

## **POLITICAL PERSUASION BY PREMIER IMRAN KHAN AT UN GENERAL ASSEMBLY 74TH SESSION**

**Muhammad Tayyab<sup>1</sup>, Fareha Zafran<sup>2</sup>, Mumtaz Hussain<sup>3</sup>, Maryam Sattar<sup>4</sup>, Zafar  
Iqbal<sup>5</sup>**

<sup>1345</sup>Minhaj University, Lahore, Pakistan.

<sup>2</sup>National University of Modern Languages, Islamabad, Pakistan.

**Muhammad Tayyab , Fareha Zafran , Mumtaz Hussain , Maryam Sattar , Zafar  
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### **ABSTRACT:**

The study investigates applying socio-political persuasion and rhetorical strategies employed by Pakistani Premier Imran Khan (IK) in his speech, delivered at UNGA's 74th session. The researchers have critically analyzed systems that seem to be working under the speech layers to get the audience persuaded. Linguistically, the political statements, employing various tools for protruding and getting political power, have been pointed out and explored. Researchers develop a qualitative approach based on Aristotle's Rhetoric theoretical model; Ethos, Pathos, Logos, and other strategies have the power to persuade the masses, like personal pronouns, relative pronouns, logical processes, body language, and self-presentation in a positive way. The findings prescribe that the Prime Minister highlights various issues utilizing political persuasion. For instance, he successfully highlights national and international issues related to the economy, corruption, Islamophobia, environmental threats, money laundering, and other matters concerning different societies of his own country and other nations of the world. The study suggests that the political leaders would utilize persuasive strategies at international political events yet, not highlight the possibilities that could cause negative criticism. The research would be both socially and politically beneficial for the academic individuals who persuade to analyze political speeches. The study's gap would be innovative as it offers a new conceptual theoretical framework to analyze political speeches and rhetoric.

## INTRODUCTION:

Persuasion is a term utilized to persuade people in any social context. The same tactic to persuade people is considered a big part of politics ([Gass, and Seiter, 2018](#)). Political leaders seemed consciously engaged in such persuasive strategies for centuries ([Saeed et al., 2020](#); [Iqbal et al., 2020](#)). Moreover, the speaker who addresses the public for his/her interests can use such rhetorical tools, and he uses them to persuade the audience to achieve his objectives ([Zakariya et al., 2019](#); [Baig et al., 2019](#)). That is why no one can separate the politics and art of persuasion. Language has a vital role in developing the competency of recognizing an issue and ideology ([Kang, 2018](#); [Aazam et al., 2019](#)). So, the leaders of politics tend to use the language, i.e., political discourse, to convince and tempt others who belong to the speaker's society ([Nurrosyidah, 2016](#); [Ihalainen and Saarinen, 2019](#)). As far as a language is concerned, it is a factual reality that the language would be a communication system ([Jackson, 2019](#)). This system comprises words, phrases, idiomatic impressions that possess common sense and transmit or transfer surface, and deep structural meanings having depth in them ([Baig et al., 2020](#)). Accordingly, through language, the strategies, known as persuasive devices, are used through the language as a medium of communication by famous or highly esteemed political leaders such as Barack Obama, Joko Widodo, Imran Khan, and others.

Since Imran Khan is a highly renowned personality and premier of Pakistan, his speeches seem and have been influential, to a great extent, for the masses, whether they reside in his own country or outside the country consisting of many tempting or inducing devices ([Saeed et al., 2020](#)). The present study analyzes the use of the strategies through which PM Imran Khan persuaded the audience in his speech at the UN Assembly floor on 27 September 2019. Political discourse directly relates to the audience's attachment regarding the formation and execution of decisions – through confirmed information and reasoning-based message, transferred or transmitted by the speaker (political figure) through his deliberated speeches ([Farahani, 2021](#)). Hence, political speeches are pregnant with strategies that possess tempting and influencing power (see [Kankash et al., 2021](#) for details). Language is a communication source, including many layers of meanings ([Bonvillain, 2019](#)) through which political leaders show their ability to alter and influence the audience's minds. Then they succeed in their individual or communal efforts to gain the desired targets or objectives (see [Murphy, 2017](#) for more details). According to the situation, choice of words and their total usage on social, political, racial, and economic levels has been shown. These words and sentences are pregnant with many explicit or implicit meanings ([Khalil et al., 2017](#)). A language serves different temporarily covert plans to be comprehended and practiced. In the same way, critical discourse analysis attempts to use the best analytical power tools ([Quasthoff et al., 2017](#)). Hence, this act enables us to make sense of the meanings to be detected set in discourse.

