

# Pragma-Rhetorical Study of Prince Harry's Secession Speech

**Prof. Dr. Abbas Deygan Darweesh Al- Duleimi**

English Department / AL-Hilla University College/ Iraq.  
abbas\_degan@hillaunc.edu.iq

**Asst. Lect. Zahraa Hamid Obeid Hajwal**

English Department / AL-Hilla University College/ Iraq.  
[Zahraa-hamid@hilla-unc.ed.iq](mailto:Zahraa-hamid@hilla-unc.ed.iq)

## Abstract

This paper is a pragma-rhetorical analysis of a speech given by a member of the English Royal Family with the goal of convincing the reader of their point of view. Persuasion can be thought of as the process of swaying the decision-making process of another individual toward a specific option or line of action via the use of arguments or reasons, as well as by the use of appeals to both feeling and intellect. Additionally, it can be thought of as the act of swaying the minds of others through the use of arguments or reasons. (Cherry,2022). This study addresses how one member of the royal family deploys successfully the pragma-rhetorical strategies to persuade the people about the sincerity of his stance. To this end, this paper ventures on analyzing Prince Harry's speech of secession from the Royal Family.

**Keywords:** Persuasion, Pragma-Rhetorical Strategies, Royal Family , Pragmatic Structures

## 1. Introduction

The goal of persuasion is to get another individual or group of people to change their minds about something. It has the potential to operate as a potent motivator, influencing people's choices and behavior. The persuasive messages can be transmitted verbally or nonverbally, via media, or face-to-face communication ( Kmiec, &Long,2017). The purpose of persuasion works to the benefit of the fruitful interaction between the speaker and the audience (the public). The speaker's communicative intention is to convince others to be more inclined to agree and be aligned with his argument in addition to the proof she may give to innervate his argument so as to cement his communicative purposes(. (Duranti,2006)

This current study aims to finding answers to the following questions:

- What are the pragmatic structures of Prince Harry's speech?
- What are the argumentative appeals of his speech?
- What are the figures of speech indicative of persuasion in Prince Harry's speech?
- What are the strategies that accomplish the desirable persuasive ends?

## 2-Literature Review

### 2.1 Pragma – Rhetorical Approach to Persuasion

Pragma-rhetorical analysis is an approach to textual study that takes into account both pragmatic and rhetorical factors. Reference: (2002's Larrazabal & Korta).

The art of persuasion, as described by Aristotle (1991), is "the faculty of observing in any given circumstance the available means." Knowing what to say is not enough for a speaker; they must also know how to express it. Another point that Aristotle stresses is the importance of using metaphors and other rhetorical tactics to express your point of view persuasively. (ibid.) Since the art of persuasion relies heavily on effective communication, rhetoric is a natural fit. Furthermore, rhetoric outlines the investment in style made to persuade an audience. (Rowe et al. 2007; Eugen 2009; pages 40–49) The main incentive to the wedding of rhetoric and pragmatics is that the two deal with the way language is used. It is seen that the vantage point of the two discipline focuses on the way in which language is used, overtly or covertly , to lead others towards a certain specific act.(Archer,2012,pp.148-9). According to Persson , .& Ylikoski, (2007, p.55), rhetoric is simply of a pragmatic nature since it deals with something beyond what is literary said. Yet , the two can fulfil different objectives because rhetoric aims at persuasion while pragmatics is after description.( Al-Hidawi and Harbi, 2020). Larrazabal and Korta ( 2002,p.1) look at such hybridity as "

combining both disciplines in order to explain the intentional phenomena that occur in most communicative intention and the intention of persuading".

## 2.2. Pragmatics

Much has been said about Pragmatics. Simply, Pragmatics is a subfield of linguistics concerned with the relationship between language and context. Until recently, linguistics and the philosophy of language have primarily focused on the study of language in context, and pragmatics has emerged as a distinct and coherent field of study. Pragmatics encompasses a vast array of issues pertaining to the study of language, such as deixis, presupposition, Speech acts, implicatures, decorum, information structure, etc.(Carston , 2002).

