

The Semiological Foundations of Political Discourse: Symbol, Semantics, Language, and Rhetoric

الأسس السيميولوجية في تحليل الخطاب السياسي: الرمز، الدلالة، اللغة والبلاغة

Rabiaa Louati
Faculty of Information and Communication
University of Algiers 3
roubirabi3a@yahoo.com

Date of submission:02/02/2023 Date of final acceptance:29/05/2023 Date of publication :june 2023

Abstract :

The topic of political discourse has attracted the attention of scholars, and this is due to its strong association with the society, as it reflects forms of interaction between its members who express themselves in the language that is the first means of communication between them. There is no separation between written and spoken political discourse and the society in which it originates. Its connotations, structures, contents, symbols, and values contained in the discourse are the inheritances of society. From this point of view, this article aims to describe the specific relationships between Semiological analysis and political discourses, stopping at the most important Semiological foundations used in the analysis of this type of discourse. The topic of the linguistic and rhetorical levels used in the analysis of political discourse.

Keywords: Semiology, political discourse, symbol, semantics, language, rhetoric.

ملخص:

لقد نال موضوع الخطاب السياسي اهتمام الدارسين و يرجع هذا بسبب ارتباطه الشديد بالمجتمع لما يعكسه من صور التفاعل بين أفراد الذين يعبرون عن أنفسهم باللغة التي تعتبر وسيلة الاتصال الأولى بينهم، فليس هناك انفكاك بين الخطاب السياسي المكتوب و المنطوق و المجتمع الذي ينشأ فيه، فالمفردات و دلالاتها و التراكيب و المضامين و الرموز و القيم التي يتضمنها الخطاب هي موارث المجتمع، ومن هذا المنطلق يهدف هذا المقال إلى وصف العلاقات المحددة، بين التحليل السيميولوجي و الخطابات السياسية، متوقفا عند أهم الأسس السيميولوجية المستخدمة في تحليل هذا النوع من الخطابات ، ونستعرض في هذا المقال مقارنة معرفية تضم محورين يتعلق الأول بالرمز و الدلالة، فيما يشمل المحور الثاني موضوع المستويات اللغوية و البلاغية المستخدمة في تحليل الخطاب السياسي.

الكلمات المفتاحية: السيميولوجيا، الخطاب السياسي، الرمز، الدلالة، اللغة، البلاغة.

Auteur correspondant :Rabiaa Louati

Introduction

Linguistic understanding is not merely a process of producing and receiving linguistic signs, to which the articulation and hearing apparatus contribute. Rather, with the development of concepts, it has become a basis for communication governed by the psychological state of the speech producer and its recipient within a specific spatial framework, in addition to its attachment to distinct references and events and non-verbal dimensions that intertwine. among themselves to achieve an ideal degree of communication, and that is by resorting to linguistic practices and actions that dive into the womb of the idea in which it tries to analyze, interpret, and interpret through readings that seek to reveal the implicit meanings of political discourse, so there is no longer empty talk or idle talk, but a linguistic act that has intention.

They differ in their orientations, taking into account the common sense of the linguistic group, and when the addressee addresses others, he does not only want to communicate some issues but also aims to communicate his feelings, point of view, and feelings towards those issues non-verbal collaboration with each other to achieve what is intended.

Pragmatics is considered one of the most appropriate theories in the study and analysis of political discourse, as it is a new currency that studies the relationship of the linguistic sign with its users. There is an element of intentionality and function in texts and discourses, and thus the deliberatives have gone beyond the question of evidence and significance to be concerned with the question of function and role. For this reason, the deliberative approach is called the functional approach or the communicative approach, and the deliberative approach refuses to focus on the formal and aesthetic structures without questioning the verbs of speech and intentionality as functional.

What are the most prominent semiological foundations used in the analysis of political discourse?

This research problem will be addressed through the following research plan:

Section I: Symbol and significance in political discourse

1. The concept of significance
2. The concept of a symbol
3. Types of symbols
4. Significance and symbolism in political discourse

Section II: language, expression, and rhetoric in political discourse

1. The language of political discourse
2. Linguistic methods in political discourse
3. Linguistic characteristics of political discourse
4. Rhetorical images in political discourse.

-Research Methodology

In this study, we relied on the inductive method, which expresses a set of steps used to describe a specific matter, and this description helps the conclusion process. In another way, the inductive method in scientific research is the collection of information through observation to reach results. The

inductive method is based on a description, definition, and classification, then searches for links and relationships between similar phenomena, which is something that we decided to rely on through this research, which means knowing the semiological foundations used in the analysis of political discourses.

I - Symbol and significance in political discourse

1-1 Semantics: The study of meaning and semantics is one of the most important manifestations of the language, despite its historical roots. It has gained weight and increased in importance in recent times as a result of the development of linguistic study and the influence of the theories that appeared at the hands of linguists in the modern era, and semantics means guidance to the path. The guidance to it and the connotation of the word are its guidance to meaning, and the meaning of the word "such-and-such" was mentioned in Al-Muheet's dictionary.

Some researchers also apply the science of meaning to it, and the definitions of semantics may agree that it is a modern linguistic science that searches for linguistic significance and adheres to it within the limits of the linguistic system and linguistic signs to the exclusion of others, that its field is the study of linguistic meaning at the level of vocabulary and structures, and so forth.

