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ing (4.761%). They are designed to alter the product's perceived status or identity. Even when they are implicit, they indicate a transformation or improvement, such as the introduction of a new feature or capability. These actions reinforce the product's relevance and advancement in response to technological innovation or consumer requirements, thereby repositioning it in the market.

### Conclusions

Upon analyzing the collected data and the aforementioned analytical models, the study concludes the following: Toyota ads have effectively utilized strategic maneuvering, particularly the selection of topical potential, to enhance the performance of their advertisements in capturing customer attention. The subjects are chosen by emphasizing significant attributes of the company's vehicles that appeal to consumers. Data analysis reveals that advertisers concentrate on themes such as engine power and durability, distinctive features, advanced technology, and high reliability, as illustrated in Table (1) and Figure (1) above.

The analysis reveals that all five speech acts, identified in the model, are employed by Toyota, albeit in varying quantities, highlighting the significance of these types based on their frequency of use. The assertives constitute a significant use, as illustrated in Table (2) and Figure (2). Conversely, it is observed that Toyota advertisers concentrate on the other types of speech acts, albeit to a lower degree, maintaining a bal-

anced ratio between them, as illustrated in the aforementioned Table (2) and Figure (2). The analysis reveals that assertives are effectively employed to convey information perceived as factual and objective, thereby establishing credibility and authority. They presented details about the product's specifications and performance, fostering trust and providing a rational basis for the audience to accept the product's value through confident assertions. Directives are used to articulate designs that shape audience behavior, enhance the audience's visualization of themselves using the product, stimulate consumer engagement and action, and create a sense of alignment between the audience's aspirations and the product. Commissives are utilized implicitly to bind the speaker or brand to a future action or performance, to establish reliability and fostering trust and accountability. Expressives are functioned to communicate the speaker's ideals, emotions, or perspectives regarding the product. Ultimately, declaratives are employed to modify the product's perceived status or identity. Even when implied, they signify a transformation or enhancement.

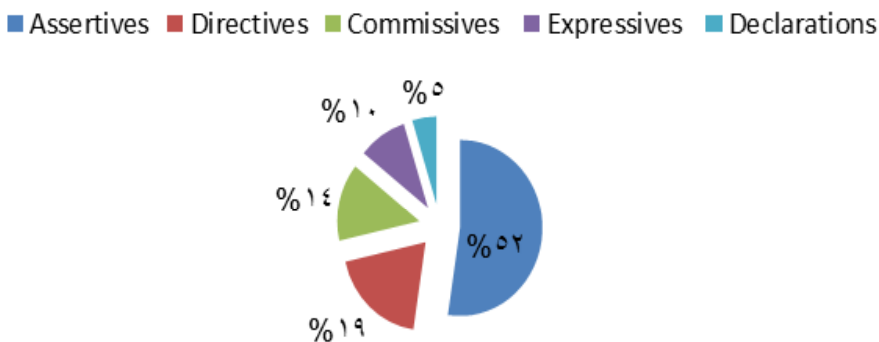


Figure (2): Frequency of Speech Acts in Online Toyota Vehicles Marketing

Following the results above, it is shown that the purpose of assertives, which are used 11 times amounting (52.380%), is to communicate information that appears to be factual and objective, thereby establishing credibility and authority. They are employed to present information regarding the product’s specifications, performance, and features in a manner that persuades the audience by presenting ostensibly verifiable data. The advertiser endeavors to establish trust and establish a rational foundation for the audience to accept the product’s value by asserting claims with assurance. Regarding directives, they come second since they are used 4 times, amounting (19.047%). They are designed to influence the audience’s behavior or thought process by means of discreet suggestions rather than explicit commands. They are employed to facilitate the audience’s imagination of themselves utilizing the product or utilizing its features, thereby promoting consumer engagement and action. The objective is to establish a

perception of congruence between the audience’s aspirations and the product. In addition, commissives rank third with 3 uses, amounting (14.285%). They implicitly obligate the speaker or brand to a future course of action or performance. They establish a sense of dependability by implying that the product will deliver on its promises. This function ensures that the product will perform as expected and meet the requirements of the audience, thereby fostering a sense of trust and accountability. Furthermore, expressives come forth by 2 uses, amounting (9.523%). They are employed to convey the speaker’s values, sentiments, or attitudes toward the product. Their objective is to cultivate a positive emotive environment surrounding the product, thereby motivating the audience to form favorable sentiments toward it. These actions contribute to the establishment of an emotional connection between the brand and the consumer by conveying enthusiasm, confidence, or admiration. Finally, declaratives come last by only one use, amount-

An in-depth examination of the topical potentials identifies 4 principal topical potentials. The foremost item is the focus on specialized features, which occurred 6 times, amounting 32.294%. Advertisers emphasize these traits to attract clients' attention and showcase attributes deemed most appealing. Performance is placed second, appearing 5 times, amounting 29.411%. This frequency highlights the significance of performance-related attributes in consumer preferences, with advertising showcasing them from several appealing perspectives to stimulate purchasing decisions. Technology ranks as the third most significant topic, referenced 5 times, amounting 23.529%. The objective of Toyota advertisements is to highlight the vehicles' sophisticated technological features, presenting them as efficient, contemporary, and pleasurable to operate. Finally, the subject of confidence emerged infrequently—merely twice—yet

remains pertinent, amounting 11.764%. Despite its lesser frequency, its presence underscores the notion that trust in the vehicle is a rational consequence of the prior discussions. As cars increase in power, durability, and technical sophistication, they inherently gain enhanced consumer trust.