## 2.4 Rhetoric

Rhetoric, on the one hand, is the study of the methods employed by writers and presenters to inform, persuade, and motivate certain target audiences in given contexts.(Roberts,2004) . Most of the time, you can find guidelines for doing all three of these things in rhetoric. Aristotle argues that there are three types of persuasive appeals: logical, ethical, and emotional. All three of these appeals demonstrate the speaker's command of the art of evoking plausible sentiments in his addresses (pathos), creating a credible persona (ethos), and accurately representing the relevant arguments and facts (logos). (Walton, 2007 , 18). On the other hand, rhetorical pragmatics calls attention to the focus on the use and function of language in different activities Moreover, they both cynosure how rhetorical devices including metaphor , simile and repetition, etc. are engineered to attract the audience's attention.(ibid.)

## 3- Pragmatics Structures

### 3.1.1. Syllogism

An argument's structure can be thought of as the whole pragmatism of its supporting evidence, assumptions, and claims. The deductive argument, or "Syllogism" as Walton (2000,p.146) labels it, is the focus of this paragraph. He defines a syllogism as an argument when all three premises are stated explicitly. The claim is guaranteed to be true by the evidence and the warranty.

### 3.1.2 Enthymeme

Problems with the pragmatic A form of reasoning known as a "Enthymeme" or inductive argument. An enthymeme is a line of reasoning that contains unstated assumptions. The enthymeme is a form of rhetorical reasoning in which a syllogism has been shortened by assuming the truth of one or more of the assertions. Because the entire argument is not specified, verifying the logic is more difficult. Either a single assertion (claim) or two propositions (claim and data or warrant) make up the framework of an enthymemic argument.

## 3.2. Tropes

Figures of speech are classified as either Tropes or Schemes in classical rhetoric. A trope is a figure of speech that alters the original meaning of a word. Words can be sorted into many "schemes," or patterns. Metaphor, simile, pun, and similar devices are examples of tropes. All of these figures of speech, often known as tropes, indicate a clever departure from a word's common or primary meaning. A. Corbett, 1990.The overlap between pragmatics and rhetoric is where the secondary meaning is most at stake (McQuarrie and Mick, 1996; Arends and Kilcher, 2010; Turner and Cruse, 2002; Cruse and Turner, 2006).

## Methodology

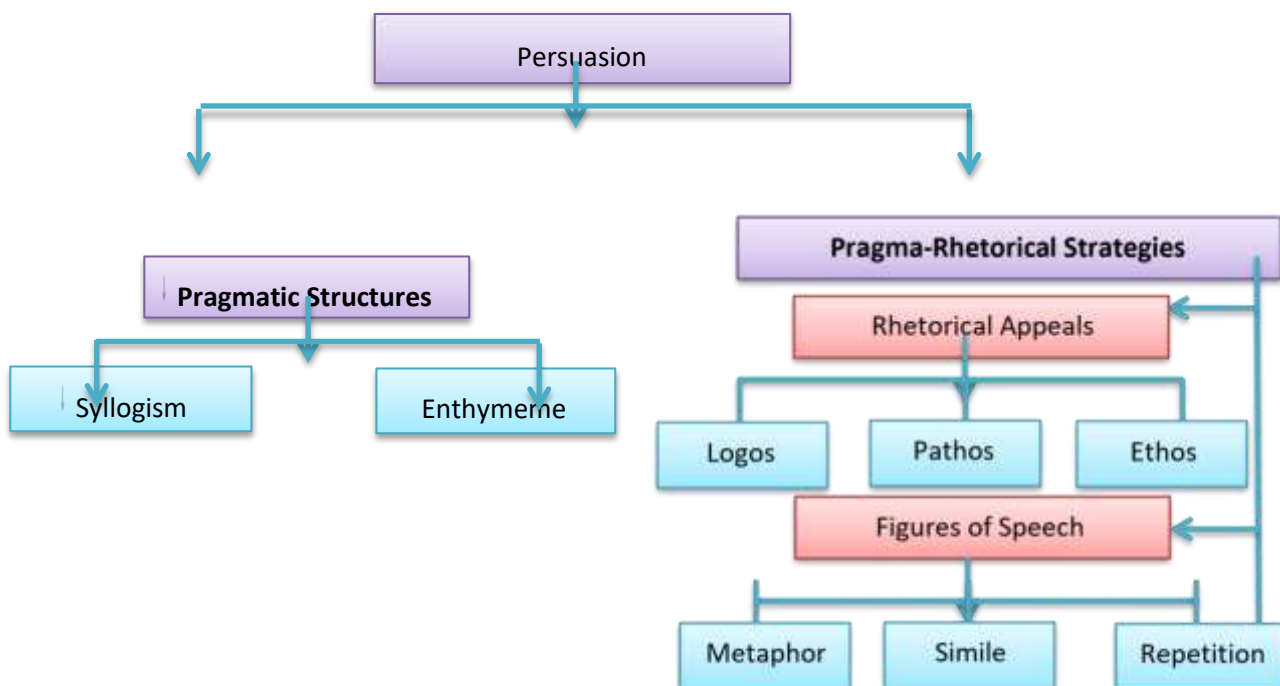
This section presents the methodology which has been plied during the study.

