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Cross-Cultural Perspectives on the Political Discourse in the Media

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ABSTRACT

Political discourse has been utilized skillfully throughout the nations. It is a subdivision of media discourse that the attention getter makes sure of the good use of power relations. This study tackles the political speeches of famous leaders in many different countries by highlighting the shared points that how those speeches have affected the addressed audience. Also, this study makes a time span survey of those speeches in many different eras. It has been concluded that some ambiguity might arise from the term itself, so the study disambiguated this by showing the direction of the discourse is intended to a particular audience that cannot interfere with the delivered message of "game of words".

1. Introduction

In General, The Political Discourse is the expression of intellectual perception with all its aspect especially in civilized environment which aims to define the community the Political authority agenda with all its ideas and perceptions that leads to inquiry the persuasion and affection in audience. And other concepts, the Political Discourse

defines as a group of logical statements which carries theories, concepts and proposals in logical framework about the political situations of community within the historical framework which addresses problems and identifies the universal and regional relationship and also it considers the mental perception which represents the reality and delivers to the audience by which the Political Discourse (Fetzer & Lauerbach, 2007:73).

The concept of Political Discourse signs to it is a form of speech oriented to an individual or community for person who holds a certain political position in order to convey his thoughts to follower audience and the aim behind that is introduced themselves and offered the problems of their community and the world and finding the suggested solutions to attract the attention of the people and achieving some particular interests or gaining electoral votes or implementing particular projects and the Political Discourse is considered as a form of modern culture and it represents an important tool to gain the power and legitimacy from the citizens (ibid).

And the Political Discourse also distinguishes that it depends on the hearer of political discourse whom plan and monitor the ways by which the policy will be implemented and completed. The conveying of Political Discourse to the audience by a direct way from the politicians through the theater or indirect way through the visual and audio media (ibid, 79).

The political discourse is based on two main pillars:

1 - The idiomatic meaning (Denotation) which is the linguistic elements that have not changed and which still retain its lexical meaning and does not recognize linguistic changes.

2 - Connotation: It is the form carried by the internal meaning of the sermon.

1.1. The Concept of Media Discourse

Dovchin (2020: 43) has defined Discourse in any society as a "social practice, which is the whole word and deed, and the media discourse transmits this social practice to

the public through the media", and undoubtedly that most of the media discourse has its biases, whether declared or undeclared, so it is better analyze the communication and media processes in terms of training, ownership, work systems, the nature of the public, the political system, and the speeches they produce to determine their ability and accuracy to convey reality, what they hide or show, for whom they work, and what their strategies are.

1.1.1. Forms of Media Discourse Written Text

The speaker addresses the written speech of the purpose of this speech, and addresses issues and problems in a logical way, also helps the speaker to present the basic ideas in an orderly and orderly manner, and helps him to choose accurate and clear words, and is considered one of the most successful and best types of speeches (ibid).

- Improvisation of a notebook: It is not the use of a text written in full, and only put a notebook in front of him containing several points or axes he wants to talk about.
- Improvisation: to improvise the speaker in the speech without the use of any written text or notebook, where the improviser must be a good speaker, and familiar with all aspects of the subject that will talk about, and has the ability to arrange and organize ideas.

1.1.2. Rules and Foundations of Media Discourse

The discourse must be clear and meaningful, in terms of ease of words, sentences and phrases, to facilitate understanding by the recipient, and this is achieved by focusing on the ideas and facts and information important and basic known to the speaker (Dunmire, 2012:736-7).

- Vitality: the choice of interesting words attractive away from the inertia, to attract recipients of speech.
- Diversity: The diversity of sentences, paragraphs and phrases, so that each paragraph includes a new idea, and new information.

- **Abbreviation:** A shortcut is not prejudicial to the speech, and makes the recipient follower and attracted to the speech of ideas and information and meanings easily, as was said in the impact: the best talk and say less.

1.1.3. Conditions of Media Discourse:-

Abdul-Latif (2015:38) has argued that there are many conditions any media speech must apply in order to achieve the intended message:

- Determine the purpose of media discourse.
- Define your audience or target group.
- Determine the appropriate language and style of discourse according to the level of culture of the audience.
- The style of speech should be attractive and interesting. Determine how long the speech should take.
- Observance of morality, morality and public taste in the language of discourse, and away from insults and insults and cursing.

