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**Pragmatic Study on Sallal's Linguistic Behaviour in Addressing the
Algerian Nation**

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English**

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Dedication

... To my beloved parents.

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Abstract

The current research aims to investigate The Algerian first minister Mr. Abdelmalek Sallal's linguistic scandals when addressing the Algerian nation. This will lead us to ask the question whether these scandals are intentional or they are just a mirror of his political incompetence. Also, to explore how the public opinion interpret this phenomenon. As a response to the raised question, a sequence of suggested answers is presented. First, maybe these linguistic behaviour is deliberate according to the Algerians' awareness. Second, the Algerians mostly find no relevancy to the linguistic choices that are uttered by the Prime Minister because they do not match his intentions. Third, Sallal's linguistic performance is considered to be not appealing to his political status. Over and above, this language affects negatively on the national public opinion in terms of narrowing the circle of trust between the ruler and the ruled. The methodological process conducted is a qualitative approach where a linguistic analysis is used based on Austin's speech act theory on a set of clips of some of Mr. Abdelmalek Sallal's speeches. Through the implementation of this type of analysis on the collected data, it is understood that language plays a crucial role in politics and presentation of power; that is why its effect can be considered either positive or negative, depending on its users' linguistic behaviour. As a consequence, from what is observed, language has a great impact on the Algerian citizens' trust and impression towards their leaders and their hope for a prosperous future as well.

Keywords: Pragmatics, speech act, locutionary, illocutionary, perlocutionary, political discourse, Algerian Prime Minister.

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General Introduction

Pragmatics as a field of inquiry is all about the negotiation of the meaning in relation to its context with taking into account who is speaking to whom, about what, how, when and why i.e. it has to do with what have been said by the speakers and how is it interpreted by the listeners. Hence, this research aims at realizing a pragmatic study towards the linguistic behaviour of the Algerian Prime Minister Mr. Abdelmalek Sallal and its effect on the Algerian general public opinion. Apparently, any political activity requires a language whether be it in an oral or written form to successfully obtain the attention of citizens under which the power is exercised. In addition to that, there is a specific jargon in order for better achievement to the intentions of the politician who is addressing his/her audience. So, this late requires the good command of language because it helps in identifying and providing an image about the person himself, in other words, the way he uses language reflects the person's personality, behaviour, attitudes, educational level, thoughts... etc.

Furthermore, the purpose behind conducting this pragmatic study is to explore to what extent can the language used by the Algerian Prime Minister (Abdelmalek Sallal) in addressing his nation be relevant to the national contexts and expectations of society. Then, to explore how far would people react and interpret his performance in many national and international forums. Also, to arrive to clear conclusions of whether his language is influencing or relevant to the minds of the public opinion in addition to the fact of recognizing if Mr Sallal's communicative competence; namely his linguistic competence is appealing to his status as the head of the government.

Before the engagement in a further investigation toward this research, it was hypothesized at first that Mr. Abdelmalek Sallal is definitely aware of his linguistic behaviour and his speech, actually, affects negatively on the national public opinion because of the

irrelevancy and ambiguity he leaves each time he delivers a political speech. In meanwhile, it was hypothesized, too, that he does not pay much attention to the fact of enhancing his language skills.

To execute this research, two research methods have been applied in order to assure the needed outcomes to prove the validity of the suggested hypothesis, and to gather as much information as possible for the research questions to be answered authentically. The first one, is a pragmatic analysis using J. L. Austin's speech act theory to variety of speeches that were delivered in many contexts. While the second instrument was an interview with two categories from the Algerian society; the common people that perform an ordinary tasks in their community as well as we interviewed the specialists like Sociologists and University Teachers to support the results of the pragmatic analysis, especially when it comes to the perlocutionary force and the effects and interpretations of the Prime Minister's linguistic behaviour on them.

The design of the present research is divided into three chapters; the first chapter is devoted to the literature review and entitled "the notion of pragmatics". The goal of this chapter is, apparently, to shed light on the different definitions and views about field of pragmatics, and its historical background as a branch of inquiry that has prospered after Austin's speech act in the early 1960's. Also, it gives a clarification to the concept of pragmatic competence, speech act which is used by the speaker so as to obtain the communicative intention. This chapter highlights the notion of the Gricean maxims (cooperative principles) which are introduced in four maxims: Maxim of quantity, quality, relation and manner. Ultimately, this chapter ends with an explanation to the politeness theory.

The second chapter is named “language and politics”. Here, the researcher aims at clarifying the relationship between language and politics and the linguistic features on political speeches with taking into account the characteristics of political language and types of political discourse. This chapter deals, too, with the crucial role of the speech writer in terms of presenting a specific draft to a specific audience with particular needs. Moreover, a discussion to the power of political language has been provided with relation to its ability to manipulate dozens of people at once; an illustration was provided to the impact of both Hitler and Obama at their ruling times. It aims, also, at describing the Algerian political language, the structure of the government where we highlight the position of the case study and finally we bring our chapter to an end with the historical background of the Algerian government and the most powerful speeches in the history of the Algerian politics.

The third chapter, finally, serves as the practical part of the dissertation where it includes the process of collecting the required data for the issue under investigation, its interpretation and analysis. This chapter contains the research design which highlights many points; starting from how the study took place, its objectives, and the description of the sample (case study). After that, it describes the data description tool accompanied with the methods and instruments that have been used so as collect data for this research paper. Lastly, the presentation of the discussion of findings occurs to show the results of the conducted investigation with the answers of the research questions and the confirmation of, whether, the findings match or disagree with the suggested hypothesis.

Introduction

Nowadays, pragmatics as a discipline became a vast field of inquiry, which seems to be as well, a multidisciplinary umbrella term that involves many ways of studying how language works in accordance to its context. The following chapter will then offer an opportunity to know the pioneers & the philosophers of language who were interested in the field. Also, some concepts and terminologies about pragmatics that came into being after Austin's speech act in the early 60's, its historical background and pragmatic competence. Then in the second part of this chapter, the light will be shed on some pragmatic theories such as: Austin's speech act theory and Grice's maxims.

I. The Notion of Pragmatics**1. Concepts and Terminologies**

Linguistics as the scientific study of language is considered as a broad discipline; which is sub-divided into many branches; among which the study of meaning in context takes place. Pragmatics refers to the analysis of the encoded message which is delivered by the speaker under a particular circumstance, and through a specific use of words, as well as the intentional meaning addressed by people when using a language. As claimed by Yule (1996, p.3) when he stated that "Pragmatics is the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader". This late has been long debated by linguists and philosophers of language such as Cook (1989), Yule (1996) and Grice (1972).

The importance which is giving to the structure and form of language does not necessarily entail the most suitably related intentions. However, pragmatics focuses on the function of the constructed meaning regardless of the fact that sentences are pronouncedly and

grammatically correct; as viewed by (cook 1989, p.41). Furthermore, speakers may recognize and understand perfectly the literal meaning of every single exchanged word in a given conversation, but they in one way or another miss the point. That loss of the way determines that the participants should go further in examining the interaction of the functional units with the pragmatic elements that take place as cultural or social factors. That means in particular, the context in which the utterance takes place plays a very important role, because if this is used in different circumstances which do not suit the requirements of the speaker; it will cause a misunderstanding and communication breakdown.

An utterance when voiced out, its context is the heart of the pragmatic analysis. In this respect, Yule (1996, p.3) underlined that, any kind of existing knowledge between the involved participants, can affect on the successfulness of the addressee's recognition to the intentional meaning of the speaker. In addition to the subject matter under discussion, how is the manner it is delivered (that way rather than another one), when is it happening and why is it meant to be said to that person in particular. Hence, the study of pragmatics seeks to explore the consideration of how speakers organize what they want to say in conformity with the recipients & under what circumstances, as well as, it focuses on language users, their communicative behaviour, and their world in addition to their point of view (Senft, 2014,p.3).

Language in use from the perspective of pragmatics, according to (Lightbown, Spada, 1999 and Gass, Selinker, 2001) takes into account, the study of both cultural and social contexts of situation of the speakers as well as the ability of using as many language forms as possible in a wide range of environments. As what has been mentioned by (Yule, 1996, p.3), pragmatics as an approach insists on the notion of the (unsaid) due to the recognition of the invisible and implicit meaning by the addressee. That is to say, what is communicated is rather more than what is already put by the speaker into words or utterances. Most

importantly, the notion of distance whether be it physical, cultural or social; includes a set of background knowledge or shared experiences that determine how much is needed to be said.

Further, (Leech, 1983, p.6) explained that pragmatics can be used as a tool to solve problems from both sides; speaker as well as the hearer. From the perspective of the speaker, the problem is about how to voice out an utterance. However, from the angle of the hearer, the problem is illustrated in the way he interprets that message and links it to the close possibility that pushed the speaker to produce that utterance particularly. In essence, Pragmatics concentrates on how meanings are conveyed in particular contexts and how receivers interpret those messages along with the process of communication.

2. Historical Backgrounds

Pragmatics as a term, historically speaking, was long used by the Greeks when they referred to (matter and thing), but also (deed) according to (Nussbaumer and portmann 1996). The classical definition of the term is presented by (Morris, 1938) as the relationship between signs and interpreters. Though, the scope of pragmatics supposedly has much longer history. Morris was attempting to give birth to a unified theory of signs, which would include all what matters to be tackled by linguists, philosophers and logicians. Yet, (Jacob Mey, 1994, 3261) as being considered one of the leaders of modern linguistic pragmatics said that this field is the youngest sub discipline of the venerable science called linguistics as mentioned in (Senft, 2014, p.2). In this respect, it is highly important to point out that Mey and so many other linguists underline that the evolution of pragmatics field took place in the late 1970's as a reaction to the development of American structural linguistics in which Noam Chomsky has arrived to in his proclamation of the ideal speaker/listener in a completely homogeneous speech community (Chomsky, 1965, p.3).

Pragmatics is not being seen from the same angle for all of its practitioners. Some theorists consider it as the study of use of language, some as the study communication and others as the study of language via language's communicative function. Deirdre Wilson as one of the leading pragmatic theorists, claim that the centre of pragmatics goes for three main approaches. First, as a philosophy, particularly answers the questions about meaning and the relationship between what sentences mean as well as what speakers mean when they utter them. Second, it can be viewed as an extension of the study of grammar; here pragmatics belongs to linguistics because it takes into account some of the interactions between sentence meaning and context. Finally, pragmatics from the psychological realisation of the human behaviour and that what makes it as a part of cognitive science (Nicholas Allott, 2010, p1).

Consequently, Nicholas Allott (2010, p.1) underlined that, despite the differences towards the scope, there is a kind of agreement on four fundamentals that base their interest on the communicative use of language according to the philosopher Paul Grice. The first one sheds the light on how communication requires the fact of being recognized by the addressee. Another, that the utterance embodies the intentions of the speaker. Also, there are principles or maxims that govern the human's speech. Lastly, there is a kind of distinction between what a speaker conveys explicitly and what he implicates.

3. Pragmatic Competence

Pragmatic competence is apparently a recent term in the study of language; it was introduced at the first time in 1990 by Buchman, where he defined it as "The knowledge of the appropriate production and comprehension of language in communication". However, it is mentioned in (Heidi, 2012, p.16) that even before Buchman, scholars had arrived to the necessity of understanding language use in context, even though, they haven't used the term pragmatic competence when they talked about communicative competence which has a huge

component in similarity with the former. Therefore, pragmatic competence is an inevitable part of communicative competence. So, it is highly important first to tackle the notion of communicative competence before analysing the pragmatic one.

A. Communicative Competence

The notion of communicative competence was suggested by Hymes in the 1970's when he figured out that language in context was not really taken into account in linguistics (Hymes, 1962, p.271). This term was given birth as a reaction to Noam Chomsky's variance between competence and performance. In this regard, Chomsky asserted that competence is about the knowledge of language as a whole in the mind for both speaker and listener, whether be it syntax, lexis... whereas performance is all about the put into practice, i.e. the actual use of language in the appropriate situations (1965, p.4).

