

Persuasive Strategies Employed by Imran Khan Speech Delivered at the 74th Session of the United Nation General Assembly: A Socio-Political Discourse Analysis

Qaisar Hayat Khattak

Sondas Inam

Adil Khan

Lecturer in Department of English, Kohat University of Science and Technology, Kohat KUST at- qaisarhayatkhattak1@gmail.com

M.Phil. English Linguistic Scholar, Department of English, Kohat University of Science and Technology, Kohat KUST at- Sondasinam2@gmail.com

M.Phil. English Linguistic Scholar, Department of English, Kohat University of Science and Technology, Kohat KUST at- adilkhankust@gmail.com

Abstract

Language (as a powerful tool) is always used by the world's political leaders to persuade others. Ethos, logos and Pathos are the ancient tools utilized to do so. This study seeks to investigate the views, goals and persuasive techniques used by Imran Khan then Pakistani premier at the 74th session of the United Nation General Assembly. Imran Khan, as Prime Minister of Pakistan, used his words in a very impressive manner. The speech made by the Pakistani Prime Minister delivered at the 74th session of the UNGA is examined critically in the current research. The researcher tried to uncover and critically analyzed the potential that acts as an agent force to influence and inspire the audience. Different textual, working tackles and tools have been identified and pinpointed. Aristotle's Rhetoric Logos, Ethos, Pathos, and some more persuasive approaches line, personal Pronouns, positive self-negative-others presentation has been applied by IK. It is also studied to know how language is used to carry the influence of renovating the insight and mind thoughts of people in your favor. This speech concentrated on domestic and international topics such the Kashmir conflict, money laundering, and Islamophobia. The researchers have worked to expose and elucidate the ideals and visions that drove that speech. The employment of various language tools (rhetorical techniques) to advance political goals and objectives has been observed in this study. The finding of this study suggest that political discourse is skillfully utilized for the purpose of pursuing others especially the world class leadership.

- **Key words:** 1. Persuasive Strategies 2. Political Discourse 3. Rhetorical Approaches 4. Aristotle's Rhetoric 5. Ethos and Logos 6. Pathos 7. Socio-Cognitive Theory 8. Political Leadership 9. Imran Khan Speech 10. Political Register

Introduction

Persuasion is not a new term. It is an old rhetoric tool people used in their speech to incline the mind of the listeners. According to Baig et al "the issue of persuasion being a huge part of politics has been reflected for years, and an actual public speaker frequently uses the rhetorical tools of persuasion (Baig et al., 2019). Politics and persuasion both goes side by side. political leaders use language i.e., political discourse, to persuade others (Kennedy, 2007, 2016,) All the world Leader e.g. Barack Obama, George. W. Bush, Imran Khan use persuasion for their political purposes to

convince their friend and foe. Imran Khan is among those political leaders who have achieved popularity with a very speedier way inside and outside the country. on national and international forum Imran Khan has delivered some very important speeches. There are many ways and methods through which political leaders used to gain their politically fixed targets. The purpose of this study is to know that how Imran Khan, the prime minister of Pakistan, used many persuasive techniques in his addresses at the 74th session of the UNGA. The goal of the study is to uncover the political ideologies and rhetorical strategies utilized by the Prime Minister of Pakistan to inculcate his particular ideas in the public's brains through the use of certain persuasive techniques. Pakistani Prime minister Mr. Khan delivered this speech in Sep 2019 at United Nation General Assembly. The researchers decided to analyze this high-profile speech of Imran Khan to uncover the sill of political persuasive grip of this very leader who is followed by many people in Pakistan. Another reason for carrying out this work is to complete a Ph.D level assignment task. This is a significant study as the effect of a speech delivered at UNO level will give us sufficient pragmatic to recognize the ability of a world class leader like Imran Khan.

