

Critical-Discourse Analysis of 'Self-reflexivity' across
Bush's and Ardern's Anti-terrorist Political Speech: A
Functional-Pragmatic Approach

تحليل الخطاب النقدي لانعكاسية الذات في خطاب جورج بوش
وجاسيندا أريدين السياسي المناهض للإرهاب: منهج تداولي-وظيفي

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Abstract

This study attempts to approach the ideological representations across the genreic rhetorical moves of political mediatized message in light of Machin and Mayer (2012). The two speeches are anti-terrorist political speeches that are presented by Jacinda Ardern and George W. Bush. The two speeches represent; a) the text chief source and b) the triggered text. Moreover, this study examines the form and content mappings across the; greeting, soliciting opinion, checking, challenging, entrapment, and release moves (Cap and Okulska, 2013, pp. 10-11). Self-reflexivity is expressed across the social roles of the narrator, interlocutor, and character reaching to the inference-pragmatic pattern in terms of the indexicals i.e., 'functional pragmatics' (Titscher, Meyer, and Wodak, 2000). The results of the study indicate a homogenous self-hegemonic ideology across; i) the same rhetorical moves across the two speeches; ii) the same Information Units/IUs of the propositional content; iii) the homogenous cognition determinism that reflects communication dynamicity.

Key words: Political communication, Self-reflexivity, Ideological Representations, Appropriation, Indexicals (i.e., deictic system)

تحليل الخطاب النقدي لانعكاسية الذات في خطاب جورج بوش وجاسيندا أرديرن السياسي المناهض للإرهاب: منهج تداولي-وظيفي

ملخص

تحاول هذه الدراسة قراءة التجسيديات الأيديولوجية عبر التنقلات البلاغية النوعية للمحتوي السياسي الإعلامي. ويعد الخطاب السياسي لجاسيندا أرديرن وجورج بوش-قيد الدراسة- خطابا مناهضا للإرهاب. وتبحث هذه الدراسة تعيينات الشكل والمحتوي للرسالة السياسية عبر: التحية، التماس الرأي، التحقق، التحدي، الإيقاع (الانحباس)، والتنقلات الأفرجية (Cap and Okulska, 2013). ويتم التعبير عن انعكاسية الذات عبر الأدوار الاجتماعية الممثلة في دور الراوي، المحاور، والشخصية حيث التحقق من نمط الاستنتاج التداولي في ضوء المؤشرات الدلالية (التداولية الوظيفية) (Titscher, Meyer, and Wodak, 2000). وقد أشارت الدراسة التي تحقق الأيديولوجية المتجانسة للهيمنة الذاتية من خلال: (١) نفس التنقلات البلاغية النوعية للخطابين: (٢) نفس الحقب المعلوماتية للمحتوي المتضمن: (٣) الإدراكية المتجانسة المحددة التي تعكس ديناميكية عملية التواصل.

الكلمات الدالة: التواصل السياسي، انعكاس الذات، تجسيد الأيديولوجيات، المؤشرات الدلالية

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1.1. Statement of the Problem

Political communication is seen as a political deliberate rhetorical manner that lacks the symbolic discursiveness acts (McNair, 2003, p. 3). The political deliberated rhetorical manner appears across the pragma-inference pattern that frames the identity of the speaker and the ideology of the speech community (p. 4). In this study, the American and the New Zealand's identities' mediated representations are conducted across the discursal inter/intra relational networks of the deictic terms as Informational Units/IU_s of the societal activities representing an activity-based identity (Gee, 2018, pp. 74-75 and McNair, 2003, p. 7).

The activity-based identity is conducted in terms of the abstract neutral political argumentative tools that construe a political shared ground with the public sphere (Walton, 2007, p. 23 and McNair, 2003, p. 7). The mediated genres' hypothesized rhetorical moves approach the aims of the presidential political speech since it may depict its content across short word length, restricted vocabulary, repeated utterances, and populace short text (Austermuhl, 2014, pp. 11-14). Accordingly, the integration of the folk observer and the political elites' identities create the socio-cultural ideology (Austermuhl, 2014, p. 15 and van Dijk, 1998, p. 118). The relational identities, within the same society, are determined by the selective policy of the elites (Gee, 2018, p. 76).