Discourse can be defined as the usage of language to communicate with each other, and it is referred to as the sentences that are well-formed in structure(grammar). Still, they do not need to be found to be grammatical properly. Discourse is presented as a component of society's conversation, and language is perceived as a practice held on a social level ([Paul, 2017](#); [Baig et al., 2020](#); [Hamidi & Mirzaee, 2012](#)). Hence, the discourse would never be in the form of neutral formation because it is bound to the restrictions and limitations to some levels such as politics, society, race differences, religion-based aspects, and cultural structures ([Hamidi, & Mirzaee, 2012](#)). Nonetheless, for this research, the notion of discourse taken generally, as text in setting ([van Dijk's, 1977](#) as cited in Horvath), be "information restrained for experiential examination" has been taken under the application.

Moreover, the notions regarding discourse, power, and ideologies are intimately connected ([Cahyono, 2021](#)). In the same way, politics can be understood as involving a struggle or trying to get 'Power' so that certain specific ideas concerning politics, economics, and society maintenance could be placed into practical exercise. The relations existing in power should be considered as digressive. The relationships can be practiced and dealt with within and through discourse, for every political action can be managed, built, developed, taken along with, controlled, or modified, and furnished by the language generated in speech. Politicians may secure their goals concerning their political motifs by physical imposition. Still, conversely, there would be another passage for them that may be and often is more technical and functional. That is the use of technicalities that keep persuading power to induce and inclined to act in a specific approach they want.

Techniques and strategies have been employed to assess persuasion, including rhetoric. Also, rhetoric can be thought the art of molding and inducing the people with the language near their culture and norms. For instance, [Saeed et al. \(2020\)](#) presents his ideology that people come to know about each other's actions with the help of discourse, assuming it a responsibility on a social level living together in a society ([Aazam et al., 2019](#); [Baig et al., 2019](#)). Moreover, in this relevant study, the researchers intend to sift out using different persuading techniques in Premier Imran Khan's speech at UNGA, the session held on 27 September 2019.

This research aims to determine the persuading tactics Prime Minister Imran Khan uses in his speech at UNGA, convincing his audience to believe his political ideologies and influence people's political views. Furthermore, the element of influence has excellent value in Pakistani politics, a diverse society showing and even proving close relationships with magnificent views concerning politics and religion. Apart from these, everybody, including political leaders, analysts, and laymen, welcomed and appreciated this speech, thinking it was cultured, developed, ripened, sophisticated due to its balanced and encouraging style ([News Desk, 2019](#), 28 September). Based on the abovementioned views, these are the reasons stated above that urged the researchers to consider this speech a suitable subject matter for explorations in complete detail.

Whereas this study is concerned, it has practical importance in multi-dimensional aspects as it explores locating elements of political talk on a micro or macro level, which bears a resemblance of specific impacts. Aristotle's view has always substantially exercised powerful influences on famous and popular speakers of the world, and every new politician being conscious of it addresses the audience to influence them. The study indicates the right approach to using the techniques and modes of language that Aristotle favored.

## **THEORETICAL FRAMEWORK:**

### **Political discourse and Aristotelian rhetoric:**

The present study's theoretical framework is adapted for and modified from [Saeed et al. \(2020\)](#). The political discourse can be in the form of a text, or it may be a conversation by the professional politicians taking politics as a profession or the institutions that are recognized as political institutions. All the political figures such as presidents, prime ministers, ministers of different governmental departments, parliament, or political parties at the local level, national or international group, are known as political persons ([Dijk, 1997](#)). Initially, the discourse related to politics refers to the language used in parliaments, discussions, dialogues, and speeches made by the leaders known as politicians when they debate politics. Discourse can be held in verbal or nonverbal forms. It considers essential elements of politics such as power issues, contradictions/control, and the sense to dominate

the rivals ([Ko, 2015](#)). In this regard, it can be realized that having an effort and struggle for power would politics.

