

A Model for Pragmatic Analysis of Dissociation

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نموذج لتحليل التفكك تداولياً

الخلاصة

التفكك هو تقنية جدلية يتم فيها انقسام الفكرة الواحدة الى فكرتين غير متساويتين من حيث الأهمية. التفكك درس من الناحية البلاغية وكذلك درس على انه تقنية تستخدم كمناوره استراتيجيه. وعلى الرغم من ان الظاهرة قد درست لغوياً إلا ان الاهتمام في تلك الدراسات كان يتركز على البناء النحوي والدلالي. لذا تحاول هذه الدراسة تحقيق الأهداف التالية: (١) تحديد التركيب التداولي للتفكك (٢) تحليل الوسائل البلاغية المستخدمة في التفكك. ولتحقيق هذه الأهداف، تفترض هذه الدراسة أن: (١) التفكك يتكون من فعل الكلام و الافتراض و التلويح الحوارية (٢) وسائل الإقناع والتكرار والإستعارة والمبالغة والتلاعب كلها تستخدم في التفكك. لذا تتطوي هذه الدراسة على محاولة لتطوير نموذج لتحليل التفكك تداولياً حيث استندت الدراسة على بعض الدراسات التداولية التي وجد الباحثان ان لها صلة بدراسة التفكك. تمت عملية التحقق من اثبات الفرضيات السابقة باجراء تحليلا لبيانات المستحصلة من خمسة نصوص سياسية للرئيس الامريكى باراك اوباما وبرهنت الدراسة على فاعلية عمل النموذج التحليلي باستخدام عملية التحليل.

Abstract

Dissociation is an argumentative technique in which a unitary concept is split up into two non-equivalent concepts. Dissociation has also been studied from a rhetorical perspective, as well as from a pragma-dialectic perspective as a technique of strategic manoeuvring. Although it has been studied linguistically, the focus in such studies is on its syntactic and semantic structures. Accordingly, this study intends to study dissociation pragmatically in five presidential political texts delivered by Barak Obama. This is done as an attempt to achieve the following aims: (1) identify the pragmatic structure of dissociation and (2) analyzing the rhetorical devices used in dissociation. To achieve the aims of this study, it is hypothesized that: (1) dissociation is composed of speech acts, presupposition, and implicatures and (2) persuasive appeals, repetition, metaphor, overstatement, and manipulation are all actualized in dissociation. The following procedure has been followed: developing a model which is

based on reviewing some pragmatic issues the researchers find to be relevant to the study of dissociation. The findings of the analysis verify the above mentioned hypotheses.

Keywords: dissociation, ethos, rhetoric, manipulation

1. The Concept of Dissociation

As a concept first introduced by Perelman and Olbrechts-Tyteca (1969: 190) **dissociation**, as a process, refers to those “techniques of separation which have the purpose of dissociating, separating, disuniting elements which are regarded as forming a whole or at least a unified group within some system of thought: dissociation modifies such a system by modifying certain concepts which make up its central parts.” For example, the single concept of *law* is split up through dissociation into two distinct concepts: *the letter of the law* and *the spirit of the law* (van Eemeren et al, 2014: 282).

Dissociation involves a profound change in the conceptual data used as the basis of argument. This change is prompted by a desire to remove an incompatibility caused by the confrontation of one proposition with others (Cox, 1986: 95).

A key version of dissociation as a strategy, and the most important one owing to its ubiquity, is *the appearance/reality philosophical pair*. Incompatibilities we notice are resolved through attributions of appearance and reality (Murphy, 2004: 148).

The two concepts that make up the philosophical pair are called *term I (appearance) and term II (reality)*. In principle, term II emerges as a criterion to distinguish the valuable aspects of term I from those which are not (Trapp et al, 2014: 102).

Depending on Perelman and Olbrechts-Tyteca’s concept of dissociation, van Rees (2009: 9) provides an extended definition of dissociation which can be stated as follows:

Dissociation is an argumentative technique in which, in order to resolve a contradiction or incompatibility, a unitary concept expressed by a single term is split up into two new concepts unequally valued, one subsumed under a new term, the other subsumed either under the original term, which is redefined to denote a concept reduced in content, or under another new term with its own definition, the original term being given up altogether.