The present study limits itself to Prince Harry's secession speech from the UK royal family. The speech is broadcasted on the social media platforms. In order to escape listening pitfalls, the researchers have analyzed the written transcript since the speech runs for about more than two hours and a half.

The study follows a three-stage model consisting of : the opening, the building and the closing stages , wherein the pragma structures and the pragma rhetorical strategies of each stage are fully investigated. The whole speech is divided into three parts ; in the first part only the opening stage is analyzed; the building stage is analyzed in the second part , and finally the closing stage is analyzed in the third part. Each component of the model is explained in a given example.. For instance, syllogism of the pragmatic structures of the opening stage embedded in part one is illustrated and analyzed ,let's say, in a given example, and is different from the syllogisms investigated and analyzed in other parts. Truly, this applies to the other components of the model .

The current study is both qualitative and quantitative. The qualitative section aims to provide an in-depth description of the data by pertaining to a model to discover the pragma-rhetorical and the pragma structural aspects of persuasion in Prince Harry's speech throughout the three stages: opening, building, and Closing stages. The pragmatic structures encompass syllogistic constructs and enthymematic ones, while the pragma-rhetorical strategies are made up of the rhetorical appeals (rhetorical triangle) along with the figures of speech. To indemnify persuasion laced with figures of speech manifested themselves in the speech, these figures of speech are indexed and inspected. The study adheres itself to three types of figures of speech namely: metaphor, simile and repetition.

On the other hand, the quantitative section has been devoted to discussing the study's statistical findings. The statistical analysis and the resulting percentages apply to the whole data. The model used for qualitative data analysis is a hybrid of the following:



### 3.1 Qualitative Analysis

#### 3.1.1 Opening Stage

##### I-Pragmatic Structure Syllogism

Good evening, and thank you for being here for Sentebale, a charity me and Prince Seeiso created back in 2006 to honor my mother's legacy in supporting those effected by HIV and AIDS. Before I begin, I must say that I can only imagine what you may have heard or perhaps read over the last few weeks... "So, I want you to hear the truth from me, as much as I can share – not as a Prince, or a Duke, but as Harry, the same person that many of you have watched grow up over the last 35 years – but with a clearer perspective. "The UK is my home and a place that I love. That will never change. I have grown up feeling support from so many of you, and I watched as you welcomed Meghan with open arms as you saw me find the love and happiness that I had hoped for all my life. Finally, the second son of Diana got hitched, hurray!. ( itv.com , 2020).

Syllogism makes statements that are generally true in a particular situation, though it is often provided for both compelling literature and rhetoric, as it represents an irrefutable argumentation. Syllogism is a logical argument composed of three parts: the major premise, the minor premise, and the conclusion inferred from the premises.

This situation projects the syllogistic structures since it provides the three parts of premise. The major premise alludes to Prince Harry's claim that people have heard or read about his decision to separate from the royal family.

The minor premise demonstrates his relation with the public when he clarifies that he is the same person they have known for 35 years no matter what are the names they have been using to call him.

The conclusion premise is shown when he talks about his country which he loves and adores. It is the place where he has grown up. He extends his thanks to all people because they welcome his wife Megan when the royal family have rejected their marriage. In the end, he tries to remind people that he is the youngest son of Diana the princess whom they used to love and respect during her life time.

