

Negation and Its Ideological Implications in Inaugural Addresses

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Abstract—The study of ideology in literary and political texts is the concern of any critical study including critical stylistics. The current paper deals with the ideological positioning of Joe Biden's and Bill Clinton's inaugural addresses. The researchers adopt one toolkit called negation with its various categories of Critical Stylistics, as suggested by Jeffries (2010) in order to uncover the ideologies that are hidden in the presidents' inaugural addresses. To explore the ideology in each category of negation, qualitative and quantitative approaches are adopted. The findings reveal that negating steers the text in an effective way, especially in the syntactic category. What is more, since these are inaugural addresses, most of the ideologies are positive such as unity, democracy, and indiscrimination.

Index Terms—critical stylistics, Jeffries' model, negating, inaugural address, Joe Biden

I. INTRODUCTION

Language is a means of communicating our ideas and thoughts. A foundation for communication, an instrument for sending messages, and a potential source of power in spoken and written forms (Salleh, 2014). According to Biria and Mohammadi (2012), language and power have a complex relationship. In political speech, language proficiency builds, maintains, and strengthens relationships, expresses ideas, and promotes programs and policies, language plays a crucial role. That's why language is undeniably a significant political concern (Ayeomoni & Akinkuolere, 2012). A speaker or a writer has to achieve influence from the addressee to get power using language. To accomplish considerable impact, a person has to be able to express his/her ideas effectively through either texts or talks. Thus, a president utilises language to affect his audience in his inaugural address. The study of ideologies in literary and political texts is the concern of any critical study, including critical stylistics.

Critical Stylistics is, first initiated by Jeffries (2010), described as a stylistic device of linguistic analysis that involves how social meaning is communicated via language (Olaluwoye, 2015). A comprehensive list of analytical toolkits supplements it. Critical stylistics operates to discover hidden ideologies which are embedded in texts and discourses using that set of analytical toolkits. One of these toolkits is negating which is widely utilised in inaugural addresses for its ideological significance. For Jeffries (2010a, p. 106), negating is a textual practice that entails a portrayal of "non-existent world versions". Jeffries concentrates on negating capacity by which a reader can shape a certain case that is completely different from the one stated in the given text.

A. Research Questions

The current paper attempts to answer the following questions:

- 1- To what extent is negating useful in inaugural addresses?
- 2- What are the most frequent triggers of negating utilised in inaugural addresses and the motive behind it?
- 3- What is the hidden ideology each trigger of negating implies?

B. The Aims of the Study

The present paper aims at:

- 1- Showing to what extent negating is useful in inaugural addresses.
- 2- Finding out the most frequent trigger of negating in inaugural addresses and the motive behind it.
- 3- Stating the hidden ideology each trigger implies.

II. RELATED LITERATURE

Research on the American presidential inaugural was conducted as early as the middle of the 1960s. On the 29th of January 1961, Hutton (1967) writes about the rhetoric of John F. Kennedy's 'Inaugural Address'. The researcher concludes that the speech addressed key subjects such as the "betterment of some of mankind's difficulties" Waheed, Schuck, de Vreese, and Neijens (2011), on the other hand, contrasted the value of political speeches in industrialised and developing countries. On 48 political speeches by six leaders, they used a content analysis approach. The findings

revealed that ‘universalism,’ ‘benevolence,’ ‘benevolence,’ ‘benevolence,’ ‘benevolence,’ the words stimulation, “self-direction,” and ‘achieving’ came up most frequently. Existing in every utterance, the study also discovered that the words ‘universalism’ and ‘benevolence’ were the most popular. “Stimulation” and “self-direction” were used in speeches from developing countries, while “stimulation” and “self-direction” were used in talks from developed countries. The tones of the speeches were similarly different. Different, as evidenced by the words used to connect the values. David et al. (2013) also examine the pragmatic features of President Jonathan's victory and inauguration speeches. This is done to ascertain the speaker's program in relation to the pragmatic language choice and language function in political speeches. The material was taken from the Victory Speech on April 19 and the Inaugural Speech of the 29th of May 2011.

