Attitude Expressions in

Political Speeches

A Research

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In the name of Alah

(Allah will raise those who have believed

among you and those who have been given

knowledge by degrees)

Surah Al-Mujadila: (verse 11)

بسم الله الرحمن الرحيم

(يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ)

صدق الله العلي العظيم

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Dedication

"To my dear professors, my esteemed colleagues and my honorable family, I present to you this research as an expression of my deep gratitude and appreciation for the support and inspiration you gave during my academic journey. Ideas and knowledge gained with you. Thank you for your valuable guidance and continued support." I hope this gift meets your expectations!

Acknowledgments

Praise be to God, Lord of the Worlds, Blessed and Most High, to Him alone is perfection. May peace and blessings be upon our Master Muhammad. His Prophet and His Faithful Messenger, and upon all other prophets and messengers. I thank God Almighty for blessing me with the completion of this research. I extend my sincere thanks and sincere gratitude to all my distinguished professors, who have been credited with my u career, especially my doctorate (Dr. Iqbal sahib)she has the kind he And my guide in this research, thank you from the bottom of my heart.

Abstract

Attitude expressions in political speeches play a critical role in shaping public perception and influencing voter behavior. Politicians strategically employ language that conveys emotions, beliefs, and values to connect more effectively with their audience. By analyzing the rhetorical techniques used in these speeches, we can understand how speakers express confidence, empathy, or aggression, thereby affecting the audience's attitudes toward key issues. This study aims to explore the linguistic markers of attitude expressions, including modality, evaluative language, and discourse markers, across various political contexts. Understanding these expressions not only enhances our comprehension of political communication but also empowers voters to critically engage with the messages conveyed by their leaders. Furthermore, the research highlights the significance of context, culture, and historical factors in the interpretation of political rhetoric.

Introduction

Attitude expressions in political speeches play a critical role in shaping public perception and influencing voter behavior. These expressions encompass the feelings, opinions, and stances that politicians convey through their choice of words, tone, and body language during public addresses. By effectively using attitude expressions, political figures can elicit emotional responses from their audience, garner support, and create a sense of connection or urgency around specific issues.

In recent years, the importance of attitude expressions has become increasingly evident in the political landscape. For instance, during the COVID-19 pandemic, political leaders worldwide employed various attitudes in their speeches to communicate their government's response effectively. Leaders like Jacinda Ardern in New Zealand adopted a compassionate tone, emphasizing empathy and solidarity, which resonated well with the public and reinforced their trust in her leadership. In contrast, some political figures displayed a more aggressive attitude in addressing the pandemic, which ultimately polarized their audiences and diminished their credibility.

Moreover, the rise of social media platforms has transformed how political speeches are delivered and received. Political figures now have the ability to express their attitudes directly to a wide audience, bypassing traditional media channels. For example, former President Donald Trump frequently used Twitter to share his opinions and sentiments, often adopting a confrontational and populist style. His attitude expressions contributed to a highly engaged and polarized follower base, showcasing how attitude can significantly impact political discourse.

Furthermore, recent analyses of political speeches reveal that the emotional appeal conveyed through attitude expressions is crucial in persuading undecided voters.

Research indicates that speeches that integrate positive attitude expressions, such as hope and resilience, can inspire audiences and motivate them to participate in civic activities, such as voting. This underscores the significance of emotion in political communication and how effectively positive or negative sentiments can sway public opinion.

Chapter One

1.1 Attitude Definition

Attitude expressions in political speeches can be categorized into three primary types: evaluative, emotive, and prescriptive. Evaluative expressions convey judgments about people, policies, or events, often framed in positive or negative terms. For instance, a politician might describe a proposed policy as "innovative" or "reckless," thereby influencing public perception. Emotive expressions, on the other hand, evoke feelings and sentiments, such as hope, fear, or anger. A speech that references "the struggles of hardworking families" can generate empathy and solidarity among listeners. Lastly, prescriptive expressions suggest what ought to be done, guiding the audience toward a particular course of action, such as "We must unite to fight for justice."(Burgoon et al., 2016:76).

