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Intonation Analysis of the Self/Other Representation in Bush's Speech

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ABSTRACT

Intonation is one of the most important suprasegmental features, which conveys communicative strategies in political language. It is essential in reflecting the implicit meaning since it shows the movement of pitch or patterns of melody as well as the multiple movements used by people's voice in speech. This study fills the gap in a literature as it aims to investigate the types of information tones used in shaping the discursive strategies of other/self in Bush's speech after September 11 attacks based on an eclectic model of Van Dijk's (2006) model of ideological square and Brazil's (1997) model of discourse intonation. The data is collected qualitatively and a mixed method is used to analyze the results of this study. The major findings show that Bush used commonly the proclaiming with a (fall) tone in shaping many discursive strategies to represent the image of "US" (selves) positively than the image of "THEM" (others) negatively in order to add more and new information and attract the attention of Americans and manipulate and motivate them against terrorists, particularly Muslim

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people. It is hoped that such a study helps to enhance learners' understanding of speakers' intended meaning, since it focuses on showing the tonal types of the social and cognitive traits of the politician in question.

Keywords: Discourse intonation, referring and proclaiming tones , political language and ideological square.

تحليل التنغيم لتمثيل الذات/الآخر في خطاب بوش

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المستخلص

يعد التنغيم أحد أهم السمات فوق الجمالية، التي تتقل استراتيجيات التواصل باللغة السياسية. وهو ضروري في عكس المعنى الضمني لأنه يظهر حركة طبقة الصوت أو أنماط اللحن وكذلك الحركات المتعددة التي يستخدمها صوت الناس في الكلام. تسد هذه الدراسة الفجوة في الأدبيات لأنها تهدف إلى دراسة أنواع نغمات المعلومات المستخدمة في تشكيل الاستراتيجيات الخطابية للذات/الآخر في خطاب بوش بعد هجمات 11 سبتمبر بناءً على نموذج انتقائي لنموذج فان دايك (2006) للمربع الأيديولوجي. ونموذج برازل (1997) لتنغيم الخطاب. يتم جمع البيانات نوعياً ويتم استخدام طريقة مختلطة لتحليل نتائج هذه الدراسة. وتبين أهم النتائج أن بوش شاع استخدام نغمة الإعلان بنبرة (الانحدار) في صياغة العديد من الاستراتيجيات الخطابية لتمثيل صورة "الولايات المتحدة" (الذات) بشكل إيجابي أكثر من صورة "الآخر" (الآخرين) سلباً من أجل إضافة المزيد من المعلومات الجديدة وتجذب انتباه الأميركيين والتلاعب بهم وتحفيزهم ضد الإرهابيين وخاصة المسلمين. ومن المأمول أن تساعد مثل هذه الدراسة في تعزيز فهم المتعلمين للمعنى المقصود للمتحدثين، لأنها تركز على إظهار الأنواع النغمية للسمات الاجتماعية والمعرفية للسياسي المعني.

الكلمات الدالة: نغمة الخطاب، نغمات الاعلان والاشارة، اللغة السياسية، الساحة الأيديولوجية.

1. INTRODUCTION

According to Van Dijk's(1993) definition of discourse , it includes language use, text, talk, verbal interaction, and communication. Thus, discourse can be perceived as the result of a complex communicative situation in which a message is produced, conveyed to recipients via a variety of media, discussed, modified, or distorted, thereby influencing the thoughts and knowledge of the discourse's active and passive participants. By "active participants," means those who directly participate in the creation of the discourse and significantly alter it; by "passive participants," means passive perceivers of it. Discourse studies are primarily concerned with the analysis of written or spoken texts from a broad perspective, rather than just on the level of text language. Discourse studies typically employ a broad textual analysis rather than a particular linguistic approach. Kristiansen (2006) states that cognitive phonology can serve as mediation between the 'language' and 'society' as well as it is an approach to phonetic variation. In this way, a phoneme can convey the content information of the speaker and the inferences made by the hearer concerning the speaker's relative social status.

