

Revealing The Rhetorical Matrix: A Stylistic Analysis Of Dr. Mahathir Mohammad's Speeches

Shahzeb Khattak¹, Dr. Mahrukh Shakir²

¹Lecturer in English, Department of Business Administration, Iqra National University Peshawar-Pakistan. Email:

shahzebkhattak@inu.edu.pk

²Assistant Professor, Department of English, Abdul Wali Khan University Mardan-Pakistan. Email: mahrukh@awkum.edu.pk

Abstract

The current study presents stylistic analysis of Dr. Mahathir Mohamad's speeches to point out his unique rhetorical and verbal strategies which reflects his perception about the ways of effective communication. The study employed a mixed method approach to analyze the data both qualitatively and quantitatively. The findings of the study reveal that how a political figure strategically use his language and rhetoric incubating our understanding of the art of persuasion in political converse. This study highlights Dr. Mahathir's ways of communication through which he achieved popular support, address social issues and influence public discussion. The significance of the study is to shed lights on the importance of language, rhetoric and ways of communication and also provides framework for the interpretation of political speeches.

Keywords: Stylistic analysis, Communication, Style, Speeches, Qualitative, Quantitative.

Introduction

The style of the orator and politician expressed in language is specifically established to persuade and influence others through the use of effective language and fluent speaking. In doing so, such ability of using language fluently needs strategy, decoration, and

purpose to influence people. The language use in speech reveals the speaker's style significantly. The choice of words, arrangement of different sentences, intonations and gestures also express the speaker style.

This paper analyses the stylistic features in the speeches of Dr. Mahathir Mohammad to discover the hidden qualities in his speeches, required for effective communication. Dr. Mahathir Mohammad is regarded as an influential political leader and celebrity in the world. He is regarded as one of the longest serving Prime Minister, who has been elected twice from 1981 to 2003 and then from 2018 to 2020 respectively. He attracts public through his speeches. He uses certain choice of words and rhetoric skills to motivate people for getting votes, support and majority. Using theoretical framework of Leech and Short (2007) and corpus analysis tool Sketch Engine, the stylistic features were analyzed both qualitatively and quantitatively.

Literature Review

The language of speech must be different from that of daily life conversation as it is used for public impression due to which it employs a great variety of vocabulary in speech. A speech has to make a thematic impression and pragmatic effects on the audience. It can set goals according to its functions.

The study of style and language in spoken or written literary or non-literary texts is known as stylistics. It primarily focuses on the examination of various literary or non-literary texts. In other words, stylistics is "the study of the relationship between linguistic form and literary function" (Leech & Short, 2007: 3). Leech and Short (2007) also revealed in their work that the language of literature focuses on the subject matter using literary devices, while rhetoric focuses on the psychological effects the speaker has on the audience.

As a branch of applied linguistics, Simpson (2004) explains that "stylistics is concerned with the study of style in text, especially in literary works" [p. 2]. It can also be applicable to other

discourses such as journalism, advertising and speeches etc. A speech also shows stylistic proficiency as a form of discourse. The primary focus of stylistic analysis is on recurrent patterns found in speech and writing, which frequently searches for meaning. It is a method of interpretation in which preference is given to a language. Stylistics is more prominent in the ways of delivering speech than its content.

Steiner in (1972) "believes that language use is deliberately for persuasion, instruction, ornamentation or dissimulation" [p. 129]. This is what the author emphasizes: "language applied, in a perfectly deliberate and analyzable manner, to the job of persuasion, instruction, ornamentation, or dissimulation as the case might be poetic come under the heading of rhetoric; both were tolerant of the realm of the grammarian and teacher of eloquent discourse" (Steiner, 1972: 129).

Pranoto and Yuwono (2017) inspected 13 diplomatic letters of Mahathir from 1993-2003 using CDA, systemic functional English and corpus tool. Mahathir wrote such letters from four different perspectives presenting him as world leader. The patterns of representation of word "Terrorism" had been scanned through a corpus tool Sketch Engine. The main concern of the critic was to investigate the attitude of the non-western leader towards terrorism in the world and his struggle against western degradation of Muslims and Islam. The critic identified two words of Mahathir "fight and against" through Sketch engine showing his attitude towards terrorism. These words mostly collocate with the word terrorism. It justified his position against terrorism that he wants to end it. The speeches of Mahathir are both theoretical and practical; theoretical in a sense that he wanted to justify jihad for Muslims showing his struggle against Muslims oppression and discrimination. Practically he aimed to stop Muslims oppression if terrorism ends.

