Discursive Strategies Regarding Humanitarian Crises And Global Injustice: A Political Discourse Analysis Of The Speeches Delivered By Mathair Muhammad At UNGA 74th Session

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ABSTRACT

The study investigates socio-political ideologies in the speech delivered by Mahathir Muhammad at UNGA's 74th session employing Socio-Cognitive Model proposed by ven Dijk (2005). The study finds the answer to how political speaker persuade the masses by employing persuasive techniques. The study is qualitative and the data of the study were collected through purposive sampling technique under the interpretive paradigm. Moreover, the data were analyzed through the thematic analysis model employing Socio-Cognitive Model proposed by ven Dijk (2005). The findings of the study prescribe that the political leader highlighted various issues utilizing political persuasion. He highlights issues related to the humanitarian crisis and global injustice. The study suggests that the political leader might have utilized persuasive strategies at international political events. However, he did not highlight the possibilities/chances that could cause negative criticism for his worth (represent Us and Them). The said leader seemed successful in promoting their ideologies following the context of modern democracy.

Keywords; Political discourse analysis, Political persuasion, persuasive devices, Socio-political Ideologies

Introduction

The current study examines the sociopolitical ideas in the UNGA speeches made by Malaysian PM Mohamad. The current study is primarily focused on the representation and function of the Muslim Ummah in international politics. The researcher has conducted a critical analysis of the techniques used in speeches to influence audiences. Political statements include a variety of persuasion tactics for achieving political objectives. The researcher has taken the socio-cognitive model from ven Dijk (2003) and employed it on current study. The study also aims to analyze the text while incorporating the speakers' expressions of culture, religion, and society (Akram et al., 2020).

Additionally, the study investigates how a language conveys the idea of power and holds politically motivating vocabulary that is relevant to the audience's cognition. Mathair Mohamad purposefully employs these strategies to persuade the audience in a particular manner and tone. However, he draws attention to global and domestic problems with the economy, corruption, and terrorism, and humanitarian crisis particularly those involving the Muslim

community, such as the Jammu and Gaza issues, including both.

Political leaders use language to sway and persuade the audience because it is a multidimensional communication method. (Akram, 2020; Azam et al 2019). Similar to how political discourse analysis provides a variety of analytical models and tools, language has hidden agendas. However, language allows people to amplify the deep or implicit meanings that are ingrained in political discourse. Additionally, politicians often use persuasive techniques in their political speeches to persuade the populace to adopt their ideologies (Iqbal et al., 2020). Consequently, PDA is defined as an integral part of the culture and language (Saeed et al., 2020; Andone, & Corina. 2010).

Persuasion is the technical phrase for enticing or seducing members of any society or group, and it is assumed that politics involves a large degree of it. Additionally, it appears that political leaders have been actively utilising these kinds of rhetorical and persuasion techniques for ages (Iqbal et al., 2020). Also, these rhetorical strategies are regularly used by orators to appeal to their intended audience. The same holds true for how speakers employ them to convince the audience to accept their objectives. Because of this, politics and persuasion are connected. The acquisition of the ability to discern underlying ideologies and meanings depends on language. Thus, political leaders use language, or political discourse, to appeal to and persuade the masses who are present in the speaker's society. So-called persuasive devices are inducing strategies that employ language as a tool. Well-known politicians like Barack Obama, Dr. Roahuani, Joko Widodo, Imran Khan, and others routinely use these resources to communicate with people all around the world.

Research Objectives

Following are the objectives of the study:

1.   To investigate how Mahathir Muhammad uses discursive strategies to represent Us and Them

2.   To explore how Mahathir Muhammad vary in using discursive strategies to represent Us and Them

Literature Review

Political discourse analysis is a branch of discourse analysis that focuses on how language is employed in particular political settings, venues, and contexts of political action, such as political trials, debates, legislative processes, and discussions. Another phrase to describe it is analysis of political discourse. a branch of discourse analysis that emphasises emphasising political ideologies as elements of discursive discourse in order to uncover and make public any concealed ideologies that conceal politicians' lofty objectives. The phrase "political discourse," according to Van Dijik (2006), can be broadened to refer to all players who attempt to make political goals discursive through the use of words, images, and gestures. According to him, the phrase "political discourse" should not be used exclusively to refer to political debate or politicians. Political discourse is not just words; it also includes all media, political worker, political official, pressure group, and social institution activities that contribute to the establishment of power. Political discourse includes more than just political language.