Abuya (2012) examines the pragmatic and stylistic characteristics of the Nigerian President Goodluck Ebele Jonathan's inaugural speech. The author finds 40 speech acts after analysing the text's first 20 sentences. The study revealed that “assertive (55%), directive (10%), verdictive (15%), and commissive (75%) are the following speech acts and 45% are declarative. According to the findings, President Goodluck Ebele Jonathan was also found to have abused the system. Heavy sentences that acted compulsively, according to the findings, politicians appear to be corrupt. Following election success, be more likely to express gratitude to others.

A. *Critical Stylistics*

The purpose of CDA is to illustrate how critical discourse analysis and stylistics may be combined. Fairclough (2001) states that “non-obvious ways in which language is involved in social relations of power and dominance” (p. 229). Critical Stylistics (CS) is mostly utilised to analyse nonfictional materials, with the majority of these coming from the media although exceptions include (Kosetzi, 2008; Talbot, 1995, 1997a). On the other hand, stylistics is frequently defined as “the linguistic study of style” (Leech & Short, 2007, p. 11), and is mostly concerned with analysing the language used in writings. Still, it may also include how ideologies are presented.

It attempts to “collect the fundamental general functions that a text has in expressing reality” (Jeffries, 2010a, p. 14). And can be seen as “a development of critical discourse analysis in terms of theory and practice” (Jeffries, 2007, 2010a). One of the most prominent criticisms of CDA is that it needs a comprehensive toolkit for analysts to use; this is a (possibly unavoidable) result of its interdisciplinary theoretical roots. In order to identify text producers' language choices and any potential ideological consequences, Critical Stylistics offers “a systematic model of analysis that integrates stylistics and critical linguistics methodologies” (Jeffries, 2007, 2010).

B. *Critical Stylistics and Critical Discourse Analysis*

Early in the 1990s, Critical Discourse Analysis (CDA) emerged as a synthesis of discourse analysis methods. It is associated with “analysing opaque as well as transparent structural relationships of dominance, discrimination, power, and control as manifested in language” (Wodak & Meyer, 2009, p. 10). Critical Discourse Analysis sees texts, chiefly media texts, as simultaneously creating and reflecting ideologies for the reader (Weiss & Wodak, 2003, p. 3) and is concerned with “de-mystifying” ideologies and power. Weiss and Wodak (2003) state that this may be done by “systematic and retroductable investigation of semiotic data (written, spoken, or visual)” (p. 3). While ideas like ‘power,’ ‘discourse,’ and ‘ideology’ remain at the foundation of all CDA studies, they are approached from several theoretical and methodological perspectives. CDA is distinguished by a wide range of theoretical and methodological methods, and while notions like “power,” “discourse,” and “ideology” are central to all CDA research, they are defined differently (Wodak & Meyer, 2009, p. 3). CDA has its roots in a wide range of fields, including cognitive science, psychology, neuroscience, anthropology, philosophy, rhetoric, applied linguistics, and sociolinguistics (Wodak & Meyer, 2009, p. 1).

Critical Stylistics Analysis is offered as “a means of finding the ideology in any text, whether or not you agree with it,” whereas Critical Discourse Analysis (CDA) analysis takes a specifically socialist political stance (Jeffries, forthcoming).

C. *The Tools of Critical Stylistics*

The tools of critical stylistics, as defined by Jeffries (2007, 2010a), are as follows:

1- Naming and Describing

It examines how labels are applied to and altered for entities and events using the noun phrase. The CDA has recognised the value of how an entity or event is described and assessed through naming practices (van Leeuwen, 1996; Reisigl & Wodak, 2001). Nominalisation, a form of the name, is commonly considered in CDA studies and is involved in Fowler's list of CDA analysis methods (1991). Using noun phrases as the core unit of analysis distinguishes Jeffries' method. For the sake of brevity, I've limited the study to the text's makers' choice of words.

2- Equating and Contrasting

The construction of oppositional and equivalent meanings in texts is referred to as “equating and contrasting.” Even though CDA studies acknowledge the way that entities or events interact, because language opposition is frequently represented in CDA analyses, the examination of linguistic opposition is important. The model is unique. It advances lexical semantics research on (decontextualised) sense. Words and their relationships (e.g., Lyons, 1977; Cruse, 1986, 2004; Murphy, 2003). Following the critical stylistic approach to the opposition in Davies' (2007, 2008, 2012) work, construction recognises that processing new opposites frequently relies on prior knowledge. Traditional opposites at a

higher level, such as good/bad, male/female. Syntactic triggers, including coordinating and subordinating conjunctions, are frequently used to communicate oppositional and equal meanings (such as and, but, or, yet etc.).

