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### POLITICS OF POWER AND PERSUASION: A PDA OF THE SPEECHES DELIVERED BY IMRAN KHAN, MAHTIR MOHAMMAD AND RECEP TAYYIB ERDOGAN AT UNGA REGARDING HUMANITARIAN CRISIS.

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#### **ABSTRACT**

The study investigates socio-political ideologies hidden in Khan's, Mohammad's, and Erdogan's speeches delivered at UNGA's 74th session regarding the humanitarian crisis. The study investigates how political leaders (Khan, Erdogan and Mohammad) persuade the masses by utilizing persuasive language to gain power in their societies. Moreover, the data for the analysis of this qualitative study is collected through purposive sampling. The data is analyzed through the thematic analysis using ven Dijk's (2005) socio-cognitive model. After the analysis of the current study, the researcher finds that the above-mentioned leaders explore numerous issues that cause the humanitarian crisis, for instance, global injustice, corruption, Islamophobia, and so on. Furthermore, the researcher figures out the persuasive strategies that the leaders have employed in their speeches at the international political event. However, they do not foreground the possibilities/chances that could cause negative criticism for their worth. Henceforth, the current study is significant for the future researchers who can utilize it to understand the hidden ideologies lying in the language of politicians as well as they can get help from the framework of the present study.

#### **INTRODUCTION**

Political leaders use language that is a multidimensional communication method to sway and persuade the audience. Similar to the political discourse

analysis (PDA) that provides a variety of analytical models and tools, language is also used to manipulate some hidden agendas. However, language allows people to amplify the deep or implicit meanings ingrained in the political discourse. Additionally, politicians often use persuasive techniques in their political speeches to persuade the populace adopt their ideologies (Iqbal et al., 2020). Consequently, PDA is defined as an integral part of the culture and language (Saeed et al., 2020). Politics involves a significant amount of *persuasion*—a technical term for inducing or tempting members of any society or group. Furthermore, political leaders appear to have been actively using these kinds of persuasion and rhetorical strategies for ages (Iqbal et al., 2020). Furthermore, orators frequently use these rhetorical devices to appeal to their target audience. The same applies to how orators utilize them to persuade the audience to support their goals. Hence, Politics and persuasion are intertwined (Akram et al., 2020; Rubbani et al., 2021).

### **THEORETICAL FRAMEWORK**

The field of the study known as political discourse analysis is a subfield of discourse analysis that focuses on how language is used in specific political settings, arenas, and arenas of activity, such as political trials, debates, legislative procedures, and discussions. An analysis of political discourse is another term that can be used to describe an area of discourse analysis that focuses on highlighting political ideologies as part of the discursive discourse to unearth and expose the hidden ideologies in which politicians' huge goals are hidden. According to Van Dijk (2006), "political discourse" can be expanded to include all actors who try to make political agendas discursive through words, photographs, and gestures. He believes that "political discourse" should not be limited to politicians or political debate. Political discourse is not limited to political language; instead, it comprises all activities of the media, political workers, political officials, pressure organisations, and social institutions that play a part in power. Political language is just one component of political discourse (Saeed et al., 2021).

In his analytical framework, Van Dijk (2006) elaborates several language strategies; one of which is the fundamental dichotomy of "Positive Self Representation" and "Negative Other Representation." This contradiction stands out everywhere. In-group favouritism that is often referred as positive self-representation is a semantic macro-strategy that is utilised for the purpose of "face keeping" or "impression management" (Van Dijk, 2006). Negative other-representation is an another example of a semantic macro-strategy that divides in-groups and out-groups into "good" and "bad," superior and inferior as well as Us and Them.

### **DATA ANALYSIS**

To conduct the analysis, the researcher has listened to and watched the videos of the speeches of the political leaders several times to examine the complete structure of each and every sentence. The analysis can cover the various aspects of the emerging themes frequently used in the speeches but the researcher has selected only the central theme of humanitarian crises. In this research, the thematic analysis of the ideological foundation or background is examined through the linguistics tools. Therefore, the analysis is conducted at

the sentence level, and these sentences are encoded according to the relevance of the theme. In figure 4.0, the study depicts the crucial details of the targeted speeches.

