

A GENRE-BASED ANALYSIS OF POLITICAL SPEECHES IN THE UN GENERAL ASSEMBLY

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Abstract

The study of genre has recently attracted the interest of scholars from various disciplines. This interest comes from learning how individuals use language to comprehend and respond to communicative situations and how these uses develop over time. This research paper deals with the analysis of two speeches by Barack Obama and Donald Trump at the UN general assembly following Bhatia's (1993) model of genre analysis. This paper aims to investigate the cognitive structuring of political speeches so as to examine the typical strategies politicians choose to convey their communicative purposes and uncover the linguistic realizations of moves and strategies. It is argued that there are certain conventions governing the political speeches at the UN generally assembly making it a special political sub-genre by its own. The analysis shows that both presidents are adherent to this genre-structuring to serve their political agenda. Furthermore, it is revealed that both speakers utilize the same strategies for the argumentative move. Each strategy is chosen based on the communicative goals of the two speakers. It is also revealed that through carrying out genre analysis, there will be a clearer view of the political ends, and the underlined image of America as the superhero of the world.

Keywords: genre analysis, Donald Trump, Barack Obama, Bhatia (1993), image.

INTRODUCTION

The concept of 'genre' in scientific/academic discourse, as well as its applications in language teaching and learning, has gotten a lot of attention in the last decade. In both linguistics and literature, the concept of genre is currently a widely-discussed research area. The political discourse genre is a wide area that deserves to be discovered in terms of genre analysis. Nevertheless, the challenge of conducting a genre analysis for political speeches is big due to the fact that there is no model yet designed to tackle the rhetorical moves of them. The difficulty of political speeches undergoing genre-based analysis might be the length of the speech. This paper is mainly concerned with political speeches at the

UN general assembly by two American Presidents since it is hypothesized that the speeches at the UN general assembly are governed by conventional genre structure in America.

According to Frow (2006), when texts are well-conceived and well-formulated, they fulfill the genre. As a genre of political discourse, public speeches use language to express communicative goals to control the audience's mind, as shown in the speeches of Barack Obama and Donald Trump.

As a result, we can learn how speakers attempt to realize their private intentions, such as cognitive structuring, by examining linguistic realizations in these speeches. We also can

enhance public awareness of how to manipulate language within generic constraints to achieve their communicative goals and give an example of how to analyze and evaluate a text from a genre perspective. This study aims to answer the following research questions:

1. What are the move-structures of the political speeches addressed in the UN general assembly?
2. What are the intentions and communicative purposes behind the cognitive structuring of this genre?

LITERATURE REVIEW

Originally, the word genre is deduced from the way it sounds, from French, which means "kind" or "class". It is closely related to genus. It has traditionally been used to denote various types of literary and artistic works. However, language educators and linguists have extended genre studies in recent years to identify classes of language use and communication in all aspects of life. Since the 1970s, however, genre has emerged as a powerful tool for analyzing both literary and non-literary discourse, gathering interest from a wide range of disciplines since it not only describes the surface features of discourse, but also shows the rationale behind it (Zhan, 2012). Paltridge (2006) defines genre as "the ways in which people get things done through spoken and written discourse" (p.84). Genres express the relationship between the social context in which literature is generated and the speaker's or writer's culturally marked language choices (Badger & White, 2000). Although genres may differ in their "typicality" they can be thought of as a traditional socio-cultural framework or schemata for discourse with a shared purpose and function (Paltridge, 2006). Genres can be found in more formulaic and structured formats, such as formal letter writing, or in a more fluid but no less rule-bound telephone conversation in which social and cultural decorum is observed.

The term "genre" was first used in the field of applied linguistics in the 1970s. However, the

status of genre analysis is fully established in the 1980s, when certain applied linguists shifted their focus away from the surface description of language toward the social and cultural explanation of language inside the linguistic community. Genre analysis is a method of analysis that allows for observation of genres' recurrent communication functions and the language exponents of these functions (Liu, 2010).

Many attempts have been made to define genre analysis. The starting assumption of genre analysis, according to Hopkins and Dudley-Evans (1988 as cited in Lakic, 1997, p.118), is "an explicit description of the way in which texts are organized". Bhatia (1991) considers genre analysis as:

An analytical framework which reveals not only the utilizable form-function correlations but also contributes significantly to our understanding of the cognitive structuring of information in specific areas of language use, which may help the ESP practitioners to devise appropriate activities potentially significant for the achievement of desired communicative outcomes in specialized academic or occupation areas. (p.154)

In this way, genre analysis may expose not only the pedagogical potential of a genre, but also the process of communication within that genre. As a result, genre analysis combines grammatical insights with socio-cognitive and cultural explanations. Rather than defining linguistic forms on a surface level, it seeks to describe language in use (Bhatia, 1993).

