

A critical Discourse Analysis of Feminist's strategies in Persuasion

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دراسة نقدية تحليلية عن الاستراتيجيات النسوية في الاقناع

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Abstract

This study is extracted from an MA thesis entitled " Strategies of Feminism in Halimah Yacob's Political Speeches: A Critical Discourse Analysis". The current study analyzes the feminist strategies of persuasion in political speech of Halimah Bint Yacob, the President of Singapore. The researcher uses Van Dijk's Critical Discourse Analysis to explore the structure of Critical Discourse Analysis of Halimah's political speeches to reveal the effectiveness of the positive self- representation upon Singaporeans in holding the success in their progressive life and to prove

the efficiency of positive feminist strategies in changing and developing the Singaporeans' life to the best. The researcher utilizes the Socio-cognitive approach of Van Dijk in analyzing the speeches which includes three structures of analysis: macro-structure analysis, super-structure analysis and micro-structure analysis, the adopted approach is used to analyze the schema of the speeches depending upon the descriptive-qualitative and quantitative methodology to display the linguistic-structure of the language of the discourse via exploring the rhetorical devices that

shows the power of feminist positive language in persuasion. The CDA shows the coherencies style via using repetition, speech acts, positive politeness, mother kindness

and other feminist strategies that affect in persuasion.

Keywords: Feminism, Political discourse, Persuasion, Socio-cognitive, Speech acts

المستخلص:

نظرية المعرفة الاجتماعية لفاندايك في تحليل الخطاب: والتي تتضمن ثلاث تراكيب في التحليل : تحليل الهيكل الكلي، تحليل البنية الفوقية وتحليل الهيكل الدقيق. الطريقة المتبعة استخدمت لتحليل تركيب الخطاب والتي اعتمد الباحث فيها على طريقة الوصف النوعي والكمي في عرض التركيب اللغوي للغة الخطاب وذلك من خلال الادوات البلاغية التي تعرض قوة اللغة النسوية الايجابية في الاقناع. تحليل الخطاب النقدي عرض اسلوب الترابط من خلال استخدام التكرار، افعال الكلام، التأدب الايجابي، عاطفة الامومة وبقية الاستراتيجيات النسوية التي تؤثر في الاقناع.

هذه الدراسة استلقت من رسالة ماجستير بعنوان الاستراتيجيات النسوية في خطابات حليلة يعقوب السياسية: تحليل خطاب نقدي. الدراسة الحالية حلت الاستراتيجيات النسوية في الاقناع في الخطاب السياسي لحليمة بنت يعقوب، رئيس سنغافورا. الباحث استخدم تحليل الخطاب النقدي لفاندايك ليستطلع تركيب تحليل الخطاب النقدي في الخطابات السياسية لحليمة يعقوب حتى يكشف فعالية التمثيل الذاتي الايجابي على الشعب السنغافوري في تحقيق النجاح في حياتهم التقديمية ولإثبات جدارة الاستراتيجيات الايجابية النسوية في تغيير وتطوير حياة السنغافوريين نحو الافضل. الباحث استخدم

Introduction

Language is the most important tool for human communication. People can create mutual understanding based on a common language. People can construct their own understanding based on the speaker's and listener's shared language. Feminist scholars have been

fascinated by the study of feminist identity development and its impact on women's lives for several decades. Feminist identity formation refers to how women embrace and live out feminist values in their daily lives. Self-esteem, feminist self-labeling, and positive self-concepts

have all been connected to a positive feminist identity (McDougall, 2012). Feminism, according to Bell Hooks (2000), is "a movement to eradicate sexism, sexist exploitation, and oppression" (p. 1).

