



A Pragma–Stylistic Study of Aggrandizement Discourse in Iranian-American Political Speeches

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Abstract. A pragma-stylistic analysis of aggrandizement in Iranian-American political speeches. This paper is a holistic review of the communicative model that considers America-Iran political contention on the common foundation that the language of international relations functions through mechanisms for both power projection and ideological legitimation. In this paper, we establish a multi-dimensional framework to analyze these adversarial discourses systematically and focus on three core levels of language use: discourse level, stylistic level, and pragmatic level. At the level of dissoi logoi, analysis looks at the most significant uses to which repetition and conjunction are put. At the linguistic level, you analyse the linguistic features and the functions of your data (e.g. the speakers involved, their register, Modality). The stylistic dimension examines the aesthetic exercise of power in figures of speech and is context-specific in its use of irony, hyperbole, parallelism, and metaphor. The pragmatic level, at the same time, deals with audience relations through politeness theory, relating to positive and negative strategies. An analysis of the speeches highlights divergent forms of aggressive self-exaltation through a comparison between selected addresses drawn from Barack Obama as president of the USA and Iran's former president, Hassan Rouhani. The analysis shows that while Obama draws on high Modality, parallelism, and positive politeness to encapsulate exceptionalism, Rouhani employs historical metaphor, irony, and negative politeness to preserve national sovereignty and resist Western views. This research reflects on how multilayered options at these three levels are strategically utilized to achieve better positioning of the state globally.

Keywords: Pragma-stylistics, Political Discourse, Aggrandizement, Modality, Figures of Speech, Politeness Theory, Barack Obama, Hassan Rouhani.

Pragma-Stylistics

Norgarrd et al. (2010: 2) draw a line between literary criticism, which is concerned with the aesthetic aspects of texts, and stylistics, which focuses on the linguistic aspects that can be observed and measured objectively. Pragma-stylistics combines the study of language use in context (pragmatics) with the study of literary and linguistic style (stylistics) to analyze texts. It focuses on how linguistic choices create meaning, effect, and style in a text, moving beyond the literal meaning to explore how speakers or writers use language to achieve specific goals. This approach is useful for a deeper interpretation of literature, especially dramatic texts and dialogue. The main key concepts of this approach view stylistics and pragmatics as complementary, with pragmatics providing the framework for understanding the contextual and functional aspects of language that stylistics can then analyze for stylistic effect. It looks at how the choices made by a speaker or writer are influenced by their intentions and how these choices are interpreted by the receiver (Toolan, M.:2001).

By integrating pragmatics with stylistics together, one may pose the following research question: Given that the same contextual features are taken into account, can this integration achieve the same communicative goals as the separate utilization of these disciplines?

Political Discourse

According to Van Dijk (2008), discourse in general is a way of organizing human experience. It establishes frames of meaning by the recounting and interpreting of events and situations. It constructs systems of order. Political discourse applies such frames to the exercise of power—including principles of hierarchy, representation, and accountability. It deals with the narrative interpretation of events and ideas, logical and mythic, and establishes criteria and contexts for comparing and evaluating political systems. This integration of political texts and contexts in political encounters may, of course, ultimately be characterized in more abstract terms as accomplishing specific political aims, such as making or influencing political decisions.

The persuasive nature of political discourse is also deeply tied to ideology and power relations. According to Van Dijk (2006), political discourse functions as a medium of ideological position and reproduction, while persuasion serves the purpose of (re)creating audiences by embedding them into certain worldviews. Cognitive models conditioned by discourse framing can be articulated and called upon to mobilize or influence interpretative communities around certain events or policies. That is, as Strukowska (2021) shows, it is in the act of referring to refugees as “migrants” and “asylum seekers” that we can persuade others not through engaging arguments, but by highlighting or obscuring the moral and political implications.

Aggrandizement in Political Discourses

Aggrandizement in political discourse refers to the rhetorical and discursive strategies through which political actors exaggerate their own status, accomplishments, and moral superiority while downplaying or discrediting rivals' merits (van Dijk 1998). Self-promotion is an integral part of political communication, in which self-promotion acts as persuasion and ideology. Political discourse is often structured around an in-group or out-group representation, wherein aggrandizement serves to bolster presentation and self-gain for the speaker party while de-emphasizing negative traits or failures of others. This dynamic is not a mere method of political legitimation but works to normalize constitutive power inequities in the very cognitive and discursive functioning of collectives.

