

**PERSUASIVE TECHNIQUES IN SPEECHES OF
PAKISTANI AND AMERICAN POLITICIANS WITH
REFERENCE TO NEURO-LINGUISTIC
PROGRAMMING**

By

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ABSTRACT

Title: Persuasion in the Speeches of Pakistani and American Politicians with Reference to Neuro-linguistic Programming

Persuasive language has been an essential tool in the speeches of the politicians. They use certain persuasive techniques in order to tap into the raw emotions of their potential voters and convince them to vote for them. This study was conducted to find out the persuasive techniques in the pre-election speeches of both American and Pakistani politicians with reference to Neuro-linguistic Programming. For the purpose of this study, the researcher selected pre-election speeches of both American and Pakistani politicians from the important constituencies from election's point of view. Pre-election speeches were selected for analysis because it is believed that in pre-election speeches, the politicians use persuasive techniques more frequently than in their general speeches. In pre-election speeches the politicians try their best to persuade the audiences, change their views and get votes from the audiences. The researcher utilized Milton Erickson's hypnotic model in order to find out the persuasive techniques in the speeches. This study is unique because no one has ever applied Milton Erickson's model of hypnotic language on speeches in order to find out persuasive elements in the speeches of the politicians. The results of the current study showed that almost all of the political leaders, whether they are American or Pakistani did use persuasive language in their speeches. Furthermore, the results showed that Pakistani politicians utilized more NLP techniques in their speeches in order to persuade the voters to vote for them. Finally, the research suggested that there is a need to analysis the political speeches with respect to NLP as no commendable work has been done in this aspect. Moreover, the researchers can also take help from this research in applying Milton's hypnotic model to the political speeches.

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LIST OF ABBREVIATIONS

NLP	Neuro-linguistic Programming
CDA	Critical Discourse Analysis
PDA	Political Discourse Analysis
K.A.P	Knowledge Attitude Practice
KPK	Khyber Pakhtunkhwa
SAS	Speech Act Schema
FTA	Face Threatning Act
PRS	Preferred Representational System
V.A.K	Visual Auditory Kinesthetic
H.C	Human Capital
H.R	Human Resource
S.R.S	Sensory Representation System
SCIDII	Structured Clinical Interview for DSM-IV

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DEDICATION

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CHAPTER 1

INTRODUCTION

The introductory chapter discusses the importance of persuasive language in political speeches. It also throws light on the use of Neuro-linguistic Programming Hypnotic Patterns in the speeches of the politician in order to persuade their voters. In this study, the selected speeches of the selected politicians have been analyzed in the light of Milton Erickson's hypnotic model. This chapter also states the objectives of the study which deals with finding the persuasive techniques in the speeches of the selected politicians with the help of Milton Erickson model, the politicians who use more persuasive techniques and which techniques are used mostly by the selected politicians are the key points. The research questions, which come after the research objectives, also discuss the same points.

1.1 Background of the Study

Language has the power to influence the thoughts and actions of others. It is used for communication. It also influences the thoughts and acts of the people. It's good to point out that this powerful influence exists in all kinds of situations and more particularly with language related to politics. Two different uses of language should be considered when discussing the power of language: the first one is language as public discourse, another as interpersonal communication. The former refers to the language use in print and electronic media, and the web whilst, the latter refers to the public communication among people. According to Fairclough (2001), there are two ways of exercising power: through physical force and through changing the beliefs of the masses with the help of language. The first one is time-consuming; therefore, people prefer the second one more to exercise their power.

Persuasive language is used by the top politicians in the world to empower and help the other people to develop themselves. It is the language that creates the least resistance

and the most agreement when talking to people. Most of all, it is the language that encourages others to make decisions and come up with their own solutions. To be persuasive and influential, others have to recognize, and accept you, as an expert. You have to know what you are talking about and be in a position to help someone resolve something. You do this by using language in a way that helps people come up with their own solutions to problems, not by giving them the answers. Persuasive and influential language encourages individuals to find their own skills and resources needed to achieve whatever they want to achieve.

In the contemporary period, political leaders make use of persuasive language to twist the general view point of the masses to serve their interests. Politicians, who know about the significance of language, realize that once the political discourse is implanted in the social texture it is anything but difficult to influence people in general opinion. Persuasion is an expertise that individuals use in communication with a specific aim to influence others for performing specific activities. A political discourse can work as a successful weapon if it is viable and the speaker is very much prepared to give arguments. Political discourse convinces general society either to do or not to accomplish anything and one of these two courses is constantly taken by politicians who address the political gatherings. By way of an indirect manipulation of language, skillful speakers have traditionally been able to influence the preconceptions, views, ambitions and fears of the public, to the extent of causing people to accept false statements as true postulates, or even to support policies conflicting with their interests (Thomas & Waring, 2004).

Political leaders frequently play with the audiences' presuppositions and they trigger their appropriate mental schemata by choosing or avoiding certain lexical categories or discourse strategies and keeping in mind the end goal to build the validity of their statements and to make and diffuse a specific philosophy. This often allows most politicians' claims to be deemed as self-evident within the piece of discourse they are embedded in, as they are conceived under the same ideology that has been created and nurtured throughout the development of the same discursive event. (Thomas & Waring, 2004).

Political discourse talks about the portrayals of ideologies, clashes for the attainment of power and territory. Political issues certainly are a battle for power, and

language is the best apparatus to exercise power. Dijk (2006) is of the opinion that belief systems are unequivocally communicated and discussed in language. In addition, political belief systems are not just engaged with the generation or comprehension of political discourse, they are (re)delivered by them. Similarly, the part of masses/language relationship cannot be disregarded. Fairclough (2000) affirms that power is communicated and practiced in discourse. It is hard to envision political issues without persuasion, by its exceptional nature, governmental issues expect decisions to be planned, choices to be weighed and choices to be made. Politicians being delegates of their parties, government or political organizations endeavor to find out power, decide characters and build up social relations by communicating their beliefs and ideologies with the help of language. Dijk (1995) explains that it is a field of discourse analysis, which centers around the elucidation and clarification of any sort of political discourse, i.e., discourse identified with legislative issues, both at the nearby, national and global levels. The analysis of political discourse adopts a discourse expository strategy to expand the implications and messages displayed in a variety of linguistic structures. Researches concerning the power of political discourse demonstrate that speeches of famous political leaders like Barak Obama, Nelson Mandela, and George Bush, Khalid Mashaal and Mahatma Gandhi and so forth have been considered for analysis (Schiler, 2010; Rodriguez, 2008; Martínez, 2012; Al-Harabsheh, 2013).

Mehdi (2012) holds diverse sentiments and reprimands the unreasonable utilization of discourse by Pakistani politicians and demonstrates that "Pakistani political discourse is loaded with: words, words, words – the agelessly told stories of shaheeds and penances." He also states that it is hard to decide on if outrageous usage of discourse is a trademark segment of our national political culture and mind or if it is a specific verbalization of a particular mindset of the major political leaders in Pakistan these days.

Chilton (2004) states that political speakers have been utilizing various psychological tactics to portray their political ideologies and depict the picture the way they want it to be. They uncover that choosing a variety of powerful tools isn't insignificant a shot, rather it is subject to social and political factors and also the specific circumstance. In order to find out what powerful linguistic tools are used by the politicians in their political speeches, discourse analysis is really helpful.

Critical Discourse Analysis has generally been utilized to study the use of language to express dominance, power and enact social inequalities in the social and political context. With respect to definition of CDA, Van Dijk posits that Critical Discourse Analysis (CDA) is a kind of research on discourse that reviews how manhandle of social power, predominance and disparity are drilled and duplicated by writings and discourse in the social and political setting. The target of Critical Discourse Analysis (CDA) is to study the utilization of language as a social practice; however CDA involves a wide collection of methodologies about public discourse analysis and these methodologies vary in their subject matters.

Van Dijk, who is one of the proponent of basic investigations of media and political discourse, began concentrating his theory on the discourse analysis of media and political content, specifically on the portrayal of minorities and ethnic gatherings in Europe. In his approach, Van Dijk (1995) proposes an analysis of the structure at various levels; that is, not just breaking down the linguistic, phonological, semantic and morphological level yet in addition larger levels, for example, intelligibility or the descriptive nature of the writings.

He further states that political discourse is made eminent by its speaker, that is, politicians; nevertheless they are not by any means the only individuals who participate in the political practices. The beneficiaries in the political demonstrations, similar to general society or the subjects, are likewise vital from an interactional perspective. Similarly, Dijk (1997) gives importance to setting for comprehension of any political discourse. Connection between discourse structure and the political setting structure are an essential part of the political discourse analysis.

Although political discourse can be about any subject, it centers fundamentally around governmental and social issues. In the same way, political meetings, candidates' decisions, amendments in the laws of the government, past governments, rivals and parliaments are the most widely recognized themes in political discourse. In order to discuss these political themes, one needs to utilize language in a way that it has a persuasive effect on the audiences as Dijk (1997) expressed, that the choice of lexical items should underline the political temperament and official criteria of etiquettes, in this way it can be helpful to get support or additionally to control the popular conclusion.

The utilization of deictic pronouns is a decent procedure in political discourse. By changing the word order, politicians can emphasize one point or thought. Similarly, by utilization of animated or sad tone in political discourse, political speakers can discuss complex themes such as war and casualties. Consequently, with a specific end goal to attract attention regarding a particular point or to induce individuals by retention of a specific thought, speaker utilizes reiteration tools like similar synonyms, metaphors, anaphora or parallelism.

In order to achieve the goals of persuasion more effectively, Neuro-linguistic programming can be used. Neuro-linguistic programming (henceforth NLP) was initially created by a language specialist, John Grinder, and a mathematician, Richard Bandler, in the 1970s when they intended to decode patterns of communication and behaviors. Neuro-linguistic Programming depicts the basic dynamics between mind (Neuro) and language (linguistics) and how their transaction influences our body and conduct (programming). One might say that learning NLP resembles learning the language of one's own mind. At another level, NLP is about self-disclosure and investigating your own identity.

NLP is simply the investigation of brilliant communication, both with yourself and with others. It is expected that in NLP the conscious mind is the goal setter and the unconscious the goal getter. NLP contains different techniques and tools, yet it is far beyond that. It is a state of mind and an approach of knowing how to accomplish your objectives and goals. As the years progressed, NLP has built up some useful skills and tools for communication and it is applied to other professional fields, including Politics, Counseling, Psychotherapy, Education, Health, Creativity, Law, Management, Sales, Leadership, and Parenting. The application of NLP in the field of politics has to a great extent increased. In the current era, politicians are trained by the NLP specialists with a specific end goal to convince the public into accepting politicians' ideologies and beliefs with the help of NLP techniques.

This research is an exploration of Neuro-Linguistic Programming (NLP), its capabilities and applicability. This research has focused on the speeches of Pakistani and American politicians to know how they use different NLP techniques in order to persuade the masses. The researcher has analyzed the pre-election speeches of American and Pakistani politicians with the help of Milton's model.

1.2 Statement of the Problem

Successful political leaders in the world are known to have influencing power and are thriving in gaining the followers' trust and support, as a result of exercising persuasive techniques in their speeches. However, it is not clear how far the political leaders employ persuasive techniques systematically while considering the audience, their assumed needs, desires, psychological orientation, and response to the speech. In this regard NLP persuasive techniques, employed by the speakers to make an impact on their audience and listeners, are considered to be well formulated strategies, which entail the above mentioned considerations. It is commonly believed that if political leaders continue to neglect these techniques, they will in turn jeopardize reputation and causing lower support, in spite of losing the opportunity to be in decision making positions. Since no or a very little research has been conducted to analyze the usage of NLP in political speeches, therefore, the understanding of these NLP techniques in political speeches and their impact on the audience is difficult to grasp. Therefore, this research is an attempt to explore the usage of NLP techniques by the prominent political leaders in Pakistan and USA. The basic aim is to enhance the understanding of NLP techniques in political discourse and political speeches in specific.

1.3 Objectives of Study

The objectives of the study are:

- To find out the persuasive techniques of NLP used by the American and Pakistani politicians
- To investigate the pre-election speeches of the selected politicians to find out how differently/similarly they have used NLP techniques in their speeches
- To find the most/least commonly persuasive techniques of NLP used by the selected politicians

1.4 Research Questions

1. Which persuasive techniques of NLP are used by Pakistani and American politicians in their pre-election speeches?

2. How far are the Pakistani and American politicians similar/different (in terms of frequency) in the use of NLP techniques in their pre-election speeches?
3. Which of the NLP techniques are most/least commonly used by the Pakistani and American politicians in their pre-election speeches?

1.5 Methodology

In the present study, the selected speeches of American and Pakistani politicians have been analyzed by applying Milton Erickson's hypnotic model which was given by Richard Bandler and John Grinder in 1975. The researcher has applied general principles of qualitative and quantitative research for this research. The methodology has been discussed in detail in the third chapter.

1.6 Delimitations

The analysis of the speeches is delimited to the eight speeches made by the four selected politicians from both the countries. The researcher has focused on the selection of pre-election speeches from the major processions. Pre-election speeches are selected because politicians use persuasive language mostly before elections in order to persuade the masses to vote for them. The speeches delivered in the most important constituencies with respect to elections are selected for this study.

1.7 Significance of the Study

All over the world, politicians generally use different persuasive techniques in order to persuade the masses/audience to vote for them. They understand the needs and desires of the masses and they adopt their persuasive strategies accordingly. This research is really significant in elucidating those persuasive techniques, specially the use of NLP. It throws light on the hypnotic patterns of NLP and their usage in the political speeches. Furthermore, this study is also beneficial in comparing the use of persuasive techniques of NLP by the politicians of America and Pakistan specifically. Moreover, the future researchers can use this research as a guide to use NLP not only in the field of politics but also in many other fields as well. Furthermore, the researchers can also take help from this research in applying Milton's hypnotic model to the political speeches

CHAPTER 2

LITERATURE REVIEW

This chapter discusses the importance and need of persuasion in language. Persuasion is a key component in the political speeches. Politicians utilize different techniques to persuade their audiences and one of the most important techniques is Neuro-linguistic Programming. This chapter also includes the key concepts about Neuro-linguistics programming and previous researches conducted on the Neuro-linguistic Programming. Furthermore, different strategies and models of persuasions apart from NLP are also discussed in this chapter.

2.1 Persuasion

Persuasion is an old Greek term where its essential point was to achieve control in court. Around 350 BC, the specialty of persuasion was first alluded to as a signifier to "rhetoric" in Plato's "Gorgias", notwithstanding, to be sure, it was efficiently said and portrayed in Aristotle's "On Rhetoric" where speech is characterized as the ability to see, in any given case, the open techniques for persuasion.(Larson, 1998). Greek philosopher Aristotle divided the means of persuasion, appeals, into three categories - ethos, logos, and pathos.

- (i) Appeal by reason;
- (ii) Appeal by ethics; and
- (iii) Emotional (aesthetical) asserts.

The qualification of these three methods is also reflected in the triple division of styles:

- (i) Ethos: influences identity and position;
- (ii) Pathos: influences through the enthusiasm of feeling;
- (iii) Logos: influences through reasoning.

The word *persuasion* has been depicted in different courses, for instance, affecting, persuading, controlling or enticing. Earlier, persuasion had meant how a persuasive

message can be strongly convincing. Distinctive meaning of persuasion focused on how the recipient's activities and mien may impact the accomplishment of an enticing message.

In the same way, Fortheringham (1966) described persuasion as the collection of impacts, applicable and instrumental to source wanted objectives, accomplished by a procedure in which messages have been an essential determinant of those impacts. In such manner, Fotheringham focused on recipients instead of producers and underscored the psychological effects of powerful communication.

On the other hand, Scheidel (1967) portrayed persuasion as the act in which the speaker and the audience are conjoined and in which the speaker deliberately attempts to impact the conduct of the audience with the help of his speech. In view of these ideas, persuasion depends upon two perspectives: communication and aim to persuade the audience.

2.2 Strategies of Persuasion

There are a couple of strategies and ways which lead one group to affect another in discovering purpose of a question. It can be said that the persuasive procedure, that is powerful and worthy in one discussion may flounder in another.

Olbrechts-Tyleca (1969) discussed the term 'quasilogical' to the extent both authentic and scientific relations, i.e., they used it for conflicts that mark on the structure and wording of argumentation in formal rationale, which are certainly not intelligent in the strict sense. As opposed to the sociological influence which is an essential element as powerful style. Jonestone(1989) plainly clarifies its significance and objectives as follows:

Presentational influence could be said to be established on the suspicion that being persuaded is being moved, being cleared along by a rhythmic stream of words and sounds, in the manner in which people are cleared along by verse. The target of presentational influence is to make one's claim maximally introduced in the group of the audience's judgment, by rehashing it, and rewording it to attract the attention of the audience.

The last methodology of influence is 'analogy'. Its language is utilized to persuade through stories and different methods for making analogies where the analogical persuaders persuade their groups of onlookers jump between earlier circumstances and the present one.

2.3 Models of Persuasive Process

Different models of persuasion are put forward which emphasized on how speech content affects listeners. Such models show how imparted messages can deliberately control and impact human conduct. There are diverse routes in conceptualizing persuasive process, regardless, there are two methodologies used as pointers to the two dispositions and their arrangements. The fundamental concept is known as the "psychodynamic model of persuasion process". This model relies upon the possibility that a compelling convincing message must have properties that change the psychological working of the individual in a way that his answer would be playing with the prescribed conduct of the communicator. Thus, the effective persuasion is the difference in the individual's interior mental structure which impacts the psychodynamic association between the internal procedures that reveals undeniable practices and over the long run prompts deliberate acts made by the communicators.

The second thought is the "social and cultural variables" which decide the manner in which individuals grasp innovative and new thoughts and things. Indeed, what chooses the course of the individual's conduct are the sociocultural factors found in an individual foundation. Definitely, there are diverse ways which conceptualize persuasion process; regardless, both the psychodynamic and the sociocultural frameworks appear to be more connected to the states of mind and their arrangements.

Dependent upon the communication method, making, changing or fortifying states of mind and practices is the primary objective of the message sender, and in this regard, the spectators are the fundamental ones to assess, to recognize or to reject that message. The late 1940s and through the 1960s, a study on persuasion and change in attitude was primarily conducted by Carl Hovland of Yale University. He and his colleagues tried to find what impacts the achievement or disappointment of persuasion by means of asking 'Who says what to whom and with what impact' and concentrated three factors acknowledged in persuasion: (a) the speaker, (b) the communication or speech, and (c) the audience. In addition, four stages in the persuasion procedure have been acknowledged to be specific: thought, awareness, acknowledgement and support. Along these lines, on these bases and on the three components determined above, Carrel Hovland and his partners influenced the persuading communication to appear. It is called K.A.P. scale where "K"

suggests knowledge, i.e., the fact of the matter is to know to what degree the group of spectators were influenced and how much the recipients' learning is influenced by the information given to them which would influence his assessment on a specific issue. "A" stands for attitude or changing states of mind. "P" stands for practice, i.e., achieving change in the receiver's conduct and receiving the wanted conduct. It justifies seeing that there are distinctive hindrances to a model of intense communication, for instance, language, knowledge about the culture, and irregularity with beliefs (Belch & Belch, 1990).

2.4 Pragmatic Prospects of Persuasion

As it has been said previously, study of persuasion has usually been the eagerness of explanatory and mental methodologies; however, researches on this phenomenon in pragmatics are not typical and a large segment of them focused on different fields, for instance, advertisements and politics. The reason behind this thought is that the language material in both advertisements and politics has influential attributes valuable for investigation of persuasive techniques. Keeping in mind Cicero's traditional speech and Aristotle's ethos, Hugh Rank (1988) showed a powerful structure containing five sections for different sorts of persuasive discourse such as response-seeking, attention-getting, urgency stressing, confidence building and desire-stimulating.

Hardin (1999) introduced his powerful analysis to discourse in Spanish language publicizing by solidifying the discoveries of both Rank's (1988) and Leech' (1966). The research relied upon three fundamental powerful objectives: (a) 'memorability', (b) 'power', and (c) 'interest'. In a manner of speaking, the fact was to influence the social occasion of people to recollect the message, at that point compel this factor regarding the passionate and intelligent interests which would in the long run fortify the message. Different researches dealt with the strength of influential strategies in the courtroom. One of these researches was conducted by Burkley and Anderson (2008) on *Using the science of persuasion in the courtroom* in which they found that the intense effect of disagreements lies in what is said and when it is said.

From the perspective of social psychology and pragmatics, Taillard (2002) explains the collaboration of the two: social psychology and pragmatics in persuasion and outlines a model for it. Exactly when a speaker wishes to prompt a group of people to make a

particular move, the crowd can either accept or reject the speaker's proposal. Accordingly, to conduct powerful communication, speakers require satisfactory information about the social significance of the linguistic structures or the information about the social rules for the language in use.

Keeping in mind the same perspective, Schmidt and Richards (1980) clarified the aim of pragmatics as a research is how articulations are used as a part of collaboration, particularly the association between sentences, the particular circumstance and the situation in which articulations are connected. Cutting (2005, p.187) states that the role of pragmatics as *“the written maxims of conversation that speaker follows in order to cooperate and be socially acceptable to each other”*.

One of the principal parts of pragmatics is 'speech acts' which was first introduced by Austin (1960) in his search for investigating methods for viewing language as a type of activity. Since one of the principle objectives of communication is to be comprehended, another critical objective is required that is the manner by which to persuade the feelings, desires and activities of the spectators. Along these lines, it is the focal point of what business researchers are possessed with; while dissecting how mindsets change is made would be the main point of social clinicians. Various types of speech acts have been investigated with respect to capacity and employments of the language, for instance, refusals, imitations, appreciation, apologies and persuasion etc. Practically, the persuasive target makes an interpretation of the information to be spoken with a particular persuasive point, i.e., speech acts are outlines with regular importance of the goal (Goffman, 1974). In such manner, Lakoff (1982, p.155) presented his own definition of persuasion which is *“the nonreciprocal attempt or intention of one party to change the behavior, feelings, intentions, or viewpoint of another by communicative means.”* In a similar domain, Searle (1969) viewed persuasion as a directive speech act in which the speaker intends to influence the audience to play out some kind of activity.

The illocutionary speech act is effective if the speaker's illocutionary expectation is perceived by the audience. This point is fundamentally open in light of the fact that the fulfillment of illocutionary desires comprises audience's understanding. Not exclusively are such expectations reflexive. Their satisfaction comprises in their acknowledgment. (Bach. K. & Harnish, 1979).

In their hypothesis, Bach and Harnish contend about a progression of inferential advances that are engaged with understanding an articulation as a sort of speech act: the immediate and backhanded speech acts. This was acknowledged in Speech Act Schema (SAS) which is an association in the brain that doubts some information which empowers one to translate a discourse sample. Thus, they have created scientific categorization of kinds of the illocutionary samples that are to be recognized by the communicated disposition. In this regard, four noteworthy classifications of informative illocutionary acts were entitled asconstatives, commissives directives, and affirmations where statements, apologies, promises and requests can be taken as examples. The terms commissives and constatives were Austin's terms while Searle gave the directive term; besides, they embraced the term acknowledgement over Austin's 'behabitive' and Searle's 'expressive', for appeasing sentiments, welcome, congrats and so on.. At that point, the informative illocutionary acts are:

1. Constative: for example, asserting, affirming, replying, ascribing, guaranteeing, and so forth;
2. Directives: for example, exhorting, advising, asking, and so forth;
3. Commissives: for example, concurring, ensuring, welcoming, and so on; and
4. Acknowledgement: for example, apologizing, mourning, complimenting, welcoming, and so on.

Bach and Harnish (1979) differentiated between '*communicative illocutionary acts*' and the class of '*conventional illocutionary acts*'. The previous are those demonstrations performed with certain open aims which must be perceived by the listener for a fruitful demonstration, the last decides and delivers actualities of institutional nature. As persuasion is more worried about the speaker's expectation to influence his/her recipient's emotions, feelings, and so forth by methods of correspondence, at that point, both the social relationship and the 'face' or 'mental self-view' are influenced in the socio-social framework. Brown and Levinson's politeness theory (1987) considered the discourse demonstration of persuasion as a face threatening act (FTA) since it is an inconvenience to the listener by debilitating his/her negative force. .

2.5 Persuasion in Political Discourse

Language is the oldest and successful source of persuasion which is to be recognized in relationship with society and social character, to the possibility of greatness and solidarity and to the unique factors that affect language perspectives and varieties performed by the users of a particular language (Chilton P. , 2004)

Additionally, it is the most influential tool used by the people to influence other people in different fields especially in a political environment. There is an unavoidable association between language and political issues since the period of Aristotle as he stated that man is a social animal and he enjoys a higher status than bees because of his ability to communicate. Nature, as it is said, makes nothing purposeless, and man is the only animal whom she has provided with the ability to talk and communicate.

Chilton (2011) portrayed political issues as a fight for control, between the people who hope to assert and keep up their vitality and the people who endeavor to restrict it. Government authorities as a rule use language and strength to prompt the all-inclusive community either to take part in political movements or settle political decisions. It is evident that specific features of language are used by the politicians to convey their point of view.

