Journal Of the Iraqia University (75-2) January (2026)

ISSN(Print): 1813-4521 OnLine ISSN:2663-7502

Journal Of the Iraqia University

available online at

https://iasj.rdd.edu.iq/journals/journal/view/247

The Pragmatics of Global Feminist Advocacy: Institutional Speech and Gender Equality at the 2024 UN Women Summit

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براغماتية المناصرة النسوية العالمية: الخطاب المؤسسي والمساواة بين الجنسين في قمة هيئة الأمم المتحدة للمرأة لعام ٢٠٢٤

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كلية الآداب /الجامعة العراقية

المستخلص

تتناول هذه الورقة البحثية المساواة بين الجنسين المتضمنة في الخطب التي ألقيت في قمة الأمم المتحدة للمرأة لعام ٢٠٢٤. لدراسة الافتقار إلى المعرفة اللغوية بشأن استخدام اللغة الدبلوماسية في المبادرات المتعلقة بالمساواة بين الجنسين.اشتملت البيانات على تسعة مقتطفات مأخوذة من خطابات الأمم المتحدة وفقًا لنموذج انتقائي لنظرية افعال الكلام لسيرل (١٩٧٩) ومبادئ البراغماتية لليتش (١٩٨٣) والنماذج الاربعة لكرايس(١٩٧٥). وتهدف إلى دراسة الاستراتيجيات العملية التي يستخدمها المتحدثون فيما يتعلق بالمساواة بين الجنسين، واستراتيجيات القوة المستخدمة في مثل هذا الخطاب. حيث أظهرت النتائج أن المتحدثين يطبقون مبادئ التعاون والأدب، مع تجاهل مبدأ المراقبة أثناء وصف القوى المعارضة، مستفيدين من التحوط لتوزيع المسؤولية النظامية. علاوة على ذلك، تُستخدم أفعال الكلام غير المباشرة بشكل فعال لتعكس التوجيهات والالتزامات مع الالتزام بالمعايير الدبلوماسية. ويستخدم زعماء الأمم المتحدة، الذين يلقون هذه الخطب، استراتيجيات عملية بشكل فعال لتبدو أكثر إقناعا وفعالية وتعكس القدرة المؤسسية على التكيف من خلال تعديل الاستراتيجيات اللغوية التي يستخدمونها لتجنب المعارضة السياسية. **الكلمات المفتاحية: المناصرة، قمة هيئة الأمم المتحدة للمرأة ٢٠٢٤، المساواة بين الجنسين.**

Abstract

This research paper tackles gender equity found in the speeches delivered in the 2024 UN Women Summit. It traces the lack of linguistic knowledge of the use of diplomatic language concerning gender quality. The data include nine extracts, taking from UN speeches following an eclectic model of Searl's (1979) speech Act theory and Leech's (1983) principles of Pragmatics and Grice's (1975) four maxims. It aims at investigating the pragmatic strategies used by the speakers in relation to gender equality, and the power strategies employed in such a discourse. The results show that the speakers apply the principles of cooperation and politeness, while ignoring the Probation Maxim during the description of the opposing forces, making use of hedging to distribute the systemic responsibility. Furthermore, indirect speech acts are used effectively to reflect directives and commitments while sticking to diplomatic norms. The leaders of UN, who deliver these speeches, make use of pragmatic strategies effectively in order to sound more persuasive, effective, and reflect the institutional adaptability by modifying the language strategies they use in order to avoid political opposition.

Keywords: Advocacy, UN, Women 2024 Summit, Gender-Equality.

1. Introduction

Gender equality and women's rights are vitally important topics that communities have discussed frequently throughout the history. The United Nations cooperated with other international organizations in organizing

summits on these topics, and delivered speeches, in order to describe social realities, urging leaders to take practical decisions and real actions to support gender equality (Krook & True, 2012).

The 2024 UN Women's Summit took place at a time when things were getting better and worse. The speeches delivered by UN system leaders are important for analysis because they show how world leaders discuss gender equality and support policy changes while facing opposition. The speeches function as speech acts with illocutionary force, per Searle (1969) and Austin (1975), because they compel institutions to have an action, contest power dynamics, and create moral standards for gender justice.

