A Pragma-Stylistic Investigation of Argumentation Strategies in Selected British and American Presidential Speeches

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Abstract

The current study is a pragma-stylistic investigation that analyzes argumentation strategies in presidential speeches. It aims to investigate the effectiveness of various speech acts employed by presidents while delivering speeches, concerning the argument and trust building within the audience, and analyzing how presidential speeches use three critical discourse phases (confrontation, argumentation, and conclusion), and identifying and analyzing presidential speeches language and patterns of persuasion patterns have changed over time.

To achieve the study's aims and test the hypotheses, an eclectic model is adopted, incorporating Eemeren & Houtlosser's (2002) Extended Model of a Critical Discussion, Searle's (2010) SA Classification, and Al-Hindawi & Al-Timimi's (2012) as the proposed model of analysis. The analysis carefully examines argumentation strategies in four presidential speeches from 2022, with two selected from British Prime Minister Johnson and two selected from American President Biden.

The study comes out with many conclusions, among them that both presidents used argumentation strategies in their speeches. Johnson frequently uses directive speech acts to promote immediate action, while Biden depends mainly on commissive speech acts for affirmation of trust in his policies. Additionally, Johnson's speeches employ pathos by using overstatements along with vivid imagery and metaphors, and similes to generate emotional responses through narrative acts that drive national pride combined with urgency and collectivist action. In contrast, Biden engages his audiences through factual presentation and rhetorical questions, while representative events establish both credibility and a logical base.

Keywords: pragma-stylistic, speech acts, Argumentation Strategies, presidential speeches.

دراسة تداولية-اسلوبية لأستراتيجيات الجدال في خطابات رئاسية بريطانية و امريكية مختارة

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الملخص

تهدف هذه الدراسة إلى تحليل الأفعال الكلامية التي تُستخدم من خلالها استراتيجيات الجدل في الخُطب الرئاسية، وتحديد الأنواع الأكثر شيوعًا منها في خطاب كل من الرئيس الأمريكي جو بايدن ورئيس الوزراء البريطاني بوريس جونسون. كما تهدف الدراسة أيضًا إلى توضيح الكيفية التي يوظف فيها الرؤساء هذه الأفعال بشكل براغماتي لتعزيز الإقناع والتأثير في الجمهور، بالإضافة إلى تسليط الضوء على الوظائف التداولية المرتبطة بها، وأثرها في تشكيل الخطاب السياسي ضمن المراحل الثلاث (المواجهة، الجدل، الخاتمة). وتفترض الدراسة مجموعة من الفرضيات، من أبرزها أن الأفعال الكلامية المختلفة تؤدي دورًا محوريًا في بناء الحجة وتعزيز المصداقية، وأن استراتيجيات الجدل قد تختلف أو تتشابه بين اللغتين اعتمادًا على السياق والخلفية الثقافية. وتشير النتائج إلى أن كلاً من بايدن وجونسون استخدما هذه الأفعال بطرق مختلفة وفقًا لهدف كل خطاب؛ إذ استخدم بايدن الأفعال الالتزامية لإثبات الجدية والمصداقية، بينما ركز جونسون على الأفعال التوجيهية لدفع الجمهور نحو التفاعل. كما أظهرت الدراسة أن أدوات أسلوبية متعددة، مثل الأسئلة البلاغية والاستعارات، لعبت دورًا مهمًا في تعزيز الرسائل السياسية. وفي الختام، تؤكد الدراسة أن فاعلية الخطاب الرئاسي تعتمد على قدرة المتلقي في فهم الدلالات المقصودة، مما يسهم في تكوين واقعي أو رمزي يتجاوز المعنى الظاهر للنص السياسي .

الكلمات المفتاحية: (تداولي - اسلوبي، أفعال الكلام، أستراتيجيات الجدال، الخطابات الرئاسية)

Introduction

1.1 The Problem

This study will build upon the understanding of how presidents build rapport; accomplish their intended speech acts (SAs), such as persuading and promising, and how they construct persuasive statements in terms of vocabulary, syntax, and rhetoric. This extensive examination will provide a complex perspective on how institutions of argumentation in presidential speeches are utilized and how presidents use language to operate on different levels to get what they want. To fill this gap by answering the following questions:

1. Which SAs used by presidents in their arguments include directives, commissives, and others? How do they help in enhancing the argumentation?
2. In what way do presidential speeches mimic stages of critical discussion, which means confrontation, opening, argumentation, and conclusion, to foster further development of argumentative stances?
3. How do presidents accommodate their argumentation techniques when speaking or writing to a certain group of people?
4. What linguistic and persuasive changes in presidential speeches over time, and how does the eclectic model reveal these shifts?

