



## **Persuasive Speech Acts in Familial Discourse Across Cultures**

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### **Abstract**

This study aims to identify and classify the persuasive strategies employed by American and Iraqi husbands and wives in family conversations. It also analyzes the structure, types, and performative verbs associated with persuasive speech acts. Concerning the problem of the study, the existing literature has emphasized the social effects of persuasion, rather than its performative and interactive dimensions due to methodological approaches that have prioritized aggregate data. It hypothesizes that there is a complex interplay of language, power, gender, and persuasion in marital communication. So, applying a pragmatically informed analytical lens to spousal conversations across cultural contexts offers both theoretical and empirical contributions to the study of interpersonal pragmatics and discourse analysis. The data analysis was conducted on two levels: a pragmatic analysis focusing on persuasive strategies and functions, and a quantitative analysis utilizing percentage-based data to reinforce the validity of the findings. The model is a tailored analytical one which examines persuasive speech acts among Iraqi and American husbands in which data were gathered and analyzed accordingly. The findings

### **Paper Info**

#### **Keywords**

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revealed that in the majority of Iraqi and American families, decision-making was a joint effort by both spouses. In other cases, decisions were made individually by the father, mother, or collectively by all family members. This research offers a novel perspective on the use of persuasive language within familial discourse and serves as an initial step toward broader investigations of persuasive communication across social, familial, team, and institutional contexts.

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## 1. Introduction

Persuasive language is an integral part of daily communication, subtly influencing our interactions. The problem of the study is many researchers focus on the social effects of persuasion, rather than its performative and interactive dimensions due to methodological approaches that have prioritized aggregate data. The current study hypothesizes that there is a complex interplay of language, power, gender, and persuasion in Familial discourse. So, applying a pragmatically informed analytical lens to spousal interaction across cultural contexts offers both theoretical and empirical contributions to the study of interpersonal pragmatics and discourse analysis. The novelty of this study concentrates on persuasive familial discourse across American and Iraqi cultures. Many scholars argue that nearly all language use can be seen as persuasive to some extent (Halmari & Virtanen, 2005). Due to the varied interpretations of what constitutes persuasive language, understanding its linguistic features becomes essential. Persuasion involves guiding or altering the audience's opinions or beliefs—a dynamic process requiring the audience's acceptance of the presented message. In advertising, where space is often limited, crafting an effective persuasive message becomes even more critical (Bruthiaux, 2005, cited in Halmari& Virtanen, 2005).

Austin (1962) proposed speech act theory, which Searle (1969) expanded upon. It offers a fundamental framework for examining persuasive speech. The goal of persuasion is to persuade the listener to do something. It is a sophisticated type of directive speech act. Indirectness, mitigation, and strategic reasoning are frequently used in persuasion, in contrast to straightforward directives like commands or requests (Leech, 1983).

### 1.1 Objectives of the Study

1. To identify and classify the persuasive strategies employed by American and Iraqi husbands and wives in family conversations.

2. To analyze the structure, types, and performative verbs associated with persuasive speech acts in both cultures.

### 1.2 Importance of the Study

Understanding how speech acts function as persuasive strategy between couples is critical because such exchanges indicate how purpose and interpretation might disagree, affecting relationship dynamics. This study helps to bridge the gap by providing a pragmatic approach based on real-life spousal interaction.

### 1.3 The Problem of the Study

Much of the existing literature has emphasized the social effects of persuasion, rather than its performative and interactive dimensions. This tendency is a result of methodological approaches that have prioritized aggregate data over close interactional analysis.

### 1.4 Hypotheses of the Study

This study hypothesizes that there is a complex interplay of language, power, gender, and persuasion in marital communication. By applying a pragmatically informed analytical lens to spousal conversations across cultural contexts, it offers both theoretical and empirical contributions to the study of interpersonal pragmatics and discourse analysis.

## 2. Literature Review

### 2.1 Persuasion

Persuasion is a sophisticated speaking act that is ingrained in culture and society. A great setting for researching ordinary persuasion is family conversation, particularly between spouses. It includes expressing wants and ideals, resolving conflicts, and negotiating decisions (Blum-Kulka, 1997). Different interactional norms within international families might result in power changes during persuasion, code-switching, or tactic mixing.

The necessity of context-sensitive models to understand such data has been highlighted by recent intercultural pragmatics studies (Kecskes, 2014). Bruthiaux (2005) emphasizes that writers often rely on assumptions about their readers' interests and backgrounds, shaping their language choices accordingly to enhance persuasiveness.

