

Sudan University of Science and Technology

College of Graduate Studies

Collage of Education

**Investigating the Role of Speech Acts in Shaping People's
Attitudes**

تقصي دور الافعال الكلامية في تشكيل اتجاهات الناس

**A thesis Submitted in Fulfillment of the Requirements for
the degree of Ph.D. in English language (Applied
Linguistics)**

By: Hgaz Ali Babiker Ahmed

Supervised by: Dr. Mohamoud Ali Ahmed

2019

استهلال

آية قرآنية

قال تعالى: ﴿ وَقُلْ اَعْمَلُوا فَسَيَرَى اللّٰهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسُوْرُدُّوْنَ اِلَى عَالَمِ الْغَيْبِ وَالشَّهَادَةِ ﴾

﴿ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ ﴾ (105)

سورة التوبة

الآية (105)

Preface

Quranic verse

Allah the almighty said:

(And say: "Work (righteousness): Soon will Allah observe your work, and His Messenger, and the Believers: Soon will ye be brought back to the knower of what is hidden and what is open: then will He show you the truth of all that ye did.")

Surah At-Taubah verse no(105)

Dedication

To my esteemed parents, to my brothers & sister, to my dear wife & children and the family members.

ACKNOWLEDGEMENTS

All praise is due to Allah the almighty Who enable me to achieve this academic task – Great thanks and appreciation are due to supervisor Dr. Mohamoud Ali Ahmed ,for his great guidance, valuable advice, immersive patience and support throughout the time of my Ph.D. research. Besides my advisor, I would like to thank the rest of my thesis committee: Dr. Mohammed Elmardi, and Dr. Abdullah Yassin for their insightful comments , encouragement and hard questions.

Special thanks to Dr.Hussan Mahel for helping me and guiding me in my research.

I would like to express my gratitude to the University of Sudan for sciences and technology. I am also eminently grateful to library of education library and languages library in Sudan University for their helping and supporting me by books and references.

Abstract

Speech Acts Theory which is concerned with the methods in which language can be used. It originated with Austin, but was developed by Searle. The theories of Austin and Searle are described and several problem areas are identified. This Ph.D. research investigates the role of speech acts in shaping people's attitudes. It aims to analyse the use of speech act of a speaker's intention on producing an utterance that shapes people attitude. It also tries to make clear and effective communication between the speakers and audiences. It also tries to clarify the difference between direct speech act and indirect speech act. Moreover, the study focuses on the theory of speech acts and pragmatic functions of locution, illocutionary and perlocutionary acts of the speeches, Semantic and lexical relationship, also discourse analysis and the definition of the political discourse, politeness, communication, and other issues which is connection with these topics. Descriptive qualitative method was applied as the method of the research. through the lens of speech acts theory and rhetorical devices , researcher analyzes a collection of transcriptions selected 20 texts from the president of the united states Donald Trump and 20 texts from the former prime minister Tony Blair. The result showed that Speech acts affect on the speakers' discourse and the audiences' perception, and also on the relationship between direct speech act and indirect speech act that speakers use unevenly or differently. Finally Rhetorical devices such as Persuasion, metaphor, repetition, and manipulation have been effective on shaping people attitude in political propaganda. The study is concluded with some recommendation and suggestion for further similar studies.

المستخلص Abstract

(Arabic Version)

تهتم نظرية أفعال الكلام بالطرق التي بها يمكن استخدام اللغة . نشأت هذه النظرية مع جون أوستن ، لكن تم تطويرها بواسطة سيرل . وصفت وحددت نظريات أوستن و سيرل العديد من المشكلات في مختلف المساحات. هدفت هذه الدراسة الي تقصي دور افعال الكلام في تشكيل اتجاهات الناس . كما تهدف هذه الدراسة إلى اكتشاف قصد المتحدث من خلال تحليل الافعال الكلامية التي يستخدمها المتحدث في خطابه الذي يشكل به توجيهات الناس. تحاول أيضًا إجراء اتصال واضح وفعال بين المتحدثين و المستمعين . يحاول أيضًا توضيح الفرق بين افعال الكلام المباشرة وأفعال الكلام الغير مباشرة. علاوة على ذلك ، ركزت هذه الدراسة على نظرية أفعال الكلام والوظائف التداولية للأفعال الصوتية او اللفظية في الخطابات ، و الأفعال المقصودة في الخطابات ، اثر الأفعال اللفظية في الخطابات، كما ركزت ايضا بعلم المعاني و العلاقات المعجمية او العلاقة بين الكلمات، وكذلك تحليل الخطاب وتعريف الخطاب السياسي ، والطلب ، والتواصل ، وغيرها من القضايا المرتبطة بهذه الموضوعات. لتحقيق اهداف البحث تم تطبيق الطريقة النوعية الوصفية كطريقة لاختبار الفرضيات . من خلال نظرية أفعال الكلام والأدوات البلاغية ، حلل الباحث مجموعة من النصوص المختارة ، 20 نصًا من رئيس الولايات المتحدة دونالد ترامب و 20 نصًا من رئيس الوزراء السابق توني بليير. أظهرت النتائج أن أفعال الكلام تؤثر على خطابات المتحدثين وعلي فهم الجمهور للخطاب ، وكذلك على ان العلاقة غير متساوية بين افعال الكلام المباشرة وأفعال الكلام الغير مباشرة التي يستخدمها المتحدثون. أخيراً ، ان الادوات البلاغية مثل الإقناع ، الاستعارة ، التكرار والتلاعب فعالة في تشكيل مواقف الناس في الدعاية السياسية. اختتمت هذه الدراسة ببعض التوصيات والاقتراحات المماثلة لهذه الدراسة .