### **Enthymeme**

I also know you've come to know me well enough over all these years to trust that the woman I chose as my wife upholds the same values as I do. And she does, and she's the same woman I fell in love with. We both do everything we can to fly the flag and carry out our roles for this country with pride. Once Meghan and I were married, we were excited, we were hopeful, and we were here to serve. For those reasons, it brings me great sadness that it has come to this. (itv.com, 2020).

The major premise is actualized when he tells people that his wife is not the reason behind making him take this decision since she carries the same values as he does and she has always assisting him with his work as a prince. The minor and conclusion premises are merged together to convey one idea that he and his wife are willing to do every thing to serve this country and they have been excited to work out more plans for the country they live in, but he expresses sorrow for not completing this mission

### **II-Pragma-Rhetorical Strategies**

#### **A-Rhetorical Appeals**

#### **Logos**

So, I want you to hear the truth from me, as much as I can share – not as a Prince, or a Duke, but as Harry, the same person that many of you have watched grow up over the last 35 years – but with a clearer perspective. (itv.com, 2020).

The Prince speech at this point permeates few logical points as he wants to emphasize certain truisms indicating how his plans to serve the country are highly thought of by his fellow citizens.

#### **Pathos**

I have grown up feeling support from so many of you, and I watched as you welcomed Meghan with open arms as you saw me find the love and happiness that I had hoped for all my life. Finally, the second son of Diana got hitched, hurray! (itv.com, 2020).

This appeal is simply connected to the speaker discretion of expressing his passion, emotion, and affection. Prince Harry here speaks in praise of the citizens who welcome his wife and as such he is found to be with visible means of support. He mentions that his happiness buds off from his loving wife and hopes that all the people are basking in happiness and in a tranquil life. The news that he brings about going to have a baby stirs up the citizens' emotions.

#### **Ethos**

We both do everything we can to fly the flag and carry out our roles for this country with pride. Once Meghan and I were married, we were excited, we were hopeful, and we were here to serve. (itv.com, 2020).

Prince Harry stresses his credibility and believability when he makes known clearly of his plans to separate from the royalty. Yet, he insists that by so doing this will not dissuade him from serving his homeland.

### **Figures of Speech**

Figures of speech are envisioned to be more effective, persuasive and impactful. Actually, metaphors, for example, can magnetize and strategize persuasion though people are, sometimes, not motivated to form a deep conception about a particular message.

Prince Harry is seen to better advantage from using figurative language to evoke immediate emotional reactions that make his message seem more persuasive, more credible and dynamic. He tactfully uses the metaphor "fly the flag" to stress the idea of his separation from royalty, while at the same time he attempts to

persuade the audience that he is still arduous for serving his country " carry out roles for this country with pride". He elicits the audience's emotion and draws them into the idea of his happy marriage in tandem with the idea of going to have a baby " welcomed Meghan with open arms.. saw me find the love and happiness...Diana got hitched". He deliberately mentions his mother's name to foreground his mother's legacy in supporting people affected by HIV and AIDS.

### 3.1.2 Building Stage

#### 1-Pragmatic Structure

##### Syllogism

I've accepted this, knowing that it doesn't change who I am or how committed I am. But I hope that helps you understand what it had to come to, that I would step my family back from all I have ever known, to take a step forward into what I hope can be a more peaceful life. I was born into this life, and it is a great honor to serve my country and the Queen. When I lost my mum 23 years ago, you took me under your wing. ( itv.com , 2020).

Though Prince Harry utterances are not complete , discontinuous and disrupted but at the same time he wants to persuade the audience about his stance and to sway them by sending a letter of sympathy. However, his speech can be seen to guarantee the wrapped pragmatic structures which are intended to mitigate what he has already decided . In his major premise, he propounds the decision he has taken, nevertheless, such a decision will not change his background or his behavior towards his country. By doing so, he sincerely hopes that people understand why he embarks boldly on separation.