### 6.2 Speech Act Analysis

In the investigated data, a total of 21 speech acts are observed and classified as follows: 11 assertives, 4 commands, 3 commissives, 2 expressives, and one declarative. Advertisers use these speech acts deliberately to support and communicate 17 previously identified topical potentials relating to Toyota automobiles. Overall, these speech acts functioned together to promote the advertising' persuasive goals by matching linguistic choices with specific marketing themes. The following table and figure show the use and frequency of these speech acts in the selected data:

Table (2): Use & Frequency of Speech Acts in Online Toyota Vehicles Marketing

Speech Act	Frequency	Percentages
Assertives		
Directives		
Commissives		
Expressives		
Declarations		
Total		

dience. The sentence, while without explicitly articulating feelings such as happiness or surprise, conveys a favorable assessment of the car’s attributes. The aim is to elicit a positive response from the listener by highlighting the car’s technological competence.

**6. Findings and Discussion**

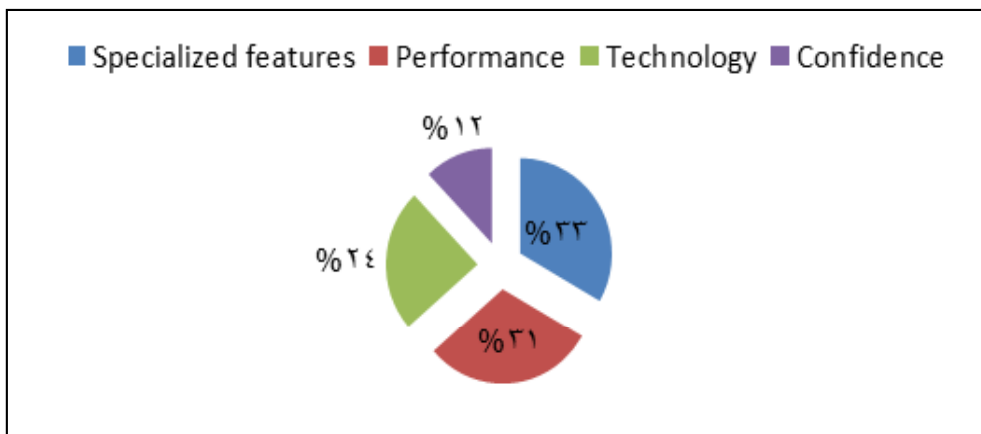
**6.1 Topical potential Analysis**

According to the data analysis based on the chosen model, the topical potential analysis demonstrates the company’s advertisers’ successful use of topical potential. The total use of topical potential is 17 ones appearing in the four quotes. The analysis finds that the amount and quality of these top-

ics are focused and consistent, as the usage rate looked to be high in relation to the number of advertising quotes, with no fewer than three topics utilized each quote. The quality of the topics is aligned with buyers’ preferred car requirements. There is an emphasis on vehicle specialized features, performance, technological features, and confidence and innovative. The discussion also touches on youthful pastimes like driving and its potential for excursions. The following table and figure show the frequency and use of topical potentials in the selected data:

*Table (1): Use & Frequency of Topical Potential Online Toyota Vehicles Marketing*

Topical Potential	Frequency	Percentages
Specialized features		
Performance		
Technology		
Confidence		
Total		



*Figure (1): Frequency of Topical Potential in Online Toyota Vehicles Marketing*

drive” is assertive since it declares something about the car. The speaker states that the Prius Prime is equipped with superior intelligence that will supply the listener with information on the vehicle’s capabilities. The speaker is delivering information to the audience that can be accepted or questioned. It describes the car’s features and attempts to persuade the listener of its elegance.

An additional strong assertive regarding the technology in the Prius Prime. The speaker asserts that the vehicle incorporates “smart technology” that facilitates driving, stating, “Prius Prime is filled with smart technology to make everyday driving easier.” This statement pertains to the product’s attributes, intended to furnish the listener with an objective account of the vehicle’s value proposition (driving convenience). The statement encourages the audience to trust in the car’s capacity to provide an enhanced driving experience.

This is particularly assertive because it specifies a prerequisite for using the Traffic Jam Assist feature: “Traffic Jam Assist requires an active Drive Connect trial \* \* or subscription.” The speaker is presenting a true condition about accessing the car’s functions, informing the audience that in order to use the feature, they must commit to a subscription or trial period.

## 2. Directives

This sentence, “From helping you get into that perfect parking spot with Advanced Park, to getting you through stop-and-go

traffic with Traffic Jam Assist”, is not an explicit request or command; however, it functions as a directive by subtly steering the audience towards the notion of utilizing the Prius Prime for enhanced driving convenience in parking and traffic scenarios. The speaker advocates for the advantages of the car’s attributes. The speaker suggests that the audience will be inclined to utilize these qualities, so subtly steering them towards the aspiration to employ these capabilities. The sentence implicitly directs the listener’s focus to specific advantages provided by the car.

