

Presenting Others' Messages in Political Discourses

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ABSTRACT

This study examines the diverse types of strategies might politicians (Obama in specific) use in presenting others' messages in their speeches and the particular reasons behind the use of specific strategies in presenting others' messages in Obama's political speech. The study adopts the critical stylistics which arose as a useful method for addressing ideology in language and served as a link between stylistics and critical studies. Jeffries suggests a variety of tools can be used to demonstrate how texts often influence readers to change their ideological viewpoints in order to align with the viewpoints of the texts' authors. The study uses "Presenting Other's Speech and Thoughts" since this tool, as a feature of meaning, works at the level of text and can perform in forms of direct or indirect quotations. Further, the current tool's ideological effect allows the text creator to simply and safely attribute other people's ideas and words without risk of legal action, particularly when there is also modality involved. The study finds that politician aims to build credibility through quoting experts or respected figures adds authority to the politician's own message. Additionally, politicians appeal to specific audiences by incorporating messages from constituents or relevant groups, the politician demonstrates they're in touch with their audience's concerns. Moreover, politicians also aims to creating contrast by the indirect referencing opposing viewpoints can be used to highlight the politician's own stance on an issue, and it is heavily used by American presidents indeed. Finally, Politicians, especially Americans, insist on maintaining control of the narrative cause paraphrasing allows them to subtly shape the message to fit their agenda.

KEYWORDS: Critical Stylistics, Ideological Effect, Political Speeches, Presenting Others' Messages

INTRODUCTION

1.1 Problem of the Study

Speaking is the vehicle through which politicians practice the art of politics, positioning themselves to obtain what they need and more. Therefore, for a politician to effectively communicate and win support, a political message revolves on the values of the audience. Politicians now need to carefully control their image to fit different audience roles since political discourse is heavily mediated, making those media persons. Variation in a single speech can be attributed to the impact of both the physical audience and certain third parties who make up the audience for a speaker. Each speaker develops their own style. This paper is designed to answer the following questions:

1. How do politicians present others' messages in their speeches?
2. Why do politicians use specific strategies in presenting others' messages in their speeches?

1.2 Aims of the Study

The study aims at:

1. Investigative the types of strategies that politicians use in presenting others' messages in their speeches.
2. Finding out the reasons behind the use specific strategies in presenting others' messages in political speeches.

1.3 Hypotheses of the Study

To achieve the aims mentioned above, it is hypothesized that:

1. Different types of strategies might politicians use in presenting others' messages in their speeches.
2. There are particular reasons behind the use specific strategies in presenting others' messages in political speeches.

1.4 The Value of the Study

It is hoped that this study is useful to the linguists who are interested in studying critical discourse analysis and critical discourse analysis.

1.5 Methodology

a. Description of Data

Seven of Obamas' political speeches, which belong to different periods, are selected in this study. The data sources are collected from their official website. Seven extracts has been selected to be investigated in this study.

b. Method of Analyzing Data

This work utilizes a description qualitative method of analysis.

c. Model of Analysis

This study is a critical stylistic in nature. It adopted one of the ten toolkit of analysis of CS, Leslie Jeffries (2010) tools which is named *presenting others' messages and thoughts*. Jeffries' model (2010: 3) perceives stylistics to be focusing on the choices made by the text creators like the political ones. Politicians are bound to the pressure of making the exact choices suitable for expressing their intention. Those choices, whether consciously or not, are always ideologically loaded.

1.6 The Limits of the Study

The study is limited to investigating the diverse types of strategies might politicians (*Obama in specific*) by using one of critical stylistics' toolkits that is entitled "*presenting others' messages and thoughts*" in their speeches and the particular reasons behind that use. Seven of Obamas' speeches are investigated in this study.

1.7 The Procedures

1. Presenting a sufficient theoretical background about "presenting others' messages and thoughts" tool.
2. Introducing a literature review about the critical stylistic, then adopting the suitable model to investigate the selected data.
3. Selecting data, Obamas' speeches, which belong to different periods, are selected in the present study, form the official websites involve types of *presenting others' messages and thoughts* texts to be investigated.

Section II: Literature Review

2.1 Introduction

This chapter presents a survey of critical stylistics through having a look at the different definitions and senses they carry. This chapter also presents a survey about the principal framework that the present study adopt 'Jeffries tools of critical stylistics'. A list of related studies of critical stylistics is presented to illustrate how critical stylistics operates. Finally, the specific tool that the present study employs "*Presenting Other's Speech and Thoughts*" is presented in details.