Moreover, putting or placing ideas related to politics, social level, or economy, into practical implementation and thinking political discourse as the language used to attain this objective is always an objective. Hence, in this regard, political leaders struggle to convince people to get their targeted goals. Therefore, they tend to use various persuasive strategies that may make them successful in leading political persons.

'Persuasion' is defined as a tactic of using language to communicate, which is the intention of forcing the audience to act or do anything that the speechmaker wants or desires ([Alghamdi and Rand, 2019](#)). This study intends to apply Aristotle's rhetorical theory (350 B.C.E) of persuasion and other persuasive strategies: personal pronouns, word choice, positive self-presentation, and other negative presentations and predication strategy ([Khalil et al., 2017](#)).

Aristotle develops three strategies to persuade the audience, which the speaker uses to induce the listener(s); ethos (character of the orator), pathos (touch to the emotions of the audience), and logos (use of logics in the arguments of the orator) ([Ko, 2015](#)). Firstly, ethos is a term that appeals to the character of someone. Aristotle uses ethos, referring to the speaker's surface as it seems in its appearance ([Ting, 2018](#)). For instance, if we are sure that a speaker has good knowledge, better morality, an excellent character, and is a well-wisher, we are tempted to have unquestioning belief over what the speaker passes to us. Secondly, pathos is an emotional touch that aims at the audience's feelings to be a deep relation and a connection with the speaker ([Ting, 2018](#)). Emotions, such as anger, pity, fear, and opposites that influence our judgments, are influenced rationally by emotions. That is why political leaders are directed towards stirring the audience's emotions. Thirdly, logos is a term to persuade people by logic, giving reasons, and relating facts ([Ting, 2018](#)). Since this theory meets the requirements and has rationalism in it, it is used to analyze persuasive strategies in speeches concerning politics; hence, it is also used in this research.

As there are many features of language playing different roles in daily routine life, so is the case with the usage of pronouns, and their perception can throw light on how the interlocutors focus on themselves and how they show expressions of relations with others. The inclusive pronoun 'we' (including speechmaker and hearer) can be taken under usage as a tactic to express solidarity. Whereas the same pronoun 'we,' when used as an exclusive pronoun (just the speaker and excluding the listener), can be used for sharing responsibilities, that is, it is not only the responsibility of an individual to perform actions, but it is the responsibility of all.

The politicians can use the 1st person pronouns, considering it to make the people believe what they are saying, doing, or making decisions is the right one for their welfare. They mostly use such strategies to get complete favor of the public. On the contrary, there can be the exclusion of other persons using the inclusive pronoun 'we,' which may indicate some other groups' exclusion, which implies a division between them. This study seeks to examine personal pronouns and other devices used by Imran Khan in his powerful and influential speech to convince his audience of his ideology.

Another persuasive strategy, 'predication,' speakers use to tempt the audience by linking or connecting stereotypes and qualities of negative or positive features to the in-groups or out-groups ([Sharif, 2015](#)). This tactic is often closely related in association with a nomination strategy regarding positive self-presentation and other negative presentations. Predication strategy in Prime Minister Imran Khan's speech seeks to be explored in the study.

Like many other vital theories, the socio-cognitive approach can be used to analyze persuasion (in political discourse) under light ([Van Dijk, 1997](#) as cited in [Khalil et al., 2017](#)), which the researchers tend to use this research. Applying the approach as mentioned earlier to

discourse is stated as a theory existing in general position or a form of philosophy of constructionism at the social level, which describes that the members being social build up the 'reality that can be considered socially or politically generated reality. It emphasizes that such representations related to the mind are known as 'constructions,' and it is the brain that implements them. It is necessary to be considered a severe element and should be analyzed with purposeful detail. This theory describes presentations related to mind, and these presentations express the properties of the pronoun 'us' as being emphasized good ones (within-group) and harmful properties of 'theirs (out of the group) and describe implicit vantage points and ideals via discourse whether it is in written or spoken form ([van Dijk, 2018](#)).