The objectives of this work are:

- i) to examine and uncover the Aristotle's Rhetorical approaches in the speech Imran Khan deliver at UNGA floor in Sep,2019.
- ii) To understand and identify different persuasive strategies Imran Khan used to influence the world class leadership present at that time at united nation floor.
- iii) The researcher focus to answer the following questions:
 - a) Mentioning rhetoric devices and strategies given by Aristotle, and to check how does Imran Khan use these measures and strategies to influence and persuade the world to trust in ideologies.
 - b) What are multiple persuasive techniques and strategies actually utilized by Mr. Khan in this high esteem speech deliver at UNO floor to influence the World at large?

Theoretical Framework

Aristotelian Rhetoric and political discourse

According to Van Dijk "Political discourse is the text or talk of professional politicians or political institutions; president, prime ministers, other members of government, parliament or political parties at local, national or international levels. Keeping this definition in view, we can say that this is an effort for power through some social, political, economic ideas. In this context this is quite necessary for the world class leaders to know the art of persuading others. Delivering speeches to huge gathering is one of the best opportunity in hand for the leader to convey their thoughts and inspire audience. According to Simons (1976) Persuasion is an art Utilizing language with the intension of making listeners capable of doing something according to the speaker well. (Simons, 1976) Aristotle's theory of rhetorical (350 BCE) using personal pronoun along with word choices and presenting himself as "self-positive and negative others" have been used.

Socio-Cognitive Theory

Some other important theories are also there that can also be used to examine and investigate persuasion in political discourse; one is socio-cultural theory. This theory is also used along with

other approaches here in this research. Through this theory which says that communal member builds social reality. The reality of Politics is also constructed by this theory and this is employed by political world class leader to get the trust and to get them persuade for the speaker self-stance in political scenario. This research analyzes how the prime minister of Pakistan Imran Khan would adjoin good things with himself or with Pakistan (his nation) and negative properties to others

Research Methodology

Present research is qualitative research. An analytical framework is used to understand the rhetorical persuasive plans cast-off in the prime minister Imran Khan speech that he delivered at UNGA. Qualitative research always covers all measure to completely comprehend the underlying and implicit reasons, meanings, beliefs, philosophies and social problems. The main focus of this research is on meaning, concept, metaphor and description rather than on counts only. In design, this is exploratory research which aim is to provide deep thoughts into a sensation. There is no addition or deletion or reduction is made in the data. Rhetoric and persuasive policies used by Imran Khan at this international forum are tried to be understood through this research. Data (speech of IK) is analyzed on the base of Aristotle s' rhetoric and persuasive plans. Data is presented in the form of speech without any addition or reduction. Imran Khan speech was in English so presented in its original format and need not to be further translated. Data is analyzed through purposive sampling techniques and the work is delimited to the specific manuscript of IK speech. Speech has been analyzed according to the given model.

Data Analysis along with Discussion:

The speech uses the linguistic and persuasive devices at large:

Imran Khan's special address at the UNGA was created using various persuasion approaches and strategies, demonstrating his abilities as a global leader and genuine representative of Kashmiris. He also established himself as a legitimate Muslim spokesperson. He pointed out the problem and offered a remedy. He discusses his philosophy on corruption, money laundering, and, most significantly, Islamophobia. He pointed out the key reasons why Muslims were viewed as terrorists in the west. He also provided the answer to how to deal with this pressing problem.

Imran Khan on this international forum presented himself with dignity and respect. He in the very start emphasized the importance of this meeting. this make people respect him and give value to listening him. He said

“I especially came to this forum despite a difficult time in my country; facing challenges... I would not have come had there not been a very urgent problem that the world must address.”

Here in this part of the speech Imran Khan poetry himself as a responsible premier of a matured and responsible country.