2.2 Critical Stylistics

Critical Stylistics, hence (CS) arose as a useful method for addressing ideology in language and served as a link between stylistics and critical studies. The phrase was first used by Jeffries (2007) to establish a stream of stylistics that focused on ideology, demonstrating the applicability of stylistic analysis to both literary and non-literary texts. This led Jeffries to conclude that the same analytical methods are needed for all types of text analysis. Stated differently, meaning in texts is formed in essentially the same way. Jeffries (2014), stated that stylistic analysis is the heart of the endeavor to see the power in language.

Similar to other approaches of critical linguistic analyses, CS is considered as a method that investigates

the ideology in texts (Jeffries, 2014a: 410).

CS, however, suggests that one feature of language such as nominalization, in previous critical approaches, is only one way of perceiving how meanings are created by texts (Jeffries, 2014:413).

As may be seen, several methods in the stylistics subject are presented in this section. Not every method has been included here, as the goal is to highlight the stylistics fields that are now being overused in order to identify where computer science fits in as an analytical framework. It also aims to illuminate the ways in which ideology has been used in various artistic contexts. As the aforementioned illustration shows, ideology is less clearly present in the older movements than in the more recent ones. The formal and aesthetic characteristics of language and their effect on the reader are the core emphasis of the early formalist/structuralist movements.

This, nevertheless, does not throw accusations on the early approaches of taking ideology for granted; rather it holds that the term 'ideology' has not been projected explicitly, and with the same amount of interest and emphasis, as it is dealt with by the recent approaches.

2.3 Related Studies

Various critical stylistic investigations have been undertaken. Some of which employed a limited number of textual-conceptual functions to study meaning in the text.

Evans and Schuller (2015) utilized textual-conceptual analysis techniques such as naming, presupposing, and hypothesizing in order to examine how the term "terrorism" was used in British press reports on Fusilier Lee Rigby's 22 May 2013 murder. The inquiry focuses on how the publications justify the use of the term "terrorism."

Abdel-Moety (2018), an Egyptian, conducted a study using a critical stylistic method as a model of analysis to examine the ideology of war and socioeconomic class in literature. Her analysis led her to the conclusion that both ideas play a significant role in the book, which in turn presents a perspective on the oppressed society within a specific time period. The textual conceptual tools that the analysis model proposes are used to identify this. With the use of these instruments, authors of texts can practice influencing readers. The analysis comes to the conclusion that the novel's fundamental themes—war and social class, which are mentioned at the outset. They are represented through the tools: naming and describing; negating, presenting actions/events/states; prioritizing; hypothesizing; implying and assuming; presenting others' speech and thoughts; and presenting time, space, and society. The listed tools of analysis helped in uncovering the way the author of the novel illustrates the circumstances of British society before, during, and after World War II.

This work devotes itself to the extraction of Lesslie Jeffries' tool(2010) entitled *Presenting the Speech and of Others*.

2.4. Political Discourse

The art of persuasion, or rhetoric, plays a major role in political discourse because politicians frequently employ persuasive or manipulative language usage that is not typical of the general public (Chilton and Schäffner, 2011: 304).

Political actors struggle with one another for supremacy in the use of political language in an effort to gain power and the public's support (Fairclough, 2000: 3). This is a struggle for supremacy. A "struggle to achieve dominance of political position over others [...] is partly enacted as a struggle for the dominance of political language," according to (ibid: 3). the genre of political speech functions as a means of establishing power. As "in the constitution of social groups," language plays a role in politics, which adds to the definition of politics as a whole (Chilton and Schäffner, 2011: 303). Language is the vehicle through which

politicians practice the art of politics, positioning themselves to obtain what they need and more (Joseph, 2004: 347). Therefore, for a politician to effectively communicate and win support, a political message revolves on the values of the audience. One focus of linguistic research in political discourse is based on the strategic use of political keywords for achieving political aims. For example, changing the name of Labour into New Labour was considered by Fairclough (2000: vii) as a manipulating technique to control public perception and not merely a reflection of a change in political ideology.