The leaders in politics employ this theoretical structure intentionally to get the trust of the spectators and convince them to believe in their deliberate ideologies, doctrine, ideas, and attitudes. This research tends to find out the phenomenon through which analyses (of the tactics Imran Khan used in his speech) will have occurred. It will be observed how he utilized his used linguistic features to convince the audience present at UNGA, how he made the people trust his ideologies related to his own country and all the world's nations. It will also be observed how he used favorable properties for himself and negative features for others.

### **RESEARCH METHODOLOGY:**

This research's nature is qualitative, and the analytical framework has been used for a synoptic comprehension of the strategies (which are expressive and possess persuasion) PM Imran Khan used in his speech. Qualitative research has given preference to a complete understanding of constitutional grounds, interpretation, values, beliefs, opinions, and social problems. This technique of analysis concentrates mainly on the meanings of the utterances. Moreover, concepts of what is being produced in speech are analyzed. For instance, characteristics, metaphors, and description of things rather than their counts or measures are evaluated.

The design of this research has been formed as a research design, which is explanatory. The exploratory qualitative study aims to provide perception about a happening having no insertion or depletion in data. In the same way, the present research has been made on a design to search and perceive the eloquence and convincing tactics which PM Imran Khan used in his speech while addressing at UNGA session 27 September 2019, to get help regarding identifying different strategies hidden in the data by analyzing them based on Aristotle's rhetoric and persuasive technique. For this purpose, the data is in the form of the text of the selected speech.

Moreover, data has been taken in the form of a full transcript and analyzed employing the purposive sampling technique. The study is delimited to its relevant specific limit and has a close relationship with the aspects of the speech near the given model.

### **DATA ANALYSIS AND DISCUSSION:**

#### **Ethos- appealing to someone's character:**

Imran Khan's speech style has always been aggressive, appealing, and heart-touching, trying to represent himself in a way that urges people to honor and attend to him with keen interest. In his speech at UNGA, he seems fiery and heated while addressing the audience in his dynamic tone, which is his charismatic personality trait. His emphatic address can be perceived as passionate and, at times, spontaneous speech that has convincing power needed in all layers of persuasive political aspects. While speech, he has the capability and efficiency in attracting and captivating audiences towards his ideology that is considered supreme in

Pakistan and at the international level. Moreover, his charismatic and attractive personality made the people forced to applaud him many times during his speech. It is the way he shows his character as a positive aspect of his personality and always presents himself as demonstrating good morality. Due to the tactic of 'Ethos,' he makes the people believe and trust him. People start considering him as their savior being a corruption-free politician. When a person is not involved in vices of the age, it has been a fact that he hates corruption and corrupt people. So, he is respected and accepted as a great leader in his own country and the external world. Every time he is trusted by the people, they listen to him attentively, and the case with PM Imran Khan when he made his impressive speech at UNGA's Seventy-fourth session, ninth plenary meeting. In his second sentence of speech, he said: "I especially came to this forum despite a difficult time in my country; facing challenges...I would not have come there not been a very urgent problem that the world must address."

In this sentence, IK has tried to make the audience realize his sincerity and devotion to his post, sense of pain of his community, and society's problems. It means that he did not have spare time to attend this session if there had not been an urgent and essential issue to be discussed. These words seem to make his masses impressed by him because he is the heartfelt leader of Pakistan and his public.

At the start of his speech, he uses a psychological-based effective strategy to get the audience's attention. Moreover, it makes them realize his presence regarding issues, especially a heartrending issue of Kashmir where curfew has been imposed on the civilians, and they have been bound to their homes. It is the issue, he says, that should be addressed by the world that has had been ignoring it for at least 5 to 7 decades. To get the world's attraction and dominate the big hall, he starts his speech from the global issue: 'climate change' when he says that the world leaders are not practically doing anything about it except talking over the issue. Moreover, the names of such conversation mere 'illusion' until funds are provided (L. 4-6, p. 1).

Moreover, the statement shows strong determination about the improvement of the climate. Hence, Imran Khan seems successful in throwing the ball into the court of the world to be decided. It can be observed that his persuasive appeal can touch the minds of the world's leaders. As he has been a cricket player and a legend, he knows the different nations' attitudes, which is why his speech style seems sturdy to impress the people to get his ideology respected, honored, and appreciated.