Imani and Habil (2015), using Critical Discourse Analysis, investigated the power of language in the business speeches of Dr. Mahathir Mohammad delivered by him in 2000. Using Fairclough's three level of dialectal- relational approach, they analyzed the speeches in terms of description, interpretation and explanation.

They noticed persuasive tone, personal pronouns and Mahathir's caliber and goodwill at the description level. The persistence of the business speeches inferred, showing Mahathir's intentions that he wanted to expand business across Asian and European countries. The ideology, power relations behind the speech and struggle between ideology and power have been extracted from the speeches. Pronouns use was a communication strategy of Mahathir to encourage through influencing, implying unity among south Asian countries. It also showed his co-operations with European countries to achieve a more powerful status in the unbalanced economic world. The study identified three pronouns "I, WE and They" used with particular choice of vocabulary to achieve the purpose.

Reza and Yasmin (2019) reviewed the leadership style of Dr. Mahathir Mohammad in his speeches through content analysis to inform readers about Mahathir's leadership talents, achievements, and practical political ideals that have contributed to Malaysia's affluence and development. They narrated that Dr. Mahathir Mohammad is the best person to learn from if somebody wants to understand leadership, how to lead the people, and how to transform a weak agricultural economy into a wealthy one. In Malaysia, he is referred to as the Father of Modernization. In light of this, Mahathir Mohammad's visionary leadership is largely responsible for the dynamic transformations that have occurred across the entire Malaysia. His capability is to inspire others in supporting the community's progression from a lower to a higher level, a triumph unparalleled by any other leader of the time or today. He is a true nationalist and a multidimensional leader who was able to achieve success in a short period of time.

Xian (2020) analyzed 144 speeches of Dr. Mahathir Mohammad delivered under his premiership from 1981-2003 and from 2018-2020 by focusing on the main theme of Muslim identity. The critics selected content analysis method for their study which highlighted five different functions of political language. The functions are information dissemination, agenda setting, interpretation and linkage, projection to future and past and action stimulation. Mahathir is famous for his influential leadership qualities and true representatives of the Muslim world. The main

purpose of this study was to examine the political language used by Dr. Mahathir Mohammad in his speeches which represent his religious discourse. The outcomes of the study discovered the speaker's religious discourse at three levels: the first is the misinterpretations of Islam by Muslim which had created problems and fragment in Muslim society. The second is the obstacles of Muslims in today's society such as backwardness, weakness in knowledge and turmoil in the Muslim world. The third is to correct the image of Islam and Muslims which had a negative prejudice by non-Muslims. The author provided some solid features of Mahathir's discourse on Muslim identity to address the issues of the Muslim world and to correct the negative image of Islam and Muslims by non-Muslims such as Muslims being extremists, terrorists, unpeaceful, backward and fundamentalist.

Kamil, Chai, and Ting (2022) deliberated rhetorical appeal in Dr. Mahathir Mohammad speeches delivered during his came back as the 7th Prime Minister of Malaysia. They applied Aristotelian's rhetorical aspects by identifying specific aspects such as logos, ethos and pathos. They investigated six of Mahathir's speeches from 2018-20. They recognized active and passive voice and the use of personal pronouns showing his attributes of responsibility in all his speeches. He used 56.17 % logos, 39.63 % pathos, and 4.20 % ethos. He used personal pronoun "I" 50.26 % showing his personal interpretation. Mahathir is regarded as a seasoned political leader, who has a stable rhetorical style with flexibility to suit the situation and audience. He used active and passive voice to put remarks without showing doer's identity.