***Theme: Humanitarian Crises and Global Injustice***

***Speech of Imran Ahmed Khan Niazi***

***Use of Pronoun***

Sr. No.	Use of I	Use of We	Use of They
1	I have	We need	They also
2	I foresee	we must	
3	I fear		

***Use of Model Verbs***

Sr. No	Use of must	Use of will	Use of should
1	We must	Time will come	We should include
	Must take steps	Countries will be forced	should be fully implemented

***4.3.1.3. Use of Theme***

Sr. No	Number Game	Fear based representation	Self Representation	Highlight the Humanitarian Crises and Global Injustice issue	PM's concern about public well being
1	"...7 trillion dollars in stolen assets, are parked in the financial haven destination"	"I fear a few wealth islands in the sea of poverty will also turn into a global calamity, like climate change"	"I have been drawing the world's attention towards the scourge of illicit financial flows from developing countries."	"Because of the plunder of the developing world by their corrupt ruling elites, the gap between the rich and the poor countries is increasing at an alarming speed."	"Because of the plunder of the developing world by their corrupt ruling elites, the gap between the rich and the poor countries is increasing at an alarming speed."

2	<p>“Three, we must adopt clear investment strategies”          “which help alleviate poverty, promote job creation, build sustainable infrastructure, and of course bridge the digital divide”.</p>		<p>“I foresee, in the not-too-distant future, a time will come”          “when the rich countries will be forced to build walls to keep out economic migrants from these poor countries.”</p>	<p>“Through this platform, I have been drawing the world’s attention towards the scourge of illicit”          “financial flows from developing countries.”</p>	<p>“I fear a few wealth islands in the sea of poverty will also turn into a global calamity, like climate change”</p>
3			<p>“I fear a few wealth islands in the sea of poverty will also turn into a global calamity, like climate change”.</p>	<p>“The secretary general’s high level panel on financial accountability transparency and Integrity (FACTI) has calculated that a staggering 7 trillion dollars in stolen assets are parked in the financial haven destination.”</p>	
4				<p>“This organised theft and illegal transfer of assets has profound consequences for the developing nations.”</p>	

5				<p>“It depletes their already meagre resources, accentuates the levels of poverty”</p>	
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Imran Ahmed Khan Niazi explores the humanitarian crises and global injustice (Tayyab et al., 2021), utilizing the emotional language that makes the audience realize his keen desire to serve his developing country and the other developing countries. However, his nation seems to become hopeless and helpless day by day due to the unplanned policies of the rulers before his government. In this speech, the speaker divides the leaders into two categories: the first one who is corrupt thinks about his welfare alone, while on the other hand, the other one is a loyal and honest leader (Javaid et al., 2021). The speaker also claims that the corrupt leaders always seem to stand by money launderers and do nothing for the betterment of the suppressed and depressed people of the underdeveloped and developing countries/nations.

Additionally, he emphasizes the fact that the elite ruling class supports these money launderers. The speaker further defines the strategies to overcome this issue by using the number game technique. Moreover, he suggests, "we must adopt clear investment strategies which help alleviate poverty, promote job creation, build sustainable infrastructure, and of course bridge the digital divide". The speaker here uses the pronoun “we”, which is highly ideological because it shows a sense of nationhood, and collectiveness. The speaker also uses the modal verb that shows the corrective action to overcome the issue like money laundering. The speaker also uses self-representation positively and also persuades the audience by saying, "I propose that the Secretary-General convene an SDG summit in 2025 to review and accelerate the implementation of Sustainable Development Goals (SDGs)". The speech and the words of the speaker are clear, and also show his sympathy and heartfelt nature and his concern about public well-being. In this speech, the speaker is the spokesperson who talks not for the welfare of his being or country but for all humans. Furthermore, the speaker also sheds light on the issue of corruption that has reached its climax with an alarming speed. The speech also unveils the speaker’s fear that it will create a gap between rich and poor countries and divide the world into two boundaries of rich countries and poor countries.