2.5. Leslie Jeffries' Tools of Critical Stylistic Analysis

According to Jeffries (2010: 1), a variety of instruments can be used to demonstrate how texts often influence readers to change their ideological viewpoints in order to align with the viewpoints of the texts' authors. According to Jeffries' model (2010: 3), stylistics are concerned with the decisions made by the people who produced the text. The urge to select precisely the right words to convey their meaning is inevitable for those who write texts. Whether they are aware of it or not, their decisions are invariably fraught with ideology.

In addition to bringing together the greatest aspects of stylistics and critical linguistics, the goal of this method is to go far behind the surface of language in order to identify the stylistic decisions that shape a text's meaning. Telling "what the text is doing" is the purpose of tools. As a result, Jeffries (2010: 15) contends that the instruments offer a present-participle response to this question:

1. Naming and Describing
2. Presenting Actions/Events/States
3. Exemplifying and Enumerating
4. Prioritizing
5. Negating
6. Presenting the Speech and Thoughts of Others
7. Equating and Contrasting
8. Implying and Assuming
9. Hypothesizing
10. Presenting Time, Space and Society

The toolset can be categorized in terms of linguistic approaches such as structural approach (tools 1-6) and pragma-semantic (tools 7-10). They all exhibit a mixture of scholarly contributions such as: Fowler et. al. (1979); Fowler (1991); Halliday (1994); Simpson (1993); Fairclough (1989)

2.6. Presenting Other's Speech and Thoughts

This tool, as a feature of meaning, works at the level of text and can perform in forms of direct or indirect quotations. It investigates the ideas and words of other participants in the text through the writer's voice, either individually or neutrally.

Formally speaking, the distinction between direct and indirect speech is the core of this analytical tool.

- I. **Direct speech:** the words are as they said exactly.

"He said 'I'm innocent'."

Indirect speech: reported speech close to the original yet there is a change of person (from 1st into 3rd) as well as (present into past) among other changes.

"He said that he was innocent."

The two apparently equivalent sentences have two different degrees of faithfulness in conveying the message and these have ideological implications. Indirect speech can range from being less to more faithful with each having a different impact on the receptor:

- I. faithful to the speech act" (as in *He asked a question*). "

- II. less faithful to the content "(as in *He asked whether she was lying*). "
- III. committed to the exact words" (as in *He asked 'was she telling the truth'.*."

Short provides a model that shows a range that goes from the original version of speech (DS), which is the most faithful version, to the Narrator's report of speech (NRS), which is the least faithful version and the most authoritative version. According to how well the speech adheres to the source speech, Short (1996: 293) divides speech faithfulness into the following categories:

Table (1) Short's Speech Faithfulness to the Original Speech

1. Narrator's report of speech	(NRS)	He spoke.
2. Narrator's report of speech act	(NRSA)	He apologized.
3. Indirect speech	(IS)	He said he was sorry.
4. Free indirect speech	(FIS)	He was sorry.
5. Direct speech	(DS)	He said 'I'm sorry'.

Note: from Short (1996: 293).

Formally speaking, the categories of speech representation as given by Jeffries (2010: 133-134) are considered as follows:

1. **NRS** can be represented through verbalization processes (speak, talk, shout, discuss, etc.) followed by a prepositional NP

- "She discussed the situation in Tibet."

2. **NRSA** can be represented through verbalization process- Speech Acts- (apologize, accuse, deny, agree, refuse, etc.) followed by a prepositional phrase.

- "She apologized for the mess."

3. **IS** can be illustrated through a reporting clause (she said) precedes a subordinate clause holding the verbiage with the necessary difference in tenses, pronouns and deixis.

- "She declared that she would stand as a candidate for the presidency."

4. **FIS** although holding no reporting clause, yet it mirrors the original speech with possible changes in tense, pronouns and deixis.

- "She would stand as a candidate for the presidency."

5. **DS** holding a reporting clause with inverted commas which contains the literal wording of original speech with no possible changes in tenses.

- "She declared "I will stand as a candidate for presidency".

This model proposes the representation of thought as well which has the same range of categories as those of speech (Alaghbari, 2013).