1.1. Statement of the problem

The research study deals with feminism that is embodied by the personality of the president Halimah Yacob, the president of Singapore, throughout her political speeches being analyzed via critical discourse analysis (CDA) Approaches. It shows us the strategies of woman in making the decision and defenses on the right of women which were previously marginal, in the past time woman in Singapore do not have the right to give her vote in the election; but after the emergence of woman like Halimah who is a politician, diplomatic person and ascends different ministry cabinets in Singapore. Her political positions and her successes and scientific knowledge make the Singapore people choose her as a president, and this was the first corner to look on the right of woman in particular and to give a great interest in feminism in general. Throughout the history, there are many studies in concerning with the significant of feminism in Showing the power of words and their impact in conveying the mentality of the self towards

others. However the main gap to be discussed in this study is to show how a leader woman can persuade her people towards certain issues than the man can. In this study Halimah Yacob can do this by following certain strategies that are indicated throughout reinforcement, encouraging, visits and giving awards. In this study, feminism is being analyzed throughout understanding the concept of (CDA) and its approaches, choosing a model for analyzing the strategies in Halimah's speeches.

1.2. Research Objective

The aim of this study involves:

- 1 Investigating the powerful strategies of woman in changing the current life.
- 2 Showing the feminist strategies in persuading the others.

1.3. Research Questions

Therefore, this study raises the following questions and tries to find suitable empirical answers to fill this gap:

1. What are the strategies in Halimah's speeches?
2. What the impacts of Halimah's speeches on her Singapore citizens?

1.4. Limits of the study

This study is limited to the investigation of a political speech delivered by Halimah Yacob that is taken from the Singapore republic site, such speeches show the power of words delivered by the feminist politician to persuade the public on certain issues by using certain strategies that reveal the use of power and ideology and its relation with discourse to represent the ideological power of feminism via language. The study is qualitative in nature to explore and describe the political identity via political speeches. Bauer, Gaskell and Allum (2000) states that quantitative study use numbers and statistics in analyzing the data, on the contrary, qualitative study construe the social realities of the current data without using numbers. Moreover, the eclectic model that is adopted in this study is concerned with Van Dijk's ideological discourse analysis approach to CDA (2006).

1.5. Significance of the study

This study is supposed to be significant to those who are interested in CDA and to those who have political orientations. It is also

supposed to be valuable to those women who are proud of sheds light on their role in society and criticism. The nature of this study is a multi-disciplinary one since it concerns with ideological strategies of feminist political discourse that shows the positive strategies of woman in persuading the public and indicates the importance of positive strategies in accomplishment the right aims in the republic and to give the freedom to women to find and express themselves and their rights.

2.1. Feminisms

Mills (2008) mentioned that feminist theorists argue that new words (neologisms) are required to describe critical forms of sexism. Feminist neologisms are important because they help women recognize that certain experiences are universal rather than unique to them. These neologisms also aim to define experience from a feminist standpoint rather than a stereotypical or conservative viewpoint. By utilizing a more neutral and technical language, feminist campaigners have referred to abortion as "termination." Similarly, feminists who believe that abortion should be available to all

women have labeled themselves as "pro-choice" advocates, with "choice" being a positive inflected noun. This allows them to concentrate on the limitations on a woman's reproductive choices rather than the rights of the fetus (Mills, 2008).

This method is utilizing derogatory or insulting language directed at women, while inflecting them favorably or assertively as a counter-discourse. This can change how a term is used, but it's only achievable with words when sexist usage is incorporated in or strongly linked with them (Mills, 2008).

Butler (1997) argued that this is a more effective method than merely proposing alternative terminology. She makes the following claim:

"Those who seek to fix with certainty the link between certain speech acts and their injurious effects will surely lament the open temporality of the speech act . . . Such a loosening of the link between act and injury..." (p.33).

Feminism is a social and political movement, as well as a philosophy and ideology, that addresses

women's lower place in society and educational discrimination based on their gender. It advocates for change in all parts of life, including social, economic, political, and cultural factors (Freedman, 2001).

Heywood (2004) explained that feminism was coined in the twentieth century as a political term, and it has only been a part of ordinary speech since the 1960s. The term "feminist" was coined in the eighteenth century to indicate either the feminization of men or the masculinization of women. Feminism is almost always associated with the women's movement and attempts to promote women's social roles in modern usage. As a result, it is linked to two essential beliefs: that women are disadvantaged due to their gender, and that this disadvantage can and should be overcome. In this approach, feminists have drawn attention to what they regard as a political relationship between the sexes, namely, men's supremacy and women's subjugation in most, if not all, civilizations. Nonetheless, feminism has been defined by a wide range of viewpoints and political positions. The women's movement,

for example, has worked toward a variety of goals, including female suffrage, equal access to education, and an increase in the number of women in high-ranking positions in government, as well as the legalization of abortion, the abolition of female circumcision, and the repeal of restrictive or demeaning dress codes.

