



دراسة تداولية لأفعال الكلام الإقناعية

م.م. أمال عودة غضاب

جامعة الشطرة – كلية التربية للبنات-العراق

amalawda@shu.edu.iq

المستخلص

تتناول هذه الدراسة التداولية الأفعال الكلامية الإقناعية. وقد أسس أوستن الأفعال الكلامية في كتابه *How to Do Things with Words* ويركز أوستن على الأفعال الكلامية التي لا تستخدم فقط للدلالة على ما هو صحيح أو غير صحيح، بل تستخدم أيضاً لبيان الأفعال. ثم طور سيرل، تلميذ أوستن، نظرية الأفعال الكلامية. وهناك ثلاثة أنواع من الأفعال الكلامية: (المعنى الحرفي للكلمة)، والبلاغية (الأفعال التي يتم فيها أداء الأفعال وتسمى أفعال الكلام)، و تحديد آثار هذه الأفعال. كما توضح تصنيفات أوستن و سيرل للأفعال الكلامية. وتركز هذه الدراسة على الأفعال الكلامية الإقناعية التي تتناول كيفية إقناع الجمهور أو المستمع بوجهة نظر أو فكرة معينة باستخدام استراتيجيات إقناعية مثل: (المصادقية)، والعاطفة (العواطف)، والمنطق (العقل). هناك ثلاثة أنواع من الإقناع: الإقناع الواقعي (الإقناع الجمهور باعتقاد أو فكرة أو حقيقة)، والإقناع القيمي (حول الأخلاق والشئ الجيد)، والإقناع السياسي (الذي يتعلق باختيار مرشح معين كرئيس على سبيل المثال).
الكلمات المفتاحية: الأفعال الكلامية، الأفعال اللفظية، الأفعال الإلقائية، الإقناع، واستراتيجيات الإقناع.

A Pragmatic Study of Persuasive Speech Acts

Asst.Lec. Amal Awda Ghadab

Al-Shatrah University – College of Education for Women- Iraq

amalawda@shu.edu.iq

Abstract

This study deals with persuasive speech acts. It is a pragmatic study. Speech acts is established by J. Austin in his book *How to Do Thing with Words* (1962). Austin states that verbs are used not only to show what is true or not, but also states actions. Then, speech act theory is developed by Austin's student Searle. There are three types of speech acts: locutionary (the literal meaning of an utterance), illocutionary (the actions in which verbs are performed and they are called speech acts), and perlocutionary (identify the effects of these actions). The primary focus of this study is on persuasive speech acts which deals with how to convince the audience or the listener of a particular viewpoint or an idea by using persuasive strategies such as: Ethos (Credibility) , Pathos (Emotions), and Logos (Reason). There are three types of persuasion: factual (to convince the audience of a belief or an idea or a fact), value (about moral and good things) and policy (which is related to choosing a particular candidate as a president for instance).

Key words: Speech acts, locutionary act, illocutionary act, persuasion, and persuasive strategies.

1.Introduction

Speech acts deal with utterances that carry out actions. Speech acts firstly established by J. Austin (1962) and developed by his student Searle. The research questions are:

1. What are the classifications of speech acts according to Austin and Searle?
2. What are the types of persuasion?
3. What are the persuasive strategies?

The study aims at investigating the classifications of speech acts according TO Austin and Searle. It also seeks to identify the types of persuasion: factual, value, and policy. It shows the persuasive strategies: ethos, pathos, and logos. It is hopeful that this study of a good value to researchers who would like to write about persuasive speech acts.

2.Literature Review

2.1. Speech Acts

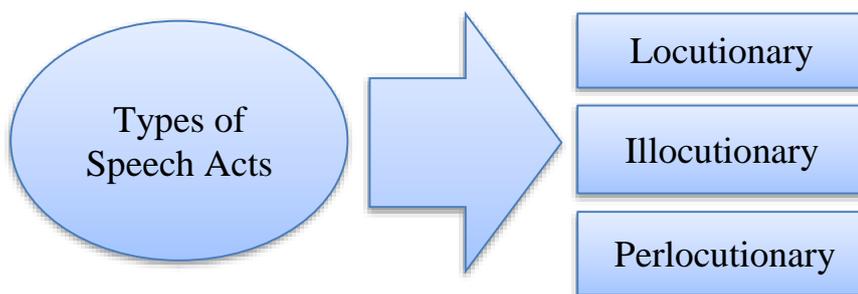
Speech act is one of the primary topics in pragmatics. J.L. Austin was the first to propose this hypothesis in 1962. His well-known book *How to Do Things with Words* was the first to publish this thesis. Speech acts are the actions of the speakers when utter words (Austin, 1962, p. 23). Austin thus demonstrates that language can serve purposes beyond the ones listed above. Austin's student Searle later refined the speech act theory in 1970, adding several crucial ideas including the concept of indirect speech actions. While Lyons (1981, p.173) shows that Austin's theory aims at demonstrating that language has purposes beyond merely producing accurate and inaccurate claims.