3- Representing Actions/Events/States

Due to its “accessibility and ease of application to both literary and non-literary texts,” “Representing Actions, Events, and States” involves the study of transitivity possibilities, which depends on Simpson’s (1993, 2004) description of Halliday’s notion of transitivity. Halliday’s functional grammar, predicated on the notion that language is transformed by the social functions it has come to perform, includes transitivity. The interactions between the writer/speaker and the reader/hearer are the focus of Halliday’s interpersonal metafunction; the expression of our experiences of the world, both internal and external to the conscious self, is the focus of the ideational metafunction of language; and the textual metafunction is focused on grammatical systems related to the textual organisation (Halliday, 1985, 1994; Halliday & Matthiessen, 2004).

The ideational metafunction is realised in transitivity, which classifies experiences into several different process types and connects them to the individuals and circumstances that contributed to forming the clause. It is very helpful for revealing ideology in texts to observe how texts utilise linguistic strategies to lead, challenge, and enlighten the reader by critically analysing the syntax of the language.

4- Assuming and Implying

The term “assuming and implying” describes how knowledge is either considered background knowledge or implied in texts. Presuppositional and implicative processes (Levinson, 1983; Grice, 1975) realise this textual-conceptual function. Presuppositions make assumptions about the existence of the entity, the event, or the occurrence of events. For instance, in the NP “his beer drinking,” the possessive pronoun “his” assumes a man’s participation and the nominalised drinking activity. And in “He stopped snoring” implies that the participant was a guy and that snoring had previously occurred. Conversational implicatures are interpretations of the text that the reader derives by reading between the lines.

5- Negating

This tool enables the hearers to build a hypothetical worldview that is considered unreal. This is supported by Jeffries (2010, pp. 106-107) when she says that negation depends on the capacity of the hearers/readers to shape a certain case in his/her mind which is absolutely different from the one which is asserted in the given text. In turn, the hearers imagine this hypothetical situation since it has some types of persuasive power. What matters is that the pragmatic force played a significant part in creating this hypothetical situation in the hearer’s mind, even though these situations don’t actually occur (Braber et al., 2015, p. 394).

According to Jeffries (2010, pp. 108-9), negating can be achieved by a set of triggers like,

A- Syntactic triggers: Auxiliary or dummy verbs are employed by adding the negative component.

B- Using pronouns: Such as nobody, no one, etc.

C- Lexical triggers: These include nouns as in absence, lack, verbs as in reject, exclude, adjectives as in absent, scarce, and adverbs as in seldom and rarely.

D- Morphological triggers: Adding the negative prefix to adjectives such as irrational, unprofessional, and disagreeable, verbs such as dislike, and nouns such as inactivity.

6- Hypothesising

Jeffries (2010, pp. 14-5) also states that choosing a modality is one method of recognising ideologies in a text while addressing the modality’s hypothetical situations. Modality, according to her, has been mainly utilised in critical approaches and is one of the primary functional systems Halliday (1985) used to describe language. In other words, modality is stimulated by various textual elements, such as lexical verbs, modal adverbs or adjectives, conditional structures, etc.

7- Prioritising

This tool contains devices through which the text producer can prioritise or downplay the content of utterances through passivation, clefting, and the like (Jeffries, 2010, p. 88).

8- Exemplifying and Enumerating

It is challenging to distinguish between these tools. As a result of this, readers must use “pragmatic inferencing” to identify them. The primary distinction between them is that the list is suggestive when exemplifying presents in a text, but the list in a text that enumerates is comprehensive (Jeffries, 2016, p. 164).

9- Representing Time, Space and Society

This tool demonstrates how the text organises its deictic core and directs the readers’ attention there. In this method, a reader or listener adopts a perspective on a situation from within the text, increasing their sensitivity to textual ideology (Jeffries, 2016, p. 165).