## 3. Commissives

The text, “Prius Prime is filled with smart technology to make everyday driving easier.” could also be regarded as a compliment to some level, as the speaker is making a promise or commitment about the vehicle’s capabilities. The assumption is that the car’s features will improve the driving experience in the future. The speaker is committing to the car’s performance in the future (via driving experience). The remark implies that by acquiring the vehicle, the public will be able to rely on these smart technologies for safer driving.

## 4. Expressives

The phrase “advanced intelligence in every drive” might be interpreted as an expression of enthusiasm or admiration for the vehicle’s technology. The term “advanced intelligence” implies a favorable perception of the technology and may be intended to elicit enthusiasm or reverence from the au-

audience—who might expect a modern, tech-enhanced driving experience—position the vehicle’s technology as a significant and relevant topic, “Advanced intelligence in every drive.” This opening line sets up a major theme pertinent to a tech-savvy or convenience-oriented readership: improved technology. The phrase “advanced intelligence” fits the needs of consumers who respect clever, innovative features in their cars. It deftly brings up an issue that the audience’s probably interest about innovation in daily life, particularly in transportation, speaks to.

### 2. Focus on Everyday Convenience and Practicality

The chosen subjects, parking and stop-and-go traffic, tackle prevalent challenges for drivers, rendering the vehicle’s technological attributes pertinent and captivating for a public that prioritizes convenience, “From helping you get into that perfect parking spot with Advanced Park, \* to getting you through stop-and-go traffic with Traffic Jam Assist, \*” The reference to Advanced Park and Traffic Jam Assist clearly caters to the audience’s demand for convenience and simplicity in daily driving situations—specifically parking and traffic management. These are prevalent issues encountered by drivers, and emphasizing how the vehicle mitigates them leverages contemporary relevance by resonating with audience apprehensions about daily driving stress.

### 3. Promoting Technology as a Solution to Common Problems

The emphasis on “everyday driving” and making it “easier” appeals to drivers who want practical solutions to daily hassles. By presenting the technology as a direct response to everyday difficulties, the speaker connects the topic to the audience’s urgent concerns. “Prius Prime is filled with smart technology to make everyday driving easier.” This statement promotes the Prius Prime’s practicality by highlighting its smart technology as a solution to typical driving concerns. It emphasizes how technology makes driving easier and more manageable.

### 4. Subtle Engagement with Technological Features

The reference to the subscription or trial enhances the clarity of the price model for the technology, “Traffic Jam Assist requires an active Drive Connect trial \* or subscription.” It presents a pragmatic issue for the audience (cost) while preserving topical relevance to the broader technology discourse. This line presents a new subject—subscription and trial models for technological features—responding to the audience’s possible apprehension over the accessibility and expense of advanced functionalities. The reference to the “trial” or “subscription” offers crucial information that the audience should contemplate while assessing the car’s comprehensive value proposition.

### B-Analysis of Speech Acts

#### 1. Assertives

The phrase “Advanced intelligence in every

aspect of the message, “With the touch of a button, the stabilizer bar disengages to give the front suspension increased wheel articulation.” An additional assertive, “Helping to keep all four wheels in contact with the ground”, in which the speaker asserts another advantage of the Stabilizer Disconnect Mechanism. The assertion indicates that this system contributes to stability by guaranteeing that all four wheels keep contact with the ground. This is portrayed as a favorable result of the feature, intended to instill confidence in the audience on the vehicle’s capabilities in challenging terrain.

### 2-Directive

The text represents a directive speech act which implicitly advises the audience to utilize the button to activate the feature, subtly directing their activities without an explicit directive, “With the touch of a button, the stabilizer bar disengages...”. It indicates that the user must click a button to engage the stabilizer bar disengagement. This suggests that the audience must engage with the car in this manner to obtain the outlined advantages, subtly instructing them on utilizing the vehicle’s technology. Although not overtly stated as a directive, it advocates for a particular activity.

### 3-Commissive

A commissive is utilized by “helps you navigate across terrain with ease.” The speaker discreetly guarantees the audience that the vehicle would facilitate terrain navigation, ensuring user-friendliness and dependability. Although the speaker does not explic-

itly guarantee the user’s success in every off-road task, the term suggests a degree of assurance. It pledges to offer a function that will assist the user in traversing challenging terrain, hence simplifying the work. It represents a tentative assurance of the audience’s success, indicating that the vehicle’s features will satisfy their off-road requirements.

### 4-Declaration

This statement can be seen as an implicit declarative act because it indirectly changes the perceived state of the vehicle’s capabilities: “The new Stabilizer Disconnect Mechanism (SDM) helps you navigate across terrain with ease.” By introducing the new Stabilizer Disconnect Mechanism, the speaker is effectively declaring that the vehicle is now equipped with enhanced off-road abilities. The introduction of this new feature can be seen as altering the vehicle’s status in terms of performance and off-road suitability.