Political campaigns are loaded with conversation where the politicians use language to persuade the audience and try to win the favor of the voters. They communicate their method to triumph in two ways. First, a group of people can persuade voters that their candidate will be wonderful at doing what the voters need. Second, a gathering can persuade voters that their candidate is not as bad as the other party's candidate. The ideal procedure relies upon what voters at first accept about the two candidates and the other party's campaign system. Since there are two or more applicants contending the elections therefore every contender needs to consider (1) how to impact specifically the convictions of the voters and (2) the activities of the other candidates.

In the course of recent decades, researchers such as Charteris-Black (2011), Mio and Musolff (2014) have broadly examined the impact of symbolic surroundings on political influence. Illustrations are regularly used to outline political issues, and political leaders think of different ways of utilizing these political issues and problems for their own benefits. For instance, when the depiction of a catastrophic event is utilized to refer to

migration, components from the source area of "debacle" are mapped onto the objective space of "movement," giving a negative picture of movement (Charteris-Black, 2006). Government officials utilize illustrations to describe themselves, their adversaries, and their political motivation, and utilize figurative language to direct the general population toward a specific perspective (Ottati, Renstrom, & Price, 2014).

The variety of controls and foundations that examines symbolic surrounding impacts on political influence can be ordered under two fundamental research points of view. The primary point of view of the researcher critically-discourse approach (CDA). When considering allegorical surrounding impact, CDA researchers such as Charteris-Black, Mio and Musolff (2014) take a gander at genuine changes because of figurative encircling and other deliberate examples in language utilize. These researchers do not make a particular research circumstance, yet take a gander at the connection between normal, true discourse and genuine events. The second point of view considers the impact of allegorical confining of political issues by inspiring reactions of members presented to language jolts in an exploration circumstance. We call this a reaction elicitation approach (Hartman, Robins, & Mayer, 2012).

Another research on social sciences and general sentiment distinguishes various experimental regularities on how individuals shape convictions in the political and social circles. Initially, convictions are adaptable and can be generally effectively impacted, especially in regions where individuals do not have huge individual contribution (Kong E. , 2012). Later, Cialdini (1987) stated that social impact shapes choices; individuals are regularly convinced by the people they meet regularly. Such impact from companions, colleagues, and other "discussants" fundamentally influences the choices on whether and how to vote. Third, in the political field, voter familiarity with particular issues is very low, and subsequently powerlessness to influence is high (Zaller, 1992).

2.6 Political Persuasion by Pakistan Politicians

It is a field of discourse analysis which bases on the explanation and elucidation of any kind of political discourse, i.e., discourse related to political issues. The politicians are being representatives of their groups, government or political associations attempt to discover control, choose characters and develop social relations by organizing methods of

insight over the traverse of meandering practices. The researches done on political discourse analysis (PDA) throughout the world emphasize its importance and reinforce these thoughts. Particular kinds of political discourse have been getting researchers' interest for research, including both written and verbal discourse since long. The multidimensionality of political discourse has pulled in a great deal of interest from discourse researchers (Bhatia, 2006).

The analysis of the political discourse contains discourse models which spread out the suggestions and messages showed in collection of linguistic structures. Researches concerning the field of PDA exhibit that the speeches of political pioneers like Barak Obama, Nelson Mandela, Jorge Bush, Khalid Mashaal and Mahatma Gandhi et cetera have been pondered for investigation.

Similarly, in Pakistan, political leaders also make use of the persuasive terms in their speeches in order to manipulate their audience and get their political benefits. Researches on the political speeches of Quaid-e-Azam, Benazir Bhutto, Tahir-UL-Qadri, and now Imran Khan have been done by the researchers (Amna, 2015). By such researches, the researchers attempt to perceive the reasons and motivation behind using different persuasive strategies. These researches also help to uncover the hidden ideologies of the politicians behind the use of different persuasive techniques.

Amna (2015) tried to find out the frequency and functions of various persuasive tools used by the Pakistani politicians in their pre-election and post-election speeches of the year 2013. The research employed qualitative data analysis technique along with the investigation of a numerical data set. The research showed that the Pakistani politicians depend very much on the use of language manipulation to represent ideologies and beliefs, change the ideas and thoughts of the people, to assert their power over the masses and influence their minds. The pre-election speeches seemed more energetic and exuberant whilst in post-election speeches the politicians seemed more serious in their styles and ideologies. The politicians utilized more persuasive techniques such as repetition, personification, modality in their pre-election speeches as compared to their post-election speeches. At the end, the researcher presumed that the politicians will keep on using such persuasive language in their speeches until a new way of communication and persuasion is established in the world.

Similarly, Uzma (2013) explicated how a political leader can communicate his ideology by using persuasive language. The aim of this research paper is to thoroughly analyze Imran Khan's speech which was delivered by him two days before the elections of 2013 in Shoukat Khanam hospital. The research focused on unearthing the ideologies which were communicated implicitly by Imran Khan in his speech. It was found that Imran Khan has utilized different persuasive and linguistic devices to attain his political goals. The researcher analyzed the speech with the help of Fairclough's model which was given by him in 1995 along with taking aid from other linguistic tools such as repetition, positive self-representation, and referential strategies to find out how with the use of specific words and sentences a politician can change the thoughts and ideologies of the masses. It was also found that political discourse is employed to portray certain ideologies which are implicitly hidden in the discourse. Furthermore, it was found that Imran has used certain linguistic devices in his speech in order to persuade the audience to accept his ideology and vote for him in the coming elections.

Another research conducted by Naz, Alviand Baseer (2012) inquires about the specialty of semantic turn in one of the political speeches made by Benazir Bhutto, the then Prime Minister of Pakistan. The analysis of the discourse relies upon *Hallidian systemic functional linguistics* by using transitivity analysis and the results emphatically declare that a language user uses language according to the social setting, and the language choices changes with the change in the setting. The research reveals how linguistic choices help to perceive the major results. The research uncovers that Pakistani Prime Minister stressed more on the physical and emotional participation of the masses.

While analyzing one of Imran Khan's speeches, Nasir (2014) highlights that Khan's speech falls in Islamist and post-Islamist thought. He expresses that Imran Khan in his speech talked about the rights which the religion Islam has given them and no one can deprive the people of the rights which the religion has given them. Furthermore, he convinces his audience with the help of persuasive language to vote for him and he will give all the rights which Islam guarantees to everyone.

Mehdi (2012) holds various beliefs and criticisms over the use of discourse by Pakistani officials and exhibits that "Pakistani political discourse is stacked with: words, words, words – the imperishably recounted stories of shaheeds and repentances"(p.1). He

also states that it is hard to decide on if outrageous usage of discourse is a trademark segment of our national political culture and mind or if it is a specific verbalization of a particular mindset of the major political leaders in Pakistan these days.

2.7 Political Persuasion by American Politicians

Persuasive techniques depend on theories of psychological learning. They are utilized as a part of business issues, political issues, and relational connections. Three regular sorts of enticing methods are intellectual disharmony, negative and positive inspiration, desires and needs. Psychological disharmony alludes to the psychological inconvenience which happens when new data negates the present convictions, thoughts, or qualities. It is difficult to influence individuals since they are impervious to change. The second kind of enticing system is positive and negative inspirations which are utilized by debaters, politicians, instructors, and guardians. Speakers can inspire their audience by relating the substance of their discourse to daily life of their spectators. Despite what might be expected, inability to take after a speaker's discourse would bring about negative inspiration. Positive and negative inspiration is in agreement with advances to needs. Maslow (1943) chain of command of requirements alludes to various layers of necessities that individuals look for. They incorporate physiological, security, social, confidence, and self-actualization needs separately. Requests for needs regularly combine with positive and negative inspiration which can build the influence of the message. Speakers can expand the safety and security of the audience by blending offers to security with positive inspiration.

Altikriti (2016) investigated that President Obama in his both victory speeches as a President of the United States made more use of more constative speech acts than any other speech acts in his utterances where the assertive illocutionary acts were used as a persuasive factor. These results have shown that the persuasive speech acts are of great importance in the political speeches and the politicians use them frequently as they have great influence on the acts of audience.

In another research, Nourali (2016) discussed the use of simile and metaphor, simile and mixed metaphor. Allusions, Repetitions, Puzzled questions, Parallelism, and Alliteration are the persuasive techniques in the speeches of American and Iraq's

Presidents. The researcher had selected the two speeches from both the Presidents. Both the selected presidents have strong personalities and both of them managed to persuade their audiences and convinced them that the political steps they had taken were for the betterment of the masses but they used different persuasive techniques in doing so. The results of the research showed that Iran's President used Alliteration in abundance and American President used metaphor more frequently than any other persuasive technique and furthermore, it was observed that Iran's President used persuasive techniques more frequently than the American President.

Al-Saeedi (2017) did research on the inaugural speech of Donald Trump. The analysis of his inaugural speeches showed that his speeches contain the elements of both written and oral discourse. Furthermore, it was found that Donald Trump has used repetition as the main strategy to show inclusiveness and produce a shared responsibility with the audiences. The purpose of repetition was also to persuade the audience to believe in his ideas and strategies.

The studies conducted on the speeches of both Pakistani and American politicians display that political speakers are constantly using different linguistic innovations to convey their political ideologies and portray the picture the manner in which they need it to be. They reveal that utilization of different persuasive devices is not merely by chance; rather it is dependent on social and political elements and also on the remarkable situation. In addition, the researches also reveal the extraordinary usage of discourse by Pakistani and American political leaders. Furthermore, there is another psychological method used by the politicians to persuade their audience by utilizing various linguistic techniques. This psychological model is termed as Neuro-linguistic Programming (NLP). This psychological model contains different psychological techniques which aim at improving the lives of the people along with improving their communication skills. NLP is used by the politicians to persuade their audience and change their ideologies and thinking. The detailed concept and researches about NLP are as follows:

2.8 History and Concept of Neuro-linguistic Programming

In the 1970s, Richard W. Bandler and John Grinder thought of a splendid plan to develop a practical model for therapy. They claimed that extraordinary psychotherapists study and follow certain implicit theories, which guarantee their adequacy and extraordinary rapport with patients. Moreover, they inferred that reflection of the professional therapists, their counterparts, at work should bring about the revelation of patterns, which could be then summed up, confirmed on an experimental premise and put into therapeutic practice. For quite a long they observed the works of the therapists like Milton H. Erickson, Fritz Perls, and Virginia Satir. The material empowered them to express NLP rules and hypothesis. The main idea of NLP is summed up in the sentence *The Map isn't the Territory* (Lankton, 1980). That suggests that each one of us works in view of our inner depiction of the world (the "*guide*") and not just the world (the "*region*"). The maps that we make are generally limited and twisted. The therapist's task is to appreciate and work in view of the client's guide in the field. Clients make these maps of the world by utilizing their basic five senses, such as the sense of listening, speaking, hearing, smell and touch. Every contribution in the domain of faculties is made out of information got from the said set of faculties, particular with respect to quality, which are named credible frameworks by the NLP exceptional defenders (Bandler, 1979). They recommended that each one of us shapes most of information using one essential, authentic framework (PRS) where PRS stands for *Preferred Representational System*. Following the instance of the most outstanding experts, to work effectively with a patient one should basically organize the patient's PRS to have the ability to use their "guide". Another revelation of which the NLP originators were particularly satisfied with was to comprehend that entrance to the descriptive framework is possible through the alleged prompts that are precisely demonstrated mind improvements.

Cautious perception of these developments should empower NLP advisors to unequivocally recognize the PRS of the patient, examiner and so on, and in result, encourage organizing their PRS. Each and every unique theory of the NLP framework identified with the emerging of the mental issue, the kind of treatment and correspondence,

and so forth come from these essential statements. While analyzing how the NLP idea was figured, it justifies indicating analogies between the way by which it had been created and the analysis strategy associated with social psychology research proposed and described by Cialdini R. (1987) as a full-cycle approach to manage social psychology. Bandler (1979) took after the full-cycle procedure, anyway deplorably he disposed of the period of experimental check of the affirmations. Both, Grinder and Bandler found that some part of the procedure is of no use and moved straight to the detailing of the framework and setting it into training. Bandler, famous for his open hatred for logical testing of the NLP theories, ensured that his system will speak to workmanship, not science; therefore, testing its statements was insignificant or even unfathomable. The NLP originators twisted the full-cycle approach influencing a semi-circle process, which included only these three stages. Against the disdain conveyed by Bandler, the NLP framework being used so comprehensively influenced numerous scientists to test its theoretical underpinnings on an observational premise.

Neuro-Linguistic Programming (NLP) was developed by Richard Bandler and John Grinder at the University of California at Santa Cruz around 1970s. Prior to NLP's development, Richard Bandler had first been a student of Math, Computers, and Linguistics and later Gestalt psychology. John Grinder was an Assistant Professor of Linguistics and had co-authored a book which is considered great in the field of linguistic philosophy with S.A. Elgin in 1973. Bandler knew about the presence of principles or structure embedded in the various fields of his examination one of which was linguistics.

According to Carter (2001) the first designers of NLP, Richard Bandler and John Grinder, were engaged with science and linguistics. Bandler and Grinder's (1979) investigation of NLP was generally based on the understanding of linguists and from that point forward the term 'Neuro-linguistic' has been extensively used. Yemm G. (2006) explains that NLP started as a strategy for thinking how people process information, create meaningful compositions, and perform abilities to achieve the outcomes (Mathison & Tosey, 2003). Whenever Bandler and Grinder (1979) started their examination on NLP, they needed to think about individuals who were astounding, distinguish the particular components that these individuals could do to accomplish magnificence, and after that

instructor confer these components to others keeping in mind the end goal to help them to enhance their execution. As Hall & Linder-Pelz (2008, p.45) depicted:

'the "neuro" implies the manner in which individuals experience the world through their faculties and make an interpretation of tactile encounters into manners of thinking, both conscious and careless, which consequently provoke the neurological framework; "linguistic" implies the manner in which we use language to comprehend the world, catch and conceptualize involvement and after that bestow that experience to others; and "programming" addresses the manner in which people code (rationally speak) their experience and embrace normal and efficient examples of reaction.'

Consequently, NLP, as the title, extensively signifies the view that a man is an entire personality body framework with designed associations between interior experience (neuro), language (linguistic), and conduct (programming) (Mathison & Tosey, 2003). Dilts (1998, p.30) defines that 'the focus of the NLP displaying process isn't to end up with the one 'right' or 'authentic' depiction of a particular person's reasoning procedure however, rather to make an influential guide that empowers us to apply the strategies that we have exhibited in some helpful way'. In this way, the fundamental target of NLP is to recreate what works and enables others to discover confirm inside its practices of a mixed approach that draws from (in addition to other things) intellectual behavioral methodologies, gestalt treatment, hypnotherapy, family treatment, and brief treatment (Tosey and Mathison, 2008). The guideline of NLP is to make abilities and unsaid information more unequivocal and accessible for others to learn (Mathison & Tosey, 2005). To put it plainly, NLP can be considered as 'an arrangement of managing standards, states of mind and methods that empower [individuals] to change conduct designs as [they] wish' (Yemm, 2006, p.13).

The NLP approach is excited about how people assemble their experiences through subjective procedures, as opposed to look for causal clarification in the past for why they experience the world as they do, or in the substance of a particular difficulty (Mathison & Tosey, 2005). Hall and Linder-Pelz (2008) contend that the NLP strategy for correspondence is a valuable approach for people as it enables them to arrange and react fittingly to their own particular and other individuals' involvement. In this way, NLP can be used as an approach to manage human exchanges that joins subjective hypothesis, split-cerebrum handling, and tangible recognition (Wood A. , 2006).

Davis (1991) stated that there are three tangible portrayal frameworks in the NLP approach: visual, kinesthetic and auditory. As depicted by Stanney and Sadowski (2010), the visual framework incorporates outside pictures, and recollected or developed interior mental pictures; the sound-related framework contains outer sounds and recalled or imagined inward sounds and the inner exchange (i.e., a man conversing with themselves within); and the kinaesthetic framework includes material sensations caused by outside powers following up on the body and enthusiastic reactions. NLP experts guarantee that individuals have a tendency to have one favored portrayal framework over another in a given setting. Bandler, Richard, MacDonald and Will (1988) Every one of the NLP tangible portrayals can be separated all the more finely as 'sub-modalities'. These sub-modalities are the building blocks of thought designs that is the way by which each inner sense is made. For example, people with various illustrative frameworks may utilize distinctive sub-modalities to depict their internal encounters towards a similar protest or occasion. NLP gives a visual, sound-related and kinaesthetic (VAK) structure for people to wind up mindful of the refinements of their portrayal frameworks and also the others. Mathinson and Tosey (2003) contend that how people use their internal faculties to form their ideology and how the portrayal of their ideology is accepted by others. Pollitt, D. (2010) explains that NLP focuses on how people approach comprehending their experience and participate with others. Similarly, Thompson (2002) states that strategies in NLP incorporate the investigation of language design, examples of motivation, how affinity is manufactured, and how individuals produce information. Along these lines, NLP is regularly used to help its clients—regardless of whether they are advisors, salespersons, or educators—all the more rapidly pick up compatibility with their subjects (Taler, 1991).

According to Mathinson and Tosey (2003) one presupposition with the NLP approach is that individuals are not acting as indicated by the way the world, yet as indicated by the way they comprehend and speak to the world. Abilities, convictions and practices are all learnt, and comprise of groupings of portrayals, and along these lines change and learning can be accomplished through adjusting portrayals and successions

Pollitt (2012) examined the utilization of NLP in Metronet Rail BCV Limited, an organization which was in charge of the upkeep and recharging of London Underground Bakerloo, Central, Victoria and Waterloo and City lines, and contended that the NLP

approach accordingly turned into a vehicle to drive and bolster the learning and improvement group, different associates and clients through Metronet's combination into the London leader's vehicle association, Transport for London.

As Mathison and Tosey (2003, p.5) depicted, NLP 'plans to recognize what is unmistakable about the strategies of models in a given ability, including interior psychological and behavioral components, with the end goal that other individuals can figure out how to play out a similar expertise'. Dilts and DeLozie (2010) explain that clearly and posit that learning is consistently underscored in NLP as the best approach to individual change and advancement. NLP embraces hidden epistemological principles, concerning the techniques through which individuals see, know and learn.

2.9 Work Done on NLP

Childers (1985) characterizes NLP and talks about measurements of the model that have applications for classroom teaching. The NLP display is intended to encourage comprehension of how individuals compose their experience, especially those including in basic leadership, inventiveness, learning, and inspiration. Two standards are fundamental to NLP: (1) that every individual builds up a model of the world in view of tactile data got through the faculties, and (2) that how a man displays his/her communication will incredibly influence how it is seen by someone else. NLP perceives that all learning starts at the student's position. It is proposed that the authority of NLP has successfully expanded teachers' relational aptitudes and their capacity to perceive students' authentic inclinations. Authentic frameworks (counting visual, sound-related, sensation, and olfactory encounters) and manners by which diverse people communicate their encounters are talked about. It is noticed that utilization of NLP by educators can improve communication amongst students and instructors.

Hischke (1989) researched the meaning of coordinating perceptual predicates by contrasting subjects' reactions with three advocate reactions: coordinating perceptual predicates, confusing perceptual predicates, and Milton-display coordinating. Coordinating perceptual predicates was characterized as the advisor utilizing process, which showed the same tangible code utilized by the customer. Confounding perceptual predicates alludes to the advocate reacting to the customer with words demonstrating an unexpected tactile code in comparison to the customer. Milton-display coordinating was characterized as the

advocate reacting to the customer's utilization of perceptual predicates with nonspecific predicates. The exploration upheld two assumptions of NLP, one that subjects can separate between advisor reactions that demonstrate same versus diverse tangible codes and the other that subjects can segregate between guide reactions that show nonspecific versus perceptual predicates.

Craft (2001) investigates connections between NLP - a developing school of thought and learning hypothesis, drawing a difference between models, theories and techniques. NLP offers a practical perspective of learning for students of different age groups. As a major aspect of its way to deal with learning, NLP relates words, contemplations and practical practices and objectives. It centers on compelling communication and proposes as a device to encourage the taking of perspectives on any kind of issues.

Mathinson (2004) conducts a subjective investigation into the conceivable connections amongst language and thought for students and the teachers. This study focused a few inquiries concerning the dynamic aspects of language. These were 'What role a language performs in the formation of conceptual structures, what light may an investigation into this subject throw on the procedures of learning and teaching and what sort of technique could best be utilized to enlighten such questions?' The research utilizes NLP as a strategy for inquisitive into individuals' profoundly subjective experience, particularly to model those encounters. The strategy was both phenomenology and action research, inquiring into individuals' profound subjective encounters. There were two stages of this research; the principal comprised of interviews of six individuals who had attended a course that the researcher had initiated in Riyadh in 2000. The two stages focused on what in NLP terms, are called internal representations. Their reactions were investigated to a various language structures in interviews, which expected to elicit some profound reflection from the students. The second stage was the analysis of transcripts of six more interviews completed by two partners, where changes in individuals' constructs of learning were followed. The data of the interview was utilized to create working theories about the connections amongst language and thought which recommended that language conveys messages about how data is to be decoded. A key observing had all the earmarks of being various fundamental epistemological procedures that are intervened through language, and

which assume a part in the development of learning. The investigation offers models that depict the collaborations of language and mental development and records some fundamental epistemological procedures. Useful ramifications of the investigation concern teachers' knowledge of the usage of language, and the potential requirement for the teachers' training to address the interchange between language, thought and learning.

Wood (2006) talks about a central principle of NLP according to which trust and rapport develop through the synchronization of methods of communication between the persons who are involved in the conversation. This research broadens the NLP model by joining findings from neuroscience into studying about nonverbal signs and sensory representational systems. Three random, however related researches were utilized to distinguish non-verbal prompts related to the representative system, to test if depictions of these non-verbal signs impact trustworthiness of evaluations, and, at last, to test if these non-verbal signs trigger purchaser's positive appraisals of salesman put trust-building qualities and in addition to reliability. Every study gives the proof that the NLP method of setting up a rapport through non-verbal signs justifies additional examination. The primary research discoveries confirm that respondents express words related with the representative system amid their reflections upon evaluations of advertising situations. The results of the second research show that the descriptive non-verbal prompts created in the first research impact the trustworthiness evaluation of clients. This result is reliable with the NLP point of view that trustworthiness is created from the foundation of rapport. The third research proposed that clients have certain non-verbal signs that are imperative amid judgments of the attributes of genuineness, consideration, and mastery. This proof of the influence of these non-verbal signs upon trustworthiness of evaluations supports the proposed framework of NLP. This research explored the advancement of positive trustworthiness of evaluation amid preliminary encounters; however, investigation into creating and maintaining trust after some time would profit the sales area.

Tomasz Witkowski (2010) introduces the idea of NLP with respect to empirical research in the *Neuro-Linguistic Programming Research Data Base, Choice of Material for Analysis* - An analysis of the all the famous scientific articles dedicated to NLP at any point printed was conducted. The writer discovered digests and bibliographic data with reference to 315 articles, overall empirical, composed by 287 writers and printed in the

years 1974-2009 on the website pages of the NLP community. Quantitative analysis was conducted by choosing the most solid researches for more analysis. Assessment of these was done in light of the paradigm whether the chronicle in which the given articles were printed was recorded in the *Master Journal List of the Institute for Scientific Information in Philadelphia*. Out of 315 articles 63 were chosen (20% of the whole base) for more analysis. Quantitative analysis of journals showed remarkable results. Scientific activity in NLP topped in the eighties of the twentieth century. The samples selected from the 63 studies for further or advanced analysis included articles printed in 30 distinctive magazines. With respect to qualitative analysis three different classifications of studies rose: 33 empirical articles, which tried the precepts of the idea as well as the tenets-derived theories. 14 articles, including discussions, empirical works, polemics and case studies in which NLP showed minimal significant aspect and so forth that is investigations of no empirical value from the perspective of the analysis. 16 works had nothing to do with the NLP idea, accessible on the base undoubtedly by chance or because of other reasons. The principal group was subjected to more nitty-gritty of qualitative and quantitative analysis. Qualitative analysis permitted the accompanying subcategories: 09 works supporting the NLP fundamentals and the tenet-derived theories. 18 works did not support the tenets of NLP or the tenet-derived theory. 06 works with indeterminate results. Not just the quantitative pointers of the printed articles yet in addition the scoring has taken from the scientific journal list accessible from the Polish Ministry of Science and Higher Education was considered. The numbers demonstrated unequivocally that the NLP idea has not been produced on strong empirical foundations. Short of what 33% of the examined works demonstrates a strong proof and the rest of the papers have dubious outcomes.

Kong (2012) critically evaluates the writing and hypothetically contends that NLP can be utilized for creating human capital (HC) in organizations. Human capital exists in HR as cumulative implied knowledge and human abilities in organizations through a grouping of human resource administration capacities, for example, in the selection of the employee, deployment and advancement. Human resource supervisors must guarantee that they select, create and hold the best and brightest representatives as a method for conveying HC and accomplishing feasible upper hand in their associations (Kong, 2008). In the meantime, if associations are to acquire an important HC asset through representatives'

information, aptitudes, capacities, or different qualities, supervisors must give a domain where workers can arrange, impart or control adequately (Molitemo, 2012). One method for giving this condition cultivates the improvement of HC in associations is through Neuro-linguistic programming. NLP is regularly used to enable its clients to pick up an affinity with their subjects (Taler, 1991).