Despite the interest of semantics in the study of the various symbols and their complex systems, it focuses on language among all those systems because it is the most influential social activity in the life of the individual, and this importance is given to it because its main subject is meaning, and without it, there can be no language.

The theory of semantics is concerned with describing the structure of a sentence and its interpretation from a semantic point of view. If we take the sentence, we will find that it contains or consists of two things: ¹

the external or formal structures, and the internal or implicit structures. Hence, semantics is the technical word used for the sign. Semantics is the study of meaning, and since meaning is part of language, semantics is a science concerned with the study of the meanings of words..²

There are two types of semantics: the central semantic is that which is understood by the common people belonging to the same linguistic environment, while the peripheral semantic is that which is unique to some members of that environment over others, and the central semantic is closely related to the most important functions of the language, which is communication, related to the impact function.

Marginal connotation is also known as the "shadows of meanings," which may include evoked memories and emotions that follow hearing the word, such as feelings of joy, pain, sadness, etc. Two basic concepts are connotation and denotation, and "**John Stuart Mill**" is considered the first to use the two terms. Suggestion refers to the characteristics that should be present in the act of referring to what they are referring to.³

1 - 2 Symbol: The symbol is a transitional moment from reality to its abstract image; it is the artistic framework in which the exit from direct emotion is made in an attempt to rationalize it; and it is the embodiment of emotion in an aesthetic form. It is a type of sign and is considered synonymous with the sensory sign, and it was used until it became like it or a kind of it.

The symbol has taken on different dimensions and aspects in different directions and branches in recent studies, whereas **Carl Gustav Jung**⁴ defines it as a means of realizing what cannot be

expressed. It is the best possible way to express something for which there is no verbal equivalent, as it is a substitute for something difficult or impossible to deal with in itself. ⁴

"Muhammad Ghoneimi Hilal" defines it as a symbol meaning suggestion, i.e. the indirect expression of the hidden psychological aspects that language cannot perform in its positivist significance. Therefore, the symbol is a link between the self and things so that revelations and sensations are generated through psychological effects, and the symbol is not an artificial tool issued Not deliberately, but a vision that penetrates through reality to the hidden realities that lie behind it, and symbols are types:

- **Mythical symbols** are symbols from ancient civilizations and heritage, and they reveal themselves as embracing opposites and clinging to the present.
- **Historical symbols:** Historical events and historical personalities are not just transient cosmic phenomena that end with the end of their realistic existence, as they have, in addition to their comprehensive and renewable connotations throughout history, taken on other formulas and forms. Employing historical symbols in political discourse is considered an artistic advantage, and it includes religious and heritage symbols, popular biographies, the names of personalities that had a prominent impact on history, as well as places that were associated with important and great events in history.
- **Religious symbols:** Many political preachers refer to the religious heritage to complete the symbols, so they employ, for example, pictures from the Holy Qur'an and stories of the prophets, peace be upon them, and some places of religious significance in their sermons, and exploit this religious heritage and employ it not only to recall but rather to carry the political discourse aesthetically and semantically.
- **Natural symbols:** The Italian "**Umberto Eco**"* divided the signs into eighteen types, including natural signs, which mean what comes from nature such as water, trees, and mountains.

2 - language, expression, and rhetoric in political discourse

2-1. Discourse and political discourse: Political discourse refers to the discourse of the ruling authority in common use and is the discourse intentionally directed at an intended recipient to influence and convince him of the content of the discourse. This content includes political ideas, or the subject of this discourse is political.

Goldschilger identifies two types of discourses: discourses of words and discourses of structure.

- **Word speech:** It is manifested in the process of verbal communication and is characterized by:
 - use of the common language between the sender and the receiver.
 - that the two parties to the communication have a single format.
 - Because the function is informative and informative, the sender should control his subject, and the subject should be appropriate to the recipient so that the function of communication is achieved, which lies in influencing and convincing him of its content or the sender's purpose.
- **Speech of Structure:** It is the linguistic formula used by the sender, where clarity does not constitute the primary goal of the discourse but rather seeks to generalize and obscure the message by creating counter and ambiguous linguistic formulas to cut off any dialectical, rational, or logical opposition, and for this, he creates formulas specific to the contents. Especially from his perspective, he sees it as correct, and he imposes it on the recipient because his main goal is not

dialogue or argument but submission and obedience. The discourse of authority is comprehensive and final, does not need comment, and is based on mobilizing words, ideas, and guidance.⁵

Political discourse can be defined as "a form of discourse in which the speaker, an individual, a group, or a party works to maintain power in the political struggle against other individuals, groups, or parties."

It is related to power, and the power of political discourse is embodied in how it employs language and the way it is used and exploited in the rhetorical practice that includes ideology, a perception of the world, and social positions that it imposes on the rest of the institutions through the performance of speech through a superior and elegant language that imposes its superiority and authority.

Authority is also established through the employment of linguistic and rhetorical methods such as "al-Hajjaj and then the political discourse exercises its authority through the good use of rhetorical, sophisticated, and convincing language."⁶

What the politician wants from his discourse differs to this or that degree from what the ordinary user of the language wants from his speech on internal or external political issues, and therefore it is necessary to refer to the speech of the ordinary person in the ordinary language to distinguish it from the political discourse of the statesman, for example.

