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Self-presentation in British and American Interviews: A Critical Pragmatic Analysis

A Dissertation

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۞ وَإِذَا رَأَيْتَهُمْ تُعْجِبُكَ أَجْسَامُهُمْ ۖ وَإِن يَقُولُوا تَسْمَعْ لِقَوْلِهِمْ ۖ كَأَنَّهُمْ خُشُبٌ مُّسَنَّدَةٌ ۖ يَحْسَبُونَ كُلَّ صَيْحَةٍ عَلَيْهِمْ ۚ هُمُ الْعَدُوُّ فَاحْذَرْهُمْ ۚ قَاتَلَهُمُ اللَّهُ ۖ أَنَّىٰ يُؤْفَكُونَ

صدق الله العلي العظيم

سورة المنافقون(4)

In the name of Allah, the Most Merciful, the Most Compassionate

And when you see them, their forms please you, and if they speak, you listen to their speech. [They are] as if they were pieces of wood propped up - they think that every shout is against them. They are the enemy, so beware of them. May Allah destroy them; how are they deluded?

Almighty Allah, The Highest has told the truth

(Surah Al-Munafiqoon: 4)

(Ali, 2022)

The Supervisor's Declaration

I certify that this dissertation which is entitled " **Self-presentation in British and American Interviews: A Critical Pragmatic Analysis"** has been written by Masoumah Abathar Jawad Witwit under my supervision at the College of Education for Human Sciences, University of Babylon, in partial fulfilment of the requirements for the degree of Doctorate of Philosophy in English Language and Linguistics.

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Dedication

This work is dedicated to the soul of my brother Abbas Abathar who supported me all the way till achieving success

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ABSTRACT

The present study is concerned with the analysis of self-presentation in British and American interviews from a critical pragmatic perspective. The problem of this study is that the use of self-presentational strategies for achieving different impressions to pass different ideologies to audience and control them has not yet been investigated from a critical pragmatic perspective. So, this study comes to fill this gap by answering the following questions: 1- What are the pragmatic strategies used by the British and American interviewees for gaining the impressions related to their self-presentational strategies for passing different ideologies to the audience and controlling them? 2- What are the micro level strategies used by the British and American interviewees for controlling the impressions related to their self-presentational strategies for passing different ideologies to the audience? 3- What are the macro level strategies used by the British and American interviewees to achieve the impressions related to self-presentational strategies and passing different ideologies to the audience?

4- How do the British and American interviewees use these pragmatic, micro and macro level strategies to achieve the impressions related to their self-presentational strategies for passing different ideologies to the audience and controlling them?

This study attempts to identify the pragmatic strategies used by the selected British and American interviewees for gaining the impressions related to their self-presentational strategies for passing different ideologies to the audience and controlling them. 2-Pinpointing the micro level strategies used by the British and American interviewees for controlling the impressions related to their self-presentational strategies for passing different ideologies to the audience. 3- Identifying the macro level strategies used by the British and American interviewees to achieve

the impressions related to self-presentational strategies and passing different ideologies to the audience.

4- Describing how the British and American interviewees use these pragmatic, micro and macro level strategies to achieve the impressions related to their self-presentational strategies for passing different ideologies to the audience and controlling them.

After presenting a theoretical background of the related items mainly critical pragmatics and self-presentation, the researcher gathers British and American interviews for the analysis of self-presentational strategies of exemplification, self-promotion, ingratiation, self-supplication and intimidation used by the interviewees, she downloads them from their websites, transcribes them and finally describes these interviews based on Hymes'(1972) speaking model. Then, she adopts an eclectic model that consists of micro, micro and pragmatic levels. The pragmatic level is based on Searle's (1976) for the analysis of speech acts, Yule's (1996) for the analysis of presuppositions, Brown and Levinson 's (1978) for the analysis of politeness, Grice's (1975) for the analysis of the maxims of the cooperative principle and Mey's (2001) for the analysis of turn taking strategies. The micro level is based on Fairclough 's (1989) for the analysis of lexical items and Quirk et al. (1985) for the analysis of modal verbs. Finally, the macro level is based on Van Dijk's (2004) for the analysis of the positive self-presentation and negative other-presentation and the ideological strategies and Smith 's (2014) for the analysis of mind control strategies. Then, the interviewees' turns of speech that are used for self-presentation are analyzed based on this model. The study is finalized by presenting results for the study after the qualitative and quantitative analyses of the selected interviewee's discourse and presenting conclusions based on the results of the analyses of the six British and six American interviews.

The study has come up with some results and this study generally concludes that the British and American interviewees use the pragmatic strategies of speech acts, presuppositions, politeness strategies, the cooperative principle, turn taking strategies, the micro level strategies of modality and vocabulary, the macro level strategies of positive self-presentation and negative other-presentation and the mind control strategies. These strategies are used by the interviewees for achieving the impressions of exemplification, self-promotion, ingratiation, self-supplication and intimidation for passing their ideologies to their audience and gaining different benefits.

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LIST OF ABBREVIATIONS

Abbreviation	Full Form
CDA	Critical Discourse Analysis
CL	Critical Linguistics
CP	Critical Pragmatics
COP	Cooperative Principle
DA	Discourse Analysis
DHA	Discourse Historical Approach
FTA	Face Threatening Acts
SFG	Systemic Functional Grammar

CHAPTER ONE

INTRODUCTION

1- Introductory Remark

This chapter presents the problem of the study, its aims, hypotheses, the procedures followed, the limits and value of the current study.

1.1 The Problem

Most people are concerned about the image they present to others. The fashion industry, tattoos, piercings, and cosmetic surgeries are all created to form the best appearance for humans. People are so interested in the impressions that they reflect through their public behavior (Kassin et al, 2017: p. 96-97).

Any behavior or action made with the intention to affect or change how other people see them or any time individuals attempt to get people to think of them in certain ways, there is what is identified as an act of self-presentation. Basically, people work to present themselves favorably as possible. All people engage in self-presentation. People want to make sure that they show up in ways that not only make them appear good, but make them feel good about themselves (Campbell, 2021: p.1).

When people are in front of the audience, they aim at creating positive impressions. They try to control the images they create and present themselves favorably. People try to be likeable, competent, worthy, helpless or dangerous. These attributions are linked to behaviors that can be strategically used to gain such impressions (Jones & Pittman, 1982).