Speech acts, according to Yule (1996, 47), are the actions or performances said by the speakers. While Savas (1994, p. 85) mentions that speech acts fulfill their purposes once they are communicated. These are commonly taken to include acts such as apologizing, , answering, requesting, complaining, warning, inviting, refusing, and congratulating which are usually understood to be among them.

2.2.Types of Speech Acts

The types of speech acts are as illustrated as the following:

Figure(1): Types of Speech Acts



1.Locutionary Speech Acts

Locutionary acts mean the grammatical structure of the utterance (the literal meaning of the utterance) or the meaning in its traditional sense without any intention in communication (Austin, 1962, p.108). Yule (1996, p. 48; Cutting, 2002, p. 16) state that locutionary act is what is said of meaningful utterances.

2. Illocutionary Speech Acts



The illocutionary act is performed via the communicative force of an utterance, such as promising, apologizing, offering. Illocutionary act is the performance of the act with a particular intention or specific goal the speaker has in mind when saying something. Actions performed via utterances are called speech acts such as acknowledgement, surprise, apology, complain, compliment, invitation, promise, and request (Cutting, 2002, p.16).

3.Perlocutionary Speech Acts

Perlocutionary act is the effect of the meaning, deliberate utterances on the hearer's feelings, thoughts, and actions.

The following table shows Austin's classifications of speech acts:

Table (1): Austin's Classifications of Speech Acts

No.	Classification	Description
1.	Verdictives	presenting conclusions, whether official or informal, based on facts or an evidence.
2.	Excercitives	decision to support or oppose a particular course of action or lobbying for it.
3.	Commissives	to bind the speaker to a specific plan of action.
4.	Expositives	employ in acts of clarification that include elaborating on opinions, presenting arguments, and elucidating usages and allusions.
5.	Behabitives	encompasses the notion of reacting to the actions and circumstances of others as well as attitudes and manifestations of attitudes toward the partial or impending actions of others.

While the following table illustrates Searle's categories of speech acts:

Table (2): Searle's Classifications of Speech Acts

No.	Classification	Description
1.	Representatives (assertives)	The speaker's believes whether true or false such as assertions, statements, claims, hypothesis, descriptions, and suggestions.
2.	Directives	the speaker's intention to persuade the other participants to make something done.
3.	commissives	the speaker commits to a future action or indicates the goal through a commissive.
4.	Expressives	they reveal the speaker's feelings, attitude, or a psychological state.
5.	Declaratives	to declare something to the audience.



2.3. Persuasive Speech Acts

Persuasive speech acts are used to convince the audience about an idea or opinion. The illocutionary is anticipated to bring about a grasp of the meaning and force of language. Additionally, the perlocutionary has anticipated inviting a response and bringing about states of affairs in the expected manner. Perlocutionary acts, or acts carried out by saying something, are hence tied to persuasion (Austin 1962, p.102,116–8),

Persuasion is the process of altering someone's values, beliefs, or behavior. Many academics and researchers have studied the spoken act of persuasion (O'Donnell and Kable, 1982, p. 9).

The speech act of persuasion, according to Perloff (2003, p. 14), is the process by which a communicator tries to influence the beliefs, attitudes, or behaviors of another individual or a group of individuals by delivering a message in a setting where the persuader uses a certain amount of force. According to this definition, a compelling message must meet certain criteria pertaining to the sender, the method, and the recipient. It is a planned activity rather than an accident.

Persuasion, according to Fotheringham (1966, p. 7), is a collection of effects that are pertinent and helpful in achieving desired goals and are the result of a process in which messages have had a significant role in determining those effects. The psychological impact of persuasive communication and sharply focused on recipients rather than creators. Nevertheless, Scheidel (1967, p. 1) states that two factors are necessary for persuasion: communication and the desire to influence the audience. While Halmari and Virtanen (2005, p.3) show that persuasion encompasses any language use that aims at either reinforcing an audience's views or altering its behavior or way of thinking. Consequently, it focuses on using language techniques to persuade others.

