

## Aspects of Political Language and Parallelism

Prof Dr. Riyadh T. Al-Ameedi and Prof. Razzaq N. Mukhef

### Abstract

This research is intended to explain the use of parallelism in political speeches. When politicians want to emphasize and reach their aims, they use parallelism. Political speeches are pregnant with meaning. Parallelism is a device which expresses several ideas in a series of similar structures.

There are different types of parallelism: lexical, syntactic, semantic, synthetic, binary, antithetical. Parallelism works on different levels: 1. Syntactic level in which there are parallel structures of word, phrase or sentence; 2. Semantic level in which there are synonymous and antonymous relations; 3. Phonological level in which we can find alliteration, assonance and rhyme.

There are three categories in structural (syntactic) parallelism. First, parallelism at the word level. Secondly, parallelism at the phrase level, and thirdly parallelism at the clause level. Parallelism is considered as a rhetorical and stylistic device. The rhetorical function of parallelism is to strengthen, empower, emphasize, persuade and have a big impact on recipients.

The connection between parallelism and political speeches lies in the fact that politicians rely on linguistic repertoire in order to obtain and achieve their objectives and aims. One of these linguistic configurations is parallelism. A language can be thought of as a resource which is drawn upon in order for political goals to be achieved.

Parallelism can function as a cohesive device through cohesive repetition since it is considered as a partial repetition. Cohesive repetition is used by politicians to persuade an audience and manipulate them for certain aims and issues.

### 1.0 Introductory remarks

When politicians want to draw attention to a particular part of their message and make it stand out from the rest of the speech, they often use parallelism, a device which expresses several ideas in a series of similar structures. This can serve to emphasize that the ideas are equal in importance and can add a sense of symmetry and rhythm which make a speech more memorable. (Jacobson, 1960: 335).

Parallelism in political discourse serves to convey the meaning of the discourse more comprehensively. In other words, it is basic to meaning. It is where syntactic arrangement most deeply engages with reason. Thus, it is fundamental to the logical structure of language. Besides, parallelism helps to bring out creativity in political speeches. Therefore, politicians use parallelism to persuade and convince listeners.

Presidential speeches present a real political situation in which political language is used. Presidential speeches in the area of political discourse which is one of the most interesting areas to investigate. The effective use of parallel structures in political speeches and the effects these have on their target audience will determine the extent to which they convey their messages.

Parallelism has numerous advantages in speech as it beautifies it. The patterned repetition always begs for attention by the listeners / readers.

## 1.1 Language and politics

When we think of politics, we think of it mainly in terms of the struggle for power in order to secure specific ideas and interests and put them into practice. This process of manifesting a political will and transforming it into concrete social action is realized first of all between political parties. In this process, language plays an important role. In fact, any political action is prepared, accompanied, controlled and influenced by language. We could easily add other verbs to this list, such as guided, explained, justified, evaluated and criticized. (Chilton and Schaffner, 199:206)

The study of language has recently become more central to academic disciplines concerned with politics. However, political scientists on the one hand, and linguists or discourse analysts, on the other hand, focus on different aspects when they discuss the relationship between language and politics, and they also apply different theories and methods in do so. Political scientists are mainly concerned with the consequences of political decisions and actions for the history of a society, and they may be interested in the political realities which are constructed in and through discourse. Linguists, on the other hand, have always been particularly interested in the linguistic structures used to get politically relevant messages across to the addressees in order to fulfill a specific function. But a more narrow linguistic analysis of political discourse cannot ignore the broader societal and political framework in which such discourse is embodied. (ibid:208)

Van Dijk has recently argued that "despite some political studies on language, discourse and conversation analysis has thus far had little to offer to political science and he has called for discourse analysis to be a genuine, social, political or cultural analysis. Such an interdisciplinary perspective should yield most promising result. (Van Dijk, 1994:164)

## 1.2 The Role of language in politics

The role of language in political rhetoric has been examined by scholars, and this is a literature I intend to expand upon by focusing on affective responses to language. Schlesinger (1974:557) dramatically notes, "we infer the spirit of the nation in great measure from the language." Conservative and liberal politicians tend to use different types of language, and speak about different things, in their public comments (Tetlock, 1983: 118). Incumbents focusing more on optimism and commonality and challengers being more patriotic and ideological (Hart 2000). In inaugural addresses, presidents typically focus on rhetoric that refers to Americans as sharing both principles and dispositions (Beasley 2001: 169). Contest matters in how politicians speak: different types of political figures talk about different things. In this paper, I focus specifically on the consequences of the choice of language in political speech.