Such strategies and their associated behaviors can be used for affecting the audience and presenting a false or an exaggerated image to deceive, manipulate, and control people. Basically,

self-presentation can be used for maintaining negative or positive ideologies. Language is the tool for self-presentational behaviors and their associated strategies. Different pragmatic, micro and macro strategies are utilized for achieving self-presentational aims.

To the best of the researcher's knowledge, the concept of self-presentation, its theories, strategies, types, and their motivations whether for manipulation or deceit that are rooted in the field of social psychology have not been investigated yet from a critical pragmatic perspective. There are no real attempts to integrate and associate the social psychological concept of self-presentation in the field of critical pragmatics. Additionally, there are no such attempts to describe the linguistic strategies that are associated to the self-presentation behavior and strategies that aim at managing impressions made by people. In accordance with what have been mentioned above, the present study attempts to answer the following questions:

1-What are the types of the pragmatic strategies used by the British and American interviewees for achieving the impression related to their self-presentational strategies and passing their ideologies to the audience?

2- What are the micro level strategies utilized by the British and American interviewees for gaining the impression related to their self-presentational strategies and passing their ideologies to the audience?

3- What are the macro level strategies used by the British and American interviewees for gaining the impression related to their self-presentational strategies and passing their ideologies to their audience?

4-How do the British and American interviewees use the types of the pragmatic, micro and macro level strategies for achieving the impressions related to their self- presentational strategies?

A-How does Tom Hardy use pragmatic, micro and macro level strategies for achieving different impressions?

B- How does Ed Balls use different pragmatic, micro and macro level strategies for achieving different impressions??

C- How does Russel Brand use pragmatic, micro and macro level strategies for achieving different impressions??

D-How does Anjem Choudhary use pragmatic, micro and macro level strategies for achieving different impressions??

E- How does Majid Nawaz use pragmatic, micro and macro level strategies for achieving different impressions??

F-How does Boris Johnson use different pragmatic, micro and macro level strategies for achieving different impressions??

G-How does Damian Lewis use different pragmatic, micro and macro level strategies for achieving different impressions?

H- How does Tom Cruise use different pragmatic, micro and macro level strategies for achieving different impressions?

I- How does Joe Biden use different pragmatic, micro and macro level strategies for achieving different impressions?

J- How does Kamala Harris use different pragmatic, micro and macro level strategies for achieving different impressions?

K-How does Bill Clinton use different pragmatic, micro and macro level strategies for achieving different impressions?

L- How does James Patterson use different pragmatic, micro and macro level strategies for achieving different impressions?

M- How does Will Smith use different pragmatic, micro and macro level strategies for achieving different impressions?

N- How does Miles Teller use different pragmatic, micro and macro level strategies for achieving different impressions??

O-How does Donald Trump use different pragmatic, micro and macro level strategies for achieving different impressions?

P- How does Mike Pence use different pragmatic, micro and macro level strategies for achieving different impressions?

1.2 The Aims

This study aims at the followings

1- Identifying the types of the pragmatic strategies used by the British and American interviewees for their self-presentational strategies for passing their ideologies to the audience.

2- Pinpointing the types of the micro level strategies utilized by the British and American interviewees for gaining the impressions related to their self-presentational strategies and passing their ideologies to the audience.

3- Identifying the types of the macro level strategies used by the British and American interviewees for gaining the impressions related to their self-presentational strategies and passing their ideologies to the audience.

4-Describing how the British and American interviewees use different pragmatic, micro and macro level strategies for gaining the impressions related to their self- presentational strategies.

A-Describing the use of the pragmatic, micro and macro level strategies by Tom Hardy for achieving different impressions.

B- Portraying the use of different pragmatic, micro and macro level strategies by ED Balls for achieving different impressions.

C- Pinpointing the use of different pragmatic, micro and macro level strategies by Russel Brand for achieving different impressions.

D- Illuminating the use of different pragmatic, micro and macro level strategies by Anjem Choudhary for achieving different impressions?

E- Depicting the use of different pragmatic, micro and macro level strategies by Majid Nawaz for achieving different impressions.

F- Describing the use of different pragmatic, micro and macro level strategies by Boris Johnson for achieving different impressions.

G-Pinpointing the use of different pragmatic, micro and macro level strategies by Damian Lewis for achieving different impressions.

H- Illustrating the use of different pragmatic, micro and macro level strategies by Tom Cruise for achieving different impressions.

I-Depicting the use of different pragmatic, micro and macro level strategies by Joe Biden Joe Biden for achieving different impressions.

J- Explaining the use of different pragmatic, micro and macro level strategies by Kamala Harris for achieving different impressions.

K-Illuminating the use of different pragmatic, micro and macro level strategies by Bill Clinton for achieving different impressions.

L- Describing the use of different James Patterson pragmatic, micro and macro level strategies by James Patterson for achieving different impressions.

M- Portraying the use of different pragmatic, micro and macro level strategies by Will Smith for achieving different impressions.

N- Pinpointing the use of different pragmatic, micro and macro level strategies by Miles Teller for achieving different impressions.

O-Describing the use of different pragmatic, micro and macro level strategies by Donald Trump for achieving different impressions.

P- Explaining the use of different pragmatic, micro and macro level strategies by Mike Pence for achieving different impressions.

1.3 The Hypotheses

The present study hypothesizes the followings:

1- Tom Hardy uses different pragmatic, micro and macro level strategies for achieving the impressions self-supplication and self-promotion.

2- Ed Balls uses different pragmatic, micro and macro level strategies for achieving the impressions of exemplification and self-promotion.

3- Russel Brand uses different pragmatic, micro and macro level strategies for achieving the impressions ingratiation and self-promotion.

4-Anjem Choudhary uses different pragmatic, micro and macro level strategies for achieving the impression of exemplification.

5- Majid Nawaz uses different pragmatic, micro and macro level strategies for achieving the impression of exemplification.

6-Boris Johnson uses different pragmatic, micro and macro level strategies for achieving the impression of self-supplications and exemplification.

7- Damian Lewis uses different pragmatic, micro and macro level strategies for achieving the impression of self-promotion.

8- Tom Cruise uses different pragmatic, micro and macro level strategies for achieving the impressions self-promotion, exemplification and intimidation.

9- Joe Biden uses different pragmatic, micro and macro level strategies for achieving the impressions of exemplification and self-promotion.

10- Kamala Harris uses different pragmatic, micro and macro level strategies for achieving the impressions of exemplification and self-promotion.