On the basis of the above definition, dissociation is characterized by the following features:

1. In dissociation, two speech acts are performed: a conceptual distinction and a definition of one or more terms are made.
2. The two terms resulting from dissociation are placed in a value hierarchy, the one being valued more fundamental than the other.

3. Dissociation is used to overcome an incompatibility or a contradiction (ibid).

2. The Model of Analysis

This section presents an eclectic model to clarify the pragmatic issues of speech acts, presuppositions, conversational implicatures, politeness strategies, and some rhetorical devices such as persuasive appeals, repetition, overstatement, and manipulation which are utilized to achieve dissociation in political speeches. These issues are explained as follows:

2.1. Speech Act

The notion of speech act is central to dissociation due to the fact that politicians use different kinds of speech acts in their dissociative arguments to perform various actions. Searle 1975 distinguishes the following types of speech acts: representatives (statements, claims), directives (commands, requests), commissives (promises, threats), expressives (praising, blaming), declaratives (proclaiming a constitution, declaring war) (Huang, 2009: 1004). Speech acts can only be effectively performed under certain conditions 'felicity conditions'. However, the 'positioning' of the speaker as an authoritative narrator and as a decisive actor is crucial (Chilton and Schaffner, 2006: 219).

Thus, politicians use different types of speech acts (like stating facts, claiming things, criticizing their opponents) through which they explicitly show their audience that some aspects of the dissociated concept are valued to contain the essential, real aspects of the original concept (term II), or the other aspects are devalued to contain the inessential, apparent aspects of that concept (term I).

2.2. Presupposition

Presupposition can be defined as "a proposition or inference whose truth is taken for granted in the utterance of a sentence. Its main function is to act as a precondition of some sort for the appropriate use of that sentence" (Haung, 2011: 401-2).

Presuppositions are crucial to dissociation, since the existence of the speech acts of distinction and definition that are inherent to dissociation are often presupposed, but they are not triggered by any lexical words or syntactic constructions. Only the result of the fact that a distinction or a definition is assumed becomes visible. This happens when an entity is classified as one thing and not another. For example,

1. *She loved beautiful clothes, but was not vain.*

In this example, it is presupposed that there is a distinction between physical and mental vanity, but it is in no way referred to. As well, it is implicitly taken for granted that the term 'vain' only pertains to the mental aspects of the concept (van Rees, 2009: 35, 8).

In addition, presuppositions are treated as a linguistic-pragmatic indicator for power and knowledge management in political administration (Wodak, 2009:28). For this reason, “Dissociation is often authoritatively posed. It is presented as self-evident, presupposing the distinctions and definitions introduced as accepted, and thus places the audience for a conceptual *fait accompli* against which it is difficult to come into arms” (van Rees, 2009: 121).

2.3. Conversational Implicature and Cooperative Principle

Grice 1975 looks at cooperation as the ruling element of verbal communicative interaction. He argues that utterances create expectations that guide the hearer toward the speaker’s meaning. He, then, regards communication to be both rational and cooperative (Kecskes’s, 2006: 106). He assumes one general principle to be followed for the efficient and effective use of language in interaction, and identifies four maxims for behavior that constitute the way in which that principle is followed (Chapman, 2011: 74). These maxims are expressed as follows:

1. Quality: Try to make your contribution one that is true, especially: Do not say what you believe to be false; do not say for which you lack adequate evidence.
2. Quantity: Make your contribution as informative as is required for the current purposes of the exchange; do not make your contribution more informative than is required.
3. Relevance: Make your contributions relevant.
4. Manner: Be perspicuous, and specifically: avoid obscurity; avoid ambiguity; be brief; be orderly (Levinson, 1983: 101-2).

People do not abide by all these maxims in normal conversation. However, when the maxims are flouted, the hearer understands that certain *implicatures* must be inferred from the utterance. Speakers flout the maxims, to indicate to the hearer that an implicated message must be derived (Jackson and Stockwell, 2011: 181).

