Repetition as a Strategy of Persuasion in Political Discourse

Submitted By

Tuqa Rahman Salman

Azhaar Yasser Hasoon

Supervised By

Lect. Habeeb M- Al-saeedi

بسم الله الرحمن الرحيم

إِنَّ الَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ أُولَٰئِكَ هُمْ خَيْرُ الْبَرِيَّةِ ﴿٧﴾

صدق الله العلي العظيم

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Dedication

I dedicate this paper to Allah Almighty
my Creator, my Strong pillar, my
Source of inspiration, Wisdom,
Knowledge and understanding.
I also dedicate this research to my
Mother who has encouraged and
prayed for me.
-To my father & mother .
-To my brothers, dearest friends .....

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Abstract

This Research examines the ideology functions of the repetition in the political interlocutions and as a tool of persuasion . Repetition as an idea takes an important role in the system of the politics . However , fewer studies have focused on the relation between repetition and politics .

This research reveals two matters ,Firstly, how the repetition used as a general a device then used to persuade in politics .Secondly , how do different political strategies of discourse , and how it different from president to another , and from a country to another .

Chapter One

1.1 Repetition :

Repetition means using the Same words again. It has different uses and forms that given in human Language with a great interest lately. Generally, it refers to the numerous Contributions made by text- Lingus tics , rhetoricians as well as many others to the world Conference on "Repetition" in discourse , that was Concerned at Texas A & M university in 1990. (Alkafaji , 2005: 1)

As aspect is an abroad term used in all Languages. The Surest field of the language is not aparticular , the reoccur Process of the words and the sentences is not the same in the function , and the function of the repetition is used in order to Confirm the strong effection and to emphasis different ideas . (Dillon , 1995: 42)

The system and the nature of repetition is different in Phrases and in words , In general it does not create a new ideas or a new information to assist the evolution of a subject or a tale , but the offers of the interlocution reacts meddle , Collaborate and the evolution . It is also refers to the Positive Situations towards the associates .

(Ibid.43)

1.2   Types of Repetition

The main type of repetition in language is repeating a word that it has been used either exactly in the same form or with some changes ,This is called Iexical repetition . Another Type is repeating in text , structure while filing it with a new element . this is Called Parallelism . The most Common form of repetition May vary both in its frequency as well as other types of repetition in text more than others . (Johnstone ,1994:16)

However , the lexical repetition divided into two parts , Firstly , simple lexical repetition occurs when an open – set lexical item is repeated in a given text with a minimum change or without any formal changes by adding or deleting at least one inflectional morpheme . The inflectional morpheme can occurs initially as prefixes in lexical items or finally as suffixes . The number of inflectional morphemes is limited to seven , These are ,the plural ,the possessive , the tense , the past , the present participle ,the comparative and the superlative morpheme , this inflectional morphemes in English do not change the class of words . Secondly , complex repetition occurs when "two lexical items share lexical morpheme , but are not formally identical or when they are formally identical but have different grammatical functions . (James . William ,2013 :33, 34)

1.3   Functions of Repetition

The Function can be used as a fundamental role in the conversation and Strategies of talking.This depends on the ability to understand the aspects of the language. It is different from the Potency of the language . The ability to link between the society in order to create chatted inside the Person with the others to make the communication as a way of talking .(Fischer. Andreas , 1994 : 9)

There is an important usage of the functions is to increase the activity in the Society , and this happens in the ability to use the language with different ways to Convey different notions, or to answer the questions or to emphasis Something may be it difficult to the hearer, or to give a joke to Someone in order to change his mood . (Carel Havi , 1973 : 107)

It can takes the role of the Partner or drama or a story or a Poem .It also gives the ability to understand the meaning of some ideas that they are important, and to focus on the attention of the hearer.(Oliver. Raymond , 1970 : 103)

The system of repetition is so necessary for learning, but not sufficient for most learning. Despite its limitations repetition plays an important aims in learning, Repeated exposure to information .However repetition alone is not enough . (Smith . Daniel w ,2009: 240)

1.4   What is Political Discourse ?

It is a Process that consists of haggling and Convincingness, this is used to express the usage of langauge can make the affections on the government and the audience .The Political activity also consist of people as nationls and electors , People as individuals of compress and matter Sets and they may take a level in the Political discourse .(chilton, 2008: 226)

The System of the Political discourse is characterized with Various traits of the linguistic, and there are two matters, ideology and Powers, They are connect one with the another, and that ideology can be as a strong tie with the discourse, while the Power used as endurance way . The ideology takes the most effection when the discourse Covers a wide a space in the analysis of the Politics discourse .(Dijk, 2006; 5)

It is an abstract expression , and like a vehicle that Covers under it Varied Kinds of discourse . It has been defined Various ways by various Scholars and discourse analysts .It also comes in various shapes like a newspaper and press conference .(Chilton , 2004 : 204)

1.5   Types of Political Discourse

One of the important types of political discourse Contains the orations in the Parliament , this is formed by different ways like laws and enactments in the conferences . outsids the formal legislative organs ,

Political members may engage in discourse during conferences

Congruities and Primary election campaigns at election time.

(fetzer ,2007 :139)

A direct discourse with the Public on national , there is also discussion

outside the Parlimanet as seen as in the television and the Public meeting ,

the demonstrations by people of the actions that happen in the Country ,

and the Problems that Cause destructions the system of the society .