11- Bill Clinton uses different pragmatic, micro and macro level strategies for achieving the impressions of self-promotion.

12- James Patterson uses different pragmatic, micro and macro level strategies for achieving the impression of self-promotion.

13- Will Smith uses different pragmatic, micro and macro level strategies for achieving the impression of ingratiation.

14- Miles Teller uses different pragmatic, micro and macro level strategies for achieving the impression of ingratiation and self-promotion.

15- Donald Trump uses different pragmatic, micro and macro level strategies for achieving the impressions of self-promotion and intimidation.

16- Mike Pence uses different pragmatic, micro and macro level strategies for achieving the impressions of self-promotion.

1.4 The Procedures

In order to test the hypotheses of the present study, the following procedures are adopted:

1- Presenting a detailed theoretical background of pragmatics, its main issues, critical theory and its main aims and critical pragmatics. Presenting a detailed background of self-presentation, its motivations, strategic self-presentation, the main ideologies that are exposed in this study and the previous studies.

2- Gathering firstly British interviews with British interviewees like politicians and actors and then American interviews with American interviewees that are politicians, actors and a writer. Then, downloading the videos from YouTube channels and downloading the transcripts of interviews that are available and transcribing the interviews that have no transcriptions and describing the selected British and American interviews according to Hymes (1972) speaking model with details.

4- Designing an eclectic model of analysis for analyzing the interviewees' discourses that are used for self-presentation in the selected transcribed British and American interviews. The eclectic model consists firstly of the five self-presentational techniques of ingratiation, intimidation, exemplification, self-promotion and self-supplication based on Pittman and Jones (1982). Then, the pragmatic level that consists of speech acts based on Searle (1976),

presuppositions based on Yule (1996: pp.25-29), politeness strategies based on Brown and Levinson (1978: p.9), the maxims of the cooperative principle based on Grice (1975) and turn taking strategies based on Mey (2001). The micro level consists of lexical items based on Fairclough (1989) and Modality based on Quirk et al (1985:219). The macro level consists of the ideological strategies based on Van Dijk (2004) and mind control strategies based on Smith (2014).

5- Analyzing the selected British and American interviewees' discourses according to the eclectic model. The interviewees' discourse is analyzed on self-presentational stage finding out how ingratiation, exemplification, intimidation, self-promotion and self-supplication are used by the selected British and American interviewees , then, analyzing the same interviewees' discourses on the pragmatic level based on the self-presentational classification of the interviewees' discourse to find out how speech acts, presuppositions, politeness strategies, the violations of the cooperative principle are used by the selected interviewees for their self-presentational strategies. Analyzing their discourses on the micro level to find out how lexical items and modal verbs are used for achieving the impression of their self-presentations. Finally, their discourse is analyzed on the macro level for finding out how the selected interviewees use ideological strategies and mind control strategies for gaining the impression of their self-presentational strategies. The analysis is firstly made qualitatively then quantitatively by presenting frequencies and percentages that are measured statistically by statistical tools to test the hypotheses of this study and finally presenting results and conclusions. For the obvious space limitation, only the analysis of the first British interview and the analysis of the first American interview are presented. The analysis of the rest interviews is placed in a Compact disc since there is no enough space for presenting the analysis of the whole British and American

interviews. The detailed qualitive and quantitative analysis of the entire British and American interviews are presented and summarized in overall tables for eventually analyzing every interview reflected in an overall table using statistical techniques for describing how each interviewee uses the pragmatic, micro and macro level strategies. It must also be noticed that each overall table reflects the use of these strategies pragmatic, micro and macro level strategies by one interviewee.

1.5 The Limits

The present study is limited to a critical pragmatic analysis of six selected British interviews that are limited to selected British politicians, actors and political activists and other six American interviews that are limited to selected politicians, actors and a writer. The justification for choosing these selected British and American interviewees is that they are public personalities who need different self-presentational strategies for gaining their aims, for passing their ideologies to the audience and for the consequential results related to passing such ideologies to the audience. These interviews are also limited to selected American politicians and actors using pragmatics devices of speech acts, presupposition, politeness, the maxims of the cooperative principle, and turn taking strategies, and the micro level that are vocabulary and modality analysis and the macro level devices that are positive self-presentation and negative other-presentation. The present study also makes use of the analysis of mind control strategies and it is limited to manipulation, persuasion, and deception strategies.

1.6 The Value

The present study is hoped to be significant for several reasons. Firstly, self-presentation is a social psychological concept that needs to be tackled in the field of linguistics. Consequently, self-presentation must be taken into consideration as an important concept in the

field of linguistics. Secondly, self-presentation is in many cases strategic and is done purposefully for gaining different benefits and creating different impressions in the audience which means influencing the audience and persuading them regarding many issues for the interest of self-presenters. The fields of pragmatics and critical discourse analysis deal also with the strategic verbal behaviors that are used for persuading, influencing, manipulating, deceiving, and mind controlling for different ideological aims and for gaining more power, dominance, control, hegemony and legitimization. Self-presentation deals with creating a desired impression that can lead to pass such ideologies and fulfilling different aims. Consequently, it must be recognized as an important concept in the fields of critical discourse analysis, pragmatics, and critical pragmatics. Finally, the analysis of the selected British and American interviews pragmatically, linguistically, and ideologically exposes important ideologies that are regarded as controlling forces in people's life in the world and not only in America and Britain. These ideologies are the Americanism, Hollywood stardom, films and actors' promotional marketing or advertising and the ways in which such ideologies manipulate people's perception and awareness regarding what is right and what is wrong, shows America and its allies as heroes of the world and persuade people to accept the American policy, to increase its power and dominance for controlling the world, to legalize all its actions and decisions and to naturalize its ideologies so the world would consider such ideologies as common sense.

CHAPTER TWO

LITERATURE REVIEW

2. Introductory Remark

This chapter presents a theoretical background of pragmatics and its main concepts, critical theory, the main concepts of the critical theory, critical discourse analysis, the relationship between critical discourse analysis and pragmatics, critical pragmatics and the main approaches of critical pragmatics. Then, it provides a detailed explanation of self-presentation, its definition, its origins in different fields, the motivations behind self-presentation, factors that influence self-presentation, identity issues, strategic self-presentation and discourse of talk shows. Finally, it provides a brief explanation of the previous studies concerning the concept of self-presentation.