1.2 The Aims

The study aims at:

1. Investigating the effectiveness of various SAs used by presidents in their speeches.
2. Analyzing how presidential speeches reflect the stages of critical discussion (confrontation, opening, argumentation, and conclusion) and to assess how this structured approach contributes to the development of persuasive arguments and audience understanding.
3. Examining how presidents adapt their argumentation techniques based on the demographics and values of specific audiences to evaluate the effectiveness of tailored rhetoric in enhancing engagement.
4. Identifying and analyzing the evolution of language and methods of persuasion used in presidential speeches within various historical periods, employing the eclectic model.

1.3 The Hypotheses

The study hypothesized the following:

1. Presidents enhance argumentation in speeches through the use of several of the SAs.
2. Presidential speeches that mimic structured stages of critical discussion (confrontation, opening, argumentation, and conclusion) are hypothesized to be more persuasive.
3. Presidents who adapt their argumentation techniques to the demographics and values of specific audiences are expected to achieve higher engagement and receptivity.
4. There is a noticeable evolution in language and persuasive patterns across different presidential administrations, and certain devices score a higher frequency of use than others in presidential speeches through the use of stylistic devices.

1.4 The Procedures

1. The current study presents a literature review on the concept of argumentation strategies and their theoretical foundations.

2. Presidential speeches selected for analysis will be divided into three stages based on the *"Extended model of a critical discussion"* by Eemeren & Houtlosser (2002).

3. The current study adopts an eclectic model in analyzing the selected data. Pragmatic dimension: SAs classification (Searle, 2010). Stylistic analysis: Al-Hindawi & Al-Temimi (2012). This involves: Study of argumentative appeals for rhetorical effectiveness; types of figures of speech for stylistic analysis.

4. Both qualitative and quantitative methods will be used to analyze the data. The eclectic model will be used. Then, a qualitative analysis is carried out using frequencies and percentages to support the result of the analysis.

5. The findings will be discussed in the light of research questions, followed by conclusions, recommendations, and suggestions for further studies.

1.5 The Limits

The current study is limited to analyzing and investigating argumentation strategies within a specific selection of four presidential speeches that follow: Boris and Biden 2022. The first two speeches for Boris "PM speech at the Munich Security Conference: 19 February 2022, PM statement on the situation in Ukraine: "22 February 2022". The second two speeches for Biden (Remarks of President Joe Biden State of the Union Address as

Prepared for Delivery "March 2, 2022", Remarks by President Biden on Russia's Unprovoked and Unjustified Attack on Ukraine "February 24, 2022"). Additionally, the study employs Searle's SAs (2010), Eemeren & Houtlosser (2002), and Al-Hindawi & Al-Temimi's (2012) as a proposed model of analysis.

1.6 The Value

The current study can be valuable to those who are interested in pragma-stylistics' field. Academics who are interested in doing more studies on the concept of argumentation strategies will find this study useful, as it provides relevant data. In addition, textbook writers, teachers, and students can all benefit from this study, which highlights the pragmatic and stylistic dimensions of argumentation strategies in real-life communicative situations.

2. Literature Review

2.1 Pragma-Stylistics

Pragma-stylistics, a subfield of stylistics, emerged in the 1960s but gained prominence in text analysis during the 1980s and 1990s. Stylists are concerned with treating meaning as formed through the use of language to achieve literary and textual intentions. Stylisticians utilize linguistic models, strategies, and ideas to explain how texts function and how meanings are stored and decoded (Nørgaard et al., 2010). Pragmatic stylistics, also known as pragma-stylistics, is a subfield of pragmatics that studies language style using pragmatic theories and approaches (Huang, 2007, p. 19).

Black (2006, p. 2) states that "stylistics deals with the way of understanding the meaning of the text by different readers or listeners, and this can be affected by the language style the writer or speaker uses" in her in-depth discussion of pragmatics and stylistics. Stated that pragmatics is the study of language in use, including contextual factors, stylists would be wiser to take advantage of the tools that pragmatics has to offer.

