THE PERSUASIVE STRATEGIES USED "?alitijah ?almu?akis" TV

PROGRAM

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ABSTRACT

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This study provides a socio-pragmatic analysis of the persuasion strategies, including the politeness strategies, as they are used by the participants in "?alitijah ?almu?akis" on Al-Jazeera TV satellite channel. Moreover, it attempts to reveal the cultural, political and psychological aspects of persuasion, which might affect the degree and direction of persuasion. The most common and frequent type of strategies adopted by the participants in an argument and its impact on the amount and direction of persuasiveness are examined. In this study, it is argued that the use of religious citations, and prophetic sayings as well as the proverbs which are used as persuasive strategies may affect the degree and direction of persuasion. The conversational analysis has been employed in conducting this study, in relation to the notion of politeness as suggested by Brown and Levinson (1987). For this purpose, ten sessions of "?alitijah ?almu?akis" have been video-taped and transcribed, and the content is analyzed to identify the persuasive strategies used in the process of argumentation. The findings show that the most common and frequent type of strategies adopted by the participants is those used in logical argument. Despite the importance of logical argument as an affective strategy, the data show that logical argument is of invaluable effect since it is based on cold, hard facts that, whenever delivered, could set the stage for antagonism. Furthermore, the findings show that speakers try to persuade each other by repeating and paraphrasing their argumentative claims. This study calls for future research to investigate the impact of the speaker’s personality traits on the process of persuasion. Also, the study recommends future research to study the persuasive strategies used in the written discourse.