2.1 Pragmatics

Levinson (1983: p.21) defines pragmatics as the investigation of the relation between language and context that are regarded as the most essential for the language understanding. Besides, he (1983: p.27) provides a definition for pragmatics that defines this field as dealing with deixis, implicature, presupposition, speech acts, and phases of discourse structure. This definition supplies a list for the phenomena that the field of pragmatics is concerned with.

Verschueren (1999: p.1), defines pragmatics as being concerned with language use and investigation of the linguistic phenomena according to the characteristics and processes of their use. According to Verschueren (1999: p. 2) pragmatics cannot be limited to one unit of analysis and it is not one of the components of the linguistic theory but it is dealt with as a perspective.

Self-presentation as a behavior utilizes different strategies that are social psychological ones like ingratiation, exemplification, and self-promotion to make impressions. These

behavioral strategies use pragmatic devices like different types of speech acts, politeness strategies or the maxims of the cooperative principle to make the desired impression. Actors for instance utilize the strategy of ingratiation to be loved by the audience in talk shows. For fulfilling this aim, they use pragmatic devices like speech acts to describe themselves favorably for the audience. They also violate the maxims of the cooperative principle to look humorous and funny. Verschueren's (1999: p.1) definition of pragmatics is adopted for the present study since this study considers pragmatics as a perspective rather than one unit of analysis.

2.1.1 Speech Act Theory

The philosopher John Searle carried on the speech act theory that was launched by Austin (Archer et al., 2012: 37). Searle sheds light on the idea that speaking in any language is participating in type of behavior that is managed by rules. Searle develops a specific number of felicity conditions that are propositional content condition, preparatory condition, sincerity condition, and essential condition (Archer et al., 2012: p.38).

Accordingly, self-presentation is behavior which needs speech acts and felicity conditions. Each of intimidation, ingratiation, self-promotion, and supplication are behavioral strategies that have their specific speech acts and felicity conditions.

The present study adopts Searle's (1976) definition of speech acts: Speech acts are specific types of behaviors that are managed by rules and each speech act is tied to several felicity conditions. The self-presentational strategies are also types of behaviors that are managed by social rules and are aimed at social impression. Speech acts' behaviors can be used by individuals for making different impressions on people as will be explained in detail in Chapter Three.

Searle (1976) presents a specific number of phases regarding variation to make it possible to classify speech acts to broad categories referring to basic things that can be done by language. These phases are fitted with the world, the mental state and most importantly the aim behind illocution. These five categories are representatives, directives, commissives, expressives and declarations.

1- Representatives or assertives are speech acts that reflect the speakers' belief that some specific things are true. This emphasizes world to word fit. When the speaker uses a representative speech act, he or she makes a belief that is part of the real states of affairs in the world. Instances of this speech act are stating, suggesting, boasting, complaining, claiming, concluding, and deducing (Searle,1976)

Dealing with self-presentational strategies, actors, within talk show, can utilize the ingratiation to make themselves more likable by their audience in the talk show or people watching this talk show. For having such impression on the audience, they can use representative speech acts like agreeing, flattering, complementing and stating. For instance, an individual can use the strategy of flattery and utilizing for this representative speech acts:

1- That dress looks amazing on you!

2- I totally agree with you.

2- Commissives are speech acts that are used by the speaker to commit himself to a specific future act. Commissive speech acts reflect world to words fit and the speaker promises to fit his or her words to the world. Some instances of such speech acts are promises, pledges, and vows (Searle, 1976).

In connection with self-presentation, politicians can utilize the exemplification psychological technique to show themselves as having moral principles and dedicated to their cause by using the promising or vowing speech acts as in:

3- *I pledge to be a president who seeks not to divide, but to unify*.

4- *I sought this office to restore the soul of America. To rebuild the backbone of the nation – the middle class. To make America respected around the world again, and to unite us here at home.*

President Joe Biden in his victory speech.

3- Directives are identified as speech acts where the speaker tries to make the hearer do something. Directives reflect words to world fit and the hearer must execute an action. Instances of directive speech acts are *Will you help me? I want you to help me.* Directive speech acts are utilized to do things like asking, ordering, commanding, requesting, begging, praying, entreating, inviting, permitting, and advising (Searle, 1976).

Directives can be used as pragmatic strategies for different self-presentational tactics like intimidation. Dictators use the directive speech acts like ordering to seed the feelings of fear and to guaranty the audience obedience. Also, different directive speech acts are related to different self-presentational strategies. The directive speech acts of requesting or begging can be used for gaining the desired impressions related to ingratiation technique or self-handicapping technique as in the following:

5- Please help me, I cannot do this alone. (The use of requests for the self-handicapping technique)

6- Let us work on this together. (The use of request for the ingratiation technique)

4- Expressives are speech acts that express a psychological condition toward the hearer. For instance, the speech act of thanking expresses the speaker's feelings of being grateful and the

apology speech act expresses the speaker's feelings of being sorry. Examples of this speech act are thanking, congratulating, apologizing, condoling, deploring and welcoming (Searle, 1976).

Concerning the self-presentational techniques, expressive speech acts are used for different self-presentational strategies like the use of apology by politicians in their speeches to gain the desired impressions related to the ingratiation or exemplification behavioral strategies as in:

7- *"I can say that I apologize for the fact that the intelligence we received was wrong because, even though he (Saddam) had used chemical weapons extensively against his own people, against others, the program in the form that we thought it was did not exist in the way that we thought." (Tony* Blair apologizing for Iraq war in CNN 2015).

Tony Blair uses the exemplification psychological technique. For making the desired impression on the audience, he uses the speech act of apology to exemplify himself as a man of principles and fighting for a cause and what he has done is based on wrong information.

5- Declarations are speech acts that declare the idea that something is the case like acquitting and disqualifying. Declarations change the world by producing utterances. The speech acts of declarations are institutionalized and the success of such speech act is based on the speaker being authorized by a specific social community. Examples of declarations are judges who sentence people and priests who baptize a child (Searle, 1976).

8- '' We will immediately institute package of economic sanctions targeting Russians' economic interests as hard as we can.

Boris Jonson uses the declaration speech act for having the desired impression related to the exemplification behavioral strategy. The prime minister Boris Jonson wants to exemplify

himself as a man of justice and principles who stands for a humanitarian cause and maintaining this impression on the British and the world's people in general.

Within talk shows, actors, singers, athletes, and politicians utilize different self-presentation strategies and each strategy is realized by specific speech acts. For instance, actors can use ingratiation strategy by utilizing representative speech acts like agreeing to show agreeing with others.