In other words, Canale & Swain (1980, p.3) claimed that Chomsky's competence has to do with the grammar and performance with the appropriateness and acceptability of sentences in the speech. Consequently, the division which is proposed by Chomsky to the two notions has been strongly criticised because of the fact that it was more focused on the grammar and syntax and neglected the importance of communication. As a result, it has been redefined and put in one notion which is: communicative competence, as mentioned in (Heidi, 2012, p.16).

According to Hymes (1972, p.284-285), communicative competence, indeed, involves that "The speaker knows whether the forms used are formally possible or grammatical, whether they are feasible or available for use and whether the forms are appropriate in the context of the conversation". So, it is about the fact of being competent in terms of using the stored knowledge, applying it and actualizing it.

Pragmatic competence then, is about “The knowledge of the appropriate production and comprehension of language in communication” (Heidi, 2012, p.16). Similarly, Celce-Murcia and Olshtain described the latter as “A set of internalized rules of how to use language in socioculturally appropriate ways, taking into account the participants in a communicative interaction and features of the context within which the interaction takes place” (2000, p.20). Furthermore, being pragmatically competent requires both competence and performance in addition to a set of processing skills that organize that knowledge in actual situations. Thus, learners need to have the linguistic competence at their disposal (e.g. grammar, lexis) to perform language functions (e.g. apology, request). In the meantime, they need to be able to understand the sociocultural norms that rule these forms (e.g. what to say to blame whom). (Bialystok 1993, p. 43) defined the notion of pragmatic competence as follow:

Pragmatic competence entails a variety of abilities concerned with the use and interpretation of language in contexts. It includes speakers’ ability to use language for different purposes — to request, to instruct, to effect change. It includes listeners’ ability to get past the language and understand the speaker’s real intentions, especially when these intentions are not directly conveyed in the forms — indirect requests, irony and sarcasm are some examples. It includes commands of the rules by which utterances are strung together to create discourse.

(As cited in Heidi, 2012, p.16)

Bialystok’s definition sheds the light on the different aspects of pragmatics. In a broad term, it includes the knowledge of speech acts (ability to use language for different purposes), and that of the implicature (ability to understand the speaker’s real intentions). Moreover,

pragmatic competence requires the fact of possessing different options in order to function appropriately in interaction as well as to select the right act in a specific context. Hence, pragmatic competence, as Bialystok's definition indicates, is the knowledge of a pragmatic system in addition to the possibility to use this system appropriately (Heidi, 2012, p.16). It is divided into the knowledge of the system, which is sociopragmatic, also, the ability to use the system, which is pragmalinguistic.

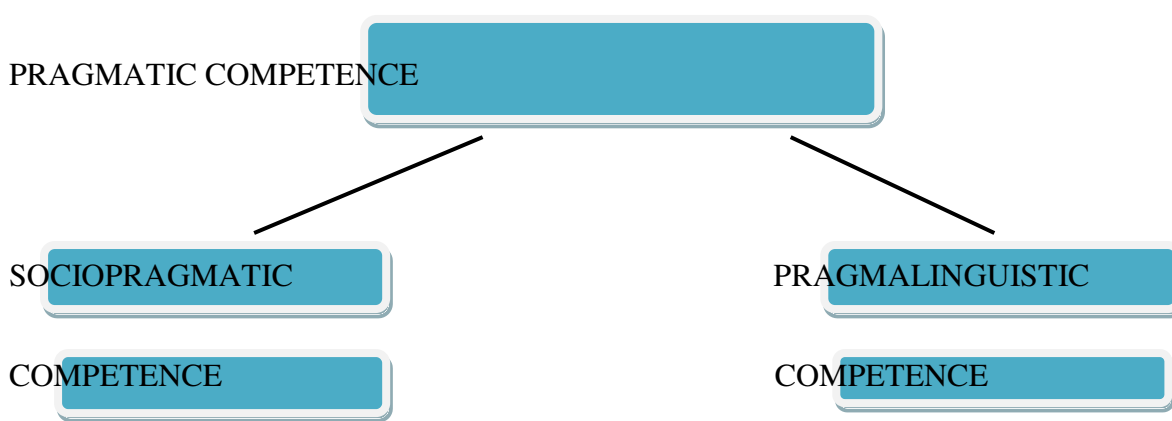


Figure 01: Leech's 1983 Components of Pragmatic Competence (V. Heidi, 2012, p.17).

According to Leech (1983, p.8-11), sociopragmatics focuses on the appropriate recognition language use in various social conditions. Also, it includes the knowledge of speech acts, conversational structure, maxims of conversation, politeness conventions and generally speaking, it contains the knowledge of how to use language in different situations. Whereas, pragmalinguistic competence is defined mostly as a linguistic aspect that includes the resources that language users have to voice out the appropriate utterances, it contains the ability to use sociopragmatic competence in interaction. These two competencies are closely connected because the lack of ability to use them may cause a pragmatic failure, because if users happen to violate the good command of sociopragmatic conventions, it may inevitably lead to the fact of being offensive, outspoken or incomprehensible (McNamara, Roever 2006, p.55). Additionally, the lack of pragmalinguistic competence can exclude the speaker from the

conversation. Roever, (2006, p.231) explained that the “Development of these competences can differ in that learners can have better sociopragmatic than pragmalinguistic abilities and vice versa”. Moreover, when encountering a pragmatic failure, it is difficult to tell whether the failure is due to the sociopragmatic or the pragmalinguistic competence.

II. Pragmatic Theories

1. Speech Act

Utterances which are produced by humans during a conversation do not merely contain grammatical structures and words, but actions that can be performed accordingly to those utterances. Utterances that perform an action are generally called speech act (Yule, 1996, p. 47). It has to do with what humans do with language when they are interacting with each other, in English for instance, speech acts are commonly used to refer to a promise, apology, and a request or to congratulate someone. It was introduced by John Austin in the 1960's in his book “How to do things with words”. From Austin's perspective as cited in (Thomas, 1995, p.44) “People do not use language just to make statements about the world; they also use language to perform actions which affect or change the world in some ways”. That is to say, language is apparently used to achieve specific communicative goals that serve our interests in addition to the others around us. To sum up, the function of the speech act is to represent the intentions of the speaker to the hearer as well as to show the acts performed by the speaker when uttering a collection words.

All our talk is speech acts, since the use of language does not go in vain when taking into consideration the facts of expressing suggestions, making orders, complaining...etc, Speech acts are an essential part of our lifestyle that we use everyday unconsciously (Mohammed, Alireza & Shirin, 2013, p .52). It demonstrates that the purpose that lies behind the use of language is to push things to happen. Speech act is concerned with the action

accompanied with the communicative value of an utterance i.e. everything we produce through sounds, has a meaning behind it. For instance, if a football coach says to his players no more retreat, and they stop defending and start attacking the opponent, here he performs an action. Thus, every single sentence in use has a functional communicative purpose, and that is what is called a speech act. In essence, people do not produce utterances purposelessly, in fact they use them to do execute giving actions and achieve what is intentioned (Yule, 1996, p.47).

A distinction has been made by Austin in 1962 where he suggested the performative and the constative utterances. The first one denotes that the utterances perform an action by itself, such as “I order”, this one is an absolute order in itself i.e. an order has been done. It is vividly an utterance that performs things to realize the voiced-out action. There are many examples of these kinds of words that indicate the action of an utterance in a frank way like to promise, to apology, to request... etc. This kind of verbs bring to light the action directly by itself, as “I promise that I will come to visit you next Friday”, “I apology for not being able to tell you the truth”, “I request you to call my mom”. This shows that solely from the structure in addition to the performative verbs, we can appoint which kind of speech has been made and whether it is direct or indirect. However, in some situations, it is not the case, it is highly important to pay attention to some sentences in which there is a possibility of having a performative verb, but it does not match the act such as: “I advised you not to eat ice cream”. Here, he did not advise him, but in fact, he warned him not to eat ice cream.

In other words, according to Austin (1962), constatives are the “Performance of some acts” (Bouhaka, 2006, p.16). Similarly, Senft suggested that constatives are “Utterances that simply say something”. For instance, the utterance “It is cold” includes a preposition which can be either true or false, using the speech act, it is important to bear in mind what the speaker intended by this utterance as well as what would be the interpretation of the hearer. This late can be comprehended as a reality to the atmosphere that surrounds the participants,

or it may represent a function of request to close the door indirectly (Bouhaka, 2006, p.16).

Austin made the difference between “Performative” and “Constative” as follow:

- I name this ship the queen Elizabeth. (performative sentence)
- I bet you sixpence it will rain tomorrow. (performative sentence)
- My daughter ‘s name is Franke and my son is called Sebastian. (constative sentence)
- We live in a small provincial town in the northwest of Germany. (constative sentence)

(Austin, 1962, p.5)

At this point, Austin mentioned that the first two sentences are considered as performative ones, simply because they possess verbs that are characterized by the present first person singular pronoun (Senft, 2014, p.13). In the meanwhile, Senft (2014, p.13) also claimed that the first present singular pronoun makes the speaker explicit and the verb that appears after it lets the action being seen and understood, in addition to that, those sentences are neither true nor false as well. However, both sentences three and four are, according to Austin, constative because only through the speaker’s talk, we can determine what he wills to accomplish.

Additionally, Yule (1996, p.47) assured that any kind of an action that happen to be performed by producing an utterance, will be made up of three related acts, it implies that each utterance is to be analysed based on three different levels, which are:

✚ Locutionary act

It is apparently the act of speaking and voicing out one’s own ideas. Yule (1996, 40) cited that, “It is the basic act of utterance, or producing meaningful linguistic expression”.

✚ Illocutionary act (meaning)

This is mainly about the objective and somehow the function that the speaker has in mind and the purpose that lies behind the communicative force of the utterance, what is chiefly meant

by the speaker, for instance, an order, a request, an apology ...etc, so it is all about the intentions of the speaker (Yule, 1996, 48).

✚ Perlocutionary act

Yule (1996, p.48-49) claimed that “We do not simply create an utterance with a function without intending it to have an effect”. It means that it is about the feedback, the effect and the reaction which is done by the hearer in accordance to the utterance. Therefore, it is about the speaker’s circumstances in assuming that the hearer will recognize the intended effect, taking the example of a father giving driving lessons to his talkative son, when he says to him “Shut up and drive”, and the son keeps silent and drives. So the reaction made by the son to that order is what we call perlocutionary act.

Yet, the light has been shed on the question of how we decide on the illocutionary force of a specific utterance; since it can potentially has quite more illocutionary forces. This late is explicit in the presence of performative verbs such as: I promise and I bet. When the illocutionary force is not explicit, then, it is to be found in the utterance, according to the context (Bouhaka, 2010, p.17-18).

2. Gricean Maxims

A. Cooperative Principles

One of the remarkable features in pragmatics is how people cooperate with one another to bring meaning across; conversation clearly advances according to certain principles which are applied by all human beings. The term was first proposed by the philosopher Paul Grice in 1975 when he introduced it to discourse and focused on the notion of implicature (Cook, 1989, p.29). In fact, the individuals’ own use of language characterizes their behaviour, so the cooperative principles came to organize the conversations as mentioned by Davies (2000, p.1-26) “It is the term often used in linguistics literature to characterize human behaviour in conversation”.

Speakers and listeners engaged in a conversation are obviously cooperating with each other, for instance, to succeed, collaboration was proposed as an indispensable factor. In order for speakers' assumptions to be accepted, listeners naturally are needed to suppose that a speaker who says "my pen" actually does have it and not trying in one way or another to mislead the listener. That is the kind of cooperation where people who are having a conversation, are not somehow attempting to confuse, trick or prevent relevant information from each other so as not make sense of what is said harder (Yule, 1996, p.35).

According to Paul Grice (1975, p.45), Principles, are "To make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". The hearer can understand the speaker's intentions and the implicature of he wants to say, due to participants' background knowledge and their contextual information. More importantly, even though the speaker may utter something a little bit ambiguous or obscure, the hearer will sort out the meaning from the conversation and the shared context as well. Thus, Grice confirms that "People follow a certain pattern in their interactions and claims that listeners generally assume that" (as cited in Hadi 2012, p.69). Grice suggested that our speech is governed by four conversational maxims to demonstrate how the participants can communicate successfully throughout following a given rules. These maxims are: quality, quantity, relation and manner.