1.1 The Research Problem

The research problem is framed by examining the pragmatic characteristics of high-level diplomatic speeches within the UN system to advance equality among genders in academic research. The research gap is significant as it influences the examination of the advancement of women's rights within a political context characterized by divergent trends across different geographical regions.

1.2 The Research Objectives

It aims at:

1. Identifying and analysing the pragmatic strategies found in UN Women's 2024 Summit speeches to build and legitimise gender equality discourses.
2. Examining how speakers linguistically navigate power dynamics and resistance to gender equality through pragmatic devices.

1.3 The Research Questions

1. What pragmatic strategies are employed in UN Women's 2024 Summit speeches to construct and legitimise gender equality discourses?
2. How do speakers linguistically navigate power dynamics and resistance to gender equality through pragmatic devices?

2. Literature Review

2.1 Pragmatics

As Levinson (1983) explains, pragmatics as a branch of Linguistics, is the linguistic inquiry that evaluates the effects context has on meaning, understanding language as performative action rather than representational meaning. The discipline explores the speaker's utilisation of linguistic tools to conduct social activities and the listener's interpretation of meanings which extend beyond the meanings of each word individually. Thomas (1995) states that pragmatics establishes an analytical system which explains how speakers and hearers together produce meaning within a certain context by incorporating elements of meaning, intentions, collective understanding, and established rules. From this perspective, language serves as a tool for social interaction and exists within cultural, institutional, and interpersonal settings.

The strategic functions of language in political and diplomatic discourse become transparent through pragmatic analysis, according to Chilton (2004). Speech act theory, as proposed by Austin (1975) and Searle (1969), provides specific tools for analysing how political statements work by declaring positions, issuing directives and making commitments. Pragmatic theories of presuppositions and implicature, along with politeness, clarify how diplomats use indirect communication to soften face threats while raising mutual understanding among different audiences (Levinson, 1987; Grice, 1975).

2.2 Gender Equality Discourse

Gender equality discourse uses linguistic and rhetorical features to advance, discuss, and implement ideas of gender justice across multiple social contexts. The speech on gender equality has changed noticeably since the mid-twentieth century, moving from basic liberal feminist demands for equal rights to deeper analyses of several identities, structural dynamics, and varied cultural aspects (Fraser, 2013). International organisations reinforce gender equality discourse through primary documents such as the “Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)” and the “Beijing Platform for Action’, which define the standards for addressing gender-related issues (Hemmings, 2011).

The contemporary conversation about gender equality occurs in a series of open debates between advancing trends and backward movements. Verloo (2018) identifies a new pattern in gender equality discourses, which she labels "gender equality under threat," as nationalist and populist movements actively oppose feminist achievements and gender mainstreaming programs across diverse national settings. Advocates dealing with gender equality in international forums must adjust their discourse by using rights-based economic and security-oriented justifications to counter political resistance (Elomäki, 2015; Lombardo et al., 2017).

2.3 Advocacy: The Concept

Advocacy is an integral part of social movement rhetoric. It seeks to motivate an audience to respond to a call, committing to take an action that further their causes. Speeches that encourage adoption or endorsement of policies are another dynamic aspect of advocacy. Constructing and delivering such speeches is challenging and requires familiarity with advocacy literature. Advocacy is commonly used in speeches, rhetorical foundations and techniques, audience analysis and message tailoring, ethical dimensions and responsibilities, speech design and delivery mechanics, public deliberation, challenges and justifications, and assessment of outcomes.

Public discussion accompanies presentation of policy advocacy that represent the common good in a democracy. Decisions made with deliberation can be more just and effective in avoiding harm to society. Debates continue on the role of advocacy in deliberation. Meeting strong criteria for advocacy typically applied to advocacy in policy decisions and on-going deliberation help set boundaries. Fidelity remains and virtues such as audience concern, counterargument engagement, and clarity increase.

Challenges encountered when advocating familiar forms of public engagement limit how well full advocacy can be exercised. Too often, these challenges make advocacy less effective to the audience of interest. Constraints imposed by the audience permit moving from a proposal generator to making choices that foster deliberation without endangering the credibility of the message (R. Feldblum, 2017).