2.1.2 Cooperative Principle

Verschueren (1999: p.32) states that Grice develops a system of *conversational logic* that is based on a specific number of maxims of conversation that are regarded as intuitive principles that guide the conversational interaction to keep up with the general cooperative principle. Maxims are different from rules since they are broadly valid rather than only dealing with specified and specific cases. The Cooperative Principle (Henceforth: COP) is the following: ‘’Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged (Grice, 1975: p. 45).

The maxims developed by Grice (1975) are: the maxim of quantity that sheds light on making sure that people's conversations are informative according to requirements and the purposes of the exchange and ensuring that the contribution is no more than the required. The maxim of quality sheds light on making the contribution that is true and not saying what is believed to be false or lacking proofs. The maxim of relation emphasizes the importance of being relevant. Finally, the maxim of manner ensures the significance of avoiding obscurity and ambiguity besides being relevant and ordered (Verschueren ,1999: p.32).

It is very significant to realize that these maxims are unstated assumptions people follow in conversation. People in conversation assume that their conversational partners are going to supply the needed amount of information and assuming that they are telling the truth, being relevant and attempting to be precise and clear as possible. Since these principles are assumed in any usual and normal interaction, people seldomly talk about them. Nonetheless, there are some expressions that speakers employ to give the sign that they are not fully following the maxims. These expressions are called *hedges* (Yule, 1996: p.38).

Guests of talk shows like politicians, actors, professionals cooperate in their conversation with the interviewer and are typically cooperative and follow the maxims of the conversation. However, these maxims are violated mostly in talk shows for implying different massages, humor, and for the entertainment of the audience. Different self-presentational strategies like ingratiation, self-promotion and exemplification and the success of the desired impressions on the audience are related to the cooperative principle and its maxims. In most cases, maxims are floated in the conversations in talk shows for different aims. For instance, the maxim of quality may be floated to produce a humorous condition that shows the interviewer as a humble, likeable and a funny person, as in:

9- Joe Biden: *I have never seen anyone who knew as few facts*

In the Tonight Show Starring Jimmy Fallon, Biden mocks Trump and his way of debating. He violates both quantity and quality maxims to produce humorous effect that made his interviewer and the audience laugh. Biden uses the ingratiation strategy by showing himself as a humble and funny person to be loved by the American people.

Also, in some cases, politicians flout the quality and quantity maxims to show themselves as models for the people and to exemplify themselves for the audience as fighting for the right cause and morals as in:

10- George Bush: *My fellow citizens. At this hour, American and coalition forces are in the early stages of military operations to disarm Iraq, to free its people and to defend the world from grave danger*.

This is a part from Bush speech before starting the war in Iraq on March 19, 2003 in which he uses the strategy of exemplification to view himself as a man of principles who wants to save the Iraqi people. For gaining the desired impression as a man fighting for a cause, he violates the quality maxim by not telling the audience the main reason for invading Iraq.

Grice (1975) maxims are adopted for the analysis of the selected British and American interviews since these maxims of conversation are the base of any conversation including those in interviews.

2.1.3Politeness

Politeness is considered as a very significant principle in both language use and communication. It is defined as the ways to emphasize awareness of other people face. Within pragmatics, politeness deals with the ways in which relational functions are reflected in linguistic actions (Noviani, 2014: 10). It deals with the ways in which language is utilized to reach aims like developing and sustaining interpersonal relationships. It is also concerned with how language is used by people to make others pleasant. It involves the suitable linguistic choices in the suitable social and situational contexts. The notion of politeness is related tightly with the notion of face (Noviani, 2014: p. 2).

For the success of many self-presentation strategies, the norms of politeness must be followed specifically within specific institutions like interviews and talk shows. Guests of talk shows like actors, singers, or politicians or their interviewers need to respect other people's public faces when they are using the ingratiation techniques. There are many cases in which the interview has ended in a wrong way because of not respecting or taking into consideration other people's faces as in:

21- The interviewer: *The reason I am talking about the past is that you talked in other interviews again about your relationship with your father and the role of all of that in you know the dark period you entered and taking drugs and taking all of that and I just wondered whether you know you think you are free of all of that or whether that still something {you*

Robert Downy: {*I am sorry, I really don't, what are we doing*?

In this interview, which took place in channel four in 2015, the interviewer asked Downey about his past life and the things that the actor refuses to remember or to be talked out in public. The interviewer did not take into consideration Downey's public face, so the actor has lost his face and got embarrassed. The interview ended by Downey leaving the studio.

Thomas (1995) explains that there are many scholars who are interested in politeness and defines politeness as a strategy used by speakers to gain goals like prompting relations. Politeness is a pragmatic notion. However, different concepts in pragmatics are in continuous change including politeness.

The present study adopts Thomas (1995) and Brown and Levinson's (1987) definition of politeness as the operational definition of the present study with some modifications. Politeness is defined as a strategy used by speakers to achieve different goals. Politeness can be used for achieving different types of impression using different self-presentational strategies. Politeness

also is a complex system for decreasing face threats. However, there are some cases in which the desired impression and its self-presentational tactics are based on rudeness and increasing face threats like intimidation.

Individuals who use self-presentational strategies like ingratiation depend heavily on politeness and on decreasing face threats as in politicians in interviews who view themselves as humble and funny. The intimidation self-presentation strategy is based on increasing face threatening acts and treating people rudely. The use of the ingratiation tactic by politicians is very common and found in politicians 'discourse who attempt to make themselves loved by people as in:

22- Goerge Bush: I do, you are not gonna believe this, 1969 I had a date with Tricia Nixon.

Kimmel: with presidents Nixon' daughter! Wow! How do that happen?

In this talk show, which took place in Jimmy Kimmel Live talk show in 2017, the President George Bush uses the psychological ingratiation tactic by being humorous, humble, showing in an honest way details of his past personal live. He uses positive politeness strategy which decreases the threats on the audience and the interviewer's' face. As a consequence, he will be liked by the audience which means he has gained the desired impression related to the ingratiation technique.

Face work is the basic notion of politeness. When people are captivated in social interactions, they are sensitive to the ways others see them. For instance, if a man attempts to present himself as a skillful cook and then fails in producing a good meal, he will feel embarrassed. In addition, others may feel embarrassed on his behalf. In such cases, there is the loss of face and if a person controls the situation, he or she saves face. Sociolinguists identify

one of the main conditions for usual interactions as face work which deals with ways of managing one's face and the other's faces (Bloor & Bloor, 2007: p.101).