1) Maxim of Quantity

As what has been introduced by the Philosopher Paul Grice in (1975, 45-46), the maxim of quality stresses on:

- ✚ Making your contributions as informative as is required.
- ✚ Do not make your contributions more informative than is required.

Here, he emphasizes on the fact that we should not provide more or less information than what is necessary i.e. give merely the most important, nothing more than what is needed, nothing less. Similarly, Widdwson (2007, p.57) suggested that:

If they underestimate how much context is shared and so over textualize by producing too much language then what they say will be heard or read as pointlessly wordy, or verbose. If, on the other hand, they overestimate the extent of shared contextual knowledge, and so under-textualize, then what they say will be heard read as obscure.

It clarifies that, a kind of gap in communication will occur if one of the participants underestimates the amount of information required or overestimates it. He illustrated with the print on the back of an airplane ticket, and the fact of it needing much details simply because it serves the objectives of this type.

2) *The maxim of Quality*

Yule (1996, p.37) said that quality has to do with being truthful, faithful and do not say what we believe somehow to be false. He also insisted on avoiding the fact of producing something that we miss or lack adequate evidence about it. That is to say, it is all about the matters of being just and far away from telling lies.

3) *The Maxim of Relation (relevance)*

According to Widdowson (2007, p.21), relevance to the context where the participants are, and the purpose of the conversation are the heart core of this maxim. For him, so as to better illustrate, it is “By reference to how adjacency pairs work in turn-taking”, so what matters most is to relate the context the hearer and listener are in.

4) *The Maxim of Manner*

As mentioned in (Yule, 1996, p.37), Grice asserted that when talking about this maxim, the speaker should:

- ✚ Avoid obscurity of expression.
- ✚ Avoid ambiguity.
- ✚ Be brief (avoid unnecessary prolixity).
- ✚ Be orderly.

The speaker should not utter something that might be found a bit hard to grasp to interpret; in meanwhile, he ought to be clear and directed straightforwardly to the point.

Although, it is so important to recognize these principles that are said to be based on logical patterns of reasoning, yet, it is not necessarily to consider them as absolute rules that communicators should respect when engaging in a conversation. So, Grice referred only to “The kind and degree of cooperation that is necessary for people to make sense of one another’s contributions” (Bouhaka, 2010, p.20).

III. Politeness Theory

The notion of “politeness” was introduced at the first place by both Brown and Lavinson in 1978. It has arrived into being one of the most common themes in the latest pragmatic researches. Then, it is accounted for as the strongest persuasive and obtainable linguistic process to the study of language. According to the Oxford advanced English dictionary (2010), politeness is defined as “Having or showing good manner and respect for the feelings of others”, also Mills (2003, p.122) defined it as “An assessment of someone’s behaviour rather than an intrinsic quality to an utterance”. It demonstrates that it is all about the examination of how people behave instead of the words themselves. Yule, in other words

(1996, p.59) claimed that “Much of what we say, and a great deal of what we communicate, is determined by our relationships, for him, a linguistic interaction is necessarily a social interaction”. So, it is all about the social relationships and interactions among people when he, as well, confirmed that (1996, p.60) “It is possible to treat politeness as a fixed concept, as in the idea of - polite social behaviour - or etiquette, within a culture. It is also possible to specify a number of different general of principles for being polite in social interaction within a particular culture”. From his own perspective, these principles are to be (tactful, generous, modest and sympathetic) when people communicate with each other.

Moreover, politeness theorists such as Leech (1983), Brown and Levinson (1978) supposed that there is a kind of connection between the notion of politeness and indirectness, and nearly all the experimental work focuses on the matters of indirectness. That is to say, apparently, the more we try to be indirect, the more we are likely to be much polite i.e. the realization of politeness can be obtained through the selection of the forms that have the same meaning. Leech (1983, p108) mentioned that indirectness suggests many options for the hearer/listener and the degree of politeness can be raised “by using a more and more indirect kind of illocution”.

This theory has been constructed by Brown and Levinson around the concept of the “face” which is defined as “The public self-image that every member wants to claim for himself” (1987, p.61). They have, also, inserted the concept of “face” so as to demonstrate “politenesses” in the broad sense. This idea everyone has an attention of preserving two types of “face” during an interaction: positive and negative faces. The first one which is the “positive face” has been defined by Brown and Levinson (1987, p.61) as the stable, consistent and positive image that people have about themselves, while the other one “negative face” is considered as “The basic claim to territories, personal preserves, and rights to non-distraction”. In easy words, the positive face is all about the matters pertaining to the

willingness to have what you want and to share it with others, “The want of every member that his wants be desirable to at least some others”. Whereas the negative face is the desire to be free from any kind of imposition, and “The want of every competent adult member that his actions be unimpeded by others”. So it is, basically, attached to the natural human instinct to be free and independent from any kind of imposition (Brown and Levinson, 1987, p.62). This notion of -face- is, consequently, the room for, so to express, fill up the independent soul with personal content i.e. the self-image that anyone wants to be respected and appreciated.

In the course of an interaction, both of the mentioned concepts (positive and negative face) are threatened to a varying point, giving the opportunity for the “face threatening acts” to be risen (FTAs). And to preserve the conformity, harmony and the undamaged face (Brown & Levinson, 1987, p.65) needed the use of politeness strategies and they considered any threat to someone’s face is called “FTA”.

Face threatening acts (FTAs) are part of our daily interactions and considered, as well, as a crucial feature. FTA should save both faces, the positive and the negative one. It makes reference to the acts that do not meet the expectations the face needs, when we do not respect them, we will damage the image of others. Thus, so as to be much politer, it is highly important to satisfy both faces of the speaker and the hearer. E.g. we might be able to damage (threaten) our positive face when we apologize, also we can damage our negative face if we make a promise and do not keep it.

If a student asks another one to close the window, in this position, the speaker is threatening his positive face in addition to the hearer’s negative face, simply because he imposed him to do the action. I.e. he is too direct and impolite as well, but I would have been completely different if he had said: would you mind closing the window please! Here, he is giving him the choice, avoiding the imposition of the action on him and saving the positive and the negative faces of both the listener and the hearer.

Conclusion

It is commonly recognized that language is a crucial means that helps in expressing meaning. This function is not based merely on its grammatical rules in addition to the lexical ones, but, also, on its proper use with relation to the social norms that govern this late. In addition to that, language is considered to be the mirror that reflects our all of our behaviours, thoughts and identities. The following chapter will, then, enlighten the importance of language in politics and the one to one relationship between them as well for better understanding to scope of this research paper.

Introduction

In the process of executing any kind of political activity and exercise it at any level, the fact of it being linked to a well-structured piece of language is undeniably recommended. The following chapter will be devoted to the discussion of what is political in language in addition to what is the language of politics. Moreover, there will be a negotiation to the linguistic features on political speeches where the characteristics of political language and types of political discourse are to be tackled as well. Additionally, and for better enlightenment, it is highly important to take into consideration who writes political speeches and its power in terms of manipulating the public opinion. To conclude, a light will be shed on the Algerian political language with taking into account its historical background and the most powerful speeches in the history of the Algerian politics.

I. Language and Politics**1. What is the Language of Politics?**

Language and politics are inevitably overlapped notions, simply because any political activity requires a language whether be it in an oral or written form to successfully obtain the attention of citizens under which the power is exercised (Gelabert, 2004, p.1). This function of language as used in politics has been studied and discussed across history by numerous scholars of many fields. That is to say, it is highly important that it attracted the attention of philosophers, political scientists, linguists to sociologists and anthropologists for hundreds of years.

Despite the fact that political language is a multidisciplinary field of study, the large number of the philosophical approaches as well as the angles from which the analysis of this study takes place, there still though one conformity on the value or the importance of

language in politics. Based on that supposition, in Gelabert (2004, p.2) it is mentioned that each of (Beard 2000; Bell 1988; Brockway 1965, Fairclough 1989, 2000; Gastil 1992; Lakoff 1990, 2000; Wilson 1990) have stressed on the inextricable relationship between language and politics. In addition to that, language should not be seen as a decoration to the political behaviour, but instead, it falls directly in its essence, and it is obviously inseparable from politics. Hall (1972, p.51) in Gelabert (2004, p.2) argues that “The basic element of politics is quite simply - talk –”, the same as Lakoff (1990, p.13), in other words claims that “Language drives politics and determines the success of political machination. Language is the initiator and interpreter of power relations. Politics is language”.

Taking a good care of the linguistic behaviour and the right choices of words became the main interest of politicians especially during the electoral campaigns as noticed by Geis (1987) in Gelabert (2004, p.2). Even long time after being elected, language will still be preoccupying an exceptionally large importance simply because the citizens and the media as well, examine and criticize any luck of successfulness to the electoral promises which are put together verbally. Politicians are admired and thanked for their mastery of their skills or ridiculed for the unsuccessfulness of their linguistic command; decades after both Winston Churchill in Great Britain and John. F. Kennedy in the United States passed away; they are still remembered for the art of their public speaking skills.

It is mentioned according to Gelabert (2004, p.3) that the ancient Greece was the first place to be noticed in it this one-to-one relationship. For Aristotle, there are two major actions in order for the “political being” (zoon politikon) to take place, and these two are to be found in the (bios politicos) which is the “political way of life”. The first one is activity (praxis), and the second one is word (lexis). Aristotle underlined that political language and thought are inseparable.

According to Paine (1981, p.10) in Gelabert (2004, p.3), politics basically is comprehended, executed and consumed in the form of text. Deviating from the general supposition that politics is nothing else but talk (like an empty language). The recent approaches to the political discourse analysis assert that performing politics is, in fact, talking politics. In certain specific political contexts like the electoral campaigns, Geis (1987, p.13) claims that “the challenger for a political office can do very little but talk”, in meanwhile, some linguistic studies which are relevant to the political language, such as metaphors, proposed from the seminal work of Lakoff and Johnson (1980) that speech and action can possibly have a more powerful relationship than previously thought.

2. What is Political in Language

First of all, in order for better understanding to what shapes political language, it is very important to clarify the meaning of the adjective (political) in political discourse. Even though one may think at first that this kind of question brings justly a direct answer, the latest orientations in research as stated by Gelabert (2004, p.4) have challenged the traditional scope of the term. Generally, critical linguistics and critical discourse analysis (CDA in short) in particular have enlarged its range. Certainly the new Marxist theories have influenced it, also, language is considered within this academic setting as the essential means by which processes and states of power imbalance are preserved and formulated such as immigration, racism and class struggles. Consequently, any kind of interaction at the level of any society is in fact indivisible from the political feature of language.

Scholars such as (Wodak and Ludwig 1999, Fairclough) according to Gelabert (2004, p.5) claim that practically the notion of text as considered in its broad sense includes political elements. In this sense, Chilton (2002) has stressed on how “political” in critical discourse analysis CDA is connected to the Greek model of “Polis”; here, it is not actually linked to the

professional politics, instead, it involves life in society which strongly includes fights of power. Moreover, Lakoff (1990) talked about the political quality of language as put into practice by big companies and the judicial framework as well, whereas Van Dijk (1993) refers to it as the ideological stances (the ones which are related to racism particularly) in a set of discourses (education, media, academia).

Vividly, not all the views are with the conclusion that says all talk is political, however, in opposition to the first category of researchers, in Gelabert (2004, p.5) Nimmo and Swanson (1990) indicate that “It would be problematic to maintain that a cookbook, a tip on fishing or lectures are all political”. As they notify, a compromise has been suggested: according to that “Politics is all talk, not all talk is politics”. Even the practitioners of CDA as Van Dijk (1999) have been careful in taking a general view on the framework of the political nature of language.

Despite the fact that the presence of a political element to numerous social connections is certain, the current plan is much into language in professional politics. Indeed, even within this specific range, it covers an amazingly broad reach, which involves, as Ensink (1997) drafts, many types of registers: press briefings, meetings and press interviews, etc. Nowadays study is interested with one type of discourse which is the Political discourse that deals with professional political matters.