The speaker seems that he is much tenacious of his family and he wants all the good for them bona fide even if this bond of affection will have dire impact on his future as a Prince . The minor premise hints at to how he is able to shelter him self from the royal family by letting his fellow citizens safeguard him.

In the conclusion premise, he points to the relation ship with the Queen that brings them together and how she tenderly nurses him after the death of his mother .

##### Enthymeme

You've looked out for me for so long, but the media is a powerful force, and my hope is one day our collective support for each other can be more powerful because this is so much bigger than just us. It has been our privilege to serve you, and we will continue to lead a life of service. It has also been a privilege to meet so many of you, and to feel your excitement for our son Archie, who saw snow for the first time the other day and thought it was bloody brilliant!. ( itv.com , 2020).

Prince Harry expresses his opinion directly without beating about the bush and explains that the media has played roughish role in every single detail that relates to him or his wife .He considers himself responsible from the early beginning for his actions and decisions and he promises to clear up the mess made by him bolstered up by the public. This can be taken as the major premise . The minor and conclusion premises touch upon the relation between him and the public when he announces that he is very happy when people welcome his son and celebrate his birth..

## 2- Rhetorical Strategies

### A-Rhetorical Appeals

#### I. Logo

At this point, Prince Harry endeavors to dig out connections with the audience through a variety of emotional pathways. He plans to utilize words and expressions which are emotionally loaded. Words which fit the emotional tone that works to his advantage. Therefore, in his desire to avoid reasoning, he taps into emotions already felt by his audience.

#### II. Pathos

"I will always have the utmost respect for my grandmother, my commander-in-chief, and I am incredibly grateful to her and the rest of my family, for the support they have shown Meghan and I over the last few months" ( itv.com , 2020).

In his persuasive maneuvering, Prince Harry tries to show others that his relationship with the queen has been and still the same for she has afforded him and his family a grateful shade of support. Yet, he masterly insinuates to the audience that he intends to break with the royal family.

#### III. Ethos



Prince Harry establishes his guiding belief as he is taking credit regarding his fluctuating and troubled relationship with the royal family. He speaks in a compelling way so as to convince the audience of his irrevocable decision to separate from the royal family since it is the last time he will be treated as a member of the royal family. **B- Figures of Speech**

Various figurative expressions and repetitive lexical items have been seen through out this stage. By voicing the figurative expression "take me under your wing", Prince Harry heaps praise upon his grandmother, the Queen, for taking great care of her grandson. Yet, he deliberately uses the following metaphorical expressions "more peaceful life .....step my family back ....take a step forward ..... Bloody brilliant" to declare emphatically that his decision of separation from the royal family is decisive and final. By using the expression "bloody brilliant," he aims to persuade the audience that he is and his family can wander up and down freely without escorting guards and security measures.

Prince Harry uses certain words multiple times in his speech to give them higher value.

Value creation is vital to giving his words substance" lost...serve .. honor.... Country...hope...support " . These words denote and connate the idea that despite his decision of separation he stands fast to his ideals of serving his homeland and he will not retreat or change his views .By repeating these pompous words he airs important thoughts and points. By resorting to repetition, Prince Harry places emphasis on things he chooses as significant. He desires to tell the audience that the words being repeated are central enough to be repeated.

### 3.1.3 Closing Stage

#### I-Pragmatic Structures

##### Syllogism

Since the beginning, we've developed a series of programs and created the purpose built Mamahato centre to help a generation of children break through the stigma that is allowing the HIV epidemic to thrive. Half of those children had lost either one or both of their parents to the virus. But today through our networks of clubs, camps and programs across both Lesotho and Botswana, we help children and young adults to learn that they can go on to live happy and productive lives, despite being HIV positive. We teach them that this human immunodeficiency virus doesn't have to be a death sentence for anyone anymore, that the real enemy we are fighting is stigma, and the antiquated attitudes that work against young people coming forward when wanting to take an HIV test. ( itv.com , 2020)

The primary premise is about developing a series of programs to find out or create a solution for HIV (Human Immunodeficiency Viruses ) and how the UK government builds centers to help people specially children to survive the dreaded virus. The minor premise clings to the hope of combating this virus since many of children's parents are at the death's door because of the virus influxes. He broaches to the philanthropic drive of the government to create programs to make children and their families aware of the liability of suffering from the virus so as to let them enjoy a

quiet and productive life despite being diagnosed as HIV positive. In the conclusion premise, the prince addresses the children of the virus inflicted countries not to be scared of the perils of this epidemic. He urges them not to take it seriously as a death penalty. He adds that people of those country must show readiness to fight marks of fear and shame.