In studies of newer forms of media, political blogs were found to provide more emotionally driven content, especially in the comments section (Vatrapu et al. 2009:7). Analysis of the response to German elections on Twitter finds that amount of the messages posted about the parties competing in the election including positive or negative affect responses (Tumasjan et al. 2010:178). Even considering more traditional forms of media, front pages articles in both major Canadian newspapers (Soroka et al. 2009:539) and the New York Times (Young and Soroka 2011:359) tend to have either a positive or negative tone. They find that, using automated content coding, approximately 50% of New York Times articles in their sample are negative in tone, while approximately 25% are positive and only 25% are considered neutral. Certain issues, such as crime and foreign policy, tend to be more negative in tone, while environmental policy articles are more positive. The use of violent political metaphors, or rhetoric that refers to politics as a fight or type of combat, is rather prevalent in political speech (Kalmoe 2011, 2012). Such violent political metaphors influence individuals who are high in trait aggression to both participate in politics (Kalmoe, 2011 :220) and support violent political action (Kalmoe, 2011 :180). While this work focuses on the outcomes of types of political language, the psychological processes underlying these outcomes are beyond the focus of the existing research. Here, I plan to offer a comprehensive view about how a particular type of language, affective, language can influence political attitudes, both directly and through its influence on information processing.

### 1.3 The concept of parallelism

The term parallelism is defined differently by different authors. According to Cook (198&9:15), parallelism is "a device which suggests a connection ", simply because the form of one sentence or clause repeats the form of another. Cook (1995:29), adds that parallelism is a device frequently used in literary and related discourse , in which the repetition of forms suggests a connection to the reader through the principle of isomorphism in which the similarity of forms indicates the similarity of meaning.

The term parallelism refers to the fact that co-ordinate ideas should have co-ordinate presentation . Several elements of equal import -ance should be expressed within a sentence . If one element is cast in a relative clause , the other should be expressed in relative clauses. On the contrary , the principle of parallelism demands that unequal elements should be expressed in similar constructions. (Thrall and Hibbard, 1960:339)

Beagrande (1984:170) also states that parallelism is the repetition of structure. It is the "refusing surface formats but filling them with different expression ," for example :

He has plundered our seas , ravaged our coasts , burnt our towns.

In this example , there are parallel clauses of (verbs+ possessive + pronoun +direct object ) , but not identical actions .

To sum up, we can say that parallelism may be defined as two sentences (phrases or clause ) having the same structure ; therefore, a strong relationship between them , and its occurrence is based on the sameness or oppositeness.

Mantgmery et al. (2007:219) demonstrates that parallelism exists where two close or adjacent sections of a text are similar. The similarity is usually structural where one or both of structures are similar ,or lexical similarities , where the words are similar (or opposite) in meaning .The similarity is partial exact repetition and partial difference , for example:

1. So in the agonies of Death , in the anguish of that dissolution, in the sorrow of that valediction , in the irreversibleness of that transmigration, I shall have a joy which shall no more evaporate than any soul shall evaporate , joy that shall pass up and put on a more glorious above , and be joy super- invested in glory.(Joh Donne, Sermon at St Paul's 1625)

Here , for example the three underlined structures are structurally and semantically similar. They share the structure in the , of that . The words ' anguish ' and ' sorrows ' are similar in meaning on the one hand , and dissolution, transmigration and valediction on the other. (ibid)

McGuigan (2007:106) defines the term parallelism as the most influential rhetorical device at the disposal of the writer or speaker. It consists of using the same general structure for multiple parts of a sentence , or for multiple sentences in order to link them all . The following example is a famous one of Winston Churchill:

(2) " The inherent vice of capitalism is the unequal sharing of blessing ; the inherent virtue of socialism is the equal sharing of miseries "

In example (2) , there are more than one sentence linked together by repeating the same grammatical structure. (ibid)

Pearce (2002 :136) also defines parallelism as a stylistic device that subsumes prominent patterns of repetition at the level of sound, grammatical structure or meaning . For example :

3. Shape without form , shade without colour , paralyzed force , gesture without motion .( T. S Eliot 1925)

In example (3) , there is repetition of the same structure of the phrase.

According to Berlin (1992:22), parallelism is the syntactic pattern, regardless of the semantic content.