Political speeches are a distinct form of persuasion in the argumentation that plays an important role in the overall scenario of any country. A president leads his country and tries to persuade the nation and even the entire world of their leadership through speeches. Speeches can thus be utilized as a powerful political tool. Speakers can evoke a call to action from the audience through persuasive speeches, or even cause them to change in the way they look at a particular subject. Persuasive political speeches are dramatic forms in which feelings, images, and words are

constructed in such a way that they affect the audience's emotions and imaginations in order to get agreement and consent (Mehawesh, 2016).

In general, political genres are defined by Królikowska (2015, p.87) as “conventional uses of more or less stable utterance groups which are strategically organized and follow recognizable patterns that suit the accomplishment of individual and global political goals in a socio-political context”. Political speeches are intended to enhance public participation in politics, to assist people comprehend important issues and how to solve problems, and to allow politicians to persuade others to share their viewpoints. The majority of speeches focus on the discussion and exposure of an issue, as well as the employment of persuasion strategies (Irimiea, 2010). So political genres are conventional uses of more or less stable utterance groups that are strategically organized and follow recognizable patterns that suit individual and global political goals in a socio-political context.

Many researchers have examined the genre of political speeches such as Zhan (2012), Al-Saaidi, and Al-Shaibani, (2015), and Sarvat (2021). Zhan (2012), examined the genre of 28 Prepared Public Speeches (PPS) delivered by various speakers in the domains of education, law, politics, and economics over the last ten years, using Bhatia's (1993) genre framework. This study aimed to examine the cognitive structuring of the English of the PPS, looking into common strategies and uncovering the key factors that impact speakers' choices by revealing linguistic realizations of moves and strategies. According to the findings, genre strategy is not limited to a specific move but can also emerge in other moves with various functions.

Al-Saaidi, and Al-Shaibani, (2015) examined the linguistic realizations and the communicative functions by focusing on genre analysis. The data were selected from two public speeches of two former leaders of terrorist groups of al-Qaeda and Liberation Tiger Tamil Eelam (LTTE). The paper

investigated some moves and strategies used by the two leaders (bin Laden and Prabhakaran) to achieve their goals. This paper reveals that strategies and moves vary according to the communicative purpose of the speaker, and these strategies are influenced by the speech's subject, the audience and the occasion.

Furthermore, Sarvat (2021) attempted to analyze the generic organization of the manifesto of the Pakistan People's Party (PPP) by using Swales (1990) 'Create a Research Space' (CARS) model. Genre analysis is ideal for political manifestos because of its close association with power relations and ideology construction. The study is used to help language learners understand how genre analysis might assist them in exploring the concepts of ideology and power in language. The study revealed that the frequency of moves linked to ideology concerns is higher than other moves, indicating that manifestos are the genres that can reshape the political ideology.

METHODOLOGY

The researchers follow a qualitative approach of sampling. The data will be two speeches by two American Presidents, namely, Barack Obama and Donald Trump at the Session of the United Nations General Assembly. Obama's speech in 2016 at the 71st Session of the United Nations General Assembly is taken from the official website (www.obamawhitehouse.archives.gov). Trump's speech in 2017 to the United Nations General Assembly is retrieved from (www.politico.com). Table 1 below describes the data in detail to give a clearer view.

Table 1: *Description of the data of the present study*

The Speaker	Time of Release	No. of words	No. of Analyzed Extracts	The Occasion
Barack Obama	September 20, 2016	5628		the 71 st Session of the

			8	United Nations General Assembly
Donald Trump	September 19, 2017	4585	8	the 72 nd session of the United Nations General Assembly

The reason behind the selection of those particular presidents, namely, Donald Trump and Barack Obama is due to the fact that each one of them is a representative of his political party. In other words, Barack Obama embodies the agenda of the Democratic Party whereas Donald Trump represents the Republican Party. Added to that, the people from all over the world recognized a change in the politics of America when Donald Trump won the elections of 2017 over Hillary Clinton from the Democratic Party after the end of Obama's two rounds (2009-2013, 2013-2017).

The extracts from Obama's speech are numbered as Ob.1, 2, 3...8 and those extracts from Trump's speech are annotated as Tr.1, 2, 3...8. For each move-strategy, one extract will be analyzed in detail to avoid redundancy.