#### Enthymeme

"This is relevant in every part of the world today, including here in the UK, where there are an estimated 110,000 people living with

HIV. Here, I can't not mention my dear friend Gareth Thomas – who in my mind – has quite literally changed the way people think about HIV – so thank you bud. By being here tonight, every one of you are helping to fight that stigma and helping a generation of children and young adults to become the generation that ends it. ( itv.com , 2020)

Two main ideas are mentioned above .The first one which is considered the main premise comprises the UK propensity to alleviate the situation of the people facing HIV and living with it underpinned by working out viable plans to eliminate and put a stop to the virus.

The minor and conclusion premises are merged to call attention to the role of Gareth Thomas, who actively assists and salvages in helping people to confront the virus and changes the way they think about it.

**II- Pragma-Rhetorical Strategies**

**Rhetorical appeals**

Since the beginning , the speech manifests small tinges of pathos depicting the dilemma of the children who have witnessed the death of their parents because of the virus . The prince earnestly lures on them that they should not have quivered with fear because of the virus .Rather, he urges them to fight it tooth and nail . However, no discernible patterns of logic and ethos are within sight. This is because there is a plethora of conflicting narratives about the speaker and his relationship with the royal family which ends in breaking up from royalty ad infinitum.

In this vein, it is seen here that although the three appeals are discrete in their method of persuasion , one may be needed to make best case possible. The audience are likely to be persuaded if the speaker intent to connect to the audience feelings in order to support the argument.

**Figures of Speech**

The following metaphorical expressions have been spotted :

" happy and productive lives .. incredibly grateful ....epidemic to thrive ... living with virus .... Virus as death sentence ... network of programs". Prince Harry purposefully inundates the audience with his persistence to fight the virus .Meeting the exigency of the situation about the virus spread, he tries to persuade the audience that he has a firm conviction to obviate the virus by taking certain preemptive measures and by inducing a change in the feelings of the children and the young generations stung by the fire of the virus. He appeals to those people to be steadfast in adversity and must enjoy a productive life.

The repeated items" children... young adults ...virus .. stigma" again do not distance themselves from the same situation, i.e. the virus . They stand as anecdotal evidence which helps underscore this point. That is , prince Harry ultimately advocates the degrading of the virus and builds a sense of in- group solidarity for people under threat of the virus

**6- The Quantitive Analysis**

**Table (1) Opening stage .**

<b>Open ng Stage</b>	Pragmatic Structures 22%		Pragma-Rhetorical Strategies 78%			
	Syllogism	Enthymeme	Rhetorical Appeals		Figures of speech	
			Logos	82%	Metaphor	49%
	55%	45%	Pathos	0%	Simile	24%
			Ethos	18%	Repetition	27%

**Table (2) Building stage in Situation Three .**

<b>Bu a ng Stage</b>	Situation Three	
	Pragmatic Structures 25%	Pragma-Rhetorical Strategies 75%

	Syllogism	Enthymeme	Rhetorical Appeals		Figures of speech	
	53%	47%	Logos	46%	Metaphor	49%
Pathos			1%	Simile	24%	
Ethos			53%	Repetition	27%	

**Table (3) Building stage.**

<b>Closing Stage</b>	Situation Three					
	Pragmatic Structures 19%			Pragma-Rhetorical Strategies 81%		
	Syllogism	Enthymeme	Rhetorical Appeals		Figures of speech	
	54%	46%	Logos	45%	Metaphor	48%
			Pathos	0%	Simile	30%
		Ethos	55%	Repetition	22%	

The total pragmatic structures of opening stage embedded in the first part scores (22%) in comparison with other stages, while the percentages of the components of pragmatic structures in the same part read as follows: it is (55%) for syllogism and (45%) for enthymeme. Pragma-Rhetorical Strategies in first part score (78%), wherein the percentages of the whole appeals are (34%). More evidently, the scoring values of the component appeals in this part amount to (82%) for logos, (0%) for pathos and (18%) for ethos. As for figures of speech, the total percentage of these figures in the first part amounts to (66%), while the percentages of the various components in the same part are as follows: (49%) for metaphor, (24%) for simile and (27%) for repetition.