### 2.2 Speech Act Theory

One of the most important questions to ask while learning a language, according to Searle (1979), is "How many ways of using language are there?" However, he makes the point that the correct query is, "How many categories of illocutionary act are there?" The illocutionary act is the fundamental building block of human communication, claims Searle (1979). Austin's (1962) taxonomy of speech actions provided Searle with

some inspiration, but it also had several problems, so he chose to create his own taxonomy (see Table 1 below).

*Table 2.1. Searle's (1979) Speech Act Taxonomy*

Speech acts	Functions
<b>Representative</b>	Asserting, Concluding, Describing
<b>Directives</b>	Requesting, questioning, ordering
<b>Commissive</b>	Promising, offering
<b>Expressive</b>	Thanking, apologizing
<b>Declarative</b>	Excommunication, declaring war

### 2.3 Previous studies

Questions surrounding the nature of friendship and how individuals identify friends have long been debated (O'Connor, 1992). In some studies, participants considered everyone in their school year as friends, especially in small rural settings, reflecting broader social patterns. Blatchford (1998) notes a psychological tendency among some individuals to avoid close attachments due to jealousy or fear of intimacy. Nevertheless, qualitative data suggests that for many girls, friendships are a primary reason for school attendance—a trend mirrored in the findings of Mayall (2001) and Mizen et al. (2001). For instance, Laurie, a fifth grader, remarked, "I think school is not that bad because... you meet all your friends," while Karen, in her transition year, stated, "It hasn't been that difficult because I'm in class with two of my greatest friends." The significance of these peer relationships extends beyond emotional support. Smyth and Hannan (2000) suggest that this emphasis may be related to girls' stronger engagement and performance in academic settings.

Advertising, described by Asemah et al. (2013), functions as a persuasive force, often leading consumers to purchase items they do not necessarily need. Emotional appeals are among the many strategies used to influence consumer behavior, underscoring the importance of selecting appropriate language in advertisements and social media posts.

Research by Tannen and Wallat (1993) examined "framing" in communication, analyzing doctor-patient interactions in clinical settings. Their study identified three primary frames: medical examination, educational commentary for student training,

and spousal consultation. These frames were employed interchangeably, sometimes neglecting other participants. The study also revealed conflicting schemas, particularly when differing medical knowledge and personal experience shaped the participants' understanding of a child's condition. Tannen (1993) refined Goffman's (1997a, 1997b) broad concept of framing by introducing distinctions such as schema and interactional framing. Though helpful, these refinements did not fully capture the complexity of frames across contexts.

Following Tannen and Wallat's work, scholars increasingly view frames as expectations or goals that guide interaction, aligning with Goffman's theories. Gordon (2002), for example, explored how mothers and daughters co-constructed embedded frames through role-playing. Frames in family discourse often reveal alignment or conflict in interactional goals. Researchers differentiate between immediate conversational frames and broader narrative frames, such as storytelling. However, the term "frame" should not be overextended to encompass all cognitive or behavioral expectations in discourse. Scholars including Goffman (1997a, 1997b), Tannen (1993, 2003b, 2004), and Blum-Kulka (1994) emphasize the need for clarity in how the term is employed.

John Gumperz (1982, 1992) significantly contributed to the concept of co-construction in conversation, proposing that communication is a cooperative endeavor involving shared context, inference, and meaning-making. He argued that meaning arises through coordinated interaction, where speakers rely on contextual cues and mutual understanding to construct socially relevant realities.

Moreover, Jacoby and Ochs (1995) define co-construction as the collaborative development of frames, identities, institutions, and emotions. Co-construction includes not only harmonious but also conflicting interactions, revealing how personal thoughts and social reality are shaped through sequential dialogue.

Narratives play a central role in shaping identity, particularly within families. The storytelling process helps individuals, especially women, define themselves and their relationships. Spouses (wives) often hold pivotal roles in child socialization and family identity but may experience their personal identities being subsumed under the role of "wife." Holmes (1997) noted that women often construct their identities around traditionally feminine roles such as "good daughters" or "good wives," while men tend to assert competence and authority.

Henwood (1993) examined how women's identities evolve with age, particularly in the context of mother-daughter relationships. As daughters seek independence, mothers may struggle with changes in intimacy and role identity. Cultural representations often dichotomize wives into "good" (selfless caregivers) and

"bad" (overbearing or emotionally demanding) categories, complicating women's efforts to maintain closeness with children while avoiding stigmatization.