The reception of attitude expressions in political speeches is not uniform; it is influenced by various factors, including the audience's pre-existing beliefs, cultural background, and emotional state. For instance, a speech that employs fear-based rhetoric may resonate with individuals who feel threatened by economic instability, while others may perceive it as manipulative. This variability underscores the importance of understanding the audience's context when analyzing political rhetoric(McGuire,1985:109).

Moreover, the media plays a significant role in shaping public interpretation of political speeches. Journalists and commentators often highlight specific attitude expressions, framing them in ways that can either bolster or undermine the speaker's intended message. This phenomenon illustrates the interplay between political communication and media representation, as well as the potential for misinterpretation or distortion of the speaker's attitudes (Entman, 2007:321).

1.2 Parts of Attitude

Attitude is a complex psychological construct that influences how individuals perceive and interact with the world around them. It encompasses a range of feelings, beliefs, and behavioral tendencies toward specific objects, people, or situations. Understanding the components of attitude is crucial for various fields, including psychology, marketing, and organizational behavior. The three primary components of attitude are cognitive, affective, and behavioral, often referred to as the ABC model of attitudes(Ajzen,1991:39).

1.2.1 Cognitive Component

The cognitive component of attitude refers to the beliefs, thoughts, and attributes that an individual holds about an object or situation. This aspect is primarily concerned with the knowledge and information that a person has acquired through experience, education, and social interactions. For instance, if someone believes that exercise is beneficial for health, this belief forms part of their cognitive attitude toward physical activity(LaPiere,1934:67).

2.2.2 Affective Component

The affective component of attitude encompasses the emotional responses and feelings that an individual associates with an object or situation. This component is often more visceral and immediate than the cognitive component. For example, a person may feel joy or excitement when thinking about a favorite hobby, while they may experience fear or anxiety when considering a public speaking engagement. Emotions play a significant role in shaping attitudes, as they can reinforce or challenge cognitive beliefs. The affective component is particularly important in marketing and advertising, where emotional appeals are often used to influence consumer behavior. According to a study by Pham (1998), emotional responses can

significantly affect decision-making, often leading individuals to make choices based on feelings rather than rational analysis(Pham,1998:20).

1.2.3 Behavioral Component

The behavioral component of attitude refers to the way an individual is inclined to act or behave in response to an object or situation. This component reflects the intentions and actions that arise from the cognitive and affective components. For instance, if someone has a positive attitude toward environmental conservation (cognitive) and feels passionate about it (affective), they may engage in behaviors such as recycling or participating in clean-up drives (behavioral)(Eagly,1993:108).

The relationship between attitudes and behavior is complex and can be influenced by various factors, including social norms, situational constraints, and individual differences. Research by LaPiere (1934) demonstrated that attitudes do not always predict behavior accurately, as individuals may hold positive attitudes toward a group but still act in a discriminatory manner. This discrepancy highlights the importance of considering the context in which attitudes are expressed(Ibid).

1.3 Function of Attitude

Attitudes play a crucial role in shaping human behavior and interactions. They are defined as psychological tendencies expressed by evaluating a particular entity, which can lead to a positive, negative, or neutral response. The function of attitudes can be understood through various lenses, including their role in guiding behavior, facilitating social integration, and aiding self-identity(Guerrero,2016:39).

One of the primary functions of attitude is to influence behavior. For instance, if an individual holds a positive attitude towards exercising, they are more likely to engage in physical activities, leading to healthier lifestyle choices. This behavior is

often influenced by underlying beliefs and emotions associated with exercise, such as enjoyment and the value of health. Conversely, a negative attitude towards physical activity, perhaps linked to past experiences, can result in avoidance of exercise altogether. Recent studies have shown that people who perceive exercise as enjoyable are more consistent in engaging in physical activities, demonstrating the link between positive attitudes and supportive behaviors(Ibid).