Thus, the activity-based identity of the political elites' Ardern or/and Bush is linked to the whole world. Their activities reflect degrees of valuable propositional content depending on the mediated referentiality rendered across the IU_s valuable content and form (Halliday, 1978). The produced referentiality is conceptualized through the pragmatic-inference pattern of using deictics in discourse. Thus, there becomes a stabilized content and form of the provided information (Fairclough, 2003, p. 66). The inference pattern shows the stimulated cognition that helps in identifying the mediatized political content schemata so as to construct symmetric situational schema (van Dijk, 1998, p. 59).

In this study, two political anti-terrorist speech have been presented over two socio-contextual terrorist crimes; 11/9 terrorist attacks and Christchurch attacks. The two political speeches offer a multifaceted remedy for these attacks. Pragmatically, the multifaceted political discourse -across its integrated genres- displays the rhetorical moves' IU_s that patternize the activity-based identity showing; 1) the micro- inclusive constructed identities' representations and b) the macro-presidency rhetoric moves across various discourse communities.

1.2 Theoretical background: literature review

1.2.2 Genre of Mediatized Political Anti-terroristic Speech

The mediatized presidential political discourse seeks cooperation, competition, and confrontation across the self, the other, and the world (Cap and Okulska, 2013, p. 7). Accordingly, the genre of the presidential political message is represented in a discursive chain of Rhetorical Moves/RMs:

Greeting→ Soliciting opinion→ Checking→ Entrapment→ Challenging→ Release→ Conclusion

The RMs describe the content and the form of the eco-story (Cap and Okulska, 2013, pp. 10-11). Each move represents a purposeful-based activity that activates the relation/s between the 'center' and the 'periphery' (pp. 6-9). The generic content conceptualizes the beliefs so as to construe the identity representations that render socio-encyclopedic platform of political practices (Orts and Breeze, 2017, p. 10). The political heterogeneity represents a process of macro-hybrid change where a flexible interpersonal interaction is conducted between the speaker and the receivers (Cap and Okulska, 2013, pp. 10-19). The macro-structure of the communicative dynamicity deploys the continuous political conceptualized existentialism across the society's classes (Orts and Breeze, 2017, p. 10). Cognitively, the genre-message RMs of the presidential speech are co-/eco-predetermined as raising factual topics, arguing about it, seeking information, suggesting possible actions, revising goals and relations, recommendations, and reaching conclusion (Kenrick, Neuberg, and Cialdini, 2006, p. 158 and Walton, 2007, pp. 66-69).

In politics, the ontological existentialism chain is performed by the in-group positive experiences (i.e., inclusion) directed against any negative eco-stories such as terroristic attacks (van Dijk, 2008, p. 122). Across mediatized discourse, the pragmatic inferences are required to reach the implicit and explicit interpretations of the IUs. The IUs reflect the political content inner-relations. The more mediatized discursal features are, the more heterogeneous inferred relations are; and the more positive/negative purpose-based activities are. The socio-political activities represent the discourse mushfake where the mutual dialectology between discourse community and community of practice appears across greeting; communication participation; soliciting opinions; checking details; challenging; and contrast among other features (Johns, 1997, p. 498). For the political elites, the conceptualized pragmatic inferences of self-performances posit the politicians in particular positions (Gee, 2012, p. 146 and Kaplan, 1986, p. 2); for the common, the pragmatic inferences facilitate the social heterogeneity's management that results from rhetorical deliberation of self-appeals' ethos, pathos, and logos (Habermas, 1998, p. 19).

The adopted RMs generic features formulate the public sphere's valued vantage points so as to build; the public sphere (organizations), the policy sphere (elites), and the desired sphere (future plans) (Bennett and Entman, 2005, pp. 1-9). The RMs generic discourse features reflect the representation of the eco-stories so as to construct a patternized representation chain, i.e. genreic networks of the public's/the policy's and sphere's reactions and responses (Fairclough, 2003, p.69). The changes over the genreic RMs embody the cognitive processing upon the socio-cumulative changes of the discursive practices where a narrative-like frame deploys the IU with its density, re/duplication, and re/multiplication of the IU levels of meaning (Bateman, 2008, p. 2). Accordingly, the self-reflexivity is construed due to the re/representation of the meta-informativity of the source story (p. 5). The meta-informativity builds schematic linguistic constructions that re-construe the construal (Freedman, 1996, p. 48). The re-construing of the political construal enhances language relations between chief and triggered political speech approaching intertextuality (Tannen, 2007, pp. 9-12).