### Text Four

*“Advanced intelligence in every drive”*

*“From helping you get into that perfect parking spot with Advanced Park, to getting you through stop-and-go traffic with Traffic Jam Assist, Prius Prime is filled with smart technology to make everyday driving easier. Traffic Jam Assist requires an active Drive Connect trial or subscription”*

### A-Topical Potential

#### 1. Appeal to Technologically-Oriented Audience

The word “advanced intelligence” helps the

## **vancement**

The quotation highlights Toyota's dedication to innovation and technological leadership through the introduction of a new feature. The emphasis on a particular mechanism (SDM) establishes the vehicle as an innovative option for difficult terrains, attracting an audience that appreciates progress in off-road performance: "The new Stabilizer Disconnect Mechanism (SDM) helps you navigate across terrain with ease."

### **2. Practical Benefits and Problem-Solving**

The way the function operates emphasizes its instant usefulness and simplicity of usage. The reference to a straightforward procedure ("with the touch of a button") improves accessibility, therefore addressing audience issues on usability and convenience. For off-road fans, the technical specifics of "increased wheel articulation" highlight the value of the function: "With the touch of a button, the stabilizer bar disengages to give the front suspension increased wheel articulation."

### **3. Focus on Safety and Performance**

The quotation highlights the feature's capacity to sustain ground contact, addressing apprehensions over safety and stability under difficult driving circumstances. This conveys to the audience that the 4Runner is perceived as both adventurous and reliable: "Helping to keep all four wheels in contact with the ground."

### **4. Tailoring to a Specific Audience**

A specialized audience of off-road fans who are probably familiar with these trims

is targeted by mentioning particular models like the TRD Pro and Trailhunter. This accuracy maximizes relevance by bringing the argument into line with the standards of a specialist group: "Standard on TRD Pro and Trailhunter models."

### **5. Highlighting Exclusivity**

The specification that the functionality is standard on select models indirectly underscores exclusivity and value. This attracts an audience desiring distinctive and specialized attributes in their vehicles: "Standard on TRD Pro and Trailhunter models."

## **B-Analysis of Speech Acts**

### **1-Assertive**

This assertive act, "Standard on TRD Pro and Trailhunter models, the new Stabilizer Disconnect Mechanism (SDM) helps you navigate across terrain with ease.," facilitates effortless navigation across various terrains. The statement claims that the Stabilizer Disconnect Mechanism is a standard feature on certain models and offers an advantage in traversing terrain effortlessly. The speaker is asserting this information as factual to educate the audience of the vehicle's capabilities. This is another assertive speech act in which the speaker elucidates the operation of the Stabilizer Disconnect Mechanism. The assertion that the "stabilizer bar disengages" at "the touch of a button" is conveyed as factual information. The statement offers technical specifications regarding the mechanism's functionality and its objective—improving the vehicle's wheel articulation. This reinforces the educational

mance.”

#### 4. Dynamic Appeal

Emphasizing enhanced performance over earlier models, the phrase appeals to both current Toyota consumers and possible buyers seeking innovative improvements. “4Runner moves quicker than ever,” this dynamic framing grabs the audience by highlighting innovation and progress, therefore making the topic relevant and interesting.

#### 5. Action-Oriented Framing

Employing aggressive language (“delivers serious performance”) guarantees that the message powerfully resonates with an audience that prioritizes reliability and excellence. The car is presented as an instrument for attaining lofty objectives, hence expanding its attractiveness: “4Runner offers substantial performance.”

#### B-Analysis of Speech Acts

##### 1-Assertives

The assertive prevails in the text, delivering comprehensive, verifiable details regarding the 4Runner’s performance, capabilities, and utility. This definitive statement delineates the 4Runner’s performance and sophisticated features, offering an empirical foundation for the case. It indicates Toyota’s assurance in the vehicle’s performance and establishes the groundwork for its attractiveness to the audience: “4Runner delivers serious performance with an available i-FORCE MAX 2.4L turbo-charged hybrid EV powertrain.” Another assertive is employed which delineates

particular, measurable performance measures. Quantifying the vehicle’s power and torque enhances its credibility and fulfills the audience’s demand for tangible evidence: “Providing up to 326 net combined horsepower and 465 lb.-ft. of torque.” A third assertive speech act is employed to communicate the practical attributes of the 4Runner, highlighting its utility and appropriateness for demanding jobs. It instills confidence in the audience regarding the product’s dependability and durability: “Its 8-speed automatic transmission and 6,000-lb. max towing capacity help you go harder than before.”

##### 2. Directives

Directives subtly encourage the audience to consider the 4Runner as a vehicle that can enhance their experiences. While not overtly a directive, the phrasing implicitly encourages the audience to envision themselves pushing their limits with the 4Runner. It motivates action by presenting the vehicle as an enabler of personal achievement: “Help you go harder than before.”

##### Text Three

*“Standard on TRD Pro and Trailhunter models, the new Stabilizer Disconnect Mechanism (SDM) helps you navigate across terrain with ease. With the touch of a button, the stabilizer bar disengages to give the front suspension increased wheel articulation, helping to keep all four wheels in contact with the ground”*

#### A-Topical Potential

##### 1. Innovation and Technological Ad-

### 3-Expressives

Expressive speech conveys confidence and enthusiasm, building an emotional connection with the audience, such as “Confidence to push boundaries” and “4Runner is up for the challenge” These sentences express a sense of eagerness, ambition, and confidence. The expressive behaviors connect the speaker’s passion to the audience’s possible emotional response, with the goal of inspiring trust and admiration for the product. By displaying confidence in the vehicle’s potential, the speaker creates a favorable emotional connection with the listener.