3.3. Types of Advocacy

Advocacy encompasses a wide range of activities aimed at promoting and advancing an idea, a specific object, a proposal, or even a comprehensive program. Keeping clearness throughout advocacy is crucial, as it confirms that all participants are informed and involved, thus improving the overall influence and truthfulness of the advocacy efforts. Advocacy, is mainly classified into individual and public advocacy. Individual advocacy pursues precise or excessive advance for a service user, and naturally leads to entitlements, rights, or enhancements to an individual's situation, whereas public advocacy motivates and inspires transformation in public policy, societal attitudes, and principles using frequent means to influence government officials, affect targeted populations, and engage wide-ranging audiences (Kutchins & Kutchins, 1987).

Advocacy depends on a foundation of trust, honesty, admiration, transparency, clarity, and consistency (Sandell Hardesty, 2013). Often, careless or false remarks creep into advocacy, harming the speaker as much as the desired objective. The real law of advocacy holds that it must be allowed to fail, in accordance with the principles of liberty, openness, and freedom of inquiry.

UN Women's 2024 Summit

The UN Women's 2024 Summit symbolises a critical stage in global initiatives to enhance gender equality and empower women universally. This high-level Summit, held under the Sustainable Development Agenda framework, delivered state delegates, civil society organisations, and UN leadership with chances to measure development on gender equality, identify challenges, and renew commitments to SDG 5 (United Nations, 2023). Worldwide struggles for women's rights faced multiple challenges at the time of the Summit because economic disparities developed from pandemic rules, political forces threatened reproductive choices, and conflicts triggered rising incidents of violence targeting women.

The 2024 Summit focused on gender equality financing because years of verbal support for gender equality have failed to close resource gaps that prevent policy implementation. UN system members acknowledge that achieving gender equality requires both mandatory frameworks and ongoing financial support across numerous sectors (UN Women, 2023). The Summit featured the Generation Equality initiative, a platform launched in 2021 to accelerate action by securing specific commitments from national governments, corporate partners, and civil society organisations. UN Women now embraces a strategic evolution that shifts its operations from intergovernmental processes to develop broader coalitions and accountability platforms (Goetz & Jenkins, 2022).

3. Methodology

The research employs a qualitative method to examine gender equality discourse pragmatically in selected speeches delivered at the UN Women's 2024 Summit. The qualitative pattern fits this research because it

allows for a profound analysis of the dimensions of language usage in relation to pragmatic analysis, as noted by Denzin and Lincoln (2018).

3.1 The Eclectic Model

The research depends on an eclectic model that compromises Leech's (1983) theory of politeness, together with selected components of Searle's (1979) speech act theory as the model for data analysis and Grice's (1975) four maxims. The Cooperative Principle and the Politeness Principle indicate the way interlocutors communicate meaning. The six maxims of the Politeness Principle, developed by Leech, apply directly to diplomatic discourse analysis: the tact maxim, which lessens cost to others; the generosity maxim, which maximises their benefits as well as the approbation maxim, that decreases dispraise for the other and the modesty maxim, that minimises self-praise and the agreement maxim, which lessens disagreement and the sympathy maxim which maximises compassion. Finally, . Within this framework, the researcher can analyse the strategies used by the speakers, either by following or violating the maxims to deliver the intended message.

The precise functions of utterances in political discourse can be categorized using Searle's taxonomy of illocutionary acts, which supports Leech's interpersonal pragmatics framework. Searle established five categories of speech acts: assertives for truth commitment, directives for hearer action, commissives for speaker future action, expressives for psychological state expression, and declarations for institutional reality alteration (Searle, 1979). The classification system supports researchers to decide which linguistic functions UN officials employ to both designate gender equality matters and perform actions, comprising making commitments, issuing calls to action, and establishing moral positions.