It serves as a rhetorical practice, largely positioned inside Aristotelian ethos—never separated from the life experience and ethical disposition of a persuader. Incidentally, a good portion of ethos is pasted together for the historical record (as history) in vivid tales of worthiness & paid-up character or

adherence and religious justification, mostly too often overbrought by emotional proclivities & pathologies. Politicians showcase records of caring about the nation or represent themselves externally as reflectors of national value, a type of rhetorical self-aggrandizement. Trained on data up to 10 October 2023, political agents use metaphorical and evaluative language to build a heroic bridge: they “rescue the country,” “protect freedom,” or “bring about change”—thus contextualizing their role as essential for the greater good (Aristotle, trans. 2007).

Methodology

This study attempted to analyze the transcripts of the speeches of Mr. Barack Obama during his presidency of the United States and Mr. Hasan Rohani, the former President of the Islamic Republic of Iran. The research was structured around an eclectic theoretical model that included three steps. The first step subsumed stylistic, discourse, and pragmatic domains. They were targeted to identify the communicative context. The stylistic domain showed how Figures of speech were scrutinized here, whose main purpose was to add creativity and depth to communication and keep others engaged in what we say or write (Nikolopoulou, 2024).

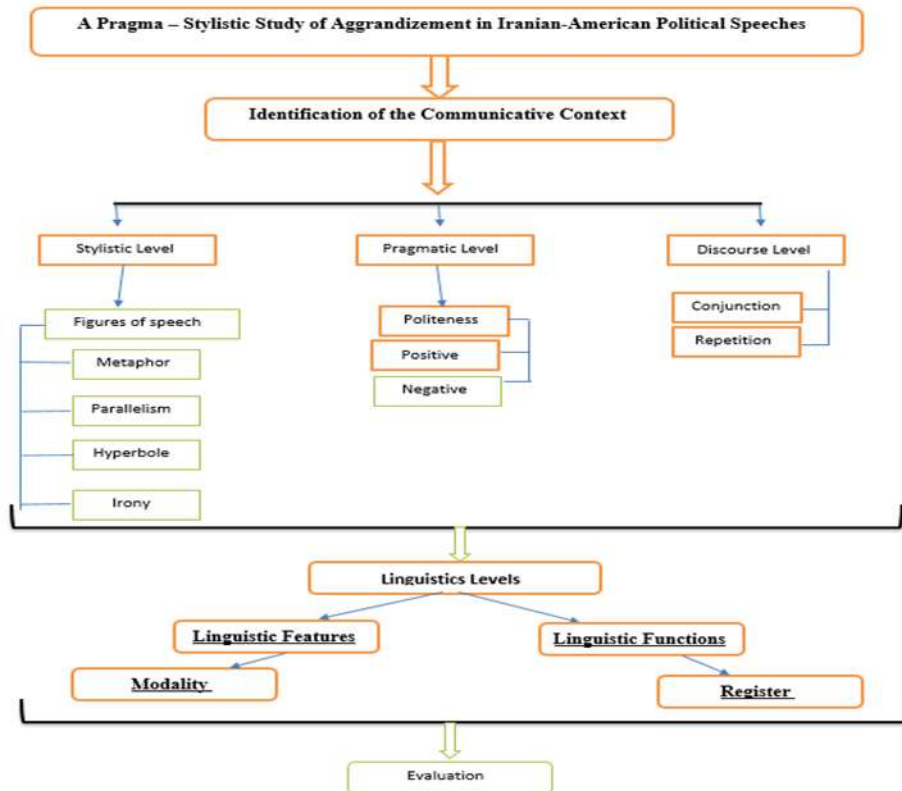
They included four types: metaphor, parallelism, hyperbole, and irony. As regards the pragmatic domain, the concept of “Face” (Brown and Levinson, 1987) was highlighted as the self-public image that individuals could claim during social interaction. The discourse domain illustrated how cohesive devices such as “repetition” and “conjunction” were utilized to make logical links and support underlying meaning configurations. Step two examined the linguistic features and their functions. The linguistic features were examined to analyze different types of Modalities. The third step comprised “evaluation,” which sought to show how all these parameters and domains worked together to achieve the overall goal: whether the text was pragmatically effective and whether the stylistic nuances successfully promoted the linguistic function and features. The integration of stylistics and pragmatics into one approach provided a powerful lens for critical analysis as they were used to deconstruct political speeches and shed light on the way language was used as a means of manipulation.