He said about Pakistan, we depend on our rivers because we are predominantly an agricultural country. The glaciers, from which 80% of our water comes, are thinning out at a startling rate. We planted trees in the Pakistani region of KP. Imran Khan has wisely brought the concentration of the world toward Second, he said that every year, billions of cash leave poor nations and travel to wealthy ones. It is too much for the scene that is being created. He further added, in my country, our total obligation had increased several times in the ten years prior to when I took over responsibility for our government a year ago. As a result, half of the total income we get in in a year was lost to revamping. What percentage of our 220 million people's budget will

we spend on them if a world-class decision wastes our money? Imran Khan here rightly tried to convince the world about a law to be made against the sending and keeping black money in the banks of west. Imran Khan pinpointed a serious issue of the poor world countries. He tried to persuade the world to abandoned these types of practices as in this way poor will become poorer. Additionally, we discovered that it was quite difficult to regain these defective skulls' properties when we located them in western capitals. Rich countries must demonstrate political resolve in order to stop this capital flight from weaker countries through debasement. How are the SDGs of the UN to be met by powerless countries when funds for human advancement can easily leave our countries? One of the important points of Imran Khan this speech is anti-Islamic thoughts about which Khan said;

Islamophobia is my third point; there are 1.3 billion Muslims worldwide.

Since 9/11, there has been an alarming increase in islamophobia. Radical Islam: What is it? There is just one Islam, which is the religion of the Prophet (PBUH). What causes Islamophobia, and why? How does a typical American distinguish between a moderate Muslim and an extremist Muslim? Our religion has nothing to do with this. While travelling abroad, we saw Islamophobia; in European countries, it denigrates the Muslim population. This is one of best elaborated best explained part of Imran Khan speech in which Imran Khan tried to change the mind of the western world about Islam. Imran Khan further said; Sadly, the Muslim leaders were unable to elaborate. We failed to convince the Muslim world that there is no such thing as radical Islam. When a Muslim people group treats a Minority with contempt, it is going against the teachings of our religion. When our Prophet (PBUH) is disparaged, it hurts us because he dwells in our hearts. If I ever decided to stay on this group, I generally imagined what I would say and teach the world about Islam. I must go on at this time to talk about Kashmir. When we first took office, my main objective was for Pakistan to be the country that would do everything in its ability to promote peace. Imran Khan through proper logic tried to change the thoughts of the world leaders. Confidence in his voice The logic behind his convincing power made his stance firm and confidence his speech supports his persuasive stances.

Ethos and Pathos: In his speech at the United States Institute of Peace in 2019, Imran Khan, the Prime Minister of Pakistan, used ethos and pathos to convey his message effectively. Ethos: refers to the credibility and trustworthiness of the speaker. In his speech, Imran Khan established his ethos by mentioning his background as a former cricketer and his experience as a politician leading the country. He also emphasized the importance of peace and diplomacy, which aligns with his overall message.

Pathos: Refers to the emotional appeal of the speaker. In his speech, Imran Khan used pathos to evoke empathy from the audience by sharing stories of Pakistani civilians who have suffered due to war and terrorism. He also emphasized the importance of human rights and the need for the international community to support developing countries. Moreover, Imran Khan's use of ethos and pathos in his speech helped to strengthen his message of peace and diplomacy, and to encourage the international community to work together towards a more peaceful world.

Ethos and Fairness:

In essence, PM Khan spoke at UNGA about four important issues:

Climate effect and changes, money laundering, Kashmir and Islamophobia. He began by saying, "First, let me talk about climate change; I have heard many pioneers discuss this." However, I don't

think global pioneers completely comprehend how serious the situation is. Here Imran Khan has clearly applied the notion of the work of the theory self-positive other negative. He further said that We have a lot of ideas, but as is often said, ideas without funding are just wishful thinking. Pakistan is one of the top 10 nations on earth most affected by climate change. At this level Imran Khan has put numeric repetition to clarify the position of his country that really need the support of the other world to cope with the worst situation of climate changes issues. From the very start Imran Khan used persuasive technique to show ethos and fairness to the audience by saying "I especially came to this forum despite a difficult time in my country" This was also a confidence building measure he used to show his seriousness, empathy and IK also turned the attention of the people toward his wording that he was going to express in his coming speech.

Logos-Appeal to Logic: The prime minister Imran Khan side by side with ethos and Pathos used Logos or logic too. He utilized a logical connection, mound it in discussion and tried to provide proof. He used a proper numeric data and tell how Pakistan is affected from climate change being among the top 10 effected countries. He says:

"Pakistan is among the top 10 nations in the world affected by climate change." Further Imran Khan extended his logic by presenting the resources of Pakistan that how a country standing agricultural by nature is trouble due to this climate issue. He says, "we depend on or rivers, we are mainly an agricultural country. 80 percent of our water comes from the glaciers and these are melting at an alarming pace. We detected 5000 glacier lakes in our mountains. If nothing is done, we fear humans are facing a huge catastrophe.