The second part is encompassing the building stage, in which the pragmatic structures totally score (25%). Here, syllogism scores (53%) and enthymeme scores (47%). Pragma-Rhetorical Strategies totally score (75%), wherein the rhetorical appeals score (25%), meanwhile logos score (46%), pathos score (1%) and ethos score (53%). As regards figures of speech, the total percentage of the whole part is (50%) and the components of this appeal here display that metaphor scores (49%), whereas simile scores (42%) and repetition scores (27%) respectively.

As for the third part underlying the closing stage, the pragmatic structures totally score (19%), wherein syllogism scores (54%) and enthymeme scores (46%). The total scoring of Pragma-Rhetorical Strategies in the whole part is (81%), while the whole rhetorical appeals here score (34%), wherein logos score (45%), pathos score (0%), and ethos score (55%) successively. The total percentage of figures of speech in this part is (66%), while here it is (48%) for metaphor, (30%) for simile and (22%) for repetition.



At the very onset, the percentages presented in this way have prima facie a good justification . They are coterminous with the ubiquitous propensity to persuade.

It appears that the syllogisms score higher percentages than enthymemes because the speaker makes accurate claims and the information they contain is consistent with the facts. He skillfully makes the premises and conclusions relate to each other in the right way. Moreover, he projects true propositions validly to imply a conclusion, or the main point that the argument aim to get across. That is, he succeeds in persuading the audience about his plans to separate from the royalty and about his plans to be steadfast to his principles.

As regards the rhetorical appeals, logos score higher percentage that both pathos and ethos. This also begs for an explanation. Prince Harry develops the logical substance of his abovementioned arguments. His arguments are more convincing since he is able to build watertight logically impeccable arguments and avoids fallacies. He develops his arguments with moving stories and figurative analogies.

Metaphors score higher values than both similes and repetitions. The speaker relies heavily on metaphorical expressions to convey vivid imagery that transcends literal meaning. He creates images which are easier to understand and activate the imagination .He uses metaphors to illustrate his viewpoints and to illuminate his stance. Such a use makes his speech memorable and adds texture and interest to his thesis where it seems much better than factual description.

### Conclusions

1. The adopted model looks adjusted and operational in revealing how the speech is persuasive making use of the pragmatic structures and the pragma- rhetorical strategies.
2. The speech promotes persuasive ends and the audience active involvement through the cunning use of figures of speech
3. The speech unravels how persuasion can be done through verbal communication using logical reasoning and verifiable arguments and proves that the prince's views are feasible and have merits.
4. The statistical analysis captures to the prince's persuasion skills which buds off from a natural talent and/or from personality trait. Thus, these skills help him to incredibly influence the audience and their decisions and behaviors