Alkhirbash (2016) examined two selected speeches of Dr. Mahathir Mohammad to identify his persuasive devices, focusing on his rhetorical style that reflects western society and culture and is used to persuade his audience to accept or perform a specific action. Five different types of speech acts were identified in his speeches such as Directive, Assertive, Expressive, Commissive, and Declarative in which 'Directive and Assertive' are the most dominant speech acts. He has made his confidence and scheme through assertive to persuade audience and directive to put forward his command and request to the people. The findings of the study revealed that Dr. Mahathir Mohammad shows his

honesty, transparency, respect and appreciation as rhetorical strategies to influence his audience.

Imani (2022) investigated the speeches of Dr. Mahathir Mohammad through critical metaphor analysis. This study provides a guideline composed of four different levels, 16 main questions and 9 sub-questions adopted from the existing framework of Charteris-Black (2004) Critical Metaphor Analysis. The researcher has gone through four different level/stages for metaphor analysis. In the first stage, he identified pre-metaphors regarding producer, audience, context, length, main topic, tone and purpose. He recognized metaphors in the second stage which are metaphorical expression/words, source and target, conceptual metaphors and conceptual key. He then interpreted conceptual metaphors its tone, purpose and mapping. In the last stage, he explained metaphors by elaborating its ideological stances, power relation, economic development and economic challenges in the diseases.

Tayyab et al., (2022) investigated stylistic elements in Muniba Mazari's speech using Leech and Short's Model (2007). The goal of the current study is to identify the stylistic elements used in Muniba Mazar's most recent speech, 'Be Confident, Be You', delivered on October 31, 2021. The researcher selects the theoretical framework of Leech and Short (2007) to do such analysis. This model is used in the study to look at how stylistic elements are used in speeches to influence the audience. According to the study's findings, Muniba Mazari mostly use metaphor, symbolism, and repetition in addition to other stylistic methods to sway her audience and control her message.

Scholars and critics have done a lot of work on the speeches of Dr. Mahathir Mohammad. LAU (2020) studied the representation of Muslim identity in the speeches of Mahathir Mohammad. In 2022, Ting, Kamil, and Chai studied logos, pathos and ethos in the speeches of Mahathir Mohammad. While studying all these works, the researcher found a gap of stylistic analysis which becomes the cause of the researcher's attraction to choose such an underexplored topic so as to explore the speeches

of Mahathir Mohammad from a different angle to look at the prominent features of his language in the speeches.

Statement of the Problem

The speeches of Dr. Mahathir Mohammad have been explored from different perspectives, such as, discourse analysis, content analysis, metaphor analysis and so on, but still a gap regarding the stylistic analysis exists and such analysis is still under explored. This paper highlights the uniqueness and rhetorical strategies which characterize Dr. Mahathir Mohammad's speech style used by him to motivate people for getting votes, support and majority. The main task is to recognize and interpret the specific linguistic features that add to the distinct qualities of Dr. Mahathir Mohammad's speeches.

Research Objectives

1. To analyze the stylistic features that characterize or underpin the speeches of Dr. Mahathir Mohammad
2. To analyze how the stylistic features present in Dr. Mahathir Mohammad's speeches influence people

Research Questions

Q1: What stylistic features characterize or underpin Dr. Mahathir Mohammad's speeches?

Q2: How do Dr. Mahathir Mohammad's speeches influence people due to the stylistic features present in his speeches?

Methodology

The researcher employed a mixed method approach, analyzing 20% of the data quantitatively using sketch engine and 80% of the data qualitatively through Leech and Short (2007) stylistic model. The data was collected from the speeches which were in English and downloaded from YouTube. A sample of 20 speeches was prepared using simple random sampling technique. The researcher used an inductive data- driven analysis approach to examine the data gathered and identify patterns. The data from the sample of the speeches were analyzed employing statistical methods to provide a complete and organized approach to data analysis. The quantitative data was analyzed using sketch engine to check the wordlist of the transcribed speeches to calculate the frequency of lexical categories (such as noun, verb, adjective and adverb) and grammatical categories (such as preposition and conjunction). The quantitative data was then compiled with the qualitative data for making certain conclusions. The researcher utilized Leech and Short (2007) stylistic model to analyze the data qualitatively by comprehending the lexical categories, grammatical categories, semantic categories and cohesion context. The lexical categories include noun, verb, adjective, adverb, personal anecdotes. The grammatical categories include active voice, passive voice, conjunction, preposition and complicated sentences. Semantic categories include metaphor, irony, hyperbole, emotive language and cultural allusion. Cohesion and context include substitution and ellipsis, conjunctions and connectives, lexical cohesion and historical and cultural context.