The intertextual sense reflects the *lexicals* categories' functions in terms of its; a) universality; b) publicity; c) conventionality; and d) credibility. The intertextual sense creates a socio-conventional listeme pattern (i.e., ready-made phrasal blocks) that controls the public knowledgeable awareness zone (Gasparov, 2010, pp. 36-37). Moreover, intertextuality shows appropriation (Johnstone, 2002, pp. 139-140). The political intertextual appropriation is represented across socio-purpose based practices (van Dijk, 2008, pp. 9-10). Thus, the political appropriation is approached in terms of voice-reflexivity in three various roles; narrator, interlocutor, and character (Reyes, 2011, p. 2). Analytically, the '*narrator*' describes and gives mediated information that approximates clusivity. The '*interlocutor*' displays the rapport strategies across the political discourse. The '*character*' role lies cognitively in stimulating the eco-political construals supporting the political ideology (pp. 2-4). The experiential dynamic circuits of power-roles deploys; self-reflexivity, indexical references/inferences, inter-discursive practices, and stability across political communication.

Discourse studies on political communication have investigated various topics; self-repair across political statements (Elseidi, 2018); news reports (Zhang, 2014); and empowerment agenda (Farrelly, 2010). Moreover, the political discourse literature reviewed on anti-terroristic discourse revealed that; 1) no adequate discourse study is conducted on Bush and Ardern anti-terrorist political speech; 2) no adequate study conducts the propositional content stability across the RM_s across the two speeches; and 3) the deictic system as a pragma-reference/inference pattern has not been examined across the two Bush and Ardern speeches.

1.3 Aim of the Study

This study attempts at analyzing the ideology representations of two political elites' speech; Ardern and Bush. The political ideology is experienced across the inference/reference pattern of the deictic system. Thus, it aims at answering these questions; Q1. Does the pragmatic inference/reference pattern serve the self-reflexivity? If yes, Q2. What are the political voices that determine the activity-based identity?

1.4 Framework of Analysis

This study employs the content-based qualitative analysis of the political discourse so as to uncover the detailed functional pragmatic ideology referentiality across the political RMs.

1.5 Model of Analysis

This study adopts Machin and Myer's approach of critical discourse analysis that embodies the ideological representations as a) the iconic indexicals of social actors and b) the adapted pragma-inference pattern in terms of; personalization vs. impersonalization; individualism vs. collectivism; specification vs. generalization; nominalization vs. functionalism; honorifics; objectivation; and anonymization (Machin and Myer, 2012, pp. 77-96). Pragmatically, deictics is functionally applied to the political RMs' thematic content (Cap and Okulska, 2013, pp. 10-11). The deictic system is classified as;

Table (1)
The Deictic System Classification

The Deictic System	Examples
Personal Deictic	I, me, my, mine, our, ours; He, him, his, she, her, hers; You, your, yours It, its
Spatial/distal deictic	Here, there, this, that, these, those,
Temporal deictic	Now, then, time reference (past, present and future)
Social deictic	Honorifics and social ranking

1.6 Data Base

The data base of this study is Bush and Ardern's mediated anti-terroristic speech scripts. Bush' transcript is retrieved from the Government Publishing Office, www.gpo.gov; Weekly Compilation of Presidential Documents Volume 37, Number 45 (Monday, November 12, 2001). And Ardern's speech is retrieved from: <http://www.theguardian.com>; Thu 28 Mar, 2019 two weeks after the Christ church attacks. The selection of this data based on the potential symmetric eco-

/co-practices of same event discourse mappings across the two communities (Aijmer and Lewis, 2017, p. 2).

1.7 Procedures of analysis

The functional pragmatic pattern, as an itemized examination of the two scripts, is realized through; 1) a tabulated coded-based segmentation of the information bits so as to extract the ideological RMs (Gass and Mackey, 2017, pp. 89-100 and Crossley and Kyle, 2018, pp. 568-569); and 2) deictic-based thematized-segmented content RMs.