Data Collection and Data Analysis

An eclectic model was applied in this study to analyze the selected speeches by the two presidents, “Barack Obama and Hassan Rouhani”. It exemplified distinct patterns of aggrandizement by reflecting their respective geopolitical strategies.

The exchanged speeches began with the U.S. president, Barack Obama, on September 24th, 2013. He opened his speech forcefully on the topic of Iranian nuclear weapons. On the other hand, President Rouhani on 25th September commenced

his speech by renouncing any nuclear weapons ambitions for his country. Following the identification of the main aspects to be analyzed, the theoretical model below embodies the points addressed in the methodology:



Data Analysis

Analysing Hassan Rouhani's Speech

Step 1: Identification of the Communicative Context:

It is crucial to comprehend the totality of the contextual components mentioned earlier since they influence the text's linguistic decisions and rhetorical devices used. These contextual components – place, time, sociopolitical events, and personal roles were already well known and firmly established within the data; therefore, they were omitted to avoid unnecessary elaboration and digression.

Stylistic Level Analysis

Political speeches frequently employ stylistic methods to convince audiences, build ideological meanings, and emotionally engage listeners (Charteris-Black, 2011)

Metaphor

When talking about international relations and politics, Rouhani frequently used metaphors to describe Iran as:

"the anchor of stability in a region otherwise full of instability."

This metaphor positioned Iran as a regional stabiliser in the context of a particularly turbulent geopolitical climate, wherein anchors were signifiers or symbols of safety, peace and control—metaphorically implying that Iran was capable of bringing stability to otherwise chaotic Lebanon.

Parallelism

Used parallelism and included opposites, as they are also called "Binary contrast":

Amnesty said: *"We wanted to record an alternative to the message of 'peace over war', tolerance over violence, progress over bloodletting, justice over discrimination".*

The grammatical pattern, repeated as a kind of chorus, reinforced the distinction between constructive and destructive global paths (sariq-it or sarnca), pushing the listener toward Rouhani's agenda. Thus, the parallelism here serves as a sort of rhetorical intensifier, making Rouhani's diplomatic point more persuasive.

Hyperbole

Hyperbole in political speech could exaggerate crisis or reinforce moral arguments. Rouhani employs exaggeration, especially when rejecting violence and geopolitical injustice.

"the catastrophic impact of violent and extremist narratives." He categorically denied and rejected his country's involvement in terrorism and violence

Irony

Irony may be employed in political discourse to attack opponents or point out contradictions. Rouhani's speech contained subtle examples of diplomatic irony. President Rouhani's criticism exposed global powers' order.

"The prevalent international political discourse depicts a civilized center surrounded by uncivilized peripheries".

Here, Rouhani ironically references the Western narrative of civilization, implicitly criticizing it as a hegemonic and biased discourse. Irony therefore allows Rouhani to challenge dominant international narratives without confrontation, maintaining a diplomatic tone while criticizing global power relations.

Pragmatic Level Analysis

Pragmatics examines language not only in terms of what is said, but also in how meaning is transmitted through purpose, politeness techniques, and interactional rules (Levinson, 1983). Politeness techniques are important in political and diplomatic discourse because speakers must communicate their viewpoints while retaining respect, legitimacy, and collaboration within the international community. Rouhani's speech exhibited both positive and negative politeness, promoting camaraderie with the audience while maintaining diplomatic bounds as he employed civility to position Iran as a constructive cooperative international actor (Rajik, J., 2025).

Positive Politeness

Positive politeness aims to establish camaraderie, a common viewpoint, and common goals with the addressee. By underscoring a sense of collaboration and collective identity, it shrinks social distance.