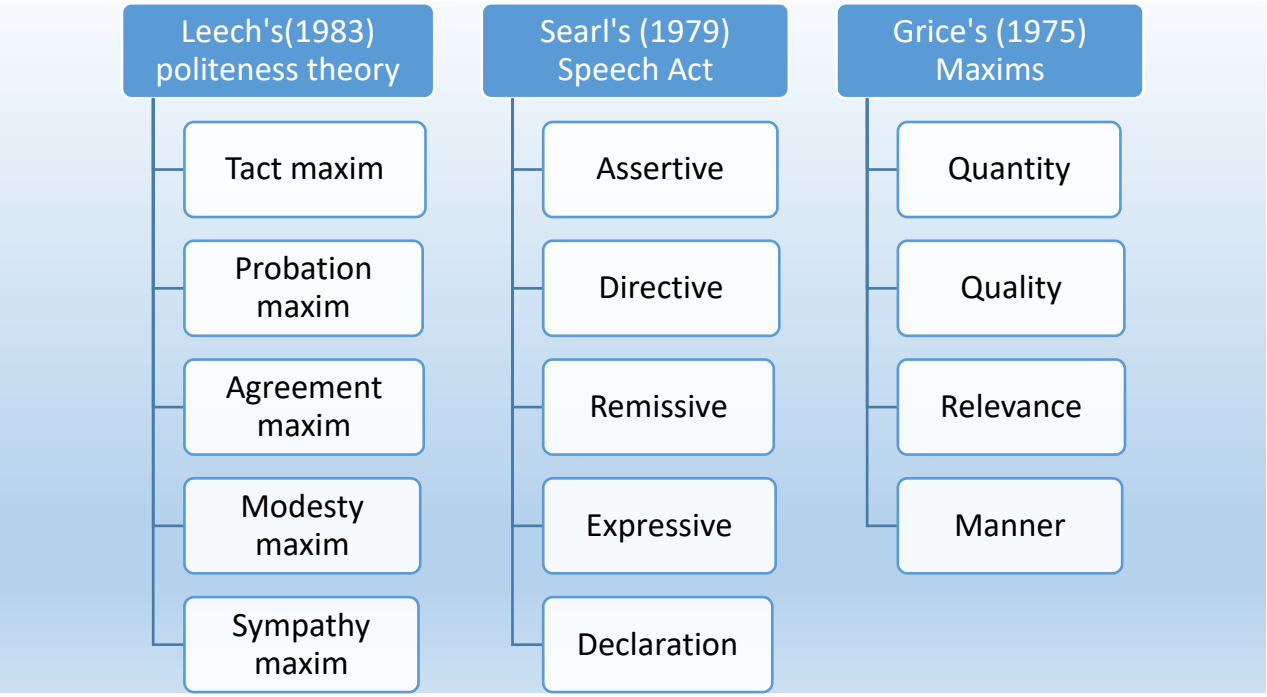

Figure no.1 The Eclectic Model

3.2 Data Selection

The data include nine extracts from three crucial speeches delivered by high-level UN officials at the UN Women's 2024 Summit. The researcher selected these speeches because they held significant and powerful positions in the Summit program and the United Nations system. The research followed these procedures in conducting the analysis: First; identifying speech acts from Searle's taxonomy in each extract, second; analysing the speakers' navigation of Leech's politeness and cooperation maxims, and third; evaluating pragmatic elements including presupposition, implicature, deixis, and hedging to recognize the whole communicative method. The research methodology allows the researcher to study language as a performative action within institutional contexts of gender equality advocacy.

4. Data Analysis

4.1 'The patriarchy may be pushing back, but so are we' (www.unwomen.org)

Extract 1:

"Gender equality is a question of power. Moreover, I see two worrying trends in power relations. First, the patriarchy is fighting a strong rearguard action. After decades of progress, women's rights are being undermined and reversed. Populists and demagogues are attacking women's freedoms and proclaiming so-called 'traditional' values. However, traditions like the oppression of women and girls should stay where they belong – in the past."

By applying the pragmatic model of Leech, this extract demonstrates sophisticated management of the Cooperative and Politeness Principles. The opening statement "Gender equality is a question of power" functioning as an assertive speech act (in Searle's taxonomy) that generates the fundamental evidence for the following discourse. This assertion violates Grice's maxim of quantity by being intentionally brief, creating a rhetorical effect through its directness, and establishing the framework for what comes after.

Guterres strategically violates the approbation maxim in his characterisation of opposition forces as "the patriarchy," "populists," and "demagogues," deliberately maximising dispraise of these actors. In this context, there is a violation of the quality maximum since the speaker uses the fear quotes referring to traditional values. The speaker intends to say that values are created to serve certain political aims instead of being normally traditional. This implicature is strengthened by the succeeding speech that places "the oppression of women and girls" as the actual tradition that should be prohibited. The last sentence "But traditions like the oppression of women and girls should stay where they belong- in the past" acts as a directive speech act with deontic modality ("should"), but is used indirectly to soften the face-threatening potential while keeping its illocutionary force. This strategic indirectness enables Guterres to issue what is basically an order while maintaining diplomatic appropriateness.