Analysis and Discussion

This study explores the selected speeches of Dr. Mahathir Mohammad which were available on YouTube, and were downloaded and transcribed. The transcribed text of Dr. Mahathir speeches were analyzed both quantitatively and qualitatively. A corpus of about sixty thousand words was created from the speeches and was analyzed quantitatively through Sketch Engine to uncover the frequency of “wordlist” by making certain conclusions from it. The quantitative data was then compiled with the qualitative one which provides the detail of analyzing the speeches’ components. The quantitative analysis of the speeches is mentioned in the table 1.

Table 1. Stylistic Features in Mahathir's Speeches

Stylistic Feature	Description
Lexical Category	
Frequency of Nouns	9,807 times nouns are used in the transcribed text
Frequency of Verbs	A number of 7,708 times verbs were employed in the corpus analyzed.
Frequency of Adjectives	2752 times adjectives are used in the transcribed text
Frequency of Adverbs	2,709 times adverbs are used in the transcribed text
Grammatical Category	
Frequency of Conjunctions	1,631 times conjunctions are used in the transcribed text
Frequency of Prepositions	5,403 times prepositions are used in the transcribed text

1. Lexical category

1.1 Frequency of Nouns:

The "frequency of noun" one of the attributes listed indicates that the speaker's transcribed text comprised 9,807 instances of nouns. It becomes the speaker's stylistic choice to express his ideas that emphasizes the value of precision and detail in his delivery. The frequent use of nouns indicates that he utilized a lot of specialized vocabulary to convey his thoughts and provide detail as shown in the figure 1.1.

Figure 1.1 frequency of nouns:

WORDLIST Tun Dr Mahathir Mohamad

noun (1,887 items | 9,807 total frequency)

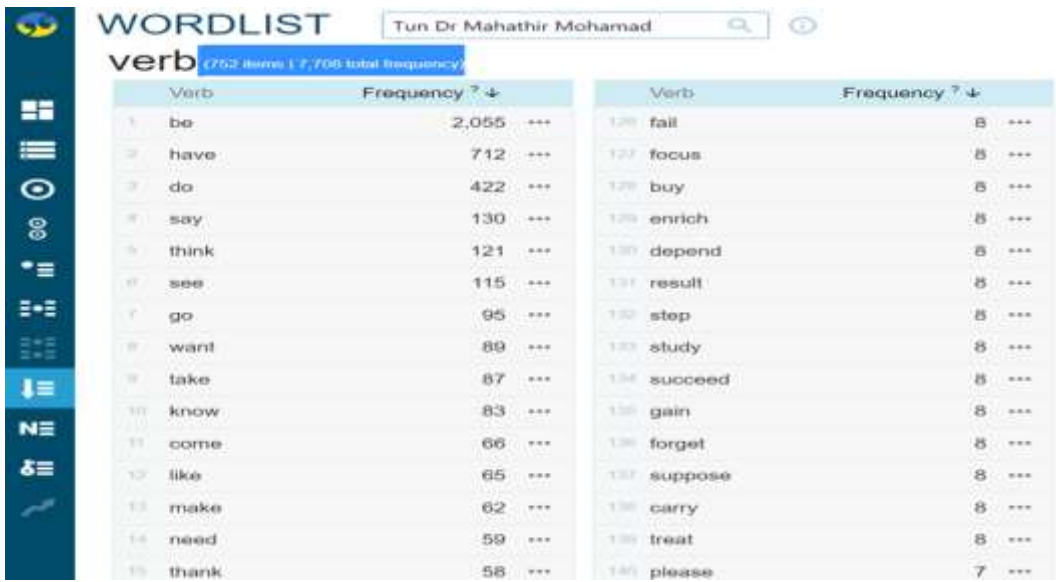
Noun	Frequency ? ↓	Noun	Frequency ? ↓
1 [number]	467	106 office	13
2 country	312	127 product	13
3 people	302	128 market	13
4 malaysia	281	129 majority	13
5 government	178	130 stability	13
6 world	125	131 cent	13
7 time	121	132 wealth	13
8 minister	114	133 role	13
9 i	105	134 word	12
10 war	99	135 name	12
11 thing	92	136 support	12
12 democracy	92	137 ethiopia	12
13 year	85	138 experience	12
14 course	78	139 society	12
15 prime	73	140 person	12

