

Analysis of the Prime Minister Abdulla Hamdok's Speech from Rhetoric and Linguistic Perspective

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ABSTRACT

The study analyzes the speech of the Prime Minister Abdulla Hamdok at United Nations General Assembly which has four parts, namely, the prologue, the narrative, the proof, and the epilogue from rhetoric and linguistics perspective. It explains the term rhetoric, political discourse and enumerates the rhetorical devices. It is based on rhetoric framework following Aristotle's three-stage model entailing three proofs: pathos which stimulates emotion, ethos which entails credibility and logos which appeals logic. The study investigates the formulation of Hamdok's speech topics which compromises issues about Sudan's peaceful revolution, the support from international community, fostering educational system and health care from human resources investment perspective, activating the women role in the government and erasing the name of Sudan from the roster of countries supported and sponsored terrorism. The examination of Hamdok's speech reveals that he implements the three proofs of rhetoric; he arranges his speech as dramatic plot; he uses various rhetoric devices, various sentences length, formal Arabic and past simple, modality and future form.

1. INTRODUCTION

Rhetorical Analysis is concerned with studying and analyzing written and spoken texts to reveal the persuasion sense and syllogistic consideration of audience and it moves from seeing language as abstract to seeing words as having meaning in a particular historical, social, and political condition to construct a sense of persuasion (Fiske, 1994). Rhetoric refers to writing and speaking effectively relying on persuasion milestone in regard to the persona, discourse and audience and it involves three proofs- ethos, logos and pathos. In practice, rhetoric requires using persuasive strategies and rhetorical devices in order to create a sense of persuasion among audience (Thompson, 2002). Adamec (2001) contends that there are three types of persuasive strategies: Logos which is based on logical argument; an appeal to logic or reason, Ethos which is based on the reliability, credibility, or expertise of the writer or speaker, and Pathos which appeals to the audience's needs, values or emotions. Bergquist and Szcsepanska (2002) propose that a rhetorical device is a technique of using language that will

increase the persuasiveness of a piece of writing or speaking. It has various tools as:

-Questions which include rhetorical question: thoughtful questions that are not meant to be answered and hypophora: asking a question and answering it.

-Description and Imagery embodies parallel structures, figurative Language (i.e. using metaphor, simile and personification), the 'rule of three such as (I ask you, is this fair, is it right, is it just?), anaphora: the intentional repetition of a word or phrase at the beginning of a line for emphasis, hyperbole (using exaggeration for effect), an anecdote which is a short and interesting story taken from your past experience - or that of someone you know or have heard about, euphemisms and connotation, downplaying and understating which involves using key words to make important things seem unimportant (e.g. Mere, merely, so-called, however, although, despite) and expressing things in such a way as to understate its importance (e.g. The earthquake interrupted business somewhat in the downtown area.), distinction which refers to the intentional reference or definition of a word in order to remove confusion, misunderstanding or ambiguity (By "impossible" I mean currently beyond our technological capabilities), and apophasis which entails the raising of an issue by claiming not

to mention it. According to Borch (2000), rhetorical strategies are techniques writers or speakers use for a particular effect. Though the metaphor may sound somewhat crude, all writers/ speakers draw from a toolbox of rhetorical strategies as they express ideas to evoke responses in their readers /listeners. Rhetorical strategies include:

-Analogy, simile and metaphor which refer to make a pointed comparison, often a very powerful comparison.

- Hyperbole provokes a response to cast something in strong light and understatement which refers to spark the reader's imagination, or make a pointed observation.

-Juxtaposition calls attention to extremes and imagery which illustrates an idea, a feeling, or the particular qualities of something.

- Alliteration creates a memorable phrase.