Ordinary language, with this description, is that kind of discourse harnessed for purposes that do not go beyond the expression of living realities and distress and even implicit or explicit protest against the failure of the efforts of those at the forefront of leadership in the state and those who have the decision to address the various forms of imbalance in the fields of politics, economy, and services. These things are paid for by the citizen who uses ordinary language, who does not have the right to decide, and whose words do not exceed the limits of expression in any way.

It is important to mention here that communication is almost interrupted between the user of the ordinary language and the one who has the political discourse due to the existence of fundamental differences between the ordinary language and the language of the political discourse, even though they deal with the same issue, and the most important aspects of the difference between them can be summarized in the following points:

- The political discourse is issued from a higher party, which is the political, partisan, or governmental authority, to a lower party, which is mainly represented by the ordinary citizen who receives it.
- Political discourse is characterized by being theoretical evidence with a degree of coherence, and it has a structure derived from a specific ideology, which is the ideology adopted by the existing political system, while the ordinary language of political discourse is characterized by simplicity and lacks a theoretical or ideological structure except that it contains groups of people through the mediation of ordinary people, i.e., in the sense that politics is not their craft or profession.
- Political discourse is often flowery and sometimes complex in formulation, and it is also thought out in advance, while ordinary language is characterized by simplicity, spontaneity, and directness.
- The primary goal of political discourse is to legitimize the actions of political authorities in the past, present, and future, but it also includes ideological criticism that goes far beyond its ability to achieve.

2- 2 Linguistic methods in political discourse

Considering that political discourse maneuvers, bargains, and misleads through the use of mechanisms and means that we find in rhetorical strategies, as it is an attempt to persuade the other competing party or to refute its claims, below we will mention some of the aspects of these mechanisms used in political discourse in particular and political communication in general:

- **Repetition in political discourse:**

The phenomenon of repetition is a linguistic phenomenon that has been known in various languages throughout the ages. The Arabic language has been known, for example, since the time of ignorance, and it was used in the Holy Qur'an, the noble hadith of the Prophet, and the speech of the Arabs, whether it was poetry or prose, and from here we must stand. This phenomenon is in the midst of our research to identify its reality and its uses.

Repetition, before it becomes a linguistic phenomenon, is a generally vital phenomenon. It is present in our daily lives and manifests in multiple forms. Since language is an image of society, it inevitably contains images of what is present in it.

We find similarity to it in the similarity of two human beings, a complete similarity through which it is difficult to distinguish between them, and we repeat many of them in our daily actions and words for various reasons and purposes, and whatever the matter, the phenomenon of repetition in life we find an echo in language.

Repetition and emphasis are two influential factors in the formation and spread of opinions, upon which education is based on many issues, and through which politicians and leaders seek help in their daily political speeches. The souls were filled with enthusiasm and brevity.

Linguistic repetition, when used sufficiently, creates an opinion or establishes a concept among the masses. Here, we understand that repetition is an indirect way of completing the affirmation, and whoever repeats a word, idea, or formula over and over again achieves the desired effect.

The phenomenon of repetition is more visible in political speeches in the speaker's pronoun, which is represented by the orator. In general, the repetition of the pronoun of the speaker suggests proving the will or the power vested in the orator. Any pronoun, noun, or verb that is repeated inevitably has its corresponding revelations that reveal their secrets. By that, you read implicitly between the lines of discourses, and accordingly, given the nature of political discourse, repetition is a phenomenon used par excellence in this field.

- **Inclusion in political discourse:**

In the past few years, the use of the term "inclusion" has become more common in political and journalistic discourse than in other types of discourse, due to the fertile nature of this concept and its connection to several fields of knowledge and sciences. As a result, it is necessary to define the exact meaning of the term, as well as its constituents, characteristics, and relationship to political discourse in particular.

Inclusion is one of the fertile concepts associated with more than one field of knowledge, and this is what made it widely circulated among a large group of researchers, writers, and authors. The positive in its appearance is not without its drawbacks, perhaps the most notable of which is the

increase in the term with a kind of chaos and generalization, and at times randomness, which affects the precise framework of the meaning of this term.

The implication is that it is a term of recent origin in modern linguistics, where it was defined specifically at the beginning of the first half of the twentieth century with the linguist **"Bloomfield's"**, but on the other hand, it is an old concept in philosophy, where in the old days it referred to the general concept or the general significance of a linguistic unit. Say that the meaning or sum of information carried by a linguistic unit allows the latter to enter into a relationship with something else outside the language, and it is this other secondary information that is called embedding information.

Because of these characteristics and others, linguistic inclusion is considered a tool and a basic engine in the political field, as it is fertile ground for passing ideas and goals. implicit and suggestive, and by this, we mean that every word chosen by the speaker in his chain of speech represents a commitment to its declarative and suggestive significance, and this leads to the conscious semantic commitment to choosing the words we choose and the conscious commitment to the things that we do not choose.

This is due to the positioning principle, which states that the speaker has taken his position within every part of his speech as soon as he utters his words, revealing that one of the characteristics of language is that it sometimes makes the meaning more by what it does not say than by what it does say. You say it, and it is also revealed that absolute impartiality is impossible for the speaker in his use of language.