Van Dijik (1998) asserts that whereas political discourse is often delivered by politicians in the form of speeches given in parliament, discussion is typically presented in the form of written or spoken narratives. A lot of politicians and political parties have tried to spread and present their ideology through various publications, including magazines, articles, books, and newspapers, despite the fact that there are many other venues for doing so, including social institutions, forums, media discussions, talk shows, debates, conferences, campaigns, and

legislative processes. In spite of this, social media has become the most useful instrument in recent years.

Politics rhetoric is the art and science of using words to persuade a certain readership or audience about particular political topics. Usually, the goal of political discourse is to manipulate or control people's minds (Van dijk 1995, 2006). The creation of a global agreement and the widespread dissemination of ideology are examples of linguistic hegemony. What distinguishes it from other forms is the speakers' deliberate choice of highly ideological lexis. By any stretch of the imagination, the use of rhetorical techniques in contemporary political speeches is not a new phenomena.

Iqbal (2020) examined the speeches made by Pakistani political figures both before and after elections in a different piece of study. Repetition, modality, positive self-appearance and negative other appearances, ethnicity, figurative speech (metaphor, simile, and personification), and power in discourse were all examined as rhetorical devices in the pre- and post-election speeches of relatively well-liked political leaders in Pakistan. In this study, we looked at how different rhetorical strategies affect language. It appeared that the deployment of rhetorical strategies was generally determined by the situation. For this study, a qualitative content analysis method was used, which was then followed by an analysis of a collection of numerical data. It comes to the conclusion that politicians heavily rely on linguistic manipulation to express opinions, influence people's thoughts, develop power, and create consent. The argument before the election appeared to be characterised by more passion and enthusiasm when contrasted with the debate that followed the election, which had a more solemn tone and position. Post-election remarks seemed more planned and considered in their approach, in contrast to pre-election declarations that appeared informal and spontaneous. The study concludes that politics will always be intricately tied with language until a new mode of communication is formed in the world. Furthermore, there is no denying that political speech has the greatest ability to sway language, showing just how effective words can be in the process.

Data Analysis

For the present research, the researcher has listened and watched the videos of addressing the president and prime misters (Mathair Muhammad) several times to examine the complete structure of each sentence. This analysis covers various aspects of emerging themes frequent used in the speeche. But, the researcher has selected three major themes are found to be the most frequently used in the data namely; humanitarian crises and global injustice. In this research, the thematic analysis of ideological foundation or background is examined through the linguistics tools. Therefore, the analysis is conducted at the sentence level and these sentences are encoded according to the relevance of theme. Thus, the study depicts the crucial details lying in the speech of the speaker (Mahatir Muhammad).

Theme: Humanitarian Crises and Global Injustice

Speech of Dr. Mahatir Mohamad

Use of Pronoun

Sr. No.	Use of I	Use of We	Use of They
1	I believe	We will have	They are
2	I would	We need	They are

3	I look forward	We can	They would
4	I thank you	We dont	
5		We are also	
6		We do not	
7		We want	
8		We see	
9		We need	
10		We can not	
11		We must	
12		We must	
13		We must	
14		We succeed	
15		We claim	
		We are	

Use of Model Verbs

Sr.No	Use of will	Use of can	Use of should	Use of would	Use of must
1	We will	We can	UN should	I would	We must
2	Growth will	Trans can	People should	Fire would	We must
3	Rich will	It can	People should	Abuses would	We must
4	Services will	It can not	Power should	They would	
5		We can not	Veto should		

Use of Theme

Sr.No	Number Game	Fear based representation	Self Representation	Highlight the Humanitarian Crises and Global Injustice issue	PM's concern about public well being
1	"They are already talking of making trillions."	"Now the rich want us to balance the trade, to buy more of their goods, to correct the imbalance. To do this we will have to spend the money we earn from trade to import the goods of the rich. Our growth will be stunted so that the already rich will become richer."	"I believe in capitalism. But capitalism has gone mad. They are already talking of making trillions."	"Now the rich want us to balance the trade, to buy more of their goods, to correct the imbalance. To do this we will have to spend the money we earn from trade to import the goods of the rich. Our growth will be stunted so that the already rich will become richer."	"Trade enriches everyone. It has been shown through the ages. Malaysia is a trading nation. Our population is too small to provide a good market. We need the world market. With the new communicati on technologies, we can increase our trade with the world. So, don't impoverish us by forcing us to buy what we don't need or to reduce"