(Ibid,141)

The announcements of the government on the Local affairs , they

include the general announcements that contain the economy and

education others like foreign office that directed at the Politicians or

People of another Country . It Plays a role through diplomatic exchanges

or at the international body Like the united nation .   (I bid . 142)

1.6   The functions of Political Discourse

The language of the Political discourse is used in order to lead the

audience feeling towards certain Political views and opinion .It is a good

way used for effection on People of the system and the Strategies that the

government used .The Language has an   invisible meaning and this is

through their expression and their notions. (Fairclough . 1992 ; 24)

The analysis of the discourse Can be used to discover the aspects and

that are   under the structure of the langauge . The focus on the context

and the ideas in order to refer of the events and actions that they are an important to Know in the Society . (I bid)

One of the most important functions of the   political discourse is the using of the language ,   and it should be as a Persuasive tool, and with implying the meaning for the other members.This is depends on the Personality of the Prime and his ability to employ the Political discourse in easy and clear ways and this reduces the Problems and difficulties in the Country . (Beard , 2000: 4)

Chapter two

2-1 Repetition in Discourse

The pervasiveness of repetition has been highlighted by many authors ar

gues that all discourse is in fact structured by repetition (212). Repetitions

have been traditionally looked at from a literary perspective: in this type of

discourse, repetition can be used to create certain effects—in poetry, for

example, we often find sounds, words, or strings repeated, each type of

repetition conveying a different kind of message or image to the reader.

Another way of putting this is to say that repetitions have an impact on the

ways people make meanings. In this respect, Johnstone et al. argue that

repetition creates a cognitive effect (12), being one of the ways used by

Likewise,

Tannen ,(1989), ("Repetition in conversation") argues that repetition are

more predictable and create a more relaxed atmosphere, and are therefore

a central feature in language play.

2-2 Functions of Repetitions in Discourse

Tannen identifies several functions served by repetition in conversation.

According to the author, the over-arching function of repetition is the

establishment of coherence (3) and of interpersonal involvement in

discourse (9). Some examples of repetition in her data are: participatory

listenership (59), which shows that the person is listening and accepts

what was uttered; ratifying listenership (62), which occurs when the speaker incorporates the repeated phrase into their own narrative

Whereas Tannen (ibid) categorizes the functions of repetition under production, comprehension, connection, and interaction, Norrick proposes that these functions should be primarily categorized as functions of second-speaker repetition and functions of same-speaker repetition.

(Johnstone et al.1994) also argues that repetitions serve several purposes, some of which are listed by other researchers as well, such as getting the floor or expressing disagreement (as in Norrick). They also contend that repetitions can preface something and call attention to the prior; it may help memory, and it is used to forestall silence and to avoid ambiguity. Furthermore, Johnstone et al. state that the function of repetition in general is to direct the hearer's attention, which, according to them, accounts for the cognitive utility of repetition to learners (13).

2-3 Types in Discourse

In the literature on repetitions the most common distinction made in terms of type is the one between repeating what is said by oneself, and repeating what is uttered by another speaker. This distinction appears under different names: same-speaker vs. second-speaker repetition (Norrick), self- and-repetition (Tannen, Voices), self- and other-repetition (Johnstone et al., Rydland and Aukrust). Tannen also identifies exact repetition, repetition with variation, and paraphrase. Repetition with

variation may be a question that is repeated as a declarative (or vice-versa), a sentence with one word that is modified, and so on (54). Paraphrase, again as expected, occurs when the speaker expresses the same point with different words. Johnstone et al approach this distinction through the use of the categories exact and non-exact (the latter would be equivalent to Tannen's repetition with variation

Another categorization we would like to highlight is the distinction between immediate and displaced repetition (Johnstone, Repetition in Discourse), given the importance of the latter in the establishment of textual and social cohesiveness. Also, we believe that from an educational point of view it is important to note whether repetitions are spontaneous (arising from the speaker's own initiative) or obligatory (repetition that is required by regulation or convention). Cushing distinguishes between these two types in another context, but his definitions apply to education as well. Duff (134-135) raises a similar point by arguing that repetitions can be required or sanctioned, prohibited or tolerated. Although this distinction is not always clear-cut, this is an important aspect to be considered in classroom-based research

2-4 Repetition as a persuasion strategy

Persuasive techniques or strategies in written and spoken form have been developed throughout time as ways to influence others. In the

business world,(Trudgill,1999:167) mentions to the   influence of others is key to being successful, especially in fields such as sales and marketing. Repetition is sometimes cited as a way to increase persuasive abilities in these areas. A carefully planned and executed repetition strategy can increase the effectiveness of your message. However, small business owners who use this technique also should be aware of its pitfalls.

Conclusion

The paper gives the author's view on the cognitive political discourse analysis procedure by researching the case of teaching creative translation. Of a particular interest is the fact that the research material is based on the example of the discourse analysis of modern political terminology and other non-equivalent vocabulary within the bounds of political contexts. Unlike traditional approaches connecting creativity to literary texts studies, the paper deals with the methodology of comprehending and translating foreign academic and scientific texts. Cognitive study of the aspects of contextual actualization of political concepts in the English and Russian discourses by means of comparative analysis is aimed at professional explanation of motivation in choosing translation equivalents. The algorithm of making up an associative thesaurus based on cognitive signs of lexical marking has been used as the major tool of political discourse analysis as well as the foundation for the original creative model of teaching translation suggested by the author.

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