In other words, language stylistics and pragmatics are similar. This stylistic tendency illustrates the boundaries between pragmatics and stylistics, i.e., how pragmatic approaches, like SAs, can be used to accomplish stylistic goals. It has been demonstrated that the goal of pragmatics is to demonstrate how language users can apply language to express intentions that are not expressed literally in the propositional content of sentences. An analyst who wants to examine a text from several perspectives can benefit greatly from stylistics (Niazi & Gautum, 2010, p. 12).

Following that, pragmatics and stylistics are similar in that they both focus on the speaker's options among various grammatically correct language forms, according to Crystal & Davy (1969, p. 15). Whilst stylistics analyses choice with a special interest in its impact on the linguistic level and the effects on the hearer (aesthetic, emotive, etc.), pragmatics views words as the means used to accomplish actions (request, inform, etc.). Pragmatics examines the connections between language and context, where style is defined as language variety that is determined by the surroundings.

Nonetheless, each situation tends to view the context somewhat differently. Whereas pragmatics perceived context as made up of the knowledge, beliefs, assumptions, and previous utterances of the language user themselves, stylistics typically define context as the circumstance that increases the likelihood of a particular way of speaking, so that *"The dog chased the cat"* is used to talk about the dog and *"The cat chased by the dog"* to talk about the cat, (Crystal & Davy, 1969).

Davies (2007) provides an analysis of the relation between pragmatics and stylistics when he affirms that "recent treatments of stylistics have moved not only from the analysis of the form of linguistic utterances but also into a broader interest in pragmatics, or what is sometimes called *"pragma stylistics"* (p. 106).(Lateef &Muhammad,2024)

2.2 Argument and Argumentation

Argument has been a tradition with a very long history, starting from the time of ancient Greece, where inscriptions were made on the topics of logic, proof, rhetoric, and persuasion, with dialectics being related to inquiry. Aristotle elaborated more on these topics in his writings. Argumentation, according to Aristotle, is the means of cure towards the exposure of errors in thought, thereby molding the rational ideal of pragmatics and discourse in society at large. The question remains how much is or can be expected for the argument in question to be well supported and what proofs or criteria might lead to an acceptably sufficient stand (Dijk, 1997), since the purpose and use of the argument are to convince others of something, such as truth or acceptability.

It is worth mentioning that argumentation uses language and rhetoric to prove or disprove an opinion, claim, and/or standpoint. O'Kefee (1997) states that argument is based on two objects: both communication and interaction, in which two people argue in conversation or debates, or written texts in which political speeches or editorials of argument between two or more people interact. For example:

A recent study found that women are more likely than men to be murdered at work. 40 % of the women who died on the job in 1993 were murdered. 15% of the men who died on the job during the same period were murdered.

(Associated Press, 1993).

The claim and support arrangement is what's commonly known as an argument. Argumentation sees its initiation by Aristotle to signify the study of argument in terms of inference and not in terms of content. The evolution of modern symbolic logic responds directly to the concern of the formal structure of *"good"* versus *"bad"* arguments.

Effective argumentation and persuasion involve classical rhetoric: the principles that lead to some agreement or assent. Aristotelian approaches to rhetoric bear little resemblance to the more modern schools of persuasion, which view opinion, value, and attitude formation and change as their domain, ignoring the issues and concerns of the persuasive sans message (O'Keefe et al., 1993).

2.2.1 The Concept of Argumentative Strategies

Fairclough & Fairclough (2012) define argumentation strategies as the methods used to shape arguments in discourse for achieving practical reasoning and persuasion outcomes (p. 45). Eemeren & Grootendorst (2004, p. 1) argumentation strategies function as methods that help people settle disputes via logical reasoning in discussion.

Argumentation strategies represent methods for affecting claim acceptance through discourse organization that appeals to reason and credibility and emotional responses, as outlined by Perelman & Olbrechts-Tyteca (1969, p. 5).

Reisigl & Wodak (2001, p. 44) explain argumentation strategies as methods that serve to defend and legitimize as well as discredit political measures. Presidential speech analysis requires special attention to this analytical concept. According to Chilton (2004, p. 53), political argumentation strategies employ metaphor together with presupposition and strategic framing to build persuasive texts.