II. Linguistic Features in Political Speeches

Political speeches, like all other types of discourse, is characterised by a unique jargon and specific use of language that make it distinguishable from the different variants of language use. And for better understanding, a light will be shed on its characteristics and types in the following subtitles:

1. Characteristics of Political Language

An approval has been made upon the understanding of political language and it became known as “Professional political discourse” which is the purpose of the matter, then, an explication to its characteristics is to be exposed henceforward. Generally speaking, political discourse can be clarified by its undertaken issues, the channels through which it is expressed and realized in addition to its grammatical features.

It is noted by Van Dijk (1999, p.39) in Gelabert (2004, p.7) that even though it can be about any topic, professional political discourse in other words deals with its proper actors, ideologies and events as well, it is seen according to Van Dijk as metadiscursive. So, from the perspective of Gelabert (2004, p.7) it is considered quite true at the level of the delivered speeches by the members of the parliament where references to the former speeches, policies and other members are occurring continuously. Yet, Van Dijk stresses on that politicians usually insert some off topics with formulaic phrases which indicate that the text is not basically political. So, this code points out a proposition that politicians present some signals to their audiences to set up the limits to what professional talk is and what shapes private talk; which is referred to by Gelabert (2004, p.7) as the “off-topic” talk strategy, where politicians often escape to, in order to take the edge off the tension in the parliamentary interactions by telling a joke or merely by introducing a current event that may be regarded as relevant to the political discussion. This strategy has also been remarked by Muntigel (2002) and partington (2003).

In the first hand, the political language as identified by Gelabert (2004, p.8) can also be examined or studied right away from its sources; analyzing the way in which the speech is voiced out in its professional place like in a parliamentary meeting or an electoral one or in an indirect way through its demonstration in the media. In this regard, many scholars whom are interested in the field like (Fairclough 1998, Shook and Lattimore 1982, Porter 1976) have

studied how political language is described by both the written-press and the audiovisual. Also, all kinds of media through which people consume the political texts are of a serious value to the study of political language and influence straightforwardly the manners in which politicians place their messages.

Van Dijk (1999) proposed that the above-mentioned points affect not only the vocabulary of this branch of knowledge (lexicon) but also the grammatical features of the political texts. Therefore, Gelabert (2004, p.8) said that “A media interview with a politician will contain a higher frequency of first person pronouns as well as backchannelling expressions (you know, of course, that’s right) than pre-scripted parliamentary speeches”. Big electoral campaigns include more first person pronouns and dynamic verbs than the well-structured parliamentary speeches.

Political discourse is of a proper distinction from those other types of discourse. Garcia and Zoppi (1992) in Gelabert (2004, p.9) point out its multi destination. That is to say, the political message talks directly the interlocutor in addition to the listeners that receive it indirectly through the media. Pitkins (1990, p.71) emphasizes, in this case, that the popular quality of political discourse, underlining that it is actually always public, with relation to its actors and to its topic, and sums up that there cannot be “private politics”. Furthermore, in the parliamentary debates, the deliverer of a message should possess in mind the way in which his/her speech will be received by parties and equally tries to tell in advance how it is going to be interpreted by the other political competitors. Consequently, politicians are completely conscious of the fact that anything they utter will be scrutinized by their rivals, who attempt to counterattack and downplay their messages.

2. Types of Political Discourse

Sauer (1997) in Gelabert (2004, p.9) indicated that the press conferences, press briefings, speeches and conferences are the contexts in which political discourse takes place.

Gelabert (p10) also mentioned that Schaffner distinguished between two types of PD which are “the internal” and “the external”. The first one is all about the speeches that take place within political atmospheres (institutions) as in the senate, the parliament or even political parties. However, the other type is actually concerned with the communications that are delivered to a large number of people and channelled through the media.

The media in general and technology specifically during this globalized epoch of time play a very important role in the allowance for politicians to speak on behalf of their governments world widely. This privilege vividly was inconceivable boon to the worldwide dissemination that is provided by the media nowadays, especially if we compare it to the ancient times where the speaker’s accessibility was limited to the power of his/her voice. Though, the present time circumstances seem to be much favourable to create the chances of success, it may also be risky in terms of bringing undesirable effects. In Gelabert (2014, p.10) stated that Ensink (1997) exemplified the former with the diplomatic crises in 1986 between the Soviet Union and the German Federal Republic when the German Chancellor at that time Helmut Kohl made a comparison between Mikhail Gorbachov to the Former Nazi propaganda minister, Josef Goebbels. This late was produced in the course of an interview with an American magazine; it nonetheless generated a huge misinterpretation that, if not settled the appropriate timing, could have increased into an undesirable unfriendliness between those two governments.

The concept of “Register” also from the perspective of the functional varieties of language defines the nature of text determined in which it is used. This notion has been of a serious interest by many scholars in functional linguistics such as Halliday (1977, 1978) who is the pioneer of the Systemic Functional Linguistics who devoted his life to the development of this field of knowledge. Gelabert (p.10) mentioned that Lemke (1995, p.26) quoting Halliday’s postulates, asserted that:

The language of a sports report, a sales transaction, and a newspaper editorial differ not simply in their vocabulary, and not simply because these uses of language are more likely for people in some social positions than others, but because the frequencies of occurrence of many grammatical and semantic features in these texts were skewed by the nature of the different activities in which language was being used

As a result, political language, indeed, can be studied from many perspectives. First of all, from the angle of Functional linguistics and according to Eggins (1994, p.10), it is a genre visualized as “The staged, structured way in which people go about achieving goals using language”. Political language varies from that of medical staff meetings, for example, because the objectives basically are not the same. Yet, talking about the register of political language (the instant context of situation in which texts are produced: Senate, press briefings, parliamentary debates), also its mode (the function that language plays in a particular exchange), then, its tenor which is the relationship between the participants, and finally its field, which is its topic (a talk about financial laws, legislation, etc.). Deictic expressions denote the way how words are dependent on the context under which they are used, the same happens with political language, simply because it is a different genre than any other speech not only at the lexical level, but also at the grammatical one as well.

III. Who Writes Political Speeches

Delivering a speech at any level and at any place, require inevitably a well-prepared draft through which the intentions of the speaker can be conveyed accordingly. So, in order for better outcomes, the task of the speechwriter who is employed by high-leveled executives

and elected officials at the government or any other private sector is unquestionably needed nowadays.

The speechwriter's job is, in fact, linked directly with the senior leaders to define the messages, themes and the exact points to be raised by the executive. In this context, Rachel (2016) mentioned that if illustrating with an electoral campaign speeches, they are not that easy to get right. Because, they as a rule require working on many things such as: to generate support, attack opponents, attract the undecided and share information with most importantly producing the suitable tone to all of that by quoting Frank Luntz "It is not what you say, it is what people hear". Furthermore, during the process of political speech writing and according to Rachel (2016) there are several steps to be followed:

- ✚ The executive accompanied with his/her staff has to arrange a meeting with the speechwriter in order to set the essential points and messages that are needed to be covered in the speech.
- ✚ The speechwriter, apparently, does his own researches concerning the offered topic in order to support it with some examples and anecdotes.
- ✚ It is as well, highly important for the political speechwriter to put in consideration the setting under which the speech will take place taking into account the audience, simply because it differs from a town-hall community meeting to an international leaders' forum.
- ✚ The political speech writer mixes all of the themes, messages, points and positions together in addition to his proper research so as to create an authentic, informative and originated text for the executive.

Jon Favreau (Obama's speechwriter) at Duke University in Rachel's article (2016) identified five crucial lessons he learned through his experience as a white house speechwriter:

- ✚ The story is more important than the words, avoid chasing slogans, and focus on the overall argument.
- ✚ The importance of humour.
- ✚ To talk like a normal human being and leave out shorthand and jargon.
- ✚ The need for honesty and authenticity; be personal and courageous.
- ✚ To maintain idealism.

When finishing with all the mentioned points above. Rachel (2016) in her article noted that the political speechwriter then submits a draft copy to the executive (or his/her staff) with indicating any kind of requested revisions that are recommended, but if the person is familiar with the executives style and status, then only few changes are to be made. Otherwise, if it may feel like the speech does not have the exact or the needed tone, it has to be entirely redrafted again.

Barack Obama's speechwriter in person Jon Favreau in an interview with an American radio station as stated by Rachel (2016) said that "I think from the very beginning, I learned that speeches are not a collection of applause lines and sound bites. Speeches are a story that you tell, they have a beginning, middle and an end, and they have structure". In brief, Favreau has underlined on the fact that writing political speeches is an art that requires a lot of efforts in terms of determining the right structure and the steps to be followed along all the stages of the speech because it is going to be delivered to those eight years old, those who are eighteen and those who are eighty as well without patronizing no one.

Finally, when it comes to the training, Anthony (2017) said that usually professional political speechwriters do not have a kind of specific training in the field they are writing about i.e. a speechwriter who writes about a health policy does not necessarily have a master of Public Health degree. In fact, they mostly have a general understanding of basic policy issues, politics, and literature of the given language...etc. Then, they combine all these

together in addition to their work experience (administration, politics, literary works, and journalism) or any associated scopes.

IV. The Power of Political Language

The political reality is constituted by a language in addition to the fact that words are highly important when it comes to the political analysis. The position of language in politics is not in a neutral place recently, but in fact, far from its description to the world around us, words become the power that helps in making it.

According to the discovery of linguists and anthropologists, Jackson (2014, p.2) has mentioned in his article “Language power and politics” that languages are characterized by a binary structure that nearly each verb, adjective or noun has its specific opposite. This feature has been criticized because that kind of opposition between words generally diminishes the value of one term and favouring the other inasmuch as the problem lies behind the fact that one term lacks something covered by the opposite. As an illustration to the binary system, there are: Modern/ primitive, strong/weak, foreigner/ native. As stated by Jackson, it is almost impossible to talk about civilisation as in “Terrorism threatens our civilisation” without mentioning the notion of “Barbarism” as a negative opposite to it.

Political language plays a remarkable and exceptional role in generating and changing the perceptions, cognitions as well as the emotions of citizens. Richard Jackson (2014, p.3) in his article, he stressed on the idea that political language shapes how we perceive the world and the concrete reality. This late manipulates the way we think, how our strategic choices are made, privileges one point of view of the other one, naturalizes some comprehensions as a reasonable and others as a nonsensical and most importantly it affects our emotions. Jackson (2014, p.3) noted that some words or a set of words are able to make us feel frightened, worried, furious or cheerful. This generates a huge power for those who master them like

politicians and propagandists who have known this for a quite long time and we remark it daily in people's reactions to the particular usage of giving words in media as: Murder, terrorism etc.

Another reason behind the power of political language as stated by Jackson (2014, p.3) is the historical background of words, because the meaning of them is not deeply-rooted but acquired by their own discursive settings. The series of the actions taken in order for the words to obtain meaning are a long-lasting and happen through repetition and their accurate and selective use in particular contexts. For instance, when a political leader uses the terms "Civilised" and "Barbarous", here, citing or invoking the historical background of these two notions is inevitably required; their application in the middle ages by Christian Europe as well as in the nineteenth century by colonists and imperialists. That is to say, there is a huge history in their meanings and that of which affects their usage in the modern time contexts. Similarly, in other conditions, Jackson (2014, p.3) mentioned that "Words can take on new meanings through specific forms of usage. Because words have histories, the act of naming things is always a highly-charged process that can have serious political and social consequences".

This kind of naming effect is so powerful essentially when it comes to the political violence, for instance, to name a political incident "Terrorist" is not simply to describe it, but in other words to judge it. To conclude, the different names to the same act possess completely contrastive meanings and would accordingly elicit so many divergent responses and interpretations from both sides: the public opinion and the authorities.

