A Pragma-Linguistic Study of Persuasion in Selected Eminent Speeches

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Abstract

The current paper is initiated to shed light upon how persuasive strategies can be used to fulfill the speakers' intentions. It presents some linguistic tools and strategies which highlight the employment of three persuasive modes. Moreover, it explores how these modes can be employed to maintain pragmatic functions. Persuasion is employed by many politicians in political discourse, but the gap here is about whether Theresa May, as a political figure of Britain, relies on those persuasive modes in her Brexit speeches or not. It also indicates which one of those persuasive modes is involved more. The conducted paper is restricted to certain eminent speeches during the Brexit of Britain. Those speeches are analyzed according to the selected model .Then, certain explanations to the collected results are listed to reach to the paper's outcomes .

Introduction

Persuasion "as a term" refers to a way of convincing others by means of linguistic tools .Such a paper is conducted to check whether Theresa " as a political figure" relies on persuasive strategies in her political speeches or not. So, certain questions are highlighted to be answered in the following points:

1.What are the types of the persuasive modes employed by Theresa May in her Brexit speeches ?

2.Which mode of persuasion is utilized more and which one is used less ?

3.What is the pragmatic function of employing such modes?

In an attempt to find out answers to those highlighted questions, some hypotheses are lined as follows:

1.Theresa May depends on the persuasive modes in her Brexit speeches to gain her aims.

2.All the persuasive modes are employed with the same range.

3.Affecting the audience's choice to agree Brexit is the highly pragmatic function that is uttered in Theresa Brexit speeches.

The aims of conducting such a paper can be mentioned in the subsequent points :

1.Figuring out the different kinds of the persuasive modes employed by Theresa in her speeches.

2.Investigating which persuasive mode is utilized more and which one is less frequent.

3.Identifying the pragmatic functions of those modes in Theresa Brexit speeches.

The conducted paper is limited to the investigation of Theresa May's employment of the persuasive modes in her Brexit speeches. Theresa May, the previous prime minister of Britain, utters many speeches about Brexit during the period from 2016 up to 2020. Some of those speeches are randomly selected to be analyzed and discussed in this paper. Thus, certain steps can be listed to indicate the procedures that are followed to fulfill such a paper. Those are as follows:

1. Gathering some of Theresa May's Brexit speeches from the internet websites in their transcript form.

2. Using a model which can be helpful in analyzing the collected data.

3.Describing, analyzing and discussing the collected data according to the selected model so as to come up with conclusions that either verify or reject the set hypotheses.

Literature Review

Persuasion as a Tool

Simons (2001: 20) defines persuasion as "communication designed to influence the autonomous judgments and actions of others ". It means that he identifies persuasion as a practice by which someone can influence or affect the way of other's judgments and actions. It depends on selecting a powerful language to persuade others to decide.

Virtanen and Halmari (2005: 5) state that persuasion is a term used to refer to any "linguistic choices" which help in altering and influencing the addressees' behaviors and viewpoints. This is fulfilled by highlighting the current views, beliefs, and behaviors so as to gain acceptance and agreement. Petty and Cacioppo (1986: 5) pinpoint the notion beyond persuasion to indicate any modification in attitudes as a consequence of exposing people to a communication or interaction.

Basic Techniques and Linguistic Tools for Persuasion

Certain tools can be used linguistically to achieve the purpose of influence and persuasion .One of these tools is by addressing others by their names so as to indicate that they are important to the speaker .Such a technique marks an indication of a close

connection, signaling how special the addressees are, and showing that the message is addressed to them (MTD Training,2010: 39). Another tool is "mind reading", which can be indicated linguistically by means of language. It can be fulfilled by words which persuade the addressees that the addresser is conscious of the way by which the latter is thinking of. Examples of such a tool can be indicated as follows, "I know you believe this might be difficult, but it will be worth it", "I understand that you are concerned about the outcome but your careful preparation will ensure success", …

With "lost performative", the source of information is omitted so as to be easy for the addressee to agree and accept an idea with an indirect control of the addresser. An example is "It is good to know that the economy is getting better" (ibid: 40).

"Cause and effect relationship" can also be used to show an effect of something. Such a technique helps to persuade the addressees by directing their attention towards what the addresser wants to highlight . Examples of such a type are "Seeing you come in late makes me feel you do not care" and "Attending this meeting will create changes" (ibid) .