In his dissociative argument, the politician does not provide any explicit criteria for distinguishing the realms of “appearance” from “reality”, and he only explicitly incorporates one of the two dissociative terms in the text or message. This is the case when s/he uses an expression such as “apparent peace”. This expression works by implication. For example, a politician employing the expression “apparent peace” implies that there is another type of peace- “real peace”- that is to be preferred to its mere appearance. In such cases, dissociation relies heavily on key modifying terms, like “real” or “true”, which do the bulk of the dissociative “work” (Jasinski, 2001: 179). Accordingly, the contradiction that dissociation serves to resolve is indicated by conversational implicatures generated by flouting one of Grice's maxims.

2.5 Persuasive Appeals

van Rees (2009: 121) states that dissociation obviates the need to argue for one's position. That is because dissociation always offers an alternative interpretation of a situation. Thus, it enables the speaker to effectively replace the definition of the situation that he criticizes by one that he prefers. The presence of the alternative interpretation is enough to convince the audience that the original definition of the situation cannot hold.

From such considerations, it is essential to define persuasion and to know the means used to achieve it. Persuasion is typically defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" (Simons, 1976: 21). Aristotle describes three means or appeals of persuasion:

1. Ethos-rests on the speaker's credibility or character (Coopman and Lull, 2012: 8). That is to say, the speaker tries to appear principled, competent, authoritative, and likeable to increase the acceptability of the message (Shabo, 2010: 10).
2. Pathos-aims at creating positive emotions and connotations in the minds of the listeners (Halmari, 2005: 116).
3. Logos-appeals to the rational mind. It focuses on proof and reason rather than on perceptions and emotions (Shabo, 2010: 17).

2.6 Repetition

Repetition, as a rhetorical device, is used by politicians to attract the audience's attention to the new definition of the situation they introduce through dissociation. Cuddon and Preston (1999: 742) define repetition as "an essential unifying element in nearly all poetry and much prose. It may consist of sounds, particular syllables and words, phrases, stanzas, metrical patterns, ideas, allusions and shapes." Only the types that are expected to appear in the data will be discussed:

Anaphora: is defined as "a word or phrase repeated at the beginning of each one of a series of sentences or clauses" (Cockcroft and Cockcroft, 2014: 232).

Parallelism: is the repetition of similar syntactic patterns in adjacent phrases, clauses or sentences (Preminger and Brogan, 1993: 877).

Polysyndeton: is a term in which conjunctions are used to link a succession of words, clauses or sentences (Baldick, 2001: 199).

Repetition, in general, can be used for the purposes of emphasizing, iteration, clarification, confirmation and effectiveness (Johnstone, 1994: 6). That is why politicians resort to repetition in their dissociative arguments.

2.7 Metaphor

Metaphor can be defined as "the use of language to refer to something other than what it was originally applied to, or what it literally means, in order to suggest some resemblance or make a connection between the two things" (Knowles and Moon, 2006 : 2).

Politicians use metaphors in their speeches for many reasons, like "explaining, clarifying, expressing, evaluating, entertaining" (ibid, 2006: 3). For these reasons, metaphors can be exploited by politicians when introducing the new dissociative definition.

2.8 Overstatement (Hyperbole)

One of the rhetorical devices that politicians may use in their dissociative arguments is overstatement (hyperbole).Hyperbole is a figure of speech in which something is deliberately exaggerated to increase impact or to attract attention. The exaggeration may be positive or negative. Hyperbole is also known as an overstatement or exaggeration (Huang, 2012: 144).

Usage of hyperbole develops contrasts. When one thing is described with an over-statement and the other thing is presented normally, a striking contrast is developed (Web resource 1). Being so, hyperbole might be used to enhance the contradiction between term I and term II, and which is inherent to dissociation. Moreover, Claridge (2011: 265) finds that in a political context hyperbole is used for "emphasizing the seriousness of the situation, the urgency of action, criticizing the political opponent and praising one's own party or policies." For these reasons, hyperboles are used in dissociative utterances.