As Ali (2021) states that Discourse intonation is linguistics area which is concerned with studying the form, meaning, and function of intonation at the sentence level and larger stretches of speech. It is worth mentioning that discourse analysis reflects different forms of communication like writing, speaking or signing as it gives multiple techniques to help people creating their messages, which can affect their audience and society (Manzoor, Saeed, & Panhwar, 2019). In this sense, it can analyze language in use and identify the communicative functions of the language (Nur, 2019). In this regard, Mullet (2018) indicates that critical discourse analysis is one approach that can clarify the social inequalities in discourse. One of the most important suprasegmental features is prosody which can create and organize the political discourse for various functions: it influences the audience's perception, identifies the mechanisms of full speech events, creates the meaningful text by connecting between the lexical and grammatical tools, expresses the meaning effectively, supplies reliable information, which can perform a specific communicative influence on the listener because of its relation with other discourse levels.

2. LITERATURE REVIEW

Political speeches are defined as a "coherent stream of spoken language that is usually prepared for delivery by a speaker to an audience for a purpose on a political occasion" (Reisigl, 2008). They exist because of their political activity; they are aimed at a broad audience; and their topics are political. Aside from that, political speeches are associated with either the struggle for or the maintenance of power (Sharndama, 2015). They are an important communicative tool for politicians, allowing them to express political opinions and views as well as ideologies, though not always explicitly. Their textual conditions have been characterized as "directing oneself to an audience while respecting a topical (semantic) organization that is compatible with the issue on the (political) agenda at hand" (Charteris-Black, 2018). Any political speech can exist before it is delivered, and it is typically co-authored. Nonetheless, each politician's adaptation of

Written speech is affected by the audience's level of knowledge, which influences grammatical and word choices, as well as other language features.

It is important to mention that intonation as a part of the suprasegmental phonology, which is based on specific factors to express the utterance meaning like the sentence level like the (speech act, sentence type), the intonation structure (rising or falling, falling-rising, rising-falling, level tones and tone boundary). As Shtiwi (2019) states that the context can be supported by the tone of voice as it conveys several aspects of context, especially the pragmatic sense of discourse. According to Tench (1996), intonation refers to the way of speaking, see the following example:

John is going out, isn't he?

The falling tone on the (isn't he) indicates that the speaker is certain and agrees with this factual sentence, while the rising tone of the pitch indicates that the speaker is not certain with this sentence as if he is making an enquiry, i.e, asking for information. Thus, it is the variation in pitch movement which changed the meaning of the sentence. In terms of Brazil (1975), intonation involves "a set of speaker-options formulated without explicit reference to grammar". Intonation involves "the means, whereby we organize our language into patterns that fit the present communicative need". (Brazil, 1994). For (Chun, 1988), intonation is seen as "fundamental to genuine communication because communicative competence is the ability not only to formulate grammatically correct utterances but also to signal interactional strategies, including interrupting, asking for clarification, changing the subject, concluding an argument, or constraining a hearer to reply". According to Crystal (1969), intonation includes different features groups of prosodic features, which involve tone, loudness, and the range of the pitch, where they are closely related to the tempo and rhythmicity.

Moreover, many studies applied the ideological square of Van Dijk (1998) in political discourse. In this regard, Qaiwer (2020) investigates Trump's representation of social groups which may involve positive presentation in one context and negative representation in another, thus, providing a detailed account of the way such representation is legitimised. This study shows that power abuse, as a global contextual property, can be reflected in an intricate unit of several forms of talk-in-interaction seen as local textual roots. The study suggests a simple approach for the scrutiny of power abuse as a social phenomenon. In 2016, Tennant uses Critical Discourse Analysis to analyze the presentation of Muslims in rightwing political discourse, specifically speeches made by UK politician, Nigel Farage, and American Republican candidate, Donald Trump. This study is based on both Van Dijk's "Ideological Square" (1998) and Wodak's positive presentation strategies (2010). The results show that British rhetoric is more polite than the American rhetoric, where both speakers rely on the use of implicit language and connotations to present Muslims as the "other", presenting them as both terrorists and immigrants, and using the terms interchangeably. In 2020, Afsar and Mohamood investigate linguistically the ways in which systems of meaning are constructed in British newspaper editorials to represent 'self' and 'other' through currently circulating discourse of 'war on terror' in ideology formation. The study explores the newspaper editorials' role in shaping stereotypical images and ideologies as a result of the events of September 11, 2001, which are still on their way in the form of 'war on