The deliberate decision for putting nouns frequently in speeches aims to convey message accurately and understandably to the audience as it is more formal than any other component of speech. For instance, “There is a need of economic development in our country”. It indicates that he is expressing the subject-matter of his speeches in more understandable way. Moreover, it also shows his reputation and responsibility towards the subject-matter that he is addressing in his speeches.

1.2 Frequency of verbs

Dr. Mahathir employed 7,708 times verb in the transcribed text to convey his meaning effectively as shown in the figure 1.2.

Figure 1.2 frequency of verbs:



Mr. Mahathir regularly employed action-oriented language by making his message active, dynamic, passionate, vibrant and combative to inspire and influence his audience. For example, “We must take action against these problems”. The tone and delivery of his speeches are also greatly affected by the rich use of action verb which initiate a sense of urgency and energy in order to motivate his audience to do similar actions.

1.3 Frequency of Adjective:

Dr. Mahathir uses descriptive language to engage his audience using adjectives 2,752 times in the transcribed text as shown in the figure 1.3.

Figure 1.3 frequency of adjectives:



Adjectives can add complexity and richness to the speaker’s language to pinpoint and color his ideas. For illustration, “Malaysia is facing a lot of unavoidable challenges”. In order to develop the focus and interest of his audience, he uses adjectives to provide depth and complexity in the delivery of his message in a more engaging and vivid manner.

1.4 Frequency of Adverbs

Adverbs are used 2,709 times in Dr. Mahathir’s transcribed text of his speeches as shown in the figure 1.4.

Figure 1.4 frequency of adverbs:



The frequent use of adverb in his speeches emphasize certain points to be conveyed, to specify a statement's meaning, and rhetorical strategy or a method of persuasion. For example, "Our government is working tirelessly to improve the situation". This shows how his government is striving to overcome the difficulties and impediments using adverb. He is putting emphasis on the value of efficacy and efficiency by using adverb "tirelessly" while simultaneously evoking a sense of urgency and fostering confidence and trust in his leadership.

1.5 The use of cultural references

Dr. Mahathir is able to express a sense of pride and admiration for Malaysia's cultural legacy with the rich use of cultural allusions in his speeches. In this way, he is also acknowledging the difficulties that come with living in a diverse and complex society by utilizing the terms like "rich heritage", "diversity is our strength", and "learn from our past mistakes". He used cultural references in his speeches such as "As citizens of Malaysia, we are blessed with a rich heritage to draw from". Another example is that "It is our strength to be diverse". This enables him to engage his audience at a more intimate and emotional level. It also promotes greater understanding and respect amongst various cultural groups while fostering a sense of national identity and solidarity. The main intention of using such references is to put prominence on the value of taking lessons from the past mistakes and accepting solidarity in the country.