2.9 Manipulation

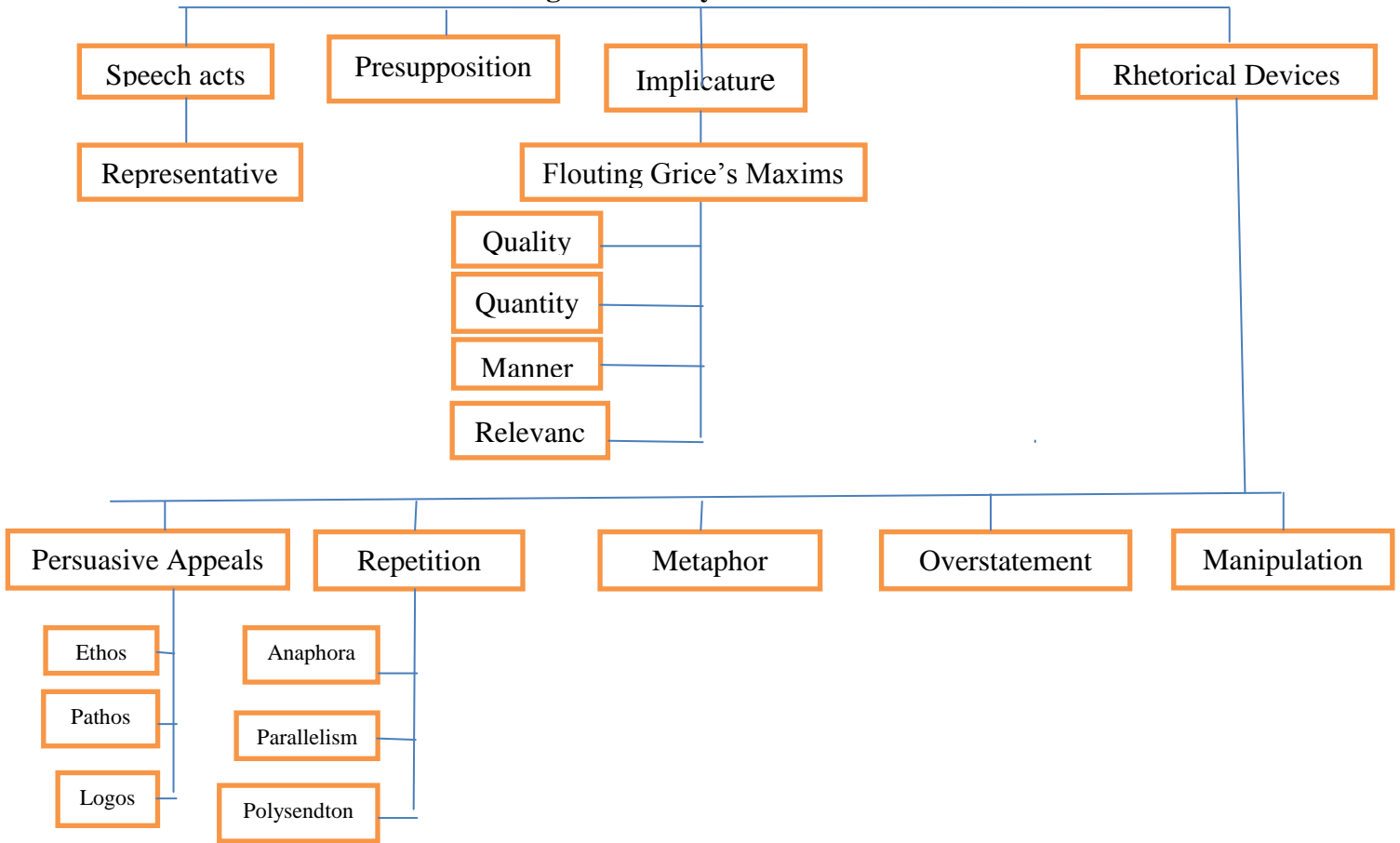
van Dijk (2006: 359) defines manipulation is a social phenomenon as it involves interaction and power abuse between groups and social actors, a cognitive phenomenon as it always implies the manipulation of the minds of participants, and a discursive phenomenon as it is being exercised through text and talk. All the three approaches are needed in an integrated theory of manipulation (van Dijk, 2008: 213).

