

The Comparative Analysis of Style, Intertextuality, and Rhetorical Features in Political Discourse: The Case of Iranian vs. U.S President

Shina Gavarizadeh

Department of English Language Teaching
Islamic Azad University, West Tehran Branch
Tehran, Iran

Email: shina.gavarizadeh@yahoo.com

Shokouh Rashvand Semiyari*

Department of English Language Teaching
Islamic Azad University, East Tehran Branch
Tehran, Iran

Email: Sh.Rashvand@iauet.ac.ir

Abstract. The notion of individual's role is considered as the basis for major changes in the way public speaking is conceptualized and practiced. The political speech is an attempt aimed at providing the hearers with reasons to think and react to certain and/or uncertain conditions. One of the important features of the political argument is that the political issues do not merely confirm or contradict the reality but they enter and come to shape it. A political factor must know how to enhance his domain of lexical knowledge and syntactic skill owing to put the impressive influence on the audience. This study examined the use of style, intertextuality, and rhetorical features in the political discourse. The analysis of modality showed that president Trump used more modalities comparing to his counterpart. Intertextuality analysis confirmed that the speeches from two presidents were easy to understand and they were not based upon the audience's previous knowledge. Given the rhetorical features, both presidents employed relatively enough parallel structures in their speech but Iranian president took up the higher proportion. The implications and suggestions for further research were also highlighted.

Received: July 2021; Accepted: September 2021

*Corresponding author

Keywords: Political speech, style, intertextuality, rhetorical features, American and Iranian presidents

1. Introduction

The notion of individual's role is considered as the basis for major changes in the way public speaking is conceptualized and practiced. The political speech is an attempt aimed at providing the hearers with reasons to think and react to certain and/or uncertain conditions. One of the important features of the political argument is that the political issues do not merely confirm or contradict the reality but they enter and come to shape it. Political discourse is continuously defined as the discourse practices engaged all factors from politicians to citizens in a political process. The people have political roles in their ordinary life and if the politics is used in communication, it is necessary to identify who talks with whom and what the speaker says (Bell, 1975). This study sought to measure the knowledge of lexical and grammar which is used by two presidents in communication. In fact, the semantic and syntactic knowledge as important features in the political discourse were specified and evaluated in the current research. Furthermore, the intertextuality and rhetorical features as the sophisticated literary devices, which were applied by each president, were taken into consideration. It was also an attempt to explore why each president enjoys different ways to perform the public speech with respect to his own culture.

2. Literature Review

2.1. Intertextuality

Fairclough and Wodak (1997) point out that discourse is grounded in context and cannot be understood without taking context into consideration. Discourses are always linked with other discourses which were created earlier. Fairclough and Wodak (1997) express that any text is included in a chain of texts which reacts to and transforms to other texts. Textual analysis is very perceptible because texts organize a form of social action to form the social relations (Fairclough, 1995). Bakhtin (1986) puts forward that "the speech is delineated as the use of language in society which embodies some words from varying degrees of

otherness or us" (p. 89). Kristeva (1980) suggests that any text embraces many quotations and it is the absorption and transformation of another. Kristeva (1980) makes a distinction between two features of intertextuality-horizontal and vertical-which embraces the writing subjects, addressees, and exterior texts as three dimensions necessary for any kind of dialogue. The horizontal feature involves a subject-addressee relationship in such a way that in written texts the word in the text belongs to both writing subject and the addressee. Fairclough (1992) and Johnstone (2008) conclude that horizontal intertextuality can be defined when one speaker can respond to another. Fairclough (1992) makes an effective distinction between obvious intertextuality and interdiscursivity which means the direct and indirect aspect of discourse link to other discourse as forms of social practice and includes styles, genres and beliefs' systems.

2.2. Style

Zhuanglin (1988) points out that modality and mood as two important interpersonal functions embrace all forms of language use to express the social and personal relations. Mood indicates the role(s) of the speaker and the addressee in the speech. Modality delineated as the most important system in social communication. It also indicates the speakers' judgments toward the topic based on Zhuanglin's (1988) perspective. According to Zhuanglin (1988), textual function emphasizes that language has the ability to transform a spoken or written discourse to the coherent sequence of the words out of random sentences. On the other hand, two sentences may be various in the textual coherence but they have exactly the same ideational and interpersonal functions. Halliday (1971) describes that discourse is formed when the language can make a connection between itself and it appears on it because the speaker or writer can produce a text and it can be recognized by the listeners and/or readers.

2.3. Rhetorical features

Rhetorical ideas can be used in a way to correct thinking in psychology (Billig, 1987). For example, the metaphor of an argument can play an important role to make sense of thought process. Thought should

not only be considered as an internal mechanism on beliefs but it can also be seen as argumentative dilemma whose structure comes from the culture (Billig et al., 1988). Lakoff and Johnson (1980) indicate that metaphor is constantly used in everyday's life, in language, thoughts, and actions. Writers and speakers apply metaphor to express their concepts easily (Lakoff & Johnson, 1980). Atkinson and Ramanathan (1995) emphasize the importance of understanding different cultures and their implication for students by considering the results of ethnographic study of two university writing programs. Atkinson (1999, 2003) proposes a model of culture for rhetorical features that includes both big and small cultures. He believes that intercultural rhetorical research needs to consider the small culture in an educational situation instead of concentrating on the big culture. Atkinson (2005) points out that political speech writers constantly use a number of powerful techniques such as alliteration, allusion, asking questions and suggesting answers, and lists (especially of three items of metaphor, parallelism, and repetition). Rajandran (2013) asserts that metaphor can transfer a special ideology, and unite or separate participants on a topic. Alliteration indicates "the repetition of the same consonant sounds in the initial position of a series of words or phrases" (Corbett, 1999, p. 388). Cook (2001) focuses on parallelism, metaphor, metonymy, homophones, puns, parody and rhyme as important factors of rhetorical features. According to Gamson (1988), rhetorical features are categorized into five elements including metaphors, depictions, catchphrases, exemplars, and visual images.