2	"The veto should only be valid if two Veto Powers together with three non-Veto members agree to apply it."	"Now the rich want us to balance the trade, to buy more of their goods, to correct the imbalance. To do this we will have to spend the money we earn from trade to import the goods of the rich. Our growth will be stunted so that the already rich will become richer."	"I would like to thank the staff and officers of the UN for their work and dedication, in all these fields."	"Trade enriches everyone. It has been shown through the ages. Malaysia is a trading nation. Our population is too small to provide a good market. We need the world market."	"We are also seeing sanctions being applied to countries. We do not know under what laws sanctions are applied. It appears to be the privilege of the rich and the powerful"
3	"Three quarters of a century is a long time"	"If we do not make wars a crime our security cannot be sustained."	"I look forward to the time when their services will no longer be needed, when countries are able to ensure their own security."	"With the new communication technologies, we can increase our trade with the world. So, don't impoverish us by forcing us to buy what we don't need or to reduce our exports."	"The terms of the agreements were drawn up by them. And they are not all like Bill Gates. Most are bent on exploiting the power money gives them."
4			" I thank you"	"capitalism has gone mad." "They are already talking of	"Countries and people should be allowed to retain their

| | | | | making trillions". "It is dangerous for a person or a company to have so much money." "It can influence things." "It can buy power. Hence the anti-trust laws"." We see in the Trans Pacific Partnership – TPP, when the rich companies had given themselves the power to sue governments." "The terms of the agreements were drawn up by them. And they are not all like Bill Gates". "Most are bent on exploiting the power money gives them." | cultures and ways of life. Only if the way of life involves taking away the rights of people should there be international interference sanctioned by the UN General Assembly." |

| 5 | | | | "The UN has failed in protecting the poor from the scourge of war. But in other fields it has done much better. It has contributed to better health, to alleviating the sufferings of some of the poor and the needy. It does provide a degree of security and stability in places plagued by internal conflicts" | |
| 6 | | | | "the time has come when the veto power should be modified if it cannot be done away with completely. The veto should only be valid if two Veto Powers together with three non-Veto members agree to apply it. That way abuses would | |

				be less frequent"	
7				"Now – new, cheap but powerful weapons have been invented which even the poor can produce and use. If we do not make wars a crime our security cannot be sustained"	

In this speech, Dr. Mahatir Mohamad shed light on the the negative impacts of Veto power because a specific group of countries holds this power and they use power for the sake of benefit that shows the hallowed nature of that world forum. Here the speaker explains about the Malasia that it is a middle income country who depends on the growth of the trade and also disusses about the market that is depending on rich countries. The speaker shed light on the issue of veto power, that the rich countries want to sell their goods for balance trade. Here, the speaker uses the pronoun of "we" which is highly ideological because it shows a sense of nationhood, and collectiveness. the speaker also uses the model verb that shows the corrective action to overcome the issue like money laundering.

The speaker further uses the positive self representation by "I believe in capitalism. But capitalism has gone mad. They are already talking of making trillions." In this speech, the speaker uses the technique of number game to show the capitalist who are trying to make the trillions of dollars. The speaker further uses the technique of polarization "us vs. them. Which shows the negative image of capitalist countries who wants to make money and who wants to use power negatively and also exploit the power for the sake of money making.

Moreover, the speaker explains that the United Nation is unable to protect the underprivileged from this violence and from this exploitation. The speaker further explain that UN is needed to do more action like "It does provide a degree of security and stability in places plagued by internal conflicts." The speaker also shed light on serious issue by using the model verb to do the correct and accurate action by saying "It can do more. But it is short of funds. Countries including the very rich are not paying their dues. It is shameful.". The speaker further uses the pronoun "we" which is highly ideological because it shows a sense of nationhood, and collectiveness. The speaker here uses the technique of positive self representation by thanking the whole staff of UN for their dedicated effort and also explains about no longer duties of UN staff and security by

saying "I look forward to the time when their services will no longer be needed, when countries are able to ensure their own security." Here speaker uses the pronoun "I", which sows the the sense of power of the prime minister.