Dissociation is always manipulatory (Gâță, 2008: 3). Thus, manipulation is considered a helpful tool as it is a feature of dissociation technique which is employed by politicians to persuade people to support and act in accordance with a specific political ideology.

3 An Eclectic Model

The analysis of Obama’s chosen texts will be carried out according to the model developed by the study. In this model, the argumentative technique of dissociation is analyzed pragmatically. For each text, the dissociation is illustrated first; speech act types; presupposition; and conversational implicatures generated by flouting Grice’s maxims are analyzed to identify the pragmatic structure of dissociation. The rhetorical devices of persuasive appeals, repetition types, metaphor, overstatement, and manipulation are all analyzed to reveal the persuasiveness of dissociation.

A Pragmatic Analysis of Dissociation



5 Data Analysis

Text (1)

It means that unions can play a real role in finally creating a real system of lifelong learning so that workers who lose a job really can retrain for other high-wage jobs.

The Dissociation

Obama relies on a dissociation in which the single concept “system” of lifelong learning is distinguished into two concepts: “apparent system” and “real system”. The former, which is presented as the lower-valued concept, points out the earlier old systems of lifelong learning, while the latter, presented as the higher-valued concept, points out the recent system built by his new strategy.

Speech Act

Through the speech act of claiming which belongs to representatives, Obama makes use of dissociation.

Presupposition

Obama says “*unions can play a real role in finally creating a real system of lifelong learning*”, presupposing that there is another type of system, “apparent system”. This dissociation is based on a presupposed definition of the new term “real system”. This dissociation is based on a presupposed definition of the new term “real system”, in which he limits the meaning of the term to be a system created by the real role of unions.

Implicature

Obama’s standpoint contains term II of the dissociation, implicitly opposing it to term I, “system which only is apparent.” Through this implicit, the contradiction, between the fact that there is a lifelong learning system for workers, and yet he argues for building a real system of lifelong learning, is resolved. It is resolved by implicating that the earlier roles and systems were not real or legitimate or serious efforts. This implicature is generated by flouting **the manner maxim**, as he does not provide any explicit criteria that help us distinguish real from apparent systems. **The quantity maxim** is flouted as he does not provide sufficient information to indicate how unions have a real role in creating that real system.

Rhetorical Devices

Persuasion

Through this dissociation, Obama tries to appear as a knowledgeable person who knows well that the role of unions should be strengthened in any new economic strategy (that is ethos). There is also a logical appeal which is explained in the following way: the effect of having a real lifelong learning system is that the workers can get jobs with high-wages, because they get a new learning.

Overstatement

Obama uses overstatement: “*It means that unions can play a real role in finally creating a real system of lifelong learning so that workers who lose a job really can retrain for other high-wage jobs.*” This strategy is used to exaggerate the dissociative distinction he introduces.

Metaphor

Obama uses metaphor by presenting union as a person which “can play a real role in finally creating a real system of lifelong learning.” This strategy is used to clarify the distinction which shows the important role of unions in that real system.

Manipulation

By means of this dissociation, Obama tries to convince his audience that his new economic strategy can introduce a chance of learning that helps workers get high-wage jobs.

Text (2)

A party that doesn't just offer change as a slogan, but real, meaningful change- change that America can believe in.

The Dissociation

Obama relies on a dissociation of the concept “change”, in which there are two different concepts: “apparent change” and “real change”. The former, which is presented as the lower-valued concept, is the change he associates with the Republican Party, while the latter, presented as the higher-valued concept, is the change he associates with the Democratic Party.

Speech Act

Through the speech act of claiming which belongs to representatives, Obama uses the technique of dissociation.