Rouhani frequently used inclusive rhetoric, overlapping goals, and appeals to universal ideals to align with the international community. Rouhani often invoked the use of inclusive pronouns like 'we,' which linguistically helps strengthen a sense of international community against violence and extremism

"More than just tolerating others. We must go beyond merely accommodating each other and dare to collaborate".

Negative Politeness

Negative politeness refers to audience-oriented strategies directed at maintaining autonomy and individuality, so that surface imposition does not take place, he said. Do not make direct attacks (Brown & Levinson, 1987). In delivering a subtle message, leaders will use negative politeness to communicate criticism without sounding confrontational. For instance, Rohani commonly used negative politeness in his comment regarding sensitive geopolitics. Rouhani avoided specific blame for countries but used indirect references and generalised rhetoric, like in the next

"some actors still hold onto outdated and completely dysfunctional tools & devices for keeping their former edge and supremacy."

The phrase "certain actors" avoids naming names, softening the criticism and allowing a degree of diplomacy. He further sugarcoated his remarks by couching them in veiled terms:

Discourse Level Analysis

The discourse analysis level of text generation inquires into how the elements of language (e.g., words, phrases) connect ideas between sentences and paragraphs to generate a fluid speech or writing. (Fairclough, 1995; van Dijk, 2008). Rouhani's speech contained two main rhetorical devices that helped reinforce coherence and persuasion: conjunction and repetition. These characteristics help structure arguments visually, highlight the relative importance of themes, and guide the audience through more complex political reasoning.

Conjunction

Conjunctions are crucial in political speeches as they structure arguments and explain the relationships between political claims. Rouhani seldom spoke of conflict and peace or the international community, unless he was using conjunctions to tie them together. Additive conjunctions, such as and, also, were used to provide additional content reinforcing the argument. Rouhani stated

Nuclear weapons and other methods of mass destruction are inappropriate in Iran's security and defense doctrine.

The word "and" between nuclear and other weapons of mass destruction connects two ideas, expanding the scope of condemnation by Iran over these means. Rouhani was then able to anchor his arguments cumulatively, bundling them together with clarity and effect by using additive conjunctions, consistently strengthening his arguments that Iran aimed for peace and international cooperation. Similarly, Contrastive conjunctions (e.g., but, yet) are used to express oppositional ideas or contrast what was just previously stated. Rouhani employed a contrast where he framed the global environment, as follows:

Coupled with such fears, however, there are fresh hopes.

Followed by the word but, which marked a juxtaposition between global fears and budding hopes, segueing into the overarching message of her speech: positive change is possible. This was a binary configuration that enabled Rouhani to position the world context as one poised between war and cooperation. Other types used were the causal conjunctions (because, hence... therefore) to demonstrate causation and effect linkages. Anyway, these statements of Rouhani provided additional details in subsequent days

The costs of any error in judgement regarding one's position... are historical - the stakes could not be higher, and you're aware.

Even if a causal link is not straightforward, the way that the use of error was tied to history underscores the severity of decisions made at an international level. These causal frameworks supported the rational dimension of Rouhani's diplomatic argument, that Iran was sensible and operationally responsible.

Repetition

The use of repetition in political speech serves to create a memorable impact, an emotional effect, and a stress on ideology. In fact, Rouhani's speech depends largely on the reuse of critical global issues (Beard, 2000). A particularly glaring case that emerged early in Rouhani's address was its repetition of "fear":

Fear of war... fear of violent confrontation... fear of institutionalized violence... fear of poverty... fear for the lessening value of human dignity.

The repeated use of the word "fear" had multiple rhetorical effects: it dramatized a global climate surrounded by anxiety and insecurity; it gave

rhythmic momentum to the speech; above all, it set up for Rouhani's carefully tailored message of hope and moderation. While fear can be the basis for motivation, Rouhani constantly returned to the idea of hope and alternatives.

Hope for better change is a natural, religious, common, and worldwide phenomenon.

The repetition of the term "hope" enshrined it as one of the rhetorical cornerstones of the address. Through reiteration of this idea, Rouhani created hope as a universal moral currency across cultures inherent to all religions. Other constant themes of the speech, on peace and moderation vs violence and extremism, were to insist on the perils they pose for world security.