-Allusion and refrain make an association with something the reader knows to create a memorable phrase

- Anaphora, repetition and parallelism create a memorable, powerful effect, to reinforce an idea

-Tone refers to communicate an attitude towards the subject whereas

-Undertone is to communicate an attitude towards the subject the cuts beyond the attitudes that appears on the surface

-Words w/heavy connotations are to cast the subject in a particular light, to imply

- Lists are to create a sense of overwhelming force or magnitude

- Irony is to convey complexity

- Paradox is to point out an apparent contradiction

- Anecdote is to provide a concrete example or humanize an abstract concept

-Humor is to disarm the audience, diffuse hostility, warm the reader to the writer's ideas

-Satire is to ridicule and inspire form

- Sarcasm and verbal irony are to ridicule or criticize

-Rhetorical question is to provoke the reader to respond or to think

-Short, staccato sentences aim to call attention to an idea

-Paraleipsis is to draw attention to something while pretending not to do so

Investigation of officials' speeches involves consideration of rhetoric, sociolinguistics aspects, political science, contextual setting, critical discourse principles and style order to examine and reveal the different aspects language of speech construction (Gruber, 2013). Van Dijk, (1997) proposes that analyzing a text from critical discourse analysis perspective entails pragmatics, rhetoric, speech acts, syntax, lexicon and semantics in consideration of macro structure and micro structure. Addresser in their speeches uses various linguistics strategies to construct an effective influential persuasive speech. Aristotle's view saying that language evolves for political reasons and it has a political reasons and political concern. In addition, language has social aspect as a form of social practice. The dualistic form of language, comprehension and production entail social background, identity, mental model, educational level, linguistic competence and language aptitude mirror in linguistic practice (Fairclough, 2001).

2. POLITICAL DISCOURSE

The main components of communication include language users, text, mental world, social world, physical world linguistic channel and linguistic context. The text entails the structural aspect and meaning construction. The structural aspects include the structures at various layers of linguistic organization and the principles of structuring. The meaning construction involves lexicalization of the dynamic generation of meaning in communication. Communication strategies are used in the making and negotiating of choices of production and interpretation. The process of lexicalization and structural construction are made with constructive consciousness (Trognon & Larrue, 1994).

Officials and presidential speeches in formal context are sort of political discourse which refers to texts of professional politicians or political institutions that are mainly about political topics. Moreover, the jargon or vocabulary of political discourse is clearly different from other types of discourse. It is also seen as a form of practical argumentation in which politics involves choices made as a response to circumstances and goals (Fairclough & Fairclough, 2012). Van Dijk (1997) defines political discourse as a form of political action which is concerned with the analysis of political discourse from a critical perspective. Chilton (2004) views political discourse from the relationship between cooperation and conflict in politics considering politics as a struggle for power and cooperation to resolve clashes of interest. Hence,

political speakers have to tend to use the truth in their speeches. Political discourse is about the most common interpretation focuses on the analysis of political discourse the text and talk of professional politicians or political institutions, such as presidential and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels. Some of the studies of politicians take a discourse analytical approach (Campbell & Jamieson,1990). However, politicians are not always involved in political discourse, and the same is obviously true for most other participants, such as the public or citizens in general, or even members of social movements or action groups. This means that categorization of people and groups should be strict to context when acting as political actors, and hence as participating in political actions, such as governing, ruling, legislating, protesting, dissenting, or voting. From discourse analytical point of view, the study of political discourse should not be limited to the structural properties of text or talk itself, but also include a systematic account of the context and its relations to discursive structures (Fairclough 1995; van Dijk1993b). Political discourse is primarily seen as a form of political action, and as part of the political process and a form of social action and interaction (Atkinson & Heritage1984; Boden & Zimmennan 1991; van Dijk 1985).The normativity of political discourse structures may satisfy criterion of effectiveness and persuasion through the selection of topics, for the use of rhetoric figures, the pragmatic management of speech acts and interactional self-presentation.

3. POLITICAL SPEECH

According to Baker and Ellece (2011), language is viewed as a social practice and is interested in the ways that ideologies and power relations are expressed through language. According to Van Dijk (1985), when speakers and writers are able to influence the mental models, knowledge, attitudes and eventually even the ideologies of recipients may indirectly control their future action. That is, mentally mediated control of the actions of others is the ultimate form of power, especially when the audience is hardly aware of such control, as is the case in manipulation. Most forms of discursive and communicative access, such as control of setting, interaction, topic or style will be geared toward mind controlling of participants, recipients or the audience at large, in such a way that the resulting mental changes are those preferred by those in 'power' and generally in their interest. Political speech is a genre of political discourse that is concerned with making decisions and establishing shared values (Charteris-

Black, 2014). It is set carefully crafted by professional speechwriters to politicians who has ability to address audience effectively and persuasively and they are capable to polarize and mobilize people.