terror' discourse based on Van Dijk's concept of ideological square (1993, 1995, 1998 and 2008) framework. The empirical findings show that in both *The Times* and *The Guardian* corpora the negative 'other' presentation is unanimously and consistently revolves around the terrorists, militants, extremists, militias, fundamentalists and rebels; and interestingly all these words are the strong collocates of Islam, Islamic and Islamists in the corpus. In addition, a study is done by Merskin (2014) examine six speeches, remarks, and a memorial address given by President George W. Bush shortly after September 11, 2001. Textual analysis reveals that Bush's speeches, from his public statements on September 11, 2001, to the January 29, 2002, State of the Union address, reflected an identifiable model of enemy image construction that had, and continues to have, important human rights implications for Arab American citizens and noncitizens.

Accordingly, there are few studies, which showed the role of intonation in clarifying the implicit meaning in discourse. Faris and Abdilsatar (2021) show how intonational patterns are deployed in the political discourse to shape attitude, power, and identity in Theresa May's Brexit speech delivered in January, 17, 2017. Van Dijk's (1993) notions of membership, Clegg's (1989) three circuits of power and Crystal's (1975) model have been adopted for the analysis of the English tone connotations. The results reveal that the use of a rising intonation was to show her openness for reassuring, and a falling intonation was elicited to show her respect towards the European leaders. Shitwi, Ali & Khalil (2019) conducted another study on Obama's speeches to analyze the information tones. In the same respect, Maghrabi (2022) examined how forms and functions of intonation discourse markers could be employed to deliver the pragmatic force of motivation in Oprah Winfrey's (2008) Speech at Stanford's Commencement Ceremony. It also explored the most recurring tones as classified by Well's (2006) in relation to Searle's (1969) speech act theory and Halliday and Hasan's (1976) discourse cohesion categorizations, with specific reference to lexical repetition as a discourse cohesive device. The findings revealed that the most frequently used tones were the rising and falling tones. The extensive use of these tones was due to the nature of illocutionary force investigated, which was motivation, to assert strong feelings of excitement. The rising tone was used mostly as a discourse marker of introducing and contrasting information and as a cohesive device for enhancing ideas, while the falling tone was used mostly as a discourse marker of finishing and concluding and as a cohesive device for extending ideas. Additionally, numerous studies have scrutinized the effectiveness of pragmatic forces in politicians' speeches, with regard to their influence on their followers (Farhan, 2018; Mufiah & Rahman, 2019). According to Baby and Afzal (2020), one can effectively discover a politicians' ideology through investigating their use of commissive and commitment speech acts in speech. Baby and Afzal (2020) also stated that political speech has characteristics of promises, woes, and future plans, where a leader uses commissive and assertive sentences to elaborate future planning and goals.

As far as the Brazil's model of discourse intonation is concerned, there are some studies which applied this model. First, Odeyemi (2017) analyzed the English intonation of Nigerian people in an advertisement on Radio and Television. The researcher found that the proclaiming tone is more dominant than the referring tone used in the ad. It is because the proclaiming tone can attract viewers to the ad. Ambiguous intonation is also avoided in this case. Besides, there was a no different type of advertisement tone between radio and television advertising. Another a study conducted by Shitwi et al. (2019), who applied Brazil's model of discourse intonation and it investigated the type of information tone by the termination tone in Barack Obama interview about the sensitive topics. The researchers wanted to know the discourse intonation of the political figure's interview while discussed about the sensitive one. The researchers found that Obama used all the

types of information tone (proclaiming, referring, and level), and the high termination is the most common level. It is used to emphasize the information and capture the attention of the interviewer. Moreover, it was found that the dominance role was higher than the non-dominance, which reflects that Obama was the controller of the discourse during the interview.