2.7. The ideological Effect of Presenting Other's Speech and Thoughts Tool

The current tool's ideological effect allows the text creator to simply and safely attribute other people's ideas and words without risk of legal action, particularly when there is also modality involved. In this regard, there are several ideological ramifications. The message is more trustworthy when the narrator is more true to the original speech. This is especially evident when the first person is used, indicating that the thought presentation is authentic and convincing. Additionally, the narrator may use the less accurate version of the original category to introduce ideas and convey material that they are unsure of (Jeffries, 2010: 130-142, Jeffries, 2014: 416, Short, 2012). One of the most significant ideological effects of presenting others' speech and thoughts lies in its ability to shape audience perceptions. The selection of what is included or excluded, the framing of the content, and the language used can all influence how audiences interpret the speaker's ideas and their legitimacy (Van Dijk, 1991). This can be particularly impactful when presenting marginalized

groups or individuals with differing viewpoints. For example, stereotypical portrayals or biased language can reinforce negative stereotypes and contribute to the marginalization of these groups (Lazarus, 2006).

Presenting the voice of another can also perpetuate current power imbalances. It is possible for dominant groups to suppress or skew the narrative around minority voices, so stifling criticism and upholding the status quo (Said, 1994). Historical depictions of colonized peoples or marginalized societies demonstrate this, as their voices are frequently distorted and stripped of agency by the dominant group's filter.

Presenting someone else's words and ideas is a flawed act by nature. The speaker's genuine meaning and intentions may be misrepresented as a result of selective depiction, poor paraphrasing, and misinterpretations. This may be done on purpose to influence audiences in order to forward particular goals, or it may happen accidentally due to ignorance or unconscious prejudices.

Furthermore, there may be ideological ramifications for the technology that is utilized to represent speech and ideas. For instance, algorithmic bias in sentiment analysis or machine translation might skew the original message's meaning, especially when working with intricate or subtle linguistic contexts (Bender & Gehman, 2021). This emphasizes how important it is to be critically aware of the constraints and potential biases contained in any instrument that is used to represent the voice of another.

Despite the possible drawbacks, there are ideological benefits to expressing other people's speech and ideas. When carried out morally and carefully, it can be an effective means of fostering empathy and understanding between various groups and viewpoints. It can question preexisting prejudices and promote critical thinking about complicated problems by giving access to a variety of perspectives and points of view (Smith, 1999).

Section III: Methodology

Introductory Remarks

This section introduces the data selected for the study as well as the model adopted for the analysis of the selected data. The model is issued by Jeffries (2010), suggesting ten tools of analysis within the frame of CS. One the ten textual-conceptual tools of analysis is employed in this study “*presenting others' messages and thoughts*”.

3.1 Description of Data

Obamas’ speeches are selected in the present study. The data sources are collected from their official website. Most of the extracts are taken from his speech “*Remarks at a Campaign Rally in Denver, Colorado*” October 4, 2012.

3.2 Method of Analyzing Data

The current study utilizes a description qualitative method of analysis.

3.3 Model of Analysis

Leslie Jeffries (2010) presents a model of analysis within the context of CS in an effort to close the gaps found in the critical discourse models of analyses. According to Jeffries (2010: 1), a variety of instruments can be used to demonstrate how texts often influence readers to change their ideological viewpoints in order to align with the viewpoints of the texts' authors.

Jeffries’ model (2010: 3) perceives stylistics to be focusing on the choices made by the text producers. The text producers are bound to the pressure of making the exact choices suitable for expressing their intention. Those choices, whether consciously or not, are always ideologically loaded.

3.4. Data Analysis

3.4.1. Representation of speech acts (NRSA)

Text 1

1. "Now, some of you may have heard, last night we had our first debate."
2. "And I just flew in from Denver, "
3. " and I was telling folks there,"
4. "when I got on the stage, I met this very spirited fellow who claimed to be Mitt Romney. "
5. "But I know it couldn't have been Mitt Romney – because the real Mitt Romney has been running around the country for the last year promising \$5 trillion in tax cuts that favor the wealthy. [Text 2a]"

Obama summarizes the prior event—last night's presidential debate—in text 1 above and offers his assessment of Romney's remarks as reported by NRSA. By this assessment, Obama paints a more positive picture of himself than Romney does; he is seen as a man who keeps his word rather than as someone who takes stances that are erratic and misleading.

Obama is constructing himself as honest and trustworthy through directly addressing the opponent and telling the listeners that he is committed to telling the truth.