"Presupposition", which involves something not being indicated but indirectly understood, is another linguistic tool, as in "As the economy picks up, we will see profits improve. (We are presupposing that the economy will pick up eventually)" (ibid: 41) .

Another tool is "universal beliefs", which gives the idea that no exception can be found to what is said. In such a way, the addressee is obliged to agree, for instance "Everyone wants to be happy at work" .With tag questions, the addressee tries to think before answering any question. This gives the addresser a chance to influence and persuade the former, such as "As we take more action, our market share goes up, doesn't it? " (ibid).

"Embedded commands" are implied within the meaning of the words .Such commands are basically indirect within the language which depends on the given context, for example "It's good you've decided to get that report finished by 2 pm". "(Embedded commands is that you 've decided- finished it by 2 pm)" (ibid).

Strategies of Persuasion

Two persuasive strategies can be used to gain the people's support and formulating their viewpoints towards the preferable politicians, these are (i)priming, and (ii)framing .As a technique, the political marketing can be used by the politicians to influence the people's attitudes. By means of these two strategies, it is possible to heighten and preserve links in the political market. This is done by the unconscious psychological management of their viewpoints and favorites (Cwalina et al.,2015: 64).

Priming in Political Persuasion

Priming can be explained as a way of interpreting new information in terms of a given context early mentioned throughout the text. This, in turns, has an influence on the people's cognition, affect, and behavior (ibid: 71). Such a psychological strategy helps in addressing the people's judgments by means of highlighting a political message. By priming, a political issue is formulated in such a way so as the people's

concerns are focused in one way or another. This is what is called "issue priming". As for "image priming", the focus is on the characteristics and traits of the politicians' personalities (ibid: 65).

Moreover, Cwalina et al. argue that "Accessibility" is considered as one of the main cognitive mechanisms of priming. It refers to the notion that it is easy to recall information and ideas which are more frequent and recent to occur than those which are less frequent and poorly activated. This is reflected by the importance of using priming in a discourse (ibid: 72).

Priming is described as a "two-stage process". It is in such a way that the first stage is concerned with previewing specific issues so as to highlight their importance and direct the people's attention towards what is required to pinpoint. By highlighting some issues upon others, people concentrate on such issues as nationally important. The second one is associated with the notion that people keep such issues in their minds as more important and accessible so as to assess the political figures or characters. In such a way, priming has its psychological impact on the people's judgments and attitudes (ibid:74).

Framing in Political Persuasion

Framing is another strategy or tool of persuasion by which the citizens' beliefs, judgments, and behaviors can be reformulated by the politicians in an indirect way (ibid: 65).

By reframing, a shift can be made in the nature of an issue. Such a shift can be fulfilled by means of some alternatives, such as (i) redefining the words, for instance "You do not have to learn them, you only need to become familiar with them", "Learning them is not hard, it just takes a little more effort". (ii) Changing the time frame is another option, as in "The quicker you do it, the easier it will see", "You have plenty of time to practice and become more comfortable with them". (iii)Another alternative is exploring the consequences, for example "Unless you try it, you will never know how easy it can be", "If you do not learn them, you won't be as effective in your job as you could be". (iv)Changing the chunk size can also be used as an alternative, as in "Is learning hard in general? ", which involves "chunk up", and "How hard is to learn one specific skill?", which comprises "chunk down". (v)Another option is finding a counter example, such as "Has there ever been a time when you found learning …easy?", and "Have you ever had an experience where you thought something was hard at first, but you eventually got the hang of it?". (vi) It can also indicated by asking for evidence, as in "How do you know that?", and "Why do you feel it is hard?" (vii)Appealing to the positive intention behind the belief can also be adopted as an option, for example "I can tell you want to learn these thoroughly", and "I know how much you want to improve your influencing and persuasion skills". (viii) The last alternative available is changing the context. This can be indicated by changing the relationship from one context to another. Examples of this type are as follows "How hard it is for you to learn depends upon who is teaching", and "You learned to speak Japanese – now that was hard !" (MTD Training ,2010: 36-38) .

Pragmatic Sense of Persuasion

Jucker (1997: 122-123) states that in Speech Act Theory, persuasion can be represented by the "perlocutionary effect". This indicates that there should be an audience or addressee to be persuaded. By uttering a sentence, such as "I hereby persuade you to elect me president", the interlocutor must be persuaded, otherwise such a sentence cannot satisfy the felicity conditions. In other words, it is "infelicitous", unless there is an intention of the speaker to persuade the interlocutor, and the latter is persuaded by such an intention. In this case, the persuader tries to choose the appropriate linguistic options and strategies so as to fulfill his or her intention.