The significance of face and face work in interactions was observed for the first time and developed by Erving Goffman who is regarded as a key figure in many key ideas in sociolinguistics. Goffman enhances and systematizes the notion of face who defines it as the positive advantage that an individual maintains for himself using the line others supposed he has made during personal contact (Goffman, 1955).

This notion of face is found in expressions that are utilized in everyday life as save face, lose face and barefaced. The individuals who are engaged in different interactions are responsible for protecting their own face and other people faces. Still, the preserving of face is not the goal of interaction rather it is a basic condition for the occurrence of the interaction. Without protection of face, the interaction can break down. Behaviors that are utilized to protect face are identified as tactful or diplomatic and behaviors that threatens face are regarded as tactless, crass, and undiplomatic. Any utterance or type of an action that upset and lead to losing the balance of face preserving is identified as a face threatening act (FTA: henceforth) (Bloor & Bloor, 2007: p.102).

The face theory that has been developed by Brown and Levinson (1987) is regarded as the most prominent theory of politeness which has an influential role in investigating speech acts (Hobbs, 2003). Brown and Levinson (1987) theory consist of three main aspects that are face, FTA and politeness strategies. Brown and Levinson's (1987: p. 61) explains that the notion of face is the common self-image that all people desire to maintain for himself. This public self-image contains two aspects that are the positive face and the negative face. The positive face or self-image deals with the need to be cherished and accepted. The negative face sheds lights on

the need of personal freedom, rights to non-distraction, the freedom of action and the freedom from imposition (Brown and Levinson, 1987).

Brown and Levinson (1987: p.96) design strategies of politeness that are based on the degree to which an act is threatening. The most threatening strategy is identified as the act *bald on record* like *wash the clothes* and the least threatening linguistic strategy is producing FTA *off record* for example by giving a hint as in: *I wonder if we have any clean clothes.* Between these two extremes, there are *on record FTAs* which can be one of two kinds of redressive actions that the positive politeness that shed lights on the positive face wants and negative politeness that focuses on negative face wants. Positive politeness focuses on having solidarity with the hearer while negative politeness focusses on the hearers' freedoms and rights as for example *Could you wash the Clothes?* Negative politeness is believed to be less threatening than positive politeness since positive politeness is dependent on the closeness between the speaker and the hearer.

Brown and Levinson (1987: p. 66) state that there some specific acts that can present a threat for both positive and negative face. Examples of such acts are complaints, interruptions, requests of personal information and threats.

This study adopts Brown and Levinson (1987: p.66) theory of politeness for the analysis of self-presentational strategies utilized by the British and the American interviewees in their selected interviews.

2.1.4 Presupposition

Yule (1996: p. 25) defines presupposition as specific things that the speaker presumes to be the case before making an utterance. Speakers have presupposition but not utterances or sentences. However, entailments are identified as things that follow from a logical point of view

from what is asserted in the utterance. Entailments are owned by sentences not speakers. The presupposition is reflected in the following example:

23- ‘’Mary’s bother bought three horses’’ (Yule ,1996: p. 25)

The speaker who produces this utterance naturally presupposes that there is a person called Mary and that this girl has a brother. The speaker can also make other assumptions about Mary. For instance, he can suppose that she is wealthy and has many brothers. The assumptions that are made about Mary may all be true or false. This sentence have several entailments like the brother of Marry has bought something, he bought three animals, bought horses and other logical consequences. The entailments follow from sentences and it is not related to speakers’ beliefs of right and wrong assumptions. Such entailments are communicated but not said. Entailment has a logical nature so it is not discussed in pragmatics in the same way of discussing the presupposition that is speaker- dependent. Presupposition is a pragmatic concept. Presupposition is regarded as a relation between two propositions. When sentences are negated, the presupposition does not change and this property of presupposition is identified as constancy under negation test (Yule, 1996: p. 26).

There are several types for presupposition: existential, factive, lexical, structural, a non-factive and counter factual presupposition.

The existential presupposition is not only presumed to be found in possessive constructions but also in any definite noun phrases. The speaker can utilize any types of expression and producing existential presupposition dealing with the existence of the entities in their expressions as in the following (Yule, 1996: p.27).

24- ‘’ The king of Sweden, the cat, the girl next door, the counting Crows’’ (Yule, 1996: p.27).

The factive presupposition deals with presumed information following verbs like *know, realize, regret* and phrases *like be aware, it is odd, and glad.* As in the following examples:

25- ‘’ She didn’t realize he was ill.

26- We regret telling him.

27-I was not aware that she was married.

28- I am glad it is over’’ (Yule ,1996: p. 28).

Lexical presupposition is found in cases when the speaker is using one specific word, he or she can act as another meaning is going to be understood as in the following examples:

29- ‘’ He stopped smoking.

30- They started complaining.

31- You are late’’ (Yule, 1996: p.28).

He stopped smoking means he used to smoke. They started complaining means they complained before and you are late again means that you were late before (Yule, 1996: p.28).

Dealing with structural presupposition, some sentence structures are conventionally and regularly analyzed as assuming that a fragment of the structure is hitherto supposed to be true. Speakers can employ these types of structures to handle information as presupposed and are accepted to be true by the listener. For instance, the construction of wh-question in English is traditionally interpreted carrying the assumption that the information following the wh-form believed to be the case (Yule, 1996: p.29).

‘’ 32- When did he leave?

33- Where did you buy the bike?’’ (Yule, 1996: p. 29).

These kinds of structural presuppositions presented in the above examples can make listeners believe that the information presented must be true, rather than merely a presupposition related to the person who is asking the question (Yule, 1996: p.29).

A non-factive presupposition is a type of presupposition that is supposed not to be true. It is found with verbs like dream, imagine, and pretend. These types of verbs are utilized in sentences carrying the assumption that the following is not true as in the following examples:

34- ‘’I dreamed I was rich.

35- He pretends to be ill’’ (Yule, 1996: p.29).

The counter-factual presupposition is a type of presupposition that is not only false or untrue but also the opposite of the truth or contrary to it. If there is a conditional structure, there is what is called a counterfactual conditional presupposition which assumes that the information in the if -clause is identified as false or untrue at the time of producing the utterance as in the following example:

36- ‘’ If you were my friend, you would have helped me ‘’ (Yule, 1996: p. 29).