### Reference

1. Abbott, H. P. (2020). *The Cambridge introduction to narrative*. Cambridge University Press.
2. Archer, D. et al (2012). *Pragmatics : an Advanced Resource Bok for Students*.
3. Routledge : *Applied Linguistics*.
4. Arends, D. & Kilcher, A. (2010) *Becoming an Accomplished Teacher*. Taylor& Francis Group.
5. Aristotle (1991) *On Rhetoric : A Theory of Civic Discourse* .OUP. USA
6. Carston , R. (2002) *Thoughts and Utterances : the pragmatics of explicit communication*. Oxford Blackwell
7. Cherry, K. (2022) . *What Is Persuasion*. VerywellMind. (online) Verywell Mind.
8. Available at: [www.verywellmind.com/ what is persuasion](http://www.verywellmind.com/what-is-persuasion) ( accessed 22nd April,2023)
9. Corbett, E. (1990) *Classical Rhetoric for Modern Students*. OUP Cruse,
10. A.(2006) *A glossary of Semantics and Pragmatics*.Edinburgh. EUP
11. Duranti, A. (2006) *The Social ontology of intentions*. SAGE Journals. Vol.8. Issue .1. <https://doi.org/10.1177//1461445606059548>
12. Eugene, G. (2009) "Aristotle on the Kinds of Rhetoric". *Rhetorica: A Journal of the History of Rhetoric*. 27 (1) 1-18 doi:10.1525/rh.2009.27.1.1
13. -Fareed, H and Harbi,D.Z.( 2020) *Civility in Imam Hasan's Speech: A pragmaRhetorical Study*
14. -Francesca, R. (2013) *Rhetoric and Pragmatics; suggestions for a fruitful dialogue*. In *Perspectives on Pragmatics Philosophy*,eds.Alessandro
15. Capone, Franco Lo Piparo, Marco Carapezza, 537-556. Cham :
16. Springer. -[https:// doi.org/10.1016/j.erss.2017.06.034](https://doi.org/10.1016/j.erss.2017.06.034)
17. -Ilie, c. (2006) *Parliamentary discourse*". In *Eccyclopedia of Language and Linguistics*, edited by Keith Brown,2<sup>nd</sup> edition, volume9,188-197. Oxford:

18. Elsevier.
19. -Ilie,C (2021) Evasive answers vs.aggressivequestions.Questioning and Answering Practicesacross Contexts and Cultures, 323,35.
20. Kmiec,D & Longo, B. (2017) Writing to Convince: Persuasive Documents. Willy
21. On Line Library. [https:// doi.org/10.1002/97811190702-69.ch5](https://doi.org/10.1002/97811190702-69.ch5)(accessed 20<sup>th</sup> April , 2023)
22. -Korta,K&J. Larrazabal (2002) Pragmatics and Rhetoric for Discourse Analysis. University of Basque Country(4),pp.7-13
23. -Larson, Charles U. (2010) Persuasion: Reception and responsibility.Boston, MA: Wadsworth, Cengage Learning.
24. Lucas, Stephen E. (2009) The Art of Public Speaking. 10th ed. New York, NY:
25. The McGraw-Hill Companies.
26. -Maalej, Zouheir A. (2015) "Persuasion in the Discourse of Billboards: A Stylistic Account".
27. King Saud University, Research Gate. DOI: 10.13140/RG.2.1.5040.0800 Mey, Jacob L. (2009) Concise Encyclopaedia of Pragmatics. Oxford: Elsevier Ltd.
28. -McQuarrie, Edward F. and David Mick (1996) "Figures of Rhetoric in
29. Advertising Language". The Journal of Consumer Research, 22.4:424438. DOI: 10.1086/209459.
30. -Moezzi,M. Janda,K.B., &Rotmann, S(2017) Using stories , narratives, and storytelling in energy and climate change research. Energy research & SocialSciences,31,1-10
31. -Moriarty, Sandra, Nancy D Mitchell, William D Wells. (2012) Advertising & IMC: Principles and Practice.Upper Saddle River, NJ: Pearson/Prentice
32. Hall.
33. Persson, J. & Ylikoski , P (eds.) ( 2007) Rethinking Explanation.Springer - Perssson,J.&Ylikoski,P.(2007) Rethinking Explanation:Boston Studies in The Philosophy f Science.Springer
34. -Rowe, J. P., McQuiggan, S. W., Mott, B. W., & Lester, J. C. (2007). Motivation in narrative-centered learning environments. In Proceedings of the workshop on narrative learning environments, AIED (pp. 40-49).
35. Short,W.M. (2021) Can Figures Persuade? Zeugma as a Figure of Persuasion in Latin. CUP
36. Turner,J.H. (2002) Face to face: Toward a sociological theory of interpersonal behavior. Stanford University Press.
37. Walton ,D. (2007) Media Argumentation : Dialect, Persuasion , and Rhetoric. CUP
38. Royal Prince Harry. ( 2020 , January 20 ). Prince Harry's Sentebale speech in full as he speaks of 'sadness' at stepping back from Royal Family.
39. <https://www.itv.com/news/2020-01-20/prince-harry-speech-in-full-sentebalecharity-dinner-sadness-leaving-royal-family>