On the whole, persuasion communication can be represented in terms of three rhetorical angles. The first one is "ethos", which refers to the speaker's personality and image. The second one is " pathos", which reflects the addressee's emotional state. The last one is concerned with the notion of how strong the "logical arguments" are, and this refers to "logos". All of these can be found and used in political, cultural, and social settings of a given text (Pelclova and Lu,2018: 1).

Rhetoric in Public Speech

Hauser (2002:2-3) states that human communication can be conducted by many forms. Public speech is one of these forms in which handling language is the main core to influence others. In public speeches, speakers tend to use rhetoric to gain certain aims. By using rhetorical communication or rhetorical exchange, speakers try to establish social actions. Thus, rhetorical communication indicate a pragmatic sense in which influencing others is the central goal. In this sense, rhetoric is associated with manipulating language to achieve social actions.

The Model

The model is taken from Aristotle (384-322 B.G.E.). In rhetorical theory (by Aristotle 384-322 B.G.E.), the dominant emphasis is on managing symbolic forms, such as persuasive appeals, to provoke social actions(ibid: 12).

Bartlett (2019: 11-12) highlights the idea that persuasive appeals can be conducted by three modes. These are ethos, pathos, and logos. The first form, ethos, is revealed by the character of the speaker. It is in such a way that the speaker can reflect his or her personality in the speech so as to influence the audience. This can be established by using words that reflect his or her strong personality or good reputes as a way of convincing others about certain issues and giving prior credence of some sort. Concerning pathos, which is the second persuasive appeal , a speech can be supplied by some words or signs to arouse the listeners' passions and highlight their emotions to gain agreement or disagreement towards an issue . Sometimes the argument itself can be supplied by certain persuasive signs. It is in such a way that the speaker gives logical reasons or convincing statements so as to gain acceptance . this is can be fulfilled by the third mode which is the logos.

Data Collection and Description

The data under analysis have been selected from Theresa May (the previous prime minister of Britain) Brexit speeches. The chosen data consist of two speeches which have been delivered during 2017 and 2018 by Theresa May. The data have randomly been elected so as to check whether Theresa depends on persuasive appeals in her

speeches or not. Those data were downloaded from internet websites, such as www.astrid-online.it>static>upload>ther>there's-May-conference, which will be mentioned in the bibliography, in their transcription form to ease the process of their analysis.

The first speech is uttered by Theresa May to the British audience in twenty-second of September 2017 in Florence. The second speech is also addressed to the British audience in the twentieth of June 2018 in summer party. The transcription form is taken to be easily and carefully analysed. Each extract is followed by a careful description and precise analysis to maintain accuracy and reliability .This method is elected in the analysis of the whole data.

Data Analysis and Discussion

The detected way to analyse the data is to give a detailed analysis and description of each extract of the chosen speeches. Then a table of analysis is to be given to calculate the frequency of using the persuasive appeals in the two speeches.

Analysis of Speech 1

Extract 1

"It's good to be here in this great city of Florence"

In this extract, Theresa shows her passion towards her existence in Florence. Here, she uses, pathos, as a persuasive appeal to convince British people about Brexit.

Extract 2

"It was here that the Renaissance began– a period of history that inspired centuries of creativity and critical thought across our continent. A period of history whose example shaped the modern world. A period of history that teaches us that when we come together in a spirit of ambition and innovation, we have it within ourselves to do great things."
Here, Theresa tries to give logical reasons so as to convince the audience. So, this extract is an example of "logos".

Extract 3
"That shows us that if we open our minds to new thinking and new possibilities, we can forge a better, brighter future for all our peoples."
 Cause and effect is another persuasive technique that is used by Theresa and it indicates "logos" as a persuasive appeal.

Extract 4
"The British people have decided to leave the EU; and to be a global, free-trading nation, able to chart our own way in the world."
Theresa shows the consequences of leaving the EU to the British audience so as to arouse their emotions to agree with Brexit. Thus, she
uses this persuasive technique" framing" to fulfill the "pathos" appeal.

Extract 5
"I look ahead with optimism"

In this extract, Theresa expresses her emotions towards Brexit. This indicates the employment of "pathos" appeal.