1.6 The use of personal anecdotes

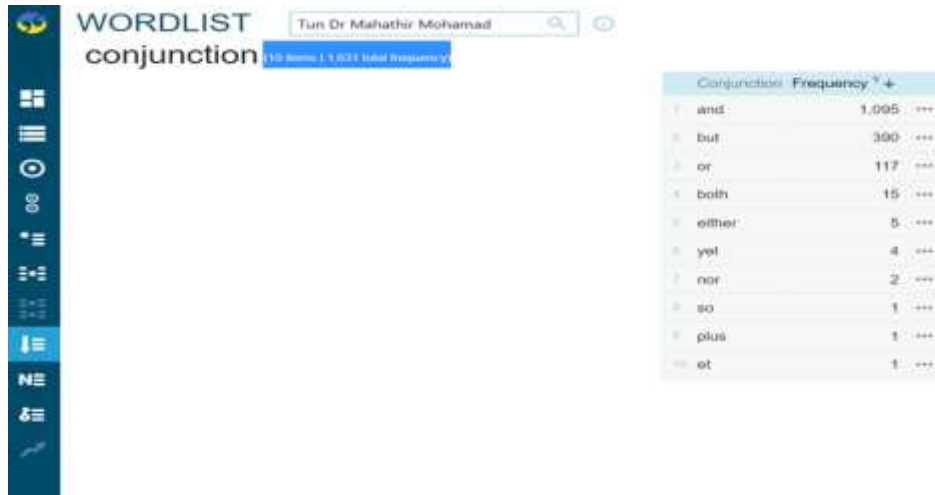
The speaker hopes to impart wisdom and advice to his audience using his personal anecdotes. He used stories in his speeches such as "I faced so many challenges in my youth" and "In my opinion, honesty is always the best policy". This shows how he encountered difficulties as a young man as he was raised in Malaysia throughout a period of intense political and social disturbance. It taught him the value of obduracy, diligence and determinism. He is also highlighting the value of honesty and integrity through the use of such anecdotes. He aims to motivate and inspire his audience by sharing his personal experiences regarding overcoming obstacles, working hard and following his ideals.

2. Grammatical category:

2.1 Frequency of conjunctions

Conjunctions are used 1,631 times throughout Dr. Mahathir remarks as shown in the figure 2.1.

Figure 2.1 frequency of conjunctions:



It indicates that he probably utilizes them deliberately to build more complicated structure, communicate meaning and link concept together. For instance, “Our success depends both on hard work and unity”. He uses conjunctions to join ideas and emphasize the value of cooperation and togetherness. He aims to encourage and urge individuals to work more collaboratively and as a team by highlighting the value of team work, the strength of togetherness, and the necessity of hard work and cooperation for success in both personal and professional life.

2.2 Frequency of Preposition:

Dr. Mahathir employed precise language to explain his ideas through the deliberate uses of preposition. He used 5,403 times throughout his speeches in the transcribed text as shown in the figure 2.2.

Figure 2.2 frequency of preposition:

Preposition	Frequency	Preposition	Frequency
1 of	1,069	21 like	51
2 is	759	22 than	45
3 that	538	23 after	43
4 to	456	24 against	40
5 for	357	25 over	38
6 with	249	26 into	36
7 on	217	27 during	31
8 because	168	28 without	30
9 as	162	29 through	24
10 by	155	30 before	23
11 if	139	31 whether	22
12 from	136	32 since	21
13 so	117	33 under	21
14 about	114	34 towards	20
15 at	111	35 around	16

He emphasizes the significance of specific ideas and concepts using preposition such as "Although progress has been made, we still have a long way to go if we want to achieve our goals". He employs precise language to communicate his thoughts and construct more sophisticated sentence structure as seen by the frequent use of preposition in his speeches.

2.3 The use of Passive Voice

Dr. Mahathir also uses passive language to deflect blame of certain people or organization and instead emphasize the need to learn from the mistakes of the past such as "Mistakes were made, and we must learn from them". Secondly attention is focused on the fact that the changes are being made rather than one who is accountable for them such as "Changes are being implemented to address this issue". This method can be accommodating in circumstances when there may be disagreement or uncertainty on who should take action. He then emphasizes the outcomes of a specific action rather than the actor who took it such as "Our economy is being strengthened through wise investments". This method is intentionally applied in political speeches in order to highlight accomplishments and present a favorable view of the speaker or admiration.

2.4 The use of active voice:

Dr. Mahathir stresses the importance of people or groups in taking actions and getting outcomes through the rich use of active voice in his speeches. He emphasizes the responsibility of people or organization in tackling a specific problem by the use of active voice. For example, "We must take action to address this issue".

Secondly, he is emphasizing the government's responsibility in taking action and enacting change by using active voice such as "Our government is working tirelessly to improve the situation". Finally, he put stress on the importance of both individuals and groups in attaining by engaging the active voice such as "We have achieved great things together". This strategy is very powerful in different structures where it is important to build common sense of responsibility and urgency.

2.5 The use of complex sentences:

In order to convey complicated ideas and give his lectures an impression of depth and complexity, Mahathir frequently uses complex sentences, which have numerous clauses or phrases. In the first instance, he explains the various causes of a certain problem using long sentences. In the second illustration, he describes the various actions the government has taken to encourage economic development using sophisticated words.