4. Adore Baal with your sacrifice, Dagon's Son with your offering. (Greenstein Parker 14)

The term parallelism is further defined by Bodenstein (1977:197) as a unifying device that creates complex semantic relationships between the parallel verbal structure, while establishing formal symmetries and correspondences, e.g.

5. To err is a human; to forgive divine. (Alexander Pope)

Harris (2010:16) states that "parallelism is recurrent syntactical similarity. Several parts of a sentence or several sentences are expressed in a similar way to show that the ideas in the parts or sentences are equal in importance." Parallelism also adds balance and rhythm and clarity to the sentence.

Wattkins and William (1996:14) define parallelism "as the balance of two or more elements in a sentence." Elements in a sentence are parallel when one construction (or one part of speech) matches another: a phrase and a phrase, a clause and a clause, a verb and a verb, a noun and a noun, a gerund and a gerund, and so on. Parallelism is an effective way to add smoothness and power to our writing. It allows the sentence to act as an arrow, pointing the reader to the targeted conclusion. If the sentence is not clear, the reader will miss the main ideas and concepts.

Meyers and Simms (1985:223), define parallelism "as a rhetorical device of grammar in which words, phrases and ideas of equivalent value share similar grammatical structure. For example:

"Teach us, good lord, to serve thee as thou deservest;

To give and not to count the cost;

To fight and not to heed the wounds "

( St. Richard's prayer)

The grammatical structure is [ to X and not to Y]

Parallelism is a universal phenomenon that may exist in most poems, sermons, prose, and biblical verses. As such, Parallelism, can be defined as "the use of component in a sentence that are grammatically the same; or similar in their construction, sound, meaning or meter."

( web Source 2)

Lowth (1834), as cited in Longman 111 and (2008:211), described his understanding of the phenomenon:

"The correspondence of one verse, or line, with another, I call parallelism when a proposition is delivered, and a second is subjoined to it, or drawn under it, equivalent, or contrasted with it, in sense; or similar to it in the form of grammatical construction, these I call parallel lines; and the words or phrases, answering one to another in the corresponding lines, parallel terms."

Murana (2011:260) uses parallelism as a linguistic feature that corroborates indirection, he says it is a form of 'tautology' that does not lead to boredom but ensures communicative efficacy. This is because parallel structures are often repeated but this repetition beautifies the text or utterance and makes meaning cleaner.

Linguistic parallelism refers to the pattern repetition in discourse for creating stylistic effect. It operates on different branches of linguistics, for example, it can be phonological when it takes the form of initial, medial or end rhyme and it is most distinguished with the presence of alliteration and assonance. It is lexico-semantic if it involves synonymous or antonymous words occurring in paradigmatic relation. It is however, syntactic when the

parallel occurs at clausal or group level. At this level, the structures are equivalent- sameness of mood, textual pattern and thematic structure constitute parallelism (ibid:262)

According to Shamaileh (2011), parallelism plays a significant role in strengthening , emphasizing , drawing attention to a parallel structure and achieving greater impact on recipient(s). Parallelism is when different parts of a sentence or thoughts are formatted similarly to emphasize either commonalities or their difference. Parallelism gives a sentence a good rhythm and (usually) makes it easier to read . means to give two or more parts of the sentences a similar form so as to give the whole a define pattern. It is an expression used to refer to repetition of syntactic structure or form in two or more configurations with new or different content. A parallel constituent is usually connected via junctive expressions. There are four major types of junctive expressions suggested by de Beaugrande and Dressier (1983:71) that are normally used to connect parallel constituents . Conjunctions includes and, also, moreover, furthermore, in addition, besides, etc, disjunction is achieved via the use of either / or , whether or not , etc, contrajunction is manifested by but , however , yet, nevertheless, etc and subordination includes because, since, as , thus , while, therefore, etc. Junctives have a significant function when used in a text; they link the text and establish a relation between the connected sentences. Moreover, junctives can be used to " have control over how relations are recovered and set up by receivers" (De Beaugrande and Dressier ibid 74) . Accordingly , junctions operates as cohesive ties in parallelistic structures.