Political Register: In this address, Imran Khan started his speech by realizing the audience about the importance of the occasion. He said that despite a lot of problems at his home nation, he thought it important to come here and to be with them. He blended the political and religious registers that is mostly used for persuasive purposes. He has chosen to start with the climate which was a more common topic and issue to all audience. He brought the Kashmir conflict, money laundering, and climate change in the notice of the entire globe by using political register. He established himself as a Muslim by employing religious registration.

Predication Strategy: This is a strategy used for the persuasion used by the speakers to influence the audience by associating stereotypes and attributes of negative or positive traits to the in-groups or out-groups (Sharif, 2015, p. 26). This strategy is typically used along with the co relation strategy regarding positive self and negative others. Imran khan in this speech explicitly used this strategy by nominating Indian prime minister Narendra Modi and in a very clear voice inform the world about the cruelties carried on in Indian Occupied Kashmir.

Use of personal pronoun: The extensive usage of "I" in Imran Khan's speech to promote a favorable self-image is also understandable. For instance, he stated, "I have heard many leaders discuss this. However, I doubt that world leaders truly understand how critical the situation is. He is discussing climate change in this passage. His words made it abundantly evident that he has a strategy for this and that others are confused about it. "In my country, our overall debt increased four times in the ten years before I entered office as president a year ago. Here, he expressed his worries about corruption and money laundering by using the first-person singular, "I." "I've always thought about what I'd say and how I'd inform them."

Tone of the speaker: One way to influence other is to raise the tone to show some emphasis on the matter. In particular, near the conclusion of his address when he explained the Kashmir

situation in front of influential world leaders, he utilized an aggressive, forceful, and alluring tone. He forewarned the entire world that we would fight until our martyrdom (Shahadat) and that we believed in only one God if a conflict broke out between India and Pakistan (La Ila Ha Illallah). He urged world leaders, particularly India, to end the curfew since doing so would have disastrous effects on both India and Pakistan as well as the rest of the globe.

Power in deliverance: During his address, Imran Khan demonstrated his political and religious strength by employing a variety of linguistic devices. Politically, when he stated that Prime Minister Modi is an associate or a life partner of the RSS, which is heavily influenced by the German Nazi party of Hitler, he raised the issue of Kashmir and exposed Modi's objective. In presenting himself as the leader of Muslims and defending Islam and its teachings in front of the entire world, he also made use of the persuasive power of religion.

Dominance: Imran Khan used dominance in his speech to set himself apart from other Muslim leaders and make the point that it is because of these leaders' failure to present the world with the true face of Islam that all Muslims are viewed as terrorists. In front of the entire world, we should showcase the true Islam. There is just one Islam, he asserted, and we are devotees of the Holy Prophet Muhammad (SAW).

Inequality: When he claimed that there is no discrimination in Pakistan and that all minorities are free and entitled to equal rights, he too employed the instrument of inequality. However, all minorities, including Muslims, Christians, Sikhs, and others, do not enjoy equal rights in India. India aims to create a Hindu-only nation with no room for minorities. You see (global leaders), the entire Kashmir (IOK) is under curfew, and these are the rights of minorities in India.

Diction: Imran Khan spoke with a common vocabulary and regional semantics. He spoke with the terminology of a global leader and the people of Kashmir. He broke up his speech into four parts and utilized a different terminology in each section.