### 4-Commissives

Furthermore, Commissives tacitly commit the speaker (Toyota) to fulfilling the vehicle’s promises, which fosters trust: “4Runner is up for the challenge.” This comment implies that Toyota intends to keep the 4Runner’s capabilities as advertised. The speaker promises the audience that the vehicle will operate consistently under tough situations, instilling a sense of accountability and dependability.

### Text Two

*“4Runner delivers serious performance with an available i-FORCE MAX 2.4L turbocharged hybrid EV powertrain. Providing up to 326 net combined horsepower and 465 lb.-ft. of torque, 4Runner moves quicker than ever, while its 8-speed automatic transmission and 6,000-lb. max towing capacity \* help you go harder than before”*

### A- Topical potential

#### 1. Performance and Power

The 4Runner is positioned as a high-performance car by the focus on particular performance criteria, which attracts viewers who give speed and power top priority in their vehicles. Quantifying these features helps the case to show clearly the vehicle’s capabilities, therefore enhancing its credibility and persuasiveness: “Offering 465 lb.-ft. of torque and up to 326 net combined horsepower.”

#### 2. Hybrid Technology and Innovation

The reference to a hybrid EV powertrain links the 4Runner to technological progress and ecological awareness. This integration attracts a progressive audience interested in sustainable solutions without sacrificing performance. It enhances the topical potential by using hybrid technology as a distinguishing factor in the competitive SUV market: “An available i-FORCE MAX 2.4L turbocharged hybrid EV powertrain.”

#### 3. Versatility and Capability

The emphasis on towing capacity and a sophisticated transmission system underscores the 4Runner’s functionality and adaptability. These features cater to the pragmatic needs of consumers utilizing SUVs for professional, recreational, or outdoor pursuits. By highlighting the vehicle’s capacity to manage challenging jobs, the argument underscores its significance to a varied audience: “Its 8-speed automatic transmission and 6,000-pound maximum towing capacity facilitate enhanced perfor-

**A-Topical potential****1- confidence and adventure**

Confidence and adventure appeals to an audience eager to explore rough landscapes or test their boundaries. It is pertinent to the 4Runner's target demographic, outdoor lovers and adventurers. The emphasis on capabilities corresponds with the audience's ambitions, enabling opportunities for additional discourse regarding the vehicle's reliability, durability, and adaptability.

**2- technical performance and innovation**

The incorporation of an exact performance metric underscores the 4Runner's technical excellence. The quantification of horsepower targets a performance-oriented audience, including off-road enthusiasts and individuals who prioritize vehicle power: "with up to 326 net combined horsepower under the hood."

**3- specialized features**

This innovation enhances the topical potential by presenting a distinctive selling proposition of the 4Runner. The reference to the SDM attracts those in search of vehicles developed for specialized and rigorous environments. This degree of specificity encourages additional examination of the model's appropriateness for off-road applications, highlighting the thorough consideration inherent in its design.

**B- Analysis of Speech Acts****1-Assertives**

First, the analysis demonstrates the employment of assertive speech acts to dominate the message, presenting claims about

the 4Runner's power, features, and suitability for challenges. They are exemplified by statements such as "Our most capable 4Runner is your advantage on the most ambitious treks," "With up to 326 net combined horsepower beneath the hood and an available Stabilizer Disconnect Mechanism (SDM) that offers extra suspension articulation for wild trails," and "4Runner is up for the challenge." They present claims regarding the 4Runner's capabilities, performance, and features that are factual or appear to be factual. Second, the assertives seek to establish credibility and persuade the audience by presenting information that positions the 4Runner as a dependable and robust option for adventurous and off-road scenarios. The details, including "326 net combined horsepower" and the "Stabilizer Disconnect Mechanism," highlight technical superiority and reinforce the brand's authority in the automotive market.

**2-Directives**

Furthermore, implicit directives are carefully conveyed, encouraging the audience to match with the 4Runner's adventurous lifestyle, such as "confidence to push boundaries." While the statement "confidence to push boundaries" does not expressly educate the listener, it does serve as an implicit direction. It urges the audience to imagine themselves in hard situations where the 4Runner helps them achieve. This slight nudge encourages the viewer to consider the vehicle as a means of achieving their adventurous goals.

reflecting the speaker's intention or desire for the hearer to undertake action A (ibid.), e.g., directives.

3-Commissives bind the Speaker to a future course of action, so demonstrating alignment between the world and words, as the Speaker conveys the intention to perform action A. For example, promises (p. 356)

4-Expressives convey the speaker's attitude towards a specific condition of events indicated in the propositional content (e.g., I apologize for walking on your toe). There is no directional fit; a range of distinct psychological states; and propositional content must be associated with either the Speaker or the Hearer (p.357), e.g., congrats.