1.8 Results and Discussion of Bush's Anti-terroristic Speech

1.8.1 Results of the Presidential Message Rhetorical Moves/RMs

The detailed examination of the political discourse aims at uncovering the self-reflexivity and the broader hegemonic ideology across the logically-evidenced, informative, referential, and descriptive IUs. To answer the first question, descriptive content analysis is provided to reach the genreic thematized RMs.

Table 2

The Political RMs across Bush's and Ardern's Presidential Speech

Ardern's's RM	N. of Words	Bush's RM	N. of Words
Greeting	26	Greeting	22
Solicit-opinion	205	Solicit-Opinion	758
Checking and Entrapment	988	Checking and Entrapment	859
Challenging	210	Challenging	865
Release	203	Release	215
Conclusion	16	Conclusion	0

Generally speaking, the RMs represent the propositional content, cognitive management, information processing, and circumstantial existentialism. Analytically, the two ideologies have homogenous form mappings. The tabulated RMs in Table (2) show that the genreic RMs across the two scripts are employed and the RMs voicing shifts' are practiced. Obviously, the most dominant RMs across the two speeches is 'checking and entrapment'. The two RMs serve the functional information display or constraint. Functionally, the RMs' compositional units reflect

two crucial pragmatic meaning-edges, i.e. literal meaning and intended meaning; force and meaning (Thomas, 1995, pp. 18-21).

Moreover, the 'checking and entrapment' information processing reflects a political-integrated 'narrativity' of the terroristic situational dots (Reyes, 2011, p. 3). The second preferred RMs is 'challenging' where the political elite tries to create a desired world by feigning an egalitarian (p. 3). Consequently, the political elites serve double-edged interplay that offers a mitigated channel of the assumed hegemony and the consensus' common solidarity sociability. Functionally, the political voicing is determined by the information intensity, i.e. lexically-oriented and grammatical intricacy, i.e. structurally-oriented that link the context of situation to the deliberative language. The dominant RMs deploy the contextual transitivity across the significant political function of RMs across voicing shift and the indexicals' network that provides referential/inferential pattern (Halliday, 2004, pp. 248-259).

1.8.2 Discussion and Findings of the RMs' Deictics

The most dominant political voices across the two RMs are the narrator and the interlocutor. The two political voices are functionally represented across the deictic system. The conventionalized deictic system representation constructs the prototypical inference/reference pattern and the stability of the propositional content across the RMs.

Table (3)
Indexicals across Bush and Ardern's Speech RMs

Political RMs	Greet ing	Solicit ing	Check ing	challeng ing	releas e	conclus ion
Bush's RMs	3	90	82	86	27	
Ardern's RMs	6	37	117	30	27	3

Obviously, the two elites' discourse reflect a significant use of deictics; however, Bush's speech presents more significant use of indexicals than Ardern; the personal, temporal, spatial and social deictics. Generally speaking, the deictics' use across Bush's speech renders a particular position to both the speaker and the hearer and an eco-epistemic

knowledge of the story lived by. Additionally, they are employed to serve the direct narrativity function across the political voices so as to; i) reach the public; ii) frame the power-relations between the elites and the audiences; and iii) approach the audiences' memorial, awareness, and attainability forces. The conventionalized use of indexicals creates a stabilized propositional content within each RM (Woods, 2006, p. 136). The various uses of deictics evoke multi-faceted interpretive views given the co- and the eco- contextual factors (Yule, 2010, p. 132).

Generally speaking, the two speeches employ the indexicals homogenously so as to elaborate the propositional content (Graesser, Gernsbacher, and Goldman, 1997, pp. 292-293). Indexicals, as a pragmatic device, is accessible due to the co-/eco-world it is experienced in. Thus, a gestalt or a partial use of the stories lived by across speech communities, contexts, groups, and/or individuals may lead to multi-inferred-based realizations of the eco-story and the semantic roles involved in (Reyes, 2011, p. 6). Accordingly, power relations, the self-identity, group ideology, and the public sphere are affected (p. 6). In other words, the nuances of the pragmatic indexicals across the two speeches reflect the homogenous nature of political discourse that stabilizes the political behavior as an expected behavior. The most well employed personal indexical is 'we' and 'you' as a manipulative strategy to involve the audiences in the current position and to dislocate the speaker from it. The pronominals 'we' and 'you' reflect an ideological representation of the self- and the other-representation according to the ideological representation square (Van Dijk, 2006, p. 734). Moreover, it frequently reflects the elites' trials to share the soliciting, challenge, and narrating zones. Thus, the political message employs the indexicalities reflections (Reyes, 2011, p. 6). The content-based propositional stability, given the accessible eco-information, appropriates with the global communicative purpose. The political goal-oriented communicative situation is realized more across Bush's speech since there is a mutualized transfer across the inferred im/personalization; individualism/collectivism; and specification/generalization.