On the same respect, Ali (2020) examined the tone of Mohammed Ali Clay in their interview with a Muslim child. In this study, the researcher wanted to underline the religious context in a discourse. This study used the PRAAT application to simplify tone analysis. Then the researcher analyzed the intonation meaning and the controlling role in the interview. The result found that non-dominance is the role mostly done between Mohammed Ali Clay and the interviewer Muslim child. Their speaking style was simple with a low tone, especially clay, which reflects an excellent Muslim speaker. On the same line, Mahfudhoh (2021) used a qualitative descriptive method to analyze the discourse intonation in 'Yusuf Estes's sermon'. This study aimed to identify the type of intonation used by Yusuf Estes based on the context of the information meaning (shared/unshared information) and Yusuf Estes's conversation control role in the discourse based on his intonation. The researcher found that Yusuf Estes used all the tone types, including the referring, proclaiming, and level tones. The referring tones and proclaiming tones have almost equal usage ratios. The balance of the tone used shows that Yusuf Estes tried to be more communicative to the listeners while still providing much new information. For the conversation control role, the tone mostly used by Yusuf Estes in the discourse is the tone that has the non-dominant role. It shows that Yusuf Estes chose to make the conversation more casual and straightforward. In 2022, Maghrabi investigates the pragmatic functions of the proclaiming and referring information tones employed in coved-19's speech by the Saudi Ministry of health (MOH) official spokesperson in relation to termination Results show that the most frequently used tone by the speaker was the (rise) referring+ tone with high pitch value. The dominance factor was higher than the non-dominance factor, which indicates that the speaker was the controller of the discourse as most of his speech carried additive and contrastive information. High termination pitch level correlates with the dominance factor, while high termination intensity level correlates with the non-dominance factor

It is important to mention that this study shows the ways, in which the discursive ideologies were constructed by politicians through the discourse they produced in speech as a result of the events of September 11, 2001, which are still on their way in the form of 'war on terror' discourse. To the best of the researcher knowledge, such a study is new since there are no previous studies which tackled such topic before. Therefore, the current study fills the gap as it aims to examine the role of intonation in shaping the discursive strategies of self/other representation in George Bush's speech. It is concerned specifically with investigating the types of information tones used in shaping the discursive strategies of other/self in George Bush's speech after September 11 attacks based on an eclectic model of both Van Dijk's (2006) model of ideological square and Brazil's (1997) model of discourse intonation.

3. METHODOLOGY

3.1 Adopted models

3.1.1 Van Dijk's (2006) Model of Ideological Square

Van Dijk (2000a) introduces four criteria for analyzing ideology, which he refers to as the "ideological square" which are as follows:

- 1-Emphasize positive things about Us.
- 2- Emphasize negative things about Them.
- 3- De-emphasize negative things about Us.
- 4- De-emphasize positive things about Them.

This model can be used for analyzing all levels of discourse . In terms of the dichotomy 'Emphasize and De-emphasize,' various methods are provided, such as talking briefly, explicitly or hideously, consciously, or writing with a specific format about the good or bad thing. In a nutshell, ideology can be studied at various levels. In addition, Van Dijk's (2000a) ideological square helps Polarization of in-groups versus out-groups to favor Us but not Them. Van Dijk (2000a, 2004) has provided ideological analysis categories that are conducive to the portrayal of Us versus Them, some of which are as follows:

- 1- Actor description: the ways we characterize actors are influenced by our ideologies, such as describing the in-group as positive and the out-group as bad.
- 2-Authority: citing authority to back up one's point of view.
- 3- Categorization is the process of categorizing people and assigning them good or negative attributes.
- 4- Lexicalization: the expressing of lexical items in order to create an overall ideological approach for the presentation of negative others.
- 5- Polarization: dividing people into in-groups and out-groups and assigning positive traits to Us while assigning negative attributes to Them.
- 6-Vagueness: the use of ambiguous terms with no precise referents.
- 7- Victimization: highlighting the "bad" aspect of the out group by recounting horrible stories about them.
- 8- Burden :concluded things are displayed.
- 9- Comparison: Comparison occurs in talk to positively and negatively compare two different groups.
- 10- Consensus: It is a cross-party or national in situation where the country is threatened.
- 11- Counterfactual: A claim or hypothesis, or other belief that is contrary to the facts is to show what something or somebody would be like in situation.
- 12-Disclaimers: Combinations of those positively and negatively represented. They are connected by (but).
- 13- Euphemism: The discourse producer uses certain expressions to lessen their impact on the audience. It is an avoidance of negative impression formation.
- 14-Evidentiality: Proofs may be used to make discourse more objective and credible.
- 15-Example: Example mentions in a speech to illustrate and make cases clearer.

16-Generalization: It is accomplished when speakers may make generalization or attitude to formulate positive or negative feelings.

17-Hyperbole: It is an overstatement (figurative language) that exaggerates a particular condition for emphasis.