Extract 2:

"I am particularly concerned about developments in Artificial Intelligence. The male-dominated industry is gaining power and influence, and this trend will only grow in the coming decades. There is a mountain of evidence that when men design systems, they result in biased algorithms. Women's needs, women's bodies, and women's fundamental rights tend to be ignored."

In this part, Guterres utilizes various pragmatic elements within Leech's framework. The initial expressive speech act, "I am particularly concerned," follows the maxim of quality by clearly signifying that the ensuing assertions denote the speaker's subjective judgment rather than objective fact. This helps reduce possible face threats while still indicating that the person is very worried. However, the following assertive speech acts about the male-dominated industry and its effects go against the approbation maxim purposefully by giving men in the AI industry negative personae. The phrase "mountain of evidence" is used against the maxim of quantity intentionally by implying some empirical support without giving any details. This practical approach implies a strong factual basis without making the speaker give evidence in a situation where that would be unreasonable. The hedging device "tends to be ignored" in the last sentence indicates that the speaker is following the maxim of quality by identifying variation. This makes the statement impossible to prove wrong by giving specific examples.

The three-part list structure ("Women's needs, women's bodies, and women's fundamental rights") is a rhetorical device that follows the rule of manner by being clear and ordered, which makes it more memorable and powerful. This structure also creates a practical implication of completeness, indicating that all vital parts of women's experiences are being systematically overlooked.

Extract 3:

"As I said in the beginning, essentially, the question of Gender Equality is a question of power. In my experience, especially as a politician for a long period, power is never given; power has to be taken. Thank you."

This last part demonstrates that the person in charge is good at managing both informational and interpersonal pragmatics. The self-referential phrase "As I said in the beginning" follows the maxim of relation by relating it to what precedes in the speech. The hedging device "essentially" alters the meaning of the following speech to indicate that it could be more complicated while holding the main notion. These meta-discursive structures give coherence to the text and support the central ideas.

The phrase "In my experience" follows the maxim of quality. It is used intentionally to clarify that what she is saying is not known worldwide, but is based on her personal experience. The speaker immediately follows the preceding phrase by "especially as a politician for a long time", to reflect that she has power and authority.

This makes her assertion more credible through implication while still being modest. This plan strikes a smart balance between the need to build credibility and the modesty maxim (minimizing self-praise).

The aphoristic statement "power is never given, power has to be taken" works as assertive but has the perlocutionary effect of a directive, indirectly pushing women's rights supporters to be more assertive. Repeating the word "power" makes it stand out, and the equivalent structure follows the maxim of manner by being clear and orderly, which makes this important message easier to recall.

4.2 "We can and must choose to end poverty for women and girls" (www.unwomen.org)

Extract 1:

"Across the world, poverty continues to have a woman's face, with women experiencing higher rates of poverty than men, which is expected to persist beyond any of our lifetimes. More than 10 per cent of women globally live on less than USD 2.15 a day. If we want to say it right, they do not really live, they barely survive."

Bahous uses a number of practical strategies here, all of which fit into Leech's framework. The metaphorical phrase "poverty continues to have a woman's face" is a clear violation of the maxim of quality (be truthful) to propose that poverty has more effect on women than men. This follows the maxim of manner by being clear, memorable, and emotionally powerful.

The meta-pragmatic phrase "If we want to say it right" is a way of protection against a break with normal diplomatic language. This introduction meets the Cooperative Principle while mitigating its strategic opening. The other sentences, "they don't really live, they barely survive," violate euphemism that is frequently perceived in diplomatic language, which places transparency ahead of politeness. This direct violation makes the situation even more ethically severe.

From the point of view of speech acts, the statistical statement "More than 10 percent of women worldwide live on less than USD 2.15 a day" is a simple assertion that gives factual information. But it sets up the next expressive speech act, which is the speaker's opinion of this reality. The phrase "beyond any of our lifetimes" makes the point stronger by signifying that this is not a temporary problem but an intensely rooted injustice that needs an instant remedy.