The NLP approach imitates what works for exceeding expectations of individuals and enables others to learn and play out similar aptitudes and implicit information that the general population has. Along these lines, NLP has a principally center around learning and learning is the initial step to aggregate information, particularly implicit learning of this situation. Likewise, NLP has a sound ground on creating HC in the authoritative setting. NLP enables consistent figuring out how people can utilize the data and criticism to enhance what they do. A man's learning, abilities and encounters will be produced all the more adequately if data is accumulated and prepared through his or her favored delegate framework amid encounter sharing and relational cooperation (Lavan, 2002).

Along these lines, from an individual point of view, if an individual knows how to coordinate his or her favored methods for taking in, the individual will probably take in more effortlessly, rapidly and normally. Since it is more normal for a person to use his or her favored agent framework to learn information, especially implied learning of this situation, it ends up less demanding for the person to create, disguise and use new learning that makes more noteworthy incentive for the person's association. From a gathering point of view, since NLP encourages people to take in more normally, it persuades the people to procure information through an agreeable, fruitful and fulfilling knowledge. All the more significantly, implied information and aptitudes must be traded through collaborations and correspondence (behavioral procedures) as people take in each other's parts and, subsequently, create HC (Erden, 2008). At last, from a hierarchical viewpoint, an association can just increase maintainable upper hand if intra-and between gather individuals believe each other and work durably in the association (Padula, 2008)

According to Thompson, Courtney and Dickson (2002), NLP procedures include the investigation of language designs, examples of inspiration, and compatibility building. Along these lines, NLP has the capability of improving trust and attachment among individuals in a gathering and between gatherings (Wood, 2006). NLP can be utilized as a

calculated structure to create HC assets in associations. As NLP enables a person to make new information (especially implied information and aptitudes) through his or her own particular learning style, the NLP approach is likely and apparently a more compelling technique to make learning and implicit information, which improves HC in associations. More research is expected to uncover what methodologies are required to create HC through NLP in associations, specifically as far as the production of implicit information between individuals in the association is concerned.

Kong (2012) has improved comprehension of NLP and its potential for organizational information, memory and learning through scholarly investigation. NLP plans to build up people's attitudes in connection with other individuals, by enhancing comprehension of their perspectives, practices and language. Information and learning capacities help associations to perceive and acclimatize new data and apply it toward new finishes. As needs be, associations that have an abnormal state of information and learning abilities are possibly more imaginative and versatile as they can expand on and produce new information, which is urgent for vital restoration. The administration of information and learning abilities ends up critically if associations are to wind up and stay focused. One technique for encouraging information and learning capacities is through NLP. The NLP show recommends that subjective experience is encoded in three principle portrayal frameworks: visual, sound-related, and sensation. NLP Practitioners contend that people favor one portrayal framework to another in a given setting. There is a shortage of research in the area which led utilizing the NLP approach in encouraging information and learning capacities in associations. This paper critically reviews the writing and contends that NLP might be utilized to encourage information and learning capacities in associations. Cases to represent the advantages of using NLP in creating information and learning capacities in associations have been given. Future research is expected to uncover what systems are required to create information and learning abilities through NLP in associations.

Sterman (1990) discusses the strategies of NLP being utilized to offer an individual with adequate inner decisions that enable him to push toward prosperity. In light of this a NLP strategy is described which is adjusted behaviorally to liquor addiction treatment. Combined with a few case studies, the procedure called Six-Step Reframe represents the most critical precepts of NLP. The Six-Step Reframe accentuates on the creation and

behavioral installment of inner decisions to bargain viably by showing life events, the conviction that people have all kinds of resources they require to live a happy life, that the foremost job of the therapist is to help the patient in getting to these inner resources and that all conduct, regardless of how unusual, bodes well in the setting in which it was started

Dowlen (1996) recognizes parts of NLP that might be useful in management learning. This study has two primary points. To begin with, to explore parts of NLP that may add to management learning and second to assess the exploration evidence on NLP. This article links NLP to management learning and gives an outline of NLP. The study procedure incorporates experience of an initial program on NLP, utilizing a NLP profiling instrument, and examining articles on NLP showing up in the management advancement press. From the learning point of view, members on NLP based programs give value to the consideration given to "how to" parts of learning, and additionally finding the courses pleasant, accordingly managing the emotional and temperament state issues, and including a further source of approval. With respect to communication, the NLP systems utilizing language designs have all the earmarks of being useful in administration improvement. These systems were observed to be useful from individual experience, from the perspectives of others, and are bolstered to a degree from the exploration evidence. The meta-model inquiry methods additionally rise as having merit. There have all the earmarks of being adequate affirmation that it is conceivable to utilize NLP strategies without the need to attempt costly accreditation training, given the methods are learned completely.

Hall and Linder-Pelz (2007) discuss in detail about the hypothetical origins of the NLP model and its foundations in building up psychological theories. They talked about an educated perspective of NLP and additionally proficient training rehearses that are grounded in recognized psychological theory and research. NLP is a model of communication; managing the inside portrayal of the experience and how individuals speak with themselves as well as with other people. The word 'Neuro' here alludes to the way sensory encounters of people are converted into conscious and unconscious ideas, which thus enact the neurological framework. 'Linguistic' alludes to the fact that language is utilized to comprehend the world, conceptualize and capture understanding and after that convey that experience to others. 'Programming' addresses the way individuals rationally speak to their listeners and receive normal and orderly reactions. The preliminary NLP

model enunciated a logical model of the human mind-personality, body framework containing numerous intuitive parts: mind (which means, semantics), body (neurology), feelings, and convictions. A significantly more generous wellspring of NLP was the Human Potential Movement, of which Abraham Maslow and Carl Rogers were the main pioneers. The Human Potential Movement was started from Maslow's study of mentally healthy individuals. Psychometric research has demonstrated that individuals have a positive bearing, are self-coordinating and autonomous. It additionally underlines that supportive therapeutic connections require listening which must be reflective, compassion and separateness of self, which underlie NLP specialist aptitudes. A key NLP pre-supposition is that individuals concoct or build their maps and models of the world since we do not manage 'reality' straightforwardly. NLP is an organized and efficient method for mapping the subjective experience and developed reality of individuals encountering transformative learning or training. NLP empowers mentors to arrange and react to their own particular and their client's experience. As NLP is valuable for portraying the intra-personal and interpersonal procedures, and also results of transformative learning/change, it is beneficial for mentors to comprehend it and figure out how to utilize it skillfully. This paper has made a stride towards assessing NLP in an informed way. NLP-based training is an instance of both coach-specific research and other related disciplines, coordinating as it completes a different yet noteworthy collection of setup information and theory. NLP model of correspondence integrates evidences from different disciplines and is a helpful model for mentors since it enables them to classify and react properly to their own particular and their client's experience.

Abraham (2008) talks about how human asset management is presently expecting a more prominent part in vital business accomplishments. The point of the present investigation is to look at the part of NLP in working up the hierarchical capacities and making ready to business brilliance. Information accumulation was attempted using poll and up close and personal meetings led by various organizations and customers of selected organizations based in the southern part of India. A pre-appraisal frame was likewise conceived to dissect the observation one has about himself/herself. An example of 225 individuals was drawn from various associations. Polls, organized meetings and preparing workshops were the main strategy for information accumulation. The discoveries of the

optional research and the data acquired through the meetings and survey was additionally examined and thought about. The analysis of the outcome was utilized to make an arrangement of inferences and proposals about the key issues for effective Neuro-Linguistic Programming execution inside the association. A subsequent report arranged following one month of preparing a workshop uncovered the achievement of NLP. The useful zones where NLP has a significant impact are adaptability in correspondence, arrangement, imagination, client care and stress administration. One of the pivotal viewpoints in any association is Communication. 89% of the respondents unequivocally concurred that NLP empowered them, comprehend their inclination for their faculties to learn and furthermore, convey the message the way the audience would like it to be conveyed.

One of the NLP assumptions expresses that the importance of your communication is the reaction regardless of what you say. Over 78% of the representatives concurred that the capacity to respond to feedback is improved by the NLP method of abstaining that is, changing the film in the psyche (recognition) and focusing on the positive aim behind the conduct. The region where NLP has a significant impact was sales and promoting, as it stresses offering the dream of owning the item than the item and methods for displaying the item through the favored channels (detects) of the collector. The accomplishment of NLP was verifiable in enrollment and arrangement by understanding the reasoning styles and persuading esteems through Meta programs which was to a great degree helpful in Recruitment, Placement as well as in Motivation and Notices. Around 67% of the respondents trusted that channel of discourse and less custom from the administration will make an open for the staff to talk about issues and thoughts with the associates and supervisors and this will construct trust and dependability among the staff and this was made conceivable via preparing in NLP. Of the respondents, 94% were agree to expand the capacity of the people to make and offer new learning since the accomplishment of NLP relies upon staff capacity and aptitudes to enroll their dedication and to be sincerely astute. The analysis of the essential research and the exchange of the outcome in conjunction with the optional research, gives a plan to the pursuer that the part of administration is critical in NLP execution. It can be finished up from the present investigation that NLP gives the supervisors and staff a quantum jump in the effectiveness

to work with, comprehend and spur other individuals, both independently and in gatherings.

Mainwaring and Skinner (2009) depend on the hypothesis that NLP can enable us to see how information separation works through appreciation of sensory representation systems (SRS). This can help advertisers in creating more successful communications to potential donors. The three essential SRS are 'visual, auditory, and kinesthetic. Interpretive phenomenology was utilized to decide whether individuals uncover which SRS they lean toward through the language they utilize. Twenty one adults extending in age from 22 years to post-retirement were picked. Members in little gatherings watched four ads that concentrated on mishandling at home. Prompt responses to the advertisements were caught and recorded. The promotions were intentionally picked in light of the fact that they were accessible and members were at that point acquainted with the work of the business. As they were all beginning from a similar level of info, there focus was on simply responding to the ads. Non-sensory language was utilized when making inquiries with a specific end goal to not influence reactions. No perceptible distinction attributable to age, sexual orientation or occupation was seen. The reactions appear to show some connection between whether the individual is visual, kinesthetic or auditory and the advertising messages that they observed to be generally convincing. Just visual and sensation inclinations were found in the reactions. This exploration finds that people are choosing data based on the favored sensory representational system and along these lines this is an imperative piece of the perceptual determination process and hence the buying procedure. It would be reasonable for organizations to create appeals that would speak to more than one SRS. The utilization of NLP gives an important method to portion a group of people along with developing meaningful client relationship.

Stipancic and Schiitz (2010) look at the impacts of Neuro-Linguistic Psychotherapy on psychological problems and observed personal satisfaction of customers who sought psychotherapy amid free practice. A sum of 106 psychotherapy patients was haphazardly allocated to a treatment group or a control group. The result was evaluated by the Structured Clinical Interview for DSM-IV Personality Disorders (SCID II) concerning clinical indications and by the Croatian Scale of Quality of Life as for Quality of Life. The treatment group got the measures at pre-, post-and five-month follow-up events, though

the controlled group got them at first and after duration of three months. The examination demonstrated that in the treatment group, when contrasted with the controlled group, there was a huge decline of clinical side effects and improvement in the personal satisfaction. As for clinical side effects, impact sizes were 0.65 at post-estimation and 1.09 at follow-up, demonstrating a generous lessening of indication strain, which is similar to the entrenched impacts of Cognitive Behavior Therapy. It was additionally discovered that there was a noteworthy increase in the observed personal satisfaction after treatment, when contrasted with the holdup list controlled group, with impact sizes in the vicinity of 0.51 and 0.73. Therapeutic improvements were as yet exhibit five months after the end of treatment, indicating further improvement in the similar direction. This research accordingly demonstrated that Neuro-linguistic Psychotherapy is a proficient intervention, which is on a standard with other, well-established and renowned psychotherapeutic strategies.

Bashir and Ghani (2012) investigated the different features of NLP with extraordinary reference to practical communication. Significance of powerful communication can scarcely be disregarded in any circle of life. One method for accomplishing successful communication such instrument is Neuro linguistic Programming (NLP) which has now taken root in different parts of learning and training. Its potential traverses education and learning, business management, language teaching language, law and marketing psychology and few other fields. Modeling is at the very heart of NLP. Modeling is to center around an expertise that one wishes to learn in an 'extraordinary performer' and discover how it is accomplished. The disclosure of comparative linguistic patterns in the utilization of language made way for another line of inquiry; these normal patterns were termed as Metamodel. Metamodels answer numerous entrancing inquiries regarding the procedure of communication. We utilize language for getting experience, language to consider the experience and after that language to pass on the experience. We get a great deal of information and knowledge through our faculties. Metamodel encourages us channel this information with the goal that we can make a significance out of it. NLP holds awesome potential for educating and learning process (Millrood, 2006).

There are numerous methods and methodologies which can help teachers enhance the educating learning atmosphere in their class. Effective correspondence in class is

straightforwardly proportional to students' learning and accomplishment, and fruitful correspondence is intensely subject to Neuro linguistic Programming (Brown, 2004). NLP not just spotlights on the procurement of information with the assistance of correspondence on reciprocal premise, yet additionally considers learning background a piece of colossal unconscious learning through change, and alteration of interior representative system. Consequently, students get hold of the new information and in addition adapt new techniques and hone his abilities to learn proficiently and cleverly. The familiarity with the procedure of correspondence and holding over NLP methodologies and techniques would unquestionably help contemporary teachers to become more creative and accomplish their results in a smart and professional manner.

Allan (2012) has looked to incorporate two domain, which are: NLP influencing strategies; and innovative mathematics' teaching method including methodologies, for example, more higher levels of collaborative learning, test, challenge and higher-order questioning both of which assert benefits, evaluate their consolidated adequacy and the degree to which the NLP training may improve effective teaching. Along these lines, this exploration tried to add to both the verbal confrontation about the helpfulness of NLP in education and the viability of NLP in general. The present examination comprised of a research design with three between-subject conditions and a within-subject pre-and post-treatment mathematics' fulfillment test. The three conditions were: (1) teacher given no preparation (control condition); (2) teachers prepared in creative mathematics teaching (including higher measures of higher-order questioning, challenge, critical thinking and community learning); (3) teachers prepared in NLP influencing skills notwithstanding the creative maths teaching method preparing in Condition (2). Every adult student member group took similar mathematics accomplishment test, pre and post-treatment. The outline of the research in this manner took into account the testing of two assumptions to be specific adult students whose teachers are prepared in inventive mathematics' instructional method accomplish higher mathematics results than adult students whose teachers have had no preparation and that preparation in NLP influencing skills improves the math's fulfillment of adult students whose teachers have prepared in creative math's teaching method. To test these assumptions, paired samples of t-tests are matched with pre-and post-treatment of adult students' mathematics accomplishment in the three conditions: without

training, preparing of teachers in creative mathematics teaching method; preparing of teachers in NLP influencing techniques. The information gathered from the pre and post-tests plainly showed that additional NLP training to inventive mathematics teaching method essentially enhanced achievement contrasted with both the control and creative mathematics instructional method condition. The factually noteworthy results of the paired sample t-tests, and the post hoc correlations, affirm that educators prepared in NLP persuasive techniques, notwithstanding creative math instructional method, enhanced mathematics accomplishment. This was the situation with respect to mean the difference between the pre-and post-treatment scores, and in connection with the distinction in final test score amongst all the three situations, an unmistakable affirmation of speculation (b). In conclusion, it can be said that the training of teachers in content-free NLP persuasive techniques demonstrated from family therapy and hypnosis seemed to enhance mathematics achievements for adult students where there was a standard of creative mathematical instructional method including the higher amount of dynamic learning and group work set up.

Sarmdiyan, Sepideh and Pouyamanesh (2012) inspected the viability of showing Neuro-linguistic programming methodologies on self-esteem of secondary school students in Ashkhaneh city. This research is experimental in nature. The researcher had used pre and post-tests of the controlled group. Students were chosen with the help of cluster sampling technique and the researcher put them in the control and test groups. For the purpose of sampling, 3 young lady's secondary schools were haphazardly chosen from 5 secondary schools and after that, 10 classrooms were haphazardly chosen from 30 classrooms of first to third grade in various fields. The measurement tools utilized as a part of the research were given to all the students and after fruition and reviewing the test scores, 30 students were chosen among 132 students with self-esteem scores lower than cut point utilizing a standard sampling strategy and afterward haphazardly set in two 15 member control and test groups. The test group was trained with the strategies of Neuro-linguistic programming for about 12 hours a week. The controlled group got no educational session. Toward the end of the sessions, tests were taken and following 6 week, re-test was performed in each group to think about outcomes of time lapse (follow-up). Smith's self-esteem questionnaire (S. I. E) was the data collection tool in this research. To meet the

suppositions, the covariance analysis was utilized. To find out the absence or presence of the distinction amongst test and controlled groups before preparing NLP, autonomous t-Test was utilized. This enables the specialist to address the observed distinction in the post-test amongst controlled and test groups to the instructional course all the more unequivocally. The outcomes affirmed the primary theory of this examination i.e., NLP training is very helpful for the self-esteem of the secondary school students. NLP training is very useful for the self-esteem of the high school students. The subsequent test outcomes demonstrated that, the rate of the increase in the self-esteem of the students is consistent over the time and oral review of the past session show that, students can rehearse learned aptitudes at home with their family members for better understanding and learning. The discoveries likewise demonstrate that, NLP training is useful on students' self-esteem following a month and a half. The impact of NLP training with scholastic confidence is not observed to be feasible after some time. The impact of NLP training on the students' individual, family, and self-esteem stayed stable following a month and a half. It is suggested that NLP training with a thorough level and as codified psychological health program in schools ought to be applied by the pertinent authorities because self-esteem is of uttermost importance for the individual's health.

After doing the detailed review of old and current researches, it was found that not a single research has been done on the persuasion of masses by the politicians with the help of Neuro-linguistic Programming. By doing the detailed analysis of the old and new researches conducted on NLP, the researcher observed that politicians, knowingly or unknowingly, also use NLP in their speeches in order to persuade the audience, but no study was conducted in this regard. Hence, this is the major research gap which has been identified by the researcher and the researcher has conducted a study in this domain.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides a comprehensive description of the selected Milton's Model for this study. Although, only the most important hypnotic patterns of the model have been opted to be analyzed in the selected speeches, there is a discussion on the rest of the pattern as well in this chapter so that the readers may get a detailed view of the model. The research methodology and the research tools are also discussed in this chapter along with the justification for the selected research tools for this study.

3.1 Theoretical Framework

Psychiatrist and linguists to study the NLP techniques put forward different models, but the researcher has chosen Milton Model which was given by Richard Bandler and John Grinder in 1975. It is the most notable model for studying the patterns of NLP. Milton Erickson was a world famous hypnotherapist and the founders of NLP named this model after him. Milton was able to appeal to the subconscious mind of his clients and avoid their critical faculties by using vague and permissive language, oblique references, and metaphors. Milton as a hypnotherapist used such vague language with his clients to make them believe that the clients themselves could think the solution of their problems. In his hypnotic model, Milton has provided different hypnotic and persuasive language patterns that move one from the specific towards the general in search of solutions that have been overlooked under one's present model of the world. The language patterns of Milton Model are as follows:

3.1.1 Mind Read

'Mind Read' is a hypnotic pattern in which you assume that you know the feelings and thinking of the other person even without inspection. In *'Mind Read'*, a person is supposed to be reading the mind of the second person even without asking him about his feelings or what he is thinking at the moment. It is also not disclosed that how the person has come to know about the other person's thinking or feelings. *'Mind Read'* pattern is shown by the use of words such as 'I know'. For example,

"I know you don't want to attend the ceremony."

3.1.2 Lost Performativity

In lost performatives, a person gives his personal opinion, but in such a way that it looks like a universal truth. The words *Lost Performative* itself indicate that the performer of the action is lost. For example,

"Things always work out in the end"

Or

"Eight glasses of water keep a person healthy"

3.1.3 Cause and Effect

A cause and effect hypnotic pattern is a relationship between two events in which one causes the other event/s to happen. The relationship between the two events is usually shown by using the words such as: As you... then you, or if... then... so, because, etc. For example, if you can study in the morning, then you can achieve your goals.

3.1.4 Complex Equivalence

Attribute meaning to something that may or may not has a 'cause' capability.

"Being here means that you will change easily."

3.1.5 Presupposition

Presupposition is tacitly assumed pre-hand knowledge or belief relating to the utterance whose truth is taken for granted. For example, if I say “I failed in Biology again!” it would make the presupposition that I had failed in Biology earlier as well.

3.1.6 Universal Quantifier

Universal quantifiers are the words that have no exceptions and involve a universal generalization without a referential index. Everyone, all, no one, etc. are few examples of the universal quantifiers.

3.1.7 Modal Operator

Modal Operators are the words which are used to show possibility or necessity of something. Commonly used modal operators are can, must, will, have to, etc. For example,

“You should help others.”

Or

“One must obey rules and regulations.”

3.1.8 Nominalization

Words which are formed as nouns and which are shorthand for processes.

“People can come to new understandings.”

Here 'understandings' is used as a noun and is shorthand to describe the ongoing experience of 'understanding' or 'making sense of something'.

3.1.9 Unspecified Verb

Unspecified verb is the one that talks about an action but does not fully describe how the action has taken place. For example:

“My wife frustrates me.”

“Her father is rude.”

Both examples talk about the action which has taken place, but none describes the action. In the first example, it is not described how the wife frustrates him. Similarly, in the second example, it is not described which action of father was considered as a rude action

3.1.10 Tag Question

Tag question is formed by adding a question at the end of a simple statement. Tag questions are useful in getting the response from a person who resists giving his opinion. Examples of tag questions are:

“You understand him, don’t you?”

“Internet is really useful, isn’t it?”

3.1.11 Lack of Referential Index

An expression without specific reference to any portion of the speakers/listeners experience.

“People can change.”

3.1.12 Comparative Deletion

Comparative deletion is an unspecified comparison in which hypnotic words are used to make a comparison without specifying or explaining what and with whom the comparison is made. This vague or unclear comparison is done by using the words such as faster, better, best, stronger, harder, more, bigger, brighter, healthier, smarter, louder, superior, etc. Example of comparative deletion is:

“We offer bigger burgers.”

3.1.13 Pace Current Experience

In pace current experience, the current experience is described with the help of sensory-grounded behaviorally specific information. For example:

“You are sitting in front of me, looking at me, and listening to me...”

3.1.14 Double Bind

It invites choice within a larger context of 'no choice'.

“Do you want to begin now or later?”

Or

“Do you want to go into trance before or after you sit down?”

3.1.15 Embedded Commands

An embedded command is a kind of hidden proposal that is concealed within a larger content or communication. These are the messages which are embedded in the normal communication and they are not heard by the conscious mind rather they are meant for the unconscious mind of the listener. These messages are often marked by the change in voice or body language of the speaker and these gestures are picked by the unconscious mind of the listener. For example,

“I will not suggest to you to stand over here.”

In the above example, the embedded command is not to stand in that place.

3.1.16 Conversational Postulate

Conversational postulates are the types of questions which could be answered by simply, yes or no, but usually they do not require a literal answer but a behavioral response. They ask the other person to perform some activity. These questions contain some hidden command in them. For example,

“Can you shut the door?”

3.1.17 Extended Quote

In extended quote, the information is provided in the form of a quote but in rambling context. An example of the *Extended Quote* is:

In my childhood, my teacher once told me before my exams “*Hard work brings success.*”

3.1.18 Selectional Restriction Violation

In selectional restriction violation, the qualities and attributes of animate objects are given to the inanimate objects.

“Your chair can support you as you make these changes.”

Or,

“Your diary tells interesting tales.”

3.1.19 Ambiguity: It means lack of specificity.

a. Phonological: “your” and “you're” - same sound, different meaning.

b. Syntactic: More than one possible meaning. “Shooting stars” or “leadership shows” - the syntax is uncertain within the context, i.e. adjectives, verbs or nouns?

c. Scope: “Speaking to you as a changed person...” (Who is the changed person?) or “The old men and women...” - the context does not reveal the scope to which a verb or modifier applies.

d. Punctuation: Punctuation is unexpected and does not 'follow the rules', i.e., improper pauses, rambling sentences, incomplete sentences – which ultimately forces the listener to 'mind read'.

“Hand me your watch, how quickly you go into a trance.”

3.1.20 Utilization

It takes advantage of everything in the listener’s experience (both internal and external environments) to support the intention of the speaker.

Client says: “I don't understand.”

Response: “That's right... you don't understand, yet, because you've not taken that one deep breath that will allow the information to fall easily and comfortably into place.”

3.2 Research Methodology and Research Tools

The researcher has applied general principles of qualitative and quantitative research for this study, and the study is based on the linguistic analysis. As the study analyzed selected persuasive techniques applied in political speeches, it focused on the linguistic patterns as stated in the Milton Model. For the purpose of this study, the researcher has selected pre-election speeches of American and Pakistani politicians. The speeches were delivered in the important states and cities of American and Pakistan. The speeches were taken from the official websites of the American politicians and in case of Pakistani politicians, speeches were taken from YouTube. The selected speeches were analyzed completely for finding the persuasive techniques precisely. The researcher divided the speeches in different utterances on the basis of sentence completion and after that the transcribed version of each speech was investigated. The researcher analyzed and compared the findings to find out what persuasive techniques the politicians have used and which country’s politicians have used the techniques the most.

Furthermore, the data obtained was analyzed quantitatively in simple numbers, percentages and calculations. The results obtained from the analysis of the speeches from politicians of both the countries were compared in order to know which politicians used more of the persuasive techniques in his pre-election speeches. Thus, this study is also

evaluative, analytical and comparative in nature apart from qualitative and quantitative. The primary research sources were pre-election speeches of the American and Pakistani politicians.