3. Semantic Category:

3.1 Metaphorical expressions:

Dr. Mahathir employs a range of metaphor in his speeches in order to make complex topic understandable to his audience. He employs the allegory of a ship sailing towards a bright future. In his speeches, he used the metaphor "Our country is like a ship sailing towards a bright future". In this analogy, Malaysian people are the crew and the ship is the country which fosters everyone's responsibility to guide the ship in the direction of its goals and objectives. He then compares the economy to a delicate environment that needs to be nourished such as "The economy is a delicate ecosystem that has to be nurtured." In this analogy, he is trying to stress the need of collaboration between government and people to support and grow country's economy. He also compares advancement to seeds planted today that will bring fruit tomorrow. For example, "We should plant the seeds of success today to reap the rewards tomorrow". In this analogy, the fruit stands for the future rewards and advancement while the seeds stand for the investments and efforts performed now. The emphasis is that people must be patient and persistent in their efforts in order to achieve long-term success.

3.2 The use of hyperbole

Mahathir occasionally exaggerates to highlight the significance of a problem or the scope of a success by using hyperbole in his speeches. For example, "This is the utmost crucial issue that our nation is facing". Another example from his speeches, "The future is limitless if we continuously work hard". Examples include declaring a problem to be the most pressing one the country is now facing, waking up the audience's realization by putting such statements. In other words, he is trying to invest one time hard work through unity and cooperation which will lead us to the boundless future.

3.3 The Use of Irony

Mahathir draws attention to discrepancies and contradictions in other people's behavior and views by using irony, or a comparison between what is expected and what actually occurs. In the first instance, he highlights the discrepancy between rhetoric and reality by arguing that some people who pretend to support democracy do not understand its genuine meaning. The sentence "the more things change, the more they stay the same" is utilized by Mahathir in the second example to emphasize the fact that while society changes, some problems do not change. In the third instance, he mirrors the hypocrisy of individuals who promote tolerance while being intolerant themselves. Using ironic statement in his speeches, he is trying to make his country's people trustworthy and honest by pointing out their weaknesses.

3.4 The use of emotive language

To convey an idea of urgency or to inspire people to take action, Mahathir utilizes emotive language, or language that appeals to the audience's emotions. In the first instance, he recommends that the country cannot afford to "sit idly by" while it is experiencing issues. In the second instance, he refers to the predicament of the underprivileged to arouse feelings of empathy and sympathy. In the third instance, Mahathir emphasizes the significance of appreciation and honoring the efforts of those who have come before by utilizing the word "sacrifices" in his sentence. He is promoting patriotism among the audiences to be active and earnest with their motherland.

4. Cohesion and Context

Mahathir links several concepts and arguments to produce a coherent whole in his talks by using a variety of linguistic strategies to achieve cohesion and coherence. He connects sentences and paragraphs, for instance, by repeating important words and phrases in references and anaphora. He illustrates the connections between ideas using conjunctions and connectives, and he can eliminate words or sentences that are already known by using ellipses and substitution. Finally, lexical cohesiveness and context give his arguments the required background and context, making it easier for the listener to follow his logic and comprehend his point of view.

4.1 Reference and Anaphora

Dr. Mahathir uses reference and anaphora in his speeches to help him successfully convey his message effectively to the audience and to let his ideas flow together. For instance, “We must work together to achieve our goals”. He refers to shared objectives by using the word “our” that calls for teamwork. This pronoun refers to the preceding sentences, discussion of cooperation. He highlights the value of collaboration and the shared accountability for attaining the goals by doing this. He also employs anaphora to emphasize the value of spending on education such as “I myself have seen the power of education. That is why we should invest in our youth”. He stresses his opinion that it becomes our priority that values our investment.