Schiffrin (2000, 2002) explored similar themes through the lens of Holocaust narratives, where intergenerational memory shaped the daughter's dual perspective of both criticizing and forgiving her mother. Ochs (1992) found cross-cultural differences in maternal roles, contrasting the hierarchical structure in Samoan families with the egalitarian approach in American households. Marinova (2007) offered a rare discourse analysis of fatherhood, showing how a father negotiates his identity through protective and instructional speech with his daughter. Taylor (as cited in Tannen, 2003a) observed similar gendered dynamics, with fathers valuing independence and mothers expressing emotional attachment during children's transitions into adulthood.

Sunderland (2000) analyzed how parenting literature marginalizes fathers, framing them as either helpers or passive participants while positioning mothers as primary caregivers. These discourses perpetuate gendered norms and reinforce societal biases.

Asemah et al. (2013) argue that persuasive language in advertising connects with psychological needs. Writers use a combination of linguistic and visual tools to influence readers and promote specific lifestyles. The choice of language—including particular words, phrases, and sentence structures—shapes how audiences interpret messages. Influencers often develop consistent linguistic styles to project stable online identities and strengthen their brand.

Flergin (2014) highlights the role of speech acts in persuasion, noting how repeated patterns, such as directives or spokesperson endorsements, can be powerful rhetorical tools. In online contexts, direct speech acts like "download now" or "tag a friend" prompt engagement without appearing aggressive. Interrogatives are also used to provoke thought and connect with audiences.

Influencers tailor their language strategies based on their goals—some emphasize emotional appeals, while others use directives to prompt action. Carr et al. (2012) underscore the importance of language consistency in shaping online personas, enabling influencers to connect with followers and build virtual communities. Social media allows users to form and maintain interpersonal relationships through varied speech acts—expressing emotion, giving instructions, or sharing information.

Discourse analysis is increasingly applied to family communication, offering nuanced insights into evolving social dynamics. It encompasses not only spoken interactions but also visual and written texts. This analytical lens reveals how discourse both reflects and constructs social realities, including power relations, identities, and values. In family settings, discourse analysis challenges static conceptions of roles and



highlights how relationships, particularly between spouses, are continuously negotiated through interaction.

Fewer studies have examined persuasive techniques in cross-cultural marital interactions, particularly in Arabic-English contexts, despite the fact that previous research offers a strong foundation in pragmatics and intercultural communication. By examining and contrasting persuasive speech actions between Iraqi and American husbands and wives, this study fills this knowledge vacuum and provides insights into how culture, gender, and practicality interact in family conversations.

### **3. Methodology**

Both qualitative and quantitative methodologies used to investigate two different genera of dialogues. To achieve the goals of this study, combining qualitative and quantitative methodologies will produce exact data. These approaches are referred to as a mixed techniques study. According to Tashakkori and Creswell (2007), the mixed-methods research is: Research in which the researcher collects and analyzes data, integrates the findings, and draws inferences using both qualitative and quantitative approaches or methods in a single study or program of inquiry.

#### **3.1 The Participants**

The participants of this study were 8 husbands and wives from two different cultures (i.e., Arabic and English, Muslim and Christian) about 31 up to 47 years old with BA degrees.

#### **3.2 Procedure of the Study**

The analysis of the data of this work consists of two types: a pragmatic analysis, which in turn consists of two levels; persuasive strategies and persuasive functions. The pragmatic analysis is done qualitatively by means of more than one model (speech act theory by Searl; and persuasive strategies). As regards the second type of analysis, the percentages are highly employed and performed with the aims of quantitatively supporting the validity of the findings of the pragmatic analyses in which the number of persuasive strategies is expressed as a number.

#### **3.3 Data Collection**

The data collection of study employs conversation between husbands and wives from two novels: "Zainab" by Muhammed Khudayyir (i.e., an Iraqi novel); Sons and Lovers by D.H. Lawrence (i.e., the English one). Therefore, the data to be analyzed in this study are situations where the Iraqi and American husbands are the speakers. The data under analysis should be reliable, this means that the data are chosen under the judgment of felicity conditions. These conditions by which utterances can be assessed as either being felicitous or infelicitous (happy or unhappy) depending on whether they

meet a set of rules. The extracts gathered were expected to show the way husbands persuade their wives and vice versa.