Extract 2:

"No matter how limited the fiscal space may be, gender equality should always be a priority, always the smartest and wisest investment to make. No national development policy can be effective without gender equality. There is no Sustainable Development Goal that can be attained without gender equality."

Using Leech's pragmatic principles, these lines reflect how informational and interpersonal pragmatics work together in a complicated way. The clause "No matter how limited the fiscal space may be" follows the maxim of quality by stating that there may be counterarguments based on limited resources. This early recognition of opposing views makes the speaker seem reasonable and fair-minded, which gives her more power to persuade. The following directive speech act, "gender equality should always be a priority," uses deontic modality ("should") to give it normative force. The repeated use of the word "always" is a clear violation of the quantity maxim (be as informative as needed, not more) to make a point by being repetitive. The superlative forms "smartest and wisest" represent the manner maxim, and they also suggest that other investment priorities would be less smart choices.

The two negative constructions "There is no national development policy" and "There is no Sustainable Development Goal" are universal quantifiers that make gender equality a requirement for all development efforts. These assertive speech acts violate the quality maxim because they are indicated in such a way that they are maybe not totally verifiable. But this violation has the practical effect of making gender equality not just a separate aim, but one that is strongly related to all other development aims.

Extract 3:

"We cannot cling to excuses that this is too difficult, too expensive, too transgressive of tradition, or too far down our list of priorities. Moreover, we cannot in good conscience deny women and girls, in all their diversity, the equality that is their right."

In this extract, Bahous exploits advanced strategies within Leech's pragmatic framework. The phrase "we cannot cling to excuses" goes against the maxim of approbation because it reflects opposing arguments "excuses" instead of real concerns. This breach in advance weakens any possible counterarguments. The

metaphorical verb "cling" implies that these positions are desperate and unreasonable without saying so directly. The use of the inclusive first-person plural pronoun "we" throughout the extract follows the tact maxim by spreading blame among all actors instead of pointing fingers at one or two. This strategy reduces the possibility of face-threatening, that comes with what is essentially a moral failure accusation, making it more acceptable in diplomatic speech. The four-part list structure "too difficult, too expensive, too transgressive of tradition, or too far down our list of priorities" indicate following the maxim of quantity by fully addressing the most common counterarguments. Repeating "too" creates a parallel structure that follows the maxim of manner by being neat, which makes the rhetorical impact stronger.
In relation to the speech act framework, the phrase "in good conscience" in the last sentence functions as an expressive purpose by showing how the speaker feels about the situation. The word "the" in "the equality that is their right" is a presupposition trigger that makes equality an existing right instead of a negotiable benefit. This presupposition enables the speaker to frame this information as background knowledge instead of a debatable assertion, thereby enhancing its rhetorical impact.

4.3 'Ambitiously Proactive- Generation Equality brings hope to stalled progress and financing' (www.unwomen.org)

Extract 1:

"My colleagues tell me that the additional USD 360 billion that is needed per year to achieve gender equality across key Sustainable Development Goals is just as much as the world spends on coffee per year, so I think we can spare that money to push for gender equality. It is also a fraction of what the world spends on weapons every year, so I think it is a call from here for our agenda on women, peace, and security. We can use this money for women and girls instead of putting it into wars that women rarely or never start."

This extract reflects advanced management of epistemic responsibility within Leech's pragmatic framework. The phrase "My colleagues tell me" follows the quality maxim by showing where the information came from, making the tone conversational, and spreading the blame for the claim. This strategy lets the speaker bring up statistical information that might be unclear without fully committing to its precision.

The comparison between funding for gender equality and spending on coffee around the world shows how the maxim of relation works by making connections through analogy. The phrase "I think" follows the maxim of modesty by making the next statement sound like a personal view instead of a command from an institution. The second comparison to military spending takes this practical approach to analogical reasoning one step further. The last sentence makes a big hypothesis: that men start most wars ("wars that women rarely or never start"). This reflects violating the maxim of quality because the gendered assertion is presented as background knowledge instead of a statement that requires support. This gives the speaker the opportunity to make a claim that could be controversial without making it the main point of disagreement.