The Prime Minister Abdulla Hamdok used linguistic and rhetorical strategies to construct a positive sense of Sudanese peaceful revolution comparing with French Revolution with mottos- liberty- peace - justice , the activation of the role of women in governmental participation, prove that Sudanese do not support terrorism but it was the former regime that host and support terrorism and new government tends to create peaceful rapport with neighbor countries and the whole world.

Abdulla Hamdok's rhetorical strategies are closely related to his political goals. Moreover, his speech allowed his audiences to convey and interpret the communicative content of what he said and of what he implied. Finally, results showed that the speech constructs a sense of new democratic liberal government era opposing the former religious government supporting terrorism and extremism. Hamdok's language is simple and colloquial.

4. THE DATA

The data selected for analysis is the speech of the Prime Minister Abdulla Hamdok, the president of transitional government of Sudan, delivered on September 28, 2019 at the United Nation General Assembly. This speech is seminal because it is the first speech presented by the Prime Minister addressing the world officially after the Sudanese revolution and up thrown down the former Omer Al Bashir regime. The speech was spoken in English.

5. FRAMWORK OF ANALYSIS

The present study is based on rhetoric framework following Aristotle's three-stage model because it entails persuasion and analyzing political speech which is a coherent stream of spoken language that is usually prepared for delivery by a speaker to an audience for a purpose on a political occasion (Charteris, 2014). Aristotle's model for the analysis of persuasion comprises three artistic proofs is Ethos, Logos, and Pathos, which correspond respectively to character, reason, and emotion (Freese, 1926; Roberts, 2008). Logos is based on logical argument; an appeal to logic or reason; ethos is based on the reliability, credibility, or expertise of the writer or speaker, and pathos appeals to the audience's needs, values or emotions.

For Aristotle, there are two means of arguing: syllogism and enthymeme. Syllogism is the most persuasive means of arguing which entails deductive and inductive approach consisting of a major premise, a minor premise, and a conclusion. The major premise and the minor premise, according to Aristotle, need to be true in order for the audience to accept the conclusion as true. On the other hand, Enthymeme refers to an incomplete syllogism in which part of the argument is left unstated leaving the audience to implicitly infer the missing premise. Enthymeme involves structures with the logical argument strengthened by supporting one of the premises with reason or analogy. According to Aristotle, selecting the artistic proof that suits the different parts of speech is crucial. The speech construction involves the prologue, the narrative, the proof, the refutation, and the epilogue.

6. ANALYSIS OF THE DATA AND DISCUSSION

The data shows that the topics of the speech center on Sudanese issues: a three-tyrant dictatorship; brave peaceful disarmed revolution with revolts whose chest are open to the bullets of military forces; naming the Sudanese revolution as 21st century revolution inspired and compared to French Revolution with mottos as liberty-peace-justice, trusting on the international; stimulating direct international community, Troika countries and neighboring countries support to Sudan; starting participative collaboration with whole world contrasting the Sudanese policy of thirty years ago; being obliged to set global and local security and safety; building relationship with other countries based on mutual interests and benefits; achieving justice; confirming that Sudanese citizens have never ever been terrorists nor supported terrorism but the former regime did; the sanction and punishment procedures toward Sudan affects the life of Sudanese citizens catastrophically; requesting to raise up Sudan from the roster of countries supported and sponsored terrorism; promising to pause war in Sudan, accelerating development and erasing the negative impact of three decades, achieving good level of secured living standards to Sudanese citizens, caring of educational service and health care institutions not as a duty but as investment of human resources, making sustainable comprehensive peace by eradicating the roots of the problems, fostering new cultural economic policy, establishing a country respecting constitution and law, managing multicity in Sudan, remedying the variety of environment, eradicating and fighting corruption, setting transparency, activating the participation of women in government functions and he names Sudanese women as Knadakat, starting appointing

women in ministries and being proud of forerunner for assigning a woman as a minister of foreign affair and achieving the revolution's goal and values.