Gender differences were rarely thought to be politically relevant or significant until the 1960s. Men and women's highly divergent social, economic, and political positions were frequently regarded as "natural" and so unavoidable. For example, most men and probably most women accepted that the simple facts of biology dictated some kind of male–female division of labor in society: women are suited to a domestic and household existence by their ability to bear and suckle children, whereas men's greater physical strength suits them to the outdoor and public world of work. Traditional political philosophy contributed to the perpetuation of such notions, usually by ignoring gender distinctions entirely. Indeed, feminism can be said to have uncovered a long-

standing ‘mobilization of bias in political theory, in which generations of male philosophers, hesitant to question the benefits and power that their sex had reaped, were able to keep women's roles off the political agenda (Heywood, 2004).

Mills & Mullany (2011) stated that Feminism is a social movement that draws attention to the various ways in which women have been oppressed, stifled, and repressed. In this sense, feminism is a movement with the overarching emancipatory goal of redressing gender disparities to establish a world where one gender does not define human value. It has been described as a political movement that focuses on gender, that is, the way women and men create themselves, their identities, and their perceptions of others as more or less feminine or masculine. Its goal as a theory is to figure out what causes gender inequality. It is an ideology that highlights the deeply established bad ideas and attitudes in civilizations (Mills & Mullany, 2011).

2.2. Feminism and Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is regarded as an area of inquiry for its explicitly political attitude and concern with various forms of social inequality and injustice. Al Ghezzei (2020) stated that "Critical Discourse Analysis (CDA) investigates how power relations and ideologies are manifested linguistically in a variety of discourse events, ranging from education, media and politics exploring the social political factors"(p.13). What is the relationship between feminism and CDA? All feminism is about is establishing a feminist perspective in language and discourse studies. Feminist studies and CDA attempt to establish a rich understanding of the intricate workings of power and ideology in speech, motivated by social emancipation aspirations (Lazar, 2007). Because CDA has depended on discourse research that is useful to a feminist linguistics analyzing sexism, they both have a political perspective and a motivation for a particular analysis that brings about change. Rather than viewing sexist language as a collection of phrases that transmit

sexist views, Ainsworth and Hardy (2004) suggested that:

" Discourse does not transparently reflect the thoughts, attitudes and identities of separate selves but is a shared social resource that constructs identity as individuals lay claim to various recognizable social and shared identities"(p. 237)

This does not, however, imply that individuals and their relationships with others are produced through discourse. Sexism refers to a set of resources that people feel are available to them and that are socially sanctioned by specific organizations and communities. Individuals' usage of sexism may thus be a technique of associating with certain persons inside a group, or of separating themselves from other members of the group and associating with organizations and beliefs outside the group. Ainsworth and Hardy (2004) explained this by simply stating:

" Individual identity is constructed from social resources and . . . far from being unitary and pre-existent, the individual is a fragmented and ambiguous construction, dependent on context and relationships with

others for its self-definition and meaning" (p. 237).

As a result, a Third wave feminist linguistic study of sexism will benefit from a version of CDA that can capture this fluidity and localized working out of identity(Mills, 2008).

2.3. Persuasion: (An Overview)

The Greeks pioneered the academic study of persuasion, emphasizing rhetoric and elocution as the greatest standards for a successful politician. Every trial was held in front of the Assembly, and both the prosecution and defense relied on the speaker's ability to persuade. In any situation, rhetoric was the capacity to locate available techniques of persuasion. The morality of persuasion has been debated by many thinkers. Socrates claimed that rhetoric is centered on appearances rather than the substance of a subject (Soules, 2015). Thomas Hobbes was an outspoken critic of the use of rhetoric to stir up debate, particularly metaphor (Garsten, 2006). Persuasion, often known as a persuasive arts, which is a broad word for various forms of persuasion. Persuasion is the process of trying to persuade someone to

