

Emotive Expressions in Political Speeches

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Abstract

- The main goal of this seminar is to examine figures of speech used in Political speeches as a tool of communication to gain political advantages. The analysis of collected data will chiefly depend on four emotive figures of speech ; simile, metaphor, personification, and euphemism.

- Throughout the study, a detailed analysis of how emotive expressions have been used and utilized in political speeches in both languages ; Arabic and English to serve the speaker. The sample consists of different excerpts from speeches delivered by various political leaders. An explanation of possible ways of utilizing the emotive expressions precisely and effectively by being implied in a variety of figures of speech has been carried out.

Introduction

- It's hard to identify a single political thinker of note in the Western tradition who did not give emotion substantial attention. Aristotle, Plato, Hume and Smith , among many others all thought it necessary to understand emotions in order to explore human nature and our capacities for politics (Macrus,2000)

- The use of emotions generally fits into one of two approaches. First, it has long been theorized that an account of the stable and particular characteristics of any person, especially his or her characteristic way of approaching decision and action , must include emotions as a facet of personality.

- The second common application explores how people experience different emotional reactions to contemporary circumstances. Here the focus shifts from the emotion inherent in the personality of the individual to the emotion that is attached to the external event, symbols, situations, individuals, or groups in order to provoke a reaction in the audience.

Recent Reviews

- Shunnaq(1993) examines different aspects regarding lexical incongruence in Arabic-English translation due to emotiveness in Arabic. He divides emotive expressions into three types :positive, negative, and neutral. He classifies the main sources of emotive expressions into figures of speech, cultural expressions and naturally emotive expressions.

- Figures of speech include metaphor and simile, euphemism and dysphemism, and personification. Cultural expressions include religious, fatalistic, political, material, social expressions, and synonyms. He concludes that translating Arabic emotive expressions is not an easy task because it deals with connotative meaning which is very difficult to convey since it involves expressions dealing with culturally bound emotive concepts.

Discussion and Results

- **1. Simile**
- To analyse the material, we need to shed light on 'what Simile means first?
- It is a figure of speech involves an explicit comparison between two things using like **مثل** or as **«ك»**
- After critical analysis, it can be said that every simile and metaphor can be analyzed in term of three components: a topic (the item being translated), an image (the representative figure) and a point of similarity (the actual meaning

- Of the simile or metaphor in a context or the particular aspect being shared between the topic and the image) as follows:
- “The COVID-19 crisis has brought a mirror to our world, and shown us the cracks in our global system”
- (Remarks by His Majesty King Abdullah II
- At the Plenary Session of the 75th United Nations General Assembly)
- Jordan-Amman on September 22nd 2020

- In the excerpt, the simile is “The COVID-19 crisis has brought a mirror to our world, and shown us the cracks in our global system”, *we can analyze the simile in terms of the three components:*
 - *Topic “our world “*
 - *Image: ‘mirror”*
 - *Point of similarity: “cracks”*

- The meaning behind such a figure of speech is to talk about the aftermath results of Covid-19 and how they cracked our global system in all the fields especially the economical one.
- Another example is the following:
 - «التجارة هي مهنة محترمة ولكن تجارو المواقف السياسية هي كتجارة الرقيق منبوذة»

(from the speech of Bashar Alasad before the people's assembly in March 2,2005)

- This simile is analyzed in terms of
- Topic: “تجارة المواقف السياسية»»
- Image: “تجارة الرقيق”
- Point of similarity منبوذة

In the aforementioned simile no emotions have been provoked. This means not necessarily, every simile could be used as an emotion provoker.

- **2) Metaphor**

- It is a figure of speech in which one thing is compared to another by saying that one is similar to another. It is like simile that involves topic, image, and point of similarity but it doesn't use "like" or "as" or anything else to make it explicit that a comparison is made.

- “Now there will be no misunderstanding. It is my intention to do away with government. It is rather –to make it *work-work with us, not over us; to stand by our side not to ride on our back*” (Regan’s speech in 1981)
- Metaphorically, Regan says that the nation has a human body, a back that the government is able to ride on and a side to stand by. stand

- Another example is from Alasad's speech before the General Congress of Arab parties on March 4th , 2006:
- «ارحب بكم في سورية.. سورية التي يطلق عليها العرب
قلب العروبة النابض»
- Here the expression “قلب العروبة النابض” is used metaphorically in order to express deep emotions and impress the audience at the beginning of the President's speech.

- **3) Personification**

- It is a figure of speech in which inanimate object or abstractions are referred to as having human qualities or forms as follows:
- “Nowhere is the answer more important than in how we meet today’s global terrorist threat. These criminal groups thrive by pitting neighbour against neighbour, East against West, faith against faith.

- They have launched a murderous assault, not only on our people's lives, *but on the very fabric of our civilised world*. They prey on *anxiety and fear* to recruit the vulnerable, and divide and weaken the rest of us.”
- (Remarks by His Majesty King Abdullah II
- At the luncheon after the National Prayer Breakfast) US Washington, DC-02 February 2017

- Here the world has been represented figuratively by being people who are foes against each other.
- Besides “anxiety and fear” are portrayed figuratively as humans being preyed on.
- Also, different segments of the society are portrayed as pieces of cloth being torn.

- So the king expresses his opinion regarding (Daesh) in a vivid language that makes the argument come alive.
- Another example from the speech of AlAsad at Damascus university on November 10th, 2005
- حيث تمكنت سورية حينها من الصمود في وجه اعاصير “
انت من كل اتجاه وفشلت في تحقيق اهدافها»

- In this example, Alasad figuratively describes the challenges and campaigns Syria was facing as storms. These storms were given a human quality (movement) and a human form (failure). By using this emotive picture, the president is telling Syrians that they will stand strongly in the face of challenges and campaigns that aim at weakening their unity.

- **4. Euphemism**

- It is a figure of speech used by the speaker to be less offensive, disturbing, or troubling than the expression it replaces.
- It is used to avoid talking explicitly about some harsh, unpleasant, or distasteful topic (Allan,2001)

- Let's look at the following excerpt from "Remarks by President Obama and His Majesty King Abdullah II of Jordan in Joint Press Conference" Al Hummar Offices Amman, Jordan on March 22,2013
- "The refugee camp in the north -- Zaatari refugee camp -- today is the fifth largest city in Jordan. And obviously this has added *economic and financial costs* due to the influx,

- and has further strained the economy that is *already under considerable external pressures* with an unstable region, a sluggish global economy that is still recovering.”
- As we notice above, the existence of Syrian refugees in Jordan has increased the economical burden.
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- The use of the phrase “ external pressure” refers to the surrounding neighbors and other countries as “Iran” which suffer from unstable political situation and they might affect the situation in Jordan negatively.
- Another example is in the excerpt from the speech of AlAsad at the opening session of the Arab bar Association conference in Damascus in 2006

- بالاضافة الى استخدام هذه الظاهرة اي الارهاب كاداة في يد “ بعض القوى التي تدعي مكافحة الارهاب من اجل ارهاب الاخرين وترويعهم »
- It is noticeable that in modern political discourse, the expressions “الارهاب : ومكافحة الارهاب»“
- Became euphemisms for the campaign against Islam after the event of September 11th and using religion as the target of military engagement

- Would be diplomatically and strategically risky for the west as it would the potential to inflame millions of Muslims worldwide.

Conclusions

- Applying figures of speech in particular and discourse analysis in general in such studies, it is possible to analyze and achieve a thorough and in-depth understanding of the source text.
- Applying these figures of speech save the face of people in general and political leaders in particular and evade them be involved in hot water.