The speaker also uses the self-representation positively and also persuades the audience by saying "Through this platform, I have been drawing the world’s attention towards the scourge of illicit financial flows from developing countries". It sheds a light on the speaker's thinking and soft-heartedness, because he has concerned about the nation. He further uses the number game

technique for the calculation of stolen assets which is "7 trillion dollars". Moreover, this amount was illegally transferred, and the rate was high at that time which converted developed countries into the rich nations. The speaker again uses positive self-representation by forecasting the boundaries between the rich and poor world by saying " I foresee, in the not-too-distant future a time will come when the rich countries will be forced to build walls to keep out economic migrants from these poor countries".

In this speech, the speaker also shows the fear of converting developing countries into the poorer nation, and he also shows his concern about the nation and positive self-representation by explaining " I have a fear" that "few wealthy islands" which are found in the sea will turn in to the "global calamity" due to the poverty that is a change just "like the climate". It also shows his sympathy and heartfelt nature, and his concern for public well-being. In this speech, the speaker is the spokesperson who talks not for the welfare of his being or country but for all humans. Moreover, the speaker also touches the audience's sentiments at UNGA by delivering the emotional speech. He states that it is possible to spend a lot of money on the fundamental social issue of poor people like poverty and the environment when the ruling upper class who is already powerful has stolen its assets. The speaker further requests the president of UNGA to take strict action and make rules for money laundering. So, the money launderer will not be able to steal money. The speaker also explains the suffrage of the people of Kashmir. The speaker explains about the terror region that is Kashmir, and this region is occupied by the Indian force of about 900,000 numbers. Here the speaker uses the number game technique by mentioning that 13000 young Kashmiris who were tortured by 900,000 Indian forces. Furthermore, the speaker also explains the suffrage of Pakistan after the war of 9/11 through number games that "80,000 Pakistanis died due to drone and Pakistani economy was also lost in the amount of \$150 billion dollars". And almost 3.5 million Pakistani people were displaced. The speaker also sheds light on the condition of Afghanistan through the number game technique when the speaker discusses a large number of refugees, almost 5 million, who entered Pakistan after the war of 9/11. The speaker also discusses the drone attack by using the technique of a number game that 480 drone attacks affected the lives of Pakistani. The speaker discusses the economic condition of the neighboring country, Afghanistan that due to the war, a great number of people reached below the line of poverty. The speaker asserts that no action was taken by the UNGA. It is an injustice to the humanities.

***Speech of Dr. Mahatir Mohamad***

***Use of Pronoun***

<b>Sr. No.</b>	<b>Use of I</b>	<b>Use of We</b>	<b>Use of They</b>
1	I believe	We will have	They are
2	I would	We need	They are
3	I look forward	We can	They would

4	I thank you	We dont	
5		We are also	
6		We do not	
7		We want	
8		We see	
9		We need	
10		We can not	
11		We must	
12		We must	
13		We must	
14		We succeed	
15		We claim	
		We are	

*Use of Model Verbs*

Sr.No	Use of will	Use of can	Use of should	Use of would	Use of must
1	We will	We can	UN should	I would	We must
2	Growth will	Trans can	People should	Fire would	We must
3	Rich will	It can	People should	Abuses would	We must
4	Services will	It can not	Power should	They would	
5		We can not	Veto should		

*Use of Theme*

Sr.No	Number Game	Fear based representation	Self Representat ion	Highlight the Humanitarian Crises and Global Injustice issue	PM’s concern about public well being
1	“They are already talking of making trillions.”	“Now the rich want us to balance the trade, to buy more of their goods, to correct the imbalance. To do this we will have to spend the money we earn from trade to import the goods of the rich. Our growth will be stunted so that the already rich will become richer.”	“I believe in capitalism. But capitalism has gone mad. They are already talking of making trillions.”	“Now the rich want us to balance the trade, to buy more of their goods, to correct the imbalance. To do this we will have to spend the money we earn from trade to import the goods of the rich. Our growth will be stunted so that the already rich will become richer.”	“Trade enriches everyone. It has been shown through the ages. Malaysia is a trading nation. Our population is too small to provide a good market. We need the world market. With the new communication technologies, we can increase our trade with the world. So, don’t impoverish us by forcing us to buy what we don’t need