Presupposition

Through his speech, Obama presupposes that there is a dissociative distinction between change that appears as a slogan, and change that has a real, meaningful value. This dissociation is based on a particular definition of the new term “real change”. In this definition, he tacitly limits the meaning of the term to those aspects of change that are real, meaningful, and which America believes in.

Implicature

Obama's standpoint contains term II of the dissociation. He implicitly opposes it to term I, “change which only is apparent.” The contradiction, between the fact that the Republican Party calls for change in its election campaigns, and yet Obama also argues for change, is resolved. It is resolved by criticizing the use of the term “change” by the Republican Party which claims of it, but it achieves nothing of it when taking a lead. This implicature is generated by flouting **the quantity maxim**, as he reveals less information than the situation requires. He says “*A party that doesn't just offer change as a*

slogan.” As well, **the quality maxim** is flouted because he does not identify which party calls for untrue change.

Rhetorical Devices

Persuasion (ethos and pathos)

Obama bases his dissociation on ethos realized by his attempt to be seen as the suitable candidate who can only bring the real change to the country. This appeal is intermingled with pathos realized by making the audience hopeful at his promise of bringing a believable change.

Overstatement

Obama uses overstatement to exaggerate the reality of the change offered by the Democratic Party. He says “*A party that doesn't just offer change as a slogan, but real, meaningful change.*”

Manipulation

Obama here tries to convince the audience that the Democratic Party is the only party that can produce the change Americans believe in.

Text (3)

*And over time, as codes of law sought to control violence within groups, so did philosophers and clerics and statesmen seek to regulate the destructive power of war. **The concept of a "just war" emerged, suggesting that war is justified only when certain conditions were met: if it is waged as a last resort or in self-defense; if the force used is proportional; and if, whenever possible, civilians are spared from violence.***

The Dissociation

Obama makes use of dissociation when the concept “war” which is negatively valued is dissociated into two different concepts: “just war” and “unjust war”. The former, which is presented as the higher-valued concept, is associated with the war he intends, while the latter, presented as the lower-valued concept, is associated with the war he does not intend.

Speech Act

Through the speech act of stating which belongs to representatives, Obama makes use of the technique of dissociation.

Presupposition

Through his speech, Obama presupposes that there is a dissociative distinction between “just war” and “unjust war”. This dissociation is brought about, depending on a specific definition of the new term “just war”. He presupposes the meaning of the term to be limited to the conditions he states,

and which are: “if it is waged as a last resort or in self-defense; if the force used is proportional; and if, whenever possible, civilians are spared from violence.”

Implicature

This utterance contains term II of the dissociation. He implicitly opposes it to term I, “war which is unjust”. The contradiction, between the fact that Obama is responsible for committing two wars in the world, and yet he receives the Noble Prize for peace, is resolved. It is resolved by implicating that he has never committed “unjust war” which is meant to enforce dominance on other nations. On the contrary, he has committed war which is justifiable. This implicature is generated by flouting **the manner maxim**, as it is not clear what differentiates just war from its unjust equivalents. There is also flouting of **the quality maxim**, as he tells something which is false. This happens when he says that war can be positively valued in certain conditions.

Rhetorical Devices

Persuasion

Obama bases his dissociation on a logical appeal which draws on a historical concept of how war should be waged. Just war theory tries to balance who are targets with how much force is appropriate. Through this logical appeal, he tries to persuade the audience to think of him as a moral person who bases his decisions on principles and not on emotions (that is ethos). There is also pathos to appeal; when he says that “civilians are spared from violence”, he tries to appeal to the audience’s emotions as war is used to save civilians from brutality of human deeds.

Repetition

Obama uses polysyndeton for two times. In the first place, he says “so did philosophers and clerics and statesmen seek to regulate the destructive power of war” to emphasize his purpose of regulating war. In the second place, he repeats “if” so as to clarify in a more emphatic way his dissociative definition.

Overstatement

Obama uses overstatement to create a strong effect by distinguishing that “The concept of a “just war” emerged, suggesting that war is justified only when certain conditions were met.”