Step 2: Linguistic Features

Modality

Modality is the linguistic depiction of attitudes, judgments, obligations, and levels of certainty inside a statement (Palmer, 2001). Modals may enable speakers to communicate possibility, necessity, obligation, or commitment. It is frequently employed in political speeches to clarify political viewpoints, project authority, and negotiate responsibilities. Rouhani skillfully used Modality throughout his speech to create a narrative in which conviction, diplomatic prudence, and visionary hope were incorporated into its structure. Rouhani used Modality to portray diplomatic engagement as viable and realistic. For example: "All challenges can be managed – successfully – through a smart, judicious blend of hope and moderation."

"And we can come to a framework by which to deal with our differences."

Can bears the weight of possibility and ability; it makes a case for optimism that conflict might be resolved through conversation rather than confrontation.

Step 3: Evaluation

The analysis of Hassan Rouhani as a speaker at the United Nations General Assembly revealed that the linguistic framework within this kind of discourse was intentionally constructed to remedy Iran's International position and to make moderation, policy-appealing cooperation/reconciliation, and negotiations for peace appealing. In the face of this overarching narrative framing Iran as a reckless player on a regional geopolitical stage, Rouhani projected an alternative image of Iran: one facing international headwinds yet yearning for peace.

"An island of stability in a sea of regional instability."

Linguistic elements in the speech also directly address key geopolitical narratives. Yet Rouhani bemoans the discourse that introduced another layer of hierarchy to power by setting forth a 'civilized center' and then what were deemed 'uncivilized peripheries. Through multiple stylistic decorum, the speech was not just a political declaration but rather a discursive move intended to realign the ideological ground within which international relations are made. Rouhani built a global responsibility discourse by using too many positive politeness strategies as well as pronouns such as "we" and "our" (inclusive) in his speech,

Instead, we must rise ... from tolerance to action.

Analysis of Modality and register indicated Rouhani amateurized this speech as an authority-diplomat. Guided by the desire to have a trade and enjoy freedom of decision, Rouhani was able to express his political will using modal verbs like must, should, and can. It renounced Tehran's ongoing efforts to develop nuclear weapons for military use, but articulated a strong political will towards peaceful intent as well as a commitment to coexistence. *"must pursue exclusively peaceful purposes"*

Analzing Barack Obama's Speech

Step 1: Recognizing the Context of Communication

Since under certain circumstances, under specific circumstances (Fairclough, 2015; Van Dijk, 2008). These contexts carried significant weight in the discourse and political message articulated in Barack Obama's 2013 address to the United Nations General Assembly.

Speaker Identity and Institutional Role

"Today I want to lay out the state of play in America."

That phrase means the speech was an official diplomatic declaration, not a private opinion. In this capacity, Obama arose as a national leader of pro-U.S. interests and an international actor in global governance. The speech took place in a period of significant geopolitical upheaval and uncertainty. Many momentous foreign affairs shaped the sociopolitical context of the address. At the time, one of the most pressing issues was the Syrian civil war, particularly after reports that the Syrian government had deployed chemical weapons on civilians. Obama explicitly references this event: *"In a chemical weapons attack on August 21st, 2013, the regime killed over 1,000 people — hundreds of them children"*.

Stylistic Level

In his speech to the United Nations General Assembly in 2013, Barack Obama uses specific rhetorical devices for narrative construction concerning international cooperation, world affairs, and the morals of states. The speech demonstrated an advanced use of rhetorical devices that enhanced the clarity and emotional power of the political argument.

Metaphor

In Obama's speech, metaphors often posed world war and political upheaval as physical or natural phenomena:

"Now the convulsions in the Middle East and North Africa have exposed three surface fissures."

Modern usage of the term "Convulsions" symbolized political turmoil supported by a violent physical reaction. He will explain the political complications as manifest via corporeal spasms: break-up and turbulence, implying that the area is going through a tempestuous transformation.

"The potential spread of weapons of mass destruction continues to cast a shadow over the pursuit of peace."

The expression "cast a shadow" symbolized the threat of weapons proliferation as darkness that concealed peace and stability. Obama depicted global political concerns as immediate and palpable issues, allowing the audience to conceptualize abstract geopolitical risks in real ways.