Another important function of attitudes is their role in social integration. Individuals often align their attitudes with those of their social groups to foster acceptance and belonging. For example, during recent years, social movements around climate change have highlighted the importance of collective attitudes towards environmental issues. People are likely to adopt pro-environmental attitudes to align with their peers and contribute to a shared goal, such as reducing carbon footprints. This alignment can enhance group cohesion and influence broader societal changes, showcasing how attitudes serve to connect individuals within a social context(Chaiken,1993:20).

Furthermore, attitudes contribute to self-identity. Individuals often express attitudes that reflect their values and beliefs, which in turn helps define who they are. This is particularly apparent in contexts such as political affiliations or consumer choices. For instance, a consumer may choose eco-friendly products not only because of their environmental impact but also as a reflection of their identity as someone who values sustainability. This connection between attitudes and identity highlights how individuals navigate their place in society and the values they uphold(Ibid).

Chapter Two

2.1 language and policy

Language plays a crucial role in shaping policies and governance in society. The relationship between language and policy is both intricate and influential, as language serves not only as a medium of communication but also as a powerful tool for identity, culture, and representation. Policymakers must consider language in various contexts, such as education, political discourse, and social services, to create inclusive and effective policies(Garcia,2021:67).

One primary area where language and policy intersect is in education. In multicultural societies, language policies often reflect the need to accommodate diverse linguistic communities. For instance, policies that promote bilingual education aim to support students who speak minority languages. Studies demonstrate that bilingual education can enhance cognitive development and cultural appreciation among students. By recognizing and valuing students' native languages, educational policies can foster inclusivity and equal opportunities for all learners(Smith,2022:58).

Political discourse also heavily relies on language to convey messages and resonate with the public. The language used in political speeches, campaigns, and media can influence public perception and opinion. For example, during recent elections worldwide, candidates employed inclusive language to connect with diverse voter bases. Policies addressing social issues, such as immigration and civil rights, were often framed using language that appealed to values of empathy and justice. Such strategic use of language can shape policy priorities and influence legislative outcomes(Sharma,2023:45).

Moreover, language is critical in the formulation and implementation of policies in social services. Governments must ensure that the language of public services is accessible to all citizens, regardless of their linguistic background. This accessibility is vital for effective communication about health, legal rights, and social services. In communities with significant immigrant populations, the availability of services in multiple languages can remove barriers to access, ensuring that all individuals receive necessary support(Thompson,2022:81).

In addition to promoting inclusivity, language policies can also reinforce power dynamics within societies. Dominant languages often overshadow minority languages, leading to the erosion of linguistic diversity. Policymakers must address these imbalances to create a more equitable society. Recent initiatives in various countries aim to protect endangered languages and promote multilingualism, highlighting the importance of linguistic diversity as a societal asset(Ibid).

The interplay between language and policy is significant in shaping social structures and ensuring equitable access to resources and opportunities. By recognizing the importance of language in education, political discourse, and social services, policymakers can develop more inclusive and effective policies that reflect the diverse realities of the population they serve. Addressing language in policy frameworks not only supports multiculturalism but also enriches society as a whole(Liu,2023:21).

2.2 Language of Political Speeches

The language of political speeches plays a crucial role in shaping public perception, rallying support, and influencing decision-making processes within democracies. Politicians utilize various linguistic techniques to appeal to their audiences, convey messages effectively, and create a lasting impact(Biden,2020:88).

Political speeches are often characterized by rhetoric, which is the art of persuasive speaking or writing. Rhetorical devices such as metaphors, similes, and alliteration are commonly employed to create memorable phrases that resonate with the audience. For instance, during his 2020 presidential campaign, Joe Biden frequently used the phrase "Battle for the Soul of America" to encapsulate his vision, making it both compelling and relatable . This approach not only engages listeners but also evokes emotions, encouraging them to align with the speaker's ideals(Obama,2008:60).