As a result, persuasion is an intentional, conscious action that begins when the persuader recognizes a threat to an established state. The persuader's self-perception is under danger. Therefore, persuasion conveys an implicit message to the person being persuaded to alter their flawed or incorrect thinking. It is a reciprocal process, meaning that both parties' activities have the potential to influence it. For example, the persuadee's body language can influence the persuader while the latter is speaking (Readon, 1991, p. 210).

The following elements must be present for persuasive communication to occur: recipient, message, source, and context (Baumeister and Finkel, 2010, p.217). More importantly, persuasive communication also calls for attention. "The process of inducing others to give fair, favorable, or individual attention to propositions" is how Winans defines persuasion. Certain stimuli are necessary for each individual to be stimulated (McCroskey, 2016, p. 237).

Larson (2003, p. 299) asserts that persuasion is an intricate and dynamic process. Both the sender and the recipient are connected by means of oral and

nonverbal cues in which the persuader attempts to sway his audience's behavior, opinions, and attitude toward a certain topic in favor of the persuader. Furthermore, as few people choose to be convinced against their will, persuasion must be implicit and is not static in its manifestations.

2.4. Types of Persuasive Speech Acts

There are three types of persuasive speech acts as the following:

1. Factual Persuasive Speech Acts

The process by which a communicator attempts to change the opinions, attitudes, or actions of another person or group of people by presenting a message in a situation where the persuader employs a certain amount of force is known as the speech act of persuasion. This definition states that a compelling communication needs to the sender, the method, and the recipient. Instead of being an accident, it is a planned activity (Perloff, 2003, p. 14).

2. Value Persuasive Speech Acts

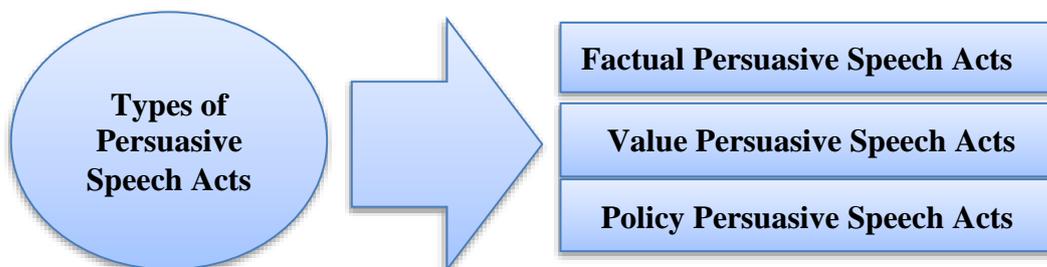
Convincing the audience that something is good or terrible, moral or immoral, right or wrong, evil or humane, etc., is the goal of value persuasive communication. This type requires the speaker to substantiate his or her position. It discusses the value or ethics of a thing, deed, or conviction (ibid.).

3. Policy Persuasive Speech Acts

The speaker attempts to influence the audience to favor or oppose a candidate, rule, or policy to find a solution to the problem (ibid., p.310).

The following figure illustrates the types of persuasion:

Figure (2): Types of Persuasive Speech Acts



2.5. Persuasive strategies

People have used Aristotle's three rhetorical proofs—ethos, logos, and pathos—as techniques for persuasion. More recently, theories and data pertaining to human psychology have been used to identify persuasive tactics. Despite having psychological roots, these persuasive techniques are frequently used and studied in communication because of their significance in politics, marketing, advertising, and interpersonal interactions.

1. Ethos (Credibility)

The sincerity and credibility of the speaker or the document, as well as the audience's impression of the speaker's reliability, are all factors in persuasion. It is the degree to which the presenter persuades the audience that he or she is capable of speaking on the topic at hand (Healey, 2008, p.22).

2. Pathos (Emotions)

Pathos is connected to emotions, but they also identify with the writer's viewpoint and experience what the writer does. It might rely on the hopes and imagination of the audience. A state of receptive for the persuader's thoughts may be established in them. She or he may try to make the readers feel sorry for someone or disdain for something that has gone wrong. Emotions that manifest in public speaking include pride, fear, compassion, rage, and guilt, to name a few. Make dramatic and forceful use of language.

Some people also find emotional appeals challenging since they ask for refined delivery techniques and the capacity to utilize language dramatically and forcefully. It is difficult to be able to use vocal diversity, cadence, and repetition to evoke strong feelings in an audience (Fletcher, 2001, p.342).