Hamdok uses simple form of formal Arabic language which is considered mass media² version of Arabic. He addressed the audience trustfully and his speech move smoothly from points to points. He appeals reasoning when he requests support and rising up Sudan from the list of countries sponsored and support terrorism. Moreover, he uses supporting details to his topics when he narrates the negative impact of thirty years ago and the brave of revolts in December revolution in Sudan. He also uses rhetorical devices to make his speech meaningful to the audience; for instances, he compared Sudanese revolution to French Revolution. He also shows sense of reliability, credibility and experience by setting his topics in regard to plot structure. The analysis of the speech shows that it has four parts, namely, the prologue, the narrative, the proof, and the epilogue. Each of these parts is employed effectively with its own function and technique. He arranges his speech dramatically as starting by thanking and congratulating the United Nation former president and the new president. Then he dated back to a thirty-year ago regime which backwards Sudan and involves it in different wars and terrorism list. After that, he sets the climax by glorifying the Sudanese revolution and the peaceful role of revolts and comparing to it to French Revolution. Then he sets the crisis by requesting supports and erasing Sudan from list of countries supported and sponsored terrorism. The falling of action was talking about activating the role of women participation in government and assigning a woman as a foreign affair minster. The denouement was terminated by saying the revolution's motto: liberty, peace and justice. He stimulates the audience's emotions through using modality which expresses certainty and willingness. For example, he expresses his certainty of confirming the achieving of justice, women participation in the government and creating mutual relationship with other countries relying on mutual interests. He uses modality to express willingness to foster Sudan and establish a civic country respecting the law. Furthermore, he stimulates the audience's emotions by repeating the word "revolution" and exposing how the revolts, female and male, confront military forces with empty hand with no weapons.

Hamdok uses past simple to narrate the negative impact of former regime ruling thirty years ago

² *Arabic language has three versions : standard Arabic of Quran and Classical poetry, Arabic for mass media and journalism and colloquial Arabic*

“savagery dictatorship ruled Sudan three decades ago.” and to narrate the revolution which has continued for three months “The Sudanese revolution started in last December”.

He uses zero conditional sentences to confirm fact “If the French Revolution uses the motto of liberty, justice and fraternity, Sudanese revolution uses liberty, peace and Justice”.

He uses simile to clarify the value of Sudanese revolution by comparing the revolution of Sudan to French Revolution in terms of goals.

He repeats the phrase / nahno nadrk tmaman/ which means “we consciously comprehend that” to show his confirmation of the situation of Sudan and understanding of his responsibilities and duties in rehabilitation of Sudan. In addition, he uses the first-person pronoun (we) instead of (I) to show the sense of collaboration and democratic team work. He uses the future form /sawafa/ "will" for confirming his promises of development and rehabilitating Sudan. His sentences vary in length from simple to elaborate and he arranges information in sentences relying on cleft sentence and fronting. He accentuates the main topics he wants to emphasize and the audience reacts by warm applauding. He used the elements of ethos, logos and pathos effectively through his speech.

7. CONCLUSION

The study investigates the speech of Prime minister Abdallah Hamdok at United Nation General Assembly. The study is based on rhetorical and linguistic analysis following Aristotle's three-stage model. The results of the study show that Hamdok's speech entails various topics concerning Sudan. He used the elements of Ethos, Logos and Pathos effectively through his speech. He used past simple, future, conditional sentences and some rhetorical devices. Furthermore, he used formal Arabic language of mass media version and he addressed audience with dramatic arrangement of his speech. He used variety forms of sentences and informational arrangement. Hamdok's speech reflects his campaign program of ruling Sudan. The reaction of his speech is approved by the majority of Sudanese citizens and international mass media.

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