With that, ideologies are represented across general mental recognition of shared discursive practices (van Dijk, 2009, p. 81). The

shared global communicative purposes represent the ideological shared discursive practices. The common shared discursive practices towards terrorism determine the selection of initiated topics, lexical terms, and semantic moves (p. 82). Pragmatically, the communicative goals are to be reached given the assumed reference and/or inference pattern. References and/or inferences elaborate the eco-ethnographical sense of the situation. Thus, ideology stems from the significance of providing a value-based evaluation upon situational dots' properties (p. 179). In this sense, speech communities set the political commonalities through a/symmetric practices, indexicalities, and ideologies to form the three tactics of inter-subjectivity (p. 179). The ideologies distribution along the RM_s is affected by the indexicals' use since they design the socio-cultural discursive practices of the ideology square (van Dijk, 2006). The following table presents some of the RM_s indexicals' identity representations:

Table (4)

Identity representations across Bush and Ardern's Rhetorical Moves

Bush's moves	Ardern's moves
Greeting Move	
Thank <u>you</u> so very much. <u>We</u> meet tonight after two	Peace be upon <u>you</u> . And peace be upon all of <u>us</u>
Soliciting Move	
And <u>we</u> can do more. Since <u>September the 11th</u> , many <u>Americans</u> , especially young Americans, are rethinking their <u>career choices</u>	<u>We</u> wish for every member of <u>our</u> communities to also feel safe. Safety means being free from the fear of violence.
Checking Move	
I <u>recently</u> received a letter from a fourth-grade girl that seemed to say it all. "I don't know how to feel," she said, " <u>sad, mad, angry</u> . It has been	<u>Unfortunately</u> , we have seen in countries that know the horrors of terrorism more than us, there is <u>a pattern of increased tension</u> and actions

different lately. I know the people in New York...	over the weeks that follow that means we do need to <u>ensure</u> that vigilance is maintained...
Entrapment Move	
<u>Tonight</u> many thousands of children are tragically learning to live without one of their parents. And the rest of us are learning to live in a world that seems very different than <u>it was on September the 10th</u> ...	<u>Mr Speaker, six minutes</u> after a 111 call was placed alerting the police to the <u>shootings at Al-Noor mosque</u> , police were on the scene. The arrest itself was nothing short of <u>an act of bravery</u> .
Challenging Move	
We are a different country than we were on September the 10th, sadder and less innocent, stronger and more united, and in the face of on-going threats, determined and courageous....	<u>We</u> cannot allow this to happen again. Part of ensuring the safety of <u>New Zealanders</u> must include a frank examination of our gun laws...
Release Move	
<u>Ours</u> is a <u>wonderful nation</u> , full of kind and loving people, people of faith who want freedom and opportunity for people everywhere ...	<u>We open our doors</u> to others and say welcome. And the only thing that must change after the events of Friday is that this <u>same door must close on all of those who</u> espouse hate and fear. Yes, the person who committed these acts was not from here ...
Concluding	
-----	We are one, they are us