18-Implication: It is the understanding of what is not explicitly expressed.

19-Irony: What the speaker says differs from what he means through language use.

20-Metaphor: It is a figure of speech that has rhetorical effect in referring to one thing by mentioning another.

21-National self-glorification: refers to positive reference to the speaker's nation. It is combined with nationalist ideologies.

22-Norm expression: To convey the norm of what somebody or something should/not be done.

23-Number game: Discourse producers apply numbers or statistics to enhance credibility.

24-Populism: refers to the political ideas intended to represent or promote the interests and opinions of ordinary people's needs or wishes.

25-Presupposition: The speaker presupposes something or somebody.

3.1.2 Brazil's (1996) Model of Discourse Intonation

There are five categories in Brazil's model of discourse intonation: tone unit, prominence, tones, key, and termination. In Brazil's (1997) words, the tone unit is "the minimal stretch of speech for assembly plans are made." In terms of intonation, the full stop is a natural tone boundary (pitch sequence) (Roach, 2010). In this regard, Brazil (1997) argues that pause marks the boundaries of the tone unit. A tone unit may contain either one or two prominent syllables, whereby one of them refers to the prominent syllable, which is called the onset (key); the other one refers to the tonic syllable, which is called the tonic syllable (termination) (Brazil 1997). The tonic syllable commonly occurs at the end of the boundary tone. However, it depends on whether the word is selective or not in a specific circumstance of the utterance (Hitotuzi, 2007). Besides, the tonic syllable is different from the prominent syllable, where the first is characterized by a change in pitch while the non-tonic syllable is not. As far as the key and termination are concerned, the first means the relative pitch level of the first prominent syllable within a tone unit and the second one indicates the relative pitch level of the last prominent syllable within a tone unit (Garcia Romero, 2013). Table 1 below shows the types of tone and their pragmatic meanings in Brazil's model of Discourse Intonation:

Table 1: Types of tone and their pragmatic meanings in Brazil's model of Discourse Intonation

Type of tone	Meaning
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Referring (r): fall-rise ↘↗	Shared information (convergence between participants)
Referring (r+): rise↗	Shared information (convergence between participants) and dominance
Proclaiming (p): fall ↘	unshared information (divergence between participants)
Proclaiming (p+) :rise-fall↗↘	unshared information (divergence between participants) and dominance
Level tone (o): →	Formulaic (routine)

4. DATA ANALYSIS AND DISCUSSION

Ten excerpts, which include (78) tone units, are selected from George Bush’s speech which was delivered on 11 September 2001 after hijackers commandeered four commercial airplanes and crashed them into the World Trade Center Towers in New York, the Pentagon outside Washington, D.C., and a Pennsylvania field, killing thousands. The data is collected qualitatively and a mixed method is used to analyze the results of this study. Moreover, this study is concerned specifically on investigating only the recorded spoken speech of George Bush, which retrieved online from the YouTube Videos. This is important to analyze the selected data acoustically using PRAAT programme, which in turn this can help identifying the types of tones used in shaping the discursive strategies of self/other in Bush’s speech. Tables 2 shows the percentages of information tones of the ideological strategies of us/them in Bush’s speech:

Table 2: The percentages of information tones of the ideological strategies of us/them in Bush’s speech

No. of excerpt	No of TUs	Proclaiming tone %		Referring tone %		Level tone %
		Fall	Rise-fall	Rise	Fall-rise	
1	6	5	0	1	0	0
2	6	5	0	0	1	0
3	7	5	0	0	2	0
4	8	7	1	0	0	0
5	9	7	2	0	0	0
6	8	7	0	0	1	0
7	12	8	1	0	3	0
8	9	8	0	1	0	0
9	5	4	1	0	0	0
10	8	5	1	0	2	0
Total	78	61 (78.20)	6 (7.69)	2 (2.56)	9 (11.53)	0 (0)
		66		11		