Another important aspect of political speech is the use of inclusive language. Politicians, such as Barack Obama, often employ phrases like "we" and "us" to foster a sense of unity and shared purpose. In his speeches, Obama effectively connected personal narratives with broader societal issues, which helped to galvanize support among diverse demographics . This strategy not only builds rapport but also enhances the speaker's credibility by demonstrating empathy and understanding towards the audience's concerns(Ardern,2020:31).

The context in which political speeches are delivered significantly influences their language. For example, during times of crisis, speeches might adopt a more somber tone, utilizing language that emphasizes hope and resilience. In 2020, leaders around the world, including New Zealand's Prime Minister Jacinda Ardern, used their speeches to address the COVID-19 pandemic, employing language that conveyed reassurance and collective responsibility .This contextual adaptation is critical as it aligns the speech with the audience's immediate emotional and psychological state(Trump,2016:54).

Political communication also harnesses the power of repetition for emphasis and clarity. Figures like Donald Trump often repeated key phrases to reinforce their messages and ensure they stick in the minds of listeners. The phrase "Make America

Great Again" not only became a slogan but also a rallying cry that defined a campaign and resonated with many voters . This technique, while seemingly simple, is effective in establishing a strong identity for political movement(Ibid).

The language of political speeches is a vital tool for communication that shapes public opinion and influences political outcomes. Rhetorical devices, inclusive language, contextual awareness, and repetition are key components of effective political discourse. As demonstrated in recent years, the successful use of language in speeches can mobilize support, unite people under common causes, and ultimately drive political change. The careful crafting of words continues to be crucial in the realm of politics, highlighting the enduring power of language(Smith,2018:61).

2.3 Features of Political Speeches

Political speeches are a powerful tool that political leaders use to communicate their ideas, beliefs, and policies to the public. These speeches play a crucial role in shaping public opinion, mobilizing support, and rallying voters during elections. The features of political speeches are carefully crafted to appeal to a wide audience and persuade them to support a particular political agenda or candidate. One of the key features of political speeches is the use of persuasive language. Politicians often use powerful and emotive language to evoke strong emotions in their audience and persuade them to support their cause. This can include appeals to patriotism, fear, hope, and unity, among other emotions. By tapping into these emotions, politicians can effectively sway public opinion and mobilize support for their policies(Jamieson,2008:68).

Another important feature of political speeches is the use of rhetorical devices. Politicians often use techniques such as repetition, parallelism, and rhetorical questions to make their speeches more compelling and memorable. These devices

help to reinforce key messages, engage the audience, and create a sense of urgency or importance around the issues being discussed(O'Keefe,2016:43).

In addition to persuasive language and rhetorical devices, political speeches also often contain appeals to authority. Politicians may reference respected leaders, experts, or historical figures to lend credibility to their arguments and persuade the audience of the validity of their ideas. By invoking the authority of others, politicians can establish themselves as trustworthy and knowledgeable leaders who should be listened to and followed(Martin,2011:38).

Political speeches also frequently make use of symbolism and imagery to convey their message. Politicians may use metaphors, analogies, and visual language to paint a vivid picture in the minds of their audience and evoke strong emotions. By using symbolism and imagery, politicians can make their speeches more engaging, persuasive, and memorable, and help to connect with the audience on a deeper level(De Landtsheer,2017:47).

Finally, political speeches often end with a call to action. Politicians will typically conclude their speeches by urging the audience to take a specific course of action, whether it be to support a particular policy, vote for a specific candidate, or get involved in a political movement. By providing a clear and compelling call to action, politicians can motivate the audience to act on their words and help bring about the change they are advocating for political speeches are a powerful tool that politicians use to communicate their ideas, beliefs, and policies to the public. By using persuasive language, rhetorical devices, appeals to authority, symbolism and imagery, and calls to action, politicians can craft speeches that are engaging, persuasive, and impactful. By understanding and utilizing the features of political speeches, politicians can effectively communicate their message and mobilize support for their political agenda(Mieder,2019:431).