change their mind, attitudes, intentions, motivations, or behaviors (Gass & Seiter, 2010). Propaganda is a type of persuasion that is used to persuade a big audience to follow the agenda of the person or group who is producing it (Soules, 2015). Although it might be difficult to distinguish coercion from persuasion in some cases, coercion is a sort of persuasion that uses threats to influence people's actions (Perloff, 2010). Systematic persuasion is the process of using logic and reason to influence people's attitudes and views. Heuristic persuasion, on the other hand, is the process of using habit or emotion to influence people's attitudes or views (Schacter et al., 2011). Persuasion is explored in a variety of fields. Rhetoric is the study of persuasion techniques in speech and writing, and it is frequently taught as a classic subject (Toye, 2013). So Persuasion can also be defined as the use of one's own or one's positional resources to influence others.

2.4. Strategies of Persuasion

There are several persuasive strategies that can be used to complete the persuasion process. According to Johnstone (1989), three

persuasion strategies are mentioned: quasilogic, presentation, and analogy. She explains that the quasilogical strategy is used by persuaders to create the rhetorical impression that their arguments are logical by using formal and logic vocabulary and structures. Persuasion, according to the representational technique, comprises being influenced by the rhythmic flow of words and sounds. Finally, analogy is used to draw connections between current events and events from the past (Johnstone, 1989). Aristotle also presents other persuasion tactics that are still employed today by other professors and researchers. Aristotle proposes three tactics for persuasion. ethos (which refers to the speaker's character), logos (which refers to the development of a logical argument), and pathos (which refers to the development of a moral argument) are examples of these methods (refers to appealing to emotions). The same strategies suggested by Aristotle are referred to as techniques (Lucas, 2009). The elements of what Aristotle referred to as 'logos,' or the speaker's logical appeal, are evidence and reasoning. These two aspects work together to make a speaker's claims persuasive. Evidence is something that can be used to prove or deny anything, such as instances, statistics, or testimony.

Furthermore, evidence is regarded as a supplement to reasoning, as reasoning is the process of developing conclusions based on evidence

The syllogism theory was developed by Aristotle. He achieved this through the use of enthymemes (paradigms) and syllogisms. An enthymeme is used to demonstrate that if some premises are true, something else (the conclusion) follows as a result of them being true. (Aristotle, Trans.2007). Two minor premises are stated by the speaker, which make the third premise true (conclusion). The truth must be the third premise as a result of the first two. A syllogism, according to him, is a deductive argument that consists of a main premise, a minor premise, and a conclusion. According to Aristotle, it is important to consider not just the content of the speech but also the speaker's personality (ethos). He proposes three grounds for a speaker's persuasiveness: "practical wisdom," "virtue," and "good will". Lucas (2009) explained that ethos refers to the speaker's credibility, which is influenced by two factors: first, competence, which refers to the speaker's intelligence, expertise, sincerity, and knowledge, and second, character, which refers to how the audience perceives the speaker's sincerity, trustworthiness,

reputation, and physical appearance. The emotion or passion that a speaker communicates in his subject is known as pathos. Others will not commit until the speaker feels committed to what he says and does. It refers to expressing emotion, sympathy, or distress. The heart's work is called passion (Thompson, 1998).

2.5. Language of Persuasion

Ionica (2002) stated that "what is pleasing is more easily accepted; thus, the manner in which something is said has a persuasive dimension"(p.19). The use of stylistic devices makes what is being presented to the audience more interesting, innovative, surprising, and gratifying, making it more easily accepted and thus persuasive.

Aristotle , in addition to the basic means of persuasion, consideration must be given to "the style, or language to be used"(Smith, 2009, p.57). Furthermore, Sandell (1977) contended that stylistic devices are used to achieve force, freshness, directness, and interest in speeches. He continues to state that, among other things, simile, metaphor, repetition, rhetorical question, and personification are the most effective tools for persuasion.

2.5.1. Repetition

Fahnestock (2011) illustrated that orators have used repetition since ancient period for emphasis and emotional heightening, with persuasive outcomes. Repetition is a syntactic device in which words, phrases, clauses, and sentences are used more than once in order to draw the reader/attention listener's and to create a rhythmic flow of speech (Cuddon, 1998).