Choosing one word of the language over another impels us into all its contents and its implications and consequences as well, and our use of language words bears on us a double responsibility: the responsibility of choosing them and the responsibility of not choosing others, this is what distinguishes the political field by imposing other laws in managing the relationship between language and its connotations and its intertextual contents, given that the language of political discourse employs indirect meaning to hide and disguise the intentions of the discourse owner, and this is through the use of the authority of language to achieve this goal, which in turn remains the goal of most and all political discourses.

Inclusion is an essential element associated with the production of political discourse, as it is employed with distinction in the processes of persuasion and luring the listener or recipient into what the author of the discourse wants, and it is an effective tool for reporting and a necessary means of influence. And if the communication and influence in the past were directly proportional to the nature of the discourse, in terms of quantity and quality, Inclusion is related to the linguistic competence possessed by the recipient.

The expression "the weather is beautiful" can include several meanings, including "let's take a tour," "the day is suitable for travel," "a suitable day for hunting," etc. These meanings are called implicit. Implicit is defined as "an omission, not out of ignorance, but rather an omission that is blamed on the part of the addressee, and it is also an omission that the inferred, i.e., the speaker, will use for a benefit."

- **Rhetorical images in political discourse:**

Rhetoric, as interpreted by **"Roland Barthes"**, is a discourse about discourse, and what is meant by rhetoric here is the descriptive language that takes the discourse as its subject: how to defend themselves and how to woo the rulers.

As a result of the accumulation of events in many similar situations, the lessons turned into pamphlets and pamphlets into books, so the first book we know about rhetoric appeared at the hands of " **Corax** " *, as the latter cared about organizing the material and presenting it, and rhetoric has two meanings.

This practice has been influenced. As for its second meaning, it is the language that describes this discursive practice, i.e., the science of the text. Therefore, here we are talking about two poles of rhetoric, namely the pole of poetic imagination and the pole of rhetorical argumentative circulation.

It is known historically that the second pole, which is the deliberative pole, was the one that bore the Greek-Latin name of rhetoric, and the relationship between political discourse and rhetoric changed as the poetic image was no longer an external beauty that adorns the political statement.

It is regarded as a coating in the phrase; if it lingers, it increases its luster and splendor, and if it is obscured, the speech does not stop in its performance, so it continues to secure its function even if the beauty of the phrase contradicts it, but rather it became an urgent necessity in the political discourse.

And since rhetoric is the art of speech, it is at the same time the art of persuasion, and therefore it always serves any type of discourse that aims to deliver an idea or effect to a specific audience, and this is what logically suits the recipient of political discourse, and rhetorical images have a double function. It has both an argumentative and an improvement function, as it seeks to reach the mind of the reader and the recipient to convince him, and its use allows the product of political discourse to be more convincing.

2 - 3 Linguistic characteristics of political discourse:

- Phonology:

The language of political discourse avoids dissonant and heavy sounds and tends to choose easy, harmonious sounds. It also uses sound effects such as stress and intonation to show the vocal symbols expressing them, such as sadness, joy, anger, and other feelings, at the level of slogans. For example, political discourse resorts to intonation, assonance, alliteration, and rhetoric.

The study of the phonetic level in political discourse analysis studies is concerned with studying the elements of this level. to clarify the functions it plays in the structure of the discourse, it has become certain that sounds lead to some semantic and expressive values since " **Ibn Jinni** " drew attention to the existence of a connection between some sounds and what they symbolize.

" **Mario pei** " * referred to the importance of phonemic significance in revealing aspects of meaning, and he said: "The vowels and consonants are what are called parts of speech, and for this, they are described as partial or synthetic phonemes."

There are additional phonemic features that affect speech sounds or their groups, and these are called additional or secondary phonemes, and the most important types of them are stress and intonation, and we can monitor some phonetic features of Western political discourse, which distinguish this language from dissonant, heavy, or difficult sounds in addition to its tendency to select easy, harmonic sounds; Because clarity is among the most important features of the language of this discourse, in addition to the use of sound effects such as stress and intonation to highlight the vocal symbols expressing them

For example, in a sentence like "the war against terrorism," which President Bush Jr. frequently recurs in his speech and used as a pretext for his war against Islam, we find him emphasizing the word "terrorism" as a linguistic symbol that expresses the danger of terrorism, and in the phrase "protecting Israeli security," Western politicians emphasize the word "security" in the sentence as a linguistic symbol that expresses the importance of security for society.

-On the morphological level:

It means dealing with the structures of words within the discourse, where the political discourse chooses short and clear words and is keen to use the common words known to the masses while avoiding the strange and unfamiliar words, and this is to achieve communication.

structure; in terms of the changes and additions that alter its significance or function As a result of the entry of certain linguistic elements, it is concerned with the study of political terms and words and their transformation after they have been sculpted or composed as the politician wants. Whoever uses or speaks it, some politicians are proud of having political opinions that place them in his party, and these same politicians can criticize opponents as an opposition wing, while simultaneously using the term with a negative comment.