Extract 6

"if we use this moment to change, this will be a defining moment in the history of our nation."

Here, there is an employment of "logos" appeal in the sense that Theresa utters a statement of cause and effect to convince the audience.

Extract 7

"It is an exciting time for many in Europe too."

This extract indicates the use of "pathos". Theresa uses such a phrase "exciting time" to highlight her emotion towards the given issue so as the audience can be directed in an implied way.

Extract 8

"The European Union is beginning a new chapter in the story of its development. Just last week, President Juncker set out his ambitions for the future of the European Union."

There is an employment of presupposition , which is " the European Union will be developed". Theresa supports her presupposed statement by giving a logical example, that is " President Juncker set out his ambitions", and this indicates the use of "logos".

Extract 9

"we want to be your strongest friend and partner as the EU, and the UK thrive side by side. And that partnership is important."

Here, Theresa expresses her viewpoint to the audience. This is indicated by using words and phrases, such as " strongest friend and partner" and "important". This implies the use of "pathos" to arouse the emotion of her audience.

Extract 10

"For as we look ahead, we see shared challenges and opportunities in common. Here in Italy today, our two countries are working together to tackle some of the greatest challenges of our time;"

In these lines, Theresa gives logical reasons by indicating that those two countries try to tackle some of the greatest challenges they face. So, Theresa employs "logos" as a persuasive appeal.

Extract 11

"The strength of feeling that the British people have about this need for control and the direct accountability of their politicians is one reason why, throughout its membership, the United Kingdom has never totally felt at home being in the European Union. And

perhaps because of our history and geography, the European Union never felt to us like an integral part of our national story in the way it does to so many elsewhere in Europe."

Theresa produces several points to convince the British people to leave the EU by listing logical reasons. So, here there is a clear indication of using "logos".

Extract 12

"It is a matter of choices. The profound pooling of sovereignty that is a crucial feature of the European Union permits unprecedentedly deep co-operation, which brings benefits."

Starting with general belief, Theresa tries to persuade her audience. Then, she expresses her attitude by showing the positive consequences to highlight the audience's emotions. So, the persuasive appeal that is employed here is "pathos".

Extract 13

"And when such decisions are taken, they can be very hard to change. So the British electorate made a choice. They chose the power of domestic democratic control over pooling that control, strengthening the role of the UK Parliament and the devolved Scottish Parliament, Welsh and Northern Ireland Assemblies in deciding our laws."

Theresa presupposed that the British electorate will make the choice to leave so as to persuade the audience to leave. She makes use of "logos" appeal by showing the consequences of such a choice.

Extract 14

"But having made this choice, the question now is whether we – the leaders of Britain, and of the EU's Member States and institutions – can demonstrate that creativity,"

In this extract, the "ethos" appeal is adopted. It is in such a way that Theresa shows her position and reputation as one of " the leaders of Britain, and of the EU's Member States and institutions" to influence and persuade the audience.

Extract 15

"I believe we must. And I believe we can."

Here, embedded command is used to maintain persuasion. It is in such a way that Theresa uses her status and powerful position in the society to persuade the audience to leave. She fulfills the "ethos" appeal to achieve her aim.

Extract 16

"For while the UK's departure from the EU is inevitably a difficult process, it is in all of our interests for our negotiations to succeed. If we were to fail, or be divided, the only beneficiaries would be those who reject our values and oppose our interests."

Showing the consequences is employed by Theresa to explore the "logos" appeal. It is in such a way that she highlights the disadvantages of choosing not to leave as a way to persuade the audience.

Extract 17

"I believe we can be optimistic about the future we can build for the United Kingdom and for the European Union."

Theresa expresses her optimism about leaving the European Union as a way of exploring her passions and emotions to the audience. She applies the "pathos" appeal to maintain her goal.

Analysis of Speech 2

Extract 18

"So can I give a sincere thanks to Policy Exchange for everything that you've been doing"

Here, Theresa demonstrates her emotions by using the words, such as "sincere thanks" for the purpose of persuading the audience. It is in such a way that she uses "pathos" appeal to highlight the audience's passions.

Extract 19

"because its 16 years now that you've been making the case for a modern compassionate reforming conservatism."

In this extract, Theresa employs the "logos" appeal by giving persuasive reasons so as to convince the audience.