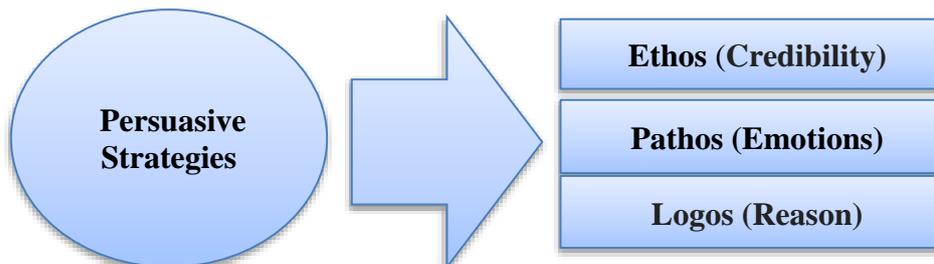
3. Logos (Reason)

Any attempt to appeal to the intellect, or persuade through logic, is referred to as logos. Aristotle asserts that logos is related to the speech itself insofar as it appears to establish anything. It is usually used to provide information and facts that support the speaker's claims. It makes reference of communication (Amgoud and Cayrol, 2009, p.123).

Logos is persuasion through the use of words rather than hard evidence. By using eye-catching logos that show the audience the speaker's subject-matter competence, the presentation persuades the audience that the conclusion reached is appropriate for the circumstances. The speaker's authority and dependency are the most important components of credibility-based arguments (Bradley, 1991). They discuss the speaker's reputation, credibility, and dependency (Barry, 1986).

The following figure illustrates persuasive strategies:

Figure (3): Persuasive Strategies



Conclusions

Speech acts focus on the actions performed by the speakers throughout utterances. The conclusions of the study are as the following:

2. Austin classifies speech acts into five classes: verdictives, exercitives, commissives, expositives, and behabitives.

3. Searle classifies speech acts into five classes: Representatives (assertives), directives, commissives, expressives, and declaratives (declarations).

4. There are three types of persuasion: factual, value, and policy.

5. There are three persuasive strategies: ethos, pathos, and logos.



References

- Amgoud , L. and F. Dupin de Saint-Cyr.(2009) . Extracting the core of a persuasion dialog to evaluate its quality. In 10th European Conference on Symbolic and Quantitative Approaches to Reasoning with Uncertainty, Verona, Italy, July 1-3 2009.
- Austin, J.L. (1962). How to do things with words (2nd ed.). Harvard University Press: Cambridge and Massachusetts.
- Barry, E. V. (1986). Practical logic. New York: Holt, Rivehart & Winston.
- Baumeister, R. and Finkel, E.(2010). Advanced social psychology: The state of the science. Oxford: Oxford University Press.
- Bradley, B. E. (1991) . Fundamentals of speech communication: The credibility of ideas. Iowa: W. C. Brown.
- Cutting, J. (2002). Pragmatics and discourse: a resource book for students. London and New York: Routledge.
- De Beaugrande, R. (1984). Text production: Toward a science of composition. New York: Greenwood Publishing Group.
- Fletcher , L . (2001). How to design and deliver speeches . 7th ed. New York : Longman.
- Fotheringham, W. C. (1966). Perspectives on persuasion. Boston: Allyn and Bacon.
- Halmari, H. and Virtanen, T. (2005). Persuasion across genres: A linguistic approach. Amsterdam: John Benjamins Publishing Company.
- Lakoff, R. (1982) . Persuasive discourse and ordinary conversation, with examples from advertising. In Deborah Tannen, ed., Analyzing discourse: Text and talk. Georgetown: Georgetown University Press.
- Larson, C. (2003). Persuasion, 13th ed. Boston, MA: Wadsworth Cengage Learning.
- Lyons, J. (1981). Language and linguistics. Cambridge: Cambridge University press.
- Mccroskey, J. (2016). Introduction to rhetorical communication. 9th ed. London: Routledge.
- O'Donnell, V., & Kable, J. (1982). Persuasion: An interactive-dependency approach. New York: Random House
- Perloff, R. M. (2003). The dynamics of persuasion. Mahwah, NJ: Lawrence Erlbaum.
- Reardon, K.(1991). Persuasion in practice. 2nd ed. London: Sage.
- Savas, L.T. (Ed.). (1994). Foundations of speech act theory: Philosophical and linguistic perspectives. Philosophy of Language Journal, 2 (2), 1_15.
- Searle, J. (1969). Speech acts: An essay in the philosophy of language. Cambridge: Cambridge University Press.
- Scheidel, T. (1967). Persuasive speaking. Glenview: Scott Foresman.
- Yule, G. (1996). Pragmatics. Oxford: Oxford University Press.