3.4 Population of the Study

Speeches of Pakistani and American politicians are the population of the study.

3.5 Targeted Population

Speeches by the following politicians are the population of the study.

1. Donald Trump
2. Hillary Clinton
3. Imran Khan
4. Nawaz Shareef

3.6 Sample Size

In case of American politicians, researcher has selected four pre-election speeches; two from New York, one from California and one from Texas. Trump's two speeches are selected from New York and Texas whereas Hillary's two speeches are selected from New York and California. On the other hand, in case of Pakistani politicians, speeches from Lahore, Peshawar, Multan and Murree are selected. Nawaz Shareef's two speeches are selected from Murree and Multan whilst Imran Khan's speeches are selected from Lahore and Peshawar. Overall, eight speeches from these selected American and Pakistani politicians are selected as a sample of the study.

CHAPTER 4

DATA ANALISYS

This chapter deals with the data analysis followed by the critical discussion. All the selected speeches of the selected politicians are analyzed in the light of the hypnotic patterns of the Milton Model. The selected speeches are divided into sentences and then these sentences are analyzed with the help of the model leading to a detailed discussion of the data in the form of tables and graphs.

The detailed description of the NLP patterns used by all the selected politicians in their speeches along with the examples of the pattern used in the speeches and explanation of the examples is discussed in detail below:

4.1 Mind Read

'Mind Read' is a hypnotic pattern in which you assume that you know the feelings and thinking of the other person even without inspection. In *'Mind Read'*, a person is supposed to be reading the mind of the second person even without asking him about his feelings or what he is thinking at the moment. It is also not disclosed that how the person has come to know about others' thinking or feelings. *'Mind Read'* pattern is shown by the use of words such as 'I know'. For example,

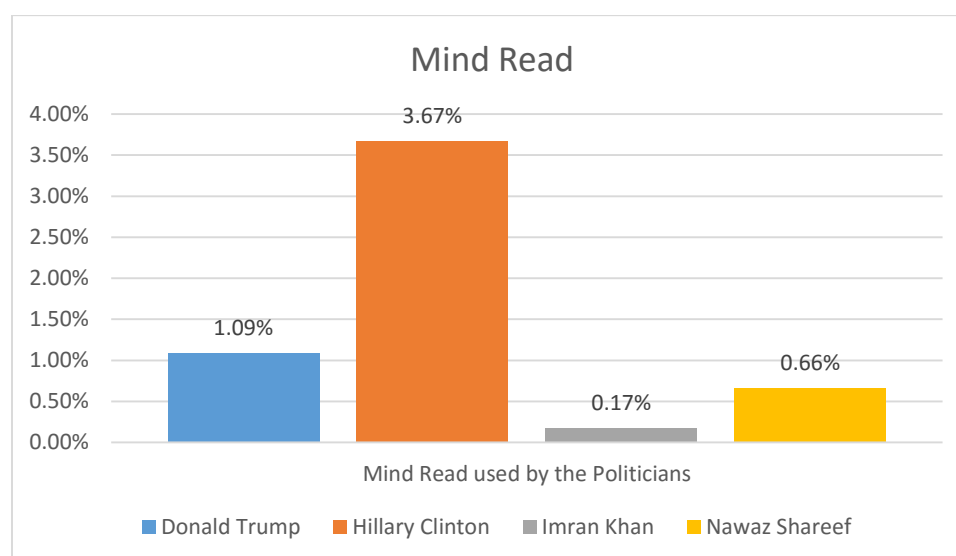
“I know you don't want to attend the ceremony.”

Table 4.1 contains the frequency of the *'Mind Read'* used by the selected politicians along with the percentage with which the politicians have used this pattern.

Name of the politician	Mind Read used by the Politicians	Percentage
Donald Trump	07	1.09%
Hillary Clinton	23	3.67%
Imran Khan	01	0.17%
Nawaz Shareef	04	0.66%

Table 4.1 Usage of 'Mind Read' by the Selected Politicians

The table showed that almost all the selected politicians have used 'Mind Read' in their speeches. Donald Trump has utilized this NLP technique 07 times in his both speeches with a percentage of 1.09% whilst Hillary Clinton has used 'Mind Read' 23 times with a percentage of 3.67% in both of her speeches. On the other hand, talking about Pakistani politicians, Imran Khan used it only 01 time with percentage of 0.17% and Nawaz Shareef used it 04 times with percentage of 0.66% in both of their speeches. The figures explained that American politicians utilized this NLP technique more frequently than the Pakistani politicians. The data given in the table 4.1 is represented in the following graph.



Graph 4.2 Percentage of Mind Read

Similarly, graph 4.1 displayed with which percentage all the selected politicians have used '*Mind Read*'. It shows 0-4 percent vertically. Four bars are shown in the figure. The first bar showed Donald Trump's percentage, the second bar, which is the highest bar showed Hillary Clinton's percentage whilst the lowest bar which is the third bar showed Imran Khan's percentage and fourth bar showed Nawaz Shareef's percentage.

During the analysis of the speeches it was observed that firstly all the politicians gathered the information about the sufferings and problems of their potential voters and later they used this technique of '*Mind Read*' in their speeches by saying that they know the problems and sufferings of the voters. By using this technique, they wanted to create rapport with their voters and wanted to make them realize that they are aware of their current issue and problems and ultimately assure the voters that since they know the problems only they can provide the solution of these problems. All the problems will be solved only if they vote for them and elect them as their representative. Examples of '*Mind Read*' from the speeches of the politicians are as follows:

4.1.1 Examples of '*Mind Read*' from the speeches of Donald Trump

“When I see the crumbling roads and bridges, or the dilapidated airports, or the factories moving overseas to Mexico, or to other countries, I know these problems can all be fixed, but not by Hillary Clinton – only by me” (Donald Trump's New York Speech 2016, utterance number 08)

The above example showed that Donald Trump has employed '*Mind Read*'. He had gathered information about the conditions of the roads, bridges and airports. He gathered this knowledge to create rapport and make the people realize that he is one of them and he is also suffering from the same issues. He also ensured them that he knows the voters' problems and only he will be able to solve these problems and not Hillary Clinton.

In another example, in utterance number 116 of the New York speech, Donald Trump has used *Mind Read* and talked about the inabilities of Hillary Clinton. He tells the potential voters that he knows that Hillary's style is impulsive and volcanic. She does not care for the rules which are set for everyone and her temperament is not suitable for the person who wants to become the President of the United States.

Similarly, in his Texas speech (2016), in utterance number 108, Donald Trump has utilized *Mind Read* and talked about the server of Hillary Clinton. He says that he knows that her server is unsecure and FBI Director also believes the same that her server can easily be hacked by the foreign enemies. He points out that Hillary had worked on the important positions in government and she has top secret information on her server and if her server can be hacked then it can be disastrous for American security. Therefore, a person who cannot protect her server, how can she protect the people of the United States; hence, she does not deserve to be the President of the United States.

4.1.2 Examples of ‘Mind Read’ from the speeches of Hillary Clinton

“We all know the tools Donald Trump brings to the table – bragging, mocking, composing nasty tweets – I’m willing to bet he’s writing a few right now” (Hillary’s speech of California 2016, utterance number 126)

In the example given above, Hillary Clinton has used the ‘Mind Read’ and talked about the personality of Donald Trump. She takes the voters into confidence that everyone knows that Donald Trump is a non-serious person, who mocks, brags and makes fun of other people, hence such person does not deserve to be your president. Similarly, in utterance number 142 of her New York speech, Hillary Clinton employs ‘Mind Read’ and says that everyone knows her running mate is Catholic and she discussed with him the idea of the more, the better, and the idea is taken from the Jesuits of Magi’s.

In another example, in her California speech (2016), utterance number 257, she uses ‘Mind Read’ to ensure the potential voters that she knows every one of them loves this country and she also loves this country too. Since she loves this country, she will not do anything which will bring disaster for the country and her first and the ultimate priority will be to make this country progressive.

4.1.3 Examples of ‘Mind Read’ from the speeches of Imran Khan

“There was a young man whose name was Bilawal Zardari, his name was changed to Bilawal Bhutto because no one can lead the Peoples’ Party except Bhutto and Masha Allah Bilawal Bhutto knows very little Urdu like my son Salman does”(Imran Khan’s Peshawar speech 2013, utterance number 44)

Imran Khan used this element of ‘Mind Read’ just once in his speeches. His purpose of using this technique over here is to make the audience realize the flaws of his political

opponent and shortcomings of the leader of that political party. He says this because he wants to put in the minds of the potential voters that the other political party is a family based party, which no other person can lead, but only the Bhuttos and the political leader which the party has chosen who may not capable of properly using and understanding even their language.

4.1.4 Examples of ‘Mind Read’ from the speeches of Nawaz Shareef

“Everyone knows that when Nawaz Shareef makes promise, with the help of the Almighty, he fulfills his promise” (Nawaz Shareef’s Murree speech 2013, Utterance number 32)

In the above example, Nawaz Shareef has used ‘Mind Read’ and told the potential voters that everyone knows that Nawaz Shareef always stands by his promise which he makes in his pre-election speeches and he will again fulfill his promises after coming into power again.

“You people know that whenever Nawaz Shareef says something, he acts upon it.” (Nawaz Shareef’s Multan Speech 2013, Utterance number 67)

Again in this example, Nawaz Shareef has used ‘Mind Read’ to remind his potential voters that they know that he always stands by his words and this time too he will make sure to fulfill whatever promises he makes in his pre-election speeches.

4.2 Lost Performative

In lost performatives, a person gives his personal opinion, but in such a way that it looks like a universal truth. The words ‘Lost Performative’ itself indicate that the performer of the action is lost. For example,

“Things always work out in the end”

Or

“Eight glasses of water keep a person healthy”

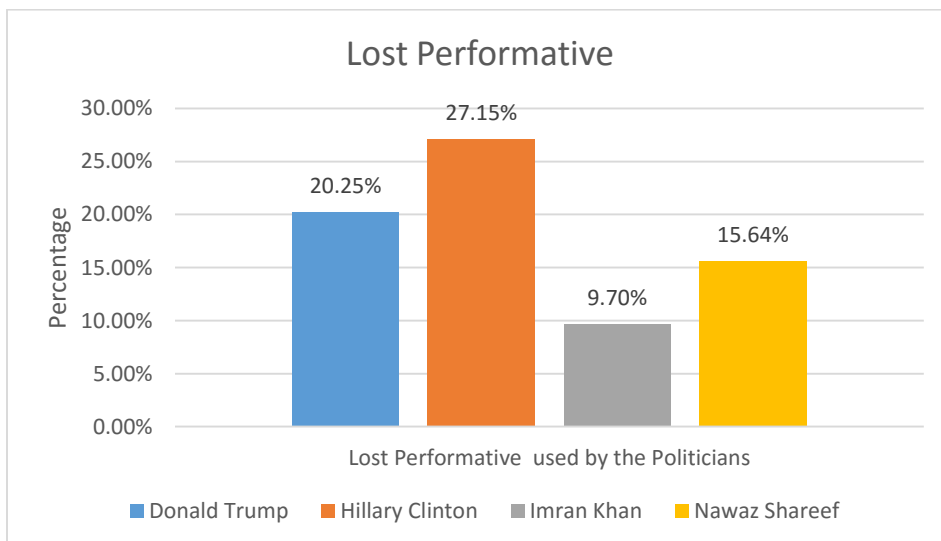
Both these examples are stating the personal opinion, but the opinion is stated in such a way that it looks like a general opinion and no one knows who said these since the performer in both of the stated examples is not known.

Table 4.2 shows the frequency and percentage of usage of ‘Lost Performative’ by all the selected politicians in their selected speeches.

Name of the politician	Lost Performative used by the Politicians	Percentage
Donald Trump	129	20.25%
Hillary Clinton	170	27.15%
Imran Khan	56	9.70%
Nawaz Shareef	94	15.64%

Table 4.2 Usage of Lost Performative

Table 4.2 shows that all the politicians, whether American or Pakistani have utilized lost performative to a great extent. Talking about the American politicians, Donald Trump has used the feature of ‘Lost Performative’ 129 times in both of his speeches with a percentage of 20.25%, whilst his opponent, Hillary Clinton has used it 170 times with a percentage of 27.15% in both of her speeches. On the other hand, in Pakistani politicians, Imran Khan has employed this persuasive technique 56 times in both of his speeches with a percentage of 9.70% and Nawaz Shareef has utilized this NLP technique 94 times with a percentage of 15.64% in both of his speeches. The above stated data shows that American politicians again have employed this persuasive technique more frequently in their speeches than Pakistani politicians. The data shown in the Table 4.2 is graphically represented in the graph below:



Graph 4.2 Percentage of Lost Performative

Graph 4.2 displays with which percentage all the selected politicians have used ‘Lost Performative’. Four bars are shown in the figure. The first bar shows Donald Trump’s percentage, the second bar shows Hillary Clinton’s percentage, the third bar shows Imran Khan’s percentage and fourth bar shows Nawaz Shareef’s percentage.

All the utterances in which the politicians have used ‘Lost Performative’ are observed and it is concluded that all the politicians have used this technique to give their value judgment and criticize their opponents’ policies and actions in such a way that it looks like a general opinion. They have used lost performative in their speeches because they want to make the audiences realize that it’s not only they but everyone considers that the actions and policies of their opponents are wrong. They want to portray to the potential voters that now everyone in the country has realized that their opponent political leaders are not capable of bringing any good for the country and they work only for their own material benefits. Examples of ‘Lost Performative’ from the speeches of the selected politicians are as follows:

4.2.1 Examples of ‘Lost Performative’ from the Speeches of Donald Trump

“It’s rigged by big businesses who want to leave our country, fire our workers, and sell their products back into the U.S with absolutely no consequences for them.”(Trump’s speech of New York 2016, Utterance number 19)

In the example given above, Donald Trump has used ‘Lost Performative’ to give his value judgment. He says that everyone in the country believes that Hillary Clinton and her allied government have given the big businesses to the foreigners and these foreigners have rigged their economy and made their workers jobless. Similarly, in utterance number 40 of the same speech, Donald Trump says by using ‘Lost Performative’ that everyone thinks that Hillary Clinton and her allied government have focused on their own special interests without considering the public interest and this election provides the choice to the people of America whether they want to re-elect these unconcerned people and get surrendered by them again or choose our government and get freedom from such indifferent people.

In his Texas speech (2016), in utterance number 74, he gave his value judgment by using ‘Lost Performative’ and says that immigrants have been responsible for all the terrorist activities happening in the United States since 9/11. At another point in the same

Texas speech utterance number 91, Donald Trump gives his value judgment that everyone believes that Hillary Clinton is a corrupt politician who does not think about country's interest and always looks for her own personal benefits. Hence, America will not elect a corrupt candidate like her as a President of the US.

4.2.2 Examples of 'Lost Performative' from the Speeches of Hillary Clinton

“People look at the Statue of Liberty and they see a proud symbol of our history as a nation of immigrants, a beacon of hope for people around the world” (Hillary Clinton's New York Speech 2016, utterance number 30)

In the example stated above, Hillary Clinton have used 'Lost Performative' and has given her value judgment that everyone considers America as a beacon of hope that is why people from around the world come to America for better future. In the same way, In another example from the same speech utterance number 39, Hillary Clinton has made use of 'Lost Performative' and pointed out towards the general belief that every religion of the world preaches its followers to be humble and kind by heart and you do not need to be a very pious person to be humble.

In a speech in California (2016), utterance number 24, Hillary Clinton has utilized 'Lost Performative' to point out towards a general opinion that Donald Trump is in favor of countries having nuclear weapons. He even wants Saudi Arabia to have a nuclear weapon as well. In another example, in her California speech utterance number 86, Hillary Clinton has given her value judgment by using 'Lost Performative' and says that it is a general opinion that Trump wants to see America alone, without its allies and friend that is why he talks about leaving NATO and leaving Israel alone.

2.2.3 Examples of 'Lost Performative' from the Speeches of Imran Khan:

“Morality is more powerful than physical strength” (Imran Khan's Lahore Speech 2013, Utterance number 45).

In the example given above, Imran Khan has utilized 'Lost Performative' for pointing towards a general opinion which states that moral values and ethics are to be respected since they are more powerful than any physical strength.

In his Peshawar speech (2013), utterance number 50, Imran Khan has again used 'Lost Performative' to talk about the general belief that a good leader should be brave as he is the one who has to lead others and cowards cannot be leaders.

Similarly, in another instance, in the utterance number 78 of the Peshawar speech, Imran Khan has given his value judgment with the help of ‘Lost Performative’ and expressed the general public opinion that all the political parties which were in government have done corruption. Therefore, according to him, it is time for a change and they should elect a party which has no track record of corruption and will not do any corruption even after getting into power.

4.2.4 Examples of ‘Lost Performative’ from the Speeches of Nawaz Shareef

“Nowadays, if anyone falls ill here in Murree, people take the patient to Karachi, Lahore and Islamabad.” (Nawaz Shareef Speech of Murree 2013, Utterance number 22).

In the utterance given above, Nawaz Shareef has used ‘Lost Performative’ to express the general views that since there is no big hospital in Murree, people have to take their patients to the hospitals of the bigger cities.

“Only one province was progressing, peoples’ problems were getting solved, development was being made, metro bus service was started, and the name of that province is Punjab” (Nawaz Shareef Speech of Murree 2013, Utterance number 60).

Again in the example given above, Nawaz Shareef has made use of ‘Lost Performative’ to talk about the views of the public who believe that in the past five years, only one province of Pakistan has seen progress and that province is Punjab, and it is because of the reason that Punjab was ruled by PMLN.

4.3 Cause and Effect

A cause and effect hypnotic pattern is a relationship between two events in which one causes the other event/events to happen. The relationship between the two events is usually shown by using the words such as: As you... then you, or if... then... so, because, etc. For example,

“If you can study in the morning, then you can achieve your goals.”

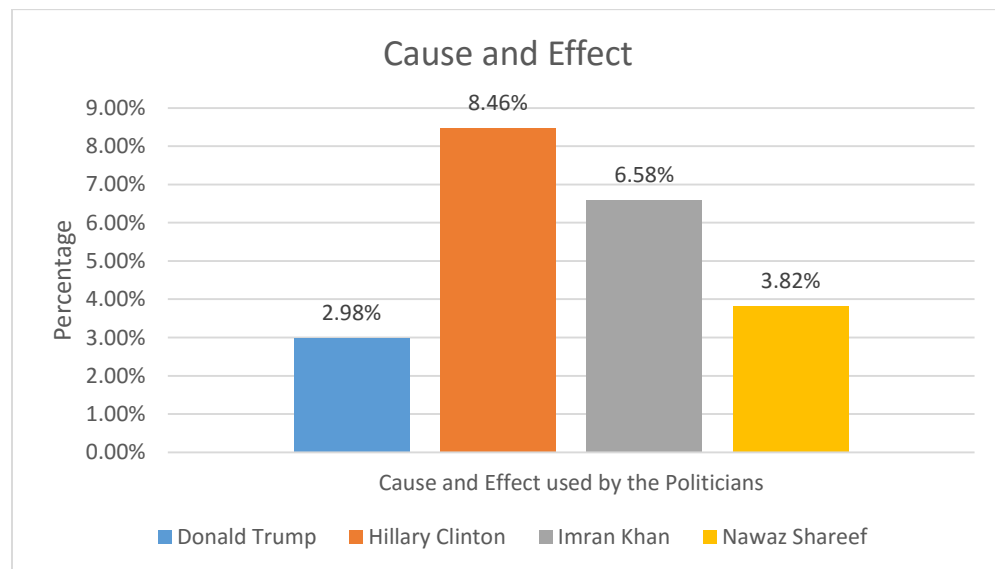
The above example states the cause and effect relationship between studying in the morning and achieving one’s goals.

Table 4.3 shows the frequency and percentage of usage of ‘Cause and Effect’ by all the selected politicians in their selected speeches.

Name of the politician	Cause and Effect used by the Politicians	Percentage
Donald Trump	19	2.98%
Hillary Clinton	53	8.46%
Imran Khan	38	6.58%
Nawaz Shareef	23	3.82%

Table 4.3 Usage of Cause and Effect

The data shown in the Table 4.3 explains that all the selected politicians have often utilized this NLP technique in their speeches. Donald Trump has used this ‘Cause and Effect’ pattern in both of his speeches 19 times with a total percentage of 2.98% whilst Hillary Clinton has taken help from this hypnotic pattern 53 times in both of her speeches with a percentage of 8.46%. Imran Khan has utilized this pattern 38 times with a percentage of 6.58% in his both speeches. Similarly, taking about Nawaz Shareef, he has used this ‘Cause and Effect’ pattern 23 times in his speeches with a total percentage of 3.82%. The data given in the table is graphically represented below:



Graph 4.3 Percentages of Cause and Effect

Graph 4.3 displays with which percentage the use of ‘Cause and Effect’ by the selected politician. Four bars are shown in the figure. The first bar shows Donald Trump’s percentage, the second bar which is highest in percentage shows Hillary Clinton’s

percentage whilst the third bar which is the second highest shows Imran Khan's percentage and fourth bar shows Nawaz Shareef's percentage.

The speeches of the selected politicians are analyzed and it is observed that almost all the politicians have emphasized in their speeches the value of making right choices. They tried to make their potential voters realize that they should make the right decision and vote for them and if they will not make the right decision then they will have to suffer. First, these politicians pointed out the weaknesses of their opponents in their speeches and later have made the voters realize that if the voters make the wrong decision of voting their opponents then the voters will be ruled by such corrupt and incompetent people. Examples of '*Cause and Effect*' patterns from the selected speeches of the selected politicians are as follow:

4.3.1 Examples of 'Cause and Effect' from the Speeches of Donald Trump

"If our Secretary of State can be bought, or bribed, or sell or trade, government favors, then the whole American system is threatened" (Donald Trump's Texas Speech 2016, utterance number 87)

In the above example, Donald Trump has used the words like, if and then, to show 'Cause and Effect' relationship. In the example, he has threatened the potential voters by telling them that Hillary Clinton is a corrupt lady, she can accept bribe or trade for getting her own personal benefits and if they will choose her as the head of the state then the whole American system will be in danger. Again in the same speech, utterance number 124, Donald Trump has expressed the 'Cause and Effect' by using the word 'if'. In this example, he has expressed the relationship between giving charity to Hillary's Foundation and getting entry into the States' Department.

In his New York speech (2016), utterance number 14, the word used to show 'Cause and Effect' relationship between two events is "so". Donald Trump has asked Bernie Sanders' voters to support him as a result; they both will join each other to solve the problems of America. In the same way, in another example from the same New York speech utterance number 54, Donald Trump has expressed the 'Cause and Effect' relationship by using the word 'so'. Here, he has expressed the relationship between America's progress and economic system. He states that America can become rich again if they bring reforms in their economic system.

4.3.2 Examples of ‘Cause and Effect’ from the Speeches of Hillary Clinton

“This is not someone who should ever have the nuclear codes – because it’s not hard to imagine Donald Trump leading us into a war just because somebody got under his very thin skin” (Hillary Clinton’s California Speech 2016, utterance number 21)

In the above example, Hillary Clinton has used the word ‘because’ twice to show ‘Cause and Effect’ relationship. She has used this pattern to alarm her potential voters about the side effects of voting Donald Trump. She has told about the rage of Donald Trump and how his rage can lead America into a war since he will have the nuclear codes with him.

In another example from the same speech, utterance number 72, Hillary has used the word ‘so’ to show ‘Cause and Effect’ relationship. In this example, she has used this relationship to express the usefulness of allies in the time of war. She has stated that allies are important for any country, especially in the time of war and Donald Trump is against American allies and he wants to keep America alone, therefore, he should not be voted.

In the New York speech (2016), utterance number 130, Hillary Clinton has expressed the ‘Cause and Effect’ relationship by using ‘if’. She has used this to talk about the strategy of Donald Trump, who is threatening the voters that if Al Smith is elected as president, he will stop you people from reading the Bible since he is a Catholic.

4.3.3 Examples of ‘Cause and Effect’ from the Speeches of Imran Khan:

“If ever I fail to fulfill my promises, then remove me from my position as a Chairman of PTI” (Imran Khan’s Lahore Speech 2013, utterance number 56)

In the above example, Imran Khan has utilized the words ‘if’ and ‘then’ to show the cause and effect relationship. Imran Khan has used ‘Cause and Effect’ pattern to express that he will try his best to fulfill the promises which he is making with the voters and if he breaks his promises then he should be removed from the chairmanship of PTI. Likewise, in the same speech, utterance number 80, Imran Khan has made use of the ‘if’ to talk about ‘Cause and Effect’ relationship. Imran Khan has expressed the relationship between justice and Allah’s blessing with the help of ‘Cause and Effect’ relationship. He has told that justice in a society brings Allah’s blessings.

In his Peshawar speech (2013), utterance number 06, he has again used ‘if’ to show cause and effect relationship. Imran Khan has made use of ‘Cause and Effect’ to discuss about the effects of revolutionizing one’s self. According to him, revolutionizing one’s

heart can bring revolution in Pakistan. Again, in the same speech utterance number 112, Imran Khan has made use of ‘if’ and ‘because’ to talk about ‘Cause and Effect’ relationship. He has stated the reason why Muslims, even today are ready to sacrifice their lives for our beloved Prophet (PBUH); it is because he has struggled all his life for Islam and Muslims.