-At the structural level:

Political discourse is characterized by short, clear, and expressive sentences, because short sentences require less effort from the listener, in contrast to long sentences that distract the mind of the addressee. Most used in political discourse:

- **Introduction and delay anastrophe:** the grammarians made an order of speech, some of which preceded the others. And the delay includes giving precedence to the neighbor and the accusative, giving precedence to the object to the subject, giving precedence to the adverb, presenting the predicate to the subject, and other cases of precedence and delay.
- **Ellipse:** Contemporary stylistic studies consider that the ellipse style has suggestive and semantic elements employed by creators to achieve artistic and literary discourse.
- **Insistent:** Affirmation is a word that is intended to confirm the meaning in the soul if the confusion increases from the hadeeth or the person speaking about it.⁷
- **Methods of request:** We mention here two examples that are considered the most used in political speeches:
 - 1- **Appeal:** The appeal is usually used as an introductory method with which the addressee begins his speech or sermon, to draw attention.
 - 2- **Interrogation** is one of the structural structures used to indicate a request for understanding or intelligence or an attempt to know the unknown, and interrogation is a request for knowledge of something that was not known before and has many tools⁸

Scholars, as far as we know, have been accustomed to studying this level of discourse by studying the structures of political discourse, the relations between its elements, and the rules that govern those relations. The compound here is what is made of two or more words, and its structural form has become a feature that distinguishes it or the linguistic unit. which is formed from the verb (mobile) as the structural center and a series of positions of the elements of the sentence, each of which is located in specific dependencies of the verb.

What must be taken into account here is that these structures contain a large part of the ideological scope of those who are described by them, and they also differ in terms of who uses them, whether they are used by politicians to describe themselves or used by others to describe politicians.

-At the semantic level:

The level of semantic analysis here aims to explain the components of the meaning of political discourse and to describe them scientifically. Depending on the context theory, which was originally based on the anthropologist "**Malinowski**"s "Context of Situation," or the context of the situation, this theory was developed by Firth and focused on two things:

The first is taking into account the denominator, the positional meaning, the external context, or the external situations associated with the performance linguist, based on the consideration of the sentence as a unit of communication in the external situation of the context.

The second takes into account the linguistic context of the sentence or the essay meaning, as "**Dr. Tammam Hassan**" called it, and what is meant by it is the totality of linguistic functions within the discourse. So that it becomes impossible for the text to be an integrated construct in which the vocal, morphological, and grammatical elements of linguistic performance participate in its production, with the need to pay attention that these different levels are not the signification or the meaning in themselves, but rather the meaning of the discourse is determined by linking the results that all of these analyses yielded in a way that takes into consideration All the elements of the context of the situation, which include the social conditions of the speech at the time of its performance and the evidence of the situation accompanying it, such as the personalities of the sender and the recipient, the type of verbal function of the speech, and the effect the speech has on the recipient, contribute to its two main pillars, namely, the denominative meaning and the descriptive meaning.

The semantic discourse structure has two forms:

1- The major semantic structures are:

Western political discourse is concerned with ideas or contents, and for this, we find little verbal material while the semantic meaning of those expands. Words, the sender cares more about the idea that is his purpose than about the words, because the idea is the basis in political discourse, and we have previously indicated that political communication aims in most cases to achieve the goals and objectives of the authority and public interests, and to provide high-level information, unknown to man, then try to convey it to the public supported by persuasion and influence; to achieve national missions (social-eco).

2- Minor semantic structures:

These are the words within the discourse, the meaning they suggest, the semantic domains derived from them, and other features specific to the minor semantic structures.

-On a purely rhetorical level:

We are referring to the rhetorical images used in political discourse; the rhetorical aspect plays a significant role in embellishing and decorating the discourse, regardless of its type. In ancient rhetoric, discourse was the supreme unit that included the arts of speech, poetry, and prose. Political discourse belongs, then, to the rhetorical field, as it is a discourse that seeks influence and grooming to engage or act. Since rhetoric is the art of speech, it is at the same time an art of persuasion and thus serves. Since ancient times, the concept of the image has been associated with rhetoric, and given that the latter is an art of persuasion, rhetorical images have a double function: an argumentative function

and an improvement function, as they seek to reach the mind of the reader or recipient in general for the purpose of persuasion.

In turn, rhetorical images give great importance to the production of political discourse through similes and comparisons that help the recipient audience to understand and assimilate the implicit messages to be conveyed from the original discourse for the translators. Rhetorical images are also considered in this regard as a necessary factor to compensate for the arduous and tedious aspect of discourse, and they are also considered one of the means widely used by those with political discourses for directed and predetermined ends, especially in this field in particular, and we mention here the most prominent rhetorical images used in political speeches, including:

- **Metaphor**

It is considered the most important metaphorical facet of discourse, and it is based on a relationship of symmetry existing between the two things that are identical to the two concepts, in the sense that a foreign name is placed by them for a scientific name taken from something similar to the thing we are talking about.⁹

The metaphor expresses the intended meaning by implication, not by declaration, and among the functions of the metaphor, we mention the following:

- **Aesthetic function:** The employment of metaphor in speech or texts gives a kind of elegance to the style, and that pictorial power dispenses with redundancy as it makes the meaning more accurate, and Aristotle believes that the general public is affected by their feelings.
- **Persuasive function:** metaphor is widely used in political discourse to impose opinions and pass them on without objecting to them. It "warns the vigilance of thought." This persuasive power comes from the words used, and the way they are formulated in an allegorical form gives the phrase a stronger effect than if it were used in a simple, direct manner. The function of the metaphor is not to convey information to the listener, as it happens in the rest of the non-metaphorical sentences, but it goes beyond the literal language in its strength and effectiveness to affect feelings and emotions.¹⁰
- **Metonym**

Fakhr al-Din al-Razi knows metaphor. It is a phrase that mentions a word and informs its meaning. A second meaning is what is intended, and as a matter of etiquette in speech, a person adjusts to the metaphor for what is repugnant to his explicitness and disapproves of his eloquence to reach the purpose, and his tongue is clear and his manners are safeguarded. Its descriptive meaning is that, if it is not obligatory, the mind needs an action in it, and with that action, the necessary becomes obligatory¹¹ and from there, the metaphor from the idiomatic point of view is that we utter a word and mean by it a meaning other than the meaning of that uttered, or that we speak with words and we want another.