De Beaugrande and Dressier ( 1983:49, 75 ) describe parallelism as " Repeating a structure but filling it with new elements " or " ... using surface formats but filling them with different expressions" Another definition of parallelism is provided by Ivany (1993: 49-50) who states that :

The parallel line does not simply repeat  
what has been said , but enriches it,  
deepens it , transforms it by adding  
fresh nuances and bringing in new  
elements, renders it more concrete and  
vivid and telling – that is, it generates  
new ( contextual) semantic reality from  
the lexical (word) meaning of its component

Furthermore , Johnstone (1991:33) in his attempt to define parallelism opines that " to say that two linguistic structures are parallel is to say that share a common structural frame , that within this frame , some element or elements differ in form". Jakobson (1968:600) is of the view that "parallelistic systems of verbal art give us a direct insight into the speaker's own conception of grammatical equivalences".

Okunowo (2012 : 120) defines parallelism as a linguistic phenomenon , which explains the relationship that may be understood between units of linguistic structures, which are constructed parallel to each other or related in some other ways.

#### 1.4 Linguistic structure of parallelism

Harris (2010:15) explains that any sentence elements can be paralleled, any number of times although excess quickly becomes ridiculous . We might choose :

parallel subjects with parallel modifiers attached to them , e.g. •

- Ferocious dragons breathing fire and wicked sorcerers casting their spells do their harm by night in the forest of darkness.(ibid)

parallel verbs and adverbs: •

- I have always sought but obtained a parking space near the door.Quickly and happily he walked around the corner to buy the book.

parallel verbs and direct objects , e.g. •

8. He liked to eat watermelon and to avoid grapefruit.

d. just the object

9. This wealthy car collector owns three pastel Cadillacs.

e. parallel prepositional phrases

10. He found it difficult to vote for an ideal truth but against his own self-interest.

11. The pilot walked dawn aisle , through the door , and into the cockpit, singing "Up , Up, and away ."

f. parallel subordinate clauses

Parallel rather long subordinate clauses help to hold the whole sentence clearly in our head , e.g.

12. These critics – who point out the beauties of style and ideas, who discover the faults of false constructions, and who discuss the application of the rules – usually help a lot in engendering an understanding of the writer's essay.

13.When, at the conclusion of a prolonged episode of agonizing thought , you decide to buy this car; when, after a hundred frantic sessions of begging stone faced bankers for the money, you can obtain sufficient funds ; and when , after two more years of impatience and frustration , you finally get a driver's license , then come to see me and will talk about a deal.

14. After you corner the market in Brazilian coffee futures , but before you manipulate the price through the ceiling , sit dawn and have a cup of coffee with me (while I can still afford it).

g. parallel participle , infinitive , and gerund phrases:

15.He left the engine on , idling erratically and heating rapidly.

16- To think accurately and to write precisely are interrelated goals.

17. She liked sneaking up to ted and putting the ice cream down his back, because he was so cool about it.

Combination of parts of speech or sentence elements is used to form a statement , depending of what you have to say. In addition , the paralleli- -sm does not have to be exact in its syntactical similarity. For example ,

18. He ran up to the bookshelves , grabbed a chair standing nearby , stepped painfully on his tiptoes , and pulled the fifty pound volume on to top of him , crushing his ribs and impressing him

with the power of knowledge.

19. I shall never envy the honors which wit and learning obtain in any other course, if I can be numbered among writers who have given order to virtue, and confidence to truth.(Samuel Johnson)

20. For the end of a theoretical science is truth , but the end of a Practical science is performance.(Aristotle)

h. parallel constructions with coordinating conjunctions ( and, or, nor, but, for, yet,)

- Not parallel

21. At Lynchburg College, cheating can result in suspension or even be expelled from school .

22. At Lynchburg College, cheating can result in(noun) or even (verb phrase from school ).

- Parallel

23.At Lynchburg College, cheating can result in suspension or even expulsion from school.

24. Ericka is not only very beautiful but also very intelligent.

The words ' very beautiful ' directly follow ' not only ' so 'very intelligent ' should follow ' but also '. Repeating the extra verb creates an unbalanced effect.

- Not parallel

25. The two girls enjoyed dancing , swimming, and going to the mall.

26. The two girls enjoyed (noun) , (noun) , and (verb phrase).

i . parallel items in a series (Listing)

- Parallel

27. The two girls enjoyed dancing , swimming, and shopping.

28. The two girls enjoyed (noun) , (noun) , and (noun).

## 1.5 Types of parallelism at the Linguistic structure

Montagoemy et al. (2008: 220) demonstrate that at the level of linguistic structure we can distinguish kinds of parallelism :

### 15.1 Lexical parallelism

Lexical parallelism is a parallelism in meaning requiring words (lexical). It is word- category repetition ( noun , verb , etc.) or semantic class repetition ( similar or contrastively paired words , embedded in parallel phrasal or verse structure . )

### 1.5.2 Syntactic parallelism

Syntactic parallelism is a parallelism in sentence structure. It is a parallelism in form , and is a parallelism between two sections of text that have the same syntactic components . e.g.