2.5.2. Rhetorical Question

A rhetorical inquiry is one that is posed for the purpose of persuasion rather than a real request for information, in which the addressee implies that the response is too clear to warrant a response (Baldick, 2001). A rhetorical question is essentially a statement disguised as a question (Quinn, 2006). This device's illocutionary force, according to speech act theory, is not to question but to assert (Abrams & Harpham, 2009).

2.5.3. Metaphor

Abrams (1999) defined metaphor as "a word or expression that in literal usage denotes one kind of thing but is applied to a distinctly different kind of thing without asserting a comparison"(p.315). It is also defined as "the phenomenon by which we talk and, potentially, think

about something in terms of something else" (Semino, 2008, p.10).

2.5.4 Simile

A simile is an overt comparison between two dissimilar things, acts, or feelings that is identified by the terms like, or as if, and implies that it is more tentative and decorative than a metaphor (Baldick, 2001).

2.5.5. Personification

Baker and Sibonile (2011) stated that personification is the description of abstract concepts and inanimate objects as though they were persons.

2.6. Speech Act Theory

Speech acts are utterances that serve a variety of purposes, such as requesting, welcoming, counseling, complaining, warning, persuading, and so on. The theory of speech acts begins with the observation that certain types of sentences, such as "I christen this ship the Joseph Stalin", "I now pronounce you man and wife" and the like, appear to be designed to do something, to christen and wed, rather than simply to say something. Austin referred to such sentences as performatives, as opposed to constatives, which he defined as statements or assertions (Sadock, 2004). Austin later rejects the constatives-performatives distinction, asserting that all

utterances are performatives in the sense that they constitute a form of action, rather than just declaring something about the world. Austin replaced it with a three-way distinction between the kinds of acts that are performed when language is used, specifically the differentiation between locutionary, illocutionary, and perlocutionary acts, all of which are common in most utterances (Leech, 1983). One of Austin's students, J. R. Searle, challenges Austin's classification, claiming that the insertion of items into Austin's categories does not satisfy the category's description. He continues to argue that verbs are important in speech actions, and that "differences in illocutionary verbs are a fair indication, but not a sure guide to differences in illocutionary acts" (Searle, 1976, p. 2). Furthermore, Austin (1962) proposed a five-tiered classification system for speech actions based on their illocutionary force: Verdictives, Exercitives, Commissives, Behabitives, and Expositives. According to their illocutionary deed, Searle (1975) distinguished five types of speech acts: Assertives, Directives, Commissives, Expressives, and Declarations are all types of assertions.

2.7. Main Features of Persuasive Feminist

Feminist discourse analysis has developed from scholars' significant concern with texts as gender-based interactions and feminist theorists' particular concern with discourse as a patriarchal apparatus to become, today, a broad approach for understanding and critiquing the power of language and the language of power in a variety of forms and contexts. Discourse, according to feminist discourse analysts, establishes categories of identity politics that are related to patriarchy as a "omnirelevant" schema, but these gendered categories also intersect with a wide range of other hierarchical conceptualizations of difference that structure social institutions and interactions. They investigate these various manifestations of difference, as well as the power they obtain or withhold, in media texts, conversations, advertisements, novels, films, political speeches, meeting minutes, interview transcripts, and other places, by paying close attention to representational structures such as themes, frames, grammatical features, and modes of address (Tilley, 2018). The main features of persuasive feminist are:

2.7.1. Politeness

Sociolinguistics, pragmatics, psycholinguistics, discourse analysis, and critical discourse analysis all study the theory of politeness, which is a worthwhile subject of study. Socially right behavior is matched by politeness. It entails the use of courteous language that respects the dignity of others (Watt, 2003). Brown and Levinson (cited in Mills, 2003) mentioned that, politeness is about avoiding face threatening acts (FTAs), which are acts conducted by a dominant person on a weaker person. As a result, the political contexts are evaluated in terms of Brown and Levinson's (1987) politeness strategies in order to determine how political leaders address and treat women. There are two types of politeness strategies: positive and negative politeness strategies.