Parallelism

President Obama often used parallel structures to articulate the objectives of international collaboration.:

"We will confront external aggression... We will ensure the free flow of energy... We will dismantle terrorist networks that threaten our people."

The repeated phrase "We will..." has several rhetorical functions. Initially, it bolstered both the authority and resolve of America. Second, it laid out policy priorities in a logical and orderly manner. Eventually, it took on a kind of rhythmic cadence that intensified the activity in the rhetoric.

Hyperbole

One of the few examples that makes me laugh out loud is how Obama exaggerated the destructive capacity of nuclear weapons:

"Nuclear capable of wiping out a world."
Literally nothing but "Millions dead and continents in ruins."

By employing hyperbole, the speaker emphasized the grim consequences of global warfare and further called for international cooperation.

Irony

In political speeches, irony is often used to expose the mismatch between political expectations and political criticism. This is an ironic usage of the phrase, as Obama used this to talk about how Americans are perceived internationally concerning their foreign policy:

"The US is accused of interfering in the area... at the same time, the United States is accused of not doing enough."

It also provided a contradiction — in all senses of the term: The U.S. is being pitched into both over-aid and under-aid violations. Thus, irony acts as the rhetorical mechanism by which the orator in question can respond to criticism while remaining in his political office. Obama mentioned conflict of political beliefs and processes regarding sovereignty, intervention, and global responsibility. He asserted:

"But it does not protect a tyrant's right to murder his people on a massive scale, or conceal from the civilized world its obligation not to look away".

Pragmatic Level Analysis

President Barack Obama, in his UNGA Address, piled on the courtesy lest the diplomatic fulcrum be bent. It responded to significant foreign policy problems, such as Syria, nuclear proliferation, and regional stability. Thus, the rhetoric of the speech legitimized U.S. action and opened room for other actors and for the world as a whole

Positive Politeness Strategies

Obama taught us manners are what you demonstrate with your pronouns—We Good, You Bad. This new vocabulary enabled the speaker to transform international crises from American challenges into common burdens. For instance, Obama stated:

We meet every year to renew that vision for our school.

That voice said "we" to everyone who sat in that United Nations chamber, and together they became "we." He championed a spirit of partnership and shared responsibility in tackling global challenges instead of anointing America as the hegemon to have.

We had to end a decade of war together.

When you work together, you succeed together, and it feels like unity in action. That approach reaffirmed global diplomacy as a collective push against shared threats. On the one hand, it caused other states to view moves towards international security not as unilateral but as collective action. Such repetition reinforces the international diplomatic theme of the speech while employing language designed to project (and in some ways idealise) unity and cooperation.

Negative Politeness Strategies

Negative politeness strategies, on the other hand, are oriented towards avoidance of imposition and thus respect for another's autonomy and independence, as stated by Brown & Levinson 1987. Negative civility—As to grievances of independent states: For instance, negative civility about the Syrian dilemma — he stated:

Nor do I think it is America or any other country that gets to pick the leaders of Syria — that is for the Syrians to pick.

Carefully avoiding the haughty American claim of superiority in determining Syria's political future, one such case occurred in the debate surrounding diplomacy with Iran over its nuclear program. Obama asserted that the United States favored a peaceful resolution to the dispute.

Discourse Level Analysis

At the discourse level, analysis transcends individual sentences to investigate how language components collaborate to establish coherence and unity throughout the entire speech.

Conjunction

In political speech, conjunctions help the speaker methodically develop arguments and guide the listener through intricate reasoning. Obama's speech appeared when he reflected on the achievements and challenges of the United Nations:

"Now, for decades, the United Nations has in fact made a difference... But like every generation of leaders, we face new and profound challenges."

The conjunction "but" implied a contrast between the historical achievements of the United Nations and the current difficulties confronting the international community. Another example turned up when Obama explained the historical origins of the United Nations:

"And so, they gave us this institution, believing that it could allow us to resolve conflicts, enforce rules of behavior, and build habits of cooperation."

"And so" links the destruction of global wars to the formation of the UN. This framework gives legitimacy to the UN as a reaction to historical disaster. Conjunctions linked global concerns and policy initiatives. Obama routinely appended "and" to arguments or facts. It expedited the speaker's effortless transition from economic matters to security concerns and diplomatic activities.