					or to reduce”
2	“The veto should only be valid if two Veto Powers together with three non-Veto members agree to apply it.”	“Now the rich want us to balance the trade, to buy more of their goods, to correct the imbalance. To do this we will have to spend the money we earn from trade to import the goods of the rich. Our growth will be stunted so that the already rich will become richer.”	“I would like to thank the staff and officers of the UN for their work and dedication, in all these fields.”	“Trade enriches everyone. It has been shown through the ages. Malaysia is a trading nation. Our population is too small to provide a good market. We need the world market.”	“We are also seeing sanctions being applied to countries. We do not know under what laws sanctions are applied. It appears to be the privilege of the rich and the powerful”
3	“Three quarters of a century is a long time”	“If we do not make wars a crime our security cannot be sustained.”	“I look forward to the time when their services will no longer be needed, when countries are able to ensure their own security.”	“With the new communication technologies, we can increase our trade with the world. So, don’t impoverish us by forcing us to buy what we don’t need or to reduce our exports.”	“The terms of the agreements were drawn up by them. And they are not all like Bill Gates. Most are bent on exploiting the power money gives them.”
4			“ I thank	“capitalism has	“Countries and



			you”	gone mad.” “They are already talking of making trillions”. “It is dangerous for a person or a company to have so much money.” “It can influence things.” “It can buy power. Hence the anti-trust laws”.” We see in the Trans Pacific Partnership – TPP, when the rich companies had given themselves the power to sue governments.” “The terms of the agreements were drawn up by them. And they are not all like Bill Gates”. “Most are bent on exploiting the power money gives them.”	people should be allowed to retain their cultures and ways of life. Only if the way of life involves taking away the rights of people should there be international interference sanctioned by the UN General Assembly.”
5				“The UN has failed in protecting the poor from the scourge of war. But in other fields it has done much better. It has contributed to better health, to alleviating the sufferings of some of the poor and the needy. It does provide a degree of security and stability in places plagued by internal conflicts”	

6			<p>“the time has come when the veto power should be modified if it cannot be done away with completely. The veto should only be valid if two Veto Powers together with three non-Veto members agree to apply it. That way abuses would be less frequent”</p>	
7			<p>“Now – new, cheap but powerful weapons have been invented which even the poor can produce and use. If we do not make wars a crime our security cannot be sustained”</p>	

In this speech, Dr Mahatir Mohamad sheds light on the negative impacts of Veto power because a specific group of countries holds this power, and they use power for the sake of benefit, showing the hallowed nature of that world forum. Here the speaker talks about Malaysia which is a middle-income country that depends on the growth of trade and also discusses the market that depends on rich countries. The speaker sheds light on the issue of veto power that the rich countries want to sell their goods for balance trade. The speaker uses the pronoun of “we”, which is highly ideological because it shows a sense of nationhood and collectiveness. The speaker also uses the modal verbs that show the corrective action to overcome the issue caused by capitalism.

The speaker further uses positive self-representation by “I believe in capitalism. But capitalism has gone mad. They are already talking of making trillions.” In this speech, the speaker uses the technique of a number game to show the capitalist who is trying to make trillions of dollars. The speaker further uses the technique of polarisation “us vs. them. This shows the negative image of capitalist countries that want to make money and to use power negatively and to exploit the power for the sake of money making.

Moreover, the speaker explains that the United Nations is unable to protect the underprivileged countries from this violence and exploitation. The speaker further explains that the UN needs to do more activities like “It does provide a degree of security and stability in places plagued by internal conflicts.” The speaker also sheds light on the serious issues by using the modal verbs to suggest the correct and accurate action. He says, “It can do more. But it is short of funds. Countries including the very rich are not paying their dues. It is shameful.”. The speaker further uses the pronoun “we” which is highly ideological because it shows a sense of nationhood, and collectiveness. The speaker here uses the technique of positive self-representation by thanking the whole staff of the UN for their dedicated effort and also explains about no longer duties of UN staff and security by saying “I look forward to the time when their services will no longer be needed when countries are able to ensure their own security.” Here speaker uses the pronoun “I”, which shows the sense of the power of the prime minister.