10- Space, Time and Social Presentation

This tool explores “text world theory,” which examines how text producers create the world in terms of location, time, and society. Jeffries (2016) relies on the deixis model. The significance of deixis rests in the knowledge that it produces a particular interpretation of a specific speech in a specific setting; on the other hand, the absence of this knowledge produces misunderstanding. The purpose of using deictic terms is to draw attention to a certain period,

location, and social setting. The deictic center is expected to be occupied by the speaker or speakers of a certain text at a specific moment and location. The following are the main categories of deictic expressions used in English:

1-Deictic of place which is expressed by the use of adverbs such as *here* and *there*; demonstrative such as *this*, *that*, *those*, and *these*; prepositional structures such as *in front of*, *opposite to*, etc.

2-Deictic of time which is produced by using adverbs such as *now* and *then*, verb tenses, demonstrative, adverbials later, earlier, etc.

3-Deictic of social, which is produced by utilising the designation (Mr., DR.), and address forms (first name, nicknames, formal names).

III. METHODOLOGY

The current study attempts to explore the toolkit of critical stylistics –negating- used by Joe Biden and Clinton on their inauguration addresses based on Jeffries' (2010) model of critical stylistics. The descriptive qualitative and quantitative methods describe the data and determine which category of negating is the most frequent. In the study, the researchers are regarded as the chief instruments of the study. Ary et al. (2010) said that in qualitative studies, human beings are primary instruments to gather and analyse the data study. The data is got from transcripts of both the president Joe Biden's Inauguration Address on 21 January 2021 from Time Magazine and Clinton's Inaugural address on 20 January 1993. The researchers follow the step of data analysis by Ko (2015). Initially, the researchers identify the inaugural address transcripts, which were presented by Joe Biden and Clinton, to examine the theme or issue. As a model for this paper, researchers choose the negating toolkit of Jeffries', and its various categories (2010) model for it is utilised dominantly in Biden's and Clinton's speeches, they represent what the president aims to do, and they are effective in showing the hidden ideologies. The thematic analysis is carried out by breaking down the collected data into smaller constituents to be analysed in descriptive treatment (Vaismoradi et al., 2013). In addition, the qualitative study is supported by frequencies and percentages to find out the most frequent category of negating and the motive behind utilising it.

IV. RESULTS AND FINDINGS

A. Biden's Ideologies

TABLE 1
THE DISTRIBUTION OF NEGATING BY BIDEN

Category of Function	Frequency in Biden's Inaugural	Percentage in Biden's Inaugural
Syntactic Triggers	22	44%
Lexical Triggers	18	36%
Pronouns	6	12%
Morphological Triggers	4	8%
Total	50	100%

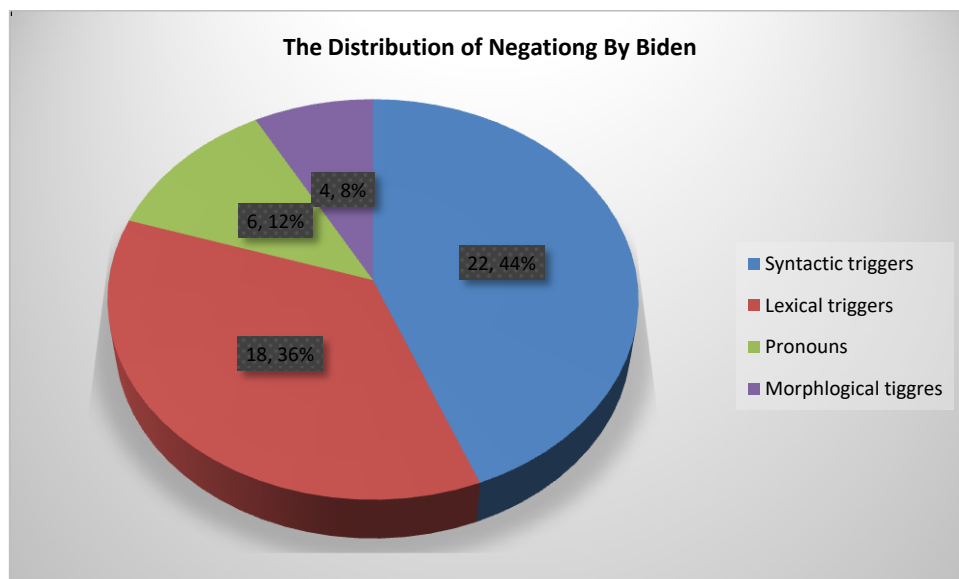


Figure 1. The Distribution of Negating by Biden

This can be shown by the following:

Extract (1)

"Today, we celebrate the triumph not of a candidate, but of a cause, the cause of democracy."