1.1.4. Important Elements of Media Discourse

They address issues of concern to the public, and affect their needs, desires, and requirements closely, and respond to their hopes and aspirations. These issues have been discussed by **Joseph (2004:56-9)**. **They are:**

- **New information:** It is important for the speaker to bear in mind that the public expects new information from them, or corrects old information, and must be based on evidence to convince the public.
- **Address hot and hot issues in the arena:** Media discourse will be more attractive and acceptable if it focuses on the hot issues in society, and arousing in the arena with transparency and clarity.

- Addressing topics that need to be explained and explained: There are many political, social and economic topics that need to explain and interpret the content and content behind, to facilitate the process of understanding, in order to form views and views around them.

1.2. The Concept of Political Discourse in the Media Discourse

Political discourse is defined as a form of multiple discourse, used by an individual, group, or political party, in order to obtain a certain authority in the event of any conflict or political dispute, and is of great importance to the user, and its importance is that It is a necessary tool for gaining power, and is resorted to by the various political forces, in order to reach the top positions in power, and gain legitimacy on the attempts made by the concerned party (**Montgomery**, 2019:55).

1.2.1. The Purpose of the Political Discourse

Montgomery (2019) has discussed the purpose of the political discourse is characterized by a discourse based on the process of persuasion to the addressee of the discourse, in addition to receiving acceptance and conviction of credibility, through many means and methods supported by arguments and proofs, political discourse must employ the correct linguistic and logical means, and expressive sentences commensurate with the way of communication With individuals, such as images and music as well as the use of body language, taking into account that they are commensurate with the position and position on which political discourse is delivered

1.2.2. Functions of Political Discourse

Joseph (2004:59) has argued that there are many functions performed by political discourse, namely: News function: One of the most important functions that deliver the news to the public in a correct and convincing. The function of resistance and opposition: Mainly works to provide opposition and protests against the policy followed in the society in which he lives, in addition to the resistance of this policy and the system used to change it and get another system. Hide Truth function: Helps

conceal and falsify facts, and present facts other than those that exist and are followed by certain individuals.

The function of granting or removing legitimacy: This function is based on giving power to a particular group or extracting power from those in charge. In cases where the discourse is performed by one of the previous posts, it is considered a purely political discourse, and if the discourse does not contain one of these functions, it cannot be described as a political discourse (ibid, 61-3).

1.2.3. Characteristics of Political Discourse

Kenzhekanova (2015:192) has highlighted some characteristics of the political discourse. They are:

- It is based on praise and praise for a particular political and followed in society or the opposition and protest and criticism of this policy.
- Defend programs and tests of a political nature developed by a particular entity or find alternative programs and methods for existing and existing programs.
- His aim may be to inspire optimism and hope for the future, or to create a different political vision with the discourse of the majority.
- Its structure is coherent and interdependent, which is based on a specific ideology.
- The language in question is in italics. Its primary reliance on rhetoric, because the main purpose of the emotional impact on listeners.
- It is characterized by its length and repetition of many sentences and words, in order to reach the idea that aims to communicate to the public.

1.2.4. The Features of Political Discourse

The Political Discourse is considered as a speech that is directed by a group of people to particular people and it is distinguished with a group of features that is related to

arrangement and endoscopy so we could describe the Political Discourse as a massive speech.

- The Political Discourse has many aspects like closed political meetings, political seminars, public dialogues and party conferences.
- The Political Discourse is addressed to a group of individuals that compose with them various ideologies and it may be contradictory.
- The Political Discourse is debated speech.
- The Political Discourse is separated speech which is different in the degree from one category to another.
- The Political Discourse is a discourse of knowledge like the other speeches that aims to establish completed knowledge to the audience and strengthen the relationships between the individuals of community.

1.2.5. Types of Political Discourse:

The first person who begins to divide the discourse was the Greek scholar Aristotle who bases in his division on the time, he makes some discourse relate to the past like the judicial discourses and the others relate to the present like the honoring discourse and the last one which relates to the future like the advisory discourse in which a law is determined or creating something new. Hence, the scholars have made other division of discourses according to the topic that is offered by the speaker and the discourse as follow: -

- 1- The formal Political Discourse.
- 2- The Real Political Discourse.
- 3- The civil Political Discourse.
- 4- The Religious Political Discourse.

1.2.6. The relationship between the language and politics

Alvarado (2020:¶3) argues that politics cannot be conducted without language, and it is probably the case that the use of language in the constitution of social groups leads to what we call ‘politics’ in a broad sense’. Nothing that the study of language extends beyond the domains of literature and linguistics, language must be seen (and analyzed)

as a political phenomenon” and that politics must be conceived and studied as a discursive phenomenon.