As Eemeren (2010, p. 2018) rightly notes, the systematic analysis of varieties and distinctions of argumentation strategies may have great potential to offer substantial contributions toward a thorough-going, realistic, and precise reconstructive argumentation analysis and a fair evaluation of argumentative discourse. An argumentation strategy was earlier characterized as a coordinated and unified sequence of strategic moves within argumentative discourse to achieve some outcome, both rhetorically and dialectically.

While the desired outcome concerning a particular discussion (speech event) is context-specific, the same may still be linked to both its rhetorical and dialectical phases concerning the four discussion stages put forward by the pragma-dialectical argumentation theory.

2.2.2 Approaches to Argumentative Strategies

According to Eemeren & Greebe (2004, p. 1), rhetoric is an entire communicative process in which not only linguistic aspects but also cultural and intellectual ones are involved and manipulated strategically to make the audience accept the view that a text presents. The distinction between the two thus indicates that in common use, the same term is used to refer to both the process (the discourse) and the product (the argument presented), whence argumentation.

Argumentation is defined as a verbal activity where participants take up many forms of language activity to assert, dispute, furnish counter-arguments, and engage in other similar activities (Eemeren et al., 1996, p. 5). Argumentation can simultaneously make use of nonverbal cues like gestures and facial expressions. It is crucial to remember that language is necessary for the process of disputing, hence nonverbal methods cannot fully replace verbal ones. Eemeren et al. (1996, p. 2) define social action as the notion that the main goal of argumentation is to interact with other people. Getting into a disagreement with other people or groups of people who are interlocutors emphasizes how social arguments are, by their very nature. Argumentation, according to Hample (2005, p. xi), is the analysis of arguments. *"Argumentation"* is defined by Walton (2006, pp. 1-2) as the active process of connecting arguments with a certain objective during a discourse. Eemeren et al. (1999a, p. 5) have described argumentation as an intricate, dynamic, and communicative process that entails a deliberate convergence of interpersonal skills. These exchanges of words are arguments.

According to Sinnott-Armstrong & Fogelin (2015) since arguments are instruments, the first step in comprehending them is to consider their intended purpose or the objective that an arguer seeks to achieve *"an argument is a connected series of sentences, statements, or propositions (called "premises") that are intended to give a reason of some kind for a sentence, statement, or proposition (called the "conclusion")"*.

2.2.3 A Pragma-Dialectical Theory

This theory, developed by Eemeren & Grootendorst in 1984, the Pragma-Dialectical Theory, provides a rationale for assessing and analyzing arguments in practical situations. Argumentation is thus seen as a sophisticated form of natural language conduct designed to realize certain communicative intentions. Argumentation is defined by Eemeren as follows:

> A communicative and interactional speech acts aimed at resolving a difference of opinion before a reasonable judge by advancing a constellation of reasons for which the arguer can be held accountable as justifying the acceptability of the standpoint(s) at issue. (Eemeren, 2010, p. 29)

A pragma-dialectical perspective on argumentation asserts that all SAs, formed in the discourse, which are relevant to the resolution process, are included within the argumentative discourse. Arguers aim for their SAs to be understood and seek to elicit specific responses from their audience. They also want their words to be taken seriously. To achieve this, language use must focus on meeting interactional and communicative goals (Eemeren & Grootendorst, 2004). A pragma-dialectical framework's ideal model of critical discourse is often employed to analyze and evaluate remarks, such as those made by presidents. This model serves as a prescriptive illustration of how conversations may proceed when resolving disputes over values or qualities is the primary goal. Confrontation, opening, argumentation, and concluding are the four distinct stages, each helping participants to systematically and reasonably resolve differences (Eemeren & Henkemans, 2017). By following this structured approach, all relevant SAs can be addressed effectively within the resolution process (Eemeren & Garssen, 2014).

The pragma-dialectical model outlines distinct steps involved in settling a disagreement, each with a specific goal. The confrontation stage aims to identify the point of disagreement, where participants establish that they have differing opinions. It is crucial to determine which viewpoints are under dispute and the particular critiques that need to be addressed by the main participant (Eemeren & Grootendorst, 2004). The primary goal of the opening stage is to establish shared premises and procedures regarding how the validity of the arguments will be assessed. Participants reach an agreement on the rules of discussion, as well as on the propositions acceptable for discussion in the argumentation (Eemeren & Henkemans, 2017).