1. The Manipulation of the Public Opinion

The public opinion is defined by Edward (2003) as the thought of a given society at a particular time and about a specific matter. And for a better understanding to the ways through which people can be manipulated, it is highly recommended to understand what truly

motivates them as well as to recognize what special interests and limitations are declared by the population. Hence, as an illustration to what have been said, a light will be shed on the both well-known public figures that had an influence on their nations and the world; Adolf Hitler and Barack Obama.

A. Hitler's Persuasive Methods

The Nazi Hitler is said to be the most ruthless manipulator that the world has ever seen, and in fact, his name became synonymous with evil and besides his cruel deeds, Hitler also was an exceptionally talented and clever persuader of men who supervised the murder of millions, especially the near extermination of the Jews, yet still having the backup of the German people who were unquestionably not as heartless and solid as he was. So, logically speaking, Hitler must have been a very skilful and powerful propagandist so as to convince the Germans that his policies were just and indispensable.

Hitler's persuasiveness manifested itself after unleashing his dictatorship that helped him to further himself to the farthest point in the Nazi party and earn supports (Josh Wilmoth, 2014). Adolf Hitler's methods were constructed as follow:

- ✚ The basis of handling all his population as a group because the acceptance of ideas to great masses is very restricted, their intellectual capacity as a whole is so poor, while their power to forget is tremendous.
- ✚ His propaganda was directed into few points that were presented in slogans, till the last person of his people starts to get what they wanted him/her to do just by using slogans.
- ✚ The Nazis held many events that were in need to the involvement of every single person of the population, and those who do not attend and share the emotions of the masses will be easily selected and be dealt with either by security or the crowd.

✚ Hitler's speeches were the most powerful ways to convey his strength and ideology. During which he used to shout and wave his arms in a violent manner.

✚ The "Heil Hitler" salute that is made by the Nazis added a powerful feature to his image in addition to his title "Der Führer" which means the leader.



Figure 02: Hitler's famous salute.

✚ The excessive use of trigger words such as: sword, fire, blood. These words helped him so much in terms of getting the support and attention of his audiences and permitted him to be extremely excited, edgy and emotional about his speeches.

✚ Hitler, in his speeches, had a tactic of persuasive words that when he wanted to refer to Germany, he used words that address (intensity, power and strength). While, when talking about his opponents, he used words that hint at (feebleness, fragility and weakness). His favourite word for anything that contradicts with him was "pacifism", because for him, it represents the definitive sign of weakness.

✚ Another effective technique that was used in Hitler's speeches is the fallacy of "either-or". The audience, then, will be in front of a false dilemma, that they can be manipulated and convinced to do the immoral thing and being shown that it was the only option. For instance, Hitler's quote that is provided by (Josh, 2014) in his article "either the German people annihilate the Jews or the Jews will enslave them".

- ✚ The last used tactic by Hitler in his speeches is to convince his volk (people) that the rest of the world thinks of their country (Germany) as a lower in status and second class citizens. This wrong fact outraged the Germans who were brainwashed to have an idea that they were considered as an upper-class and nobles.

To conclude, Josh (2014) underlined on the fact that Hitler was undoubtedly an extraordinary orator and persuader of men, and no matter how unpleasant his policies were, he succeeded in keeping possession of the supports of his race in addition to the manipulation of the public opinion the way he wanted so as to ruin their lives willingly.

B. Barak Obama's Powerful Speech Techniques

It is agreed upon the fact that the 44th president of the United States of America "Barack Obama" is effectively an excellent orator and a speaking phenomenon. Sohrab (2016, p3) argued that the power of Obama's rhetorical art is the major reason that lays behind his entrance into the white house. Alimand Geneva (2012) noted that people did not pay attention to how many times Obama said that he is not a Muslim or how many times he presented his birth certificate as long as they were eager to know how he could do it. Also, Loh (2012) stated that Obama always back his speeches up with gratitude, personal anecdotes, stories, rallies for solidarity, overflowing humility, inspirational words and shows a great sense of intimacy as well as he urges on the empathy for diversity.

Benjamin Loh (2012) stated that after a long political fight with Governor Mitt Romney, the former president of the USA in his presidential acceptance speech 2012 was without exaggeration an "electrifying" one. In every part of his speech, Obama, in persuading his audience, insisted on the fact of instilling the idea of "yes we can" in their minds in addition to him challenging his cynics that his role is purely represented in making the United States the greatest ever. So, in order for a better understanding to the mechanics that made

Obama's acceptance speech an effective one, Benjamin (2012) has cited eight powerful speech techniques that made all the difference for him:

✚ The first one is "Obama's sense of humility", that is to say, even though he won the elections and all the lights were spotted on him, Obama showed a great sense of humbleness, embraced his political rivals and said with a pride of belonging to his nation "in the weeks ahead, I also look forward to sitting down with Governor Romney to talk about where we can work together to move this country forward." (Benjamin, 2012).

✚ The second is "Winning the cynics over", as any place in the world, the sceptics and cynics inevitably exist to downplay the importance of the campaign efforts, but president Obama did not deny his vulnerabilities and knew, as well, that there have been quite much of people who viewed the campaign as a contest of egos and self-interests. Yet, he replied by saying "People don't care about how much you know, until they know how much you care about them".

✚ The third technique is "Falling in love with Michelle too". As the nation's first lady, Obama declared publicly his faithfulness and love to her when he said "Michelle, I have never loved you more. I have never been prouder to watch the rest of America fall in love with you, too, as our nation's first lady". Here, through this romantic declaration, Obama has won over the hearts of millions of sentimentalists in his country and across the world due to his appreciation to the symbolic role of Michelle Obama. (Benjamin, 2012)

✚ The fourth technique is "The humour". The quality of being amusing in a public political speech breaks the bordures between the speaker and his audience as what Herbert Gardner said in (Benjamin, 2012) "once you get people laughing, they're listening and you can tell them almost everything".

✚ "Story of one, story of many". Obama, in this sense, tried to inspire his nation by supporting the dreams of all the strata of the society, the small kid who wants to be an

engineer, doctor, scientist or even a president. He wanted all the Americans -no matter how diversified their stories are- to opt for a common better future when he said ‘ ‘ that’s the future we hope for, that’s the vision we share ‘ ‘.

✚ The sixth technique is illustrated in the “Me, you and we”. According to Benjamin’s (2012) article, the 21 minutes victory speech included the use of the “I” pronoun 33 times, the “you” pronoun 56 times and the “we” pronoun 110 times. The latter pronoun proved that the speech included all segments of the society. Mostly great speeches have a lower I-U Ratio since the attention is generally focused on the audience that is attending for a significant reason and keep asking “what’s in it for me?”

✚ The seventh is the “Rich usage of rhetorical devices”. Obama uses the language creatively, especially when it comes to the use of the rhetorical devices such as: anaphora, metaphor and epistrophe.

✚ The final key element is the delivery of the speech with “Utmost conviction and progressive rhythm”.

2. Algerian Political Language

A. The Most Powerful Speeches in the History of the Algerian Politics

1) Houari Boumedién (1965-1978)

As one of the most influential public figures in the history of the Algerian politics and the Arab world, Houari Boumedién (the second president of Algeria) devoted and sacrificed his whole life to serve his nation. Also, according to Medani Ameer (2015) in Elkhobar newspaper, he is the first president from the third world who asked for an emergency session to the United Nation (UN) where he surprised the world by the delivery of his famous speech in which he raised two main issues; the first one is about the fact of suggesting and introducing a new and fair universal economic system that would go ahead with humanity into better outcomes. While the second issue is all about showing the planned mechanisms

and the designed systems for this newborn in a purely Arabic language for the first time in the history of the UN. Moreover, Madani (2015) pointed out that this historical speech made the 4th secretary-general of the United Nations “Kurt Waldheim” admit in an interview with the press in the 90s that Boumedién’s speech was, at that time, the most important one in the history of the assembly in terms of content, in addition to the fact that the world has acquired a universal language as well. Kurt fetched also back the images of the world’s leaders at that time standing ovation for Boumedién’s entry. So it was absolutely a fascinating one.

2) *Abdul-Aziz Bouteflika (The current president)*

Bouteflika is the current president of the Algerian republic since April, 27th, 1999. During his second-term, he led a campaign for many weeks across all the national territory where he delivered many speeches about the Charter for Peace and National Reconciliation before the referendum that took place in the 29th of September, 2005. Bouteflika, in his speeches, used many techniques of persuasion with taking into account the fact of him being aware of all what the Algerians have passed through from post-independence till the nineties’ civil war that ended the life of more than 150000 innocent people in all around the country. The president tried to share the emotions of his people (those who lost their parents, children and acquaintances), he also stressed on the fact that he does not tolerate anyone or any kind of activity that tries to prejudice with the dignity of Algeria and its people.

Furthermore, to put an end to the painful chapters in the history of the nation, an amnesty plan was adopted to cover all the terrorists and the persons who claimed to be Islamist fighters for justice except those who were involved in mass murders, rapes and public bombings. Despite the critics that faced the president’s sensitive decision and promises to his audiences, the electoral victory afterwards was a great proof to whoever doubted Mr. Bouteflika strengthened control over the state and the power of his rhetorical language that privileged him to convince the majority of the population to vote with “Yes” for such an issue.

C. Overview on the Structure of the Algerian Government

The Algerian republic is a sovereign and presidential country in which its politics is exercised within a framework of a constitutional system, whereby three branches take place: executive, legislative and the judicial. The constitution has been amended several times; the last one was in 2016 and states that Algeria, after obtaining the approval from the Ministry of Interior, supports the multiparty system. Yet, more than 40 legal political parties are exercising their activities freely in accordance to what is permitted by the law. (DPADM, United Nations, 2004). Since the focus of this research paper is on Mr. Abdelmalek Sallal. The light will be shed merely on the executive power that stands for the fact that the highest authority is represented by the head of state who is the president of the republic (elected to a 5 year term with infinite mandates). The president is, also, the Minister of National Defence and the head of the Council of Ministers as well. He appoints the Prime Minister who is the head of government, and amongst which he appoints and suggests the Council of Ministers as well

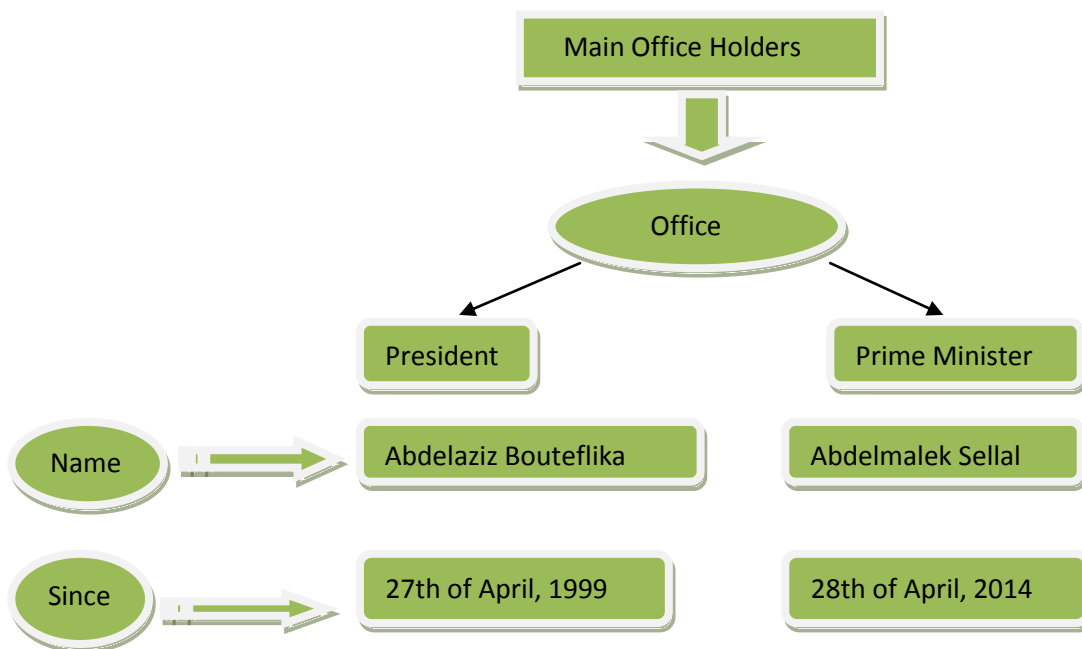


Figure 03: the executive power in Algeria

D. Historical Background on Language Conflict in Algeria

From colonialism to post independence, Algerians have witnessed identity crises and suffered a lot as they attempted to shake the French colonialism off. Malek Haddad (n.d, p.73) in Heather (2014, p.3) noted that this kind of identity crisis which is still taking place so far, argues which languages should be used quite often in an authentic way by the Algerians when writing, speaking in public, reading, expressing feelings, in science or even when praying. Hence, the competitors included French (the language of the colonizer), Classical Arabic (the language of Islam and Koran) and the other Barber and Arabic forms that were generally spoken by the Algerians, but they have never used them to write.