2.7.1.1. Positive Politeness Strategies

The tendency to use positive politeness forms that emphasize proximity between the speaker (S) and the hearer (H) could be interpreted as a solidarity technique. This can be the primary operational strategy for an entire organization or a choice made by a single speaker on a specific occasion. Linguistically, such an approach would include personal information, the use of

nicknames, occasionally derogatory phrases (often among males), and shared dialect or slang expressions. In Leech's theory of politeness, politeness is framed within the context of interpersonal oratory. His broader distinction between semantics as the realm of grammar, linguistic method, and rules and pragmatics as the sphere of oratory, namely the execution of the rules is the starting point (Leech, 1983). Positive politeness strategies are aimed at bringing a smile to the addressee's face and eliciting collaboration from listeners.

2.7.1.2. Negative Politeness Strategies

The tendency to use negative politeness shapes to emphasize the listener's right to freedom can also be seen as a respect technique. It could be a group's standard approach or a one-off decision made for a specific event. The concept of 'formal politeness' is the focus of a respect strategy. It's impersonal, as if nothing is shared or common, and it may include statements that don't refer to the speaker or the listener (for example, 'Clients may not smoke here, sir'). The language associated with a respect strategy emphasizes the speaker's and hearer's independence, as seen by the absence of personal demands. (Siburian, 2016)

2.7.2. Emotion Kindness

Emotions influence the ways in which individuals respond to and engage with all our relationships. Emotions also underpin political values and practices. Men have traditionally been identified with logic, while women have been associated with emotion. Women have long been thought to be better suited to the realms of family, domestic life, and intimacy, where attributes like sensitivity, nurturance, and compassion are valued. Previously regarded as a limitation in women's moral reasoning, compassionate empathy is now regarded as "the essence of morality but no longer associated particularly with women" (Gilligan & Wiggins, 1988, p.111). Feminist perspectives on emotions break down the gender-based dichotomy between reason and emotion, arguing that "connection, compassion, and affectivity should be recognized as important sources of moral reasoning" (Sevenhuijsen, 1998, p. 12) for both men and women. Thusly lies the distinctiveness of feminist uses of emotions in emphasizing "the domain of particular others in relationships with one another" (Held, 1987, p. 117). Carol Gilligan (1983) pointed that, care ethic is "connected to feelings of empathy and compassion" (P.69). Compassion is defined by most

scholars as a combination of three factors: feelings, empathy, and co-suffering. First and foremost, compassion entails "feeling with" another person. Lawrence Blum (1980) described "compassion as a form of feeling or emotional attitude [with] an irreducible affective dimension" in an early significant paper (P. 507).

A sense of shared humanity is required for compassionate co-suffering. So, "The pain of others is viewed as something that could happen to anyone, even oneself" (Blum, 1980,p. 511). Feminism does need to become "more global, more responsive to the urgent issues" of hunger, health care, and women's political rights (Nussbaum, 1999, p. 131).

2.7.3. Power of Identity and Political Position

Women play crucial roles in society. Women's roles are recognized largely in the social, political, economic, cultural, and religious arenas. When people have efficient talents and abilities in various realms, they can effectively participate. The importance of women's responsibilities in society is considered mostly in their professional settings and when they are involved in other fields such as social work and so on. The main changes and trends in family

structures that have occurred over the last few decades are well-known (Olah et al., 2014). The structure of governance and the political mainstream where women are beginning to participate is a crucial predictor of women's ability to make a difference. Women's ability to make a difference may also be influenced by the factors that lead them to public office. The circumstances of women's ascension into positions of power will decide whether they are politically marginalized or become significant actors in their political organizations and decision-making positions in public service. The variables that bring women to public office may also have an impact on their ability to make a difference. The circumstances of women's rise to power will determine whether they remain politically excluded or become key players in their political organizations and decision-making positions in government. Women who rise to the highest political position in a country as head of state – President, Prime Minister, or Chancellor – will be judged on their political clout and party support, as well as their abilities, to make a difference. Top political positions can provide a woman with enormous opportunities to make a difference (Miranda, 2005).