### 3.4 The Model of the Study

The extracts would be investigated with reference to Searle's (1975) classification of speech act. The investigator shall employ a revised rendition of the Jeffersonian transcription notation technique expounded by Atkinson and Heritage (1984) to detect any instances of interruptions and vocal hesitations. The researcher will primarily utilize the Discursive Action Model (DAM) (Edwards, 1992) as the analytical framework for this analysis. The DAM emphasizes accountability discursive practices, which involve the potential downplaying, debating, and/or accounting for persuasion and responsibility attributions. As per the Discourse Action Model (DAM), each discourse possesses an action-oriented characteristic whereby every uttered statement contributes actively towards the development of the objects or topics under discussion.

### 4. Results and Discussion

This study examined how various fit family members—husbands and wives—use persuasion in their homes. Examining how the husbands and wives employ language devices and speech acts differently and similarly is another goal. 'Sons and Lovers' by D.H. Lawrence and 'Zainab' by Muammed Khudayyir were the subjects of a paper. The speech actions representational, directive, commissive, expressive, and declarative make up the typology.

Additionally, the speech actions' sentence structures (declarative, imperative, and interrogative), as well as whether they were direct or indirect speech acts, were all coded. The paper also covers the many characteristics of husbands and wives' interactions and how they could influence someone's choices towards their family.

The following extracts form two selected novels and analyzing of the husbands and wives' discourses and will be presented the following tables.

*"Isn't it done?" he cried, his blue eyes staring at her in indignation.  
"Then I'm goin' be-out it."*

*"You'll do nothing of the sort. It will be done in five minutes. It is only half-past twelve."*

*"You won't die if they do," said the wives. "Besides, it's only half-past twelve, so you've a full hour."*

*"You never said you was coming—isn't the' a lot of things? —that lion's killed three men—I've spent my tuppence—an' look here."*



*"I got these from that stall where y'aveterget them marbles in them holes. An' I got these two in two goes-'aepenny a go-they've got moss-roses on, look here. I wanted these."*

*She knew he wanted them for her.*

*"I told you!" he said, running to the dresser for his cap.*

*"Take your pudding in your hand—and it's only five pasts one, so you were wrong—you haven't got your twopence," cried the wives in a breath.*

*"Yet you invited me to it."*

*He laughed very heartily at this.*

*"I never thought o' that. Tha'rt not long in taking the curl out of me."*

*It was her turn to laugh quickly.*

*"You don't look as if you'd come much uncurled," she said.*

*"I'm like a pig's tail, I curl because I canna help it," he laughed, rather boisterously.*

*"And you are a miner!" she exclaimed in surprise.*

*"Yes. I went down when I was ten."*

*She looked at him in wondering dismay.*

*"When you were ten! And wasn't it very hard?" she asked.*

*"You soon get used to it. You live like th' mice, an' you pop out at night to see what's going on."*

*"It makes me feel blind," she frowned.*

*"Like a mouidiwarp!" he laughed. "Yi, an' there's some chaps as does go round like mouidiwarps." He thrust his face forward in the blind, snout-like way of a mole, seeming to sniff and peer for direction. "They dun though!" he protested naively. "Thaniver seed such a way they get in. But thamun let me ta'e thee down some time, an' tha can see for thysen."*

*Mrs. Morel stood still. It was her first baby. She went very white, and was unable to speak.*

*"What dost think o' 'im?" Morel laughed uneasily.*

*She gripped her two fists, lifted them, and came forward. Morel shrank back.*

*"I could kill you, I could!" she said. She choked with rage; her two fists uplifted.*

*"Yer non want termake a wench on 'im," Morel said, in a frightened tone, bending his head to shield his eyes from hers. His attempt at laughter had vanished.*

*The wives looked down at the jagged, close-clipped head of her child. She put her hands on his hair, and stroked and fondled his head.*

Representatives	Directives	Commissives	Expressive	Declaratives	inquires	Quotations
<b>She knew he wanted them for her.</b>	I got these from that stall where y'aveter get them marbles in them holes	You'll do nothing of the sort. It will be done in five minutes	It makes me feel blind	Then I'm goin' be-out it.		You won't die if they do
				Oh—my boy!" she faltered	You never said you was coming— isn't the' a lot of things	You don't look as if you'd come much uncurled
<b>You soon get used to it. You live like th' mice, an' you pop out at night to see what's going on</b>	Yet you invited me to it					
					What dost thinko' 'im?"	