		(84.61)	(14.10)	
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The findings show that all the information tones are used in Bush's speech, except the level tone, which are proclaiming tones (fall & rise-fall) and referring tones (rise & fall-rise), in which the former is higher than the latter since the percentage of the proclaiming tones (fall & rise-fall) is (84.61%), while the percentage of the referring tones (rise & fall-rise) is (14.10%). In particular, it is very clear that the fall tone is the most frequent tone used by Bush's speech since its percentage is (78.20%), which is higher than the other tones (rise-fall, rise, fall-rise, and level) (7.69, 2.56, and 11.53, 0)% respectively. The proclaiming with a fall tone is the most commonly tone used in shaping many strategies in Bush's speech, which are (consensus, categorization, number game, euphemism, lexicalization, presupposition, polarization, disclaimers, , national self-glorification, metaphor, victimization, hyperbole, evidentially, vagueness , actor description, norm expression , implication, authority, generalization, comparison). This means that Bush used the proclaiming with a fall tone to add more and new information in order to capture the attention of Americans and manipulate and motivate them against terrorists, particularly Muslim people. In particular, the fall tone shaped the consensus and categorization in order to express finality to build solidarity, togetherness, and cohesion among the members of one community and to categorize between the good Americans and bad terrorists. In addition, the same tone is used to shape the strategies of number game, euphemism, lexicalization, presupposition, and victimization, where Bush insisted to get agreement about the risk of terrorists by inculcating the negative deeds of the enemies in the audience's perception and reflecting the admirable traits and deeds of the American people as well as showing sympathy, compassion, and feeling of support for the majority group of Americans to proclaim positively that those victims are died because they live peacefully. On the same respect, the proclaiming tone with fall tone reflected the hyperbolic expressions made by Bush's speech about the negative activities of others in order to increase the pressure upon the Americans to shape the strategy of hyperbole.

Likewise, many discursive strategies like victimization, polarization, disclaimers, lexicalization, euphemism are collaborated to achieve multiple functions: exclamation and angry tone to show 'separateness' between (Americans) and (terrorists), non-finality speech to insist to get agreement on Bush's point of view to show contradiction between the terrorists' failure and the Americans victimization, to express continuation to lessen the negative impression formation of the unfavorable impression that the terrorist acts may have left on the Americans' minds, show sympathy, compassion and feeling of support for the majority group of Americans in particular in order to attract and motivate them to take negative impression towards Islam people. In addition, Bush continued to provide more exaggeration words on using implied comparison to portray and glorify positively the strength of Americans. This is commonly used in shaping hyperbole, national self-glorification, and metaphor. In regard to evidentiality, metaphor, victimization, lexicalization, actor description, the metaphorical and lexical expressive words, particularly (the brightest of beacon & God) are employed to recreate a cumulative experience to attract their attention that they are the symbols of freedom, comfort his people while also urging the American public to support the war on terrorism, and

emphasized on the negative image of Muslims as terrorists as they are the enemies of freedom. The fall tone is also used to shape the vagueness in Bush's speech to convey implied expression positively in order to avoid apparent bias to the same group.

Moreover, the polarization strategy flavored with presupposition are noted in creating the positive distance between himself as president and ordinary Americans and the difference between America and the enemy to reflect that America has powerful military to guarantee safety of the Americans and to show his finality in reflecting the use of 'our' to emphasize his role as the leader. Bush used the strategies of implication, categorization, victimization, and lexicalization to refrain to explicitly state the type of punishment of the terrorist and also the countries that support them and to trigger the audiences' ideological biases against such an enemy using expressive words to distinguish between the good Americans and bad terrorists and portrayed those victims, who are killed by terrorists. In respect to authority, Bush used the strategy of authority in supporting his claim to reflect that he is the "authority speaker" in deciding against the enemy. It is important to note that the strategies of generalization, categorization, and polarization indicate the attribution of the negative aspects to terrorists, which generalized all the Muslims are evil and killers in comparison to the good Americans as well as insisting to get agreement on his political ideology about the unity of the American nation and the other nations that support them. Finally, the proclaiming with a fall tone shows a clear comparison used by Bush's speech when he insisted to get agreement on his policy agenda by blending the religious and political principles and the powerful of America in the past and present in order to provide a confidence and capture the attention of the public.

Accordingly, the second type is the proclaiming tone (rise-fall), which is also noticed in Bush's speech to achieve many functions as it is used specifically by adding more information to assert controlling the discourse. The strategies of burden, national self-glorification, lexicalization, and actor description are shown in Bush's speech when he portrayed the positive characteristics of the force of goodness (Americans) in comparison to the bad nature of others and touching and managing their feelings and thoughts using expressive words and glorifying Americans in order to achieve political goals. However, the strategy of comparison is used in Bush's speech when he emphasized his promising to remain firm in the face of the terrorism and show the difference between the Christian religion(bible) and Islamic religion (Qura'n). In the same regard, Bush showed the consensus strategy when he used the emphatic and assertive speech to reflect the unity of America against the attacks of terrorists.