47- " Now is the time to make real the promises of democracy ; now is the time to rise from the dark and desolate valley of segregation to the sunlight path of racial justice; now is the time to lift our nation from the quick sands of racial justice to the solid rock of brotherhood." (Washington , 1986:217)

### 1.5.3 Phonological parallelism

Phonological parallelism is parallelism which requires sounds. There are two kinds of phonological parallelism. The most common type of phonological parallelism in English literature requires coherent clumps of sound such as the end or beginning of a syllable, and is exemplified by rhyme and alliteration. There is another type of phonological parallelism, which is developed systematically in some literary tradition; this is a parallelism between two longer and disconnected sequences of sounds and could be called sound pattern parallelism. (Pearce, 2007:135)

Pearce (ibid:136), states that phonological parallelism is the repetition of the same or similar sounds. Phonological parallelism includes four types:

Alliteration .a

Alliteration is the repetition of the initial consonants of the words, e.g.

Sissy can see the sea.

Assonance .b

Assonance is the repetition of the same vowels of the word, e.g.

Men sell the wedding bells.

Rhyme .c

Rhyme is the repetition of the same syllables in the sentence, e.g.

Baa baa black sheep, have you any wool?

Yes sir, Yes sir, three bags full!

One for the master, one for the dame,

And one for the little boy who lives down the lane.

Meter .d

Meter is the repetition of the rhythmic patterns, e.g./

The big bad wolf, the big bad wolf.

### 1.5.4 Binary parallelism

Most parallelism have two members. This kind is called 'binary parallelism', e.g.

Found these songs so wild and wayward.

Found these legends and tradition.

I shall answer, I should tell you.

### 1.5.5 Ternary parallelism

Ternary parallelism is a parallelism which has three parts:

I should answer, I should tell you.

In the bird's -nests of the forest.

In the lodges of the beaver.

In the hoofprint of the bison .

In the eyry of the eagle! (ibid)

(Henry Wadsworth Longfellow Song of Hiawatha , 1855)

The words that constitute the members of a parallelism are different but are related in meaning in some way. A pair or larger set of words that belong to the same area of meaning are said to belong to the same semantic field. A semantic field is a set of words with various kinds of relation to one another , including similarity of meaning (synonymy) , part – to – whole relations (a hyponym) is a part relative to a whole) and opposition of meaning (antonymy).

### **j) Anaphora**

Anaphora is the repetition of the same word or words at the beginning of successive phrases , clauses , or sentences commonly in conjunction with climax and with parallelism (ibid) . For example:

45. To think on death it is a misery, / To think on life it is a vanity; / To think on the world verily it is . / To think that here man hath no perfect bliss.(peacham)

46. In books I find the dead as if they were alive; in books I foresee thin --gs to come; in books warlike affairs are set forth; from books come forth the laws of peace.(Richard de Bury)

47. Slowly and grimly they advanced , not knowing what lay a head , not knowing what they would find at the top of the hill , not knowing that they were so near to Disneyland. (ibid)

### **1.6 Parallelism and repetition**

Preminger and Brogan (1993: 877 ) , state that parallelism is " the repetition of identical or similar syntactic patterns in adjacent phrases, clauses or sentences." The patterns of parallelism is usually doubled but may be repeated more times .It arises from the definition that parallelism is dis- -tinguished by the repeated syntactic forms that are in equivalence .The following example indicates its use :

53- It starts with changing our hearts, and changing our minds , broadening our spirit.

Fabb (2003: P. 462- 463 ) , deals with parallelism more closely and suggest three subcategories . One is syntactic parallelism and the two other are lexical and phonological parallelism. Syntactic parallelism is often accompanied by lexical parallelism and involves " a pair of parallel words , one in each section of the text". The words may have similar form or number of syllables. The sentences may look the same but some elements may be changed or different word categories may be used. The words ' changing' and 'broadening' in the example above represent lexical parallelism. Moreover , Fab adds that similar structures seem to be complex and aesthetical (ibid) . This means that parallelism used in rhetoric seems convincing and makes the speech look good .Obsorn , M .and Obsorn, S. (1988:189), develop that parallel structures help it focus on the main points and serve many advantages , such as providing an outcome which is clearly noticeable due to the slight variation, emphasizing the main points or developing contrast . These structures are easily remembered. Johnstone et al. (1994:13 ) see the importance in manipulating and calling audience's attention to the speaker's utterance. Barrack Obama in his speech uses the rhetorical and stylistic techniques of parallelism and repetition.To conclude we can say that parallelism is a specific type of repetition.