Mohamed Benrabah who devoted much of his professional life surveying approximately two centuries of language politics and linguistic culture in Algeria (Heather, 2014, p.3) from the French occupation in 1830 till 2012. In his book which is entitled ‘‘the use of language as a proxy for conflicts), Benrabah investigates three periods of time in it. The first one is the French oppression to the indigenous Algerians (1830-1954) when the colonials spread their language; then the second one is about when the revolutionists worried and discussed the matters pertaining to the country’s future; and finally the post independence period (1962 to present time) when the government (regime) wanted to adjust Algeria into an Arab country by encouraging literary Arabic.

Benrabah, with a serious face, throws all his blame to the Algerian identity crisis on France (Heather, 2014, p.4) simply because when the French colonialism appeared, they initially started to use language as a weapon. In the 1897, the then French minister of education highlighted the continuing efforts to conquer Algeria ‘‘Through the school’’ so as to confirm that the French language would take place over all local idioms and to replace all

the preconceived ideas as well as to instil among people the idea of that France is much superior. This kind of educational philosophy has generated a bunch of francophone Algerian elites, whereas they left ninety percent of the population in an illiterate status after the independence.

After the loss of Algeria in 1962, the French language was held off by many Algerian revolutionists who were supporting the Arabization policy and assisting literary Arabic to take place (heather, 2014, p.4) in many settings such as: schools, offices and administration, in the meantime they did not pay attention and ignored the local forms of the Berber and Arabic. Benrabah named the fruit of it as (the linguistic war with diversity) because the Arabizers were fanatic and careless (p.4); for instance, when Algeria demanded Egypt to supply it with teachers in the mid 1960's in order to fulfil the gaps of the program, and the then president Abdel Nasser affirmed in his response that he could not afford the full demand. So, the Algerian delegate reportedly asked Egypt to send them even if they were (greengrocers). Consequently, and critically speaking in (heather, 2014, p.5), Benrabah confirmed that Egypt took the Algerians word by sending many culturally limited teachers of Arabic who showed compassion due to the Muslim brotherhood (organization that was at that time legally prohibited in Egypt itself). These teachers, according to him, originated Islamism among the children who were at school that time and caused the civil war in the 1990's in Algeria when the dissatisfied young Arabized stood on the line of those who urge people to rebel and protest while being on Islamic platforms.

Conclusion

From the perspective of what have been seen in this chapter, politics achieved tremendous changes all over the world due to the suitable usage of language to rule or to take control over the minds of tenth of thousands in only one political discourse. So, admittedly, language is

considered to be the engine of persuasion and manipulation to any new policies that serve the intentions of any political activity. The mastery of the latter offers the good command of nations, while the opposite leads to the bottom. Yet, to understand how far the Algerian Prime Minister Mr. Abdelmalek Sallal commands the use of language, a call for a pragmatic analysis is to be done in details, in the upcoming practical chapter of this dissertation.

I. Research Design

Among this chapter's objectives is the fact of highlighting the adopted methodology for this research paper, in which it helps to find the required answers to the raised questions that led to undertaking such kind of study. The following chapter demonstrates the data gathered through the execution of this new research and the linguistic analysis of the political speeches of the Algerian Prime Minister "Abdelmalek Sallal" from the perspective of pragmatics in addition to the general public opinion's observation and thoughts to his use of language in national forums.

At the first place, we begin with the presentation of the research design by restating the research questions and hypotheses. Then, we shed the light on the case study as mentioned above, i.e. about whose speech; this pragmatic study is taking place. After that, we focus more on describing and interpreting the obtained data which is collected from the speeches in multiple contexts. Additionally, we analyse all the gathered information, simply because, the analysis helps us to recognize whether the results match, confirm or disconfirm the suggested hypothesis of the raised research questions, and we move to showing the research findings about the reality behind the linguistic behaviour of Mr Abdelmalek Sallal and its interpretation by the general public opinion as well.

One main method has been implemented in carrying out this research in order to gather data, which is, taking a set of excerpts from Mr. Abdelmalek Sallal's speeches in variant contexts when addressing the Algerian nation, in addition to the feedback of some citizens so as to support the findings of the study and to see whether people think negatively or positively about the raised phenomenon, and why.

For a better exploration to the problematic which is investigated through the current research, a qualitative research has taken place. This methodology points at enriching the research findings and helps us to gain much information about the topic under examination.

1. Research Questions

The study at hand attempts to answer the following questions, with taking into account that the main question is the first one. However, few other questions were added for the sake of gathering much more data to facilitate the research process.

- ✚ Are the linguistics scandals that are committed by Mr. Sallal deliberate or they are just a mirror of his lack of political communication competence?

The answer of this main problematic, some of other sub questions are to be dealt with. This will help us provide an insight of the bigger picture. Therefore, the following questions are as follow:

- ✚ To what extent does Sallal's linguistic behaviour is relevant to the interpretations of what he means?
- ✚ To what extent does the Algerian Prime Minister's linguistic competence is considered to be appealing to his political status?
- ✚ Does the language of Sallal affect the Algerian general public opinion?
- ✚ Does the Algerian Prime Minister recognize his linguistic behaviour?

2. Research Hypothesis

I think that the Algerian prime Minister is completely aware of his linguistic behaviour and his way of speaking really affects negatively on the national public opinion because of the

irrelevancy and ambiguity he leaves each time he delivers a political speech. In meanwhile, he does not pay much attention to the fact of enhancing his language skills.

3. Description of the data collecting tool (analysis, interview)

For the achievement of relevant results, a pragmatic analysis from the perspective of Austin's speech act theory has been conducted, where a locutionary, illocutionary and perlocutionary analysis to a set of clips in four specific contexts was applied in order to arrive to the fact of showing if the linguistic choices that are made by Mr Sallal are voiced out intentionally or just in terms of spontaneity. And, as well, to recognize whether his linguistic performance matches accordingly his intentions whenever he addresses the attendance in many meetings (parliament, press conferences, and electoral campaigns), an interview with the common people and the intellectuals have been done to support the claims of the pragmatic analysis

4. Study case

In the process of conducting the current study, a qualitative data collection method is used for a better investigation to the linguistic phenomenon of the Algerian Prime Minister Abdelmalek Sallal in many occasions. The latter, was appointed by the president Abdul-Aziz Bouteflika as the head of the government in the 3rd of September 2012, and reappointed again in the 28th of April 2014 after leading the re-electoral campaign of the actual president. However, he has been nominated before, to occupy several official positions as an employer in the Ministry of Foreign affairs for a period of one year 1995-1996, and then he was sent to the capital city of Hungary to fit as the Algerian ambassador in there for another one year. By 1998, Sallal served as the Minister of the Interior till 1999, and right after it, as the Minister of Youth and Sport till 2001, Minister of Public Works for one year and Minister of Transport for two years from 2002 to 2004, and the last one before his nowadays status is the Minister

of Water Resources from 2004 to 2012. And for better outcomes and to add more authenticity to this study, a number of citizens from the different societal classes were asked to provide their points of view about the issue under investigation in order to enrich the research findings.

II. Data collection

Since the appointment of Mr. Abdelmalek Sallal by the Algerian president Abdul-Aziz Bouteflika in 2012 as the Prime Minister, he delivered a number of speeches in many places around the country and even abroad. So, for an authentic pragmatic analysis, the research has examined for crucial contexts from the perspective of Austin's speech act theory which are illustrated as follow:

1. Speeches of Mr. Abdelmalek Sallal in Different Occasions

The Algerian Prime Minister Mr. Abdelmalek Sallal, since he has been appointed by the president Abdul-Aziz Bouteflika in 2012; delivered various speeches in many occasions. Among which, this research paper presents the crucial ones, where many clips were adopted and presented with an Algerian dialect. Then to give more authenticity to the work, an English version is provided for better understanding and description to the collected data.

A. *Setting One: Parliament*

The Algerian Prime Minister "Abdelmalek Sallal" at the institution of the Parliament delivering a speech to the deputies about the internal affairs of the country.

- الشبيء اللي كانو يخوفونا بيه شغل بورورو بكري, شغل غول مي ماشي غول تاع ال travaux publics لانه هو مليح, ماشي واحد هو "الشمس وضحاها و القمر اذا تلاها" فصلها راسها و عاود من دارة و جديد.

English version: The thing that they used to employ in order to frighten us like “Bororo” long time ago. Like, an ogre, but not “Ghoul” of the “public works” simply because he is nice. Not the one who is “By the Sun and his (glorious) splendour, By the Moon as she follows him”, cut its head then try again.

a. Locution: the statement above.

b. Illocution: Mr Sallal here, is trying to tell a joke as an encouragement by comparing a kind of Algerian myth (used to frighten children) with the former minister of transport “Amar Ghoul” , but when he mentioned right after it a verse from the Koran which has no relevancy with the core of his speech, the meaning has been lost.

c. Perlocution: The deputies kept looking at him and tried to interpret and understand what he was intending to say, but without merit.

- بطل جزائري, بطل جزائري, دار واش دار "بطل جزائري". انا يقعد بطل و يجي سيدنا نوح بـ "الفلوكا" تاعو و مايتغيرش "بطل". الجزائر اليوم ماهيش جزيرة "كانت جزيرة" لما كان (جغو صقل) و منعرف تاع بكري هادوك. اليوم ماناش جزيرة.

English version: An Algerian hero, Algerian hero, no matter what he did he is an Algerian hero. For me he is still a hero and even when our prophet Noah comes with his boat, nothing is going to change “hero”. Today’s Algeria is not an island (it used to be) at the time of the ancient people.

a. Locution: the statement above.

b. Illocution: The Prime Minister is trying to appreciate and to be thankful to the sacrifices of an Algerian mujahid, but smoothly he shifted to compare what he said with the prophet Noah and his boat, then again, and for no sense, he mentioned that Algeria was an island long time ago.

c. Perlocution: Again, the miserable faces kept staring at him.

- التعليم العالي، رانا ماشيين تقريبا مليون و مائتي الف طن. شكون الدولة اللي وصلت لهكذا ؟ تقريبا كل ولاية عندها جامعة. خصنا برك شوية نقصو مالتذبذبات و ننسجمو اكثر فأكثر و ثيقو في بعضانا، لان بعض الاخوة قلقك "الذهب و الدوفيز" ومنعرف واش. رانا نلعبو هنا ولاكيفاش . حنا حارصين يا سي محمود ماتخمش، حدودنا حارصين على جدها، غير ماتحوشش تفهم.

English version: The higher education, we have walked approximately one million and two hundred thousand tons. Who is the country that has reached this? Almost each wilaya has its own university. We just need to decrease the number of oscillations and get more and more along and trust each other, because few brothers have talked about “gold and currency” and I don’t know what else. Are we playing here or what? We are keen o mister Mahmud, don’t think a lot, our bordures are well-protected, don’t you try to understand.

a. Locution: the statement above.

b. Illocution: At first, Mr Abdelmalek Sallal, according to his words, welcomed the fact of how much Algeria has been enhanced in terms of higher educational policies, but with the unit of weight measurement that has no relevancy to such topics. Then he tried to be motivational for a while, but as usual, he transitioned smoothly to talking about gold and international currencies. After that, he moved to reassuring Mister Mahmud that the national bordures are well-protected.

c. Perlocution: The deputies could decipher it accordingly as something which is beneficial to the country.