2.4. Political speech

It is claimed that the analysis of political speech can contribute to several strands of political inquiries. In doing so, the study of political institutions, ideologies/beliefs, and strategic actions should be taken into account. The definition of the political speech is not a complex job because there is no single and unambiguous definition of the political speech. According to Bang (2003), communication is an important part of the political institutions. Jamieson and Campbell (1990) implied that institutional aspects of political speech delivery are easily identifiable. Events such as opening of a new president or the annual State

of the Union address the new speech that is expected to be a definitive statement of political direction as well as a demonstration of an individual's skills and public characters. Finlayson (2007) indicates that the study of institutions is necessary as it deals with the study of the most appropriate political beliefs/ideologies as well as the methodologies according to their explanations and interpretations. According to Finlayson and Martin (2008), political speech has various types including attempts to provide others with reasons for thinking, feeling or acting in some particular ways; to motivate them; and invite them to trust one in uncertain conditions. They also believed such speech must adapt to audience, meet their expectations and respect their boundaries.

2.5. Public relations

According to Grunig and Grunig (1989), there are two models for relations management including Symmetrical Model considering the public relations as a continual process and Reciprocal Exchange dealing with the relations between the organization and the public. Grunig (1993) model implies that the successful relation is one which is used to explain the mutual benefits for both an organization and its key public. Broom and Dozier (2006) pointed out that the relations between public and organization may be affected by public relation programs. They suggested that the use of co-orientation approach to public speech can meet the interest of organizations and its key public. Broom, Casey, and Ritchey (1997, 2000) found that the relation is related to the literature of inter-organizational and interpersonal relationships as well as psychotherapy ties. These relations may be affected by identities, attributes, individuals, and social activities. This study intended to compare two presidents' political speech in terms of intertextuality, style, and rhetorical features through answering the following research questions:

RQ1: What is the most/least frequently used intertextuality markers in each president's speech?

RQ2: What key words/vocabularies are employed by each president more/less frequently?

RQ3: Which grammar rules are employed by each president more/less

frequently?

RQ4: What are the similarities/differences between Iranian and American presidents' speech in terms of style, intertextuality, and rhetorical features?

3. Methodology

3.1 Participants

The participants of this study included all those who took part in the speech and/or context including audience, listeners or contributors to the speech, readers, the social identities in connection with the speech, political officials, the institutions in which the texts got released, and also the Iranian and American presidents as those having the main roles for making the speech.

3.2 Instruments

The instruments to be used in this study were some speech from both Iranian and American presidents in different occasions.

3.3 Design of the study

The design of this study was a mixed method because it combined both qualitative and quantitative approach. The qualitative approach to this research focused on understanding the phenomenon that may lead to the desirable public speaking. It provided insight into the distinction between two languages and cultures to help the development of idea or hypothesis for having the qualitative research. The quantitative approach measured and evaluated some different forms of the words in the face of lexicon, syntactic structures, cohesion and intertextuality which were applied by each president. Regarding quantitative research, such linguistic features were quantified by means of transforming the qualitative codes into numerical data.

3.4 Data collection procedures

The data collected for this study were transcripts of presidents Rohani's and Trump's speech from May, 2017 to October, 2019. These speech were found on the official websites for each president. The process of resource

gathering was a little different because the researchers had to check several websites owing to reach the different published interviews. Some important Iranian Political websites such as <http://www.president.ir> and www.parsine.com and also some American political websites like <https://edition.cnn.com>, <https://www.whitehouse.gov>, <https://time.com>, and <https://www.politico.com> were determined as the main sources aimed at evaluating the public speech of both politicians.

3.5 Data analysis procedures

This study aimed at manifesting the differences and similarities between two languages and cultures through examining each president's capability to draw and maintain the audience's attention to his own speech. To analyze the speaker's strategy, all the functions such as intertextuality, styles, and rhetorical features which were applied by each president were extracted and entered into the table per 500 item words. The analysis of intertextuality determined how many allusions used by each president. Likewise, the existence of quotations and plagiarism were examined. In fact, each president's speech was analyzed in order to figure out if the text reflects optimistic or pessimistic feelings with respect to the vocabulary knowledge.

The syntactic analysis was dependent upon the pronouns, modality, and transitivity. The examination of pronouns showed that whether "we" implied to "you" and "I" or just "I" and/or "others". The number of the modal/style which was used in both speech was counted and put on the table owing to evaluate the discourse based on the applied syntax.

The rhetorical features as literary techniques were used by each politician to convey the significant meaning of the word owing to evoke emotions within audience or readers. To analyze the rhetorical features, the most important factors such as parallelism, metaphor, metonymy, homophones, synonyms, parody and rhymes were taken into consideration. In considering the evaluation of rhetorical features, the results addressed one of the research questions related to the variety of culture and linguistics. The study of Parallelism as similar words or phrases indicated the amount of ideas having the same level of importance for each speaker. The number of metaphors was measured to reveal the politician

knowledge in applying rich literature aimed at penetrating into people's minds more rapidly. The analysis of metonymy is important to explore the degree of complexity for each speech. Homophones which were used by each president implied to the evaluation of vocabulary and spelling knowledge. Furthermore, the vocabulary knowledge was determined by counting synonym words in talking or writing and consequently, less use of repetition. However, the existence of parody in political matters might not be rampant but it was dependent upon the culture. For example, a politician would rather perform less formal speech comparing to another. As the result, the study on parody led us to focus on the cultural conflicts.

4. Results

4.1 Analysis report of first research question

In order to analyze intertextuality within political discourse, the quotation, allusion and plagiarism were analyzed. The results of the intertextuality analysis are categorized into the below table:

Table 1: The Comparative Analysis of Intertextuality of two Presidents' Speech

	President Trump	President Rouhani
Quotation No.		3
Quotation Percent.		0.6%
Allusion No.	25	8
Allusion Percent.	4.3%	1.6%

The findings revealed that there was no plagiarism in both presidents' speech because plagiarism was not usually employed at diplomatic levels. Quotation was not applied by President Trump and it was in use about 0.6% for Iranian president. It seemed the president Rouhani used quotations in his speech to give credibility to his own speech as confirmed by Van DijK (1997).