Manipulation

Using dissociation, Obama manipulates his audience in a way that suits his purposes. He tries to convince them that war can be humanized in certain conditions.

Text (4)

A Model for Pragmatic Analysis of Dissociation

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Now, even as we confront these challenges of conflict and revolution, we must also recognize -- we must also remind ourselves -- that peace is not just the absence of war. **True peace depends on creating the opportunity that makes life worth living.** And to do that, we must confront the common enemies of humanity: nuclear weapons and poverty, ignorance and disease. These forces corrode the possibility of lasting peace and together we're called upon to confront them.

The Dissociation

Obama dissociates the single concept “peace” into two distinctive concepts: “untrue peace” and “true peace”. The former, which is represented as the lower-valued concept, refers to peace as merely the absence of war, while the latter, presented as the higher-valued concept, refers to peace as more than merely the absence of war.

Speech Act

Through the speech act of asserting which belongs to representatives, Obama makes use of the technique of dissociation.

Presupposition

Obama says “true peace”, presupposing that there is another type of peace, “untrue peace”. This dissociation is based on a presupposed definition of the new term “true peace”. In this definition, he restricts the meaning of the term to “*the opportunity that makes life worth living*”, and which is created by confronting “*the common enemies of humanity: nuclear weapons and poverty, ignorance and disease.*”

Implicature

Obama’s standpoint contains term II of the dissociation. He implicitly opposes it to term I, “peace which only is untrue or apparent”. The contradiction, between the common belief that peace is the absence of war, and yet Obama argues for achieving peace which involves more than merely confronting war, is resolved. It is resolved by implicating that some sort of peace may be achieved if there is no war, but, it is not the true peace that can be lasted for a long time. This implicature is generated by flouting **the quantity maxim**. He does not provide adequate and sufficient information concerning this interpretation. He says “*peace is not just the absence of war.*” **The mannermaxim** is also flouted as he is not brief enough in showing the meaning of “true peace”.

Rhetorical Devices

Persuasion (ethos and logos)

Obama bases his dissociation on an appeal to ethos represented by appearing as a trustworthy president who draws the audience’s attention to what should be urgently done for seeking a lasting

peace. This appeal overlaps with logos appeal which can be explained as follows: peace would be lasting for a long time, if the forces that destroy its continuity are defeated, but if they remain undefeated, peace would never be a lasting one.

Repetition

Obama uses parallelism device as a way of attracting the audience's attention. He says "*we must also recognize -- we must also remind ourselves -- that peace is not just the absence of war.*" He also uses polysyndeton to add more specific information supporting his dissociative distinction "*And to do that, we must confront the common enemies of humanity: nuclear weapons and poverty, ignorance and disease.*"

Metaphor

In order to clarify his distinction, Obama uses metaphor: "*And to do that, we must confront the common enemies of humanity: nuclear weapons and poverty, ignorance and disease.*" He assimilates the opportunity of making true peace with war in which we are fighting those real enemies for the sake of achieving victory.

Overstatement

To exaggerate the significance of not defining peace in terms of the absence of war, Obama actualizes overstatement: "*peace is not just the absence of war.*"

Manipulation

Obama tries to convince the audience that peace means more than merely the absence of war.

Text (5)

*So in the coming weeks, as the idea of reform becomes more real and the debate becomes more heated, and there are folks who are trying to pull this thing apart, remember Alan and all those who share the same hopes and the same dreams. **Remember that this is not just a debate about policy. It's about people. It's about men and women and young people who want nothing more than the chance to earn their way into the American story.***

The Dissociation

Obama introduces a dissociation of the concept "the debate" about reform into two dissociated concepts: a "debate about policy" and a "debate about people". The former, which is presented as the lower-valued concept, is associated with the interpretation that he wants to criticize, while the latter, presented as the higher-valued concept, is associated with the interpretation that he wants to approve.

Speech Act

Through the speech act of stating which belongs to representatives, Obama makes use of the technique of dissociation.