An overarching theme that Biden focuses on is democracy in a moment of a confluence of crises such as a devastating pandemic, an economic downturn, racial justice, and climate change. Thus, utilising the syntactic trigger of negating not Biden shows the triumph of democracy over other issues after four years of Trump. Besides, he emphasises truth as healthy for any democracy.

Biden intends to overcome such crises so, in his first days in office, he pledges to fulfil climate change, which is given a priority in his administration. Using the syntactic trigger of negation not, he shows how his action is a strong one in that he wants to make all Americans cooperate in the fight against climate change. He intends to make America the leader of the world as it was before. This reveals the ideology of reformation as:

Extract (2)

“A cry for survival comes from the planet itself. A cry that can’t be any more desperate or any more clear.”

Biden attempts to unify the people by re-telling them the story of history many times, which depends on all the American people using the syntactic trigger of negating not. This reveals the ideology of inclusiveness for the president as:

Extract (3)

“The American story depends not on any one of us, not on some of us, but on all of us.”

Biden also utilises the lexical trigger of negation in his inaugural address as it scores 18 times, constituting 36%. Biden intends to make his audience realise these possible events even before the time of their taking place. He sticks to all categories of negation: syntactic, lexical, pronominal, and morphological categories. This can be stated by the following:

Extract (4)

“We must reject a culture in which facts are manipulated.”

Using the lexical trigger of negating reject makes the audience build a hypothetical world in which there is a chance for public debates based on shared facts and truths rather than lies and misinformation. This shows the ideology of credibility of the president.

When Biden talks about the dangerous effect of this pandemic virus, he also employs lexical negating as in lost and closed making the audience realise this positive hypothetical world in which there are many jobs and businesses even before the time of their taking place. This shows the ideology of restoration as in:

Extract (5)

“Millions of jobs have been lost.”

Extract (6)

“Hundreds of thousands of businesses closed.”

Biden repeatedly stresses that Americans should work together for unity in a moment of crisis and challenges such as domestic terrorism, and racial injustice promising his whole soul to overcome such challenges and make America once again the leading force for good. He comments on the importance of unity by utilising the lexical trigger of negating without and negative pronoun no, which is used only 6 times constituting (12%), making the audience build a virtual world which is devoid of such challenges. That is, America’s strength, peace, and progress can be attained through unity as in the following.

Extract (7)

“Without unity, there is no peace, only bitterness, and fury.”

Extract (8)

“No progress, only exhausting outrage.”

Extract (9)

“No nation, only a state of chaos.”

Extract (10)

“Unity is the path forward.”

Another big problem he talks about in his inaugural address is racism. He intends to create justice between races. He says that he will do anything he can to unite all races and create equal opportunity for all regardless of the colour of their skin. Thus, this time, he utilises lexical negating deferred and pronoun negating no and the ideology of justice between races is spotted. This can be shown by the following:

Extract (11)

“The dream of justice for all will be deferred no longer.”

Biden also utilises morphological trigger of negating (4) times constituting (8%). He focuses on unity more than once as it brings law, job, and hope as in:

“Uniting to fight the common foes we face extremism, lawlessness -----, joblessness, hopelessness”

Biden is interested in utilising the four categories of negating according to Jeffries’ model of the textual conceptual set of tools. These are syntactic, lexical, pronominal, and morphological triggers. Thus, Table 1 reveals a total of (50) triggers even though in different percentages. In fact, Biden seems to employ one category or another according to his own wish and more importantly, according to which ideology he wants to convey. The most dominant one is the syntactic trigger of negating as it is utilised (22) times constituting (44%).