Text 2

1. "Now, Madison, we talked a lot about domestic affairs yesterday. But we're going to have a chance to talk about what's happening abroad as well."
2. "Four years ago, I promised to end the war in Iraq, and I did. I said we'd wind down the war in Afghanistan in a responsible way, and we are. [Text 2 b]"

Obama is emulating his own speech performance in text 2 by pledging to demonstrate his legitimacy in contrast to Romney. The representation *I promised* to provide below attempts to provide a favorable image of myself by bringing the focus back to a different context at a different time:

In sentence 1, *we talked* is a NRS but Obama does not provide any clear indication of the form and content of the words uttered and what types of speech act were performed during the talk.

Similarly, sentence 2 includes NRSA *I promised* in which Obama narrates a promise he made in 2008 election campaign. NRSA is more indirect than the representation of indirect discourse (ID) as *I promised* merely reports that a speech act has occurred plus a specification of the topic of the speech act (ending the war in Iraq) which is sometimes optional.

3.4.2 Indirect Speech Representation

Text 3

1. "And yet, the fellow on the stage last night – who looked like Mitt Romney – said he did not know anything about that. It was all news to him."

Text 3 shows how Obama makes use of a statement made by his opponent in his meetings and meetings about his educational programs and his previous work in a company which produces jobs overseas rather than in the USA.

In support of the NRSA *claimed to be Mitt Romney*. The underlined part in sentence 1 is an indirect representation of Romney's speech – *said (that) he did not know anything about that*.

Text 4

1. "And at the time, the Republican Congress – and a Senate candidate by the name of Mitt Romney – said that Bill Clinton's plan would hurt the economy and kill jobs. Turns out his math was just as bad back then as it is now. Because by the end of President Clinton's second term, America had created 23 million new jobs. [Text 4]"

Obama is separating himself from Romney and the content on social media. Indirect speech (IS) summarizes lengthy statements made by several speakers and places more emphasis on the substance than the style of the

utterances. Speakers can reflect the opinions of a large number of individuals on a specific topic by using this function.

3.4.3 Direct Speech Representation

Text 5

1. "So I asked her for her endorsement."
2. "And I think I had a little bit of wine during dinner, because right away I said "okay."

[Text 3:De Moines 2012 election text]

In the above text, sentence 1 offers a concise summary of Obama's utterance in requesting the representative's authorisation (*I asked for*), presenting the content of the utterance in terms of NRSA.

In the second phrase, Obama expresses himself directly by stating his intention in the DS word "Okay," which is preceded by a remark that suggests a quick answer. This gives Obama's resolve more strength. Obama uses the woman's presence to showcase various facets of his political persona, such as the DS in example 2, and to bury the details of his call for support in 1.

Text 6

1. "He said, "I might as well. I love this country already." That's all he said. Marines aren't big on speeches. "
2. "And she said, "I take pride in our flag and the history we write day by day." [Text 8 a]"

In the above text, the direct quotes provide voice to immigrants to exaggerate their emotions and to represent them inclusively as Americans.

This representation reveals and foregrounds DS in 1 and 2 attributed to the characters to further exaggerate the way they represent themselves inclusively as Americans, and self-identify with America.

3.4.4 Free Direct Speech Representation

Text 7

1. "In 2008, 47 percent of the American people did not vote for me."
2. "They voted for John McCain. "
3. "But on the night of the election, I said to those Americans, I may not have won your vote, but I hear your voices, I need your help. I will be your President, too. [Text 2 c]"

The verb (*Vote*) is used in NRSA in both 1 and 2. In sentence 3 he uses the same verbs, DS is given a foregrounding impact by this combination. In this instance, Obama's identity as the president of the United States is released by the DS.

3.5 Results and Discussions

The table (2) below includes the categories of presenting others' messages in Obama's selected speech. Seven texts have been found and investigated to explore the categories that Obama used in presenting others' messages in his inaugural speech.

Table (2) The Categories of Presenting Others' Messages in Obama's Inaugural Speech

Category		NO.	Percentage %
1. Narrator's report of speech	(NRS)	1	10%
2. Narrator's report of speech act	(NRSA)	4	40%
3. Indirect speech	(IS)	1	10%
4. Free indirect speech	(FIS)	0	0%

5. Direct speech	(DS)	4	40%
Total		10	100%

Figure (1) The Categories of Presenting Others' Messages in Obama's Inaugural Speech