Repetition

Repetition is one of the important rhetorical devices that can be useful in driving home a key point and making your speech more persuasive. For instance, Obama constantly invoked "we" in that style of talk, and his repetition was so intense that one could call it a form. The pronoun Obama used so often during the speech signaled shared responsibility and global partnerships. For instance:

Three new (and serious) problems are now on top of our plate.

"We have some work to do together.

"We will respond to external aggression aimed at our allies and partners." The repeated use of "we" creates solidarity among the many nations represented at the United Nations.

Step 2: Linguistic Levels

Linguistic Features: Modality

Modality was important to communicating U.S. foreign policy, maintaining diplomatic prudence, and requesting that the worldwide framework endorse global decisions in Barack Obama's speech at the United Nations General Assembly. This speech, in essence, showed the use of modal verbs—particularly must, will/can, and should/cannot—to show obligation, certainty, and possibility. Modal form: must is one of the most widely utilized, indicating strong obligation or necessity in Obama's speech. He asserted that:

Such a response would send the message to war crimes and human rights perpetrators that getting away with such crime is no longer an option: "The international community must enforce the prohibition on chemical weapons.

Here the modal verb signaled a national or international duty. The modal form used here suggested that a ban on chemical weapons would be a political choice, but one forced by symptoms of moral and legal obligation. Another involved an Obama quote on UN duties on November 19:

The Asad regime cannot be coerced into fulfilling its obligations unless an enforceable Security Council resolution is in effect.

Step 3: Evaluation

Finally, this model is used to assess the extent to which the diction and rhetorical devices of a speech align with what it attempts to do at each moment in relation to its communication purposes. Discourse analysis traces the cumulative impact of that speech, gauging how different orders of language influence values and rhetoric. Barack Obama: The UN Speech - This speech blends the two forms (rhetoric and language) to achieve a particular intention. Metaphor, parallelism, hyperbole, and irony were employed to conjure vibrant imagery and sugarcoat political messages. They made sophisticated Aspects of geopolitics simpler to understand through colourful and emotive discourse. Politeness strategies helped speakers utilize certain international situations without compromising national rapport. This means that negative politeness discourses engender greater respect for national sovereignty and a lesser degree of aggressiveness than their positive counterpart, which favours international cooperation. This formed a coherent discourse through conjunction and recurrence. They integrated history, present-day case studies, and possible recommendations. In particular, we observed that Modality tended to enhance the credibility of speakers. His use of modal verbs revealed a tone always pragmatic — duty (had to), resolve (was bound), and potential (could). In a speech made for such a moment, this address positioned the U.S. as responsible for global solutions or international cooperation/security/humanitarian goals. Integrating stylistic, pragmatic, discourse, and linguistic tactics yielded one harmonized and convincing message going out to both the UN audience and world public opinion broadly speaking.

Conclusion

International relations (IR) is neither a narrow field of political literature nor simply a complex educational tool for projecting power, legitimising ideology, or instating national grandeur. This paper illustrates how such widely contrasting worldviews, blueprints and trajectories of different geopolitical walks, in consonance with language management as a function, operate through an integrated multidimensional approach (discourse, stylistic, pragmatic and linguistic levels) by detailed analysis of their respective speeches delivered at the UN General Assembly by former U.S. President Barack Obama and his Iranian counterpart Hassan Rouhani. In particular, the findings indicate that the speakers utilized contrasting but parallel sets of linguistic features to reassert their respective nation-states in the world order. Through historical metaphors and a nuanced approach to irony and negative politeness

strategies, President Rouhani endeavored to de-centre Western-centric hegemonies, combat adversarial narratives about the state of Iran in the world system, and re-position Iran as a sovereign regional stabilizer. In contrast, President Obama displayed high modality, utilized a parallel structure and politeness strategy (positive politeness) to refer to American exceptionalism, collective responsibility for the world, and an order ruled by rules. Ultimately, this latter research argues that political speeches are not simply overtly rhetorical exercises, but rather ideologically textured events in which micro-level linguistic choices collectively build macro-level geopolitical power and state legitimacy.

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