2.7.4. Motherhood

The dominant discourse's interpretation of motherhood is an extremely new social construct. Between the 17th and 19th centuries, current associative features of motherhood began to emerge (Vandenberg-Daves, 2014a; Buchanan, 2013). Discursively and culturally, the mother is frequently portrayed as a person who is always available to their children's needs, as well as an expert in keeping their homes physically, emotionally, and morally in order. The attachment of certain ideal attributes to those who have children has been made possible by societal understandings of women, heightening the concept of who a mother should and should not be. Common discourses of motherhood are frequently assumed to be representative of real-life parenting, confining those whose identities and lived experiences deviate from this norm. So as the mother has this effect on her children, she has this impact on her citizen as a president.

3. Model of the study

The adopted model is a Socio-cognitive Model(SCM) of Van Dijk who is regarded as one of the most influential and pioneering figures in the field of CDA study and research. Prejudice and racism in public discourse are the subjects of most of

his critical works. He argues that positive self-representation and negative other-representation, are the fundamental foundation in analyzing others (Ahmadvand, 2011). CDA's socio-cognitive model established the groundwork for Van Dijk's paradigm for studying ideologically laden political speech, which provides fertile ground for ideological viewpoints (Rashidi & Souzandehfar, 2010).

4.Data Analysis

This section is intended to analyze the selected data in accordance with the adopted models of analysis. Furthermore, it presents the findings of the study. The data of the study are extracts of the political speech of the president of Sigapore, Halimah Bint yacob.

4.1. Linguistic Analysis of Halimah`s Political Speech

4.1.1. Macro-structure level (Thematic)

The main topic/theme in Halimah's speech is that of establishing a law for protecting the rights of family, children and young people for building healthy, strong and future for the generations in Singapore via concentrating on issues like cyber security and human trafficking.

4.1.2. Super-structure level

(Schemata or Schematic)

The schematic structure of this speech is introduced by the macro-structure represented by the main topic or theme of the discourse, the essential idea holds here is the presentation of issue of the family law and protecting the rights of families and childhood in the World Congress via a hospitality. The subtle issue shows the persuasive strategy of the president Halimah that is indicated via her self-positive presentation of identity. She is authorized in her political position, this is on one hand, and on the other hand her state as a woman and as a mother led her to put more consideration on such matter. The content and the details of the speech is dealt with the activation of the role of the World Congress to convene yearly to manage such issue in spite of the surrounding challenges such as the problematic gist as the challenge of COVID-19. Besides, she clarifies the aims of the speech is to put a legislation that defends the rights of families and childhood from different negative issues in the Singapore society such as cyber security and human trafficking. She sums up her speech by thanking the World Congress for facilitating this rich and important talk about the protection of childhood and support

their rights and families' law by gathering and creating energies for this purpose.

4.1.3. Micro-structure level

In this speech, as the president Halimah employs the formal, polite, attractive manner and grasped language to introduce the issue that she attempts to convey through her speech and to generalize the issue not only in Singapore, but also in the world. The aim behind this simplified syntactic style is to show her positive strategies throughout persuasion, attribute, impression management, cohesion and pronouns.

The President Persuasion's strategies uses in this speech is indicated by formal, logical vocabulary and structure.

1. The main strategy of persuasion is through repetition of the same words, ideas and issues in the discourse. She repeats the words "Congress, world Congress, protection, family law and children's rights". She also repeats the ideas and the issues that are introduced in the World Congress showing their importance.

2. In the impression management, the President represents her positive self- emotion and seriousness towards such issue to make her

audience agree with her argument. The researcher found that the President reflects her self- positive presentation throughout the impression management by using the pronoun "I" to show her power as in: "I am delighted", "I am glad", "I thank the World Congress", "I am certain" and "I wish". These expressions show her impression towards the World Congress and towards the issue.

3. Halimah Bint Yacob succeeds in choosing the words that fit the topic when she talked about the issue of the topic, its aim and participants. She mixes logic and passion to explain the gist behind her discourse is to display the importance of the family and childhood as the rock base in building the future of the countries, She chooses the words, ideas, and concepts that suit the meaning of the discourse. She began her discourse welcoming the attenders, then introduced the purpose of the discourse as in the following sentences: "I am delighted to welcome everyone to the 8th World Congress on Family Law and Children Rights".

4. The main pragmatic strategies that the President uses in this speech represented by employing speech acts, politeness, and ambiguity. The researcher found that the speech acts that are presented in the discourse

are clarified via their types such as expressive speech acts as in the expressions "I am delighted to welcome", and "I thank the World Congress".