	Like a moudiwarp!" he laughed. "Yi, an' there's some chaps as does go round like moudiwarps					

**Table 4.2. Husband's Speech Act Usage**

Types Of Speech Acts	Number	%
<b>Representatives</b>	5	23%
<b>Directives</b>	5	23%
<b>Commissives</b>	3	17%
<b>Expressives</b>	2	13%
<b>Inquiries</b>	2	11%
<b>Quotations</b>	3	13%
<b>TOTAL =</b>	20	100%

**Table 4.3. Wife's Speech Act Usage**

Types Of Speech Acts	Number	%
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<b>Representatives</b>	18	22%
<b>Directives</b>	20	37%
<b>Commissives</b>	8	12%
<b>Expressives</b>	8	8%
<b>Inquiries</b>	15	19%
<b>Quotations</b>	6	2%
<b>TOTAL =</b>	75	100%

Investigating interpersonal impact as an explanatory factor in husband-wife decision-making was the aim of this study. In order to identify distinctive patterns of influence, self-report and observational measures of influence were compared, and the decision interaction process was also looked at. In more than half of the chosen novels, husbands and wives are seen as having equal influence over choices and actions in the home. In both Iraqi and English households, the father is seen as the family's leader, hence his influence over decision-making is greater than that of the wife.

Family members that are knowledgeable about human psychological signals and persuasive techniques have a distinct advantage when marketing goods or concepts. The reader can find examples of this everywhere, even in the persuasion techniques and tactics used by family members in family discussions.

To illustrate the actual distinctions that may be discovered in family members' speech acts and discourse analyses, it offered a simple for elaborating discussion:

**(1) Speech Acts Direct:**

- (a) *She became lost on her journey home (declarative).*
- (b) *Did Maria become disoriented on her journey back? (Interrogative)*
- (c) *Get lost, Maria! (Imperative)*

**(2) Acts of Indirect Speech:**

(a) *I wonder if Maria got lost returning home. (Declarative)*

(b) *Could you please inform me if Maria became lost? (Interrogative)*

(c) *He cautioned her not to get lost! (Imperative)*

The indirect speech actions demonstrate how the purposes of sentences are distinct from their outward appearances. While the sentence in example (2) (c) has the form of a declarative but serves as a command or warning, examples (2) (a) and (b) both have the indirect functions of requests. The speech act chosen relies on the message the speaker wishes to get through. As was previously indicated, depending on the occasion and context, direct speaking acts and imperatives may be.

(3) *My muscles are hanging in there because of all the BCAAs and protein I drink. (Representative)*

Although the purpose of this speech act, which takes the form of a statement or claim, is to represent, it also indirectly promotes protein shakes and vitamins. The declarative statement notifies the family members of the product's quality. Although representatives don't always have persuasive structures, the goal of this statement is persuasion.

The speech act type with the highest frequency was *directives*, as in (4):

(4) *Download it now at femaleinfluencer1.com and start building that body!! (Directive)*

The speaker here employs a directive in (4). The sentence has an urgent structure and is spoken in a straightforward manner. The family members are more likely to perform an action as a result of this speaking act viewed as unfriendly (Searle 1985).

In these sorts of familial circumstances and contexts, expressive is rarely utilized as direct persuasive speech actions. However, in some ways, some of them still have a persuading tone, as in (5):

(5) *"Thank you to everyone who bought my first workout program Ebook, Get Fit: Foundation!! www.FemaleInfluencer1.com" (Expressive)*

The phrase in paragraph seven is utilized to communicate her thanks to her family members and to advance her brand at the same time. According to Searle's taxonomy (1979), this is also an expressive and an indirect speech act because the utterance's form does not correspond to its intended purpose. The least frequently utilized speech act categories in FI1's postings were inquiries and quotes. But when they did, they were frequently employed to persuade, as in this example (8):

(6) “Who else is ready to do the @be\_more\_athletics 30 Day Challenge?? (Inquire)

Get your tickets now!” (Directive)

The frequency of *directives* was especially high.