'Ethos' refers to the speaker's credibility having three dimensions; competence of the speaker, trustworthiness, and dynamic personality. Whereas Imran Khan's credibility is concerned has tried to prove it through his speech when he says that they planted one billion trees in the last five years in KPK, the province of Pakistan, and now they have set a target to plant 10 billion trees (L. 13, p. 1). In this statement, he seems to deliver a message about the team's efficiency to the world to be appreciated and acknowledged. Additionally, he seems to know the plantation and its advantages. Again, he boasts of his optimism and strong faith in the supremacy of Allah, Who Has bestowed humans' great powers, and they can perform wonders. He further says that he desires that the United Nations take the initial step in plantation (L. 14-15, p. 1). This statement indicates a person's perceived power about global life and its conditions, whether on the national or international level.

Moreover, this is the positive side of any leader of a nation. It is the case with prime minister Imran Khan, who is well qualified and has much knowledge about politics and political strategies and their implementation or applications. It seems that he knows about the persuasive process a lot and perceives how he can persuade and convince the people to get his ideology followed and be made trusted.

**Pathos, a persuasive strategy:**

Pathos is a strategy that is referred to as emotional appeals. While using the tactic 'pathos' at UNGA, he makes the audience realize his keen desire to serve his developing nation that seems to become hopeless day by day due to the rulers' policies before his government. Moreover, world leaders always stand by such money launderers and do nothing for the depressed and suppressed developing nations' welfare. He touches the listeners' emotions, saying that it is possible to spend a lot on the population of 220 million if its capital is stolen or stolen by the ruling upper class already powerful. Furthermore, when this class was chased and traced, it came to be known that these corrupt leaders had invested the stolen money in western business, and it was also a bitter fact that it was challenging to bring that money back (L. 25, p. 2). Infected wants to refer to the PML(N) known as Pakistan Muslim League Nawaz and PPP Pakistan People's Party, whose heads have been traced as being involved in money laundering in different projects launched in Pakistan during their ruling era, ignoring the living conditions of the masses.

When we analyze this speech linguistically, the phrase 'How will we spend' creates pathos and catharses in the hearers' minds and hearts. They trust such a leader, his will, determination, sincerity, and hunger of service for his nation that may sometimes be lacking in most countries' leaders. However, he also appeals to the IMF and the Asian development bank to stop money laundering to avoid any catastrophe that may appear if there is discrimination between the rich and poor (L. 35, p. 2).

He actively makes nations realize and warns them about Islamophobia grew at the incident of 9/11 and has been a misconception and alarming among the communities of the world till now (L. 38, p. 2). He, furthermore, prominently, and reasonably, describes the right reasons for the growth and enhancement of this term 'Islamophobia,' which exists in the minds of the non-Muslims and even in the minds of so-called liberals who think Islam a resistance and fatal object to their progressing life and ideology but that is not a truth. All the controversial statements about any religion cause dispersion and uneasiness among all living societies. They react negatively, which becomes a hindrance while establishing mutual harmony among the world's different nations. So is the case with the religion 'Islam' that is unique and has universal teachings for humanity, but, unluckily, the world has been unable to understand the depth and core of its purpose and function owing to prejudice against it.

In his speech, he intends to appeal based on psychological persuasion clarifying the misconception, mentioning the reasons based on facts that cannot be ignored. One of the events has been failed to explain the soul of religion 'Islam' and its uniqueness throughout times. Overall, being Muslims remained unable to give just that Islam is not radical. In Pakistan, the Muslim society was in a hectic situation before its government. Still, as he established his PTI government, he and his allies brought a new term, 'enlightened moderation. They should be acceptable to all the world because every negative aspect of Islam existing in non-Muslims' minds should be abolished and washed (L. 52, p. 3). Wherever terrorism is concerned, it has also been linked with Muslims after the 9/11 suicide attacks, while facts negate it.