5-Declarations establish a relationship between propositional content and reality; therefore, the direction of fit encompasses both words-to-world and world-to-words. Searle acknowledges the absence of a psychological state for declarations. (same source) for example, an excommunication.

#### 4. Methodology

##### 4.1 Data Collection and Description

The data of the analysis are taken from Toyota vehicles company <https://www.toyota.com>. The chosen data are illustrations showing the qualities of different vehicles produced by the company. The data under scrutiny consists of four quotations of Toyota's illustrative advertisements. The quotations are chosen randomly for the purposes of the current analysis in an attempt to get

objectivity of the analysis.

The data encompasses the specs of vehicles produced by the Japanese manufacturer Toyota. It demonstrates the capabilities of many automobiles regarding engine power, structural integrity, maneuverability, driving proficiency, and enjoyment, alongside the advanced technology they possess, rendering them competitive with the current offerings in the global market.

##### 4.2 Model of Analysis

To thoroughly examine the study data while aligning with the study objectives and the characteristics of the chosen data, the research employs a pragmatic-linguistic framework for analysis. Consequently, the model is structured in two tiers: the initial level examines the topical potential, wherein the research employs Eemeren (2010) to analyze the topical potentials leveraged by Toyota. The second level entails a thorough examination of speech acts to facilitate the execution of the first level. In this context, Searle (1975) is utilized to illustrate the various types of speech acts employed by Toyota to activate the topical potentials.

##### 5. Data Analysis

###### Text One

*"Confidence to push boundaries"*

*"Our most capable 4Runner is your advantage on the most ambitious treks. With up to 326 net combined horsepower beneath the hood and an available Stabilizer Disconnect Mechanism (SDM) that offers extra suspension articulation for wild trails, 4Runner is up for the challenge"*

philosopher who initiated speech act theory and generated considerable interest in this area of study. In his seminal work *How to Do Things with Words*, originally published in 1962, Austin articulates that the speaker engages in an act when delivering an utterance within a specific context.

### 3.1.1 Searle's Speech Act Theory

By studying speech acts, sometimes known as "language acts" or "linguistic acts," Searle (1971, p.39) demonstrates a deep interest in the philosophy of language. He thinks that "the production of the sentence token under certain conditions is the IA, and it is the minimal unit of linguistic communication" (ibid.) According to him, the unit of linguistic communication is not the symbol, word, phrase, or token of the sign, word, or sentence (ibid.) Speech acts, according to Searle (1965, p.173), are "functions of the meaning of the sentence" in the utterance in which they are done. When he states, "The production of the sentence token... is the illocutionary act," he employs the term "illocutionary act" rather than "speech act." Although Searle (1975, p.369) identifies twelve distinctions among speech actions that can be used as classification foundations, he only employs four of these to create five speech act classes:

(a) Illocutionary Point: Each type of illocution has a purpose or objective. For example, a request is an attempt to persuade the listener to perform an action, an assertive is a representation of the state of an object, and a pledge is the assumption of an obli-

gation that the speaker fulfills (ibid.).

(b) Direction of Fit: This pertains to the relationship between the spoken words and the reality they reference. For instance, assertions possess a words-to-world correspondence as their truth value is determined by the accuracy of the words in depicting reality in the referenced context. Requests necessitate a correspondence between reality and language, as the world must be altered to satisfy the Speaker's demand (ibid.).

(c) The Expressed Psychological State: For instance, a statement that (p) conveys the Speaker's belief in p; a promise indicates the Speaker's intention to perform an action; a request reflects the Speaker's desire for the Hearer to undertake a specific action (ibid., p.349).

(d) Propositional Content: "A speaker's promise must explicitly state that they will carry out a certain future course of action. One cannot guarantee that someone else will take action or that they have taken action in the past (Vanderveken and Searle, 1985, p.16)

Searle's Classification of Speech Acts:

1-Assertives possess a truth value, demonstrate correspondence between language and reality, and convey the speaker's conviction on the statement.(p.355), e.g., assertions.

2-Directives are efforts to prompt the hearer to perform an action; hence, they demonstrate alignment between the external environment and verbal expression,

erences, specifically the criteria relevant to the target audience (Eemeren, 2010, p.94). These requirements must be met in the strategic maneuvering to ensure connection with the intended audience of the argumentative discourse. To be both rational and effective, a party's strategic actions must be appropriate at every level of the settlement process. They align effectively with the perspectives and preferences of their target audience, ensuring congruence with these individuals' frames of reference, so achieving optimal acceptability (ibid., p.108). When selecting his arguments for an audience, the arguer may consider that specific arguments resonate effectively with the audience's established beliefs. The selection of these specific arguments over alternative options intentionally shapes the perspective on the pertinent issues in the case that he aims for his audience to adopt (ibid., p.112 and Tindale, 2009, p-43).