Extract 20

"I know you aren't resting on your laurels. I've no doubt that under your leadership Dean, under your chairmanship Alexander, you'll continue to make an outstanding contribution,"

Here, mind reading" I know, I've no doubt" is employed by Theresa as a persuasive strategy. In other words, she makes use of her repute to gain her aim. This indicates the use of "ethos" appeal.

Extract 21

"I'm really interested in the report you've brought out today. I just say that it's important you carry on "

Pathos appeal is applied by Theresa as she indicates her emotions. Words, like " really interested, it's important", involve Theresa's passions and emotions.

Extract 22

"because there's a real battle of ideas today because, let's face it, the world is changing fast."
Giving logical reasons is also employed as a persuasive technique. Theresa uses the "logos" appeal to persuade the audience.

Extract 23

"it's time to unite as a country and as a party and focus on getting the very best Brexit deal for Britain, because more people voted to leave the European Union than have ever voted for anything else in our history."

In this extract, lost performative" it's time" and issue priming" best Brexit deal for Britain" are used by Theresa as persuasive strategies. Then, she supports her argument by giving logical reasons. In other words, she applies "logos" appeal for the purpose of persuasion.

Extract 24

"it was also about how our economy and society works for people and, as a Conservative government, we have a big agenda of economic and social reform alongside delivering Brexit."

Here, Theresa uses her position and status as a member of this government" as a Conservative government" to give credence to her speech. So, she uses "ethos" appeal to persuade the audience.

Extract 25

"Because we believe in free markets, we know their power, we know their potential to increase opportunity and prosperity and drive down poverty. But we also know something else"

The employment of "logos" appeal is noticed in this extract, as Theresa lists some logical points and reasons.

Extract 26

"By doing that we can develop new exports, grow new industries, create good jobs across the UK"

Here, there is an indication of using "logos" appeal . This is expressed by showing the consequences to the audience so as to maintain their agreement about Brexit.

Extract 27

"And, as I quoted in PMQs today, for most of its 70 years the NHS has been under the stewardship of Conservative governments."

Ethos appeal is applied here. It is in such a way that Theresa uses her powerful authority to be a trusty individual to be followed.

Extract 28

"So, I think on the big issues at stake today – on Brexit"

By using issue priming " Brexit", Theresa tries to persuade the audience to leave. She expresses her viewpoint towards " Brexit" by describing it as a big issue so as to arouse the audience's emotions. So, she applies the "pathos" appeal.

Extract 29

"That's good news for our country and our party."

Theresa uses the word " good" to describe the choice of Brexit. She highlights her viewpoints towards Brexit for the purpose of arousing the audience's emotions. Thus, she applies the "pathos" appeal to persuade her audience.

Extract 30

"Because what's on offer from the left is nothing but a politics of economic nostalgia"

By using "logos" appeal, Theresa maintains persuasion. She gives a

reasonable line to the audience to agree with Brexit.

Extract 31

"we must accept that, we must remain the optimists"

Theresa employs the embedded command as a persuasive strategy to sustain acceptance. She applies her occupation in the society to convince the audience. So, she uses the "ethos" appeal.

Extract 32

"optimistic about what Britain can achieve, optimistic about the potential of new technology, confident that our values can speak to a new generation."

Theresa repeats the word "optimistic" to explore her passions to her audience. Thus, she tends to apply the "pathos" appeal.

Extract 33

"So let's go out there and let's make the case."

Here, embedded command is employed by Theresa to maintain persuasion. This indicates that she uses her repute to convince the audience. In other words, she applies the "ethos" appeal.

Extract 34

"if we do so with all our hearts, we cannot but succeed."

Theresa explores the consequences of choosing to leave to affect the audience's decision. Thus, she appeals to "logos" as a persuasive mode.

Extract 35

"So, thank you very much, thank you to Policy Exchange for the role that you will play in helping us to do just that, and enjoy the rest of the evening."

In this extract, Theresa expresses her thankfulness to "Policy Exchange" so as to highlight her emotions and passions. She employs the "pathos" appeal to persuade her audience so as to gain her goal.

Results Commentary and Discussion

Thirty five extracts from the two speeches, which involve persuasive appeals, have been selected to be analysed. Each extract comprises the employment of one of the persuasive modes, such as "logos", "pathos", and "ethos". The task here is to indicate the linguistic tools which are used to highlight those modes, and to show the pragmatic function of each mode.

After the whole data have been analysed and discussed in details, precise and accurate results can be shown in the following table.

Table 1: The Frequency of the Persuasive Modes in the two Speeches.