According to the theory of speech acts, the phrase "we can spare that money" is an assertive statement in form but has the indirect force of a commissive, which means that it suggests a promise to put more money into programs that encourage gender equality. This indirect speech act makes what is really a demand for a big change in how money is spent less threatening to the other person.

Extract 2:

"Generation Equality brings hope to this reality of stalled progress and financing. It brings hope to get the Sustainable Development Goals back on track by unlocking political will and accelerating investment through its six Action Coalitions and the Compact on Women, Peace, and Security and Humanitarian Action."

The speaker uses personification in this extract, violating the maxim of quality by giving the institutional initiative "Generation Equality" the ability to "bring hope" and get goals "back on track." This representation makes the abstract policy framework more logical and expressively impactful. Repeating "It brings hope" in anaphora violates the maxim of quantity by making things redundant, which makes the similar structure show up more. The gerundive phrases "unlocking political will" and "accelerating investment" are nominalizations that follow the maxim of manner by being brief without further details about the way they work. This strategic lack of clarity permits flexibility in how things are done while providing a sense of real action. The list of institutional structures ("six Action Coalitions and the Compact") obey the maxim of quantity by giving details that show how complicated and far-reaching the institute is.

According to the speech-act framework, these declarations are mostly assertive that clarify the purpose and structure of the initiative. However, they have the indirect force of commissive, which means that they imply that the institution is committed to certain action paths without actually binding the organization to certain results. This indirectness keeps things flexible while reflecting strength.

Extract 3:

"The report shows that commitments to economic justice and rights make up close to 70 per cent of financial pledges to Generation Equality. The commitments challenge power dynamics and foster feminist leadership for achieving women's economic autonomy."

According to Leech's framework, these lines indicate following the Cooperative Principle by being clear and easy to comprehend. The phrase "The report shows" follows the maxim of quality by forming its evidential origin and being accurate. "70 percent of financial pledges" is exact and follows the maxim of quantity by giving accurate information instead of imprecise overviews and forms an empirical base. The verbs "challenge" and "foster" in the second sentence follow the maxim of manner because they clearly and precisely designate what these commitments are meant to do. From the speech act framework, the first sentence is a simple statement that gives information from an external source, while the second sentence is assertive and has a declarative function, designating prevailing commitments and, through its institutional authority, approving their intended purpose. The phrase "women's economic autonomy" creates the feeling that this goal is clear, established by using presupposition, which permits the speaker to present a concept that might be argued as an agreed-upon goal.

There are two main reasons for gender equality: rights-based and instrumentalist. Elomäki (2015) calls this the "economic turn" in gender equality discourse. Both Secretary-General Guterres and Executive Director Bahous use economic arguments (calling gender equality "the smartest and wisest investment" and comparing funding needs to coffee consumption) while also grounding their claims in basic rights principles ("the equality that is their right").

The second research question looked at how speakers deal with power dynamics and fight against gender equality using practical tools. The analysis reveals that the speakers use some shared strategies: tactically disapproving the claims of the opposite group, as in Bahous' speech, first when he said "excuses based on difficulty, cost, or tradition were not valid', second, when he used metaphors to depict opposition as backward-looking ("the patriarchy is fighting a strong rearguard action") and gender inequality as determined in spite of all the efforts to overcome it ("poverty continues to have a woman's face"); and third, when he openly identified power as the core concern in gender equality conflicts, as Guterres puts it, "power is never given, power has to be taken." As Verloo (2018) states that the political situation today represents a threat to gender equality.

Throughout these speeches, it is revealed that the speakers merge their institutional power with their personal stories to strengthen the arguments. Guterres gives himself personal authority to back up a claim about power dynamics that might be controversial by saying, "In my experience, especially as a politician for a long time." Bahous, on the other hand, uses "I think" to make her writing sound more like a conversation, which makes it easier for the audience to agree with her policy suggestions. Wodak (2015) calls these dual-voice strategies "perspectivization techniques" in political discourse because they help speakers make their claims clear and the audience to be as persuasive as possible.