Moreover, the use of allusion was limited to the negligible amount of 1.6 % for president Rouhani and 4.3% for president Trump. Analyzing

both politicians' speech indicates that they would rather present their speech directly to the whole nation instead of indirect reference which is supposed to be known but not explicitly mentioned.

4.2 Analysis report of second research question

The keywords extracted from the analysis of two paragraphs of President Trump' speech who conveyed his condolence on mass shooting on 5 August, 2019. In another example, a paragraph of President Rouhani's speech was analyzed. The results of comparing two presidents' speech in terms of keywords usage are demonstrated in Table 2:

Table 2: The Comparative Analysis of Keywords of two Presidents' Speech

	President Trump	President Rouhani
Number	194	
Percentage	34.03	
Number		124
Percentage		24.94

As Table 2 displays, the speech of President Trump included about 194 keywords and the number of code words which were applied by President Rouhani was about 24.94%. Keywords are defined as words and phrases which are used to describe the content and help to find the relative information with regard to an article. Positive and/or negative speech may be explored by the analysis of the keywords in the text (Hernandez, 2013). In the study, American and Iranian presidents implied to some problems in their countries and promised to remove the obstacles. Therefore, they did their best to have the positive effects on the audience's minds.

4.3 Analysis Report of Third Research Question

Celce-Murcia and Larsen-Freeman (1999) point out that Modal Verbs are commonly used when the speaker is going to emphasize abilities,

possibilities, permissions, and/or obligations. Table 3 depicts the model of Modal Verbs' analysis used by both presidents in their speech. As already confirmed by Halliday (2008), Modal Verbs have been analyzed in three levels of politeness "low, median, and high".

Table 3: The Model of Modal Verbs' Analysis in two Presidents' Speech

	Low Politeness	Median Politeness	High Politeness
Positive	Can, may, could, might, dare	Will, would, shall	Must, ought to, need, has/had to
Negative	Needn't, doesn't/didn't , need to, have to	Won't, shouldn't, isn't/wasn't to	wouldn't, Mustn't, oughtn't to, can't couldn't, mayn't, mightn't, hasn't/hadn't to

Figures 1 and 2 illustrate the analysis of both presidents' politeness in three levels of low, median, and high.

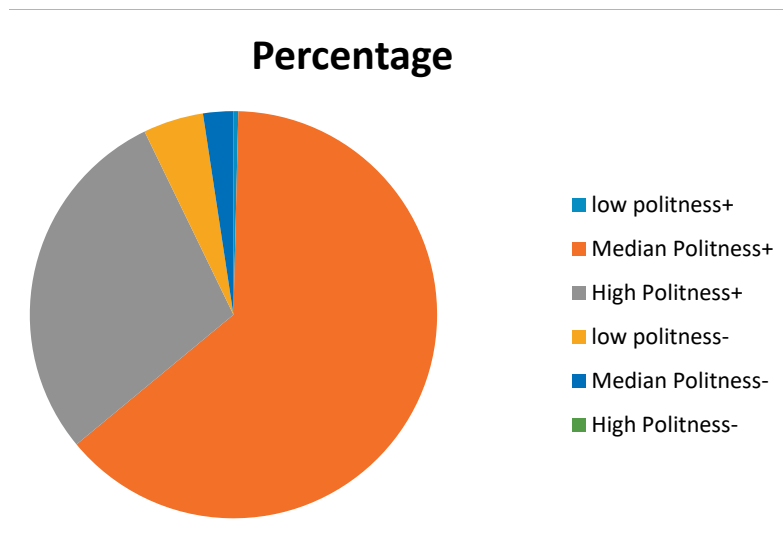


Figure 1. The Analysis of Modal Verbs in president Trump's Speech

Figure 2. depicts the Modal Verbs' analysis in president Rouhani's speech:

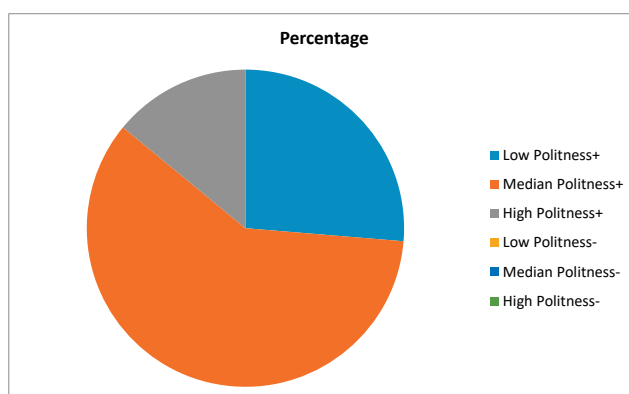


Figure 2. The Analysis of Modal Verbs in president Rouhani's Speech

The analysis of Modal Verbs showed that modals were used to convey the politicians' opinions and judgments with the range of 18.2 percent for President Trump and 13.2 Percent for President Rouhani in their whole speech. Modal Verbs are commonly used in speech or writing because they enable the speaker or writer to express effective functions like permission, obligation, probability, certainty, ability, etc. (Quirk & Greenbaums, 1990). It can be seen that the use of medium-valued modal verbs is rampant in both presidents' speech because their wishes were based upon co-operation to overcome the problems. In fact, Iranian and American presidents make medium tone owing to convey their suggestions and opinions to the audience.

4.3.1 Tense analysis

Tense is another feature that needs to be studied and listed for each president. For example, with regard to American president's speech on 73rd Session of the United Nations General Assembly, the present tenses were mostly used owing to show things that are happening right now:

- America's economy is booming like never before. Since my election, we've added \$10 trillion in wealth. The stock market is at an all-time high in history, and jobless claims are at a 50-year low.