- على العقل نتاعنا وعلى التحكم نتاعنا في الامور، وهذا لازم تكونو على يقين ان ماناش في التصور في التصرفات، بينا قيادة البلاد راهي في الطريق الصحيح و ماهيش منتهجة طريق اخرى.

English version: According to our minds and our control over things. And that's why we are compelled to be on certainty that we are not picturing the attitudes, it's because of the country's leadership is on the straight path and it's not conducting a wrong way.

a. Locution: the statement above.

b. Illocution: Sallal is making sure and swore that the country is moving forward to better outcomes thanks to the good governance of its leaders.

c. the deputies know well what is happening at the higher command of Algeria and what are the possible threats that can hit with the stability of the country at any point of time.

B. Setting Two: Press Conferences

Sallal in a press conference, talking about the Algerian president's health "Mr Abdul-Aziz Bouteflika"

اللي يجي دوكا يغنيلنا و اللي يجي يطيلنا المورال و الرايس راه مريض, و الاخر راه كذا و منعرف واش. الراجل مريض
شكون ما يمرضش ولا باس بيه. "قلنا راه مريض, راهو لا باس بيه"-

English version: whoever comes to sing for us now, downplay us and talking about the illness of the president, and some other matters? The man is ill and who on earth does not get sick! We have said "he is sick, he is doing well".

a. Locution: the statement above.

b. Illocution: the Prime Minister's declaration and intentions were in the course of absorbing the anger of the citizens who were asking about the health and the absence of their president for so long. Hence, he did not succeed in doing it perfectly, and misused the language by saying two opposite sentences "he is sick, he is doing well".

c. Perlocution: the general public opinion, according to such an answer from the representative of the government, was in completely messed up state of mind regarding what is coming up at the national and the international levels.

- في سطيف, واحد شيخ زاوية "صغير" قال, طرحلي سؤال, قالي راهم يقولو بلي اذا راح بوتفليقة, الزوي كل يروحو. انا قتلو "تروح ناناك". بوتفليقة مايروحش و الزوي راح يزيديو يقواو.

English version: in Setif, a young Sheikh of a Quranic school (zawya) said to me “it is said that if Bouteflika leaves all the Quranic schools (zawya) around the country will disappear. I said to him “your Nanak -grandmother- is who is going to disappear”. Bouteflika is not leaving, and the Zawyas are going to multiply.

a. Locution: the statement above

b. Illocution: Sallal was trying to make fun of the Sheikh in an inappropriate way to address such a highly-appreciated teacher of the Quranic values and principles which are one of basic symbols of national unity. And, unfortunately, he declared a very dangerous fact about the probable long stay of the president to an unknown number of terms.

c. Perlocution: such an announcement to the audiovisual media is harmful to the stability of the country and may lead to many reactions with dire consequences as well as narrows the circle of trust between the government and the citizens in the long term.

- حنا معندنا حتى عدو. عندنا عدو واحد هو الفقر, عندنا عدو واحد هو التخلف, وعندنا عدو واحد وهو الذي يحب يمس بالامن نتاعنا. نوقفولهم في المرصاد. "هذا هو العدو نتاعنا"

English version: We don't have an enemy, yet we have one enemy which is "poverty", we have one enemy which is "retardation" and we have one enemy, those who want to mess with our national security. We will stop them! That's our "enemy".

a. Locution: the statement above.

b. Illocution: the head of the Algerian government announced a contradictory declaration where he stated at first that the country has no enemy, and then he turned one hundred and eighty degrees to say we suffer from many threats from the societal perspective and the national security one as well.

c. Perlocution: everyone recognizes the fact that Algeria is surrounded by numerous threats such as: terrorism, ISIS, the fall of oil prices, unemployment.etc. So, apparently, it is unbelievable to take literally what have been said by the Minister when mentioning that the country has no enemies at all.

- الجزائر دائما الناس تستعرف بيها, من جانب هذا اخواتي اخواني. كرة القدم عندها دور هام جدا لان هي اللي تعطي الصورة الحقيقية نتاع تطور البلاد في عدة ميادين . الجزائر دائما الناس تستعرف بيها في هذا المجال.

English version: Algeria is always well-known by everyone, from this perspective "brothers and sisters", football has a very important role because it gives the real image to the development of the country in many domains (it is the reality to the socio-economic development of a country). Algeria is always well-known by everyone.

a. Locution: the statement above.

b. Illocution: Abdelmalek Sallal, through this language, wants to exaggerate and claim that Algeria is considered among the well-developed countries, and this late came into existence solely due to our great football national team (according to him). He, also, claimed that football is the absolute reference to such an achievement.

c. Perlocution: each citizen knows very well that Algeria is considered among the underdeveloped countries, and that we do not have a great football national team. That is to say, people were massively disappointed to listen to such an announcement from the official spokesman of the government.

C. Setting Three: The Arab League

A speech has been read by the head of the Algerian government Mr Sallal on behalf of the president of Algeria “Abdul-Aziz Bouteflika” in the second session of the Arab league which is held in Doha, the capital city of Qatar.

"وكلنا امل في خروجها بقرارات هامة تلبية تطلعات شعب شعوبنا العربية", "تحضير قممتنا هذه و عامله الذي دؤوب"
"والجهود المقدر الذي بلدته", "و امام هذا الوضع يتواجب علينا", "اقامادو دولة مستقلة", "و يقبل اماد الصراع الدائم"

English version: “we are all hoping to conclude with important decisions that meet the expectations of the people of our Arab people”, “preparing our summit and its -di di- diligent employer -work-”, “and the efforts appreciated that -his town- (has been done)”, “-Ikamado- establishing a sovereign country”, “-dismiss amad- (extend the duration) the permanent conflict”.

a. Locution: a bunch of linguistic errors have been made by the Prime Minister even though he has been reading from a well-prepared discourse which is written by a specialist.

b. Illocution: the objective was to talk about the fact of moving forward with the Arab nation into prospered outcomes in the near future, but the problem is that the meaning was absent in the speech due the amount of linguistic errors that have been made by the speaker.

c. Perlocution: the Arab leaders, since they all belong to different Arabic dialectal backgrounds, could not decode the meaning across the linguistic errors' intensity all along the speech.

D. Setting Four: The Legislative Elections 2017

The first minister, in an electoral meeting, was addressing the attendants, and especially women about the necessity of being present in the 4th of May.

"لازم تشاركو و تقولو لرجالكم تنوضوهم الصباح و تقولولهم مكاش قهوة و روح تفوطي و اذا مايفوطيش , اضربوه بالعصا واللي ماتكركرش راجلها ندخلو فيها"

English version: "you are compelled to participate and tell your husbands, wake them up at the morning and tell them that there is no breakfast and you should go voting, while if he does not vote, hit him with a stick, and she who does not drag her husband, we will beat her".

a. Locution: the statement above.

b. Illocution: he was, in a sarcastic way, trying to persuade the attendants about the necessity of the elections. Mr Sallal also, indirectly, was threatening them ironically with fact that whoever encourages a boycott or any similar actions, will be punished accordingly.

c. Perlocution: The people, who were present in the meeting, interacted with a lying laughter to his jokes.

- "ورانا كامل مع بعض حتى تدينا الموت ولكن ماتديناش الموت قبل ما نبنيو دولة قوية"

English version: “we are together until the death divides us, but we would not die until we construct a strong country”.

a. Locution: the statement above.

b. Illocution: by saying that, Mr Sallal was in a way or another intending to make his audience much more patient no matter how long it takes for Algeria to be as strong as ever.

c. Perlocution: his words were interpreted differently, simply because more than half of the population lost its trust with the lying promises along with each electoral mandate.

- "ضرك نقول للسيدة سامية تزيد لكم في الموسيقى باش تشطحو شوية , لكان عندي الوقت نشطح معاكم و لكن الله غالب"

English version: “I will immediately ask Miss Samia to volume-up the music so that you can dance. I would dance with you if I had the enough time”.

a. Locution: the statement above.

b. Illocution: at this point, Mr Abdelmalek Sallal attempted to play with the emotions of his audience by running away from the political objectives of the meeting to the fact of talking about dancing, music and the possibility of him joining them in that.

c. Perlocution: such kind of irrelevant jokes to the purpose behind these kinds of events were taken ironically as “hot meal” by the audience and the public opinion as a confirmation to the unsuccessfulness of this electoral campaign.

2. Description of the Analysis

The overhead shown data has been gathered using a pragmatic analysis that has been applied from the perspective of J. L. Austin’s speech act theory upon a considerable number of clips out of four political settings of the Algerian Prime Minister “Abdelmalek Sallal” (the Algerian parliament, press conferences, Arab League and the recent legislative electoral

elections 2017). Three acts through which this analysis has been carried out; locutionary, illocutionary and the perlocutionary acts.

3. Thoughts of the General Public Opinion

In addition to the pragmatic study to the linguistic behaviour of the Algerian Prime Minister and the Head of Government Mr Abdelmalek Sallal, and in order pepper this humble work with much more authenticity. It is highly important to back it up with the angles from which the Algerian society looks at the phenomenon, the way they interpret it and to what extent can it be relevant to their expectations to the person in such a sensible status as the official spokesman of the government.

Citizens	Point of view
-M. Mohamed. -computer science student in Algiers' university.	He sees the linguistic behaviour of the head of the government as a new style which is far better than the classical method that is hard to understand by the new generations. He confirmed his claim by stating that this style shortens the distance between the responsible and the ordinary people. Then, he compared the similarity of Mr Sallal's sense of humour with that of the united states' president Barack Obama in addressing his nation.
-Ilyes -cybercafé owner	Ilyes said that "we are tired of the official language" as well as mentioned that it is not something new since the current president Abdul-Aziz Bouteflika was the initiative in terms of telling jokes in his speeches.
- Bachir -retired teacher	He commented on the phenomenon by saying "to every context a saying" and Mr Sallal's language is not relevant to his position as the person who is in charge of the government, then he went further by stressing on the fact that even if the

	responsible is asked to be much closer from the citizens, but not to such a decadent level.
-M. Mostafa -Library owner	Mostafa went further by saying that the responsible must preserve his prestige. Sallal is representing Algeria as a country and he should deliver an official well-presented political discourse loaded with a polite language and he is not allowed to downgrade his level to such a degree of address the nation with a common tongue.

Table 01: Common people’s point of view

Due to the fact that our First Minister’s linguistic behaviour is so important and always create a kind of controversy. We lifted the inquiry into another level by investigating the specialists’ point of view.

-Mostafa Madhi -Sociology teacher, university of Algiers	Mostafa mentioned that Sallal’s language is considered from his perspective as vulgar in addition to him uttering very dangerous words that are used merely by the “marginalized people”. He, also, underlined that this is really shameful, simply because Sallal belongs to the intellectual generation of Algerians and he is among the graduates of the National School of Administration which has formed a bunch of elites with great professional and linguistic potentials.
-Nasser Djabi -Sociologist	Not far from what has been mentioned by Madhi, Nasser confirmed that Sallal’s linguistic behaviour is populist and not acceptable at all. However, the politician must deliver a well-sophisticated speech. Nasser declared that we have not paid much attention to Sallal’s language before due to the fact that he used to be speaking most of the time in closed meetings. Since French is the language of writing for our government officials, they escape to the Algerian dialect in their speeches because they do not master Arabic.

	Additionally, the citizens should perform hard tasks in deciphering Sallal's speech since he says something and means something else.
-Mustapha Benekrouf -Teacher at the university of Mostaganem	Mr. Benekrouf stated that he likes the sense of humour of Mr. Sallal; he thinks that he is funny and his linguistic behaviour is normal and pragmatic as he addresses everybody (media, people.etc.). His language is relevant in addressing his nation because he uses the dialect and the form of language that everyone understands even the non-educated people.
-Benrabah -Teacher at the University of Tiaret.	Insisted that the style of the representative of the Algerian president is not that sophisticated as it is supposed to be, and claimed that does not respect his people because his words are most likely to be vulgar and street language which does not suit a high status as his. Similarly, he added that when the first minister speaks with language of the streets, the republic falls into the bottom.
-Benchaa Oussama -Phd student in Sidi bel Abbès.	Sallal's linguistic behaviour seems to be a bit inappropriate and does never reflect his status and his position as the first minister in a country like Algeria. He thinks, as well, that his language is not well-prepared in advance. Therefore, it has no relation to the issue at stake most of the time. In addition, he uses too much jokes as a positive linguistic politeness strategy to draw on the public attention.