The argumentation stage focuses on carefully assessing the arguments supporting a specific viewpoint. Here, the protagonist defends their point of view against a variety of criticisms raised by the antagonist. The outcome of this debate can lead to either the

opponent withdrawing their scepticism or the protagonist conceding their position, depending on how convincingly the opposing viewpoint has been presented (Eemeren & Garssen, 2014). Regardless of the outcome, it can be concluded that the dispute has been settled.

Eemeren & Houtlosser introduced the concept of argumentation strategies, which expanded the scope of pragma-dialectical research. Their papers published in 1999, 2002, and 2010 detail this progression aimed at enhancing the precision of analytical tools within the theory (Eemeren & Houtlosser, 1999). This advancement was driven by a desire to incorporate insights from rhetorical history and theory to strengthen the methodical focus on argumentation (Eemeren & Henkemans, 2017).

3.1 Methods of Research

There are two different approaches to research: qualitative and quantitative. In quantitative research, it can be said that empirical data, which is inherently accurate and objective, serves as the basis for all findings and conclusions. Researchers typically select sample sizes that yield answers with a (95%) confidence interval, meaning that, in approximately 95 out of 100 cases, the identical response would be returned if the survey were administered 100 times. There is a five-percentage-point margin of error associated with this confidence range. As stated by Creswell (2009), many surveys try to achieve a reduced error margin.

However, qualitative research involves the collection and analysis of information through the observation of people's actions and speech. Qualitative research aims to understand and interpret the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions associated with those objects. Focus groups and in-depth, one-on-one interviews are used in qualitative research, which is subjective in contrast to quantitative research. (Creswell, 2009). This inquiry will employ a mixed-tech strategy. By offering a comprehensive example of how to explain argumentation tactics in presidential speeches, mixed-methods research aims to increase comprehension and insight.
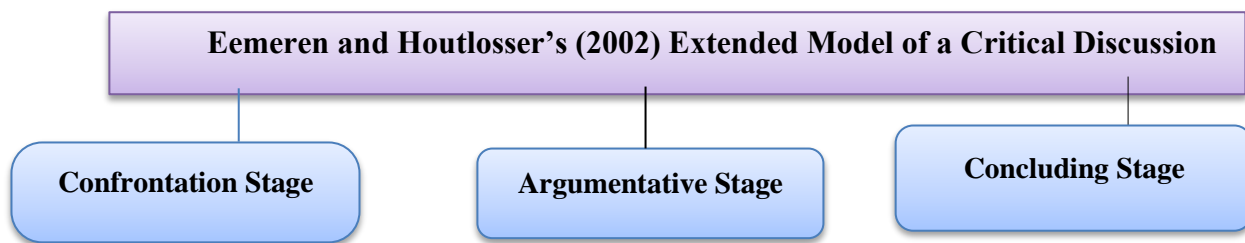
3.2 Data Collection