4.3.4 Examples of ‘Cause and Effect’ from the Speeches of Nawaz Shareef:

“If the Government of Nawaz Shareef had stayed, he would have planned to start a railway service from Rawalpindi/Islamabad to Murree”(Nawaz Sharif’s Murree Speech 2013, utterance number 04)

In the above example, Nawaz Shareef has used the word ‘if’ to talk about ‘Cause and Effect’ relationship. He has utilized this pattern to express his grief that his government was ended early and if his government had stayed for longer he would have started railway service in Murree. Similarly, In another example from the same speech, utterance number 102, Nawaz Shareef has again used ‘if’ to talk about ‘Cause and Effect’ to criticize the President Asif Zardari that he has done nothing for the betterment of Pakistan and he would have praised him if he had done some good for the nation.

In utterance number 16 of his Multan speech (2013), Nawaz Shareef has used the word ‘so’ to show ‘Cause and Effect’ relationship. Here in this example he has again criticized the leaders of the Peoples’ Party that they had done nothing for the people and if they had done something people would have been praising them as they are praising PMLN. In the same way, in another example from the same Multan speech, utterance number 98, Nawaz Shareef has used ‘Cause and Effect’ relationship and used the word ‘if’ to link Allah’s will and revolution in Pakistan. According to him, if Allah gives his party a chance once again, they will bring revolution in Pakistan with their projects.

4.4 Presupposition

The presupposition is tacitly assumed pre-hand knowledge or belief relating to the utterance whose truth is taken for granted. For example,

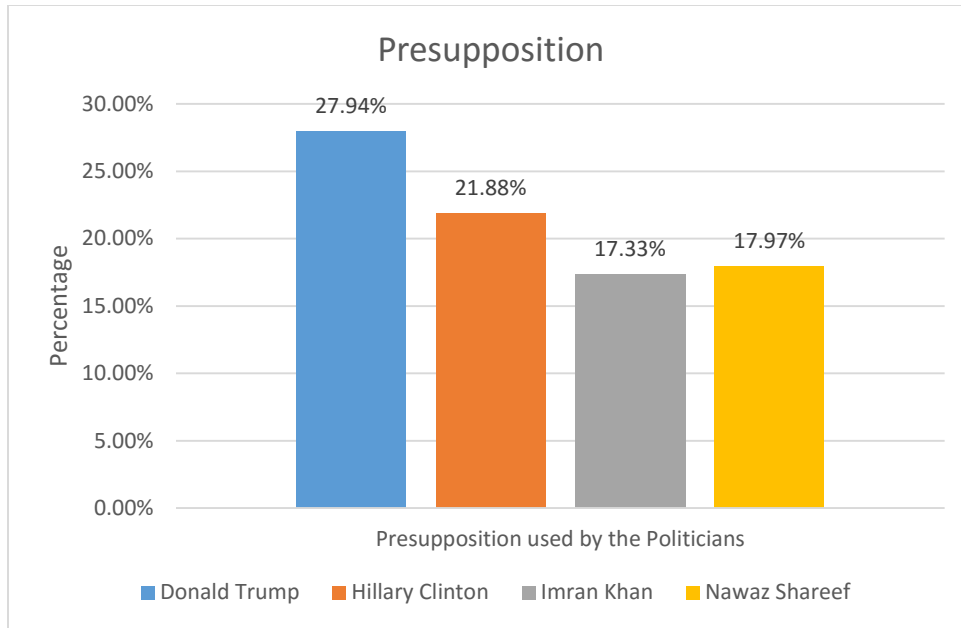
If I say “I failed in Biology again!” it would make the presupposition that I had failed in Biology earlier as well.

Table 4.4 shows the frequency and percentage of usage of '*Presupposition*' by all the selected politicians in their selected speeches.

Name of the politician	Presupposition used by the Politicians	Percentage
Donald Trump	178	27.94%
Hillary Clinton	137	21.88%
Imran Khan	100	17.33%
Nawaz Shareef	108	17.97%

Table 4.4 Usage of Presupposition

The table 4.4 explains that all the politicians have used presuppositions to a great extent. The table shows that Donald Trump has made use of this NLP hypnotic pattern to a great extent in his both speeches. He has used '*Presupposition*' 178 times in his both speeches with a percentage of 27.94 and his counterpart Hillary Clinton has utilized this pattern 137 times with a percentage of 21.88 in her selected speeches. Whereas on the other hand, Pakistani selected politicians have also employed this pattern frequently in their speeches. It is analyzed that Imran Khan has employed this pattern 100 times in his both speeches with a percentage of 17.33, whilst, Nawaz Shareef was not behind from him in using this pattern. He has used '*Presupposition*' technique 108 times in his both selected speeches and his percentage of using this pattern was 17.97. The above stated data and figures show that American politicians have employed this technique of '*Presupposition*' more frequently than the Pakistani politicians in their selected speeches. The data presented in the table 4.4 is shown graphically below:



Graph 4.4 Percentage of Presupposition

Graph 4.4 displays with which percentage all the selected politicians have used 'Presupposition'. Four bars are shown in the figure. The first bar which is the highest bar shows Donald Trump's percentage, the second bar, which is the second highest bar shows Hillary Clinton's percentage whilst the third bar which is the lowest shows Imran Khan's percentage and fourth bar shows Nawaz Shareef's percentage.

In their speeches under analysis, the politicians assumed that the audiences already have the established beliefs and ideals about the incidences the politicians are referring to in their speeches. The audiences are well aware of the flaws in the policies of the political opponents of the selected politicians, and they have the same complaints and problems from their counterpart politicians. These politicians have also used this presupposition to create rapport with their audiences so that the audiences believe that this politician is already aware of the problems which the masses are facing. Examples of 'Presupposition' patterns from the selected speeches of the selected politicians are as follow:

4.4.1 Examples of ‘Presupposition’ from the Speeches of Donald Trump

“When I see the crumbling roads and bridges, or the dilapidated airports, or the factories moving overseas to Mexico, or to other countries, I know these problems can all be fixed, but not by Hillary Clinton – only by me”(Donald Trump’s New York Speech 2016, utterance number 08)

In this example, Donald Trump has made a ‘Presupposition’ that the roads and bridges are present, but in a bad condition and there are factories but these factories are moving to other countries. Furthermore, he has tried to create a rapport with the voters by stating that he knows all these problems and he will solve these problems when selected as a President. In the same way, in another example from the same speech, utterance number 194, Trump said, “The real wages of our workers have not been raised for 18 years -- but these wages will start going up, along with the new jobs.” Here in this example, it is presupposed that the American workers are given wages but the wages are not enough, furthermore, no new jobs are created.

In Trump’s Texas speech (2016) utterance number 27, Donald Trump said, “Together, we will create a safe community for every citizen in the land – but especially those who have not known safety in a very, very long time.” It is presupposed in this example that there are places in America where people are not living a safe life and he talks about creating a safe community for everyone living in America. Again, in the same speech, utterance number 118, Donald Trump said, “But once Bill was out of office the small time Clinton business – or, more accurately, their crime enterprise – grew with the roles reversed.” In this example, it is presupposed that everyone knows that Bill Clinton was the President of the United States and after stepping down from Presidency, he joined his wife’s business.

4.4.2 Examples of ‘Presupposition’ from the Speeches of Hillary Clinton

“And when I think about what Al Smith went through it's important to just reflect how groundbreaking it was for him, a Catholic, to be my party's nominee for president” (Hillary’s Speech of New York 2016, Utterance number 129)

In the above example, the presupposition is that Al Smith has suffered a lot and he is the only Catholic in history who is contesting for her party’s nominee for president. Similarly, in another example from the same New York speech, utterance number 28,

Hillary Clinton said, “ It's always a special treat for me to be back in New York; a city that I love and which I think truly embodies the best of America”. In this example, it is presupposed that Hillary was in New York before and she believes that it is the best city of American.

In Hillary Clinton’s California speech (2016), utterance number 11, Hillary Clinton said, “As Secretary of State, Senator and First Lady, I had the honor of representing America abroad and helping shape our foreign policy at home”. Here in this example, it is presupposed that everyone knows that Hillary Clinton had been the Secretary of State, Senator and wife of the former President of America.

In the same speech utterance number 151, Hillary said, “He said, 'You've got to give Kim Jong Un credit' for taking over North Korea – something he did by murdering everyone he saw as a threat, including his own uncle, which Donald described gleefully, like he was recapping an action movie.” In this example, it is presupposed that everyone knows Kim Jong is the President of North Korea.

4.4.3 Examples of ‘Presupposition’ from the Speeches of Imran Khan

“Take the example of West, how they safeguard the rights of their poor people, they offer free medical facilities, free education and free justice to them.” (Imran Khan’s Lahore Speech 2013, utterance number 82)

In the above example, it is presupposed that Pakistani people are deprived of all these facilities which the people of West enjoy. People here in Pakistan are not safe, poor people are not provided with the free medical facilities, no free education and free justice is provided to the people in Pakistan. Again, in another example from the same Lahore speech, utterance number 18, Imran Khan said, “To gather the huge population in Lahore, and then in Karachi was a big decision, where people are killed on daily basis in target killings.” It is presupposed that the audience knows that Imran Khan has already made a speech in Karachi and there he gathered huge crowd.

In his Peshawar speech (2013), utterance number 36, Imran Khan said, “We are going to destroy ancestral politics because here there are no relatives, neither Imran Khan’s relatives nor his sons would lead this party”. Here in this example, it is presupposed that all the parties in Pakistan other than PTI do family politics. Likewise, in the same speech, utterance number 132, Imran Khan said, “Our rulers sent army to Waziristan just for the

sake of dollars because of which parts of KPK and tribal area were destroyed.” In this example, it is presupposed that the voters know that the current Pakistani rulers are sending army to Waziristan just to gain the favor of America and get dollars from them.

4.4.4 Examples of ‘Presupposition’ from the Speeches of Nawaz Shareef

“My brothers, the track record of every politician is very clear today, who has served the nation and who has just played cricket” (Nawaz Shareef’s Murree Speech 2013, utterance number 08)

In the above example, Nawaz Shareef presupposed that all the potential voters know who the real politician is and who has only played cricket. Similarly, in another example from the same Murree speech, utterance number 61, Nawaz Shareef states that he loves Murree more Lahore, Islamabad, Peshawar and Quetta. So the presupposition over here is that Nawaz Shareef also loves Lahore, Islamabad, Peshawar and Quetta.

In his Multan speech 2013, utterance number 42, Nawaz Shareef stated that there was no terrorism then. Here he has referred towards the time when he was in power earlier and he just used the word ‘then’ and presupposes that the voters know he is referring towards his earlier government. Similarly, in the same Multan speech, utterance number 97, by using the words ‘Passion for change’ Nawaz Shareef presupposed that all the potential voters know that by mentioning the term ‘change’ people will understand that he is talking about PTI, his counterpart party in elections.

4.5 Universal Quantifiers

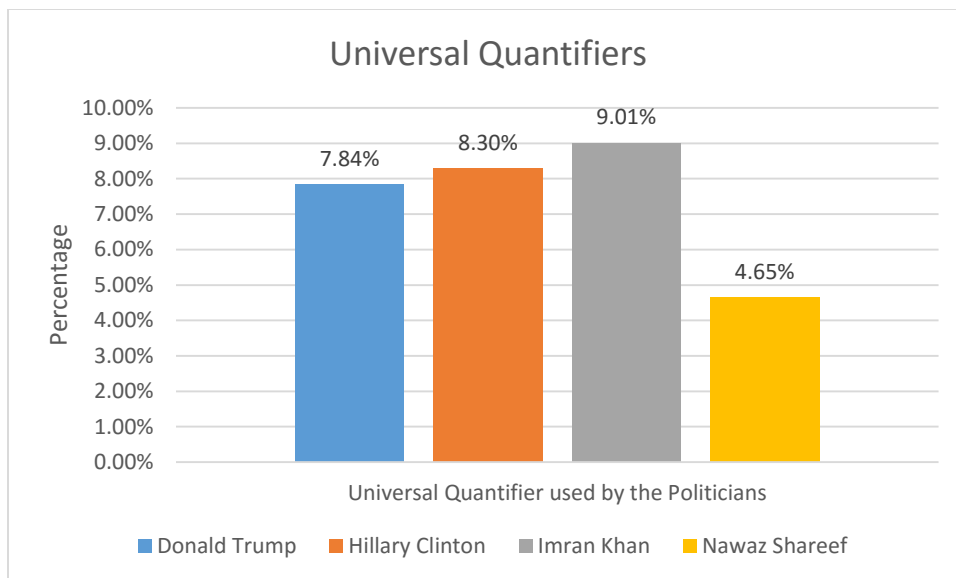
Universal quantifiers are the words that have no exceptions and involve a universal generalization without a referential index. Everyone, all, no one, etc. are few examples of the universal quantifiers.

The following table 4.5 shows the frequency and percentage of usage of ‘*Universal Quantifier*’ by all the selected politicians in their selected speeches.

Name of the politician	Universal Quantifier used by the Politicians	Percentage
Donald Trump	50	7.84%
Hillary Clinton	52	8.3%
Imran Khan	52	9.01%
Nawaz Shareef	28	4.65%

Table 5.5 Usage of Universal Quantifier

Table number 5.5 explains that all the politicians have used these universal quantifiers a lot in their speeches. Talking about the American politicians, Donald Trump has employed the pattern of ‘Universal Quantifier’ 52 times in his both speeches with a percentage of 17.53, whereas, Hillary Clinton, his opponent, has used this feature in her speeches 52 times and her usage percentage is 8.30. There is a marked difference between the percentages of both the politicians. The percentage shows that Donald Trump has used ‘Universal Quantifier’ more often than Hillary Clinton. Whilst, on the other hand, Pakistani politicians have also utilized this pattern in their speeches, Imran Khan has made use of this pattern 52 times in his both speeches with a percentage of 9.01 whereas, Nawaz Shareef, the counterpart of Imran Khan has used this pattern 28 times with a percentage of 4.65 in both of his speeches. The results of the data show that the American politicians have employed ‘Universal Quantifier’ more often in their speeches. The data represented in the table 4.5 is shown graphically below:



Graph 5.5 Usage of Universal Quantifier

Graph 4.5 displays with which percentage all the selected politicians have used 'Universal Quantifier'. Four bars are shown in the figure. The first bar shows Donald Trump's percentage, the second bar, which is the second highest, shows Hillary Clinton's percentage whilst the third bar which is the highest, shows Imran Khan's percentage and fourth bar which is the lowest, shows Nawaz Shareef's percentage.

All the selected politicians have utilized 'Universal Quantifier' in their speeches to make the audiences believe that whatever the politicians are saying is a universally accepted phenomena and everyone agrees with their point of view. The politicians have tried to play with the mind of the voters, since it a natural phenomenon that the human beings accept the beliefs and ideas which are accepted by the majority. Therefore, the politicians have used the words like 'Everyone', 'No one' to make the voters realize that everyone accepts this idea or belief and therefore, the voters should also accept this. Such language in the speeches of the politicians does not create doubt in the minds of the audiences and they accept everything what the politicians say. Examples of 'Universal Quantifier' patterns from the selected speeches of the selected politicians are as follow:

4.5.1 Examples of ‘Universal Quantifier’ from the Speeches of Donald Trump

“That’s why we’re asking Bernie Sanders’ voters to join our movement: so together we can fix the system for ALL Americans” (Donald Trump’s New York Speech 2016, utterance number 14)

In this example, Donald Trump has used the ‘Universal Quantifier’ ‘All’ to show that all of us can contribute to make America progressive and fix its system. In the same way, in another example from the same New York speech, utterance number 153, Donald Trump has used the word ‘everyone’ to show that because of Hillary Clinton’s policies, life of every American citizen will be at risk.

In his Texas speech (2016), utterance number 13, Donald Trump has used the word ‘Every’ to ensure that he will provide health facilities to all the old age people in the country. Again, in the same speech, utterance number 156, Trump has used the word ‘every’ to ensure that all the people in every community will be provided with all the facilities and opportunities to progress in life.

4.5.2 Examples of ‘Universal Quantifier’ from the Speeches of Hillary Clinton

“And there are a lot of people in this room tonight who, themselves, or their parents or grandparents, came here as immigrants, made a life for yourselves, took advantage of the American dream and the greatest system that has ever been created in the history of the world to unleash the individual talents and energy and ambition of everyone willing to work hard” (Hillary Clinton’s New York Speech 2016, utterance number 128)

In the example given above, Hillary Clinton has used the word ‘everyone’ to show that all the people, even the immigrants from other countries have worked hard, utilized the countless opportunities which America offers to everyone, to realize their dreams. Likewise, in another example from the same New York speech, utterance number 28, Hillary Clinton has used ‘Always’ as a ‘Universal Quantifier’ to show that every time she feels special when she visits New York, the best city of America.

In her California speech (2016), utterance number 04, Hillary Clinton has shown her regards towards all those people who work hard and serve their country by wearing uniform. Again, in another example from the same speech, utterance number 214, Hillary Clinton has used the word ‘every day’ to express that every President has to make hard decisions every day.

4.5.3 Examples of ‘Universal Quantifier’ from the Speeches of Imran Khan

“All of you, just remember one thing that those who believe in Allah, He removes fears from their hearts as it is mentioned in the Holy Quran” (Imran Khan’s Lahore Speech 2013, utterance number 21)

In the above example, Imran Khan has used the word ‘all’ to express that all of us should have a strong belief in Allah and should not worry about anything as Allah is with us. In the same way, in another example from the same speech utterance number 63, Imran Khan has used the words ‘each and everything’ to state that his team has policy papers about all the problems which our country is currently facing.

Similarly, in his Peshawar speech utterance number 24, Imran Khan has used ‘all’ a ‘Universal Quantifier’ to express that his party members have faced many problems and all those problems will end after this election. Likewise, in another example from the same speech utterance number 141, Imran Khan has used the word ‘never’ a ‘Universal Quantifier’ and condemned the Punjab Government by saying that they have done nothing to stop terrorists and their activities.

4.5.4 Examples of ‘Universal Quantifier’ from the Speeches of Nawaz Shareef

“My brothers, the track record of every politician is very clear today, who has served the nation and who has just played cricket ”(Nawaz Shareef’s Murree Speech 2013, utterance number 08)

In the above example, Nawaz Shareef has used the ‘Universal Quantifier’ ‘every’ to express that the nation knows the track record and performance of every politician. Similarly, in the same speech, utterance number 129, Nawaz Shareef has used the word ‘all’ to show that he knows all the problems which the country is facing and he wishes to solve all those problems.

In his Multan speech (2013), utterance number 15, Nawaz Shareef has used the ‘Universal Quantifier’ ‘all’ to tell his opponents that they cannot compete with him in the field of politics. Again, in the same Multan speech utterance number 102, Nawaz Shareef has expressed that the raised hands everywhere shows that youth is with him.

4.6 Model Operators

Model Operators are the words which are used to show possibility or necessity of something. Commonly used model operators are can, must, will, have to, etc. For example,

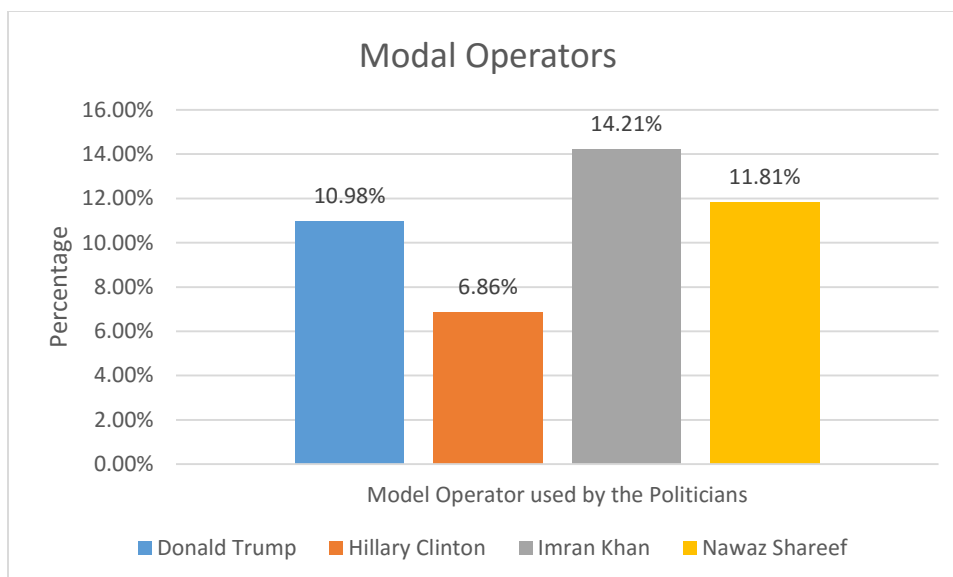
“You should help others.” Or “One must obey by the rules and regulations.”

Table 4.6 displays the frequency and percentage of usage of ‘*Model Operator*’ by all the selected politicians in their selected speeches.

Name of the politician	Model Operator used by the Politicians	Percentage
Donald Trump	70	10.98%
Hillary Clinton	43	6.86%
Imran Khan	82	14.21%
Nawaz Shareef	71	11.81%

Table 4.6 Usage of Model Operators

The data presented in the table 4.6 explains that the selected politicians have very often utilized these model operators in their speeches. From the American politicians, Donald Trump has used this pattern 70 times and his percentage is 10.98. Similarly, Hillary Clinton, the other American politician, has utilized this NLP feature 43 times in her both speeches and her percentage is 6.86. Likewise, talking about Pakistani politicians, Imran Khan has employed ‘Model Operator’ 82 times with a percentage of 14.21 in both of his speeches. On the other hand, Nawaz Shareef has made use of this hypnotic pattern 71 times and his percentage is 11.81 in his both speeches. The percentages of all the selected politicians show that Pakistani politicians have employed ‘Model Operator’ more frequently in their speeches than American politicians. The data which is shown in the table 4.6 is represented graphically below:



Graph 4.6: Percentage of Model Operators

Graph 4.6 displayed with which percentage all the selected politicians have used ‘Model Operator’. Four bars are shown in the figure. The first bar shows Donald Trump’s percentage, the second bar, which is the lowest bar shows Hillary Clinton’s percentage, whilst the third bar which is the highest shows Imran Khan’s percentage and fourth bar, which is the second highest shows Nawaz Shareef’s percentage.

From the analysis of the selected speeches, it was observed that all the politicians under study have created awareness in the audiences about what are the necessities of life first and later they showed the voters the possible ways of acquiring those necessities of life. Using language as a tool, they have pointed out that their opponent politicians are not aware of your necessities; they themselves are busy in fulfilling their desires and only we can provide you the opportunities to not only acquire the necessities of life but also to fulfill your desires. In their speeches, they have also talked about the steps which should be taken to solve the problems of the voters along with making their countries progressive and strong. Examples of ‘Model Operators’ patterns from the selected speeches of the selected politicians are as follows:

4.6.1 Examples of ‘Model Operators’ from the Speeches of Donald Trump

“We need to reform our economic system so that, once again, we can all succeed together, and America can become rich again” (Donald Trump’s New York Speech 2016, utterance number 54)

In the above example, Donald Trump has used ‘can’ as a model operator. He has first pointed towards the weakness in the economic system and then suggested that it needs reformation and all of us can make it strong again. Again, in the same speech, in utterance number 143, Donald Trump has used the word ‘can’t’ to express that government cannot be given to someone who cannot protect secrets of the country.

In his speech in Texas (2016), utterance number 13, Donald Trump has used the word ‘will’ to express that all the old citizens will be provided free medical facilities in the public hospitals or by the private doctor of their own choice. Similarly, in the same speech, in utterance number 157, Trump has used the word ‘will’ to state that all the poor people will be provided opportunities to become successful in their lives.

4.6.2 Examples of ‘Model Operators’ from the Speeches of Hillary Clinton

“And here's exactly what you want to hear — this election will be over very, very soon...” (Hillary Clinton’s New York Speech 2016, utterance number 51)

Hillary Clinton, in this sentence, has used the ‘Model Operator’ ‘will’ to express that the elections will be over soon as no one will vote for Donald Trump. In the same way, in the same speech of New York in utterance number 130, Hillary Clinton has again made use of ‘will’ as a ‘Model Operator’ and has said that Donald Trump is telling the voters that if Al Smith is elected he will not allow children to read the Bible in schools.

In her California speech (2016), utterance number 21, she has used the ‘Model Operator’ ‘should’ and has said that nuclear codes should not be given to an impulsive person like Donald Trump as he can lead America into a war on any pity incident. Again, in the same speech, in utterance number 171, Hillary Clinton has used ‘Model Operator’ ‘shall’ to state Donald Trump’s plans of sending troops to the Middle East to fight with ISIS.

4.6.3 Examples of ‘Model Operators’ from the Speeches of Imran Khan

“My fourth promise is: I would never take undue benefits from my government, neither would I give benefits to my relatives nor to any of my friends” (Imran Khan’s Lahore Speech 2013, utterance number 90)

In the above example, Imran Khan has used the word ‘would’ to tell that after becoming the Prime Minister of Pakistan; he would not misuse his position to take illegal benefits. Likewise, in another example from the same speech, in utterance number 19,

Imran Khan has used ‘Model Operator’ ‘can’t’ to express that he has gathered people in Quetta where it is hard even to gather people in the hotel.