5. The researcher explored the use of ambiguity in the sentence "I wish everyone a fruitful and meaningful Congress". Thus, the sentence either construed as "I wish [everyone a fruitful and meaningful][Congress]" or "I wish [everyone][a fruitful and meaningful Congress]".

6. many rhetoric devices such as smile, personification, hyperbole, repetition and many other advices where they exist. The speaker decorates her discourse by using simile as in hospitality to everyone as the host country for this very important Congress, the other simile found in: The original plan was to convene the Congress as a physical gathering in Singapore last year", to show the necessity of the Congress in displaying the issue. Hyperbole introduced to enlarge and exaggerate in the description of theme of the discourse as in the sentence: COVID-19 has disrupted our lives and continues to pose challenges for large scale physical meetings, hyperbole is used by the expressions "large scale". And it is also shown in the sentence: I am glad that we are still able to convene this congress virtually today, without

compromising on the depth of the discourse, by altering hyperbole, the speaker succeeds to deepen the importance of the discourse. The other strategy presented in this extract is repetition of the same idea that is held in the discourse as in: to extend hospitality, for this very important Congress and to convene this congress virtually today. The speaker represented her authority via the expression "I am glad" that shows her self-representation. Polarization strategy is also utilized to clarify the relation between the self and others as in the expressions "I am glad that we are", this indicated through the use of the pronouns "I and we". Simile is found in the discourse by considering the

roles of men and women as a cornerstone. Motherhood's strategy is clearly noticed in the discourse throughout emphasizing on the roles and rights of families since the mother is the base of the family.

I thank the World Congress for facilitating these necessary conversations on the rights of children and pressing family law issues. I am certain that the rich exchange of expertise and experience will inspire creative solutions to current challenges as we focus our collective energies on reimagining ways to help families and children in distress. I wish everyone a fruitful and meaningful Congress. Thank you.

Table 4.1.: Summary of Data Analysis of the selected Speech

No.	Strategies of persuasion	Type	Examples	Freq.
1	Repetition	-----	Congress, world Congress, protection, family law and children's rights challenges, distress which refer to the pandemic	8
2	Impression management	Pronoun "I"	I am delighted, I am glad, I thank the World Congress, I am certain and I wish	5
3	Logicity and passion	Conjunction Emotion Coherence	However, COVID-19 has disrupted our live, I am delighted to welcome The World Congress was set up with..... and so on	8
4	Speech acts	Expressive	I am delighted to welcome, , I thank the World	3

			Congress, and Thank you	
5	Positive self-politeness	-----	I thank the World Congress for facilitating these necessary conversations on the rights of children and pressing family law issues. I am certain that the rich exchange	10
6	Ambiguity	Grammatical ambiguity	I wish [everyone a fruitful and meaningful][Congress] or I wish [everyone][a fruitful and meaningful Congress]	1
7	Rhetoric Style	smile, personification, burden, hyperbole, repetition, Polarization, Euphemism,...etc.	hospitality to everyone as the host country..... to engender conversations cyber security and human trafficking large scale challenges, distress I am glad that we are... live and thrive	26

4.2. Findings

The researcher translates the findings of the research depending on answering the research questions. In concerning with the answers of research questions are as follows:

Question 1

There is a great impact of Halimah's speeches on Singaporeans such as:

1. She emphasizes on the role of families and parents in nurturing children in Singapore.

2. She shows her interest in education and health and she flourishes the importance of this interest in the mind of her citizens.

Question 2

1. Halimah is a person who lived in a life that mixes different color of cultures, her father is Indian Muslim and her mother is a Malay, one of the cultures and customs of Indian people are to celebrate their feasts and celebrations along the year, so she indulges in the life of Singaporeans and becomes near to

them, sharing their issues and their lives.

2. She is educated woman and that is why she cares on education, educators and students.

5. Conclusion

In this study, a critical analysis of feminist discourse explored colorful strategies in persuasion that reflect

personality and position of the speaker. These strategies succeed in drawing their impact upon the listeners positively and effectively. Halimah as a President succeeds in achieving persuasion via her style, emotion attachment and strong positive self-representation.

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