In this speech, the speaker also used the deictic of time by saying "I look forward to the time when their services will no longer be needed, when countries are able to ensure their own security.". here the speaker is using technique of positive self representation by explainition the negativity of veto power and here he uses the technique of number game of member agreement by saying " The veto should only be valid if two Veto Powers together with three non-Veto members agree to apply it". In the last of the speech, the speaker suggests some solution for the use of negative power, and if some one use its power negatively the UN select some punishment for that country by saying "We must punish warmongers. We must make the world peaceful for all. That was our mission and that must remain our mission." Here, the speaker is used the pronoun "we" which shows the sense of power, collectiveness and unity like a family and the punishment will be selected collectively. The speaker also explains that through this action the world will be a civilised world.

The speaker also discusses the global injustice and humanitarian crisis by shedding light on the act of Israel to expel a huge number of Palestine people and also seized their land. The speaker here uses the number game technique by using 90 percent of population. In this speech, the speaker also explains about the acceptance of Israel but the speaker doesn't accept the act of Israel to seized the land of Palestine and the act of stopping them to enter in the Jerusalem and occupied the Jerusalem. The speaker also shed the light on the act of Israel who is stopping the Palestinians to enter in their settlements which is built on their own land. The speaker also discusses the bold step of Malaysia to criminalize

war. The speaker here uses the technique of number game for explaining the exact number of people who were killed during war by saying "It is ridiculous to hang a murderer for killing one person but to glorify the people who are responsible for the deaths of millions of people". the discusses the injustice of UN who fights for the hanging of a murderer but glorifies the murder of millions of people. the speaker also discusses the modern war that are completed; these wars not only kill the warriors but also kill the innocent people too and also the reason of great loss of money and economy.

Moreover the speaker uses the pronoun "we" that is highly ideological and shows the sense of nationhood and unity like a family. The speaker also explains about nature of human being which is still savaged by saying "We consider ourselves civilized but we are still very primitive since we accept killing people as a way to settle disputes between nations or within nations". The speaker here highlights the injustice of UN who is not speaking against humanitarian crisis.

In this speech, the speaker also highlights the issue of Kashmir by using the technique of number game of 72 years. The speaker here explains that this issue is so old, but it is not resolved yet. It is the injustice of UNGA . the speaker here also uses the model verb which explains about the correct action which is "table talk". The speaker here suggests that this issue should be resolve between Pakistan and India in conference.

CONCLUSION   & RECOMMENDATIONS

The researcher, according to the objectives of the research found that Mahathir Muhammad, efficaciously communicated his messages to the international communities through his practical orientation. In the same way that Mahathir Muhammad uses appropriate and counted

language in his speech, it is a fact that language plays a valuable and vital role in communication, whether it is in the form of verbal or non-verbal communication. As far as his styles of speech at the UNGA are concerned, he demonstrated himself to be great and expert speakers, acting as a representative of the entire Muslim world, in addressing the social and political issues concerning the environment, corruption, religion, and terrorism, which were explicitly related to occupied Kashmir and Guza. During the process of monitoring and evaluating these complex occurrences, it was brought to everyone's attention that the international community practices dual diplomacy.

Recommendations:

Political speech delivered by Mahathir Muhammad who is political figure from Malaysia, respectively, has thoroughly studied in this research. Future research of this kind could be conducted by including more speakers from Pakistan, Turkey, Malaysia, and other nations. Data could then be gathered from as many speeches of world leaders as possible and analysed using new theories of discourse. This way, a more comprehensive range of comparative and contrastive studies could be investigated.

Appendix

1	PDA	Political Discourse Analysis
2	UNGA	United Nations General Assembly
3	UNA	United Nations Assembly
4	SPDA	Socio-Political Discourse Analysis
5	CDA	Critical Discourse Analysis
6	NGOs	Non-governmental organizations
7	SCA	Socio-cognitive Approach
8	CDS	Critical Discourse Studies
12	COVID-19	Coronavirus disease 2019
13	DT	Donald Trump
14	3D	Three Dimension
15	MM	Mathair Muhammad
16	UMNO	United Malays National Organization

17	BN	Barisan National
18	GAUN's	General Assembly of United Nations
19	UN	United Nations
20	ODA	Official development assistance
21	SDR	Special Drawing Rights

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