Pragmatically, the indexicals elaborate the discursive practices that serve the RM_s functions. The lexico-syntactic pronominal use serves a degree of collectivity, i.e., inclusion (Giltrow, 2010, p. 29); that is a referential communicative goal. The two speeches display the in-group

socio-cultural relations (i.e. collectivism). Drawing on the deictic use, the cognition of soliciting refers to the pragmatic management of the public desirable world. The pragmatic inference management reflects the cognitive processing, information management, and knowledge integration; all in all, they constitute the thematic progression where the same thread of thought is elaborated (Tolmin, Forrest, Pu, and Kim, 1997, pp. 73-77). In 'checking and entrapment' narrativity, the socio-cultural frame determines thematic management by cognitive determinism depending on evidentially-detailed information. Thus, the discourse macro-structure displays higher order of micro-structure of the chronological organization through the framed genreic moves and internal lower level, e.g. clause type and word selection (p. 90). As a pragma indexical, the 'Mr. Speaker', in Ardern's RMs, is repeated in entrapment move so as to serve 'anonymization'. Anonymization, in Ardern's speech, is a remarkable feature of ideology representation that is not previously conducted in the chief source message. Additionally, it nominates the terrorist with an anonymous 'name' with an anonymous identification.

Generally speaking, the pragmatic-inference as a pattern of indexicals/deictics achieves a sense of expansion and contraction (White, 2011, p. 28). Ardern's speech represents rhetorical functionality for the heteroglossic diversity. The contraction is realized across the inability to approach the intended meaning, while the expansion is conducted by the alteration of voices. The alternative play of the dialogic expansion reflects a sense of challenge (p. 28). The social honorific deictic term (Mr.) posits Ardern, the audience, and the criminal in a dynamic circuit of power representation. The 'entrapment' presents double-edged moves that elaborate; the restricted cognitive dynamicity and the socio-economic status with the other.

1.9 Findings of the Study

Given the previous results, the stability of RMs content and function is proved to be practiced upon the two speech communities. This stability shows the shared beliefs against terror. The two speeches possess homogenous ideology due to appropriation and voicing level. The use of the 'narrator' and the 'interlocutor' voices to diminish social distances and shape power relations is conducted across the two speeches. Drawing on

the stabilized content, the political elites have conducted the situation as a process and a structure across the intensity of referentiality and inferentiality that render various meanings.

The discourse process across structure and content serves the activation of the co-and eco-knowledge (Tolmin, Forrest, Pu, and Kim, 1997, pp.77-80). The representation of the message chief source structure and content shows the dominant generic pattern of the political message components. Accordingly, the components of the message are distributed and construed among speech communities which in turn prove the validity of the chief source message. Structurally, the political message reflects rhetorical shifts across the discursive practices presenting chains of IUs (Sanding and Selting, 1997, p. 138). The manipulated IUs and the identity-based activities set a negotiated sense and joint constructions so as to approach persuasion (Deppermann, 2018, p. 37). Inference, as a socio-political persuasive force, is the focus of discursive practices and ideologies that may be changed over time leading to the world construal continuous updates (Sharaf El-Din, 2013).

On the inner relations, the eco-circumstantiality presents a transitive dynamicity that depends on representing the symmetric construction of moves where the grammatical patterns are conducted (Halliday, 2004). Furthermore, these circumstantial references support the propositional content to cover the expansive and/or the restricted view/s of the public sphere (Dghlgren, 2005, p. 39). Moreover, the constituent parts of each sentence represent symbolic activity since these parts link the linguistic and the epi-linguistic level of utterances (Johansson and Suomela-Salmi, 2011, pp. 85-86). These syntactic components relate the enunciator or his co-enunciator who has prepared the speech for dialectical use. In other words, the 'enunicative' reflects a relation between the enunciator and the contextual factors of enunciation; time and place (p. 87). The repeated indexicalities reflect the identity of the 'self', the most conceptualized structure, the co-construals; and the adopted behaviors.

Furthermore, the mediatized-political message refers to the reflexive intentions/R across speech (Bach and Harnish, 1979, pp. 12-15).

R-intentions refer to the speaker's ability to drive the hearer's cognition to get his R-intentions (p. 15). The hearer's performance depends on the realized R-intentions depending on the truth conditions that create the schematic view of anti-terroristic beliefs. The R-intentions establish the globe represented schema. Generally, the mutual relation -due to the socio-pragmatic factors- between the speaker/s and the hearer/s, i.e. Mutually Contextual Beliefs (MCBs) reflects a shared ground of illocutionary as well as perlocutionary acts (Bach and Harnish, 1979, pp. 5-16). The shared-ground shows the feasibility of the goal-oriented communication.