In this speech, the speaker also uses the deictic of time by saying “I look forward to the time when their services will no longer be needed when countries are able to ensure their own security.”. Here the speaker is using a technique of positive self-representation by explaining the negativity of veto power and here he uses the technique of number game by saying, “The veto should only be valid if two Veto Powers together with three non-Veto members agree to apply it”. In the last of his speech, the speaker suggests some solutions for the use of negative power, and if someone uses its power negatively, the UN selects some punishment for that country by saying “We must punish warmongers. We must make the world peaceful for all. That was our mission and that must remain our mission.” Here, the speaker has used the pronoun “we” which shows the sense of power, collectiveness and unity like a family and the punishment will be selected collectively. The speaker also explains that through this action, the world will be a civilised world.

The speaker also discusses the global injustice and humanitarian crisis by shedding light on the act of Israel expelling 90 per cent of Palestine people and also seizing their land. The speaker here uses the number game technique by mentioning 90 per cent of the population. In this speech, the speaker also explains the acceptance of Israel, but the speaker doesn't accept the Israeli act of seizing the land of Palestine and the act of stopping them from entering Jerusalem and occupying Jerusalem. The speaker also sheds light on the Israeli act of stopping the Palestinians from entering their settlements which are built on their own land. The speaker also discusses the bold step of Malaysia to criminalise war. The speaker here uses the technique of a number game to explain the exact number of people who were killed during the war by saying, “It is ridiculous to hang a murderer for killing one person but to glorify the people who are responsible for the deaths of millions of people”. He discusses the injustice of the UN that hangs a murderer for killing only one man but glorifies the murderer of millions of people. The speaker also discusses the modern war that is being waged. These wars not only kill the warriors but also kill innocent people too, and also the reason for the great loss of money and economy.

Moreover, the speaker uses the pronoun “we” which is highly ideological and shows the sense of nationhood and unity like a family. The speaker also explains about nature of human beings which is still savaged by saying “We consider ourselves civilised but we are still very primitive since we accept killing people as a way to settle disputes between nations or within nations”. The speaker here highlights the injustice of the UN which is not speaking against the humanitarian crisis.

***Speech of Tayyab Erdogan***

***Use of Pronoun***

Sr. No.	Use of I	Use of We	Use of They
1	I call	We host	Are they
2	I am	We spent	
3		We have	
4		We provide	
5		We on the other hand	
6		We ever	
7		We sent	
8		We need	
9		we must	
10		We consider	
11		We made	
12		We made	
13		We expect	
14		We must	
15		We adopt	
16		We can	
17		We are	
		We also	
		We believe	
		We can	
		We believe	
		We all	
		We will	
		We will	
		We work	
		We also	

***Use of Model Verbs***

Sr.No	Use of must	Use of can	Use of Could	Use of will
1	We must	Can lead	Could involve	Nor will
2	We must	We can	Could reach	There will be

3	Must be	Issue can		Which will
4	Must go	Can be		Turkey will
5	Must be resolved	Can be		We will
6		Cannot be		We will
				Will be
				Will be
				Turkey will

*Use of Theme*

Sr. No	Number Game	Fear based representation	Self Representation	Highlight the Humanitarian Crises and Global Injustice issue	Preient’s concern about public well being
1	“we killed approximately 3,500 Daesh terrorists,”	“Today, Syria is a region that hurts humanity’s conscience – an embodiment of global injustice.”	“ I am asking from the podium of the United Nations General Assembly: Where are the borders of the State of Israel?”	“ We host 5 million asylum seekers who have fled violence, starvation and persecution.”	
2	“We host 5 million asylum”	“The regime and terrorist groups, together with the forces encouraging them, are desperate to perpetuate the conflict that has plagued the country since 2011.”		“Turkey remains the world’s top provider of humanitarian aid per capita”	“We host 5 million asylum seekers who have fled violence, starvation and persecution.”
3	“Turkey is bigger than the population of 29” “individual U.S. states”	“ The time has come to end the Syrian crisis, which” “claimed nearly one million victims, displaced more than twelve million people		“Over the last eight years, we spent \$40 billion for asylum seekers”. “365,000 refugees have since relocated to the parts of Syria that we	“Today, almost half of the Syrian refugee community in Turkey is under the age of eighteen”. “Meanwhile