TABLE 2
THE DISTRIBUTION OF NEGATING BY CLINTON

Category of Function	Frequency in Clinton's inaugural	Percentage in Clinton's inaugural
Syntactic Triggers	15	39%
Lexical Triggers	11	32%
Pronouns	12	29%
Morphological Triggers	0	0%
Total		

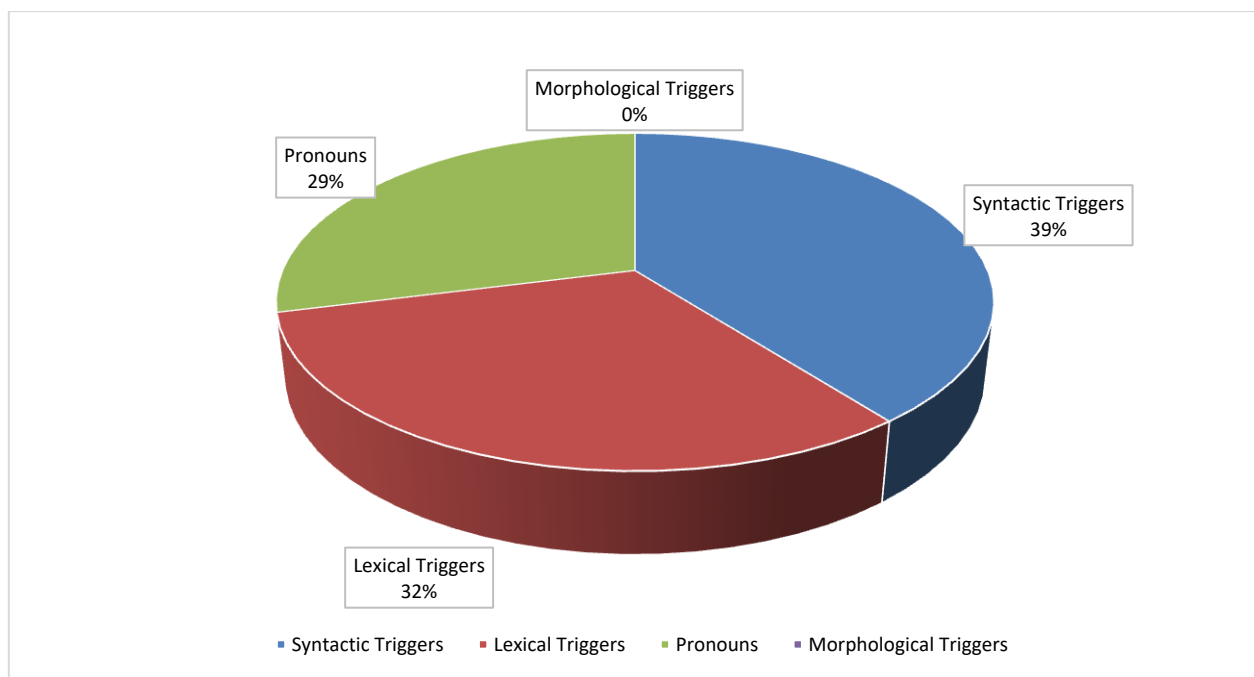


Figure 2. Distribution of Negating by Clinton

B. Clinton's Ideologies

Clinton seems to package his speech up with only three categories of negating namely: syntactic, lexical, and pronouns. However, they are distributed with different proportions. Thus, Table 2 reveals a total of 38 negating triggers in his first inaugural address. The most dominant one is the syntactic trigger of negating as it occurs 15 times with a percentage (39%). By utilising syntactic triggers of negating, Clinton draws a strong positive world, though hypothetical to evoke some crucial ideological effect in the hearers' minds to fulfil his aims and make them struggle for the sake of their country. This can be shown by the following:

When our founders boldly declared America's independence to the world and our purposes to the Almighty, they knew that America, to endure, would have to change, not change for change's sake but change to preserve America's ideals: life, liberty, the pursuit of happiness.

After declaring America's independence, an overriding theme Clinton focused on in his first inaugural address is a clarification call for generational change utilising the syntactic trigger of negating not. This change must be for the sake of the whole community, and it is worrisome if this change does not happen as it has sluggish effects on all aspects of American life. This reveals the ideology of patriotism.

Clinton issues a call for collective responsibility in a post-cold War world using the syntactic trigger of negating not. That is, he asks the American people to take care of one another, and all Americans are responsible for the future nation. This reveals the ideology of inclusiveness as in:

Extract (12)

"Let us take more responsibility not only for ourselves and our family but for our communities and our country."