This recognition of the fundamental relationship between language and politics can be traced to classical Greek and Roman treatises on rhetoric. Because of the vital role political oratory played in the affairs of the state, Aristotle viewed the art of rhetoric as key to citizenship during the rise of city-states in ancient Greece understood rhetoric to be a powerful political weapon for shaping political belief and action. Indeed, it was the art of rhetoric that enabled people to live and engage in civilized communal life

1-The legacy of the classical rhetorical tradition manifests in research on political communication within rhetorical and communication studies.

2-Although this work is certainly important and instructive, the following review focuses on what’s been termed “political discourse analysis.”

Political discourse comprises inter-and multi-disciplinary research that focuses on the linguistic and discursive dimensions of political text and talk and on the political nature of discursive practice. This research is interdisciplinary in that it recognizes that discourse analysis cannot operate solely within a linguistic and discursive framework and must draw upon methods, frameworks, and contents of other disciplines to adequately analyze its object of study. It is multidisciplinary in that it brings together multiple disciplines to investigate socio-political issues and phenomena pertinent to various areas of scholarship.

Most philosophers and thinkers have focused on language and its role in communicating from Plato and Aristotle to Chomsky, Also the establishment of new terms in order to coexist with the addressee sensually and mentally to become his brain programmed on this concept. But the quality of political discourse turned to vocabulary did not exist in the political dictionary and political discourse remained wrapped around characters, symbols, words and phrases Greeted far from realizing the simple citizen. Language is an adventure, and this adventure may not always be

guaranteed results, as the experience of linguistic communication may be fraught with some ambiguity as pointed out by this concept Heidegger.

1.2.7. The Role and Features of Language in Political Discourse

Dunmire (2012:744) has viewed Language as the tongue of politics and the means that convey and carry its ideas and achieve its desired goals. Therefore, we find that the relationship is a strong force between language and politics. Language is a powerful power used by decision-makers (leaders - leaders - politicians), in order to extend their political influence, through language mobilization occurs to bring about change in the political, economic, social and cultural conditions etc.

"There is a strong relationship between language and politics," says Mahmoud Okasha. "Language is the language of politics and the channel that carries its ideas and fulfills its goals in the people. It is one of the most important means of public influence. Language is another power used by decision-makers to suppress and dominate public conscience"

1-Politics is a "game of words." Leaders and politicians assume power by manipulating words and through their ability to persuade and appeal emotions. They intelligently employ the verbal symbol in their communicative activity.

Political language in this sense is not realized in its terms, but in the information it transmits and in the context in which the process of communication is achieved. For example, a political official issue his speech with romantic words that convince the other's feelings and convince him, and for this purpose he always needs to manipulate the words. Political language is a means to achieve noble or evil goals, and it can be to say honesty and to tell lies, it is a necessary channel through which governments, political parties and the media achieve their strategic goals, thanks to their "control of the political discourse control people, and do not need (physical violence) To achieve this control, but political language" (ibid).

2-And language as d. Abdul Salam al-Masadi "Authority in itself and politics is the authority itself and by itself, through language, the political actor exerts its influence on people and is aware of the authority of his language".

3-Language is a decisive tool in political discourse, through its strong words used to persuade the masses in a convincing way, where political language motivates them to feel a sense of belonging to a certain thought and adopt a certain ideology and vote on one party without another, for example, some candidates and secretaries and the adoption of one ideology and vote on a party without another, For example, some candidates and party secretaries appear in their speeches and speeches that tickle the feelings of citizens. Explicit language, a bus and multiple meanings interpretations aimed at raising souls to serve the policy".

4-Thus, it shows the magnitude of the link between language and politics or between the use of language and politics. Language power in political discourse establishes and forms the power of politics without relying on the features and principles that establish policy (ibid, 750).

Montgomery (2019:69) has raised a point that a language features in political discourse include:

-It is a just in nature and tends mainly to remind the proses.

-It relies mainly on rhetoric constitutes significant, because its emotional.

-Impact is due to its cultural importance throughout the long human history.

-It is a language characterized by long length and repetition of words and sentences, to get the receptive to focus on a particular idea and then control the method of redundancy, and the predominance of the news on the establishment and reliability and report on the relative proportion of things.

Middot: The lack of the conscience of the speaker and the addressee and the frequent acts of contradictory.