Concerning the earthquake in Kermanshah, Iranian president applied future tense aimed at promising the people for help. The analysis of Tense in both presidents' speech can be observed as follows:

Table 4: The Comparative Analysis of Tense in two Presidents' Speech

	President Trump	President Rohani
Past Perfect	4.3%	0.2%
Past	13.6%	14.4%
Present Perfect	12.4%	7.2%
Present	46.4%	71.8%
Future	22.9%	6.2%

Table 4 illustrates that the simple present tense is frequently used in both presidents' speech with the range of 46.4 percent for President Trump and 71.8 percent for President Rouhani. In fact, both presidents applied simple present tense in their speeches more frequently owing to express some political, social, cultural, and economic issues at present. In the case of simple future tense, American president repeated future tense in his speech 16.7 percent more than that of Iranian president. The higher use of future tense implies to achievements and events after the present tense. In other words, both presidents tend to speak about the planned or expected measures in the future and bring hope to the audience for the beauty of future (Wang, 2010). Present perfect tense is also used to talk about the experiences, changes and reforms that have been happened from the past to now. Table 4 shows that the President of the United States applied present perfect tense more than that of his Iranian counterpart. Past perfect tense is used by each president less frequently. The use of the simple past for each politician is almost the same. Past tense refers to the finished actions that are not real in present or future tense.

4.3.2 Transitivity Analysis

According to Halliday and Matthiessen (2004), there are six stages of transitivity process which are known as material, mental, relational, verbal, behavioral, and existential. Different stages of transitivity which are related to president Trump's speech have been presented hereunder: Every day, customs and border patrol agents encounter thousands of illegal immigrants trying to enter our country. We are out of space to

hold them, and we have no way to promptly return them back home to their country (9 January, 2019). In the particular of the above example, American president applied some various verbs in small part of his speech. For example, verbs of “enter”, “hold” and “return them back” which defined material, verb “encounter” denoted mental and “are” referred to relational process. Moreover, verb “trying to enter” indicated behavioral process and finally verb “have” implied to existential process in transitivity system.

There is another sentence from Iranian president’ speech for further illustration:

When all nations trust on his government, the security will be prevailed around the country. Today, you have availability in global information because of eleventh government. It is obvious that verb “trust” can be categorized into both material and behavioral process. Material process can be specified in verb of “to be prevailed” and verb “have” is delineated as existential in transitivity system.

Table 5: The Comparative Analysis of Transitivity in two Presidents’ Speech

	President Trump	President Rouhani
Behavior	1%	0.5%
Existential	1.2%	1.7%
Material	63.9%	53.4%
Mental	6.6%	8.9%
Relational	22%	30.7%
Verbal	5%	3.2%

From Table 5, it can be observed that material process is used 63.9 percent for president Trump and 53.4 percent for president Rouhani. Material process is the process of doing/acting. Such actions can be either concrete or abstract in nature (Halliday, 1994). As can be seen, relational process takes up 22 percent in Trump’s speech and 30.7 percent in Rouhani’s speech. Thus, relational process as a process of being is

appropriate to explain the complex relationships between some abstract items. The use of material and relational process help presidents Rouhani and Trump to perform more effective and persuasive speech (Liping, 2014). Regarding the analysis of mental process, two politicians take up low proportion which means Iranian and American presidents did not involve remarkably the hearers in their speeches as conscious beings that can feel, think or perceive (Halliday, 1994). Moreover, there is not much mental process in both presidents' speech implying that two politicians did not emphasize on the inner activities like affection, cognition, and perception of people (Haliday, 1994).

4.3.3 Personal Pronouns Analysis

Personal pronouns refer to the majority or minority of first, second and or third pronouns that have been demonstrated in each president's speech.

Table 6: The Comparative Analysis of Personal Pronouns in two Presidents' Speech

	Pronouns	The Percent used by President Trump	The Percent used by President Rouhani
First Person	I	32.1%	7.5%
First Person	We	40.5%	71.2%
Second Person	You	12.8%	15.1%
Third Person	They	4.8%	5.3%
Third Person	She/ He	9.6%	0.7%

As can be seen in Table 6, both politicians tend to use the first-person plural pronouns most frequently aimed at bringing the audience into the same area and make a close connection with the audience (Wang, 2010). In General, Iranian president struggled to make more relationship with audience in speech owing to use "we" (71.2 percent) while President Trump was interested to repeat "I" in most of cases (40.5 percent).

4.4 Analysis Report of Fourth Research Question

4.4.1 Parallelism Analysis

Parallelism is delineated as a literary device that is usually used in discourse. It deals with the repetition of similar forms indicating the similarity of meaning (Cook, 1995). Beagrande (1984) adds parallelism is the repetition of structures that deals with refusing surface formats and filling them with different expressions. Parallelism exists where two close sections of a text are similar (Mantgmerly & Baker, 2007). President Trump used parallelism to remind lack of facilities in United States by rhythms and orders. In another example, Rouhani president congratulated Iranian New Year on 21 May, 2019 with the use of parallelism in order to attract people's attentions. Finally, Rouhani president made speech on Election Campaign in Isfahan city on 15 May, 2017. The analysis of above examples revealed some words with the same rhythm that were used to evoke people's passions and enthusiasms.

Table 7: The Analysis of Parallelism as a Rhetorical Feature used by both Presidents

	President Trump	President Rouhani
Parallelism No.	180	253
Percent	31.5%	50.9%

According to Table 7, Iranian President employed 50.9 percent and American president used about 31 percent parallelism in their speech. Accordingly, president Rouhani applied more similar constructions, sounds, and meanings in his speech in terms of parallelism comparing to his American counterpart. In essence, president Rouhani applied parallel structures to create more rhythmic and comprehensible speech (Shevelva & Timchenko, 2009).

4.4.2 Metonymy Analysis

Metonymy as another rhetorical feature is a case of deferred reference in which the speaker uses a description "a" and succeeds in referring to "b" (Nunberg, 1979). President Trump has made his speech to the American public about border wall on 9 January, 2019:

- I have invited Congressional leadership to the White House tomorrow to get this done. President Rouhani expressed somebody in western capitals accepted the responsibility of massacre in Iran. In fact, the western capitals were implied to European countries.