Model Adopted

The researchers employ Bhatia's (1993) model of cognitive structuring which involves the interpretation of genre via the incorporation of social, cognitive and linguistic factors. Bhatia (1993) recognized a genre as "a communicative event, considering that a shared communicative purpose is the principal criterion of classifying a collection of texts into a genre and acknowledging that a genre possesses a historically evolved stable textual structure". This prioritizes the use of cognitive orientation which represents the novelty of Bhatia's interpretation of genre. This means that there are conventions which the genre users can manipulate to reach their goals and intentions; however, those users are not able to deviate from the constraints imposed by the genre (Zhan, 2012).

According to Bhatia (1993, p.13) the communicative purpose is realized through cognitive structuring which is composed of moves, their sequencing, and the strategies which realize them. A move is assigned a label only when it fulfills a function; collaborative efforts of the moves help to achieve the purpose of the whole discourse. Under each move, there are a number of strategies for writers/speakers to select from to realize the purpose of the move. Just as each genre has a communicative purpose that it tends to serve, each move also serves a communicative goal, although this is subordinate to the overall communicative purpose of the genre. In order to achieve a particular communicative purpose of each move, the author may employ certain strategies. The author decides which strategy to adopt in accordance with factors such as the nature of topic, the features of the occasion, and the implied and actual readers.

The Linguistic Realization of the Moves and/or Strategies

The genre of the data under analysis could be seen as having three main moves; Opening, Argumentation and Closure which resembles Al-Saaidi and Al-Shaibani (2015) distinction which is based on Bhatia's (1993) model. Under the Argumentation-move six strategies are found in this study. The strategies are distributed according to the goals they convey depending on the linguistic cues.

Opening: it is recognized by the speaker opening his speech mostly with greetings and thanking for the hospitality and sending the invitation. Also celebrating the occasion for which this assembly is held. The defining features of this move are honorifics and lexicalization.

Argumentation: it is a huge move that is made up of six strategies, as argued in this research paper, each having part of the whole purpose of this move and shows the image of America as the superhero of the world. These strategies are as follows:

Strategy 1: "raising domestic issues". It is distinguished for its content which revolves around domestic issues at the time of speaking

in America; issues that are already known to the public through media. The linguistic cues found recurrent in this strategy are: Pronouns, Lexicalization, Compassion and National Self-glorification.

Strategy 2: “discussing regional and world-wide problems”. The message behind this strategy is shown through discussing global and regional problems that touch the lives of people all around the world. The textual cues found in this strategy are: Lexicalization, Compassion, Honesty, Warning and Actor Description.

Strategy 3: “seeking a common ground “. This strategy seems complementary to strategy 2 due to the fact that having global or regional problems means that those in power should collaborate to find a solution and here comes the role of America as the superhero who could solve the problems of others. The textual clues of this strategy are: Pronouns, Lexicalization, Counter Factuality, Honesty, Consensus and Illustration.

Strategy 4: “creating a model to be followed “. In this strategy, America in particular and its allies, sometimes, are presented as models of free countries with high values; a country that welcomes diversity, where everyone is granted a life with dignity and prosperity. It is presented as the superpower to help those who suffer the most and those who are vulnerable. The defining textual cues are: National Self-glorification, Honesty, Illustration and Lexicalization.

Strategy 5: “naming the enemies of peace and freedom “. In this strategy, the in-group and out-group distinction is clearly made. The enemies of America and its allies are named and described as the evil of mankind. This strategy is dedicated to show the worst side of them, showing their brutality, inhumane actions and so on. The defining features found recurrent in this strategy are: Polarization, Compassion and Warning.

Strategy 6: “carrying the burden of saving the world”. The content of this strategy could be seen as complementary to strategy 4 “creating a model to be followed” due to the fact that the USA is the alleged superhero who is burdened

with solving the problems of the weak, without seeking anything in return. The defining techniques used are: Honesty, National Self-glorification, Warning and Pronouns. Generally speaking, this move represents the core of what could be labeled as a political speech due to the fact that in this move the communicative purpose of this genre is revealed.

Closure

It involves thanking and pledging to carry on sharing the same spirit and interest with the audience who are also representatives of their countries. A brief summary for the main points or praising the virtuous values of the audience might also be included in this move. The defining textual feature is expressive speech acts. The textual cues found relevant and necessary for the identification of the moves-strategies are diverse; they are from different well-known linguists regardless of the methodology they are adherent to or the approach they adopt. These cues are speech acts of Searle (1975, p.359), honorifics of Brown and Levinson (1978, p.276), Van Dijk (1995), Van Dijk's (1995, 2006) actor description, compassion, national self-glorification, polarization, lexicalization, illustration, openness, honesty, counter factuality, consensus, warning and Charteris-Black (2005, p.4) pronouns.