		<i>and forced half of them to flee the country”</i>		<i>have made safe”.</i>	<i>, the number of Syrian children born on Turkish soil is nearly 500,000”. “We provide them with housing as well as public services including education and health care”</i>
4	<i>“...some 3.65 million of all asylum seekers in Turkey hail from Syria”</i>	<i>“In addition to harassing our nation’s borders, the group struck” “Turkey’s heart by carrying out suicide bombings in multiple cities, resulting in hundreds of casualties”</i>		<i>“Today, almost half of the Syrian refugee community in Turkey is under the age of eighteen. Meanwhile, the number of Syrian children born on Turkish soil is nearly 500,000.” “ We provide them with housing as well as public services including education and health care”.</i>	
5	<i>“Over the last eight years, we spent \$40 billion for asylum seekers”</i>	<i>“. Sadly, Turkey was left alone to engage in its selfless efforts to help asylum seekers.”</i>		<i>“.Unfortunately, the world was quick to forget about millions of victims, their journeys to survival, and the souls that perished in the dark waters of the Mediterranean or up against</i>	<i>“Nor will we ever forget the image of babies like Alan Kurdi, whose dead bodies washed up on our shores”</i>

				<i>security forces on national borders.”</i>	
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In this speech, the speaker Tayyab Erdogan sheds light on the serious issues regarding humanity and injustice by explaining the suffrage of Syrian and the threat of Daish. The speaker starts the speech by explaining the region of Syria, which is famous for bearing inhumanity and injustice of world. He says, “Today, Syria is a region that hurts humanity’s conscience – an embodiment of global injustice.” Also explains the suffrage of Syrians who have been facing the terrorist attacks since 2011. The speaker here uses the technique of a number game in an explanation of the suffrage in the country that started in 2011. The speaker also uses the deictic of time by saying, “The time has come to end the Syrian crisis, which claimed nearly one million victims, displaced more than twelve million people and forced half of them to flee the country”. Here, the speaker uses the technique of number game to highlight the suffrage that are almost 12 million and half of them means six millions of people are forced to leave their country.

The speaker here also explains the suffrage of Turkey, which is due to the Daesh attack. Here, the speaker represents the fear by saying, “In addition to harassing our nation’s borders, the group struck Turkey’s heart by carrying out suicide bombings in multiple cities, resulting in hundreds of casualties”. The speaker also uses here the technique of a number game through hundred of casualties that explains the dead bodies of the innocent people who were killed in a suicide bomb attack that was planned by Daesh. The speaker also explains the feat of Turkey by saying, “Turkey was the first country to deal a heavy blow to Daesh in Syria. By launching Operation Euphrates Shield, we killed approximately 3,500 Daesh terrorists, paving the way to the organisation’s ultimate collapse.” In this speech, the speaker has also used “we”, which is highly ideological because it shows a sense of power, collectiveness, and nationhood. The speaker explains that the Turkish people killed a huge number of terrorists. The speaker also uses the technique of a number game by mentioning 3500 dead terrorists in the operation held by Turkey.

Furthermore, the speaker explains that Turkey is a top provider of shelter by saying, “At the same time, Turkey remains the world’s top provider of humanitarian aid per capita. We host 5 million asylum seekers who have fled violence, starvation and persecution.”. The speaker here uses the number game technique by using 5 million. This highlights the effort of Turkey which provides shelter to the refugees, about 5 million and also provides them food.

The speaker here wants to shed light on the refugees by using the technique of the number game by saying, “To put things in perspective, the refugee community in Turkey is bigger than the population of 29 individual U.S. states. Some 3.65 million of all asylum seekers in Turkey hail from Syria.”, “. Over the last eight years, we spent \$40 billion for asylum seekers,” and “365,000 refugees have since relocated to the parts of Syria”. He explains the migrated people who have entered Turkey and hosted by the president of Turkey for the sake of humanity's help. In this speech, the speaker also uses the technique of a number game by saying “\$40 billion” and “365,000,” which also explains the expense of the Turkey, which is increased by the refugees.