Table 8: The Comparative Analysis of Metonymy in two Presidents' Speech

	President Trump	President Rouhani
Metonymy	White house	Western capital

As confirmed by Lakoff and Johnson (1980), metonymy is a form of figurative speech in which one expression is used to refer to the standard referent of a related one. In this study “white house” and “western capital” were explored as metonymy features per five various speeches from both presidents. Presidents Trump and Rouhani used metonymy owing to raise listeners' awareness to the current issues in society (Amanda, 2017).

4.4.3 Alliteration Analysis

Kirchner (1987) expresses that alliteration refers to the repetition of a consonant at the beginning of two or more words. In 73rd session of UN conference, president Trump repeated words that were initiated with “r” three times in his sentence.

Table 9: The Comparative Analysis of Alliteration in two Presidents' Speech

	President Trump	President Rouhani
Alliteration No.	418	370
Percentage	73.3%	74.4%

As illustrated in Table 9, it is obvious that two presidents follow an almost the same pattern in terms of alliteration to creates rhythm to the text or speech and grab the audience's attention due to the sense

of poem (Atkinson, 2004). Here, both presidents, by using alliteration more than 70 percent, have struggled to put more effects on people's minds.

4.4.4 Metaphor Analysis

Metaphor is a powerful tool for creating new ideas which can suggest how to use an idea or approach that is developed in one thing by mentioning another (Pickett, 1999). Shaw (1972) explores metaphor as a form of speech in which a word or phrase is applied to a person, idea, and or an object. Rouhani president applied metaphor array in his speech after election victory on 20 May, 2017 in an official television. Regarding shooting massacre in high school, president Trump implied to this catastrophe on 5 August, 2019.

Table 10: The Percent of Metaphor used by two Presidents

	President Trump	President Rouhani
Metaphor No.	3	9
Percentage	0.5%	1.8%

As can be seen in Table 10, President Rouhani used a little more metaphor in several speeches in comparison with president Trump but generally both of them applied it less than 2 percent. According to Burkholder and Henry (2009), American and Iranian president did not urge the hearers to understand their opinions in terms of the other concepts. In fact, both presidents show a little tendency to express their abstract notions through semantically related metaphors (Deignan, 2005).

4.4.5 Simile Analysis

Fromilhague (1995) points out that simile has various functions: first, it is used to make the communication concisely and efficiently: it is one of the linguistic devices which made the linguistic resources available. Second, they can enable us to think of the world in novel and alternative ways. For example, Isfahan city is resembled to the ring of the world because of great antiquities with reference to Rouhani's speech in Isfahan on 15 May, 2017.

Table 11: The Comparative Analysis of Simile in two Presidents' Speech

	President Trump	President Rouhani
Simile No.	1	5
Percentage	0.1 %	1%

As Table 11 illustrates, similes are applied by president Trump about 0.1 percent and by president Rouhani 1 percent (per five speeches) implying that two presidents would not intend to use comparative phrases in their speech (Tourangeau & Sternberg, 1982).

4.4.6 Synonyms Analysis

Synonyms as other rhetorical features are necessary to be studied in both presidents' speech. President Rouhani presented speech for the occurrence of earthquake in Kermanshah on 16 July, 2016.

Table 12: The Comparative Analysis of Synonyms in two Presidents' Speech

	President Trump	President Rouhani
Synonym No.	20	45
Percentage	3.5%	9.5%

To consider the comparative analysis of synonyms between both presidents' speech, the number of synonyms in president Trump' speech holds 3.5 percent and it is estimated about 9.5 percent in president Rouhani's speech. In fact, president Rouhani used more synonyms as words signifying the same meaning in order to make speech more vivid and create a more intriguing image in the mind of the readers (Raof, 2001).

4.4.7 Anaphora Analysis

In the analysis of anaphora, president Trump made a speech on 5 August,

2019 and repeated “May God” owing to remind God forgiveness and kindness to reduce people grieves.

Table 13: The Comparative Analysis of Anaphora in two Presidents’ Speech

	President Trump	President Rouhani
Anaphora No.	95	112
Percentage	16.6%	22.5%

Regarding the analysis of anaphora array for both presidents, president Rouhani applied 112 numbers of anaphora (about 22.5 percent) and president Trump used 95 numbers (about 16 percent) in their speech. According to Tuman’s (2010) standpoint, president Rouhani appeals to the feelings and pathos of the audience by using more Anaphora. In other terms, Iranian president was more willing to emphasize his own words and consequently let the audience to anticipate what was coming next.

5. Discussion

As findings revealed, allusion was applied by both Iranian and American presidents in their speech. However, a few sentences and quotations were just used by Iranian president. Although president Trump did not use quotations in his speech, it should not be related to the American culture because Obama as the former American president implied to quotations in his speech by applying the common words between France and America (Hernndez-Guerra, 2013). The results of the current research are compatible with those reported by Domantas (2020). He found that president Trump had tendency to use more allusion in his speech comparing to his counterpart.

As far as semantic features are concerned, president Trump reflected negative words more than positive words the same as president Rouhani. Regarding the analysis of Obama’s speech, it was also explored that pessimistic words outbalanced the optimistic ones (Hernndez-Guerra,

2013). The reason for reflecting the despairing feelings toward the addressees may be related to some problems that the presidents usually experience. The results of this study are also in agreement with Cabrejas-Peuelas and Dez-Prados's (2013) study who tried to analyze two candidates from negative and positive attitude markers in terms of semantic aspect. Although there are significant differences between two candidates in using positive and negative words, both of them made a higher ratio of negative attitude markers in their speech.

The results of the study also revealed that Modal Verbs with medium politeness were applied by presidents Trump and Rouhani most frequently in the same manner. Such findings are in line with Wang (2010)'s study that showed president Obama used large quantities of modal verbs with medium and low politeness in the spoken form. Consequently, the Modal Verbs with medium politeness may be more rampant in political speech in comparison with low and high politeness.