DATA ANALYSIS

Analysis of Obama's (2016) Speech

Opening- Move:

This move is the shortest in terms of space and time for the speaker. However, it is very necessary and seems to be mandatory as a formulaic routine, for everyone to speak at the assembly regardless of her country, to start the scene by showing respect for the audience.

Ob.1:

“Mr. President; Mr. Secretary General; fellow delegates; ladies and gentlemen: As I address this hall as President for the final time, let me

recount the progress that we've made these last eight years."

Honorifics:

The opening strategy for Obama is formulaic by using honorifics like 'Mr. President, fellow delegate ... ladies ... 'to show respect for the audience. Besides addressing the officials formally, he draws the attention that this is his last speech in the UN after having two rounds of presidency. He then prepares the audience to count with him the achievement made by his administration with the allies in the past eight years.

Argumentation- Move:

This move is the largest and the most important move in any political speech since it reveals the speaker's agenda, political ends, the whole communicative purpose which in turn promotes the image of America as the beacon of peace and freedom.

Strategy 1: "raising domestic issues"

Ob 2: "

It starts with making the global economy work better for all people and not just for those at the top. While open markets, capitalism have raised standards of living around the globe, globalization combined with rapid progress and technology has also weakened the position of workers and their ability to secure a decent wage. In advanced economies like my own, unions have been undermined, and many manufacturing jobs have disappeared. Often, those who benefit most from globalization have used their political power to further undermine the position of workers."

The following cues are identified for this extract:

Compassion:

Obama shows his sympathy for the workers of his country lamenting the globalization which led to the disappearance of unions and wiping out jobs carried by the workers. He accuses some of those who benefit from globalization to use nepotism and use their money in order to

keep their interest with the assistance of corrupt officials.

Lexicalization:

The use of globalization and advanced economy supported by the possessive pronoun 'my' indicates a domestic issue in America which is the effects of globalization on the distribution of wealth for the few making the poor poorer and the wealthy wealthier.

Pronouns:

The use of the possessive pronoun 'my' makes it clear to whom he refers. It is a domestic problem affecting the most economically vulnerable people of America.

Strategy 2: "discussing regional and world-wide problems"

Ob. 3:

"We see it in the headlines every day. Around the world, refugees flow across borders in flight from brutal conflict. Financial disruptions continue to weigh upon our workers and entire communities. Across vast swaths of the Middle East, basic security, basic order has broken down. We see too many governments muzzling journalists, and quashing dissent, and censoring the flow of information. Terrorist networks use social media to prey upon the minds of our youth, endangering open societies and spurring anger against innocent immigrants and Muslims. Powerful nations contest the constraints placed on them by international law.... A world in which one percent of humanity controls as much wealth as the other 99 percent will never be stable. I understand that the gaps between rich and poor are not new..." For this extract, the following cues are identified:

Lexicalization:

This strategy is replete with lexical words denoting worldwide problems such as injustice, refugees, migration, terrorism, economy; problems that require serious actions and collective work to be solved so that the world leaders who are present in the assembly are

expected to listen carefully to how America intends to help settling these issues.

Honesty:

Obama make it clear that 'we' including himself, are aware of the situation in the world today where to many problems are accumulating without finding solutions. The usage of the pronouns 'we' and 'I understand' shows a degree of openness and claiming responsibility which has an impact on the audience that the speaker is serious and honest; a person who cares for others.

Actor description:

Obama describes the situation in the Middle East where terrorism spreads and endangers the whole world. It is true that terrorist gangs are scattering but who is responsible for their existence, who is arming them is left an open-ended question or neglected at all. Then he referred to the powerful nations that are not subjected to the international law without naming them. It is the dark side of the American policy that should be kept hidden

Compassion:

Mentioning the situation in the Middle East and the unequal distribution of wealth in the world where the power is hold by 1 % reflects a sense of sympathy with those affected. The real reason of why the basic security in the Middle East is broken is not talked about with more details which reflects a strategic compassion aimed for political ends.