## 1.7 Rhetorical devices

The rhetoric of speech is structured in order to give audience chances to applaud . This is supported by strong rhythm and intonation .together , it creates a sense of rhetorical power and completeness .(Crystal , 1995: 378 )

Political speeches are carefully prepared . The preparation is done in a way that should attract audience's attention , so the usage of rhetorical devices is frequently observed .)

According to (Osborn and Osborn , 1988 : 230 – 231 ) , Rhetorical devices are an integral part of public speeches . Language is the most important aspect in speeches . The proper choice of words helps the speaker to express his or her thoughts accurately and determines whether the speaker's speech become successful or not . It is not only the language that captures the attention , pauses and vocal emphasis affects listeners as well . The language ; however , must be simple enough and the use of repetition should guarantee the understanding.

Generally avoided as it may seem obtrusive . They also stress that repetition is tolerated in legal language to escape misinterpretation .Nevertheless , repetition is commonly used in non – specialized text to produce emphasis (Quirk et al ..1985 . p 1441 ) .

The question of repetition being positive or negative is not to be answered straightforwardly. Flower and Flower in their book *The King's English* summarize that " We have instances of repetition that are good in themselves ; we have repetition that are neither particularly good nor bad in them , but that offend simply by recurrence." ( Flower H. W., Flower F. G.,1922, p. 211).To summarize these discussions, repetition may be perceived as useful but also as useless in many cases depending on the speaker's skillful usage.

This section is concerned with the way in which politicians employ rhetorical devices to engage audience applause in political speeches, In this context, especially of politicians at election campaign rallies, audience reactions such as clapping and booing provide an important parameter of their popular appeal; therefore, politicians are often aware of the value of using rhetorical devices in evoking applause to elicit agreement from their audience. As such , applause can be interpreted as a highly noticeable expression of group identity or solidarity with the speaker and the party the speaker represents. In this respect, applause would seem to play a substantial role in the development of a politician's image and career as a popular figure.

Heritage and Greatbatch ( 1986: 95), presented more comprehensive sampling of political speeches. They analysed all the 476 speeches that were televised from 1981 British party political conferences( Conservative Labour Liberal Parties). They examined seven basic rhetorical formats (contrasts, lists, puzzle solution, headline-punch line, combinations , position taking , and pursuits ). Their results showed that nearly 70 per cent of the collective applause was associated with the seven types of rhetorical devices. In specific, contrasts and lists were by far most effective. Contrast were associated with around 33.2 per cent of the incidences of collective applause during speeches; lists with `12.6 per cent . In brief , nearly half the collective applause was related to the two rhetorical formats originally identified by Atkinson.

As for the role of speech content, Atkinson (1984:44), observed that there is a limited range of simple types of message which tend to be considered as applaudable:

a.Favourable references to individual persons

b. Favourable references to ' us '

c. Unfavourable references to them.

### 1.7.1 Parallelism as a rhetorical device

According to Weaver, 1967:188) parallelism is a powerful rhetorical device to convince readers since " elements in the sentence that are alike in form are taken as a signal that they are fulfilling the same role in the expression . Weaver (ibid) also claims that parallelism is a device for keeping the reader on track and the equivalent elements in structure call attention to their equivalence. It is rhetorical device that often appears in political speeches . One excerpt of Bush's speech is shown below:

" Our movies and television shows often do not portray the value of the real America I know. Our (1) successful businesses show the strength of American commerce , but our spirit and contributions to each other are not always visible as monetary success. Some erroneous pictures of America are painted by others..... and while the words may be leftovers from previous era , they are misleading and they are harmful .

In this excerpt , Bush uses parallel sentence structure to attract audiences' attention to what Americans' values are.

President Bush also uses parallelism as ' constructive strategy ' depict an idealized country and to preach American values of equality, freedom and liberty.