**Dynamism and logos tactics:**

Dynamism tactic refers to the extent to which the audience perceives a speechmaker to be outgoing and animated, whereas logos refers to the reasoning or logic of an argument. Using these strategies, he attracts the audience's attention at UNGA by indicating the weaknesses and double face of the westerns and their judgments with full dynamism and reasoning. For instance, he says Muslim ladies wear Hijab, which is a big issue for them and non-Muslims, and the same Hijab(scarf/purdah) is considered a war weapon against Europeans and non-

Muslims. Moreover, he highlights the discrimination in fashion between the women who wear Hijab and those who do not, saying that a woman can be fully naked in some cultures on one side. However, on the other hand, a woman cannot wear something to hide the integrity, dignity, and grace that Islam has bestowed on her. It is all just due to the western leaders who think Islam equals terrorism (L. 40-42, p. 2).

In the background of the above perspective, perception can be derived that the western countries forget the social and religious values of any other nation. Ideologically, they may want to adapt to others according to their own culture and norms. Moreover, that can be called imposition forcibly to others, and such things cannot be implemented on others by force or threatening acts calling them terrorists if they do not follow all their prescriptions. Alternatively, it may happen that they willingly consider others mere pagans (non-believers), thinking them a constant threat for themselves. Nevertheless, the regretful thing is that no one is ready to read them.

IK has tried his best to highlight the liberty and freedom of human life being discriminated against on behalf of religion's spheres. If the Muslim leaders and Ulma (preachers) have been unable to explain Islam's true nature for the last few decades, why is a layman belonging to Muslim society being hanged or banned from entering the developed countries? Additionally, he clarifies that there is no radical Islam. There exists just one Islam related to the Holy Prophet (PBUH) (L. 43, p. 2). Furthermore, he describes another cause of Islamophobia and radicalization: 'marginalization,' which causes Muslims to change their minds about the Europeans. From a socio-political perspective, if this issue is kept under observation, it clarifies that every society has the structure of its cultural and religious beliefs. However, it can be guessed why different communities keep themselves away from each other; its main reason is when a powerful nation takes over a weak country to get political and financial advantages to be superior to the world. When this happens, the opponents become radical to understand their rights as independent states or nations.

#### **Explicitly stated facts-based strategy:**

IK describes the Kashmir issue with the facts and figures and reveals this issue as a horror dream. He says that on the one hand, the situation is worst in Indian occupied Kashmir, a disputed area where Muslims are being suppressed and depressed. IK has tried to highlight this issue on the floor of UNGA in an aggressive mood by using the word 'Kashmir' 25 times, which indicates its perplexity. He warns Modi of the dangerous situation after the curfew is removed or unbanned.

Moreover, he raises a question about the outcome when 8 million Kashmiris are freed from the lockups and will confront 900000 army troops. According to him, it will undoubtedly result in the form of 'bloodbath' (L. 138-140, p. 5). Furthermore, he informs the world that Kashmiris and their Hurriyat leaders have been locked up in jails and small cells like animals, while 1300 young ones are taken away to places unknown to anyone; many youngsters are put into blindness using pellet guns. Furthermore, this merciless cruelty will automatically lead to more radicalization (L. 141-143, p. 5).

However, he foretells the upcoming threat of another Pulwama incident where Pakistan will be accused because Indian FM says that Pakistan has launched 500 terrorists on the border for the attack. The question arises if these 500 militants can adopt any sabotage plan against 0.9 million troops. No, it is just a lame excuse, buzzword, and a statement, nothing more than it (L. 145, p. 5).

Moreover, on the other hand, the world is ignoring this crucial issue of Kashmir having a view that Muslims are just terrorists. Still, they, consciously and willingly, are building a wall of discrimination between Muslims and non-Muslims. The same Mujahedeen who should



have been known as freedom fighters are called terrorists. Why this discrimination? The contradiction in Europeans or rich countries' ideology is that the same brainwashed people are now considered terrorists, not freedom fighters, after 9/11. The same people who were struggling for freedom came against us, and a nightmare when Pakistan collaborated with America against the Afghanistan attack (L. 89-93, p. 4).

Meanwhile, politically the world realizes what is happening and why it is happening all this in the whole world. However, there seems willing ignorance just for the sake of trade advantages. That is why IK reminds the world that no one felt agitation researching the 'Tamil Tigers' and Japanese Kamikaze bombers. No one called it terrorism, and it is right because no religion asks to be cruel or violent (L. 57-58, p. 3), and the same is the case with Islam that teaches global peace and mutual harmony. There is no concept of terrorism and violence in 'Islam'; it is just a self-based theory that Muslims are suicide bombers or show violence, which is a misconception about its followers. Moreover, if the Muslims are deprived of their rights, they will become radical due to the world's cruel behavior. They will be forced to act in the way the world thinks of them, terrorists.