- **Alliteration**

Alliteration is the coming together of the letters of profanity from one genus and one material, and it is not required that all letters be similar; rather, what is close to a homonym is sufficient for symmetry, as it combines the similarity in profanity and difference in meaning with its ability to create rhythm.

- **Assonance**

As-Saj' is the agreement of the two commas in prose on a single letter, the origin of which is moderation in the syllables of speech, and moderation is required in everything, and the soul tends towards it. ¹²It is also known as Nagham. It is symmetrical music in the sense that it is an artistic phenomenon, and it is a vocal agreement that occurs at the end of words, whether in poetry or prose, and assonance plays an effective role in enriching the rhythm.

- **Sarcasm:**

Sarcasm, also known as sarcasm, is a non-literal use of language and is one of the more well-known rhetorical faces. It is also considered a form of thinking that is determined by the contrast between its literal meaning and the context or position, meaning that sarcasm assumes the existence of a conflict or contradiction relationship between the two levels of content in the sense of inverting the meaning, and it involves a somewhat strong discrepancy between the literal meaning and the inferred meaning, as the speaker means the opposite of what he says.

Sarcasm also includes the presence of a person who is ridiculed with the aim of humiliating or destroying him, and the speaker resorts to this method to express a fact or a situation that is the subject of criticism by using a positive phrase in its literal form instead of a negative phrase, so the recipient interprets the negative meaning and moves away from the positive literal meaning.

- **repetition:**

Repetition is one of the effective means that are used to influence the awareness of the masses, so skilled politicians often use it in their speeches to reinforce one of the ambiguous points they raise. Repetition is the method of smart orators, as they intend to put forward only one point and then repeat it again and again, and this finite repetition, in Marcuse's view, "turns the sentence into a formula of hypnosis that excludes everything that contradicts it, opposes it, or presents itself as a substitute for it, and repetition is a phenomenon." It pertains to the expression and meaning and is used to confirm the description or praise, and from there, repetition is the repetition of a phrase or word with its pronunciation and meaning in another place or across multiple subjects.¹³

- **Antithesis:**

The language of political discourse uses antonyms to show meaning and highlight it through the comparison that they create in the mind of the addressee.

- **Intertextuality:**

Political discourse is characterized by the overlapping of many texts and intellectual formats, which is known as intertextuality and results from the multiplicity of denominations and contexts that contribute to the production of discourse.

- **Playing with letters and words**

The political discourse resorts to manipulating letters and words, so it uses assonance, alliteration, and rhyme. It is also good at using words with multiple meanings, thus opening the way for different interpretations.

- **contra point:**

Contrast is the combination of two opposites in one way, and congruence is the combination of two opposites in one word, whether the opposites are explicit or not, whether the opposite is negative, negative, affirmative, or otherwise, and whether the opposites are two nouns, two verbs, or two letters, and divorce is the separation of the opposites. He is an innovative philanthropist based on contradiction and opposition in pronunciation and meaning, and his role in literary production lies in coloring the vocal rhythm with the depth of its relationship with the meaning and making it compatible with the semantic image and the psychological state of the author.

- **the interview:**

And the contrast is that two or more compatible meanings are given, and then the corresponding meaning is given, respectively.

- **The quote adaptation reads:**

"Quoting" is the author's resort to the Holy Qur'an, Hadith, or poetry and taking from them and employing this quotation in his work to enrich it. ¹⁴

4-Argumentative techniques in political discourse:

- **Self-mechanics, "stylistic self":**

In which the self, represented by the speaker and the listener, plays an important role in the argumentative process, as the speaker is not only allowed to be a descriptor, but there are various stylistic techniques and special positions that he resorts to to convey the content and content of his speech, as his inferences are built and his structure is formulated so that the effectiveness and seriousness are maintained.

The discourse of the speaker requires presenting and demonstrating some cognitive abilities and some contextual sources that are necessarily reflected in the method or stylistic structure in which the discourse is formulated, and thus works to facilitate the task of the listener and the speaker by reducing the complexity that exists between them.

- **objective rational mechanisms:**

Among these mechanisms that perform certain functions towards persuasion, we find consistency, and it appears in the case of pairing two proofs that do not exist in the same context, as it requires that one of them logically negate the other, and accordingly, the principle of consistency is a rational argumentative method based on the principle of combining two contradictory things.

out of the affirmation of one and the negation of the other, and not out of a manifestation of the apparent contradiction, and here lies the power of argumentative coherence, as it puts the listener in a difficult position between two inconsistent positions, so the saying seems formally contradictory, but reality and actual practice can remove the contradiction from the saying, so the relationship succeeds. Argumentation is to bring the idea or topic closer to the listener by creating a defect in the listener's mind, which is what leads the listener to accept the thesis presented to him and retreat from the thesis that he believes in or leads to the belief of something else that is a new subject for contemplation, contrary to the logical contradiction.