Strategy 3: "seeking a common ground"

Ob. 4:

"And so, I believe that at this moment we all face a choice. We can choose to press forward with a better model of cooperation and integration. Or we can retreat into a world sharply divided, and ultimately in conflict, along age-old lines of nation and tribe and race and religion... And that's why we need to follow through on our efforts to combat climate change. If we don't act boldly, the bill that could come due will be mass migrations, and cities submerged and nations displaced, and

food supplies decimated, and conflicts born of despair..."The following cues are used to identify this strategy:

Pronouns:

In this strategy, the usage of we, our, us refers to America and its allies. It also denotes that the consequence of not taking a serious action will come with undesirable aftermaths for all of the present leaders and their people including America.

Lexicalization:

Words like cooperation, integration, climate change is used to urge for support while the negative content words like conflict, despair, retreat is exploited to show the consequence of not acting boldly and cooperate to stop climate change as a global crisis affecting the world.

Honesty:

The use of I believe ... expresses a degree of sincerity and openness which leaves an impression to the hearer of trustworthiness that the speaker is sharing his inner feelings and thoughts.

Counter factuality:

Obama is assuming what would happen if the other leaders do not support him and work collectively which is clearly shown in "If we don't act boldly". It is a warning and advice at the same time to cooperate with America or the world they know would be divided and retreats for the worse.

Strategy 4:"creating a model to be followed"

Ob. 5:

"Now, I will admit, my belief that governments serve the individual, and not the other way around, is shaped by America's story. Our nation began with a promise of freedom that applied only to the few. But because of our democratic Constitution, because of our Bill of Rights, because of our ideals, ordinary people were able to organize, and march, and protest, and ultimately, those ideals won out -- opened doors for women and minorities and workers in ways that made our economy more productive

and turned our diversity into a strength; that gave innovators the chance to transform every area of human endeavor; that made it possible for someone like me to be elected President of the United States... So, yes, my views are shaped by the specific experiences of America, but I do not think this story is unique to America. Look at the transformation that's taken place in countries as different as Japan and Chile, Indonesia, Botswana. The countries that have succeeded are ones in which people feel they have a stake."Here, three cues are identified:

National self-glorification:

The glorification and celebration of America is clear in more than one sentence. It is a home of opportunities for everyone even the speaker himself is seeing himself as inferior to America and got the chance to be elected as president because it is America where the impossible is made possible. This strength comes from diversity, so that everyone is welcomed in the land of dreams.

Illustration:

The story of success of America is being illustrated in a form of a short summary. An appealing story started with diversity and a constitution that secures the rights of all the American people. A constitution made by people for people. The story of success of the other countries is not talked about the same way as in the case of America but adds to the glory of America knowing that those nations are not the enemies of America meaning that they are prosperous for that reason.

Honesty:

Honesty is shown in phrases like I will admit..., yes, my views ... to make the speech more reliable and based on personal experience. An experience of someone who is president of a great country; a very powerful strategy which leaves a great impact on the hearers.

Strategy 5: "naming the enemies of peace and freedom "

Ob. 6:

"If Russia continues to interfere in the affairs of its neighbors, it may be popular at home, it may fuel nationalist fervor for a time, but over time it is also going to diminish its stature and make its borders less secure. In the South China Sea, a peaceful resolution of disputes offered by law will mean far greater stability than the militarization of a few rocks and reefs."The following cues are used to reflect this strategy:

Polarization:

Though Obama's speech is so peaceful in tone, he never forgets to name the evil actions of their enemies and on the top of them is Russia which is not one of their allies. Therefore, its actions and agenda deemed awful and against humanity preventing its neighboring countries from becoming more open to the world by joining America and its allies. He condemns the policies of Russia which does not know but rockets and wars as if America has never had a war after the WWII beyond its borders for less convincing excuses.

Warning:

The warning is not made clear but implicated in claiming that Russia will be less secure if kept interfering in the business of its neighbors. The neighbors who by accident intend to join the UN and be allies with America; while not clearly stated, it is known for those who are following the news of politics. He then directs the attention to a brighter side in the south of China where the problem will be resolved through diplomacy without any rockets showing to the world how crisis should be settled in the American way.

Strategy 6:"carrying the burden of saving the world"

Ob. 7:

"But I believe America has been a rare superpower in human history insofar as it has been willing to think beyond narrow self-interest; that while we've made our share of mistakes over these last 25 years -- and I've acknowledged some -- we have strived, sometimes at great sacrifice, to align better our actions with our ideals. And as a consequence, I believe we have been a force for good... We

have secured allies. We've acted to protect the vulnerable. We supported human rights and welcomed scrutiny of our own actions. We've bound our power to international laws and institutions. When we've made mistakes, we've tried to acknowledge them. We have worked to roll back poverty and hunger and disease beyond our borders, not just within our borders. I'm proud of that. But I also know that we can't do this alone...."The cues identified are:

Honesty:

It is clearly seen that Obama repeats I believe ... and other expression denoting honesty that makes his speech more persuasive and reliable. Even the mistakes made by America Obama himself acknowledged some of them which amplify the degree of honesty by declaring guiltiness.