On the other hand, there are some discursive strategies used in Bush's speech, where the pitch descends and then rises, i.e., (fall-rise), which is called referring tone. Generally, this tone is used by Bush's speech either positively or negatively to refer to information, which is already known by the audience. In this regard, categorization and comparison are found to convey known information negatively by emphasizing with horror on innocent people who are died to impressively warn the audience about the threat of Arabs, specifically Muslims on their lives and positively the feeling of belonging togetherness, and cohesion among the members of one community in order to separate the good Americans from the bad terrorists. On the same line, Bush used the strategies of hyperbole and polarization to refer the old information, which emphasized negatively on the bad picture of the terrorists. Besides, Bush used the fall-rise tone to show two

strategies, which are the polarization flavoured with a presupposition when he expressed his feelings sympathetically by highlighting the difference between America and the enemy to reflect that America has powerful military to guarantee safety of the Americans, the damage that happen because of these terrorists acts by collapsing Americans positively as in-group and victims, and the terrorists (Muslims) negatively as out-group and killers. This presupposed that all Muslims are killers and enemies towards the innocent Americans. It is noted that Bush used many lexical expressive words using a (fall-rise) tone to provide justification to what will come next and talk positively to reflect the strength of America state. Sometimes, he highlighted an adequate decision showing his authority as president to thank those who stand with them against terrorism and to remind Americans about the unity among the community members and the deliberate series attacks of terrorists, which destroyed the life of the peaceful Americans.

Furthermore, the last tone used by Bush’s speech is the referring with a (rise) tone, which is used for reminding and to increase the pressure upon the listeners in order to control the discourse. It is used to shape the strategies of consensus and victimization, where the main function of the first one is to remind Americans about the deliberate series attacks of terrorists to destroy the life of the peaceful Americans, while the second one is used to increase the pressure upon the listener using sympathy and compassion and talks with a religion language to comfort his people while also urging the American public to support the war on terrorism. Table 3 below shows the relationship between the functions of information tones and ideological strategies of us/them in Bush’s speech

Table 3: The relationship between the functions of information tones and ideological strategies of us/them in Bush’s speech

No.	Types of information tones	Ideological strategies of us/them	Function
1.	Fall	Consensus	To express finality in order to build solidarity, togetherness, and cohesion among the members of one community
		Categorization	To show finality and to categorize between the good Americans and bad terrorists
		Number game euphemism lexicalization presupposition Victimization	Insist to get agreement about the risk of terrorists by inculcating the negative deeds of the enemies in the audience's perception and reflecting the admirable traits and deeds of the American people as well as showing sympathy, compassion, and feeling of support for the majority group of Americans to proclaim positively that those victims are died because they live peacefully.
		Hyperbole	Insist to make extra stress on the negative activities of others in order to increase the pressure upon the Americans.
		Victimization polarization	exclamation and angry tone to show ‘separateness’
		Disclaimers	Non-finality speech to insist to get agreement on his point of