This language is also characterized by the lack of verbs to judge the speech, and the lack of structural formulas that involve the dialectical relationship between the speaker and the addressee (questioning for example), and is characterized by the lack of signs of space and time. In conclusion, we can only say that political discourse is not like other discourses, religious, cultural, literary. His language is communicative language, and is devoid of creative language, but this does not mean that the language is smooth and does not need to reflect or decipher, but political discourse shrouded in ambiguity and ambiguity, and perhaps the nature of the political text is very similar to the nature of some speeches, it is You need to understand and interpret, as you need a witty recipient, through logical reasoning as we do not fully realize what the addressee is aiming for.

1.2.8. Crisis of contemporary Political Discourse

Skilling (2010:175-9) has discussed the issue of contemporary political discourse in various countries is in crisis. What is important in this crisis is that one political system has not escaped its capture, despite the multiplicity of these regimes and their different ideological orientations and theoretical principles .The most important sign of this crisis is the disappearance of the border between right and left.

Throughout the twentieth century, these boundaries were quite clear, as the fierce ideological struggle between Marxism and capitalism took place. Marxism had its own approach to the analysis of political discourse be they economic ,social or cultural .The political discourse began raising after the second world war especially on the economic side ,Marxism was concerned with the discovery and criticism of the fundamental laws of capitalism and highlighted the special mechanism that allowed it to grow and flourish ,a surplus value .However ,this prosperity was in her view ,the result of the political dominance of the bourgeois ruling classes over societies ,and their tendency to be their dominant values ,through the use of the ideological state apparatus ,in the words of the famous Marxist philosopher (Luis Altoser) which means media and education .From a social point of view ,Marxism focused on classifying social classes

and on the phenomenon of class struggle between capitalists and the working class (ibid, 180) .

Not only that, but it also laid out the ways of salvation from class exploitation through the revolutionary party, which is responsible for a political coup against the capitalist system when the conditions of the revolutionary position are met, and transformed it into a socialist system in which private property is abolished, in which the focus is on collective rather than individualism. That characterize the capitalist system. In contrast to Marxism, capitalism, while not possessing a comprehensive mock theory such as Marxism, allows it to analyze and interpret many phenomena such as economics, values and law, but it emphasizes the importance of individualism as a value in itself and respect for political and social human rights, but focused on individual motivation as the basis of a process. Economic growth, the motivation for the formation of capital surplus (ibid, 181).

But both capitalism and Marxism were not self-sustaining, but their supporters indulged in a declared ideological war. Thus the capitalist philosophers proceeded to practice a detailed critique of Marxism as an ideology, including from a fierce attack on Soviet application of it. On the other hand, Marxist philosophers did not delay in dissecting the capitalist system and proving its multiple disadvantages, both in theory and in practice. These fierce ideological battles took place throughout the twentieth century, dominated by the logic of dualism. For example, capitalism or Marxism, secularism or religion, was said to be either the private sector or the public sector. And this struggle depends on the political discourse to persuade the hearers but the end of the twentieth century saw a dramatic historical scene with profound implications: the collapse of the Soviet Union and the fall of Marxism in practice (ibid, 183-5).

Thus, the socialist parties found themselves in various countries in a historical dilemma. Marxism and the glamour of socialism have fallen, and the star of capitalism has become a global economic ideology. What is she doing with her political rhetoric? Does it have the capacity to renew this speech, so as to attract the masses who vote for it in the presidential and legislative elections?

If we take the case of France when the Socialist Lionel Jospin was President of the Republic, when he entered a competition with Jacques Chirac for the post of President of the Republic, we would have been able to look at the depths of the crisis of contemporary political discourse of all kinds.

Jacques Chirac announced his candidacy for the presidency from a region outside Paris, and began to announce his political speech, in which he focused on the basic vocabulary is not different from those of socialist political discourse.

Hence, we understand Jospin's confusion when he listened to this speech, and if he made a significant statement, Chirac stole his political speech! The man wanted to say that with this speech the differences between the right and the left, and between capitalism and socialism disappeared!

In other words, it became clear to all political observers that the age of globalization does not fit the old ideological polarization between Marxism and capitalism, as was the case during the twentieth century. The age of globalization, which began to impose on new political discourse to formulate open intellectual systems, in the sense of creative composition in a single ideological structure among elements of Marxism focused on social justice. Elements of capitalism focus on individual motivation and political freedom.

In fact, the world on various continents is experiencing a creeping paradigm in politics, economy and culture. and deepened on the new political discourse to free the communities and give them another opportunity for expressing their thoughts which are arising in their minds but could not utter a word.