National self-glorification:

The glorification is made clear in attributing the good qualities of the Americans and telling heroic stories of America being the superhero of the world; putting the whole world in debt for this great country and reminding the world how they are blessed to have such a rare superpower that helps without any interest in return.

Pronouns:

The first-person plural we are used inclusively and exclusively in this context. Exclusively means that the American people who represent the superpower that saves the world, help the weak, protect and save the sick beyond the borders of America and upon that when mistakes are made America is open to criticism and takes the blame abiding by the rules of the international law. Inclusively when America is asking the other countries to cooperate with them to save the world, it seems that America is doing very well in that job but it is a heavy burden so that the others should support the Americans.

Closure –Move:

Ob. 8:

"This is what I believe: that all of us can be co-workers with God. And our leadership, and our governments, and this United Nations should reflect this irreducible truth. Thank you very much. (Applause)"This move reflects the following cue:

Expressive speech acts:

Obama closes his speech by encapsulating his belief and determining the role of America and its supporters as co-workers with God almighty. He uses an expressive verb thank to express his gratitude to the audience as a last concluding remark.

Analysis of Trump's (2017) Speech

Opening- Move:

Tr. 1:

"Mr. Secretary General, Mr. President, world leaders It is a profound honor to stand here in my home city, as a representative of the American people, to address the people of the world."This move is guided by the following cues:

Honorifics:

Trump opens his speech by addressing the audience Mr. Secretary ... showing his respect and goodwill.

Lexicalization:

the use of expressive words like profound honor adds to the formality of the situation and sets the scene. It is part of the customs of delivering a speech in the UN general assembly since all of the representatives follow the same opening-move when they start their speeches to show respect.

The Argumentation-Move

Strategy 1: "raising domestic issues"

Tr. 2:

"As millions of our citizens continue to suffer the effects of the devastating hurricanes that have struck our country... The American people are strong and resilient, and they will emerge from these hardships more determined

than ever before... Fortunately, the United States has done very well since Election Day last November 8th. The stock market is at an all-time high -- a record. Unemployment is at its lowest level in 16 years, and because of our regulatory and other reforms, we have more people working in the United States today than ever before....”The following cues are presented in this extract:

Pronouns:

This strategy is recognized through the usage of pronouns like our, they that refer to USA people to discuss domestic issues and demonstrate how these obstacles are tackled during his presidency.

National self-glorification:

The strength and endurance of the American people are praised in the times of hardships as if the other people of the world do not have the same stamina.

Compassion:

Trump expresses his compassion for the millions of citizens who suffered from the hurricane and at the same time praises the Americans who can get out of hardships stronger than before. Then he alludes to the developments that his administration achieved since the Election Day.

Strategy 2: “discussing regional and world-wide problems”

Tr. 3:

“But each day also brings news of growing dangers that threaten everything we cherish and value. Terrorists and extremists have gathered strength and spread to every region of the planet. Rogue regimes represented in this body not only support terrorists but threaten other nations and their own people with the most destructive weapons known to humanity... International criminal networks traffic drugs, weapons, people; force dislocation and mass migration; threaten our borders; and new forms of aggression exploit technology to menace our citizens.” The following cues are used to identify these strategies:

Warning:

Trump employs warning to touch upon the dangers that the world is facing because of the growing power of terrorism and extremism. Besides that, mass migration, the misuse of technology and drug dealing demand cooperation from every country to help stopping these issues from creeping into their societies.

Lexicalization:

The lexical words chosen in this strategy are the most salient features to define it. The meaning of these words is associated with political crisis found in many countries such as terrorists, extremists, criminal networks, migration. To raise such problems means showing concern to others’ problems and at the same time finding solutions and providing aid to settle them. This strategy psychologically prepares the audience to be more focused since it is a matter that touches all of them and affects the lives of their people as well.