In this speech, the speaker also explains the Turkish act of handling the huge number of refugees like a family that shows their concern about the nation and also symbolizes their kind nature and soft hearts who think for other people. The speaker also uses here the technique of a number game by mentioning “age of eighteen”, which explains about age of the refugee children community who are settled in Turkey. The speaker also mentions the newborns refugee by using the technique of a number game by saying “Meanwhile, the number of Syrian children born on Turkish soil is nearly 500,000”. The speaker also discusses the efforts of his government by using the pronoun “we” and says “We provide them with housing as well as public services including education and health care. Unfortunately, the world was quick to forget about millions of victims, their journeys to survival, and the souls that perished in the dark waters of the Mediterranean or up against security forces on national borders.” It highlights the speaker’s strategy in handling refugees and shows the positivity and kind nature of the speaker who provides the house, job and another things of necessity. This shows the positive self-representation of the speaker who is concerned about the nation and humanity.

The speaker also shed light on the deceased bodies that were washed away on the sea shore of Turkey. The speaker explains that it is difficult to forget these types of incidents. The speaker here explains the suffrage of handling a huge number of refugees while it was a difficult task for Turkey that was alone in handling this issue. The speaker here uses the technique of number game by saying “eight months of 2019”, “32,000 irregular”, “58,000 irregular migrants” and “5 million refugees”, that highlights the refugees who were served by the Turkish government. It is also an effort of the Turkish government which sent 58000 refugees back to their homes.

In this speech, the speaker further sheds the light on some serious issues by using the technique of number gaming and explains “There are three important issues that we need to address in order to end the humanitarian crisis in Syria today.” The speaker here uses the modal verbs to explain the correct action for the resolution. Here, the speaker explains the strategy to secure Syria from the attack.

Moreover, the speaker also sheds the light on the crisis in Syria by using the first person pronoun "I" which shows the degree of certainty and also shows sense of power while the use of the phrase “I call on the world” is not simply an expression of the thought but the solid conviction that holds by the speaker.



If a highly regarded scholar thinks in this way, it is generally anticipated that the audience would accept it as fact. Although it appears that the audience is the only one who hears the idea, there are also some implied recipients. Those implicit or inferred recipients are out-grouped like “they”. The use of they is considered to be a choice of linguistic distancing.

Furthermore, the speaker sheds light on the murder of a journalist who was brutally murdered. The speaker uses the technique of a number game by saying “one year before”. The speaker here uses the pronoun of "we" to show collectiveness. and the speaker here wants to show the unity of one family and also explains the debate on the activity of Iran.

The speaker also highlights the issue of the Palestine which is not resolved yet. Palestine is under the occupation of Israel that is disrespecting humanity. Here the speaker also defines the injustice of the UNGA that is not taking any step against Israel. The speaker here uses self-representation by using the first person pronoun "I" which shows the degree of certainty and also shows the sense of power. He also uses the clause “I am asking”, and also asks the question about Israel where its border is and also asks “Are they the 1948 borders or the 1967 borders? Or are there other borders?”. The speaker here uses the technique of a number game by mentioning the “1948” and “1967” which states the year of the creation of the border and its year of completion.

In this speech, the speaker also highlights the issue of Kashmir by using the technique of the number game of 72 years. The speaker here explains that this issue is so old, but it is not resolved yet. It is the injustice of UNGA. The speaker also uses the model verb which enlightens the correct action, “table talk”. The speaker here suggests that this issue should be resolved between Pakistan and India at the conference.

## **CONCLUSION**

After conducting the analysis, the researcher finds out that Muhammad, Erdogan and Khan efficaciously communicated their messages to the international communities through their practical orientation. In the same way that Khan, Muhammad, and Erdogan have used appropriate language in their speeches, it is a fact that language plays a valuable and vital role in communication, whether it is in the form of verbal or non-verbal communication. As far as their styles of speech at the UNGA are concerned, they demonstrated themselves to be the great and expert speakers, acting as a representative of the entire Muslim world in addressing the social and political issues concerning the environment, corruption, religion, terrorism, which were explicitly related to occupied Kashmir, Palestine and Syria. During the process of analyzing these complex utterances, the research highlights how the speakers persuade their audience and how the speakers subconsciously deployed discursive, rhetorical, and persuasive methods such as personal pronouns, repetition, nostalgia, and rhetorical questions or analogies that the research figures out through the van Dijk’s socio-cognitive modal of critical discourse analysis.

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