Dealing with presuppositions made in interviews, and other types of conditions, interviewers can make wrong assumptions regarding the interviewees that can lead to serious misunderstanding or insult and harming the interviewee’s self-esteem as in:

37-The interviewer: *If you could use make up or your phone one last time which one would you choose?*

Ariana Grandy: *is this what you think girls have trouble choosing!*

The interviewer: *Yea, yea. Can you really go anywhere without your phone?*

In this interview, the interviewer assumes that the singer Ariana Grandy and all the girls care about nothing but their phones and their appearances. So, he asked Grandy whether she is

attached more to her phone or make up which injures Grandy's self-esteem and her identity. So, she answers the question and explains for him that his presupposition is wrong. She utilizes a self-protective strategy by describing her use of her phone.

The present study adopts Yule's (1996: P. 25-29) definition and Searle's (1976) classification of speech acts for the analysis of self-presentational strategies in the selected American and British interviews as will be explained in the third chapter. Yule's (1996: p.25-29) classification is adopted in this study since it was noticed that the selected British and American interviewees use these types of presuppositions heavily in their turns of speech for making different impressions.

2.1.5 Turn Taking

According to APA dictionary of psychology turn taking in social interactions is *alternating behavior between two or more individuals, such as the exchange of speaking turns between people in conversation or the back-and-forth grooming behavior that occurs among some nonhuman animals. Basic turn-taking skills are essential for effective communication and good interpersonal relations, and their development may be a focus of clinical intervention for children with certain disorders*(American Psychological Association, 2023).

Turn taking is identified as the process through which individuals in conversations make decisions of who will speak next. It is very important to the cooperative aspect of discourse to know when it is possible or mandatory to take a turn in a conversation. By and large, the notion of turn taking is based on various selection of rules.

Regarding the turn taking strategies, the speaker can utilize different ways to take a turn or start speaking with another one. Mey (2001) presents three types of turn taking strategies that can be used by people in conversations. These strategies are taking the turn (starting up, taking

over, interruption, and overlapping), holding the turn and yielding the turn. Taking a turn is the strategy that describes how speakers take turns in conversation. Holding the turn is the strategy that shows how speaker carry on talking. Yielding the turn is the strategy that describes the way the speaker gives a turn to a listener.

Turn taking is the base of the interview and a successful self-presentation. Individuals like politicians, interviewers and any individual with good communication skills can use different skills related to turn taking to produce a desirable impression on the audience as in:

38-Paxman: *Did you threaten to overrule him Mr. Howard*

In this interview Paxman interviews the politician Michael Howard and asks the same question 12 times till getting the answer from Howard. Howard was using the skill of holding the floor to view his point of view and to view himself as a good politician but Paxman interrupts him repeatedly. Therefore, Howard failed to use the psychological strategy of self-description to save his identity while Paxman utilizes the turn taking system to control the interview, steer it in his direction and to exemplify himself as man of cause and a good interviewer.

The present study adopts Bloor and Bloor (2007: p.105-106) definition of turn taking since it deals with the notion of turn taking as it is used by people in their everyday conversations and how it is used for arranging their interactions. It also deals with turn taking in different ceremonial institutions, in interviews and how it is used by the interviewers and interviewees to present themselves to the audience. Also, the present study adopts Mey (2001) for the analysis of turn taking strategies utilized by the interviewees for their self-presentations in their selected British and American interviews.

2.2 Critical Theory

Karl Korsch is the one who gives birth to what is known as Western Marxism from which the critical theory is born. Korsch plays an important role in what becomes later the Frankfurt School (Bronner, 1994, p.13).

This theory has deep roots and is not based on one school of thought and it is typically connected to the institute of social research at Frankfurt University. The Frankfurt school came out in the 1930 and incorporated figures like Max Horkheimer, Theodor Adorno, Herbert Marcuse and later included Jürgen Habermas. The main issue of the critical theory is to challenge the dominant ways of understanding by making explicit the basic assumptions and making power relations explicit. Critical theory is based on various intellectual theories and attempts to expose domination, control suppression that is hidden behind the obvious neutrality. According to this tendency, exposing these matters is the core object of critique of critical theory. Critical theory does not only reexplain existing orders but present different ways of understanding. It also aims at unshackling those who are silenced by the conventional theories (Harney, 2014: p. 1)

Self-presentational strategies are mainly strategic and are utilized to produce an effect on the audience that can change his or her ideology. Self-presentational tactics can also be used for dominating, controlling or gaining power. Individuals can use these strategies for changing the societies. Critical theory deals with how people negotiate, challenge and establish and shift their identities through discourse and how they aim at controlling other people’s impressions regarding themselves.

The notion of critical theory presented here is not a general and diverse one related to diverse fields and approaches but the one that deals with exposing ideologies, power,

domination, inequalities and attempting to resist such power, control and increasing people's awareness of such control and ideologies. The critical theory here is concerned with changing the society and correcting what is wrong.

2.2. 1 The Main Concepts of Critical Theory

Max Horkheimer, Kant and many other figures who are concerned with critical theory develop a number of concepts for this theory. It should be noticed that critical theory explained here is followed by critical discourse analysts and consequently by critical pragmatists since critical pragmatics follows the methods of critical discourse analysis. It must be mentioned that this brief explanation of the critical theory and its main concepts are not intended to present the general critical theory with its diversities in different fields and it is not the work of this study to present the rich tradition of the critical theory but is intended to focus on the contribution of critical theorist regarding criticality in the field of critical discourse analysis and critical pragmatics.

2.2.1. 1Critique

The term 'critique' refers to a specific genre of academic studies. Critique presents a normative element in the analysis. It sheds light on what is wrong in society regarding institutions and organizations and how the wrong can be made right or mitigated from a specific normative view point. Critique is founded in values and in the specific views of the good society and the human wellbeing and flourishing. It deals also with the evaluations of existing societies and specific ways of changing them (Fairclough, 2010: p.7).

Fairclough(2010, p.7)'s definition of critique is adopted in the present study since this study deals with critique as a normative element that is used for correcting what is wrong in the American and British societies by making people aware of the strategic and manipulative self-presentational strategies used by the selected British and American politicians and actors and

how they are used for mind controlling and gaining different benefits besides dealing with the ways of making people aware of such manipulation and media control. Also, this study deals with the distance between what America and Britain political policies claims of being fair, democratic and the reality where such claims are not real.