Table of Contents

Dedication	II
Acknowledgements.....	III
Abstract	IV
Abstract (Arabic version)	V
Table of contents.....	VI
List of Abbreviations	X
Definition of the terms	X

Chapter one. Introduction

(Background about the study)

1.1 Introduction.....	1
1.2 Statement of the problem.....	2
1.3 Question of the study	3
1.4 Hypotheses of the study	3
1.5 Objective of the study	3
1.6 Significance of the study	4
1.7 Methodology of the study.....	4
1.8 Limits the study.....	5

Chapter Two: Literature Review And Previous Studies

Part one / Literature review

2.1 Overview	6
2.2 varies definition of speech acts.....	6
2.3 Theory of speech acts	7
2.4 Dimension of speech acts	8
2.5 Different classification of speech act.....	12
2.6 Function of speech	14
2.7 direct speech acts.....	15
2.8 Indirect speech acts.....	16

2.9 Differences between direct speech and indirect speech acts.....	17
2.10 Semantic	18
2.11 The meaning.....	19
2.12 lexical relation.....	20
2.12.1 Synonymy.....	21
2.12.2 Hyponymy.....	21
2.12.3 Antonymy	23
2.12.4 Prototypes.....	23
2.12.5 Homophones and homonyms.....	23
2.12.6 Polysemy.....	24
2.12.7 Metonymy.....	25
2.12.8 Collocation.....	25
2.13 Pragmatic	26
2.13.1 Pragmatic competence.....	28
2.14 Intentionality	29
2.15 features of face to face to spoken interaction	31
2.16 evanescence and recordlessness	32
2.17 Audibility and feedback expectation.....	33
2.18 Contractedness.....	36
2.19 Informality.....	36
2.20 Presupposition.....	37
2.21 communicative competence	38
2.22 Discourse competence	40
2.23 Discourse analysis.....	40
2.23.1 Critical Discourse Analysis.....	41
2.23.2 Textual analysis	44
2.24 Social Cognation	45
2.25 Power and Dominance	46

2.26 Cohesion and Coherence	49
2.27 Cohesive Devices	49
2.28 Manipulation and Discourse	51
2.29 Manipulation and Cognition	52
2.30 Manipulating STM -based Discourse Understanding	52
2.31 Defining Politeness	54
2.31.1 Politeness Theory	55
2.31.2 Positive politeness.....	56
2.31.3 Negative politeness.....	57
2.31.4 Politeness Behaviour and politeness	58
2.32 Request	59
2.33 The role of speaker and hearer	59
2.34 Communication	61
2.35 Speaker Meaning and Hearer Understanding ?.....	62
2.36 Speech Action Ladder	63
2.37 Persuasion	65
2.38 How does the speaker carry his discourse	65
2.39 Listening comprehension	66
2.40 Defining political discourse	68
2.41 Speaking style.....	69

Part Two

2.2 Related Previous Studies.....	71
-----------------------------------	----

Chapter Three. Methodology

3.0 Introduction.....	81
3.1 Research Method, Tools and Samples of the Speech Acts.....	81
3.1.1 Linguistics approach (speech acts theory).....	81
3.1.2 Rhetorical devices	82
3.2.3.1 Persuasion	83

3.2.3.2 Metaphor.....	83
3.2.3.3 Repetition	86
3.2.3.4 Manipulation	86
3.2 summary of this chapter	88

Chapter Four. The Data analysis, Results & Discussions

4.1 Introduction.....	89
4.2 Linguistic approach (speech act theory)	90
4.2.1 Interpretation of the analysis on the tables.....	101
4.3 Conclusion	103
4.4 Rhetorical devices.....	104
4.4.1 Interpretation of the analysis on the table	122

Chapter Five: Main Findings, Conclusions, Recommendations and Suggestions for Further Studies

5.1 Introduction.....	124
5.2 Main Findings	124
5.3 Recommendations.....	124
5.4 Suggestion for Further Studies.....	125
Bibliography	127
Appendices	130
Appendix 1:	130
Appendix 2:	135

List of Abbreviations

The words	The Abbreviation
Critical Discourse Analysis	CDA
Discourse Analysis	DA
Face Threatening Acts	FTA
Rhetorical Devices	RD
Speech Act Theory	SAT
Short Term Memory	STM

Definitions of Terms

The Terms	The Translations
Critical Discourse Analysis	is an interdisciplinary approach to the study of discourse, or put simply talk and text, that views language as a form of social practice.
Discourse Analysis	is the analysis of spoken and written language as it is used to enact social and cultural perspectives and identities.
Face Threatening Acts	is an act which challenges the face wants of an interlocutor.

Rhetorical Devices	is a technique that an author or speaker uses to convey to the listener or reader a <u>meaning</u> with the goal of <u>persuading</u> them towards considering a topic from a perspective.
Speech Act Theory	an utterance considered as an action, particularly with regard to its intention, purpose, or effect.
Short Term Memory	is the capacity for holding, but not manipulating, a small amount of information in mind in an active, readily available state for a short period of time.