Strategy 3: “seeking a common ground “

Tr. 4:

“we meet at a time of both of immense promise and great peril. It is entirely up to us whether we lift the world to new heights, or let it fall into a valley of disrepair. This institution was founded in the aftermath of two world wars to help shape this better future... It was in the same period, exactly 70 years ago, that the United States developed the Marshall Plan to help restore Europe. Those three beautiful pillars -- they’re pillars of peace, sovereignty, security, and prosperity.... We have it in our power, should we so choose, to lift millions from poverty, to help our citizens realize their dreams, and to ensure that new generations of children are raised free from violence, hatred, and fear.”The following cues are found:

Pronouns:

In this strategy, the pronouns “we, us “are commonly used creating a two opposing forces of good and evil. By doing so, the speaker makes in-group and out-group fronts attributing all the positive values and features to those who

share with America the same in-group ideologies, agenda, goals and interests.

Illustration:

He briefly alludes to the accident resulted in making this assembly; out of two deadly world wars, America founded the United Nations assembly to restore Europe and establish peace.

Consensus:

The task of solving these problems falls upon America and the UN members who are denoted by us to be responsible for peace, sovereignty, security, and prosperity, dreams of the world in general and their people in particular. The common cause is sublime and they should be up to the hard task in front of them.

Strategy 4: “creating a model to be followed “

Tr. 5:

“In America, we do not seek to impose our way of life on anyone, but rather to let it shine as an example for everyone to watch. ... We are celebrating the 230th anniversary of our beloved Constitution -- the oldest constitution still in use in the world today... It is an eternal credit to the American character that even after we and our allies emerged victorious from the bloodiest war in history, we did not seek territorial expansion, or attempt to oppose and impose our way of life on others. Instead, we helped build institutions such as this one to defend the sovereignty, security, and prosperity for all.” The following cues are identified in this extract:

National self-glorification:

The glorification is obvious in Trump’s speech. He claims that the USA is presented as a model to be followed attributing every good virtue to it. By claiming no interest in other countries business or treasury, Trump makes America as the guardian angel that is blessed with divine nobility rejecting the malicious scenario whereby it uses its power to impose the way of the American life or take advantage from helping others.

Lexicalization:

The use of words with positive content like sovereignty, security, shine... to refer to the high values of America aims at celebrating and overpraising America. On the other side of the spectrum, negative words like expansion, imposing ... are used to describe actions that cannot be carried out by the Americans.

Strategy 5: “naming the enemies of peace and freedom “

Tr. 6:

“If the righteous many do not confront the wicked few, then evil will triumph. When decent people and nations become bystanders to history, the forces of destruction only gather power and strength. No one has shown more contempt for other nations and for the wellbeing of their own people than the depraved regime in North Korea. It is responsible for the starvation deaths of millions of North Koreans, and for the imprisonment, torture, killing, and oppression of countless more The Iranian government masks a corrupt dictatorship behind the false guise of a democracy.... The longest-suffering victims of Iran's leaders are, in fact, its own people ... From the Soviet Union to Cuba to Venezuela, wherever true socialism or communism has been adopted, it has delivered anguish and devastation and failure.” This extract shows the following clues:

Polarization:

Trump makes a hypothetical situation whereby there are two forces the righteous many keep silent and let the wicked few grow stronger preparing the audience to take a side. He then criticizes the dictatorial regime in North Korea that led to the deaths and imprisonment of many people and implicitly waging the audience against North Korea which is known for its communist regime and its relation with Russia. Iran is also on list of evil forces that is growing stronger spreading violence and chaos. Venezuela, Cuba and wherever socialism or communism is adopted, Trump is regarding them as evil. Eventually, the evil force is

identified and associated with demonic deeds and malicious actions against humanity.

Compassion:

The compassion in this strategy is directed to the people who are victim of tyrant leaders as in North Korea, Iran... and those categorized in the black list of evil according to America. The compassion here is strategic and manipulative to gain the public support against those evil leaders and any military operation might be possible to save those who suffer under these dictator regimes.

Strategy 6: "carrying the burden of saving the world"

Tr. 7:

"The United States has great strength and patience, but if it is forced to defend itself or its allies, we will have no choice but to totally destroy North Korea. Rocket Man is on a suicide mission for himself and for his regime. The United States is ready, willing and able, but hopefully this will not be necessary. The United States is one out of 193 countries in the United Nations, and yet we pay 22 percent of the entire budget and more. In fact, we pay far more than anybody realizes... if it could actually accomplish all of its stated goals, especially the goal of peace, this investment would easily be well worth it." This extract reflects the following cues:

Warning:

In this strategy, Trump claims that they have no other choice to protect their people and their allies against the evil but using force. The use of military power and threatening others is justified for it is for a sublime goal and as a reaction against devils.

Pronouns:

The use of 'we' in this strategy refers to the Americans only who are burdened with great responsibility on their shoulders. Added to that, they pay 22% of the whole budget of the UN institution which they founded making others be indebted to America.