In other words, old political discourses that focused on socialism and deny capitalism, or those that emphasize only capitalist logic and ignore any socialist values, have reached the end of their stage by moving from modernity to postmodernism.

This transformation, in fact, needs a fundamental change in the minds of politicians and decision-makers and change their political rhetoric, and before that in the broad public attitudes, so that they can interact creatively with the vocabulary of the era of

globalization and modern concepts that reach them through political speeches (ibid, 188-9).

2. Discourse in the Islamic era

Discourse in the Islamic era had a prominent role in defending the Islamic call and the purified Sunnah, as it did a great impact in the souls, especially as some sermons left clear fingerprints are still remembered to this day; because its evidence is clear and convincing and encouraged Muslims to fight their enemies and victory Therefore, rhetoric is a constant thing in the Islamic faith since the beginning of the era of Islam until today, especially since every Friday prayer is essential to the presence of the sermon, as well as in the Eid prayer and in the Hajj and so on, and the most famous preachers of the Islamic era: the Prophet - peace be upon him - , Ali bin Abi Talib Abu Bakr and Umar ibn al-Khattab and Othman bin Affan - may Allah be pleased with them all (Al-Hussan, 2019:¶4).

2.1. Types of Discourse in the Islamic era:-

There were many types of discourse in the Islamic era, and varied according to different religious occasions and purposes, especially since the Islamic era was in need of the development of this literary art; In the Islamic era the following are:

- Religious discourse: is the most important types of Islamic discourse, and continues to this day and delivered by preachers in every Friday prayer, and the purpose of this type of rhetoric is to guide people to matters of their religion and the call to God and clarify the various religious provisions examples include the speech of the farewell argument delivered by the Prophet (peace be upon him) (ibid).
- Political discourse: This discourse focuses on the Islamic State's political affairs in terms of calling for jihad, the policies of the Islamic State, the political issues that the masses should be aware of, and the approach that should be taken in establishing governance, including speeches of the Caliphs.

- Military discourse: This type of discourse relates to the determination of the souls at the time of the Islamic conquests and jihad, and there are many examples of them, such as: the speech of Tariq bin Ziyad when the conquest of Andalusia (ibid, ¶5).

2.2. The Discourse in the Umayyad era

The political discourse flourished in the Umayyad period, and acquired an important place. The discourse was not the result of this era. In the Umayyad era, discourse was characterized by several characteristics, including (Abo Hadid, 2020:¶2):

1-Divide the sermon into sequential parts, taking into account the organization of ideas and good presentation and conclusion and the opening of sermons in the form of opening sermons in the heart of Islam.

2-starting with the praise of God and prayer and peace be upon the Messenger of Allah. The choice of discourse in the Umayyad period with great care and carefulness.

3-Paying attention to the exemplary philanthropies, including encouragement, provided that they are not extravagant or costly.

4-During the Umayyad era, many preachers were influenced by the Holy Qur'an.

5-The preachers predominated to cite verses, and their speeches were similar to poetry in highlighting the meanings and ideas.

6-The interest of the Bani Umayyad preachers in political speeches, the environment has played a major role in choosing the subject of the sermon.

2.3. The Discourse in the Abbasid era

The early Abbasid era witnessed a remarkable activity in the art of political discourse which was based on the Abbasid revolution to prove the right of the Bani Abbas in the caliphate. The passage of time is one of the most important requirements of the Arab political life besides the weapons. The dissemination of lessons and preaching, but they have begun to lose its position in the late Abbasid period; due to the weakness of the state and the entry into force of corruption in her body, has emerged in this art are

clearly both: Caliph al-Mahdi Abbasid Caliph Harun al-Rasheed, the caliph safe (ibid, ¶5).

2.3.1. The characteristics of political discourse in the Abbasid era:-

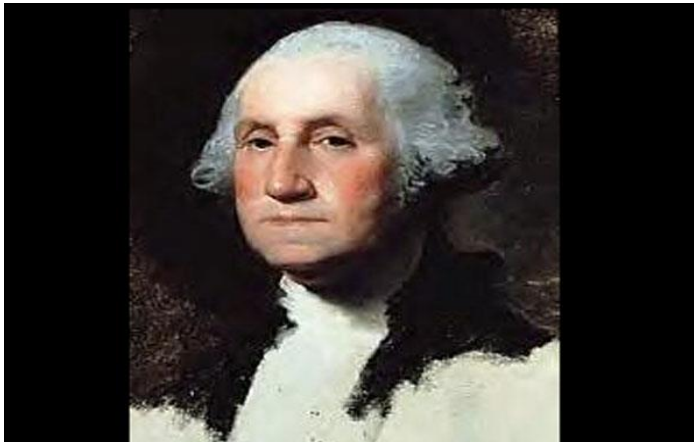
The rhetoric in the Abbasid era took a number of characteristics and features to be unique from the previous, due to the multiplicity of types in that era, especially at the beginning, and the most important characteristics that dominated the discourse art:

- 1-abundance of words.
- 2-lack of courage in its texts.
- 3-Quoting verses of the Holy Quran and the Sunnah of the Prophet.
- 4-The supremacy of brevity at the expense of redundancy.
- 5-Use the poetry and cite it.

3. The Most Famous Discourse on the Media at the Modern History

The politicians and the Decision Makers in the world perhaps stand in the direction of the audience whom wait for their passionate words and sometimes behind the TV to talk to imitated people from the future and what this future may carry to them. Sometimes they stand in front of a large crowd waiting for the results of their enthusiastic words, and sometimes behind the television screens to address a people worried about what the future holds for them; Hadith, translated major social, political and military events, and painted milestones of wars and revolutions. And following the most famous discourse at the modern history: -

1. George Washington: (Resignation Letter)



A victorious leader in a brutal civil war that ended with a new country still touching the boundaries of his identity and what he believed in, and the chairman of the commission to write one of the world's greatest and longest-lasting constitutions, but perhaps the greatest thing he ever made was probably another. George Washington emerged after the Civil War in which he was the commander of the victorious armies and everyone saw him as a great leader, and some wished to install him as king to acquire the new power formed under his leadership, but he opted to resign from the leadership of the armies to establish the rules of the fledgling republic in 1784, before heading a writing committee Its constitution in 1787, and its president in 1789 for two consecutive terms, ended the way the peaceful transfer of power in the United States of America through elections, in a world ruled by kings and powerful. He was the first American president, who was an opponent of the separatists and led the editorial revolution that ended with the declaration of the independence of the United States from Britain on 4/7/1786 (www.sasapost.com).

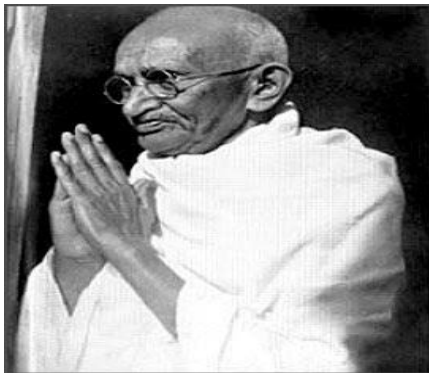
Washington adopted the policy of harassment in Britain and not to engage in major and direct confrontations. He also used France to expel the British from Cornwall in York.

Washington continued its efforts to establish a federal system between the states of America until it finally culminated in the convening of a constitutional conference in Philadelphia in 1787. After the constitution was adopted at the Philadelphia Conference, the Electoral College unanimously elected George Washington as

President of the United States, so that Washington would begin ruling a country destined to be the largest power in the world.

Washington performed the first constitutional oath in US history on the balcony of the Senate building on April 30, 1789, to govern America for two consecutive terms from 1789-1797. Washington is distinguished by its deep respect for the decisions of Congress, as it did not seek to override the constitutional powers of the Congress. Washington worked to neutralize America and not involve it in the ongoing conflict between Britain and France, and he refused to take the views of many of his ministers into bias towards one of the two countries. Before the end of the third year of his exit from the presidency, he contracted a disease, which he died on 9/14/1799 (ibid).

2. Gandhi: (Leave India)



In 1942, India had spent nearly a century under British colonialism, and Mahatma Gandhi, the spiritual father of passive resistance with its various peaceful tactics used by Indians to claim their independence from the British crown, was nearing the end of his life. The 'Leave India' speech came on the eve of the launch of the Leave India movement to demand a gradual and orderly withdrawal of Britain from India. Gandhi drew his vision of how British troops would leave. ``*Leave India as masters* '' he said. Gandhi's positions on the British occupation of the Indian subcontinent in general were characterized by initial rigidity that sometimes does not abolish tactical flexibility, and caused him to move between stubborn nationalist positions and pacific phased compromises with embarrassment with his opponents and supporters, sometimes reaching the point of treachery and challenging the credibility of his national struggle by opponents of his style. For example, Gandhi cooperated with Britain in the First

World War against the Axis powers, and participated in 1918 at the request of the British Governor in India in the Delhi War Conference, then he moved to direct opposition to British policy between 1918 and 1922 and demanded during that period Full independence of India. In 1922 he led a civil disobedience movement that escalated the popular anger that sometimes reached a clash between the masses and the British security forces and police, which prompted him to stop this movement. Nevertheless, the British authorities sentenced him to six years in prison and then returned and released in 1924 (ibid).