He utilized "hallucination, glacier, alarming pace, billion trees, etc." in his first step, "Climate Change." He utilized destructive, debt servicing, emerging countries, developed countries, etc. in the money laundering section. He used terms such as radical Islam, radical Muslims, etc. in his third section of speech (Islamophobia). He used phrases like "lockdown in Kashmir" and "Kashmir concerns" in his final section of the address.

curfews, racial supremacy, bloodshed, fascism, convectional war, and self-determinism, among other things. In addition, Imran Khan frequently utilized pronouns like "I, We, They, Them, You," etc. In his speech, Imran Khan made use of collocation and language, which highlighted his self-awareness and political philosophy. Van Dijk's method enables us to comprehend Imran Khan's distinction between "them" and "us."

Use of rhetorical devices such as repetition, imagery, and statistics make his message more persuasive

Statistics: In the beginning of his speech, Khan establishes his credibility as a leader by acknowledging the difficult time in his country and by stating that he came to the forum because of an urgent problem that the world must address. He then talks about climate change, and his use of statistics and imagery, such as "melting glaciers at an alarming pace" and "5000 glacier lakes in our country mountains," create a sense of urgency in the audience.

Repetition: Mar Khan then talks about corruption and how it is impoverishing the developing world. His use of repetition, such as "plundered money" and "tax havens," makes his message more

memorable and impactful. He also uses statistics to support his argument, stating that "billions of dollars leave poor countries & go to rich countries" and "half of our total revenue went into debt servicing."

Imager: Finally, Khan addresses the issue of Islamophobia, and his use of imagery, such as "Muslim women wearing and working in Hijab has become a problem," and personal anecdotes, such as playing cricket in the West, make his message more relatable to the audience. He also uses repetition to emphasize his point, stating that "there is no such object as fundamental or radical Islam" and "no religion teaches violence."

Rhetorical questions: asking questions that are not intended to be answered, but rather to make a point or persuade the audience such as in Western woman can remove or shorten their dresses according to their well and wish, Imran Khan raised a question here that if Muslim woman wanted to wear dresses Mask Abaya(full dress) then why should they be humiliated.

Metaphor: using comparisons to make abstract concepts more concrete, such as "America is a beacon of hope for the world."

Allusion: making references to well-known people, events, or works of literature, to add depth or resonance to a speech. The word Islamophobia in his speech is personified on some occasion used as illusion.

Parallelism: using similar grammatical structures or patterns of language, such as "we came, we saw, we conquered". Imran Khan time and again used parallelism to make his persuasion more effective

Contrast: drawing attention to differences between two things, such as "while some may see a problem, we see an opportunity". Imran Khan in his speech at UNGA presented East and west as two contrastive phenomena. On some occasion the world Muslim and western world is also used.

Anaphora: repetition of a word or phrase at the beginning of successive clauses or sentences, such as "we can, we will, we must. Imran Khan mentioned himself as "when I used to play professional cricket in United Kingdom"

Irony: saying something that means the opposite of what is literally stated, for humorous or persuasive effect.

Criticism on certain policies of powerful countries:

He emphasized the need for a just and fair global order, and criticized the policies of certain powerful countries that he believed were responsible for many of the world's problems. Furthermore, Imran Khan's speech was thought-provoking and well-articulated, and provided a perspective on global issues that is often not heard in international forums. Overall, Khan's **persuasive language** in this speech effectively communicates his message to the audience and calls for action on these critical issues.

Conclusion

As a conclusion we can mention that the prime minister of Pakistan Imran Khan used the Rhetoric strategy of Aristotelian model. Logos, Ethos, and Pathos and some other strategies are used for persuasive purposes. He tried for positive self and negative other strategy in this memorable speech at United Nation level. Imran Khan competently brought words together and unite and out logic as an aiding source and tried to make the world persuade with his speech. Imran Khan language and gesture while speech were totally with him during his course of speech. Since Language play an important role in political at national and international level, Imran Khan dis

the best use of his oral capabilities. His speech employed well Aristotle rhetoric, predication strategies and positive self-negative other techniques. His speech is well planned and worth influencing others. Ideological filled with pragmatic his speech was a good sample of persuasive techniques. He tried his level best to inculcate and instill his ideologies into the high gentries of the world especially the West. So, we can conclude that, Imran Khan, tried his best to make the world understand and accept his point of view his stance on some international level issues like Islamophobia, climate change, Kashmir issue etc

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