4.2 Substitution and ellipses

The speaker frequently uses substitution and ellipses in his speeches in order to preserve continuity and minimize repetition, which helps to make his thoughts more cohesive. For instance, “Some people think that our economic system is in trouble. I disagree”. He employs the first person pronoun “I” instead of his name to express that he personally disagrees with the idea that the economy is in trouble. In the second instance, he substitutes the noun phrase “a great leader” for the actual name of the person being discussed such as “He was the best leader”. This keeps the conversation moving along without utilizing his name again. He omits the subject and verb of the second clause in the next example but it is obvious from the context that he is referring to the challenges that they would encounter in achieving their objectives. “They must be vigilant and stay focused on their goals,

no matter what hurdles they face". The sentence becomes shorter and avoids repetition as a result of this omission.

4.3 Conjunctions and connectives

Dr. Mahathir utilizes conjunctions and connectives in his speeches to connect main ideas and build a connection between them, resulting in cohesive and understandable discourse. This makes it easy for his audience to understand and keep an eye on him when he talks about many topics in his speeches. The coordinating conjunctions "and" and "but" is employed by the speaker to connect similar and divergent ideas respectively as shown in the figure 2.1. For instance, "We should perform good things if we work hard and be considerate. Our progress is not assured, but we may get it with hard work and cooperation." The coordinating conjunction "and" is employed to connect the concepts of working hard and maintaining concentration by highlighting the significance of both the elements in achieving success. Using another conjunction "but" he identifies that progress is unguaranteed. He focuses on the need of effort and teamwork in getting it. Using subordinate conjunction "although" he emphasis that more work has to be done while accepting the progress that has been accomplished. The speaker underscore the success by putting "but" and still the opportunity for progress by putting "although".

4.4 Lexical Cohesion

The speaker connects ideas and emphasizes important topics in his speeches by utilizing lexical cohesion. For instance, "Our society is changing rapidly, and we must adapt to these changes if we want to stay relevant". He connects the concepts of rapid societal change and relevance in his statement. He might be expressing his views that societal change poses a significant challenge that must be solved in order to be successful by emphasizing the importance of adapting to be change in order to stay relevant. In the next illustration, "Education is the key to a better future" he provided the purpose and the resources for the success of our kids. For that very purpose, we need to support our schools and teachers. He emphasizes the value of education in obtaining success may be an expression of his belief that spending money on education is an initial utmost important step towards a better future.

4.5 Context

The context of Dr. Mahathir speeches demonstrates how he used rhetorical devices to motivate his audience and foster a sense of shared accountability, hope and action. For example, "We are facing unprecedented challenges, but I am confident that we can overcome them if we work together," demonstrates how Mahathir emphasizes the gravity of the situation by using the phrase "unprecedented challenges" while also expressing hope and optimism in the second part of the sentence. The verbs "we" and "work together" underline the responsibility and combined action of people and groups in removing these obstacles, displaying Mahathir's conviction that collaboration is essential for success. In the second example, "Our nation's future is in our hands, using an active voice and a strong message of individual accountability, Mahathir inspires his audience by saying, "We must take responsibility for our actions and work towards a better tomorrow." Mahathir appears to believe that accepting personal responsibility is essential to achieving a better future since the use of "our country" and "we" emphasizes the communal duty of individuals and groups for the future. Dr. Mahathir motivates his audience and fosters a sense of agency and optimism by employing rhetorical techniques like active voice, shared responsibility, and a sense of shared identity and purpose.

Conclusion

Choosing a role model is quite significant as the stylistic features of Dr. Mahathir Mohammad exhibits his personality, values, beliefs and political objectives which has created great impacts of "trust and belief" on the audience due to which they elected him twice as their 4th and 7th Prime Minister. Speeches of Dr. Mahathir make use of a variety of rhetorical and stylistic techniques to effectively convey his concepts and ideas to his speeches. In his speeches, he utilizes a variety of lexical, grammatical, semantic, and cohesive techniques to convey a sense of coherence, clarity, and conviction. He also engages his audiences with emotional language, cultural allusions, and personal short stories. These features demonstrate foresight of Mahathir, ability to lead as a statesman, proficiency as a public speaker, and capacity to engage audiences.

This study expanded the notions of the theory and corpus analysis tool such as sketch engine that is applicable on discourses such as political speech other than literary discourse. This study might prove beneficial for the discourse studies and political communication by determining the effective use of the words and phrases in the speeches. This study also recommends corpus analysis tool in the configuration of larger data for more generalization.

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