An effective picture occurs through constructing and interpreting non-existent versions of the world which are created for many different reasons" utilising the syntactic trigger of negating (Jeffries, 2010, p. 106). Thus, he says:

Extract (13)

"Our democracy must be not only the envy of the world but the engine of our new renewal."

By virtue of the syntactic trigger of negating not, Clinton attempts to say that democracy must be a source for renewal in all aspects of American life. Two ideologies of Clinton – democracy and renewal-are spotted.

Extract (14)

"To renew America, we must be bold. We must do what no generation has had to do before: we must compete for every opportunity. It will not be easy. It will require sacrifice, not choosing sacrifice for its own but for our own sake."

As far as negating is concerned, Clinton issues a call for unique work and sacrifice for the sake of the American citizens to save them from what they suffer from. This shows the ideologies of patriotism and the reformation of America. What is more, he intends to make his government completely different from the one in the previous era, that is, a government which tackles all problems as in:

Extract (15)

“A Government for our tomorrow, not our yesterday”

As shown in Table 2, Lexical negation is also utilised in the second rank. It occurs (12) times constituting (32 %). This can be shown by the following:

Extract (16)

“We inherit an economy that is still the world’s strongest but is weakened by business failure, stagnant wages, increasing inequality and deep divisions among our own people.”

Another problem he emphasises on in his first inaugural address is a sluggish economy which needs extra help to improve it very quickly. More specifically, using the lexical trigger of negating weaken, he concentrates on the way business is done in Washington. This reveals the ideology of reformation of damaged heritage in a post-cold-war world.

By using the lexical trigger of negating, he talks about a collective responsibility in the post-cold War generation to rebuild the nation and lead a renewed America though they encounter a kind of hatred and threat. This reveals the ideology of amelioration as in:

Extract (17)

“Today, a generation raised in the shadows of the cold war assumes new responsibilities in a world warmed by the sunshine of freedom but threatened still by ancient hatreds and new plagues.”

Though Clinton concedes that the nation encounters such deficits, he builds hope for a future in which there is a kind of freedom. Thus, utilising lexical negating less shows an ideology of great positive transformation as in:

Extract (18)

“Today, the new world is freer, but less stable.”

Clinton attempts to convince the audience using such lexical triggers of negating as shrink, fail in addition to syntactic trigger of negating not as in:

Extract (19)

“While America rebuilds at home, we will not shrink from the challenges nor fail to seize the opportunities of this new world.”

His administration pledges to do its part, renew the nation, and stand in front of all challenges if the nation does its part to serve.

Clinton utilises negative pronouns (11) times constituting (29%). In fact, when Clinton won as the president in the post-cold War, the nation suffered from a lot of problems such as unemployment, a sluggish economy, and a health care crisis. Thus, by virtue of the negative pronoun no, he constructs a hypothetical world characterised by the need for all Americans to cooperate with one another to serve the common good in order to overcome all these deficits. The ideology of renewal of America is spotted as in:

Extract (20)

“To that work, I now turn with all the authority of my office. I ask the Congress to join me. But no president, no Congress, and no government can undertake this mission alone. My fellow Americans, you,”

What is more, he excoriates the bad habit of people of “expecting something for nothing, from our government, or from each other”. People should depend on the new government without hesitation. This reveals the ideology of confidence in government.

V. CONCLUSIONS

From this paper, we can conclude the following:

1- Negation is a useful toolkit, whether at a past time or in the present. The harsh circumstances of a nation are reflected through all negative triggers. What the president intends to present in his policy concentrating on the problems the nation encounters are represented through all triggers of negating. Jeffries’ view of negating which implies constructing a hypothetical world besides the negative one has persuasive power. This, in turn, creates confidence in the president and his actions.

2- What we deal with is the speech of presidents and not specialists in language and linguistics; thus, they tend to utilise the common one, which is the syntactic category of negating. In addition, the purposes require syntactic category more than other categories.

3- Since the president expresses his vision to the nation in an inaugural address, all the ideologies are positive in both Clinton’s and Biden’s, such as unity, reformation, renewal, and democracy.

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