### 2.1.3 Presentational Devices

Apart from audience demand and topical potential, argumentative debate requires a choice of strategies for their presentation (Perelman and Tyteca 1969, p.119). These strategies focus on presentational devices; people describe the movements. This implies that, in the several phases of the conversation, all approaches of styling should be methodically tuned to fulfill the effect on the other party which is meant to make these actions (Eemeren & Houtlosser, 2009, p.6). Arguments move deliberately to show their points of view in a way that appeals

more. Arguers who move strategically will, in their presentation, go for the communicative methods they consider to have the most favorable effect when they choose a presentational device for their standpoints (ibid., p.94). In the same line, van Eemeren (2010, p.263–274) notes that the most strategic arguing movements are made using presentational tactics.

## 3. Speech acts

### 3.1 Speech Act Theory

Initially presented and elaborated upon by Austin (1962), Searle (1969), and others, it illustrates that the act of articulating a complex expression encompasses underlying intentions. This examination delves into the function of utterance concerning the actions of both speaker and listener within the context of interpersonal communication (Al-Ebadi, et al., 2020, p.1449). It has assumed a compelling position in contemporary discussions surrounding the philosophy of language, generating significant interest among pragmatists, literary theorists, anthropologists, philosophers, linguists, and semantic scholars. Consequently, given the extensive fascination surrounding this topic, a vast body of literature has emerged on the subject. A comprehensive examination of the philosophical literature from which the foundational theories emerge will be provided. The thinker most closely linked to speech act theory is J.L. Austin, who delivered a series of significant and impactful lectures on the subject at Harvard in 1955. He was the pioneering

course, strategic maneuvering is the process of navigating the discourse between reasonableness and efficacy in order to preserve the equilibrium (balance). Strategic maneuvering is necessary at all times when engaging in argumentative discourse, as the argumentative predicament of balancing reasonableness with effectiveness creates a potential tension between the two objectives, making the balance that must be maintained during the maneuvering difficult to maintain. The conditions that must be met to guarantee reasonableness do not always align with the conditions that must be accomplished to ensure effectiveness (Eemeren, 2010, p.41).

### 2.1 Aspects of Strategic Maneuvering

The aspects or “dimensions” of strategic maneuvering pertain to broader theoretical perspectives on argumentative discourse, including the dialectical and rhetorical dimensions as outlined in the study of argumentative discourse (Eemeren, 2010, p.100). Strategic maneuvering is evident in argumentative discourse through the selection of options from the available “topical potential” at a given stage, the audience-oriented “adjustments” to argumentative moves, and the intentional use of linguistic or other “devices” in the presentation of these moves. The three aspects of strategic maneuvering, topics, audience orientation, and stylistics, can be analytically distinguished; however, they typically co-occur and function collectively in practical argumentative contexts (Tindale,

2004).

#### 2.1.1 Topical Potential

Eemeren (2010, p.93-6) emphasizes a significant characteristic of topical potential: its context-specific nature. This indicates that, as Eemeren (ibid.) states, this aspect may vary between different stages of a critical discussion. Topical potential varies across different cases. Topical potential refers to the arguer’s utilization of a range of alternative strategies pertinent to the current phase of the resolution process. This indicates that it pertains to the range of options available for making an argumentative move that the arguer can utilize in a specific case and at a particular moment in the discourse (Eemeren and Houtlosser, 2009, p.93-4). In the confrontation stage, a party’s social media strategy aims to identify the most effective candidate among potential discussion subjects. A disagreement space is utilized within a dialectical framework, where the confrontation is understood in relation to the preferences of the involved party. In the second stage, the opening stage, the strategic maneuvering of each party focuses on identifying the most beneficial starting point, which may involve recalling, eliciting, or negotiating concessions from the opposing party (ibid., p.5 and van Eemeren, 2010, p.263-274).

#### 2.1.2 Audience Adaptation

To attain the most effective rhetorical result, the strategies employed at each stage must be tailored to the audience’s desires, aligning with their rationality and pref-

those domains (Eemeren, 2010, p.7-8).

## 2. Strategic Maneuvering

Van Eemeren and Grootendorst (1984, 1992, 2004) came up with the pragma-dialectical theory of argumentation. This theory lets people who study argumentative discourse do a theoretically sound reconstruction, which gives them a “analytic overview” of all the parts that are important for critical assessment (van Eemeren & Grootendorst, 1992). In pragma-dialectics, “dialectic” is pragmatically defined as a methodical way to handle crucial conversations and interactions in speech and writing that helps people go from guesswork and opinion to more secure positions. Rhetoric is best characterized as the study of different persuasive techniques that work in practice. So, there is no theoretical reason to think that the rhetorical criterion of creative efficacy is always at odds with the dialectical ideal of critical rationality. In actuality, debating methods that are rhetorically strong and convince a smart audience usually follow the dialectical rules that apply to the debate phase in which they are used (O’Keefe, 2009). The disparity between dialectic and rhetoric can be reconciled by incorporating the theoretical concept of “strategic maneuvering,” which acknowledges that participation in argumentative discourse necessitates a simultaneous pursuit of critical reasonableness and persuasive effectiveness (van Eemeren & Houtlosser, 2002). Strategic maneuvering denotes the ongoing endeavors, pri-

marily by all participants in argumentative discourse, to harmonize their concurrent pursuit of rhetorical effectiveness with adherence to dialectical standards of reasonableness (van Rees, 2009 and Tindale, 2009).