3. Winston Churchill: (We will fight on the beaches)



Ten months after the outbreak of World War II, amid the advancement of Nazi Germany's forces in Europe, Winston Churchill became prime minister of Britain at a difficult time when he must pull his country out of the war.

In his first month in office, Churchill delivered a historic series of three speeches before the House of Commons, outlining his vision of the war, his certainty of his country's superiority, and the enthusiasm of his soldiers and people who saw Nazi troops approaching the British border after the fall of France (ibid).

4. Gamal Abdel Nasser: (Nationalization of the Suez Canal)



Amid a political and diplomatic crisis between Egypt led by former President Gamal Abdel Nasser, the United States led by Eisenhower, and a major dispute over the construction of the High Dam, which America and England refused to finance, and Nasser was unable to obtain funding from the World Bank, Nasser decided to nationalize the Suez Canal .

On the fourth anniversary of the 1952 revolution, Nasser announced the nationalization of the canal from Alexandria, and Egyptian forces took control of the canal after the agreed password «Ferdinand De Lesseps». The decision to nationalize was followed by the attack known as the tripartite aggression against Egypt from Israel, Britain and France. On July 26, 1956, the late President Gamal Abdel Nasser announced the nationalization of the International Suez Canal Company, an Egyptian joint stock company. It is the foreign company that has been monopolizing the concession of the canal and controlling its resources since the completion of digging the canal in 1869, while Egypt, the owner of the actual and legal canal, had little role in management and received only small amounts of the canal revenues, which amounted to 34 million pounds in 1955, Egypt's share was one million.

The nationalization decision is considered one of the most dangerous political decisions that were taken and was a turning point in the history of the world and at the level of the Arab world. The seriousness of the decision stemmed not only from the timing of its taking, but also from the steadfastness in bearing and facing its reactions. The nationalization decision came in Egypt in order to restore Egypt's right to manage the channel and its revenues, and Egypt, while regaining this right, was keen to preserve international conventions and all agreements related to freedom of navigation in the channel (ibid).

The causes and crises that led to the nationalization of the Suez Canal:

Israel attempts to pressure to allow its ships to pass through the Suez Canal. Israel raised the issue of allowing its ships to pass through the Suez Canal, so that the British negotiator could provide for this within the provisions of the evacuation agreement, which is being concluded, between Egypt and England. The following incident occurred: Israel bought one of the ships belonging to Costa Rica flying the Costa Rica flag, and this ship crossed the Suez Canal and changed its name to (Bat Galim) and raised the Israeli flag and paid it to pass through the Suez Canal from Port Said on September 28, 1954 AD, and the Egyptian authorities arrested a crew. The ship was killed by two fishermen, and both Egypt and Israel filed a complaint with the Security Council, and the matter was investigated by the armistice committee and the investigation concluded that the ship did not violate the terms of the armistice, and Britain sought until the Egyptian authorities released the crew of the ship and its cargo was confiscated after 3 months. No decision was taken by the Security Council regarding the United Nations resolution issued in 1951 AD to lift the Egyptian restrictions imposed on Israeli navigation in the Suez Canal, and the evacuation agreement was implemented without Israel obtaining its goal, and Britain has tried in all diplomatic ways and means to end Egypt's interference in freedom of navigation Israeli via the Suez Canal, as the issue was discussed in the British House of Commons on 20 July 1955 AD. Egypt did not allow Israeli ships to cross the Suez Canal except in accordance with the peace treaty signed between Egypt and Israel after the October 1973 war.

Reactions to the decision to nationalize the Suez Canal:-

When President Gamal Abdel Nasser announced the decision to nationalize, the British media attacked him, using an analogy of Edin to Hitler and Stalin, and demanded that it be confronted and curtailed before his danger increased.

The governments of Britain, France, and the United States have tried to pressure Egypt and threaten it with force. These countries also pressured Egypt economically, and accused them of forcing their nationals, in particular, and foreigners in general, working for the channel to work under the threat of imprisonment. Then Britain invited

twenty-three countries to attend a conference in London on August 16, 1956. Britain and France announced the mobilization of the reserves, and the movement of their forces and fleets was officially announced.