### 1.7.2 A Rhetorical function of parallelism

It can be argued that as a stylistic device , the rhetorical function of parallelism is to strengthen , empower, emphasize, persuade and have a big impact on recipients. The connection between parallelism and political speeches lies in the fact politicians rely on linguistic repertoire in order to obtain and achieve their objectives and aims , one of these linguistic configurations is parallelism. " A Language can be thought of as a resource which is drawn upon in order for political goals to be achieved ." ( Chilton and Schaffner , 2002 :23)

As politicians strive, first and foremost , to gain the trust and support of people , bring persuasive is all what they need . Van Dijk (1997:12) argues that " persuasive function of text or talk is not limited to its rhetoric , but may also depend on style or meaning or coherence. The fact that politicians use an interwoven texture of rhetorical features, style, coherence and meaning in order to persuade audience support Dijk's

#### Parallelism

Parallelism is distinguished in The New Princeton Encyclopedia of Poetry and Poetics as " the repetition of identical or similar syntactic patterns in adjacent phrases, clauses or sentences ." The pattern of Parallelism is usually doubled but may be repeated more times (Preminger , Brogan, 1993, p. 877 ).It arises from the definition that Parallelism is distinguished by the repeated syntactic forms that are in equivalence. The instance (13) indicates its use.

(13) It starts with changing our hearts, and changing our minds, broadening our spirit.

Fabb deals with parallelism more closely and suggests three subcategories . One is syntactic parallelism is often accompanied by lexical parallelism and involves "a pair of parallel words, one in each section of the text " (Fabb , 2003, p. 462-463) . The words may have similar form or number of syllables. The sentences may look the same but some elements may be changed or different word categories may be used. The words changing and broadening in the example (13) represent lexical parallelism .Moreover, Fabb continues that similar structures seem to be complex and aesthetical (ibid). It means that parallelism used in rhetoric seems convincing and makes the speech look good. The Osborns develop that parallel structures help to focus on the main points and serve many advantages , such as providing an outcome which is clearly noticeable due to the slight variation, emphasizing the main points or developing contrast. These structures are easily remembered (Osborn M and

Osborn S 1988 ,p.189). Johnstone et al .sees the importance of patterned speaking in manipulating and calling audience's attention to the speaker's utterance ( Johnstone et al ., 1994, p. 13).

As a consequence of presented definitions, it should be stressed that the uses and functions of listed devices are based on speaker's will and his or her deliberate usage. The function of these devices will be verified in the practical part of the thesis.

### **1.8 Personal pronouns in political discourse**

Previous studies have shown that the employment of pronouns may serve communicatively to present various aspects of the speaker's attitudes , social status, gender, motivation and so forth ( Wilson, 1990:46) . The classic work of Brown and Gilman ( 1960:135) , indicated that in Indo-European languages such as German , French , Italian , Spanish, pronominal selection is influenced by the perceived role and relationship between the speaker and the addressee . Applying power and solidarity semantics to investigate the pronominal usage in Indo-European languages. They add that the exchange of pronouns can shape or confirm the power of dynamics and solidarity of a relationship. Personal pronouns play an important role in negotiating social status in interaction .In other words , Personal pronouns may only a person deictic function , but also a social deictic function in discourse.

In the deictic function of personal pronouns, Helmbrecht, 2002 :131, demonstrates one of the classic uses of personal pronouns with respect to the case of the first person plural pronouns(e.g. English.we):

One almost universal means to refer to speaker-groups are first person non-singular pronouns. The usage of the first person plural pronouns consists of at least three important operations. Firstly, the speaker refers to a set of human individuals which were introduced in some way or other . Secondly , he determines this set of people as a group, and thirdly , he explicitly states that he is a member of this group excluding others from membership of this group at the same time.

Further, Helmbrecht (ibid:42) indicates that the employment of the first person linguistic plural pronoun we is closely associated with the establishment of social group. Speakers publicly demarcate social groups with regard to their hearers by using this pronoun. At the same time, they reveal their membership of these groups. This prototypical usage of we pronouns provide a strong approach to establish and reinforce social identities.

As for pronoun choice by politician , Lakoff (1990:75), argued that personal pronouns work subliminally on the addressee and do not stir suspicion as nouns might , even when their meanings and functions have been strategically manipulated . In her study of the late U.S president Reagan's employment of the first person plural pronoun we in a public speech delivered on television to announce his decision to run for a second term as president in 1984, Lakoff (ibid:77), argued that Reagan's employment of we is often ambiguous in its referential domain, leaving the American people uncertain whether or not they are being referred to .Moreover, Lakoff (ibid:79), demonstrated that such ambiguity in use of Reagan's the pronoun we may create either dichotomous or connective effect in the American people since Reagan employs hearer- inclusive we to establish solidarity with the hearer, and hearer- exclusive we to signify his role as U.S president and his administration.