- **Realistic mechanisms, "intuitive and empirical selves":**

The political discourse is a verbal practice derived from the social reality that is inseparable from it, and this is what prompts directing the argumentative process towards paradox, difference, or similarity and agreement by portraying the facts in the form of social and psychological images that form special cases for humans, such as sarcasm. as well as satisfaction, grumbling, and other emotions.

Conclusion

What can be concluded from this research paper is that the scope of employing semiology as a tool and method in everything from literature and the arts to the media and politics has expanded in a very large way.

Due to its distinguished effectiveness, political discourse has become very important, especially its main source: language and signs that carry many hidden and esoteric meanings.

It is the fuel of the discourse that stimulates and activates the connotations, enriches referrals, and organizes the context. Hence, the semiological approach is one of the most important approaches used in analyzing political discourse because it searches for linguistic means that give discourse a dual function and purpose.

¹ Munther Al-Ayashi, *Stylistics and Discourse Analysis*, 1st Edition, Center for Civilization Development, 2002, p. 14.

² Majeed Masha, *From the Science of Meanings to the Science of Semantics*, Dar al-Mahbah, Damascus, 2009, p. 59.

³ Muhammad Yunus Ali, *Meaning and Shadows of Meaning*, 2nd edition, Dar Al-Madar Al-Islami, 2007, p. 185

* Carl Gustav Jung was a Swiss psychiatrist who was born on July 26, 1875, in Kesswil and died on June 6, 1961 (at the age of 85) in Küsnacht (the canton of Zurich), Switzerland. He is the founder of analytical psychology and an influential thinker. He is the author of numerous books. His work is linked to the beginnings of the psychoanalysis of Sigmund Freud, of whom he was one of the first disciples and from whom he later separated due to theoretical and personal differences. In his works, he mixes meta-psychological and practical reflections with analytic treatment. Jung devoted his life to clinical practice and the development of psychological theories but also explored other areas of the humanities, from the comparative study of religions, philosophy, and sociology to the criticism of art and literature.

⁴ Okasha, *Introduction to the Theory of Literature*, University Press Office, Algeria, p. 85.

* Umberto Eco (January 5, 1932 – February 19, 2016) was an Italian medievalist, philosopher, semiotician, novelist, cultural critic, and political and social commentator. In English, he is best known for his popular 1980 novel *The Name of the Rose*, a historical mystery combining semiotics in fiction with biblical analysis, medieval studies, and literary theory, as well as *Foucault's Pendulum*, his 1988 novel, which touches on similar themes.

⁵ Okasha, *Introduction to the Theory of Literature*, p46.

⁶ Wafaa Slaoui, *Discourse and Interpretation in Literary and Intellectual Trials*, a Ph.D., thesis, Faculty of Arts and Human Sciences, Mohammed V University, Morocco, 2002-2003, p. 127.

* Leonard Bloomfield (April 1, 1887 – April 18, 1949) was an American linguist who led the development of structural linguistics in the United States during the 1930s and the 1940s. He is considered to be the father of the American distribution.list His influential textbook *Language*, published in 1933, presented a comprehensive description of American structural linguistics. He

made significant contributions to Indo-European historical linguistics, the description of Austronesian languages, and the description of languages of the Algonquian family. Bloomfield's approach to linguistics was characterized by its emphasis on the scientific basis of linguistics and its emphasis on formal procedures for the analysis of linguistic data. The influence of Bloomfieldian structural linguistics declined in the late 1950s and 1960s as the theory of generative grammar developed by Noam Chomsky came to predominate.

* Roland Gérard Barthes (November 12, 1915 – March 26, 1980) was a French literary theorist, essayist, philosopher, critic, and semiotician. His work engaged in the analysis of a variety of sign systems, mainly derived from Western popular culture. His ideas explored a diverse range of fields and influenced the development of many schools of theory, including structuralism, anthropology, literary theory, and post-structuralism. Barthes is perhaps best known for his 1957 essay collection *Mythologies*, which contained reflections on popular culture, and his 1967 essay "The Death of the Author."

* Corax (Greek:, 5th century BC) was one of the founders (along with Tisias) of ancient Greek rhetoric. Some scholars contend that both founders are merely legendary personages, while others contend that Corax and Tisias were the same people, described in one fragment as "Tisias, the Crow" (*Corax* is ancient Greek for "crow"). And according to Aristotle, Empedocles was the actual founder of rhetoric, but this is also unlikely. It is believed that William Shakespeare derived the name Sycorax from Corax of Syracuse. Corax is said to have lived in Sicily in the 5th century BC, when Thrasybulus, tyrant of Syracuse, was overthrown and a democracy formed.

* Abū l-Faṭḥ ʿUṭhmān ibn Jinnī, best known as Ibn Jinnī (c. 932–1002), was a specialist in Arabic grammar, a philologist, and a philosopher of language. He was born in Mosul to a Greek Christian slave of a certain Sulayman ibn Fahd ibn Ahmad al-Azdi.

* Mario Andrew Pei (February 16, 1901 – March 2, 1978) was an Italian-born American linguist and polyglot who wrote some popular books known for their accessibility to readers without a professional background in linguistics. His book *The Story of Language* (1949) was acclaimed for its presentation of technical linguistics concepts in ways that were entertaining and accessible to a general audience. Pei was a supporter of uniting humans under one language, and in 1958 published a book entitled *One Language For the World and How to Achieve It* and sent a copy to the leader of every nation in existence at the time. The book argued that the United Nations should select one language—regardless of whether it was an existing natural language like English or a constructed language like Esperanto—and require it to be taught as a second language to every schoolchild in the world.