The motivated context refers to two contextual beliefs. The Linguistic Presumption/LP that is the mutual linguistic context that refers to the same use of language components. In this case, the linguistic adopted terms may reflect the mutually-inherited linguistic devices. And the communicative Presumption/CP refers to the agreed upon illocutionary intent in groups (Bach and Harnish, 1979, p. 7). In this study, the symmetric illocutionary intent is to condemn terrorism. The political message calls upon generalization in light of inclusivity, in-group practices, and homogenous reactions so as to schematize the self-refusal, the situation-denial, and the situation property evaluation.

The politics' deliberated persuasive strategies that are experienced across the RMs, e.g. deferential address terms or pragmatic deictic's use, conduct the: a) the centered-hegemonic power and b) the eco-interpersonal political relations (Joseph, 2006, p. 68). So, the deictics positioned the entities in different locations so as to depict the ideologically world-related frames. Politically speaking, this position might be changed given the eco- and co-contextual factors of the discourse strategic processing (Cap, 2013, p. 16). Thus, the voice- and the moves-shifts in discourse affect the construal's perception and the realization across the whole world. The construal consistency is achieved due to using one followed tone, one single discourse rhythm and one cognitive frame (Saeed, 2003, p. 376). The construal/s' constructions fall under the socio-cognitive intensive information of the 'story' representations creating the higher level of organization (Mendoza-Denton, Hay, and Jannedy, 2003, pp. 98-99). On the lower level of

organization, the syntactic properties of lexical relations constitute what is known as taxonomies (Langacker, 2013, p. 56). Accordingly, any former political linguistic device might be used in other political thematic zone that may fit several discursive activities (p. 228-230).

On the semantic level, the compositional units refer to 'individuation' and 'referentiality' that describe objects, things, and/or entities. Referentiality reaches the nature of the conceptual structure that determines the inferred outcomes (Jackendoff, 1983, pp. 41-42). The inferred outcomes represent the world social, religious, and political construal/s. The deictics, construals' indexicals, are the situational shifters (Mey, 1993, p. 90). The shift here refers to the mental models individual beliefs' shift into broad conceptualized construal/s. The construal across the two speeches is conducted through; i) the political hegemony of the chief source of message, ii) the genre of political communication with the public, and iii) the anti-terroristic co-constructed knowledge. The politicians' skilled presidential deliberation lies in balanced-oriented discursive practices. Furthermore, the deictics serve the shift of the propositional orientation center (Mey, 1993, p. 199). The orientation center is designed across the propositional content of each deictic term. The shift is to move from the micro-pragmatic to the macro-pragmatic world; where there would be a global shared conceptual structure that requires an epistemic knowledge of the content proposition. Approaching the cognitive processing as well as the functional pragmatic draws the deictic shifters' closer to the macro-pragmatic world where context and meta-pragmatic serves the content proposition (pp. 181-182).

Politically speaking, language use manipulation refers to a structured use of oneself (i.e., structure) and language as a useful structure for others (i.e., product) (Mey, 1985, p. 24). Manipulation, Mey continues, refers to the rulers' hegemony inherited across the socio-historical scripts in terms of the elite's selection of political non/verbal behaviors (p. 24). As a structure, cognition frames language structure that reflects the context of situation and the shared constructions. The linguistic mediated-balance within the rhetorical moves' compositional content and the voicing shift reflects the socio-linguistic and the pragmatic blindness (p. 26). The sociolinguistic-balance is given to

compensate all the social layers, classes, positions, gender, age, and accent variation. Moreover, the pragma-linguistic balance is delivered across language equivalent use so as to approach universality and simplicity.

Given the previous findings, the ideological representations are embodied across; actor description; categorization; evidentially; implication and lexicalization. The previous findings stress the significance beyond the conceptualized pragma-inference pattern that is represented across the RMs so as to construct a particular genre for any language producer and/or user joining any community as an internal member (Larsen-Freeman and Celce-Murcia, 2016, p. 28). The sequential use of deictic expressions may result in generic representation of the deictic expressions. Furthermore, the critical analysis renders the deictic terms much more assumptions concerning its reflective nature. In a more elaborated sense, the deictic use along the RMs indicates a proposition reference, inference, and prediction stereotype (Quasthoff, 1989, p. 183).

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