Discourse Analysis of Prominent Politicians’ Public Speeches: Pre and Post-Election 2013 Pakistan

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ABSTRACT
The purpose of the study is to analyze the rhetorical devices: Repetition, modality, positive self-presentation, negative other-presentation, ethnicity and figurative speech (metaphor, simile and personification) in pre and post-election speeches of relatively popular political leaders of Pakistan. The paper investigated the linguistic implications of these rhetorical devices. A qualitative content analysis of data (collected from a sample of fifteen prominent politicians) was undertaken to address the underlying research questions. Frequency of persuasive devices was measured to figure out the variation in pre and post-election data. The findings uncover that the politicians exploit persuasive devices to foster consent, demonstrate ideologies and assert power. The use of rhetorical devices seemed more or less context dependent.

Keywords: language/power, political discourse analysis (PDA), rhetorical devices, pre/post-election