National self-glorification:

Economically, America is burdened with the costs of making allies and defending them. The UN which is formed after the WWII is costing America huge amounts of money according to Trump. This in turn makes the other countries feel grateful to have America on their side.

Closure –Move:

Tr. 8:

"Thank you. God bless you. God bless the nations of the world. And God bless the United States of America. Thank you very much."

Expressive Speech Acts:

The speech is closed formally with the default expressive verb thank which shows gratitude and respect for the audience.

RESULTS

This section is devoted to comparing the results of the analysis mentioned above highlighting the similarities and differences. Table 2 shows the textual cues exploited in each move-strategy by the two speakers.

Table 2: *Textual Cues used by Obama and Trump*

Move - Strategy	Obama	Trump
Opening- Move	Honorifics	Honorifics Lexicalization

Argumentation- Move	Compassion	Compassion
Strategy 1	Lexicalization	National Self-glorification
	Pronouns	Pronouns
Strategy 2	Lexicalization	Warning
	Compassion	Lexicalization
	Honesty	
	Actor Description	
Strategy 3	Pronouns	Pronouns
	Lexicalization	Illustration
	Honesty	Consensus
	Counter factuality	
Strategy 4	National Self-glorification	National Self-glorification
	Illustration	Lexicalization
	Honesty	
Strategy 5	Polarization	Polarization
	Warning	Compassion
Strategy 6	Honesty	Warning
	National Self-glorification	National Self-glorification
	Pronouns	Pronouns
Closure-Move	Expressive Speech Acts	Expressive Speech Acts
Total	21	18

Table 2 shows that the rhetorical moves-strategies are the same for both speakers but there is a slight variation in the textual cues realizing them; 21 textual cues are exploited by Obama and 18 textual cues employed by Trump. This in turn might reflect the richness of Obama's argumentation over Trump. Figure 1 displays the most frequent textual cues exploited by Obama and Trump:

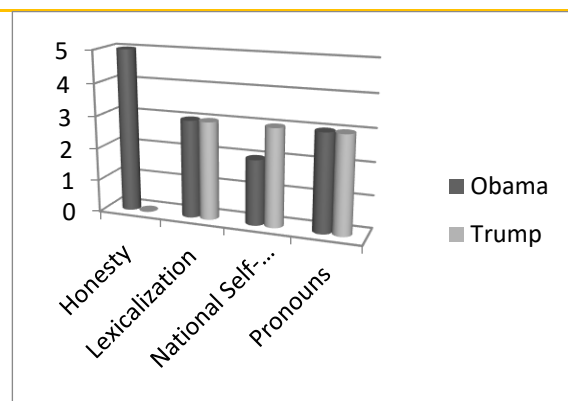


Figure 1: *The Most Frequent Textual Cues.*

Obama's most frequent textual cue is Honesty while Trump uses National Self-glorification more than Obama. Obama's Honesty is strategic and not necessarily true; it gives the impact of sincere and trustworthy person who is sharing his views explicitly with others. National self-glorification is a textual strategy used to praise

and highlights the values of America; it is based on fallacy sometimes and generalization by exaggerating the positive side and understating the negative side if mentioned at all.

CONCLUSION

The researchers conclude that both presidents followed the same genre-structure. The American presidents' policies, agenda and ideologies are clearly seen in these strategies as they show how the American regimes have the same roadmap in dealing with the outside world; creating an ideal image of America as the superhero of the world. Pronouns and lexicalization are utilized to make in-group and out-group features and a distinction of the good forces led by America and its allies against the evil forces represented by murders, oppressors of the world who are not with America and the UN. Honesty and National Self-glorification are used to give a bright image of America as the homeland of dreams and opportunities, the

savior of the world and the hope of humanity. Opening and Closure moves are formal ways of opening and closing a speech and they represent part of the custom routine of this genre. Though there is a distinction made between Obama's administration and Donald's administration in media, the analysis of their speeches shows that they are somehow subjected to the same roadmap regarding the communicative purpose of the speech. The communicative purpose behind this genre-structuring is to spread the image of America as the superhero of the world. Based on the findings of this research paper, the researchers recommend that conducting a genre analysis is vital to uncover the stereotyped ideologies, beliefs and ideas that are reproduced through political speeches recurrently making them seem natural and accepted. It is true that the realization of the communicative purpose of a genre is not fixed or easily recognized so that the researchers suggest that more attention and research should be directed to genre analysis in the near future.

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