The selection of speeches for this study followed some specific criteria to be met by each speech for its relevance to the particular study objectives of the research. Thus, the
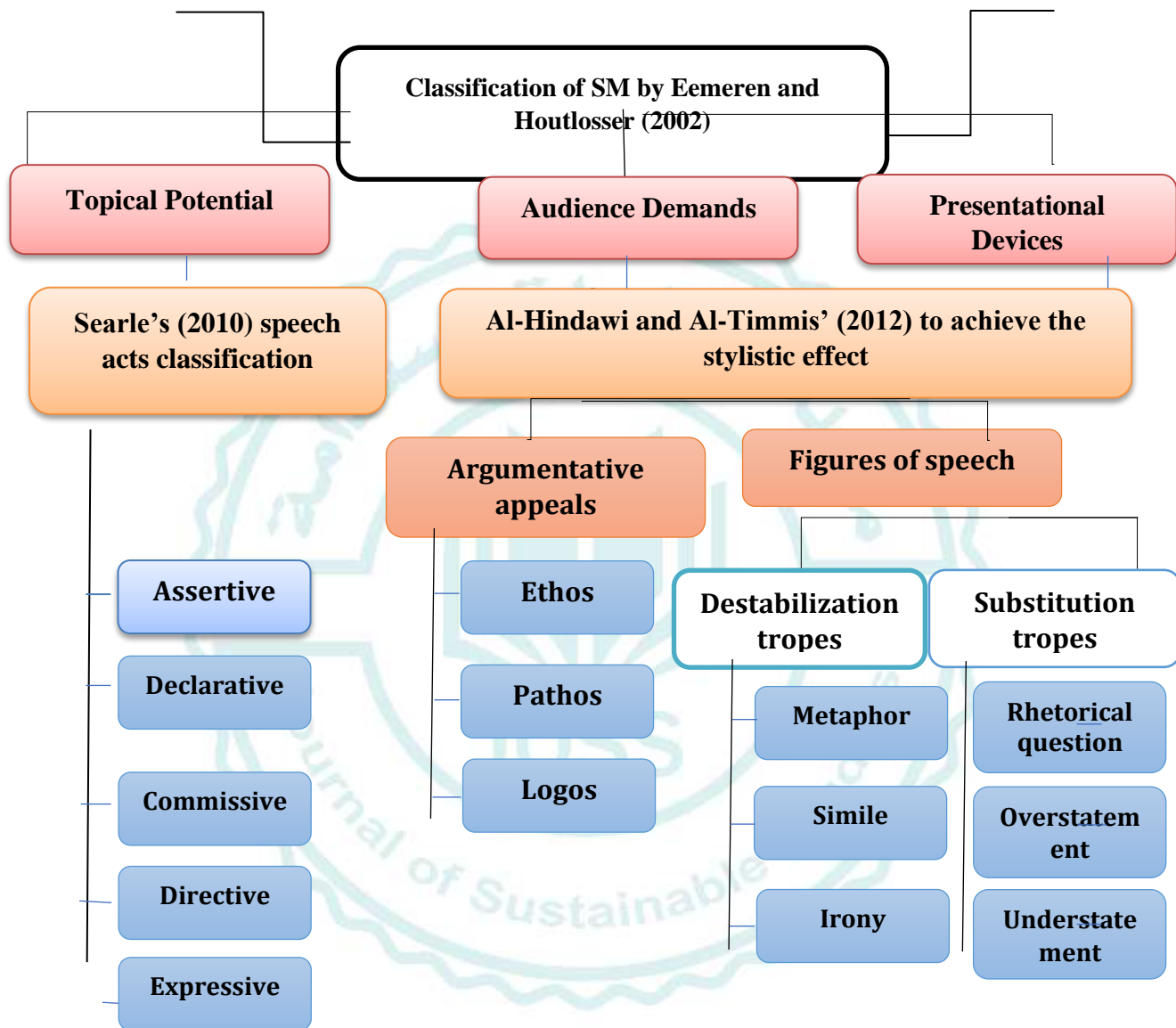
speeches selected contain a very intensive application of argumentation strategies and rhetorical devices so that they were considered appropriate for a pragma-stylistic analysis. These speeches were delivered by the two most prominent political figures at this period, President Joe Biden and Prime Minister Boris Johnson, during a crucial point in time in 2022, with much of the world thrown into political tension. Four speeches were thus taken under investigation in this study, with two speeches each for the two leaders broadcast in March 2022. The reason for the above selection is that the speeches show how argumentation strategies are invoked in dealing with domestic and international situations, particularly in the wake of the Russian invasion of Ukraine. They are also rich material for analyzing SAs, appeals to persuasion, and stylistics in political discourse.

3.3 The Proposed Model

The method adopted in this study is interdisciplinary and comprises both aspects of pragmatics and stylistics. Hence, this analytical model applies both constructs whereby they become merged to form a more complete framework through which argumentation concerted in presidential speeches will be examined. The model's primary objective is to bring forth an analysis of how argumentation is constructed through SAs, the structuring of discourse, and stylistic devices. The study employs three analytical frameworks to examine argumentation strategies in presidential speeches as an eclectic model. Searle's (2010) *"Speech Act Classification"* examines SAs used as potential topics for arguing. Eemeren & Houtlosser (2002) *"Extended Model of a Critical Discussion"* analyses the stages of presidential speeches. Al-Hindawi & Al-Temimi's (2012) framework analyses the stylistic elements and argumentative appeals.