The Persuasive Mode	The Total Number	The Extracts Number

1. Logos	15	2, 3, 6, 8, 10,11, 13, 16, 19, 22, 23, 25, 26, 30, and 34.
2. Pathos	13	1, 4, 5, 7, 9, 12, 17, 18, 21, 28, 29, 32, and 35.
3. Ethos	7	14, 15, 20, 24, 27, 31, and 33.

From the above table, Theresa tends to employ some linguistic tools and persuasive strategies to maintain persuasion. The frequency of those modes indicates that logos and pathos, as persuasive appeals, are used more than ethos . Concerning logos and pathos, they are nearly employed with the same range. Ethos, in contrast, is used less than the other two modes. Such a result explores the idea that Theresa tends to use logic and passion more than depending on her repute to gain her aim.

By using logos, Theresa tries to list logical reasons, persuasive points and reasonable lines to persuade her audience. This is indicated by some linguistic items, like cause and effect relationship, presupposition, or by persuasive strategies, such as issue priming "Brexit", and framing strategy. She reframes certain points to maintain "logos" by giving a counter example, showing the consequences, and appealing to the positive intention behind the belief.

By applying the "pathos" appeal, Theresa tends to employ some emotional words and powerful positive phrases to arouse the audience's passions to the given issue "Brexit". She involves some linguistic tools in her speech, for instance lost performative and general beliefs, to sustain her goal.

As for the "ethos" appeal, Theresa tries to lessen the use of such a mode in her two speeches, if this is to be compared with the use of the other two modes. This mode is exemplified by the employment of embedded commands and mind reading as linguistic tools. In addition to that , she reflects her status by involving words of powerful authority and reputation in her speeches to achieve persuasion.

Conclusions

After the whole data are analysed and discussed, certain concluded points can be listed as follows:

1.It is obtained that Theresa May really employs those persuasive modes in her Brexit speeches to attain her goals. Such a conclusion is achieved by the fact that those three modes are frequently used in the two speeches. Thus, the first hypothesis, which states that " Theresa May depends on the persuasive modes in her Brexit speeches to gain her aims" is verified and justified by such a concluded result.

2.It is attained that the three persuasive modes are applied by Theresa May in her Brexit speeches but with different variety. It is in such a way that the "logos" appeal, which is used 15 times, and the "pathos" appeal, which is used 13 times, are nearly used with the same assortment. In other words, the "logos" and "pathos" appeals are more frequent than the "ethos" appeal, which is applied only 7 times throughout the two speeches. This concluded point rejects the second hypothesis, which indicates that " All the persuasive modes are employed with same range".

3.From the shown outcomes, it is that gained that Theresa May tries hardly to convince her audience with the idea of Brexit. This is highlighted with her emphasis to explore

such an idea by means of logical points, which means "logos", and her attempts of arousing the audience's emotions and passions, which means "pathos". So, the third hypothesis is justified, which is " Affecting the audience's choice to agree Brexit is the highly pragmatic function that is uttered in Theresa Brexit speeches".

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Abstract in Arabic

دراسة لغوية تداولية للاقناع في خطابات مختارة بارزة

المستخلص

تهدف هذه الورقة إلى تسليط الضوء على كيفية استعمال استراتيجيات الإقناع لتحقيق أهداف المتحدثين. وهي تعرض بعض الأدوات والاستراتيجيات اللغوية التي تسلط الضوء على استعمال ثلاثة أساليب إقناعية.

علاوة على ذلك، تستكشف الورقة كيفية استعمال هذه الأساليب للحفاظ على الوظائف التداولية. يستخدم كثيرٌ من السياسيين الإقناعَ في الخطاب السياسي، ولكن الفجوة هنا تتعلق بما إذا كانت تيريزا ماي، بوصفها شخصية سياسية بريطانية، تعتمد على تلك الأساليب الإقناعية في خطاباتها حول خروج بريطانيا من الاتحاد الأوروبي أم لا. كما تشير الدراسة إلى أي من تلك الأساليب الإقناعية هو الأكثر استعمالا. تقتصر الدراسة على بعض الخطابات البارزة خلال خروج بريطانيا من الاتحاد الأوروبي. يتم تحليل تلك الخطابات وفقًا للنموذج المختار. ثم يتم سرد بعض التفسيرات للنتائج التي تم جمعها للوصول إلى نتائج الدراسة.