Being a Muslim leader, he powerfully and practically follows Islam's teachings, the last Prophet Muhammad (PBUH), and his commands. From the beginning of his politics, he always preached the true nature of morality and social values that existed and followed in his own country. Other Muslims consider the Holy Prophet Muhammad (PBUH) their last messenger and an ideal personality, sent by Allah, so is Prime Minister IK's case. He, too, loves and follows the teachings of Muhammad (PBUH). Therefore, he shows a strong belief in Allah at the end of his speech, saying that his faith is 'La Ilha ill-Allah and warns the world. That being nuclear powers, if India imposes a war on Pakistan that is seven times smaller than its opponent, they will fight till the end (L. 172, p. 6).

### **Use of personal pronouns:**

Personal pronouns are used mainly to get the audience engaged during a speech, and personal pronouns make the listeners feel intimate with the speaker. In this speech, IK uses pronouns; 1st person 'I and we' most of the time, while 2nd person 'you' a few times, the third person 'he and they' few times while the 3rd person 'it' has been used many times. He starts his speech with the personal pronoun 'I' as he says, 'I stand here,' then he addresses the audience, 'I especially came.' 'My optimism'. Everywhere he makes his identity clear as a powerful, important, and majestic speaker in his speech. He uses the pronoun 'we' to show unity as a nation, including Pakistanis and foreigners working together on different issues the world is facing and will face in the future. He even addresses Modi, the worst enemy of Pakistan, and especially Muslims, using the plural personal pronoun 'we' to say that 'we should leave our past behind... as we have similar problems...."

He successively reminds Modi and the whole world how much he is and has been interested in the public's welfare on both sides of the border. He cleverly makes the world realize India's current behavior and its rulers with few words consisting of the 1st plural pronoun, i.e., 'let's work, our differences, leave our past, our people, and more. So, these are the tactics, devices, strategies, and techniques that keep the audience engaged in listening, pondering, and eagerly considering the things uttered by the speaker. Hence, it can be said that IK would be called the master of all these forms of speech.

### **CONCLUSION:**

Imran Khan has successfully communicated his message to the whole world through his practical orientation. As it is a fact that language always plays a valuable and vital role in communication, whether it is in verbal or non-verbal form, in the same way, IK uses formal

and measured language in his speeches. Whereas Imran Khan' style of speech at UNGA is concerned, he has proved himself a great and expert speaker, as a representative of the whole Muslim world, in addressing the social and political issues concerning environment, corruption,

religion, terrorism, related explicitly to occupied Kashmir issues and the dual-face the world while measuring and judging these complicated phenomena. Moreover, he utilizes Aristotelian strategies, ethos, pathos, logos, and other approaches such as Bandwagon strategy, explicitly stating facts, repetition, warmth, fuzziness, charisma, extrapolation, and generalities brand new, nostalgia, rhetorical questions, and analogy. Politics is a game of words, phrases, idiomatic impressions, and sentences. Hence, the political leaders always get full advantages in persuading the public or audience to convince them according to their own political and social ideologies.

So, like other political leaders, IK also knows how and when the persuasive strategies should be used, and he also has a deep perceptual power to reap the fruit of using such strong language and approach. He has the efficiency and trick to attract the world by his confident body language, which impacts the audience. For instance, when he states the facts, the facts would be universal no one can deny them and ignore them because his ideas/ideologies are often already known to everyone. When he is seen in his national dress, local level made shoes, and complete confidence with a dynamic, attractive, charming, and charismatic personality, people are captivated and fascinated by the game of words he plays. They glue with their seats or television sets to watch and listen to him. Moreover, he has expertise in language to make himself penetrate the core of the hearts of the audience by captivating them into an optimistic world.

#### **LIMITATION AND STUDY FORWARD:**

The present study was delimited only one speech of Imran Khan at UNGA. The context of this speech would delimit only specific issues that the researchers explored in the political persuasion context. There are various linguistic and sociolinguistic features/elements that future researchers would explore at lexical levels.

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