In his Peshawar speech (2013) in utterance number 32, Imran Khan has made use of ‘could not’ as a ‘Model Operator’ and has said that he will first bring revolution within the party and later no party will be able to beat our party. Again, in the same speech in utterance number 141, Imran Khan has used ‘Model Operator’ ‘should’ to condemn Punjab Government on their failure of countering terrorists and terrorist activities.

4.6.4 Examples of ‘Model Operators’ from the Speeches of Nawaz Shareef

“Moreover, if, with the help of Allah, I get a chance to fulfill my dream, then I want to say that Inshallah one day will come, when a railway service will be started from Rawalpindi to Islamabad, Islamabad to Murree and from Murree to Muzaffarabad” (Nawaz Shareef’s Murree Speech 2013, utterance number 06)

In the above stated example, Nawaz Shareef has utilized the word ‘will’ as a *Model Operator*’ to express his intentions of starting a railway service in Murree if he comes into power. Again in the same speech, in utterance number 80, by the using the ‘*Model Operator*’, ‘will’ Nawaz Shareef has expressed his desire of eliminating the water issue in Murree in just two years after coming into power.

In his Multan speech (2013), in utterance number 12, Nawaz Shareef has again utilized ‘will’ as a ‘Model Operator’ to state that no one will be able to break his relationship with the citizens of Multan. Similarly, in another example from the same speech, in utterance number 96, Nawaz Shareef has first expressed that the areas of Multan are underdeveloped, later he told the people of Multan using ‘Model Operator’ ‘should’ that all these underdeveloped areas should be developed like Lahore and Nawaz Shareef will bring this development in Multan.

4.7 Unspecified Verbs

Unspecified verb is the one that talks about an action but does not fully describe how the action has taken place. For example:

“My wife frustrates me.”

Or

“Her father is rude.”

Both examples talk about the actions which have taken place, but none describes the action. In the first example, it is not described how the wife frustrates him. She does not provide him with the ironed clothes. She does not cook food for him or she does not clean the bathroom. All these actions can be taken as the cause of husband's frustration or many other reasons can be thought of which can increase husband's frustration.

Similarly, in the second example, it is not described which action of father is considered as a rude action. Does he not talk? Does he burp or does he start eating food without inquiring others about eating the food? All these actions can be considered as rude actions and in 'Unspecified Verb' it is left upon the reader or listener to think over it and comprehend it according to his own understanding

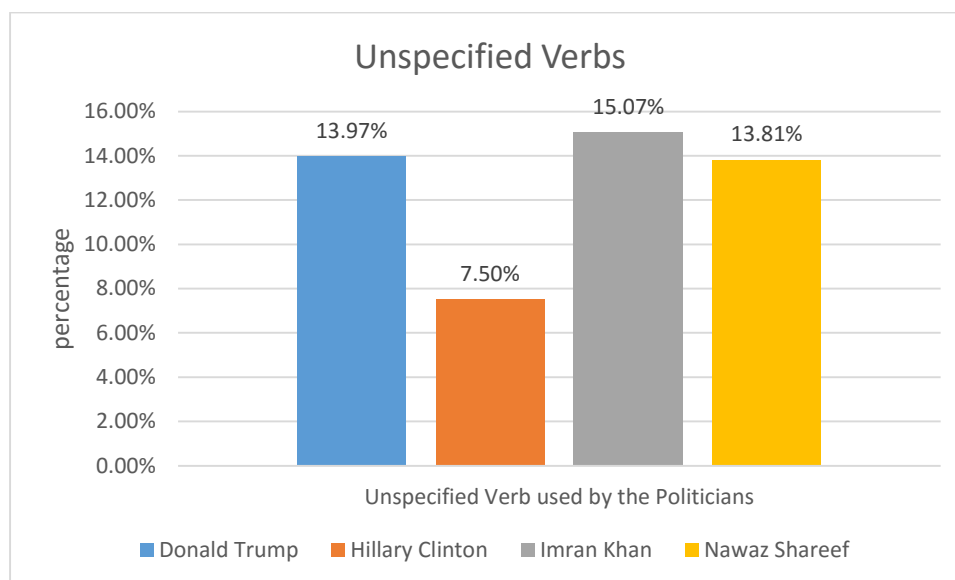
The table 4.7 given below shows the frequency and percentage of usage of 'Unspecified Verb' by all the selected politicians in their selected speeches.

Name of the politician	Unspecified Verb used by the Politicians	Percentage
Donald Trump	89	13.97%
Hillary Clinton	47	7.50%
Imran Khan	87	15.07%
Nawaz Shareef	83	13.81%

Table 4.7 Usage of Unspecified Verbs

From the data shown in table 4.7, it was found that almost all the politicians have used unspecified verbs in abundance in their speeches. Talking about Donald Trump, he has used 'Unspecified Verb' 89 times in his both speeches and his percentage of using 'Unspecified Verb' is 13.97. Hillary Clinton, his opponent in the presidential elections, has made use of this feature 47 times in both of her speeches with a percentage of 7.50. Similarly, Imran Khan, the Pakistani politician, has employed this hypnotic feature 87 times in his both speeches with the percentage of 15.07 whereas his counterpart Nawaz Shareef has utilized 'Unspecified Verb' 83 times in his both speeches and he has used this feature with the percentage of 13.81. The data stated above gives the clear indication that

‘Unspecified Verb’ was used more frequently by the Pakistani politicians in their speeches. The above stated data is shown graphically below:



Graph 4.7 Percentage of Unspecified Verb

Graph 4.7 displays with which percentage all the selected politicians have used ‘Unspecified Verb’. Four bars are shown in the figure. The first bar which is the second highest shows Donald Trump’s percentage, the second bar, which is the lowest bar shows Hillary Clinton’s percentage whilst the third bar which is the highest shows Imran Khan’s percentage and fourth bar shows Nawaz Shareef’s percentage.

The analysis of the speeches further explains that all the politicians, whether American or Pakistani, have employed ‘Unspecified Verb’ just because the politicians did not have the descriptive way of representing what they mean or they did not want to describe it. It is observed in the speeches that all the politicians in their speeches have made promises with the audiences and have used unspecified verbs. They did promise that they would take some steps and perform some actions for the betterment of their voters but did not explicitly stated how they would do that and what actions they would take. Using unspecified verbs in the speeches serves their purpose as audiences do believe in their promises without asking them questions how they are going to fulfill these promises.

4.7.1 Examples of ‘Unspecified Verb’ from the Speeches of Donald Trump

“When I see the crumbling roads and bridges, or the dilapidated airports, or the factories moving overseas to Mexico, or to other countries, I know these problems can all be fixed, but not by Hillary Clinton – only by me”(Donald Trump’s New York Speech 2016, utterance number 08)

In the above example, Donald Trump first talked about the crumbling roads and bridges, and factories moving to Mexico and then he talked about fixing all the infrastructure related problems and bringing all the factories back to America, but he did not mention what steps he would take to carry out all these action. Again, in the same speech, in utterance number 08, Donald Trump talked about bringing new factories in the country, but did not state what steps he would take to bring new factories in the country.

In his speech of Texas (2016), utterance number 27, Donald Trump has promised to bring peace and safeguard the unsafe communities, but again did not explicitly stated how he would bring peace to those communities. Similarly, in the same speech of Texas, in utterance number 171, Trump promised of making America strong again, but how? It is not stated by him.

6.7.2 Examples of ‘Unspecified Verb’ from the Speeches of Hillary Clinton

“But I — but I kind of want to just put the information out there, so everybody can draw their own conclusions and you can judge our relative health”(Hillary Clinton’s New York Speech 2016, utterance number 98)

In the above example, Hillary Clinton talked about putting the information out there, but she did not express where and how she would put the news. Is she going to put the news on the white board, on the T.V or on the Internet? All this information is not explained by her.

In the same New York speech, utterance number 141, Hillary Clinton has talked about the message of Pope Francis that he wants to reject a mindset of hostility, reduce inequality and his warnings about climate change, but he has not explained the ways to overcome these social evils and problems.

In her California speech (2016), utterance number 59, Hillary Clinton talked about reducing income inequality, but she did not mention the ways of overcoming income inequality. Here again, in the same speech, utterance number 241, Hillary Clinton

mentioned about bringing betterment for the American workers and families, but did not explain the steps which she would take for the betterment of the Americans.

4.7.3 Examples of ‘Unspecified Verb’ from the Speeches of Imran Khan

“All of you, who are present here, will tell your children that when new Pakistan was being created, it was you who created it.” (Imran Khan’s Lahore Speech 2013, utterance number 54)

In the above example, Imran Khan talked about creating the new Pakistan without explicitly stating how new Pakistan would be created. Here in another example from the same speech, utterance number 93, Imran Khan ensured the public about the safety of their tax money but again without explicitly stating the steps taken to ensure safety of the tax money.

In his Peshawar speech 2013, utterance number 06, Imran Khan talked about bringing revolution in Pakistan and bringing revolution within oneself, but he did not explain the ways of bringing this revolution. In the same way, in another example from the same Peshawar speech, utterance number 138, Imran Khan talked about ending the sectarian hatred but without mentioning the ways of ending this social evil.

6.4.7 Examples of ‘Unspecified Verb’ from the Speeches of Nawaz Shareef

“I am sure that if PMLN comes to power, success and failure are in Allah’s hand, but I assure you people, we will solve this water issue in just 2 years.” (Nawaz Shareef’s Murree Speech 2013, utterance number 80)

In the above example, Nawaz Shareef has assured the people of Murree of ending the water crises, but what steps he will take to end the crises are not mentioned by him. Similarly, in another example from the same speech, utterance number 09, Nawaz Shareef spoke about making an atomic bomb, but how he was able to make it was not mentioned by him at all.

In his Multan speech (2013), utterance number 16, Nawaz Shareef has criticized his opposition party that they have not served the people, but he has not explained in what ways they should have served the people. Again, in the same Multan speech, in utterance number 96, Nawaz Shareef talked about developing Multan like Lahore but again, he did not tell the steps which he would take to make Multan a developed city like Lahore.

6.8 Tag Questions

Tag question is formed by adding a question at the end of a simple statement. Tag questions are useful in getting the response from the person who resists giving his opinion.

Examples of tag questions are:

“You understand him, don’t you?”

“Internet is really useful, isn’t it?”

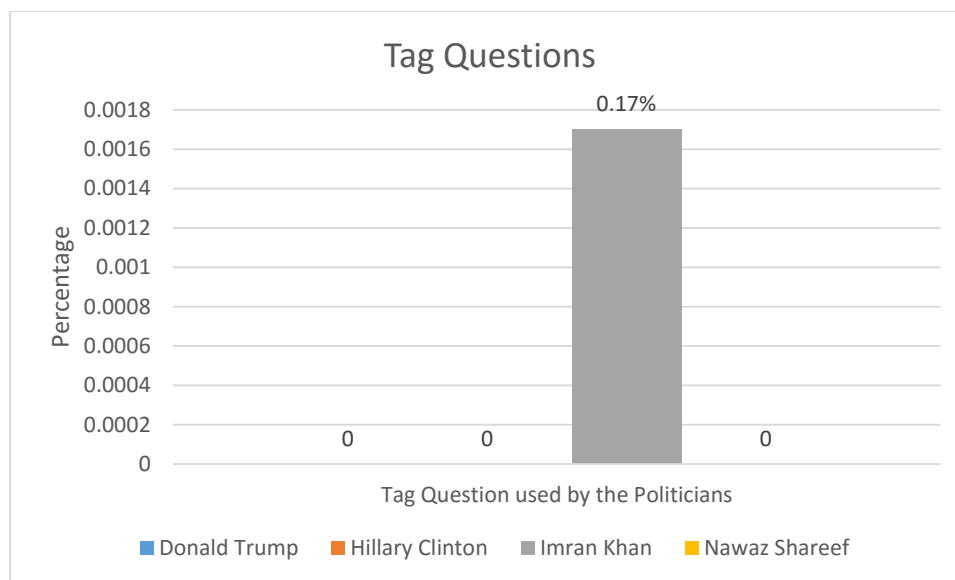
Question tags are very innovative and a great way to open up others for conversation and inquire other peoples’ point of views. Politicians do utilize this technique in their speeches to make the people agree with their statements and point of views.

Table 4.8 shows the frequency and percentage of usage of ‘Tag Questions’ by all the selected politicians in their selected speeches.

Name of the politician	Tag Question used by the Politicians	Percentage
Donald Trump	00	00
Hillary Clinton	00	00
Imran Khan	01	0.17%
Nawaz Shareef	00	00

Table 4.8 Usage of Tag Questions

The data given in the table shows that only one of the selected candidates, Imran Khan, has employed this pattern in his speech and that too just once with the percentage of 0.17. The data given in the table 4.8 is shown graphically below:



Graph 4.8: Percentage of Tag Questions

Graph 08 displays with which percentage all the selected politicians have used ‘Tag Questions’. Only one bar is visible in the graph which shows that only one politician has used this NLP pattern.

6.8.1 Example of ‘Question Tag’ from the speech of Imran Khan

“My Pakistanis! I want you to pledge about four things, do I?”(Imran Khan’s Lahore Speech 2013, utterance number 96)

In the given example, Imran Khan has tried to take the audience into confidence about four pledges he wanted to make and tried to seek their permission by using a tag question. He has used this tag question authoritatively, since it is he who has the authority to make the pledges.

6.9 Comparative Deletion

Comparative deletion is an unspecified comparison in which hypnotic words are used to make a comparison without specifying or explaining what and with whom the comparison is made. This vogue or unclear comparison is done by using the words such as faster, better, best, stronger, harder, more, bigger, brighter, healthier, smarter, louder, superior, etc. Examples of comparative deletion are:

“We offer bigger burgers.”

In the above example, it is not clear that bigger than what? And with whom the burger is compared with? It can be asked:

Bigger than the walk chalk at my house?

Bigger than the frying pan?

Bigger than the metro?

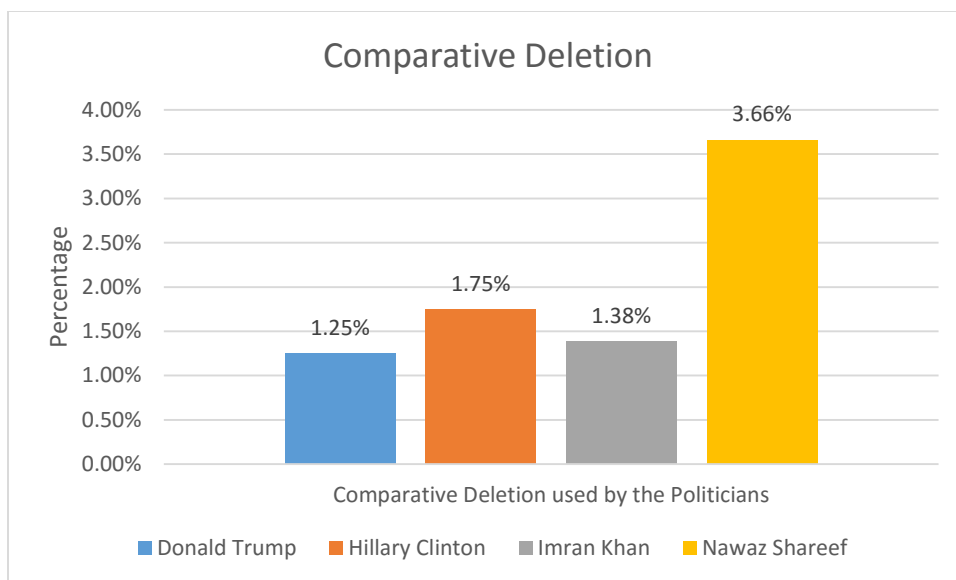
Since it was not mentioned with whom the burger is compared, therefore, all these questions though looked absurd but are relevant in this case.

The table 4.9 given below shows the frequency and percentage of usage of ‘Comparative Deletion’ by all the selected politicians in their selected speeches.

Name of the politician	Comparative Deletion used by the Politicians	Percentage
Donald Trump	08	1.25%
Hillary Clinton	11	1.75%
Imran Khan	08	1.38%
Nawaz Shareef	22	3.66%

Table4.9Usage of Comparative Deletion

The data given in the table 4.9 explains that all the selected politicians have utilized this ‘Comparative Deletion’ in their speeches. The analysis of the American politicians’ speeches reveals that Donald Trump has employed this feature in his speeches 08 times with the percentage of 1.25 whilst other American politician, Hillary Clinton has used it 11 times in both of her speeches with the percentage of 1.75. Similarly, the study of the speeches of the selected Pakistani politicians shows that Imran Khan has utilized ‘Comparative Deletion’ 08 times in his both speeches with the percentage of 1.38 whilst his opponent political leader, Nawaz Shareef, has used this hypnotic feature 22 times with the percentage of 3.66 in his both speeches. The figures mentioned above shows that Nawaz Shareef, Pakistani politician, has employed this ‘Comparative Deletion’ more frequently than all the other selected politicians. The data discussed in the table above is represented graphically below:



Graph 4.9: Percentage of Comparative Deletion

Graph 4.9 displays with which percentage all the selected politicians have used ‘Comparative Deletion’. Four bars are shown in the figure. The first bar lowest in percentage shows Donald Trump’s percentage, the second bar, which is the second highest shows Hillary Clinton’s percentage whilst the third bar shows Imran Khan’s percentage and fourth bar which is the highest shows Nawaz Shareef’s percentage.

Through the analysis of the selected speeches, it is observed that all the politicians have used this feature in their speeches very innovatively and artistically. The politicians have used this vague comparison to gain the interest and confidence of their voters. These comparative words directly appeal to the minds of the potential voters and they do not think with whom it is compared. In the present study, it is seen that all the politicians occasionally slip in such vague comparisons in their speeches and attach all the positive comparative words with themselves in order to make their argument more credible. Examples of ‘Comparative Deletion’ from the speeches of the selected politicians are as follows:

6.9.1 Examples of ‘Comparative Deletion’ from the Speeches of Donald Trump

“Let me also tell you what you have to gain: more jobs, higher wages, and a massive reduction in the terrible crime plaguing our inner cities” (Donald Trump’s California Speech 2016, utterance number 53)

Again in the above example, Trump has made the comparison by using the comparatives such as ‘more’ and ‘higher’ but did not mention more jobs and higher wages

than which government or which country. In the same way, in another example from the same speech, utterance number 120, Trump has used comparative ‘larger’ and talked about Hillary Clinton’s foundation. He said that Hillary had turned her foundation into a larger business with the money earned from illegal means. But again, he did not specify that Hillary’s business is larger than whose business.

In Trump’s New York speech (2016), utterance number 09, Donald Trump has used the comparatives such as bigger, better and stronger, but he did not make it clear with whom he compared. He expressed that he would make America better than before, but did not mention better than which government. Another example from the same speech, utterance number 193, Donald Trump stated that he knew construction better, but better than whom, he did not mention it.

4.9.2 Examples of ‘Comparative Deletion’ from the Speeches of Hillary Clinton

“I’ve fought for better health care for our National Guard, better services for our veterans, and more support for our Gold Star families” (Hillary Clinton’s Speech of California 2016, utterance number 195)

In the above example, Hillary Clinton has made use of comparative ‘better’ and talked about providing better health facilities to the people of America, but again, she made the vague comparison without mentioning with whom she has made the comparison. Similarly, in the same speech in utterance number 203, Hillary Clinton talked about making America a better place and she used a lot of comparatives such as harder, bigger and better but again she made a vague comparison.

The example from her New York speech (2016), utterance number 134, showed that Hillary had talked about Donald Trump’s disrespectful remarks about her in his speeches. She further explained that all these remarks make it harder to respect him. She used comparative ‘harder’ but without specifying harder than what?

Again in another example from the same speech, utterance number 145, Hillary Clinton has used ‘Comparative Deletion’ ‘better’ to show that everyone should do more and better for each other, but how much more and how much better, she has not explained.

4.9.3 Examples of ‘Comparative Deletion’ from the Speeches of Imran Khan

“But above all, faith is the most powerful.” (Imran Khan’s Lahore Speech 2013, utterance number 46)

Imran Khan has used ‘most’ as a comparative and talked about the power of faith, but again, he made a vague comparison as he did not compare it with the power of anything. Likewise, in the same speech in Lahore, utterance number 29, Imran Khan has used ‘very’ as a ‘Comparative Deletion’ but has not compared that he is simple and straightforward than whom?

In an example from the speech in Peshawar (2013), utterance number 42, Imran Khan has used ‘very’ as a ‘Comparative Deletion’ but again, he did not compare the hard work of the people of N-League with someone else’s hard work.

4.9.4 Examples of ‘Comparative Deletion’ from the Speeches of Nawaz Shareef

“This government has served the people of Punjab very much.” (Nawaz Shareef’s Multan Speech 2013, utterance number 89)

In this example, Nawaz Shareef has made use of comparative ‘very’ and said that Punjab Government has served the people of Multan very much, but he made a vague comparison and did not state how much the government has served them. Again in the Multan speech, utterance number 80, Nawaz Shareef has used the ‘huge’ and spoken about the huge crowd of Multan but he did not mention how huge the crowd was.

In the Murree speech (2013), utterance number 18, Nawaz Shareef has used ‘Comparative Deletion’ ‘less than’ to compare Murree, but he made a vague comparison without mentioning the city with which it is compared. Similarly, in another example from the same speech, utterance number 37, Nawaz Shareef has made use of ‘more’ as a comparative and talked about bringing more developments in Murree without stating how much more developments.

4.10 Pace Current Experience

In pace current experience, the current experience is described with the help of sensory-grounded behaviorally specific information. For example:

“You are sitting in front of me, looking at me, and listening to me...”

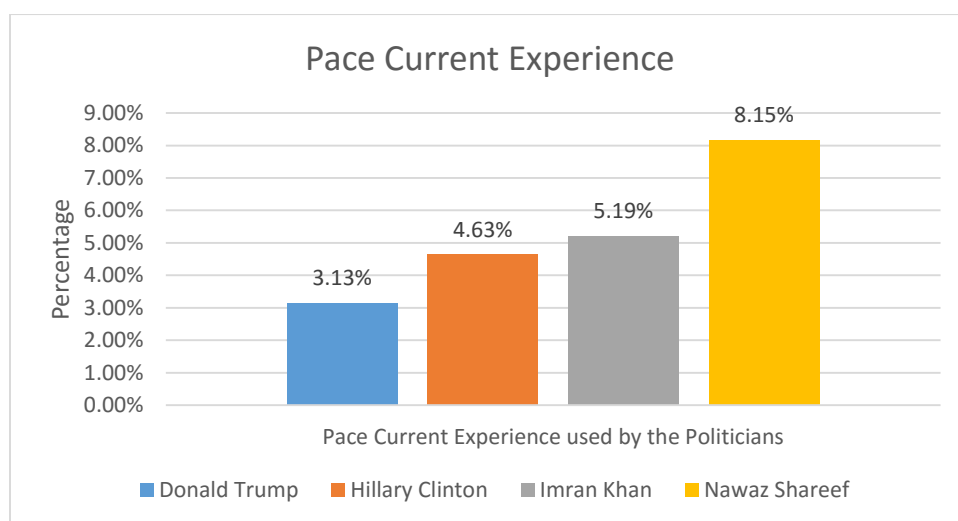
In the current example, the sensory grounded behaviorally specific information is provided by the use of words such as: *sitting*, *looking* and *listening*.

The following table 4.10 shows the frequency and percentage of usage of ‘Pace Current Experience’ by all the selected politicians in their selected speeches.

Name of the politician	Pace Current Experience used by the Politicians	Percentage
Donald Trump	20	3.13%
Hillary Clinton	29	4.63%
Imran Khan	30	5.19%
Nawaz Shareef	49	8.15%

Table 4.10 Usage of Pace Current Experience

Table 4.10 shows that all the politicians have utilized this hypnotic pattern in their speeches. Donald Trump has employed ‘Pace Current Experience’ in his both speeches 20 times and its percentage is 3.13 whilst on the other hand, Hillary Clinton has utilized this technique 29 times in her both speeches with the percentage of 4.63. Similarly, Imran Khan has also made use of this hypnotic pattern 30 times in his speeches and he has employed this technique with the percentage of 5.19 whereas his counterpart politician, Nawaz Shareef has utilized ‘Pace Current Experience’ 49 times in his both speeches with the percentage of 8.15. The overall percentage of Imran Khan and Nawaz Shareef shows that Pakistani politicians have employed ‘Pace Current Experience’ more often in their speeches than the American politicians. The data shown in the table 4.10 is graphically represented below:



Graph4.10 Percentage of Pace Current Experience

Graph 4.10 displays the percentage with which all the selected politicians have used ‘Pace Current Experience’. Four bars are shown in the figure. The first bar which is the lowest bar in height shows Donald Trump’s percentage, the second bar shows Hillary Clinton’s percentage whilst the third bar which is the second highest, shows Imran Khan’s percentage and fourth bar, which is the highest shows Nawaz Shareef’s percentage.