The results of the tense analysis indicated that simple present tense was most frequently applied by both Iranian and American presidents rather than other tenses. Future tense ranked the second for Trump's speech and past tense was the next priority for Rouhani. These findings are in harmony with Sharififar and Rahimi's (2015) study. They found that the present perfect tense ranked the second for president Rouhani and the past tense has the second rank for president Obama. Such findings are in contrast with the study's outcomes. As can be observed, the simple present tense is more common in public and political speech since the speakers usually address the political, economic, and social situations with the present tense.

The analysis of transitivity system for both American and Iranian presidents confirms that material process is most frequently used in their speech while relational process is often used as their second priority. For instance, president Rouhani referred to some necessary measures need to be taken for decreasing the evil effects of sanction against Iran in most of his speech. President Trump also struggled to portray the barriers which caused by the Democratic Party for the American people and promised to promote American situations by taking the serious actions.

The results of Wang's (2010) study on the analysis of president

Mutharika and Obama's speech are in line with this investigation. Regarding the president Mutharika, the material process has discovered 369 clauses and it is estimated about 68 percent. Wang (2010) also points out that the material process has been used with the percentage of 58 percent and relational process as the second priority about 62 percent by Obama in his speech. The results come from the studies on president Rouhani and Trump showed that they tend to make their speech in terms of material process in most of cases.

The outcomes of Yuqiong and Fengjie's (2018) study are in contrast with the current study. The remarkable differences between two speakers were related to their interest in using the first person plural pronouns. First person plural pronouns were about 71.2 percent for Iranian president and it was possible to estimate about 40.5 percent for American president. Such findings are in line with Wang's (2010) results.

Considering the use of parallelism in this research, presidents Rouhani and Trump applied parallelism most frequently in their speech to motivate their audience. To take a deeper look at the analysis of both presidents' speech, it is obvious that Iranian politician used parallelism about 20 percent more than his counterpart. The results of the present study are consistent with Balogun and Amodu's (2018) study in the case of parallelism analysis. As they confirmed, both presidents repeated the parallelism in their speech to draw the people's attention but president Obama used parallelism more frequently in his speech comparing to his counterpart.

There were few items of metonymy which used by both Iranian and American presidents in this study. The words of "White House" (refers to American Palace) and "Western Capital" (refers to European capital) were just determined as the exclusive examples of metonymy which were applied by each president. Regarding the analysis of the president McCain's speech, metonymy was not used most frequently in his speech. President McCain applied General Petraeus as the name of the person personifies American forces (McCain, 2008). The analysis of the current investigation and McCain's (2008) study indicates that the use of metonymy is not that much common in the political discourse.

As far as alliteration was concerned, it was estimated about 73.3 percent for President Trump and 74.4 percent for president Rouhani. Such results indicate that two presidents performed the rhythmic speech similarly. It may be probably rooted in the differences between English and Persian language features in addition to the speakers' knowledge. In another study, Khodaparast (2007) has evaluated some alliteration which was used in the various advertisements. She found that alliteration was used about 6.51 percent in English and 4.33 percent in Persian per sample of 100 English and 100 Persian advertisements.

Regarding the metaphor analysis, the percentage of metaphor was 1.8 percent for president Rouhani and 0.5 percent for president Trump. The results of Chen's (2014) study are almost similar to the research findings. For example, the metaphor use calculated from five leaders was estimated 8.7 percent for Hoover, 8.4 percent for Roosevelt, 11.1 percent for Bush, 9.5 percent for Obama, 4.3 percent for Baldwin, 8.8 percent for Brown and 6.4 percent for Cameron per 100 words.

The results of data analysis also confirmed that simile was rarely used by both presidents. Such findings are somehow in line with Wang's (2007) outcomes as he indicated that none of the presidents used simile in their speech. The findings also showed that Iranian president employed synonyms more than American president in his speech. In general, both presidents' speech embraced the remarkable amount of synonyms. Such results are in line with Al-Majali's (2015) findings. He emphasized the use of synonyms to give a vivid explanation to the audience.

As far as Anaphora analysis is concerned, the data revealed that both Iranian and American politicians sometimes repeated some words to emphasize the special topic during their speech. Relying on the anaphora analysis, president Rouhani applied it more than 22 percent and his American counterpart used it about 16 percent per total five speech. After studying both Iranian and American speech, it can be observed that the use of anaphora is prevalent in political discourse.

6. Conclusions

In this study, the political speech of two politicians in top authority from Iran and the United State was examined in terms of style, inter-

textuality, and rhetorical features. According to the rhetorical features, followings are worth mentioning: first, both presidents used enough parallel structures in their speech but Iranian president took up higher proportion. Second, metonymy, metaphor, and simile were not common in the use of the speech for two presidents. Third, alliteration was most frequently applied by two politicians. In addition to parallelism, alliteration as a literary device was also added to the speech/text rhythm. Then, synonyms were applied less frequently by American and Iranian presidents but president Rouhani was trying to clarify his speech a little more. Finally, anaphora as another rhetorical feature was utilized by both presidents to some degree.

Regarding the style analysis, it can be categorized into four cases: first, the analysis of modality revealed that president Trump struggled to transfer his opinions better than Iranian president by using more modalities. Second, the verb tenses in president Obama's speech were divided into present, present perfect, past, past perfect, and future. Two presidents would like to show economic, political, etc. most frequently by means of the present tense. Third, the analysis of transitivity focused on using material process in high proportion by two politicians. Finally, Plural personal pronouns were applied to a large degree owing to cause the feelings of friendship and comfort between the speaker and the audience. According to the intertextuality results, the speech from two presidents was easy to understand and they were not based on the audience's prior knowledge. In sum, two politicians enjoyed enough knowledge for an accurate and appropriate use of language owing to put effect on the people's minds. The significance of political speech is relied on the affective relationships between the politicians and the various countries and nations.