⁷ Abu Al-Qasim Jarallah Mahmoud Bin Omar, *Al-Mufasssal fi Sanat al-Arab*, 1st Edition, Publications by Muhammad Ali Baidawi, Dar Al-Kutub Al-Alami, Beirut, 1999, p. 145.

⁸ Ali Al-Jarim, Mustafa Amin, *Clear Rhetoric*, Scientific Library, Lebanon, p. 179.

* Bronisław Kasper Malinowski (April 7, 1884 – May 16, 1942) was a Polish-British anthropologist and ethnologist whose writings on ethnography, social theory, and field research have exerted a lasting influence on the discipline of anthropology. Malinowski was born in what was part of the Austrian partition of Poland and completed his initial studies at Jagiellonian University in his birth city of Kraków. In 1910, at the London School of Economics (LSE), he studied exchange and economics, analyzing Aboriginal Australia through ethnographic documents.

* Tammam Hassan was born in 1918 in the Upper Egyptian village of ElKarank. In 1929, Hassan completed memorizing the Qur'an. The following year, he moved to Cairo to attend the Al-Azhar primary school institute and graduated from the Al-Azhar high school institute in 1939. He attended Dar Al-Ulom College, where he majored in Arabic and graduated in 1943 with an associate degree. He then continued to study education and psychology at Dar Al-Ulom College, graduating in 1945 (with his first honor award) with his teaching license. The following year, he moved to London to learn English and finish his graduate studies. Hassan graduated from the University College London (UCL) in 1949 with his master's in phonetics; his graduate thesis topic was The Phonetics of the "ElKarank" Dialect (Upper Egypt). Hassan graduated in 1952 from the University College of London with his Ph.D. in phonetics. His dissertation was titled The Phonetics and Phonology of Aden Arabic (South Arabia).

⁹ Patrick Charaudo, Translated by Abdelkader Al-Mehri, *Lexicon of Discourse Analysis*, Dar Sinatra, National Center for Translation, Tunis, 2008, pg. 364.

¹⁰ Youssef Abu Al-Adous , *Metaphor in Modern Literary Criticism, Cognitive and Aesthetic Dimensions*, 1st Edition, Al-Ahlia for Publishing and Distribution, Amman, 1997, p. 225.

¹¹ Muhammad bin Ali, *Signs and Warnings in the Sciences of Rhetoric*, Dar Nahdet Misr for Printing and Publishing, Egypt, p. 238.

¹² Abdul Aziz Ateeq, *Ilm Al-Badi'*, University Publications Diwan, 1989, p. 167.

¹³ Ramadan Al-Sabbagh, *An Aesthetic Study*, 2nd Edition, Dar Al-Wafa' for the World of Printing, Publishing, and Distribution, 2000, p. 211.

¹⁴ Ahmad Tohme Halabi, *The Intertextuality between Theory and Application*, The General Syrian Book, 2007, pg. 45

Bibliography:

A- books

1- Abu Al-Qasim Jarallah Mahmoud Bin Omar, *Al-Mofassal fi Sanat Al-Arab*, 1st Edition, Publications by Muhammad Ali Baydawi, Dar Al-Kutub Al-Alami, Beirut, Lebanon, 1999.

2- Ahmed Tohme Halabi, *The Intertextuality between Theory and Application*, The General Syrian Book, 2007.

3- Patrick Charaudo, translated by Abdelkader Al-Mehari, *Lexicon of Discourse Analysis*, Dar Sinatra, National Center for Translation, Tunis, 2008.

4- Ramadan Al-Sabbagh, *An Aesthetic Study*, 2nd edition, Dar Al-Wafaa for the world of printing, publishing, and distribution, 2000.

5- Shayef Okasha, *Introduction to Literary Theory*, University Press, Algeria.

6- Abdel-Aziz Ateeq, *Alam Al-Badi'*, University Press Office, 1989.

7- Ali Al-Jarim, *Mustafa Amin: Clear Rhetoric*, Scientific Library, Lebanon.

8- Majid Masha, *From the Science of Meanings to the Science of Semantics*, Dar Al-Mahbah, Damascus, Syria, 2009.

9- Muhammad bin Ali, *Signs and Warnings in the Sciences of Rhetoric*, Dar Nahdet Misr for Printing and Publishing, Egypt.

10- Muhammad Yunus Ali, *Meaning and Shadows of Meaning*, 2nd edition, Dar Al-Madar Al-Islami, 2007.

11- Munther Al-Ayashi, *Stylistics and Discourse Analysis*, 1st Edition, Center for Civilization Development, 2002.

12- Youssef Abu Al-Adous, *Metaphor in Modern Literary Criticism, Cognitive and Aesthetic Dimensions*, 1st Edition, Al-Ahlia for Publishing and Distribution, Amman, 1997.

B- Theses

13- Wafaa Slaoui, *Discourse and Interpretation in Literary and Intellectual Trials*, Ph.D. thesis, Faculty of Arts and Human Sciences, Mohammed V University, Morocco, 2002-2003.