Britain and France conspired and massed the largest number of ships at the canal's entrances from north to south, and vice versa, to show to the world's countries Egypt's inability to manage the canal. But these ships passed in both directions without delay or confusion.

Nationalization did not affect in any way the navigation in the Suez Canal, and during the two weeks following the nationalization, 766 ships passed.

5. Kennedy: (Don't ask what your country can offer you)



The inauguration speech of the youngest president of the United States of America, John F. Kennedy, came in 1961 to mark the features of a new young era in American history. *"Don't ask what your country can do for you; ask what you can do for your country."* (ibid).

6-Martin Luther King: (I have a dream)

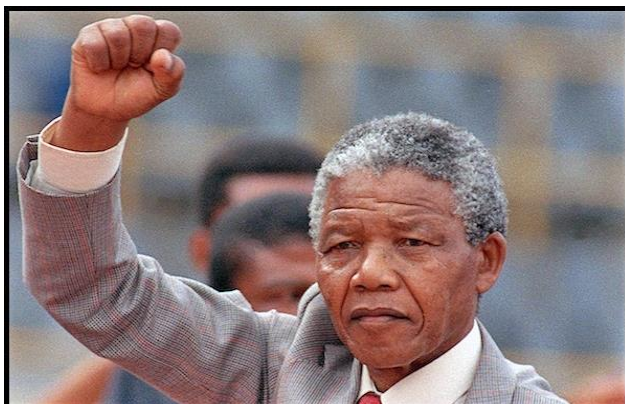


“I am happy to join you today, as history will enter as the greatest march of freedom in the history of our nation.”

Thus, the American fighter Martin Luther King began his most famous speech in 1963 in Washington, DC, and it was what he really expected. In loud and challenging words, Luther King addressed more than 250,000 Americans to the height of the civil rights movement in the United States, which declared that blacks had not yet attained full rights as citizens even 100 years after the abolition of slavery in America. After a march of hundreds of thousands of citizens, a delegation of leaders of the movement met with then US President John F. Kennedy, who supported the movement's position by declaring the Civil Rights Act. On August 28th of the year one thousand nine hundred and sixty-three Martin Luther King was preparing to give one of the most famous speeches in American history. Fifteen minutes of struggle rhetoric in front of two hundred and fifty thousand demonstrators.

Luther King repeated the phrase "I have a dream" eight times in his speech. This rhetorical image has become legendary, in an impromptu speech in front of thousands of militants. It was during this time that Martin Luther King aspired to more, grant civil rights to all, and one day be black. Luther King was assassinated by a white racist in a small hotel before Barack Obama's election, and he had never seen his dream of electing a black president come true. Fifty years have passed since Martin Luther King's speech, what has changed? Equality is stipulated in the legislation. But in reality, racist appearances between whites and blacks persist (ibid).

7. Mandela: (The Birth of a Human Society)



"The time for healing has come."

Contrary to what some might expect from a man who came to power after more than 20 years in prison, in a country that has witnessed one of the worst systems of racial discrimination and white suppression of black citizens, the inaugural address of the late South African leader Nelson Mandela was calm, decisive and focused. Mandela addressed all citizens in his country to form a new era, saying: “*Never again will this beautiful country ever be oppressed again.*” (ibid).

Conclusion

Political discourse in the media is a complex phenomenon that the political discourse differs from every institutional discourse in the goals and procedures and above all the political discourse is distinguished by addressing to mass media audience. Political discourse in the media as a term is ambiguous, it can refer to the discourse of political agents in the media or the discourse of journalists with politicians in the media or to the discourse of journalist about politics and political agents in the media. Discourse of politicians or other political agents like spokespersons are for instance speeches on important issue or occasions e.g in parliamentary debates, at party conferences, summit meeting etc.

Media discourse is produced for an audience that is influenced by both its content and its form. In the case of dialogic interaction being broadcast, the audience may be directly addressed by the journalists and in rare case also by their studio guests. As a rule, it will be in the position of a ratified over hearer. As for instance when journalists and politicians talk to each other in order to display their discourse to the audience. The most consequential feature of media discourse is that addressed to an absent mass audience and not to a group participants and an absent mass audience concerns the constructions of meaning by the first frame participants. The consequences for the first frame participated are that they have to take particular care in their discourse for an audience that cannot interfere with comprehension question. Variation across cultures which is the focus of this study.

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