The findings from this research tried to address all research questions and helped understand the knowledge of language use in making the fruitful speech. This research has included various significant implications and could thus extend our knowledge in the realm of style, intertextuality, and rhetorical features. This study comprises some implications as below:

- Rhetorical features including parallelism, metonymy, alliteration,

metaphor, simile, synonyms, and anaphora cause to present more effective speech and draw people's attention. Thus, rhetorical features may help the politicians to make a powerful speech or writing by the use of techniques such as alliteration, metaphor, parallelism, and repetition to draw the audience's attention to the political speech (Atkinson, 2005). For example, anaphora is determined as a cohesive device in some different discourse and even in everyday language and can help the politicians to persuade the people to accept the topic (David, 2014). Rajandran (2013) believes that metaphor can bring a particular ideology on a topic.

- Intertextuality can be employed in guiding the speaker to the use of allusion, quotation, and plagiarism depending on the situations to make the speech comprehensible for the audience. In doing so, the use of intertextuality can help the politicians to create connection between their statements and other prior statements/tests in terms of quotations and bring indirect information from other text/speech in terms of allusions (Plett, 1991).

- Style features including modal verbs, tense, transitivity, and personal pronouns lead to make a correct and plausible speech. In fact, the grammatical constructions allow the politicians to make an effective speech for the purpose of communication (Pawley & Syder, 1983).

- Semantic features implied to some keywords which are used by the speaker to transfer positive and negative feedback to the hearers. Thus, the knowledge of semantic features can help the politicians to convey the positive/negative message to the audience (Hernandez-Guerra, 2013). As discussed earlier, in most cases, there were brief comparisons between the current study and other previous studies. Such similarities and dissimilarities among various studies may bring a common pattern to be used for everyone who is willing to make a political speech. The recommendations for future studies are hereunder proposed:

a) It is suggested to conduct the similar research in the field of stance and engagement considering the model of interaction in academic discourse which already presented by Hyland (2005).

b) The analysis of intertextuality, style, and rhetorical features were

implanted in two presidents' speech in this study. It will be worthwhile to carry out the same research for political magazines and newspapers.

References

- Al-Majali, W. (2015). Discourse analysis of the political speeches of the Ousted Arab Presidents during the Arab Spring Revolution using Halliday and Hasan's Framework of Cohesion. *Journal of Education and Practice*, 6(14).
- Amanda, E. (2017). Metaphor, metonymy, and voice in political debates: A discourse analysis study. *Applied Linguistics Research Journal*, 1(1), 41-48.
- Atkinson, D. (1999). TESOL and culture. *TESOL Quarterly*, 33, 625-653.
- Atkinson, D. (2003). Writing and culture in the post-process era. *Journal of Second Language Writing*, 12, 49-6.
- Atkinson M. (2004). *Lend me your ears*. New York: Oxford University Press.
- Atkinson, M. (2005). *Lend me your ears: All you need to know about making speeches and presentations*. Oxford: Oxford University Press.
- Atkinson, D. and Ramanathan, V. (1995). Cultures of writing: An ethnographic comparison of L1 and L2 university writing/Language programs. *TESOL Quarterly*, 29, 539-568.
- Bakhtin, M. (1986). *Speech genres and other late essays*, eds. C. Emerson and Michael Holquist, trans., Vern W. McGee. Austin: University of Austin Press.
- Balogun, S. and Amodu, J. (2018). Parallelism in inaugural speeches of presidents Barrack Obama and Goodluck Jonathan. *Lapai Research in Humanties*, 5(1).
- Bang, H. (2003). *Governance as social and political communication*. Manchester: Manchester university press.
- Bell, D. (1975). *Power, influence and authority*. London: Oxford University Press.

- Beaugrande, R. (1984). *Introduction to text linguistics*. London: Longman.
- Biber, D., Johansson, S., Leech, G., Conrad, S., and Finegan, E. (1999). *Longman grammar of spoken and written English*. London: Longman
- Billig, M. (1987). *Arguing and thinking: a rhetorical approach to social psychology*. Cambridge: Cambridge University Press.
- Billig, M., Condor, S., Edwards, D., Gane, M., Middleton, D., and Radley, A. (1988). *Ideological dilemmas. A social psychology of everyday thinking*. London: Sage
- Broom, G. M., Casey, S., and Ritchey, J. (1997). "Toward a concept and theory of organization-public relationships". *Journal of Public relations research*, 9(2), 83-98.
- Broom, G. M., Casey, S., and Ritchey, J. (2000). Concepts and theory of organization-public relationships. In J. A. Ledingham & S. D. Bruning (Eds.), *Public relations as relationship management: A relational approach to the study and practice of public relations* (pp. 3-22). NJ: Lawrence Erlbaum Associates.
- Broom, G. and Dozier, D. (2006). The centrality of practitioner roles to public relations theory, in Botan, Carl & Hazleton, Vincent (ed.) *Public relations theory II*. N.J.: Lawrence Erlbaum.
- Burkholder, T. R. and Henry, D. (2009). Criticism of metaphor. In J.A. Kuypers (Ed.), *Rhetorical criticism: Perspectives in action*, (pp. 97-114). Lanham, MD: Lexington Books.
- Cabrejas-Peuelas, A. B. and Dez-Prados, M. (2013). The evaluative function of cohesive devices in three political texts. In: Kecskes I and Romero-Trillo J (eds). *Research Trends in Intercultural Pragmatics*. Berlin: De Gruyter Mouton.
- Celce-Murcia, M. and Larsen-Freeman, D. (1999). *The grammar book: An ESL/EFL teacher's course*. Boston: Thomson Heinle.
- Cook, G. (1995). *Discourse and literature*. London: Routledge.
- Cook, G. (2001). *The discourse of advertising*, 2nd ed. London: Routledge.