The analysis of the speeches shows that the selected politicians have made use of this hypnotic pattern very creatively and effectively. They have used it as a subliminal persuasive technique. During the analysis, it was observed that all the selected politicians paced things in the experience of their potential voters, which the voters can easily check and verify using their senses. The politicians have very effectively paced their current experience with their potential voters using the pronoun “we”. The use of ‘we’ created a rapport with the potential voters, which helps the politicians to lead the voters where the politicians want them to be. Examples of ‘Pace Current Experience’ from the speeches of the selected politicians are as follows:

4.10.1 Examples of ‘Pace Current Experience’ from the Speeches of Donald Trump

“Then we started thinking small” (Donald Trump’s New York Speech 2016, utterance number 184)

In the above sentence, Donald Trump has used the word ‘we’ to pace his current experience of thinking with the potential voters. He stated that we were the people who tamed the West but then the other countries surpassed us in progress because we started to think small. Similarly, in another example from the same speech, utterance number 10, Donald Trump has used ‘look’ to pace his current experience to show the potential voters the possibilities of a better tomorrow.

In Trump’s Texas speech (2016), utterance number 87, Donald Trump has utilized the word ‘speak’ to pace his current experience and talked about the corruption scandal of Hillary Clinton. Again in his Texas speech, utterance number 92, Trump has used the word ‘we’ and paced his current experience with the potential voters by using the word ‘seen’ to talk about the email scandal of Hillary Clinton.

4.10.2 Examples of ‘Pace Current Experience’ from the Speeches of Hillary Clinton

“If he were here today and saw how much money we've raised for needy children, he'd be very proud” (Hillary Clinton’s New York Speech 2016, utterance number 11)

In the above stated example, Hillary Clinton has used the word ‘saw’ to pace her current experience and has talked about her Presidential candidate, Al Smith that if he could see the money rise for the needy children, he would have felt really proud. In the same way, in another example from the same speech, utterance number 134, shows that Hillary Clinton has used two words ‘see’ and ‘listen’ to pace her current experience and has talked that Trump’s unethical language is making it hard for her to respect him or even listen to him.

In her California speech (2016), utterance number 09, Hillary Clinton has used the word ‘speak’ to pace her current experience with the potential voters and has talked about the challenges America face. Again in the same California speech, utterance number 158, Hillary Clinton has used ‘Pace Current Experience’ by using the word ‘saw’ to talk about the threat America face in *San Bernardino*.

4.10.3 Examples of ‘Pace Current Experience’ from the Speeches of Imran Khan

“Now I request you to carefully listen to me and I especially want to address the youth of Pakistan” (Imran Khan’s Lahore Speech 2013, utterance number02)

In the above example, Imran Khan has used the word ‘listen’ to pace his current experience and asked the Pakistani youth to carefully listen to him. Similarly in the same speech, in utterance number 55, he has used the word ‘watch’ to pace the current experience to make a promise with his audiences and the people watching him at home.

In his speech in Peshawar (2013), utterance number 34, Imran Khan has used the word ‘tell’ and has made use of ‘Pace Current Experience’ to say that he is going to tell his audience the importance of elections and the power of vote. Again, in the same Peshawar speech, utterance number 127, Imran Khan has again used the word, ‘telling’ to pace his current experience and has talked about the political solution to deal with the Taliban.

Examples of ‘Pace Current Experience’ from the Speeches of Nawaz Shareef

“This youth will walk beside me, hand in hand, and they will not bring change, but they will bring revolution” (Nawaz Shareef’s Murree Speech 2013, utterance number 38)

Nawaz Shareef, in the above example has used the word ‘walk’ to pace his current experience with the youth to show that if the youth accompany him they can bring revolution. In the same way, in the same speech, utterance number 102, Nawaz Shareef has made use of the words such as ‘says’ and ‘tell’ to pace his current experience and has criticized the policies of the ruling government.

In his Multan speech 2013, utterance number 03, Nawaz Shareef has paced his current experience by using the word ‘see’ and said that he was really grateful for the love which he was observing in Multan. Similarly, in the same Multan speech, utterance number 97, Nawaz Shareef has made use of the word ‘seeing’ to talk about the passion of the Multan people which can bring revolution.

4.11 Embedded Commands

An embedded command is a kind of hidden proposal that is concealed within a larger content or communication. These are the messages which are embedded in the normal communication and they are not heard by the conscious mind rather they are meant for the unconscious mind of the listener. These messages are often marked by the change in voice or body language of the speaker and these gestures are picked by the unconscious mind of the listener. For example,

“I will not suggest to you to stand over here.”

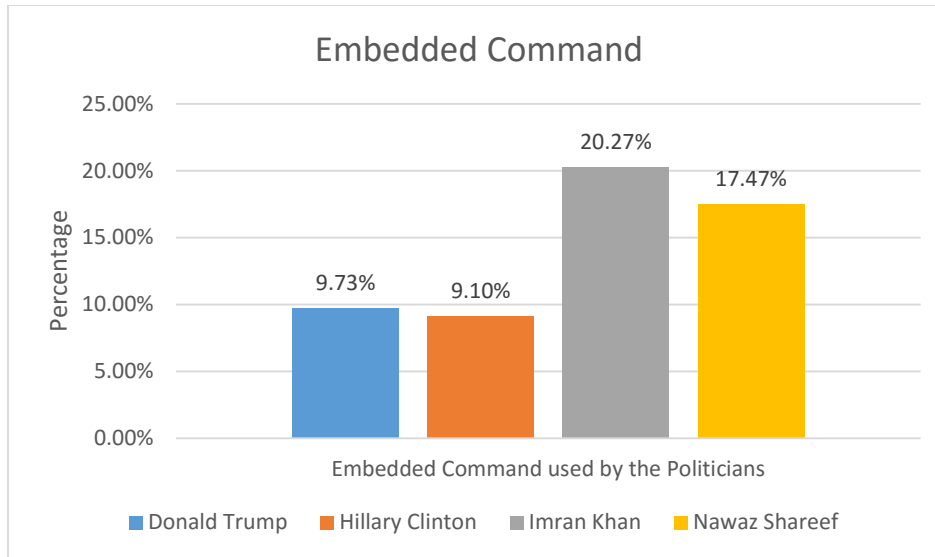
In the above example, the embedded command is not to stand in that place. The command is embedded in a simple suggestion and it is written in *Italics* over here because it is written, when spoken, it is expressed by a change in the tone of the voice.

Table 4.11 shows the frequency and percentage of usage of ‘Embedded Command’ by all the selected politicians in their selected speeches.

Name of the politician	Embedded Command used by the Politicians	Percentage
Donald Trump	62	9.73%
Hillary Clinton	57	9.10%
Imran Khan	117	20.27%
Nawaz Shareef	105	17.47%

Table 4.11 Usage of Embedded Commands

The analysis of the table 4.11 shows that all the politicians have used embedded commands frequently in their speeches. The speeches of the American politicians shows that Donald Trump has utilized ‘Embedded Commands’ 62 times in his both speeches with the percentage of 9.73, whilst his counterpart, the other American politician, Hillary Clinton has made use of this NLP technique 57 times with the percentage of 9.10 in both of her speeches. On the other hand, talking about Pakistani politicians, Imran Khan has employed *Embedded Commands*’ 117 times in his both speeches and his percentage of using this hypnotic pattern is 20.27 whereas, his political opponent, Nawaz Shareef has utilized this NLP technique 105 times and his percentage of utilizing this pattern is 17.47. The data given in the table 4.11 reveals that Pakistani politicians have made use of ‘Embedded Commands’ more frequently than the American politicians and Imran Khan used it the most amongst all the selected politicians. The data presented in the table 4.11 is shown graphically below:



Graph 4.11 displays the percentage with which all the selected politicians have used ‘Embedded Commands’. Four bars are shown in the figure. The first bar shows Donald Trump’s percentage, the second bar, which is the lowest in height shows Hillary Clinton’s percentage whilst the third bar which is the highest shows Imran Khan’s percentage and fourth bar, which is the second highest shows Nawaz Shareef’s percentage.

The current study reveals that the selected politicians often has not explicitly stated in their speeches what these politicians want their audiences to do, but the politicians have concealed their commands within the larger text and bypassed the conscious mind of their audiences to capture the attention of the unconscious mind. As these politicians know that if they give open commands they might encounter some resistance as the people would think whether to accept or reject the command, but if the politicians embed their commands in the text and approach the unconscious mind they will not encounter any resistance. In the current study, it is observed that all the politicians have used embedded commands and they have uttered them differently, such as they uttered them by altering their tone, by raising their eyebrows, by varying the speed of their voice, through different gestures and body movements. Examples of the ‘Embedded Commands’ from the speeches of the politicians are as follows:

4.11.1 Examples of ‘Embedded Command’ from the Speeches of Donald Trump

“We will never be able to fix a rigged system by counting on the same people who rigged it in the first place” (Donald Trump’s New York Speech 2016, utterance number 12)

The ‘Embedded Command’ in this example made by Donald Trump is not to vote for the people who rigged the system earlier but to vote for him. Again, in another example from the same speech, utterance number 189, Trump says “we will build the greatest infrastructure on the planet earth.” The ‘Embedded Command’ made by Donald Trump in this example is to vote for him so that he can make the greatest infrastructure in America.

In Texas speech (2016), utterance number 01, Trumps says “we are going to declare our independence from special interests, corrupt politicians, and from a rigged system that benefits only the insiders.” Here Donald Trump made the ‘Embedded Command’ to vote for him so that he can free the American people from the corrupt politicians like Hillary Clinton, who have their special interests and who rigged the system for their own benefits.

Again in the same Texas speech, utterance number 160, Trump says “we will create a new future of American unity.” ‘Embedded Command’ here again is vote. Trump asked the people indirectly to vote for him so that he can work for American unity.

4.11.2 Examples of ‘Embedded Command’ from the Speeches of Hillary Clinton

“And I think we all owe Al Smith a great, great round of applause”(Hillary Clinton’s New York Speech 2016, utterance number 07)

In this example, Hillary Clinton has made an ‘Embedded Command’ to praise Al Smith, the presidential nominee. Likewise, in the same speech, utterance number 139, Hillary said, “And you certainly don’t need to be Catholic to be inspired by the humility and the heart of the Holy Father, Pope Francis.” Here in this line, Hillary Clinton has used an ‘Embedded Command’ to get inspiration from the humility and heart of Pope Francis.

In her California speech (2016), utterance number 59, Hillary Clinton said, “We need to reduce income inequality, because our country can’t lead effectively when so many are struggling to provide the basics for their families.” In this example, Hillary has made the ‘Embedded Command’ to vote for her as she wants to reduce income inequality and provides everyone the basic facilities.

Again in the same speech, utterance number 196, Hillary Clinton said, “We cannot put the lives of our young men and women in uniform in Donald Trump's hands.” In this example, Hillary has asked to vote and made an ‘Embedded Command’. She has implicitly stated that we should not vote for Donald Trump as he would bring wars and threaten the lives of our uniform personnel.

4.11.3 Examples of ‘Embedded Command’ from the Speeches of Imran Khan

“We are going to destroy family politics because here in PTI there are no relatives, neither Imran Khan’s relatives nor his sons would lead this party” (Imran Khan’s Peshawar Speech 2013, utterance number 36)

Again, in this example, Imran Khan has made an ‘Embedded Command’ to vote for him as voting for him would end ancestral politics of other political parties. Similarly, in another example from the same speech, utterance number 123, Imran Khan said, “It would be decided on 23rd March that on the one hand, there would be famous political personalities and on the other hand, there would be people of Pakistan.” In this line, Imran Khan has used ‘*Embedded Command*’ to ask people to gather on 23rd March in Lahore.

In his Lahore speech (2013), utterance number 23, Imran Khan said, “And the second thing is to learn from the life of our Holy Prophet (PBUH).” In this example, Imran Khan has made an ‘Embedded Command’ to learn from the life of the Holy Prophet (PBUH). Again in the same Lahore speech, utterance number 60, Imran Khan said, “I am telling you that they can never stop the tsunami of PTI, Insha Allah we will be victorious.” In this example Imran Khan has used an ‘Embedded Command’ and asked the people to vote for him.

4.11.4 Examples of ‘Embedded Command’ from the Speeches of Nawaz Shareef

“I also had many dreams about Murree which I could not fulfill, but this time if Allah gives us the chance, those dreams will be fulfilled” (Nawaz Shareef’s Murree Speech 2013, utterance number 14)

In the example given above, Nawaz Shareef has used ‘Embedded Command’ to ask the people of Murree to vote for him as he wants to fulfill his dreams about Murree. Furthermore, in the same speech, utterance number 87, Nawaz Shareef said, “We will give Murree the position which is enjoyed by other big cities such as Karachi, Lahore and Islamabad.” In this example, he has asked to vote for him in his ‘Embedded Command’.

He stated that by coming in power, we will make Murree progressive as the other big cities of Pakistan.

In an example from the Multan speech (2013), utterance number 13, Nawaz Shareef said, “The love which you people have given me today, I think it is now needless to say that the people of Multan I need votes from you people” In this example, he has made an ‘Embedded Command’ *for a vote*. He has stated that the love people of Multan have given him shows that all of them will vote for him.

In the same Multan speech, utterance number 108, Nawaz Shareef said, “Everyone was saying that they will vote for the Lion.” Here in this example, he has utilized ‘Embedded Command’ while saying that since everyone on TV was saying that they would vote for the Lion so others should also vote for him.

4.12 Conversational Postulate

Conversational postulates are the types of questions which could be answered by simply saying ‘yes’ or ‘no’, but usually they do not require a literal answer but a behavioral response. They ask the other person to perform some activity. These questions contain some hidden command in them. For example,

“Can you shut the door?”

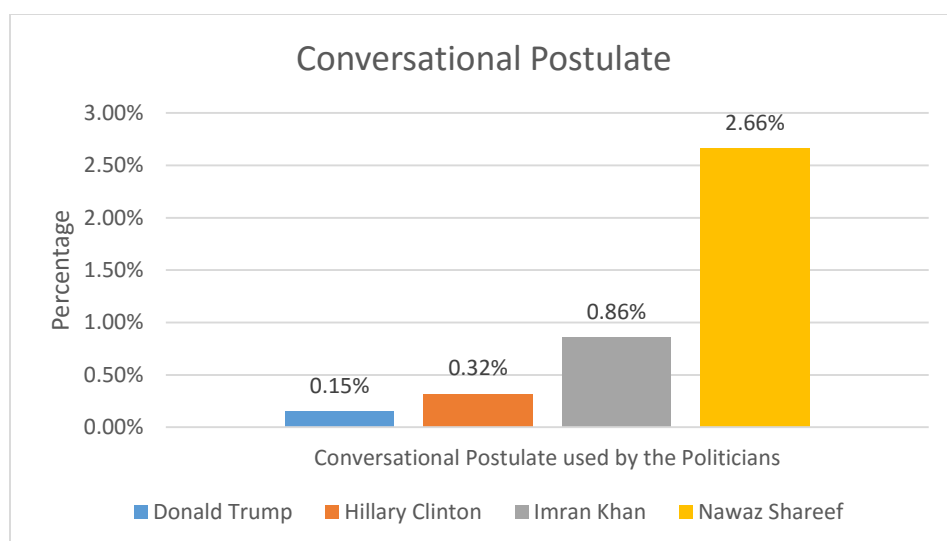
In the given example, the simple answer of this question can be ‘yes’ or ‘no’, but here the speaker wants the hearer to perform the activity of shutting the door and it is up to the hearer to perform the activity or not by saying ‘yes’ or ‘no’.

Table 4.12 shows the frequency and percentage of usage of ‘Conversational Postulate’ by all the selected politicians in their selected speeches.

Name of the politician	Conversational Postulate used by the Politicians	Percentage
Donald Trump	01	0.15%
Hillary Clinton	02	0.32%
Imran Khan	05	0.86%
Nawaz Shareef	16	2.66%

Table 4.12 Usage of Conversational Postulate

The data given in the table 4.12 shows that American politicians have not used ‘Conversational Postulate’ much in their speeches, but on the other hand, Pakistani politicians have employed this pattern in their speeches but not to a great extent. Talking about American politicians, Donald Trump has just used it 1 time in his speech in the Texas whilst, Hillary Clinton has utilized this feature 2 times, one time in each speech with a percentage of 0.32. Whereas Imran Khan, a Pakistani politician, has employed ‘Conversational Postulate’ 05 times in his both speeches with a percentage of 0.86, however, his counterpart politician, Nawaz Shareef has used this feature often in his speeches. He has employed this ‘Conversational Postulate’ 16 times with a percentage of 2.66 in both of his speeches. This data shows that Nawaz Shareef is the politician who has used this hypnotic feature the most. The data of table 4.12 is graphically represented below:



Graph 4.12 displays the percentage with which all the selected politicians have used ‘Conversational Postulate’. Four bars are shown in the figure. The first bar which is the lowest in height shows Donald Trump’s percentage, the second bar shows Hillary Clinton’s percentage whilst the third bar which is the second highest shows Imran Khan’s percentage and fourth bar, the highest bar shows Nawaz Shareef’s percentage.

The analysis of the speeches revealed that the politicians made use of this feature in order to avoid creating resistance. This feature contained an embedded command in it and it is the psyche of the people that they would resist if they were directly told what to do, therefore, the politicians have used ‘Conversational Postulate’ in their speeches just to

avoid this resistance and appealed directly to the unconscious mind to perform an activity. It is observed that the command which they asked the people to perform through ‘Conversational Postulate’ is to vote for them. Examples of ‘Conversational Postulate’ from the speeches of the politicians are as follows:

4.12.1 Example of ‘Conversational Postulate’ from the Speeches of Donald Trump

“Are you ready for real American change?” (Donald Trump’s Texas Speech 2016, utterance number 161)

The analysis of the speeches shows that Donald Trump has used ‘Conversational Postulate’ just once in his both speeches. In the above example, Trump did not just ask the people if they were ready for change, but he wanted them to vote for him and bring change.

4.12.2 Examples of ‘Conversational Postulate’ from the Speeches of Hillary Clinton

“And look at this dais — we’ve got Charlie Rose, and Maria Bartiromo, and Chris Mat-thews, and Gayle King, and Norah O’Donnell, and Katie Couric — this counts as a press conference, right?”(Hillary Clinton’s New York Speech 2016, utterance number 52)

In the above example, Hillary Clinton wanted the press to consider this gathering as a press conference since all the important members of her party were present on the stage and she wanted the reporters to ask questions from them.

“Do we want him making those calls – someone thin-skinned and quick to anger, who lashes out at the smallest criticism? Do we want his finger anywhere near the button?” (Hillary Clinton’s California Speech 2016, utterance number 231)

In the above example, Hillary Clinton has talked about the aggressive nature of Donald Trump and wanted the people not to vote for such an impulsive and short tempered person who would put them in a nuclear war over some petty issue.

4.12.3 Examples of ‘Conversational Postulate’ from the Speeches of Imran Khan:

“Are you people getting scared of rain?” (Imran Khan’s Lahore Speech 2013, utterance number 94)

In this example, Imran Khan wanted his audience to be determined and resolute and listen to his speech even if it is raining.

“My Shaheens (falcons) of Tehrikv-e-Insaaf! Are you ready?” (Imran Khan’s Lahore Speech 2013, utterance number 33)

In the above example, Imran Khan has urged his potential voters to get ready and vote for him and bring change in Pakistan.

4.12.4 Examples of ‘Conversational Postulate’ from the Speeches of Nawaz Shareef:

“Pakistan’s green passport was respected or not?” (Nawaz Shareef’s Murree Speech 2013, utterance number 52)

In the above example, Nawaz Shareef has talked about the past that in his previous era, Pakistan’s passport was respected since Pakistan was progressing, but now no one in the world respects Pakistani green passport just because Pakistan is lagging behind in progress. By stating all this, he wanted his potential voters to vote for him so that he could bring back that golden time of Pakistan back again.

“Shall this bullet train service be started or not?” (Nawaz Shareef’s Multan Speech 2013, utterance number 73)

Again in this example, Nawaz Shareef wanted his potential voters in Multan to vote for him so that he could start the bullet train service in Multan.

4.13 Extended Quote

In extended Quote, the information is provided in the form of a quote but in rambling context. An example of the ‘*Extended Quote*’ is:

In my childhood, my teacher once told me before my exams “Hard work brings success.”

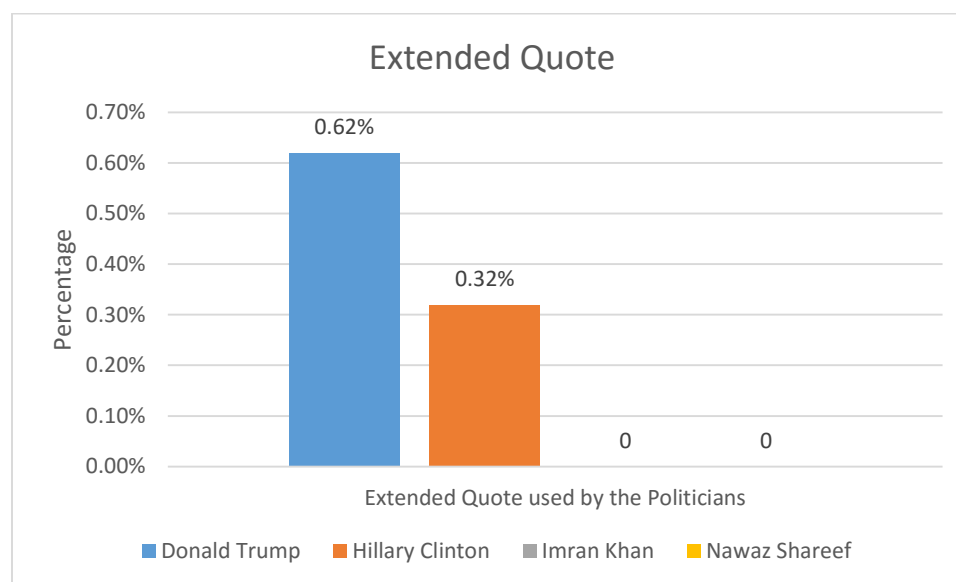
In the above example, the suggestion of working hard is wrapped up with a quote and it is presented in a rambling context of a childhood story.

Table 4.13 shows the frequency and percentage of usage of ‘Extended Quote’ by all the selected politicians in their selected speeches.

Name of the politician	Extended Quote used by the Politicians	Percentage
Donald Trump	04	0.62%
Hillary Clinton	02	0.32%
Imran Khan	00	00
Nawaz Shareef	00	00

Table 4.13 Usage of Extended Quote

The table 4.13 shows that none of the selected politicians from Pakistan have used this hypnotic pattern in their speeches. American politicians have used the feature of ‘*Extended Quote*’ but not in abundance. They have used it occasionally. Donald Trump did not use it in his first speech, but did use it in his Texas speech 04 times. He employed this pattern with the percentage of 0.627, whilst her counterpart, Hillary Clinton utilized ‘*Extended Quote*’ just 02 times in her New York speech with the percentage of 0.32. On the other hand, Pakistani politicians did not make use of ‘*Extended Quote*’ even once in their selected speeches. The data presented in the table 4.13 is graphically represented below:



Graph 4.13 Percentages of Extended Quotes

Graph 4.13 displays the percentage with which all the selected politicians have used ‘Cause and Effect.’ Only two bars are shown in the figure. The first bar which is the higher one in height shows Donald Trump’s percentage, the second bar shows Hillary Clinton’s percentage.

It is observed that the American politicians have used this ‘*Extended Quote*’ artistically in their speeches. They know that if a suggestion is provided to someone, the suggestion may have to face resistance from the other person, but if you wrap this suggestion in some quotation of an expert or authoritative person, it will more likely to be accepted by the other person. Information wrapped in quotations perhaps confuses the

unconscious mind in the course of time, which increases the chances of a suggestion to get accepted. Hence, on occasions they have provided the information to their potential voters by wrapping it in an extended quote just to appeal to the unconscious mind of the voters and to avoid the resistance regarding acceptance of suggestion from them. Examples of ‘Extended Quote’ from the speeches of the selected candidates are as follows:

4.13.1 Examples of ‘Extended Quote’ from the Speeches of Donald Trump

““Our first Republican President, Abraham Lincoln, warned us by saying: “The abandonment of the protective policy by the American government will produce want and ruin among our people”” (Donald Trump’s New York Speech 2016, utterance number 59)

In the above example, Donald Trump has wrapped a warning about the abandonment of the protective policy in the quotation of former American President Abraham Lincoln. By using the quotation given in the example he wanted to say that we should not abandon the protective policy as abandoning the protective policy would bring chaos and devastation among the people of America.

““In the words of a Secret Service agent posted outside the Oval Office:

“She simply lacks the integrity and temperament to serve in the office... from the bottom of my soul, I know this to be true... Her leadership style – volcanic, impulsive... disdainful of the rules set for everyone else – hasn’t changed a bit”” (Donald Trump’s New York Speech 2016, utterance number 116)

In this example, Donald Trump has enfolded the statement about the ineligibility of Hillary Clinton to be the President of America in a quotation of a Secret Service agent. The quotation says that Hillary does not possess the temperament to be made the President of America as she has impulsive and aggressive nature.

4.13.2 Examples of ‘Extended Quote’ from the Speeches of Hillary Clinton

““But, as the saying goes, "If you can't beat them, go on Fox News and call them a genius”” (Hillary Clinton’s New York Speech 2016, utterance number 59)

Here in this example, Hillary Clinton has criticized Donald Trump by using a quotation that Trump cannot beat her in solid argumentation, thus he always talks ill and bad about her.