Presupposition

Through his speech, Obama presupposes that there is a distinction between “debate about policy” and “debate about people”. This dissociation is based on a presupposed definition of new term “debate about people”. In this definition, he limits the meaning of the term to be “*about men and women and young people who want nothing more than the chance to earn their way into the American story.*”

Implicature

This utterance contains term II of the dissociation. He implicitly opposes it to term I, “debate about policy”. A contradiction, between the fact that there is a debate about the application of immigration reform, and yet Obama argues for the necessity of its application, is resolved. It is resolved by criticizing those who define that debate in terms of a debate about reform policy (its theoretical, apparent aspects), not in terms of its practical, real aspects of reform. This implicature is generated by flouting **the maxims of manner** and **quantity**. The former is flouted as it is not clear what distinguishes a debate about policy from that about people. The latter is flouted as he does not provide adequate and definite information in his speech concerning this interpretation. He says “*Remember that this is not just a debate about policy.*”

Rhetorical Devices

Persuasion (ethos and pathos)

Obama here appears as an emotional president who tries to reframe the debate about reform to be about the immigrants. However, this dissociation is mainly based on an emotional appeal represented by making the audience feel pity towards those immigrants who beg the others to give them only the chance of life.

Repetition (anaphora and polysyndeton)

In order to clarify his dissociative distinction, Obama uses anaphora, realized by repeating the same syntactic pattern of adjacent phrases, and polysyndeton; “*It’s about people. It’s about men and women and young people.*”

Overstatement

Obama employs overstatement: “*this is not just a debate about policy*” to magnify the significance of not defining this debate apparently in terms of policy. As well, he employs the

overstated expression “*nothing more than*” to exaggerate the point that those immigrants do not ask for great things, they ask to live like all Americans.

Manipulation

Obama tries to convince his audience that his immigration reform can offer the chance that the immigrants are waiting for.

Results of Analysis

This section summarizes the findings of the analysis of dissociation in Obama’s political texts.

Table (1) Analysis of the Occurrence of the pragmatic components which constitute the pragmatic structure of dissociation in the data

Speech Acts	Percentage	Presupposition	Percentage	Flouting Grice’s Maxims	Percentage
Claiming	40%	presupposition	100%	quality	40%
Stating	40%			quantity	80%
Asserting	20%			manner	80%

The above table shows that Obama makes use of speech acts of claiming, stating, and asserting to show his audience that one of the two dissociated term has a value higher or lower than the other dissociated term. He also uses presupposition to actualize distinction and definition inherent in dissociation. Finally, he flouts one or more of Grice’s maxims to implicate that the other dissociated term has a higher or lower value.

Table (2) Analysis of the Occurrence of the Rhetorical Devices in the Data

	Percentage		Percentage
Persuasive Appeals	100%	Repetition	60%
Ethos	100%	Anaphora	20%
Pathos	60%	Parallelism	20%
Logos	60%	Polysendton	60%
Metaphor			40%
Overstatement			100%
Manipulation			100%

The above table shows that Obama makes uses of the following rhetorical devices to make his dissociation effective: persuasive appeals, repetition, metaphor, overstatement, and manipulation.

Conclusions

On the basis of the findings arrived at through analyzing the data, the study has come up with the following conclusions:

1. The first hypothesis has been verified: dissociation is composed of speech acts, presupposition, and implicatures. This is evident in their following percentages:
 - a. The speech acts of claiming (40%), stating (40%), and asserting (20%) are actualized in dissociation.
 - b. Conversational implicatures generated by flouting maxims of quality, quantity, and manner have got the following percentages: 40%, 80%, and 80% respectively.
 - c. Presupposition has got a high percentage which is amounted to (100%).
2. The second hypothesis which reads: persuasive appeals, repetition, metaphor, overstatement, and manipulation are all actualized in dissociation is verified:
 - a. Persuasive appeals have got the percentage of (100%): ethos (100%), pathos (60%), and logos (60%).
 - b. Repetition has got the percentage of 60%: anaphora 20%, parallelism 20%, and polysyndton 60%.
 - c. The percentage of metaphor, overstatement, and manipulation are: (40%, 100%, and 100%) respectively.

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