesters and other people in Iraq. Giving an example about Al-Wathba crime to support the argument about the unacceptable violent actions used in the 2019 protests to urge the Iraqi protesters to stop using them.</p>

7-	<p>"وتكشف عن اقترفوا هذه الجرائم المويقة وتحاسبهم عليها... وأما السحل والتمثيل والتعليق فهي بحد ذاتها جرائم تحب محاسبة فاعليها، ومن المحزن ما لوحظ من اجتماع عدد كبير من الأشخاص لمتابعة مشاهدتها الفظيعة يوم أمس"</p> <p>(Al-Sistani, 2019, para.7). They should uncover those who committed the horrific crimes and hold them accountable for them...and they should hold accountable those who committed the crime of dragging, disfiguring and hanging(the corpse).</p>	<p>Affective</p> <p>Charged Language</p>	<p>Using strong words such as 'horrific crimes', 'dragging', 'disfiguring', 'hanging (the corpse)', 'sadly' and 'horrible scenes' to create an impact on the audience to renounce and condemn such unpeaceful actions in the protests.</p>
8-	<p>"وتكشف عن اقترفوا هذه الجرائم المويقة وتحاسبهم عليها، ونحذر من تبعات تكررها على أمن واستقرار البلد وتأثيره المباشر على سلمية الاحتجاجات"</p> <p>(Al-Sistani, 2019, para.). They should uncover those who committed the horrible crimes and hold them accountable for them, and we warn against their negative consequences on the country stability and the peaceful protests in case these crimes are committed again.</p>	<p>Rational</p> <p>Cause and Effect- Consequences</p>	<p>Urging the Iraqi government and the protesters not to resort to violence through revealing its negative consequences involving threatening stability and the peaceful protests.</p>
9-	<p>"سلمية الاحتجاجات التي لابد ان يحرص عليها الجميع"</p> <p>(Al-Sistani, 2019, para.7). They should ensure peaceful protests.</p>	<p>Credibility</p> <p>Showing Writer's Good Character and/or Judgment</p>	<p>Reflecting a positive image of Al-Sistani through calling upon the Iraqi protesters to keep using peaceful protest actions, and never use violence.</p>