Table (1) The Model

Eemeren and Houtlosser's (2002) Extended Model of a Critical Discussion		
Confrontation Stage	Argumentative Stage	Concluding Stage

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                    Classification of SM by Eemeren and
                            Houtlosser (2002)

    Topical Potential          Audience Demands        Presentational
                                                          Devices

  Searle's (2010) speech     Al-Hindawi and Al-Timmis' (2012) to achieve the
   acts classification                    stylistic effect

                          Argumentative              Figures of speech
                             appeals

      Assertive                 Ethos           Destabilization    Substitution
                                                    tropes            tropes

      Declarative               Pathos             Metaphor        Rhetorical
                                                                    question

      Commissive                Logos              Simile          Overstatem
                                                                      ent

      Directive                                    Irony           Understate
                                                                      ment

      Expressive
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3.4 Discussion of the Results

In this section, the selected political speeches are analyzed in terms of the types of SAs through which argumentation strategies are employed. The analysis explores how persuasive discourse is constructed using Searle's (2010) classification of SAs that serve the purposes of political argumentation. Additionally, the study investigates argumentation

structuring according to the model of an 'Extended Model of a Critical Discussion' by Eemeren & Houtlosser (2002) with special reference to how arguments grow in the course of confrontation, argumentation, and concluding stages. In addition, the work employs the framework of Al-Hindawi & Al-Temimi (2012) for the exploration of the rhetorical and stylistic devices, including the use of figurative language, which would be effective in argumentation in presidential speeches.

Table (2) Frequencies and Percentages of Argumentation Strategies in Boris Johnson's speech at the Munich Security Conference: 19 February 2022

Argumentation Strategies	Boris Johnson						
	Linguistic Item	Confrontation Stage		Argumentation Stage		Concluding Stage	
	SA	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Topical Potential	Expressive	2	13,3%	0	0 %	1	25 %
	Commissive	2	13,3%	1	33,3 %	0	0%
	Directive	3	20%	1	33,3 %	2	50%
	Representative	7	46,7%	0	0%	1	25 %
	Declarative	1	6,7%	1	33,3%	0	0%
Audience Demands	**Total**	**15**	**100%**	**3**	**100%**	**4**	**100%**
	Ethos	3	60%	0	0%	0	0%
	Pathos	1	20%	0	0%	1	100%
	Logos	1	20%	2	100%	0	0%
	Total	**5**	**100%**	**2**	**100%**	**1**	**100%**
Presentational Devices	**Destabilization Tropes**						
	Metaphor	3	50%	0	0%	0	0%
	Simile	1	16,7%	1	14,3%	1	50%
	Irony	1	16,7%	0	0%	0	0%
	Substitution Troops						
	Overstatement	0	0%	2	28,6%	0	0%
	Understatement	0	0%	3	42,9%	0	0%
	Rhetorical	1	16,7%	1	14,3%	1	50%

	Question						
	Total	6	100%	7	100%	2	100%

Table (3) Frequencies and Percentages of Argumentation Strategies in Biden's Speech on Russia's Unprovoked and Unjustified Attack on Ukraine. February 24, 2022

Argumentation Strategies	Joe Biden						
	Linguistic Item	Confrontation Stage		Argumentation Stage		Concluding Stage	
	SA	Percentage	Frequency	Percentage	Frequency	Frequency	Percentage
Topical Potential	Expressive	1	5,9%	0	0 %	0	0 %
	Commissive	6	35,10%	1	25 %	2	66,7%
	Directive	2	11,8%	0	0 %	0	0%
	Representative	6	35,10%	1	25%	1	33,3%
	Declarative	2	11,8%	2	50 %	0	0%
Audience Demands	**Total**	**17**	**100%**	**4**	**100%**	**3**	**100%**
	Ethos	2	22,2%	0	0%	0	0%
	Pathos	2	22,2%	2	50%	1	100%
	Logos	5	55,6%	2	50%	0	0%
	Total	**9**	**100%**	**4**	**100%**	**1**	**100%**
Presentational Devices	**Destabilization Tropes**						
	Metaphor	1	25%	2	33,3%	0	0%
	Simile	0	0%	0	0%	0	0%
	Irony	1	25%	1	16,7%	0	0%
	Substitution Troops						
	Overstatement	0	0%	3	50%	0	0%
	Understatement	1	25%	0	0%	1	50%
	Rhetorical Question	1	25%	0	22,2%	1	50%
	Total	**4**	**100%**	**6**	**100%**	**2**	**100%**