(7) “Organic Cheetos, I’ve waited 40 years for this @name of company” (Representative)

This statement is in the form of a declarative and representational speech act since it informs the family members about a product. It is still a somewhat persuasive speech act because it is subtly marketing a product of a company she supports. Additionally, FI2 frequently used speech acts that are classified as inquiries, such as (8):

(8) “Who’s coming to work out and hangout with us??” (Inquire)

Although (8) takes the form of an interrogative and an inquiry, its goal is to persuade the speaker's family to help. The questions posed by the speaker frequently have a similar format, with the overt goal of engaging and influencing her audience. She also employed speech acts to make promises to her supporters, as shown in (9):

(9) “But don’t worry I made sure that all meals on my app are made with easy to find ingredients NO MATTER WHERE YOU ARE” (Commissive)

The fact that this statement educates the speaker's or speaker's colleagues while simultaneously assuring and promising them something makes it both a declarative and a commissure. Given that the post's goal is to market her software, it uses persuasive language in social and familial contexts.

The social function of the family and its resilience in society are of utmost importance in the contemporary era of globalization. Establishing a communicative context, or family conversation amongst family members, is crucial to maintaining national identity in the family. The only way to strengthen the family is to manage interpersonal interactions and have family concerns discussed. Relationships between wives and husbands are essential for helping people deal with change, misfortune, or uncertainty. The present study expands on prior studies by examining the particular home situations that help children develop resilience. The study examined significant family values by examining various family arrangements drawn from a random sample. The results showed that perceptions of social, individual, and family values have been impacted by changes in family arrangements. Prior to community support, family stability was ranked eighth in importance. These results demonstrate that some values are not significant in nuclear families and modern society.

## 5. Conclusions



The current research has looked at the ways that American and Iraqi husbands and wives use persuasion in the family setting, providing a cross-cultural understanding of how marital persuasion works between two different linguistic and cultural groups. In order to uncover significant patterns influenced by gender roles, cultural norms, and family dynamics, the study employed both pragmatic and quantitative analyses to identify different types, structures, and performative verbs utilized in persuasive speech actions.

The findings indicate that directions were the most frequently employed speech act. By urging or persuading their partners to perform certain tasks or fulfill certain standards, the wives and husbands attempted to influence their partners. The wives and husbands of English and Iraqi people frequently utilized them in the same manners. Commissives, expressives, quotes, and inquiries were just a few of the other speech actions that were employed in persuasive ways. Often, a speech act will take the shape of a direct speech act, but its indirect purpose—such as with representatives—will be to persuade.

All things considered, this study advances the fields of international pragmatics and family discourse analysis by emphasizing the ways in which persuasion is intimately linked to interpersonal negotiation, power dynamics, and relationship maintenance in daily life, in addition to being culturally rooted.

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#### المستخلص

تهدف هذه الدراسة إلى تحديد وتصنيف استراتيجيات الإقناع التي يستخدمها الأزواج والزوجات الأمريكيون والعراقيون في المحادثات العائلية. كما تُحلل بنية وأنواع وأفعال الأداء المرتبطة بأفعال الكلام الإقناعية. وفيما يتعلق بمشكلة الدراسة، فقد ركزت الأدبيات الحالية على الآثار الاجتماعية للإقناع، بدلاً من أبعاده الأدائية والتفاعلية، وذلك بفضل المناهج المنهجية التي أعطت الأولوية للبيانات المجمعة. وتفترض الدراسة وجود تفاعل معقد بين اللغة والسلطة والجنس والإقناع في التواصل الزوجي. لذا، فإن تطبيق منظور تحليلي عملي على المحادثات الزوجية عبر السياقات الثقافية يُقدم مساهمات نظرية وتجريبية لدراسة التداولية الشخصية وتحليل الخطاب. وقد أُجري تحليل البيانات على مستويين: تحليل عملي يركز على استراتيجيات ووظائف الإقناع، وتحليل كمي يستخدم بيانات نسبية لتعزيز صحة النتائج. هذا النموذج تحليلي مُصمّم خصيصاً لدراسة أفعال الكلام الإقناعية لدى الأزواج العراقيين والأمريكيين، حيث جُمعت البيانات وحُللت بناءً على ذلك. كشفت النتائج أن اتخاذ القرار في غالبية الأسر العراقية والأمريكية كان جهداً مشتركاً للزوجين. في حالات أخرى، كان اتخاذ القرارات فردياً من قِبل الأب أو الأم، أو جماعياً من قِبل جميع أفراد الأسرة. يُقدّم هذا البحث منظوراً جديداً حول استخدام اللغة الإقناعية في الخطاب الأسري، ويُمثّل خطوة أولى نحو دراسات أوسع نطاقاً للتواصل الإقناعي عبر السياقات الاجتماعية والأسرية والجماعية والمؤسسية.