Chapter Three

Analysis

Attitude expressions in political speeches play a crucial role in shaping public opinion and influencing the decisions of voters. Politicians use various rhetorical devices to convey their beliefs, values, and priorities to the public. These attitude expressions can take the form of positive or negative language, emotions such as anger or empathy, and the use of persuasive techniques to make a point or win an argument(Entman,2007:81).

Attitude expressions in political speeches can be divided into several categories, including tone, language choice, emotion, and rhetorical devices. Tone refers to the overall attitude or mood conveyed by the speaker, which can range from serious and authoritative to light-hearted and humorous. Language choice involves the selection of words and phrases that reflect the speaker's attitude towards a particular issue or audience. Emotion is often used to appeal to the audience's feelings and values, and rhetorical devices such as repetition, analogy, and exaggeration are employed to make a persuasive argument(Lakoff,2002:76).

One of the most common attitude expressions used in political speeches is the use of positive language to convey optimism, hope, and confidence. Politicians often use expressions such as "we can do it," "together we will prevail," and "hope for a better future" to inspire and motivate their audience. Positive language is used to create a sense of unity and solidarity among supporters and to appeal to the audience's desire for change and progress(Cialdini,2007:34).

On the other hand, negative language is often used to criticize opponents, highlight problems and failures, and mobilize support for a particular cause. Politicians may use expressions such as "corruption and greed," "injustice and inequality," and

"failed policies" to discredit their opponents and rally support for their own agenda. Negative language is used to create a sense of urgency and outrage among supporters and to draw attention to the shortcomings and failures of the current administration(Jamieson,1996:29).

Emotion is another important aspect of attitude expressions in political speeches. Politicians often use emotions such as anger, fear, empathy, and compassion to connect with their audience and elicit a response. Anger is used to express dissatisfaction and frustration with the status quo, fear is used to highlight the potential consequences of inaction, empathy is used to show understanding and concern for the struggles of others, while compassion is used to appeal to the audience's sense of fairness and justice(Ibid).

Rhetorical devices are also commonly used in political speeches to make a persuasive argument or convey a particular message. Repetition is often used to emphasize key points and create a sense of urgency, analogy is used to draw comparisons between different issues or situations, and exaggeration is used to make a point more dramatic or impactful. These rhetorical devices are used to engage the audience, capture their attention, and persuade them to support a particular cause or candidate(Altheide,2013:61).

Attitude expressions in political speeches play a crucial role in shaping public opinion and influencing the decisions of voters. By using positive or negative language, emotions, and rhetorical devices, politicians can effectively communicate their beliefs, values, and priorities to the public. Whether it is to inspire hope and optimism or to mobilize support and outrage, attitude expressions are powerful tools that politicians use to connect with their audience and make a persuasive argument(Ibid).

Conclusion

In conclusion, the analysis of attitude expressions in political speeches underscores their pivotal role in shaping discourse and influencing public attitudes. Through the strategic use of language, politicians can effectively convey their positions and connect with their audience on an emotional level, thereby fostering support or dissent regarding important issues. The varied linguistic techniques employed to express attitudes—from assertive declarations to empathetic appeals—demonstrate the power of rhetoric in political contexts. As citizens, understanding these expressions enables us to critique and evaluate political messages more effectively. This insight into political communication is essential not only for active citizenship but also for promoting a transparent and informed democracy.

Recognizing the impact of cultural and contextual factors on political rhetoric enriches our understanding of how different audiences interpret messages. Future research can build on this foundation by exploring the evolution of attitude expressions in the digital era, where social media has transformed the landscape of political communication. Ultimately, a keen awareness of these dynamics empowers individuals to engage more thoughtfully in the democratic process and to challenge the narratives presented by political leaders.

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