The results of the analysis identify some of the similarities and differences in the argumentation strategies of Joe Biden and Boris Johnson. Both leaders deploy certain SAs and stylistic devices to persuade their audiences; however, the frequency and distribution of those devices differ at various stages in their discourses. Overall, it may be argued that the two presidents' function under a similar umbrella of argumentation, with Biden stressing largely logical appeal and commissive SAs; Johnson, on the other hand, rests mostly on ethos and the use of representative or directive acts. These differences indicate differing rhetorical priorities and national styles of communication. Stylistically, Johnson employs metaphor and understatement to put across intricate concepts in culture-deeply-rooted and roundabout ways without direct stating. Therefore, it also very much enhanced the persuasive part of his oration. On the other hand, Biden uses rhetorical questions and overstatements to build an emotionally charged argumentative stance. In some cases, therefore, these stylistic choices do contribute immensely to the entire pragma-stylistic effect in which all their discourses are taken and perceived by the audiences.

4. Conclusions

Throughout the current investigation, the following conclusions can be deduced:

1. The findings confirm that Boris Johnson and Joe Biden use a combination of directives with commissives and representatives and declaratives during their argumentative speeches. In his speech, Johnson implements directive SAs during the Confrontation Stage both to engage his audience and accelerate their sense of urgency. Directives function similarly to their purpose in the process of advocating audience participation and boosting interaction. Similarly, Biden heavily depends on commissive acts throughout his presentation, but specifically uses them in the Confrontation Stage to disclose policy-specific commitments and promises. Biden develops trust through commissive statements that back up his dedication to proposed actions. The study results affirm that SAs reveal speaker intentions, which results in improved persuasion effectiveness.

2. The speeches by Johnson and Biden follow a structured argumentative format similar to critical discussion stages. During the confrontation stage, both leaders present their positions regarding the main challenge. Presidents utilize directive and assertive SAs to gain authority that facilitates their arguments. During the argumentation stage, presidents furnish in-depth evidence supported by representative SAs to display their positions and validate their statements. Finally, in the conclusion phase, leaders recap their main points alongside issuing action-oriented appeals to back their perspectives

while persuading the audience. It is due to this structured method that audiences better understand the message, and the speech gains greater persuasive power. The text structure follows a step-by-step approach to develop arguments, which results in more effective message transmission and organized idea flow. Additionally, the credibility of speech content is built through Ethos appeal from Biden's leadership responsibility statements, along with Johnson's authoritative delivery methods. Both speakers employ pathos to engage emotions within the audience while they employ personal narratives and forceful language for a deeper audience connection. Through using logos, audiences can conduct logical reasoning because both presidents depend on facts and historical references to back up their arguments and policy statements. Influencing public perception and encouraging action becomes easier for a speech when structured stages coincide with rhetorical appeals between these leaders.

3. The study's findings validate Al-Hindawi & Al-Temimi's (2012) results from the research supporting their notion that understanding audience traits serves as a fundamental requirement for persuasion. Argumentation effectiveness requires audience-sensitive strategies based on the research evidence that shows leaders modify their techniques as well as their delivery styles, together with their rhetorical tools, to enhance reception from audiences.

4. Biden and Johnson employ informal speech patterns that combine pathos with logos in their speeches. Both leaders modify their speaking style to meet the needs of various listeners so their speeches become comprehensible and convincing. The eclectic model effectively identifies these evolving patterns by analysing communication actions together with audience relationship techniques and stylistic elements. Biden's speeches often contain informal language as well as real-life tales, which strengthen his bond with listeners. Johnson utilizes rhetorical devices that include humorous elements and demand direct action, which focus on unity and immediate response. The current political discussion demonstrates a reduction in formal political speech patterns for emotionally oriented messaging to influence voter emotions. Through the eclectic model, the research shows that presidential communications during contemporary times emerge from societal beliefs along with audience communication requirements. Presidents modify their persuading practices by transitioning from official policy language through rational arguments and emotional messaging while involving listeners directly to correspond with modern audiences.

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