Table 02: the specialists' point of view

III. Data Analysis

1. The Analysis of the Different Contextual Speeches

➤ **Parliament:** Out of the application of J. L. Austin's speech act theory on the parliamentary clips of Mr Sallal, it is shown that the "Illocutionary act" was violated in many cases. The intended meaning was hardly found by the deputies to decipher, because of the irrelevant number of jokes and examples that have been told, the fact of saying what he does not mean, saying a bunch of invalid facts, misusing the suitable linguistic jargon to the context, the smooth transition from one idea into another ones and finally the remarkable excessive appreciation, according to Sallal, to the wise leadership of the country by the government. However, when it comes to the "Perlocutionary act", the deputies were, in a miserable way, doing a lot of efforts so as to get the meaning across.

➤ **Press conferences:** Based on the collected data from various clips to Mr Sallal's conferences. It is remarkable, from the illocutionary act's point of view, that he always tries to manipulate the public opinion by escaping from the direct questions that have a crucial relationship with the stability of the country; using a kind of common irrelevant street language and a bunch of a contradictory and paradoxical linguistic behaviours when talking about an obvious idea that requires merely a "yes or no" answers such as: speaking about the health of the president and the enemies of Algeria). Sometimes, and unconsciously, he declares very dangerous facts that are invalid and may be lead to dire consequences from the perlocutionary act's perspective like "speaking of the infinite presidential term of the president Bouteflika". This late has driven the majority of population to lose their trust of what is said in addition the increased feeling of disappointment to such an announcement from the spokesman of the government.

➤ **The Arab League:** In such a very important context with the presence of all the leaders of the Arab world (north Africa, middle east and the Gulf Arab states) and the widespread media coverage. The Algerian Prime Minister "Abdelmalek Sallal" was given the word to deliver his speech about the different objectives of the forum on behalf of the

president “Abdul-Aziz Bouteflika”. Yet, we have remarked the absence of the locutionary act due to the absence of the meanings and the intentions of the speaker. Furthermore, the speech was full of limitless linguistic errors, even though the Prime Minister was reading from a well-structured speech that has been written by a specialist to make an easy entrance to the Algerian perspective from such an important summit as that, whereby a crucial issues were to be negotiated. Perlocutionary speaking, and with such a loss of command to the Arabic language like that, the realization of the content of the speech by the attendants was barely on its way to be interpreted correctly. Consequently, there is no political trust without a conscious language for its role and its map, because any kind of confusion at the level of the political speech, will lead unwillingly to an incomplete arrival to its message, and perhaps will be even understood in a negative way which is out of the intentions of the speaker.

- **The legislative elections 2017:** Sallal’s speech was delivered in an electoral campaign context, where he intended to motivate the majority in order to participate in legislative election of the 4th of May. His intentions were suggested in ironic way by encouraging the women to wake their husbands early in the morning and beat them if necessary. Sallal played perfectly by the emotions of his audience due his escape from the supposed to be “political meeting” and went further when he asked one of the organizers of the meeting to volume up the music so that they can dance, also, the fact of him would join them if he had the time. However, the perlocutionary act showed that he succeeded in getting the reactions he wanted when the audience showed long moments of excitement to his irrelevant jokes.

2. The Analysis of the General Public Opinion

The Algerian street or in other words the general public opinion with regards to how they interpret the linguistic the Algerian Prime Minister’s linguistic performance. And if his language is stimulative, influencing or relevant enough to get to the minds of his citizens.

Two categories of the Algerian society were asked these two questions; the common people's point of view and the specialists' point of view as well. The analysis with respect to the first category is divided into two separate opinions. The ones who love and support Mr. Abdelmalek Sallal's new style and claim that it is considered, accordingly, as a new way of shortening the distance between the ordinary people and the responsible. Moreover, they mentioned that they are tired of the classical way whereby speeches used to be delivered in standard Arabic full of rhetorical devices when they compared the head of the government speech with that of the former president of the United States of America "Barack Obama" in terms of the excessive use of jokes. While, the others believe that "to every context a saying" and the language of Sallal is not suitable and relevant to such a high status as the official spokesman of the Algerian government. They, also, insisted on the necessity of not downgrading his prestige and preserving it. Furthermore, he must deliver an official well-presented political discourse loaded with a polite language and avoid the use of common tongue.

However, the second category which is all concerned with teachers of language or sociologists at different Algerian universities. Sociologists considered Mr Sallal's language, from their proper perspectives, as vulgar and most likely to be considered populist which lacks sophistication and not acceptable at all. It is shameful for such a country with great history like Algeria because the Prime Minister belongs to the intellectual generation of Algerians with amazing linguistic and professional potentials who are graduated from the National School of Administration. Also, French for our officials is the language for writing and most of them escape to the common tongue due to their weak command of the Arabic. As a result of that, they utter a variety of words that transmit one message while they mean absolutely something else. The specialists of language have seen the phenomenon from various angles; those who see Mr. Sallal's language as a very pragmatic one whenever he

addresses the Media or even the people and that he is absolutely relevant to the matters under discussion due to his simple language that can be even understood by the non-educated citizens, however, the others link it to the inappropriateness and the use of positive politeness strategy to draw on public opinion because mostly he is not relevant to the issue at stake and does not prepare his speech very well in advance.

IV. Discussion of the Findings

This humble piece of research aims at analysing the Algerian Prime Minister's linguistic behaviour pragmatically to see how people would interpret his performance in many contexts and whether it is influencing or relevant to the minds of the public opinion.

On the basis of the conducted qualitative research to data collection, and from the perspective of Austin's illocutionary force which was applied upon Mr. Sallal's speeches in four different contexts. The analysis has found evidence that there is an attracting attention to the issue of relevancy to the main core behind his meetings; it is there where he shifts smoothly from one idea into other ones so quickly in addition to the fact of him providing irrelevant comparisons all along the speeches. Because as long as the language of speech is confusing, the ambitions and messages behind it cannot be transmitted accordingly to the intentions of the speaker and that even may create a misinterpretation or misconstructions that lead to serious consequences. It is, as well, that of an importance to mention the nonsensical false or invalid information which are provided in so many occasions such as: Algeria used to be an island. Additionally, the research has revealed, the immense inappropriate amount of mindless jokes when addressing the nation or even the highly-appreciated members of society (Quranic school teacher -sheikh-). The Algerian Prime Minister's communicative competence, namely his linguistic competence fails his performance inordinately, and that what makes him voice out, many times, paradoxical statements that lead the meaning

implicitly to be lost as well as to declare a very dangerous facts in such a stressful period (elections) of time, when he announced something about the long stability of the president for an unlimited mandates. This analysis, also, shows a noteworthy manipulation to the public opinion accompanied with an immense usage of exaggeration to the country's well-development, which is invalidly and according to Mr Sallal, thanks to the National football team. Furthermore, we have come to notice in a set of clips, a playing with the emotions of his audience when persuading them sarcastically and threatening them ironically if we take the case of his latest legislative electoral campaign speech; Abdelmalek Sallal shifted from the accurate objectives of the meeting into a completely inappropriate irrelevant jokes as a positive linguistic politeness strategy to draw on the public attention.

This analysis found proof that at the perlocutionary force, most of the attendants in our Prime Minister's national or even international speeches; show a kind of weird and miserable looks that are generated due to their initial assumptions to the (supposed to be) linguistic level of the head of government. Moreover, the citizens became in a messed-up state of mind regarding the harmful controversial declarations to the audio-visual media that may lead to dire consequences at many levels such as: anti-voting campaign, narrowing the circle of trust between the citizens and the government and even the fact of causing an upheaval in the country. This investigation unveiled the Algerian civilians' degrees of disappointment to the unsuccessfulness representation of the Algerian official in the Arab League that has taken place in Qatar, when he did terrible linguistic errors that made the other Arab leaders find difficulties in deciphering the meaning behind the written speech that has been read by Mr Sallal. Finally, whenever the Algerian head of government delivers a speech at any place, he leaves a bunch of inquiries and hot-meals to the users of social media and the written national or even the international press.

The findings of the common people point of view towards the phenomenon in addition to that of the specialists, confirm on the examination of our pragmatic study and support its findings when they underlined the lack of sophistication to the populist linguistic behaviour to such a highly-appreciated position in ruling the country. So, there is clear evidence, that if the prime minister respected his population and worked on enhancing his linguistic competence, it would not be a similar attack and loss of trust from the perspective of subjects. This let us go back to our hypothesis that insisted on the fact that Sallal's language really affects negatively on the national public opinion, in meanwhile he does not pay much attention to the fact of enhancing his language skills.

Conclusion

Through the implementation of this research, and moving from the different sections of the chapter (data collection, data analysis and discussion of findings), it is affirmative that the linguistic scandals that are committed by Mr. Sallal, are considered being according to the analysis of both speeches and public opinions, deliberate and a proof to his lack of political communication competence. Also, it is concluded that the Algerian's prime minister linguistic behaviour is not relevant to the interpretations of what he means and even not appropriate to the national political context.

General Conclusion

Our study is merely an attempt to investigate one of the most debatable issues which has been raised recently at the Algerian political level. The linguistic scandals of the Algerian Prime Minister Mr. Abdelmalek Sallal is the stimulus of this pragmatic study that aims to explore to what extent this late can be relevant to such an official with a higher status like him and also to reveal what is implicit about this kind of discourse which is new in the history of the Algerian politics. We tried to underseek and examine the raised phenomenon in four different contexts at the national and the international levels; to understand better how far can Mr Sallal's speeches be relevant to his intentions and how could the listeners decipher them in accordance with their expectation to the "supposed to be" political discourse which is delivered by the representative of the government. However, it was hypothesised that people think negatively about him on account of his unexpected and ambiguous linguistic performance that is, considered being, inappropriate to most of the settings he participated in.

After the consultation of the pragmatic study with its analysis, members of the Algerian society have been interviewed also to provide us with their feedback in order to see how they would interpret the communicative competence of our case study. Yet, they confirmed on the authenticity of our pragmatic analysis and supplied more information regarding their claim. Moreover, the obtained results were on the right track of our hypothesis and so as to be more accurate, a number of recommendations are suggested. Furthermore, this research has been conducted from the perspective of pragmatics, so there is a call to action and need for further studies from other dimensions such as political sciences to complete the crucial role of this investigation to arrive to an ideal representation to our country from the officialstillthesubjects.

Recommendations

After conducting a linguistic investigation on Mr. Sallal's political speeches, and after concluding that he is way far from the level of addressing the nation in the required set of level and competence (after all he is the face of Algeria), this section tends to provide some suggestions in the hope that they will be taken into consideration by the Algerian authorities. Therefore, the list below presents what we see as improvement recommendations to the political speech of the first minister of the Algerian nation:

- ✚ We recommend that the head of the Algerian government to take into consideration the fact of enhancing his linguistic competence so as to achieve a better communicative performance.
- ✚ As the official spokesman of the government and the representative of the Algerian society, we recommend Mr. Abdelmalek Sallal to try as much as possible to be relevant to the appropriate objectives of his meetings and avoid the controversial declarations.
- ✚ We recommend the Prime Minister to do the necessary rehearsals for his speeches very well in advance.
- ✚ The public opinion should not pay much attention to the linguistic errors that are made by the Algerian officials, and focus more on the content of the speech.
- ✚ We recommend, also, the authorities to provide a law that regulate the good command of language and its appropriate use.

Limitations of the Research

- Many teachers at the department of English and political sciences refused to cooperate with us when they have been asked to answer some inquiries.
- The lack of references when it comes to the political language with respect to the Algerian authorities.
- The wrong management of time by the researcher.

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