In argumentative discourse, strategic maneuvering is the ongoing endeavor to maintain a balance between efficacy and reasonableness in all actions. In general, individuals who are involved in argumentative discourse are compelled to find a compromise between their desire to maintain reasonableness and their desire to achieve efficacy. Consequently, they are compelled to employ strategic maneuvering. Their strategic maneuvering is not limited to the intricate speech act of argumentation; it is also evident in all other speech acts that are relevant to the resolution of a disagreement on the merits in argumentative discourse. The ultimate objective of the speech acts employed in argumentative discourse is to achieve the perlocutionary effect of acceptance of the viewpoint(s) in question in a manner that is reasonable and consistent with a procedure that is suitable for resolving differences of opinion (Eemeren, 2010, p.40).

The term “strategic” has been incorporated into the definition of maneuvering due to the fact that the objective of the maneuvering at the operational level must be achieved through intelligent and skilled planning that is both reasonable and effective.<sup>38</sup> In the context of argumentative dis-

The study selects four written articles from the Toyota website for analytical examination. The investigation yields multiple findings that substantiate its hypotheses.

*Keywords: Strategic, maneuvering, pragmatics, Toyota, speech act*

#### الخلاصة

كما أوضح نعيمه (٢٠٢٤، ص ٢٧) أن التداولية تعد مجال معرفي يركز على استخدام اللغة ومن هنا، جاءت الدراسة لتقصي المفهوم التداولي للمناورة الاستراتيجية، مع التركيز على استخدامها في تسويق سيارات شركة تويوتا عبر الإنترنت. تتقصى الدراسة مجموعة من الإعلانات النصية التي تدعم مركبات الشركة مشيرة إلى سماتها ومواصفاتها. تتناول الدراسة في المقام الأول عنصرين لغويين: اختيار الموضوعات الكامنة، كجزء من المناورة الاستراتيجية، لتقديم مواصفات السيارة بفعالية بطريقة تجذب العملاء، بينما يتناول العنصر الثاني استخدام أفعال الكلام في هذه الإعلانات ووظيفتها في عرض الموضوعات الكامنة (العنصر الأول). وتستخدم الدراسة نموذجين تحليليين: Van Eemeren (٢٠١٠) لفحص الإمكانيات الموضوعية التي تستخدمها تويوتا، و Searle (١٩٧٥) لتحليل أفعال الكلام. لتحقيق أهداف الدراسة وتقييم فرضياتها، تفترض الدراسة أن إعلانات تويوتا توظف اختيار موضوعات كامنة محددة لجذب انتباه المستهلكين نحو سياراتها المميزة بفعالية. علاوة على ذلك، يخدم استخدام الأفعال الكلامية غرضًا مهنيًا لتفعيل الموضوعات الكامنة المختارة في إعلاناتها. اختارت الدراسة أربع

مقالات مكتوبة من موقع تويوتا الإلكتروني لإجراء دراسة تحليلية عليها. وقد توصلت الدراسة إلى نتائج متعددة تدعم فرضياتها. الكلمات المفتاحية: استراتيجي، مناورة، تداولية، تويوتا، افعال الكلام

#### 1. Introduction

Language facilitates the transmission of messages between interlocutors in an interactive process known as communication (Al-Ebadi, 2012, p.2). Language enables individuals to articulate their perspectives on specific events and circumstances (Al-Ebadi, 2024, p. 287). In diverse domains of life, ranging from the public to the technical and personal spheres, argumentative discourse occurs within distinct "activity types," which are institutionalized to varying extents, leading to the conventionalization of specific argumentative practices. In contrast to theoretical constructs like the ideal model of a critical discussion, which rely solely on analytical considerations for the optimal execution of a discursive task, activity types and their corresponding speech events are empirical concepts that can be discerned and defined through meticulous examination of a specific domain of argumentative practice (van Eemeren & Houtlosser, 2005). In domains such as legal, political, medical, and scientific or scholarly fields (van Eemeren & Garssen, Eds. 2008), certain categories of argumentative activity types can be identified, reflecting standard argumentative practices within

# Analyzing Strategic Maneuvering in Online Toyota Vehicles Marketing

## تحليل المناورة الاستراتيجية في تسويق سيارات تويوتا عبر الإنترنت

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### Abstract

As Neimah (2024, p.27) shows that pragmatics is a subfield that focuses on the utilization of language. Thus, this study examines the pragmatic notion of strategic maneuvering, concentrating on its use in the marketing of Online Toyota Company Vehicles. It analyzes a compilation of textual advertising that endorse autos, including their attributes and specs. The study primarily examines two linguistic elements: the selection of topical potential, as a component of strategic maneuvering, to effectively deliver vehicle specs in a manner that captivates customers. The second involves

the utilization of speech acts in these advertising and their function in showcasing the topical potential (the first element). The study employs two analytical models: van Eemeren (2010) for examining the topical potentials utilized by Toyota, and Searle (1975) for analyzing speech acts. To fulfill the study's aims and evaluate its hypotheses, the study posits that Toyota's advertising employ particular topical potentials to effectively capture consumers' attention towards their distinctive vehicles. Moreover, the employment of speech acts serves a professional purpose to activate the selected topical potentials in their commercials.