All the selected speeches of the selected Pakistani and American politicians were analyzed under the light of Milton Erickson’s hypnotic model. The in-depth analysis of the

speeches shows that all the hypnotic patterns of the Milton's model were not utilized by the selected politicians. There were 20 major patterns in the model and the analysis shows that the politicians have used 13 patterns from the total 20 patterns in their speeches. Furthermore, the detailed analysis of the speeches shows that although the time, audiences and venues of the speeches keep on changing but most of the NLP patterns used in the speeches remained the same. These politicians have used these NLP features to influence the thinking of the audiences and have made them serve their interests. They knew that they can manipulate the public opinion if they use these NLP patterns in their speeches. These politicians are well aware that a speech containing these NLP features is an effective weapon to persuade the audiences and manipulate their feelings and thinking. Moreover, the purpose was to find out which features of the Milton's Model were used in abundance by all the politicians. The analysis of the speeches shows that the politicians from both the countries have mostly used the following features from Milton's Model.

Features of the Model	Donald Trump	Hillary Clinton	Total
Lost Performative	20.0%	27.15%	47.15%
Presupposition	27.94%	21.88%	49.82%
Universal Quantifier	07.84%	08.30%	16.14%
Model Operator	10.98%	06.86%	17.84%
Unspecified Verb	13.97%	07.50%	21.47%
Embedded Commands	9.73%	09.10%	18.83%

Table 4.14(a) Patterns used frequently by American Politicians

Features of the Model	Imran Khan	Nawaz Sharif	Total
Lost Performative	09.70%	15.64%	23.34%
Presupposition	17.33%	17.97%	35.30%
Universal Quantifier	09.01%	04.65%	13.66%

Model Operator	14.21%	11.81%	26.02%
Unspecified Verb	15.07%	13.81%	28.88%
Embedded Commands	20.27%	17.47%	37.74%

Table 4.14(b) Patterns used frequently by Pakistani Politicians

Table 4.14(a) and (b) clearly reveal the NLP patterns with the percentage which were frequently used by all the selected politicians. The tables show that all the selected politicians used ‘Lost Performative’, ‘Presupposition’, ‘Universal Quantifier’, ‘Model Operator’, ‘Unspecified Verbs’, and ‘Embedded Commands’ more frequently than the other patterns of Milton’s model.

Talking about the ‘Lost Performative’, Donald Trump used this pattern with the percentage of 20 whilst Hillary Clinton utilized this feature with a percentage of 27.15 in both of her speeches. Both of these American politicians used this feature with a combined percentage of 47.15. On the other hand, Imran Khan used this pattern in the percentage of 9.70 whereas Nawaz Shareef employed this pattern in his speeches with the percentage of 15.64, whilst both of Pakistani politicians made use of this feature with a combined percentage of 23.34.

The tables 4.14(a) and (b) show that Donald Trump utilized ‘Presupposition’ with the percentage of 27.94 in both of his speeches whereas Hillary Clinton employed the same pattern with the percentage of 21.88 and the combined percentage of presupposition used by both of these selected American politicians is 49.82. Similarly, Imran Khan used this pattern with the percentage of 17.33 and his counterpart politician, Nawaz Shareef made use of this pattern with the percentage of 17.97 whereas the combined percentage of both of these politicians is 35.3.

Speaking of ‘Universal Quantifier’ Donald Trump employed this pattern with the percentage of 7.84 in both of his speeches whilst, Hillary Clinton utilized this feature with the percentage of 8.30 and their combined percentage is 16.14. Likewise, Imran Khan made use of this feature with the percentage of 9.01 in both of his speeches whereas Nawaz Shareef utilized this feature with the percentage of 4.65, the combined percentage of both these Pakistani politicians is 13.66.

Another element which is used more frequently by all the selected politicians is ‘Model Operator’. Donald Trump used this pattern with the percentage of 10.98 whereas Hillary Clinton utilized this pattern with the percentage of 6.86 in both of her speeches whereas the combined percentage of both of these American politicians is 17.84. On the other hand, Imran Khan employed this pattern with the percentage of 14.21 and Nawaz Shareef made use of ‘Model Operator’ with the percentage of 11.81 in both of his speeches and their combined percentage is 26.02.

Similarly all the selected politicians have frequently used ‘Unspecified Verb’ in their speeches. Donald Trump made use of this pattern with the percentage of 13.97 whilst Hillary Clinton employed the same pattern with the percentage of 7.50 and the combined percentage of both of these politicians is 21.47. Whereas Imran Khan utilized ‘*Unspecified Verb*’ with the percentage of 15.07 and the Nawaz Shareef’s percentage of making use of this pattern is 13.81. The combined percentage of these Pakistani politicians is 28.88.

‘Embedded Command’ is another pattern which is applied frequently by all the selected politicians in their speeches. Donald Trump made use of this pattern with the percentage of 9.73 while Hillary Clinton used the same pattern with the percentage of 9.10 whereas the combined percentage of both these politicians is 18.83. On the other hand, Imran Khan and Nawaz Shareef employed ‘Embedded Command’ in their speeches with the percentage of 20.27 and 17.47 respectively and their combined percentage is 37.74. The data shown in the table 4.14 is graphically represented below:

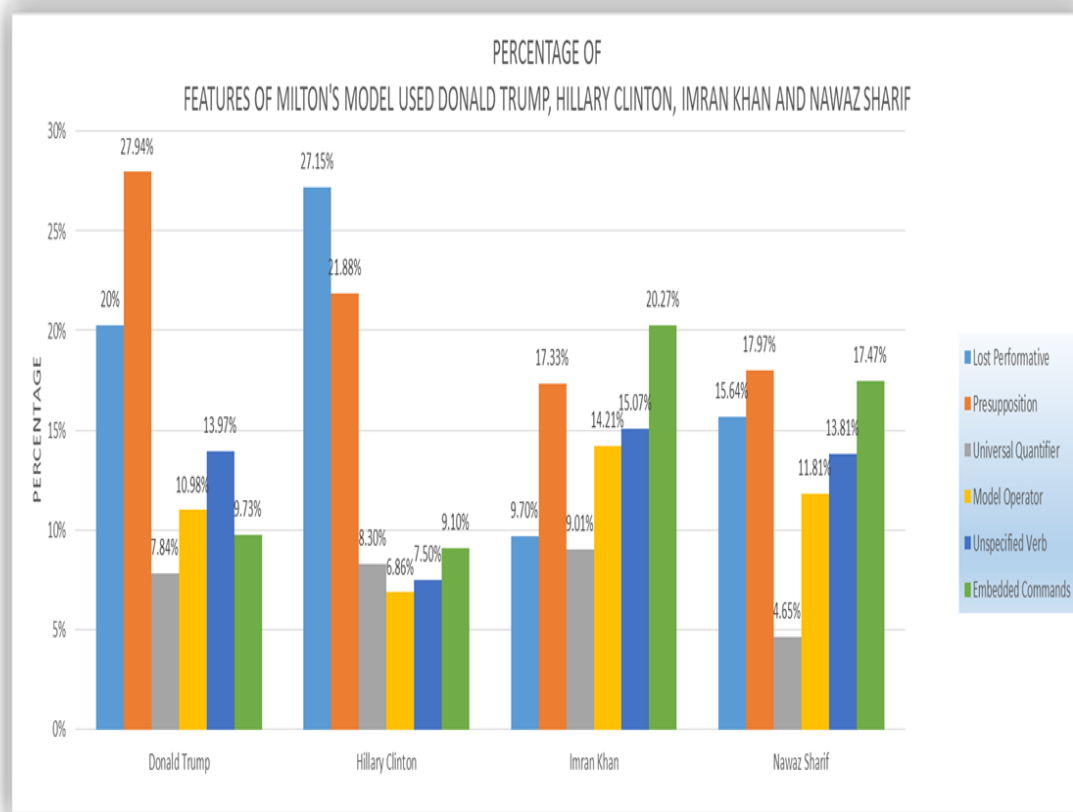


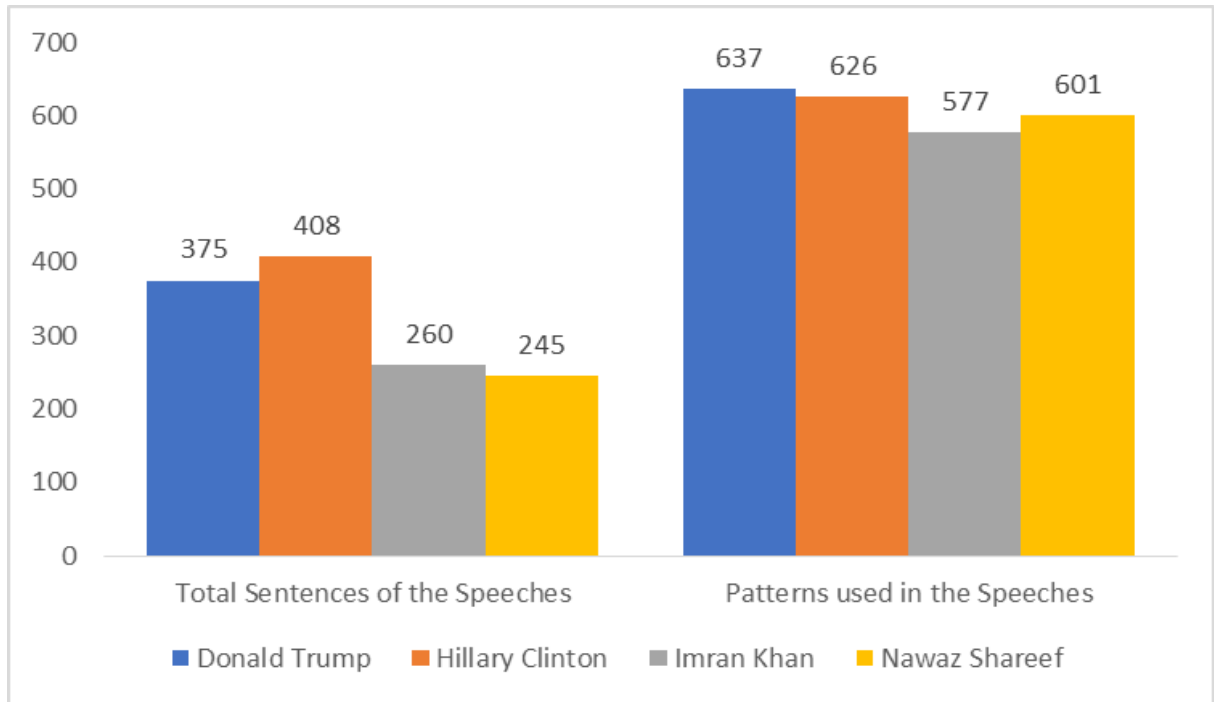
Figure 4.14 Patterns used frequently by the Politicians

Furthermore, there was another question to probe into, and that was which of the selected politicians, Pakistani or Americans, use more persuasive techniques in their pre-election speeches. The results for answering this question are as follows:

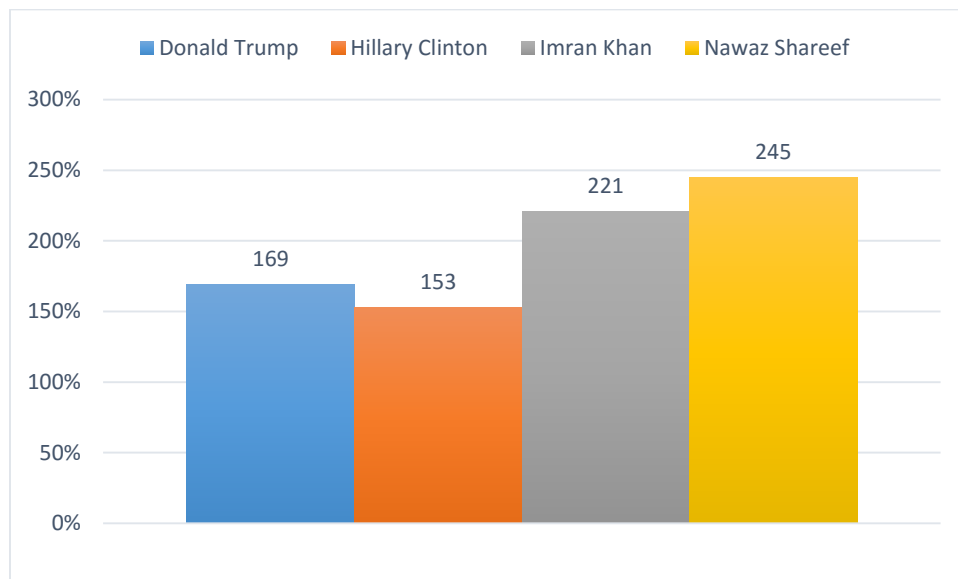
	Total Sentences of the Speeches	Patterns used in the Speeches	Pattern Per 100 Sentence
Donald Trump	375	637	169
Hillary Clinton	408	626	153
Imran Khan	260	577	221
Nawaz Shareef	245	601	245

Table number 4.15 Total Patterns used in the Sentences

The graphical representation of the table 4.15 is represented below:



Total Sentences and Patterns used 4.15 (I)



Graph of table number 4.15 (ii) (Patterns per 100 Sentences)

Table 4.15 and its graphs given above clearly show the total number of sentences in the speeches of each politician along with the usage of Milton's hypnosis patterns per 100 sentences by the all the selected politicians. In the table 4.15(i), three columns have been shown, the total number of sentences, the total number of patterns, and the usage of patterns per 100 sentences by all the politicians. There are two graphs: one is representing the total number of sentences and the total NLP patterns, the other graph shows the frequency of the usage of patterns per 100 sentences by the politicians.

Critical Discussion:

This research was aimed at finding out the NLP techniques in the speeches of the selected politicians. From the analysis of the speeches it is apparent that all the selected politicians used NLP techniques in their speeches for the persuasion of their audiences. All the politicians tried to take their audience into confidence by saying that only they can solve their problems and only they can make the country strong and that their opponents are corrupt and useless. They frequently took help from persuasive techniques to persuade the potential voters to vote for them. Nourali (2016) discussed that American politicians use persuasive techniques quite frequently to have persuasive effect on their audiences. The current study also shows that there were 375 sentences in both the speeches of Donald Trump out of which he used 637 NLP techniques. The frequency of the usage of patterns per 100 sentences by him is 169. He almost used all the important hypnotic patterns from the Milton's Model except *Tag Question*, *Double Bind* and *Selectional Restriction*. He used *Presupposition* and *Lost Performative* the most number of times. In the same way, in the case of Hillary Clinton, there were 409 sentences in both of her speeches and she tried to persuade her voters by using NLP techniques 626 times in her speeches. She used 153 patterns per 100 sentences. She also utilized all the major persuasive language techniques of the Milton by leaving just three elements which were left by Donald Trump as well. It shows that both the American politicians frequently utilized these NLP techniques to manipulate the minds of their voters.

On the other hand, when we talk about Pakistani politicians, Imran Khan's both speeches consisted of 260 sentences. He used NLP techniques in his speeches 577 times and his ratio of using patterns per 100 sentences is 222. He also did not use three patterns from the Milton model which are: *Double Bind*, *Extended Quote* and *Selectional*

Restriction and the patterns which were mostly used by him are: *Embedded Commands*, *Presupposition* and *Model Operators*. Nasir (2014) is of the same view that Imran Khan convinces his audience with the help of persuasive language by convincing them that he would give them all the rights which Islam guarantees to everyone. Therefore, they should vote for him. Likewise, Nawaz Shareef used NLP techniques 601 times in 245 sentences of both of his speeches. He used the pattern per 100 sentences with a ratio of 245, which shows that he used at an average of almost two and half pattern in his single sentence. He made use of *Unspecified Verb*, *Presupposition* and *Embedded Commands* the most number of times from the Milton's Model whilst his speeches lack the patterns like *Double Bind*, *Extended Quote* and *Selectional Restriction*. Like American politicians, Pakistani politicians also made use of NLP techniques to twist their language and appeal directly to the minds of their potential voters.

Furthermore, the analysis of the patterns most frequently used by the selected politicians showed that the politicians of both the countries made use of the NLP patterns differently. American politicians have made use of 'Lost Performative' and 'Presupposition' a great deal in their speeches and Pakistani politicians used 'Model Operators', 'Unspecified Verbs', and 'Embedded Commands' to a greater extent in their speeches. American politicians used 'Lost Performative' more frequently in their speeches because they wanted to give their value judgment and criticize their opponents' policies and actions in such a way that it looked like a general opinion. They wanted to make the audiences realize that it is not only they but everyone thinks ill about the actions and policies of their opponents. Moreover, 'Presupposition' was used abundantly by the American politicians as they assumed that the audiences already have the established beliefs and ideals about the incidences the politicians are referring to in their speeches. The audiences are well aware of the flaws in the policies of the political opponents of the selected politicians, and they have the same complaints and problems from their counterpart politicians.

Similarly, Pakistani politicians used 'Model Operators' more frequently because they wanted to create awareness in the audiences about what the necessities of life are and later they showed the voters the possible ways of acquiring those necessities of life. Using language as a tool, they pointed out that their opponent politicians are not aware of their

necessities and only they can provide the people opportunities not only to acquire the necessities of life but also to fulfill their desires. Furthermore, the repeated use of ‘Unspecified Verb’ by the Pakistani politicians showed that they did promise that they would take some steps and perform some actions for the betterment of their voters but did not explicitly state how they would do that and what actions they would take. Using unspecified verbs in the speeches serves their purpose as audiences do believe in their promises without asking them how they are going to fulfill these promises. In the same way, Pakistani politicians used ‘Embedded Commands’ more often as they did not explicitly state in their speeches what these politicians wanted their audiences to do, the politicians concealed their commands within the larger text and bypassed the conscious mind of their audiences to capture the attention of the unconscious mind. As these politicians know that if they give open commands they might encounter some resistance as the people would think whether to accept or reject the command, but if the politicians embed their commands in the text and approach the unconscious mind they will not encounter any resistance.

Likewise, the thorough analysis of frequently used patterns showed that American politicians tried to persuade their audience by appealing to their senses and logics whereas Pakistani politicians tried to manipulate the minds of their audience by appealing to the basic necessities of their lives. This difference in the approach of the politicians from both the countries is because of the following reasons:

- Americans are more educated and therefore they are supposed to be more aware about their basic rights than the Pakistanis.
- Since America is a developed country, therefore the people of America enjoy the basic necessities of life but on the other hand, Pakistan is a developing country where people are still struggling to get even the basic necessities of life.

The last point of consideration was to find out how far are Pakistani and American politicians similar/different (in terms of frequency) of the use of NLP techniques in their speeches. The analysis of the data shows that NLP techniques used by the American politicians per 100 sentences is 169 and 153 respectively in which Trumps share is 169 and Hillary’s share is 153, whilst their combined percentage of the usage of NLP techniques per 100 sentences is 161. Similarly, the combined percentage of utilizing the NLP

techniques per 100 sentences by Pakistani politicians is 233 in which Imran Khan's percentage is 222 whilst the percentage of Nawaz Shareef is 245 respectively. Since Pakistani politicians have the higher combined percentage of using the NLP persuasive techniques per sentence than the American politicians, therefore, it is stated that Pakistani politicians use more persuasive techniques in their speeches. In Pakistani politicians, Nawaz Shareef is the one who uses the most persuasive techniques in his speeches in order to convince the voters to vote for him.

Moreover, the pattern of the speeches of all the politicians was observed and it was found that all the politicians started their speeches by creating a rapport with the audiences. They started their speeches from their voters' perspective. They try to make the potential voters realize that they are aware of the problems and difficulties which the voters are facing. Later on, they use persuasive language against their political opponents and try to change the minds of their voters in their own favor. At the end, by stating their policies and plans they try to take the voters in confidence and make them realize that they are the suitable candidates who can provide them freedom from all of their problems and difficulties.

CHAPTER 5

CONCLUSION

This chapter highlights the final conclusion, findings and recommendations of the current research. First, the findings of the research have been given and explained. Second, it shows the conclusions of the overall research. At the end of the chapter, the researcher has given recommendations for the future researchers.

5.1 Findings

In order to find out whether the American and Pakistani politicians have used NLP techniques in their speeches or not, the researcher has divided the selected speeches into different sentences and then those sentences are thoroughly analyzed in the light of the most important hypnotic language patterns from Milton Erickson's model. The study, after a thorough data analysis and discussion, yielded the following findings.

- All the selected politicians utilized the hypnotic patterns of NLP in their speeches in order to persuade their audiences, mold the views of their audiences and get their desired results. These hypnotic patterns are used by the politicians to convince the audiences to vote for them.
- Pakistani politicians have used more persuasive techniques of NLP in their pre-election speeches. The combined percentage of the usage of hypnotic patterns of Pakistani politicians is higher than the combined percentage of American politicians; therefore, it can be said that Pakistani politicians use these NLP hypnotic patterns more frequently than the American politicians.

- Amongst all the hypnotic patterns of NLP, the selected politicians have used *Lost Performative, Presupposition, Universal Quantifier, Model Operator, Unspecified Verb and Embedded Commands* in abundance.

5.2 Conclusion

The study was about finding the persuasive techniques in the speeches of Pakistani and American politicians with respect to Neuro-linguistic programming. The research questions related to the study were to find out the persuasive techniques of language in the speeches of American and Pakistani politicians. For this, it was found that almost all the politicians used certain persuasive techniques of language in their speeches. Their speeches were analyzed with the help of Milton Erickson's model of hypnotic language. There are 20 hypnotic patterns in the Milton Erickson's hypnotic model, but during the analysis of the selected speeches it was found that the selected politicians have only employed the 13 most important hypnotic patterns in their selected speeches. The use of these persuasive patterns by the selected politicians in their speeches showed that all of them used persuasive techniques in their selected speeches. The politicians used these patterns intentionally in their speeches in order to persuade their audiences, mold the views of their audiences and get their desired results. Likewise, Altikriti (2016) states that the persuasive speech acts are of great importance in the political speeches as politicians use them frequently to affect behavior and actions of audience.

The second research question was to find out how far Pakistani and American politicians are similar/different (in terms of frequency) in the use of NLP techniques in their pre-election speeches. The results of the speech analysis showed that Pakistani politicians used more persuasive techniques in their pre-election speeches and among the Pakistani politicians Nawaz Shareef used these persuasive techniques more frequently. Pakistani politicians seemed to utilize the pattern of hypnotic language in a better way than the American politicians. They used these language patterns as a tool to play with the minds of their audiences and change their opinions. Amna (2015) is also of the same view that the Pakistani politicians in their pre-election speeches depend very much on the use of language manipulation to represent ideologies and beliefs, change the ideas and thoughts of the people, to assert their power over the masses and make their minds in the desired way.

The last research question was about the techniques most/least commonly used by the Pakistan and American politicians. After the thorough analysis of the selected speeches, it was found that some persuasive techniques were used more frequently by all the politicians. These techniques were *Lost Performative*, *Presuppositions*, *Universal Quantifiers*, *Model Auxiliaries*, *Unspecified Verbs and Embedded Commands*. All these techniques were used because these techniques have a more persuasive effect on the audiences than the other persuasive techniques in the Milton's model. Further, it was found that American politicians used *Lost Performative* and *Presupposition* more frequently than the other hypnotic patterns. On the other hand, Pakistani politicians used *Model Auxiliaries*, *Unspecified Verbs and Embedded Commands* in abundance. Naz, Alvi and Baseer (2012) are of the view that linguistic choices help politicians to get the major political outcomes.

Various studies were conducted to find out the effects of Neuro-linguistic Programming, but no one conducted a study to find out the use of persuasive language by the politicians with respect to Neuro-linguistic Programming. This study is unique in one more aspect that no one has ever applied Milton Erickson's model of hypnotic language on speeches in order to find out persuasive elements in the speeches of the politicians. The current study focused on the pre-election speeches of the politicians because in pre-election speeches, the politicians try their best to persuade the audiences, change their views and get the votes from the audiences. Similarly, in this study, it is found that all the politicians tossed and twisted every persuasive technique in their pre-election speeches to their own benefit. By using the persuasive language, they tried to tap into the raw emotions of their potential voters and to convince them that their opponents would do nothing for the audiences and only they were the suitable candidates who would solve their problems and give the audiences their due rights. The "us" and "them" rhetoric was utilized fully by all the selected politicians in their pre-election speeches in order to create hatred in the voters for their opponents. All of them used language in such a way that they appeared authentic, loyal and passionate in serving the nation.

It is evident from the current study that all the politicians whether they belong to any country use persuasive language in order to persuade their audiences. They use such language as they want to directly appeal to the mind of their audiences. They use all kinds

of linguistic devices not only to win the favor of their voters, but also to make their voters hate their political opponents.

5.3 Recommendations for the Future Researchers

NLP is the study of outstanding communication and it is a combination of different sets of techniques and tools used in order to get desired goals and results. The present study is an attempt to find out the persuasive elements in the pre-election speeches of Pakistani and American politicians with respect to NLP. In this research, politicians from different countries were selected. However, future researchers can conduct studies by selecting one, two or more politicians from the one country. They can also increase the number of speeches of different politicians for analysis. Similarly, the future researchers can also conduct studies to compare and contrast speeches of male and female politicians for finding out the persuasive elements in their speeches by applying the same Milton Erickson's hypnotic model.

With the passage of time, the spectrum of NLP is not confined to politics only but it is also used in different fields such as Education, Politics, Psychotherapy, Counseling, Health, Law, Creativity, Management Sales, Parenting and Leadership. In all these fields, language is utilized as a tool for persuading their potential customers for the attainment of various benefits. Therefore, researchers can also conduct studies to find out the use of NLP in all the above mentioned fields.