5. Discussion of the Results

The pragmatic study of UN Women's 2024 Summit speeches reveals the main trends that answer the basic research inquiry into the methods used to build and confirm gender equality discourse. The highest UN spokespersons use complex epistemic accountability management by arranging hedging lexemes such as "My colleagues tell me" and "The report shows." Through these phrases, speakers can present controversial statistical indications without complete responsibility while keeping their institutional authority. The speakers strategically break the approbation maxim by identifying opposition forces as "the patriarchy", "populists", and "demagogues" to create clear moral guidelines for the audience regarding satisfactory criticism of these entities. The analysis shows how the speaker practises presupposition strategically to create shared background knowledge by asserting "the equality that is their right" and "wars that women rarely or never start." The strategic employment of definite articles, together with pragmatic moves, produces facts from potentially controversial claims, reducing opportunities for disagreement.

The research explores three essential strategies which speakers employ to handle power dynamics and resistance through pragmatic devices. The speakers anticipate counterarguments by labelling opposition as "excuses" rather than valid concerns, according to Bahous. Those who deliver the speech use strategic metaphors to depict resistance as an outdated force ("the patriarchy is fighting a strong rearguard action"). At the same time, gender inequality remains gender-biased regardless of the progress ("poverty continues to have a woman's face"). The speakers make power the central focus of gender equality battles through Guterres's declaration, "power is never given, power has to be taken." The United Nations' institutional discourse on gender equality has adapted its strategies to address the current political situation, in which gender equality faces threats, by adopting stronger discursive methods amid rising opposition.

Studying the speeches of the UN Women's 2024 pragmatically shows that the highest UN representatives follow a complex epistemic responsibility by employing lexemes such as "My colleagues tell me" and "The report shows." By using such expressions, speakers can present and indicate statistically what they want without assuming total responsibility while retaining their institutional authority. The speakers strategically violate the approbation maxim by perceiving opposition forces as "the patriarchy", "populists", and "demagogues" to criticize them and give the receivers strong moral guidelines. The speakers apply presupposition strategically to create shared background knowledge by stating "the equality that is their right" and "wars that women rarely or never start." Such strategic moves produce facts from possible controversial claims, decreasing the chances for disagreement.

Generally, speakers employ strategies to handle power dynamics and resistance through pragmatic devices, anticipating counterarguments by labelling opposition as "excuses" rather than anxieties. On their parts, the audience uses metaphors to depict resistance as an out-of-date force ("the patriarchy is fighting a strong rearguard action"). At the same time, gender inequality is still gender-biased, irrespective of the progress ("poverty continues to have a woman's face"). The United Nations' institutional discourse on gender equality has modified its strategies to address the recent political situation, in which gender equality faces threats, by employing stronger methods while rising opposition. Both Guterres and Bahous use economic explanations and justifications, based on essential rights principles, to support gender equality.

During the analysis, the strategic combination of institutional power and personal voice acts as a salient and cross-cutting pattern, enabling speakers to relate official positions to individual points of view. They use practical flexibility to create more powerful assertions than the institutional discourse allows without compromising their institutional credibility. With his statement," from my experience, especially as a politician for a long time, " Guterres uses personal power to support the argument about power dynamics, although it may be controversial. On the contrary, he sensually uses the word "I think" to create a conversational tone, which may enhance the audience's acceptance. The implementation of practical language tools gives UN leaders the opportunity to combine their corporate political authority with strategies that spread relational responsibility, minimize potential risks, provide them with room for strong ethical positions and flexible negotiation methods. The strategic management of institutional constraints and the persuasive ability of these speakers reflect their advanced practical abilities that support advocacy for gender equality.

6. Conclusion

The pragmatic analysis of the 2024 summit speeches, which is based on Leech's pragmatic principles and Searle's theory of speech acts, demonstrates how the UN's top institutional actors are working to promote gender equality through their evolving language strategies. UN leaders balance the accuracy of information with interpersonal diplomacy by following practical principles and strategically breaking them when talking about opposition groups and making controversial statements. The study reveals that speakers use indirect speech acts to convey directions and obligations through diplomatic language, and presumption serves as a tool for forming basic concepts despite opposition. The selected practical methods address the ongoing complexities of gender inequality, new risks arising from technological inequality, and lack of funding. The research provides insight into international institutions that adapt practical language tools to maintain advocacy pressure despite opposition, using flexible speech strategies to improve argumentative effectiveness.

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