### **1.9 Parallelism in political speeches**

It will be clear that parallelism has persuasive rhetorical properties. Not surprisingly, then, speeches of all kinds, and particularly political speeches, make heavy use of it . As an illustration, here are examples of T. Blair and G. Brown's speeches which includes different types of parallelism. (Chanteris – Black , 2005: 5 )

### 1.9.1 Parallelism at Word Level

Let us consider the following examples which reflect parallelism at the level of lexical items. The examples include cases of superlative degree comparison, past perfect tense, (s) of third person singular, infinitive and gerund.

*(1) "The longest period of economic growth since records began, an economy now bigger than that of Italy and France. The lowest unemployment and highest employment rate of any of our competitors for the first time since the 1950s. Living standards up, for everyone, and for the poorest up most. The biggest reductions in child poverty and biggest increase in investment for decades" (2004) T. Blair*

In this example, parallelism occurs in the lexical items (longest, lowest, highest, biggest, poorest) where the five lexical items manifest comparison at the superlative degree and end with the suffix (-est) which create rhyme at the phonological level. The use of this number of parallel structures reflects cumulation of information and strengthens the argument in hand.

### 1.9.2 Parallelism at Phrase Level

Consider the following examples of parallel configurations in noun, verb, prepositional, adjectival and adverbial phrases. Noun phrase. Consider the following examples according to their availability in the speeches: This paragraph reflects parallelism in its highest forms i.e. through recurrence of the same structure and lexical items (they too) as the phrase consists of a subject (they) and an adverb (too) at the beginning of each sentence. The use of two parallel structures in political speeches reflects emphasis and assertion over the parallel configuration.

*(2) "I am particularly pleased to welcome Sir Alan in the presence of so many entrepreneurs, so many business leaders and so many policy makers. And no-one is better qualified than Alan to speak about the great issues that face us today, how each of us, companies, governments and individuals, are having to respond to the speed, the scope and the scale of changing in the global economy" (2007) G. Brown*

In this example, parallelism occurs in six noun phrases (so many entrepreneurs, so many business leaders, and so many policy makers) that are parallel to each other. Morphological parallelism also occurs between the noun phrases (the speed, the scope, the scale) where the definite article (the) is added continuously to the nouns (speed, scope, scale). The speaker in this example relied on the use of a series of three elements to achieve unity and have a greater impact on the audience.

### 1.9.3 Parallelism at Clause Level

As described by Azor (1989), parallelism can be achieved at clause level. Consider the following examples:

*(3) "You know better than me how we are and can continue to entrench our position as a world leader in business and financial services, but from the point of view of the government we insist that we will continue to implement our new risk-based light touch approach to regulation, we will make our planning system more flexible and responsive and of course we will work together on infrastructure to invest in our long term priorities" (2007) T. Blair.*

In the above paragraph, parallelism is manifested through the use of three clauses (we will continue, we will make, we will work) as they share the same structure of a subject (we) followed by an auxiliary verb (will) and ended by a verb (continue, make, work). Pronouns are significant features of political speeches as they help a speaker to manipulate language in a way that would enable him/her to sound more persuasive and create greater impact on his/her audience. In this example the former P M used the inclusive pronoun (we) to show the

audience that an elective work is needed to be done by both parties i.e. people and government "Politicians can never be certain that decisions they have made will always necessarily be seen in a positive light (or they may be aware that their positive claims could easily be re-interpreted in a more negative manner [...] therefore, by the use of 'we' [a speaker] spreads the load of responsibility" (Wilson, *ibid*: 52).

### 1.10 Conclusion

To sum up , we can say that political speeches and language is central to meaningful political discourse . So the relationship between language and politics is a very significant one . Parallelism is considered both stylistic and rhetorical device used by politicians to persuade the audience . The term parallelism is used to refer to a linguistic phenomenon that explains the relationship which may be understood between units of linguistic structures

Politicians use different types of parallelism such as lexical , syntactic , semantic , synthetic , antithetical , binary and ternary . The analysis of parallelism depends on three levels of analysis : Syntactic , semantic , phonological .

Without the use of parallelism , the politicians' speech will be awkward and confusing . Parallelism plays an important role in persuading , convincing and carrying the audience along . It is a great way to make connection between ideas and claims and to advance an argument .

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