		Victimization lexicalization	view to show contradiction between the terrorists' failure and the Americans victimization
		Euphemism lexicalization	To continue in his speech to lessen the negative impression formation of the unfavorable impression that the terrorist acts may have left on the Americans' minds, show sympathy, compassion
		hyperbole National self- glorification metaphor	To continue using implied comparison to portray positively the strength of Americans & the negative side of terrorists
		Evidentiality Metaphor Victimization lexicalization	Recreate a cumulative experience to attract their attention that they are the symbols of freedom. Insistency to get agreement on the negative other and their representative of evil. Use the metaphorical word (God) to make Americans feel safe
		Vagueness	To continue in the speech to provide implied expression positively in order to avoid apparent bias to the same group
		Evidentiality Actor description lexicalization	emphasizing on the negative image of Muslims as terrorists and they are the enemies of freedom.
		Polarization & presupposition	Creating the positive distance between himself as president and ordinary Americans and the difference between America and the enemy to reflect that America has powerful military to guarantee safety of the Americans. To show finality as he reflected the use of 'our' to emphasizes his role as the leader
		Norm expression	To continue with insistency to get agreement that community members should help each another
		implication categorization victimization lexicalization	Refrain to explicitly state the type of punishment of the terrorist and also the countries that support them and express continuation to imply his intentions and differentiate the enemies from positive ones and create a negative impression on the Americans
		authority	Recreate a cumulative experience to reflect that he is the "authority speaker" in deciding against the enemy
		Generalization Categorization polarization	Attribute the negative aspects to terrorists, which generalized all the Muslims are evil and killers in comparison to the good Americans. Insisting to get agreement on his political ideology about the unity of the American nation and the other nations that support them
		Comparison	Insistency to get agreement on his policy agenda by blending the religious and political principles and the powerful of America in the past and present in order to provide a confidence and capture the attention of the public.
2.	Rise-fall	burden	Assert to control the discourse in order to portray the positive

		national self-glorification lexicalization	characteristics of the force of goodness (Americans) by touching and managing their feelings and thoughts using expressive words and glorifying Americans in order to achieve political goals
		Actor description	Continuity to add more information about the bad nature of others
		Comparison	Continuity by emphasizing on his promising to remain firm in the face of the terrorism and show the difference between the Christian religion(bible) and Islamic religion (Qura'n)
		Consensus	show the emphatic and assertive speech to reflect the unity of America against the attacks of terrorists
3.	rise	consensus	remind Americans about their great state and the deliberate series attacks of terrorists to destroy the life of the peaceful Americans to urge the role of togetherness among them
		Victimization	Increase the pressure upon the listener using sympathy and compassion and talks with a religion language to attract the attention of the public to comfort his people while also urging the American public to support the war on terrorism.
4.	Fall-rise	Categorization Comparison	convey an old information negatively by emphasizing with horror on innocent people who are died to impressively warn the audience about the threat of Arabs, specifically Muslims on their lives and positively the feeling of belonging togetherness, and cohesion among the members of one community in order to separate the good Americans from the bad terrorists.
		Hyperbole polarization	Put the old information to emphasis negatively the bad picture of the terrorists.
		Polarization Presupposition	To emphasis the damage that happen because of these terrorists acts by collapsing Americans positively as in-group and victims, and the terrorists (Muslims) negatively as out-group and killers. Used the given information to express his feelings sympathetically and highlight the difference between America and the enemy
		lexicalization	provide justification to what will come next & talk positively to reflect the strength of America state
		Authority	Provide an adequate decision showing his authority as president to thank those who stand with them against terrorism
		Consensus	Continuity to reflect the cohesion among the community members as they are always defender of freedom

4. CONCLUSION

The major conclusions of the study are as follows:

- 1.It is noted that the proclaiming with a (fall) tone is the most frequent tone used by Bush's speech in shaping many discursive strategies, which are (consensus, categorization, number game, euphemism, lexicalization, presupposition, polarization,

disclaimers, national self-glorification, metaphor, victimization, hyperbole, evidentially, vagueness, actor description, norm expression, implication, authority, generalization, comparison). This means that Bush used this tone to add more and new information in order to attract the attention of Americans and manipulate and motivate them against terrorists, particularly Muslim people.

2-The referring with (fall-rise) is also used to shape the strategies of (categorization, comparison, hyperbole, polarization, presupposition, authority), to refer either positively or negatively to information, which is already known by the audience. Actually, Bush presented this information as important ones with a specific aim in spite of these information are already known by the participants.

3-The referring with a (rise) tone is also used for either reminding or to increase the pressure upon the listeners in order to control the discourse. It is used to shape the strategies of consensus and victimization.

4-It is found that Bush did not take the role of controller during his speech with his public. This reveals that Bush tried to attract and capture the attention of Americans by showing sympathy, compassion, and feeling of support for the majority group of Americans in most of his speech in order to take negative impression towards terrorists, particularly Islam people. Besides, the non-dominance role is also due to use more impressive lexical expressions in order to portray positively the self-representation, particularly the good characteristics of Americans to affect psychology on his listeners in contrast to the bad actions of the terrorists since such terms give the Americans the feeling of strength and encouragement towards community and intense hostility towards Muslims.

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