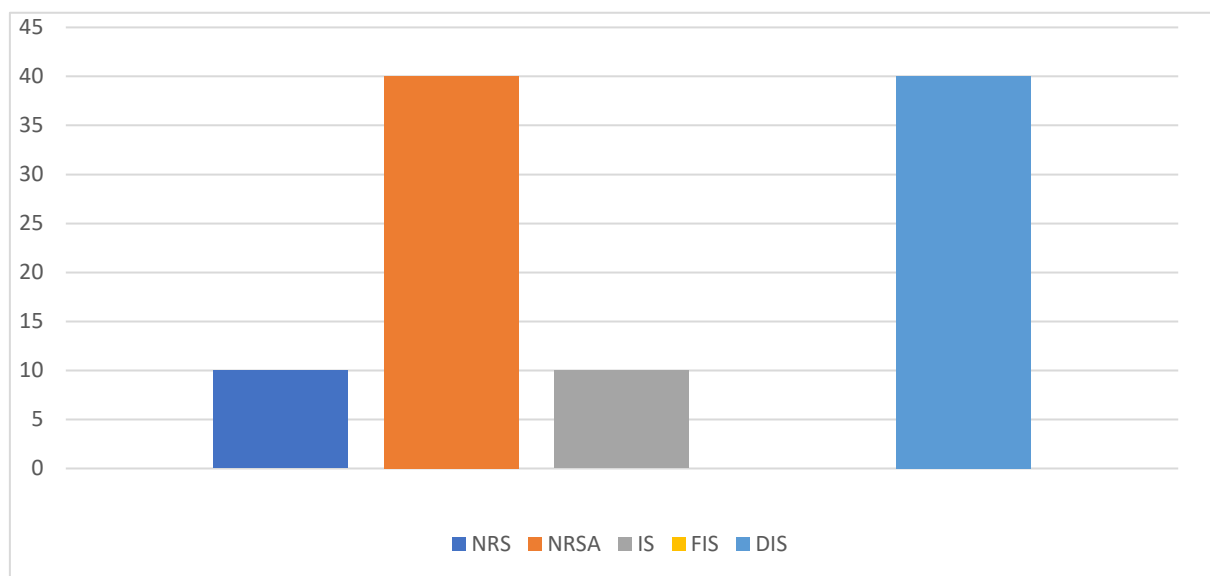


Table 2 and Figure 1 show that Obama in his inaugural speech has used only four categories in used in presenting others' messages. Narrator's report of speech act (NRS) and Direct speech (DS) have the highest use (40%) of the total categories. Narrator's report of speech (NRS) and indirect speech (IS) , on the other, occur only one time (1%) for each. While free indirect speech has no occurrence (0%) in Obama's inaugural speech.

The impact of the ideological effect allows Obama to simply and safely attribute other people's ideas and words without risk of legal action. Obama sends message in a more trustworthy style by the use of (NRSA) and (DS) highly in his original speech. The reason behind that use lies in Obama's ability to shape audience perceptions. Said (1994) believes that presenting the voice of another can also perpetuate current power imbalances. It is possible for dominant groups to suppress or skew the narrative around minority voices, so stifling criticism

Section IV: Conclusions

After investigating the selected data of the currents stud, it has been concluded that:

Politicians frequently incorporate others' messages into their speeches, using both direct and indirect styles to achieve various effects.

The direct use of presenting others' messages involves directly replicating the speaker's words, often using quotation marks. It conveys authenticity and lends weight to the message. Politicians might quote experts, constituents, or even opposing viewpoints. As well as, the politician conveys the essence of the message in their own words. This allows for slight adjustments in tone or emphasis to fit the overall speech.

The indirect use of presenting others' messages, on the other hand, when the politician briefly conveys the main points of someone else's message. This can be useful for presenting a range of perspectives without going into excessive detail. Further, the politician acknowledges someone else's message without explicitly quoting or paraphrasing. This might involve mentioning a report, a survey, or a public statement.

Politician aims to build credibility through quoting experts or respected figures adds authority to the politician's own message.

Politicians appeal to specific audiences by incorporating messages from constituents or relevant groups, the politician demonstrates they're in touch with their audience's concerns.

Politicians also aims to creating contrast by the indirect referencing opposing viewpoints can be used to highlight the politician's own stance on an issue, and it is heavily used by American presidents indeed.

Politicians, especially Americans, insist on maintaining control of the narrative cause paraphrasing allows them to subtly shape the message to fit their agenda.

By strategically using direct and indirect methods, politicians can effectively present a variety of messages within their speeches, fostering credibility, audience connection, and control over the overall narrative.

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