- Corbett, E. P. J. (1999). *Classical rhetoric for the modern student* (4th Ed.). New York: Oxford University Press.
- David, M. K. (2014). Language, power and manipulation: The use of rhetoric in maintaining Political Influence. *Frontiers of language and teaching*, 5(1), 164-170.
- Deignan, A. (2005). *Metaphor and corpus linguistics*. Philadelphia: John Benjamins Publishing Company.
- Domantas, V. (2020). *Lexical features of political discourse: Text - based languages by Donald Trump, Boris Johnson and Angela Merkel*. Unpublished Master's thesis. Dissertation Vytautas Magnus University, Kaunas.
- Fairclough, N. (1992). *Discourse and social change*. Cambridge: Polity.
- Fairclough, N. (1995). *Critical discourse analysis*. London: Longman.
- Fairclough, N. and Wodak, R. (1997). *Critical discourse analysis*. In: Van Dijk TA (ed.) *Discourse as social interaction*. London: Sage Publications.
- Faucher-King, F. (2005). *Changing parties: An anthropology of British political party conferences*. Basingstoke: Palgrave Macmillan.
- Finlayson, A. (2007). 'From beliefs to arguments: Interpretive methodology and rhetorical political analysis'. *British Journal of Politics and International Relations*, 9(4), 545-563.
- Finlayson, A. and Martin, J. (2008). "It ain't what you say ". British political studies and the analysis of speech and rhetoric. *British Politics*, 3(4), 445-64.
- Fromilhague, C. (1995). *Les Figures de Style*. Paris: Nathan.
- Gamson, W. A. (1988). "Political discourse and collective action." PP. 219-44, in *From structure to action: Social movement participation across cultures*, edited by Bert Klandermans, Hanspeter Kriesi, and Sidney Tarrow. Greenwich: JAI.
- Grunig, J. E. and Grunig, L. A. (1989). Toward a theory of public relations behavior of organizations: Review of a program of research. In J. E. Grunig and L. A. Grunig (eds.). *Public Relations Research Annual*, 1, 27-63.

- Grunig, E. (1993). "Image and substance: From symbolic to behavioral relationships". *Public Relations Review*, 19, 121-139.
- Halliday, M. A. K. (1994). *An introduction to functional grammar (2nd.ed.)*. London: Hodder Arnold.
- Halliday, M. A. K. (1971). Linguistic function and literary style: An enquiry into the language of William Golding's 'The Inheritors'. In Seymour Chatman (ed), *Literary Style: a symposium*. New York: Oxford University Press.
- Halliday, M. A. K. (2008). *An introduction to functional grammar*. Beijing: Foreign Language Teaching and Research Press.
- Halliday M. A. K. and Matthiessen, C. (2004). *An introduction to functional grammar (3rd ed.)*. London: Edward Arnold.
- Hernandez-Guerra, C. (2013). Textual, intertextual and rhetorical features in political discourse. *Journal of Applied Linguistics and Language*, 8, 59-65.
- Hyland, K. (2005). Stance and engagement: a model of interaction in academic discourse. *Discourse Studies*, 7(2), 173-192.
- Hyland, K. (2008). As can be seen: Lexical bundles and disciplinary variation. *English for Specific Purposes*, 27, 4-21.
- Jamieson, K. H. and Campbell, K. (1990). *Deeds done in words: Presidential rhetoric and the genres of governance*. Chicago: University of Chicago Press.
- Johnstone, B. (2008). *Discourse Analysis*, 2nd. ed. MA: Wiley-Blackwell.
- Kirchner, M. (1987). "On Some stylistic features of Kazakh proverbs ". In: M. Vandamme & H. Boeschoten. Utrecht paper on central Asia. *Proceeding of the first European seminar on Central Asia studies*, 223-228.
- Kristeva, J. (1980). *Desire in language: A semiotic approach to literature and art*. New York: Columbia University Press.
- Lakoff, G. and Johnson, M. (1980). *Metaphors we live by*. Chicago: University of Chicago Press.
- Liping, C. (2014). Experiential metafunctional analysis of Winston S. Churchill's speech on Hitler's invasion of the U.S.S.R. *English Language Teaching*, 7(9), 132-136.

Montgomery, J. L. and Baker, W. (2007). Teacher-written feedback: Student perceptions, teacher self-assessment, and actual teacher performance. *Journal of Second Language Writing*, 16, 82-99.

Nunberg, G. (1979). The non-uniqueness of semantic solutions: polysemy. *Linguistics and Philosophy*, 3, 143-184.

Pawley, A. and Syder, F. H. (1983). Natural selection in syntax: Notes on adaptive variation and change in vernacular and literary grammar. *Journal of Pragmatics*, 7(5), 551-579.

Pickett, S. T. A. (1999). *The culture of synthesis: habits of mind in novel ecological integration*, 87, 479-487.

Plett, H. (1991). *Intertextuality*. New York: Walter de Gruyter.

Quirk, R. and Greenbaum, S. (1990). *A student's grammar of the English language*. London: Longman.

Rajandran, K. (2013). Metaphors for Malaysia's economic transformation programme. *Kajian Malaysia*, 31(2), 19-35.

Raof, A., H. (2001). *Arabic stylistics: A course book*. Wiesbaden: Harrasowitz Verlag.

Shariffar, M. and Rahimi, E. (2015). Critical discourse analysis of political speeches: A case study of Obama's and Rouhani's speeches at UN. *Theory and practice in language studies*, 5(2), 343-349.

Shaw, H. (1972). *Dictionary of literary terms*. U.S.A.: McGraw-Hill.

Sheveleva, A. and Timchenko, V. (2009). "A comparative analysis of the politicians' speech behavior in the American political discourse about Russia". In Modina G. (Ed.), *Cultural and Linguistic Contacts*, 13, 40-49.

Tourangeau, R. and Sternberg, R. (1982). Understanding and appreciating metaphors. *Political Discourse Analysis*, 2(2), 191-205.

Van Dijk, T. A. (1977). *Text and context*. London: Longman.

Wang, Y. (2007). *Cognitive linguistics*. Shanghai: Shanghai Foreign Language Education Press.

Wang, J. (2010). A critical discourse analysis of Barack Obama's speeches. *Journal of Language Teaching and Research*, 1(3), 254-261.

Yuqiong, Zh. and Fengjie, L. (2018). Transitivity analysis of David Cameron's speech in retaining Scotland. *International Journal of Language and Linguistics*, 6(3), 70-79.

Zhuanglin, Hu. (1988). *A course of linguistics*. Peking: Peking University Press.