2.2.1.2 Power

Cambridge Dictionary defines 'power' as *the ability to control people and events*. The notion of power is certainly basic to the understanding of society. Fairclough (1989: 23) explains that language from the perspective of power is realized as a way of controlling, dominating, and having social force. Language is not only a way for presenting information. Instead, language is ideologically based since it is integrated in the political and the social actions of society.

Individuals can use different psychological tactics to have more power. Politicians, religious men, professionals in different fields of knowledge, governments and the media can use different strategic self-presentation strategies to have the desired impression on the audience and thus more power and more access to different social institutions as in:

41: Boris Johnson: the time has come to act, to take decisions, to give strong leadership and to change this country for the better…. My job is to serve you, the people because if there is one point, we politicians need to remember is that people are our bosses.

This is part of the first speech of Boris Johnson as a prime minister. He utilizes different self-presentational tactics like giving the impression of being humble by saying *my job is to serve you.* He also views himself as dedicated to acting quickly to develop his country. All these strategies have the desirable impression on the audience which leads to more access to power and different social institutions.

Van Dijk (1996: p.85) observes that social power and dominance are usually organized and institutionalized to permit more control and for authorizing different forms of power reproduction. Power in most cases is successfully maintained since it is reproduced in different activities which cannot be questioned and are regarded as normal.

Powerful people in society are usually able to take different decisions that enable them to have more power and control over the dominated people. Professionals, politicians, presidents, and powerful institutions in the society use different self-presentational strategies that affect people and have the desired impression on the individuals as in:

42- Donald Trump: you remember, you always used to say '' keep the oil''. I was not fan of Iraq, I do not want to go to Iraq but I will tell you when we where in , we got out wrong and I always said in addition to that , keep the oil , but if we think about it Mike if we kept the oil , you probably would not have ISIS because that is where they made their money in the first place. Maybe we will have another chance, but the fact is we should have kept the oil.

This is part of Donald Trump's remark during his appearance at the CIA. In this short speech, he suggests that the American military have the chance to take Iraq's oil and he justifies this by saying that ISIS will take it if we did not. He uses his power as the President of the United States to naturalize illegal actions and make them legal. He also exemplifies himself as a good president who wants to stand against terrorism.

British and American politicians as interviewees use different self-presentational tactics for gaining more power. They use language in a manipulative way to control the minds of others for creating a desired impression on the audience related to a self-presentational strategy like exemplification for gaining more power and control to direct the political decisions according to their personal ideologies and goals.

Fairclough (1989: 23) and Van Dijk's (1996: p.85) definitions of power are adopted as the operational definition of power in the present study with some modifications. Power in this study is defined as an influential device that is used by the selected interviewees their interviews to influence the audience and consequently controlling their minds by manipulation persuasion for having more control and increased power over people and legalization for their actions and decisions.

2.2.1. 3 Ideology

Fairclough's (1989: p.75) explains that naturalized practices or discourses are utilized to increase and stabilizes unequal power relations. This process is reflected in Fairclough's (1989: p.75) well-known description of naturalization in his saying: ''*Naturalization is the royal road to common sense''*. So, naturalization leads to the creation and formation of the common sense and different discursive types will lose their ideological frame and become common sense. Then, the naturalized ideologies will be perceived as neutral, not bound to any specific grouping and placed outside ideology.

Regarding the relationship between language and ideology, it can be said that ideology utilize language in many ways and on different levels. Ideology is a property of both structures and events of language. Many studies suggest that ideology is a system that is the basis of language practice. Other views represent ideology as part of the discursive event. This means that ideology is a process which happens in events and it allows transformation and fluidity to be emphasized. Ideology exists in texts. Although, it is possible that texts carry the ideological imprint of ideological processes and structures, it is impossible to specify the exact ideologies in the text since the text is open to different interpretations and because ideological processes are related to discourses as entire social events. Ideologies are processes between people and not the

texts that are produced, reproduced, and are understood as moments of social events (Fairclough, 1995: p.27)

Ideology is defined as the set of ideas, beliefs and aims individuals or groups have. Ideology is tied strongly to the notion of naturalization. (Baker & Ellece, 2011: p.74-75). Different types of individuals can use the self-presentation strategies for naturalizing illegal ideologies and making them legal. Strategic self-presentations can lead to different impressions on the audience and naturalizing ideologies. Self-presentation and its strategies are related strongly to the notion 'ideology' since through such self-presentation people are manipulated and convinced to accept certain ideologies as normal and common sense as in:

42- Donald Trump: *want to tell the world community that while we will always put America's interests first, we will deal fairly with everyone, with everyone. All people and all other nations. We will seek common ground, not hostility; partnership, not conflict.*

This is part of Trump victory speech when he promised the Americans and the whole world of acting fairly. He uses the strategy of exemplification to view himself as a man of principles who wants to support peace and progress. He produces the desired impression on the audience and people accept his power and authority.

43- Barack Obama: *This is a nation of museums and patents, timeless holy sites and ground-breaking innovation. Only in Israel could you see the Dead Sea Scrolls and the place where the technology on board the Mars Rover originated at the same time*.

The is part of remarks of President Barack Obama to the People of Israel on March 21, 2013. Obama speaks of Israel as a strong, peaceful and developed country without mentioning their illegal crimes against people of Palestine. This is a way for naturalizing the illegal existence of the Israeli people and permitting their violence against people of Palestine and dealing with it

as a common sense. Obama uses the strategy of ingratiation in this speech to produce the desired impression on the audience and to be liked by them.

Fairclough (1989) and Baker and Ellece's (2011: p.74-75) definitions of ideologies are adopted in the present study with some modifications to form the operational definition of ideology in the present study. Ideologies are set of beliefs and ideas that are not stable but changeable and dynamic. The main feature of ideologies is that they can be naturalized by the passage of time and become a normal aspect of life if they are the ideologies of powerful people or groups in society. Powerful figures in society like politicians and famous actors can pass their ideologies to the audience by using language. They use micro or linguistic devices and macro devices besides the use of mind control strategies to assist them in creating a desired impression related to specific self-presentational strategies that influence the audience and manipulate them to accept their ideologies and to gradually considering

it as common and normal things and not as ideologies.

2.2.1. 4 Hegemony

According to Merriam Webster Dictionary hegemony is *the social, cultural, ideological, or economic influence exerted by a dominant group.*

Passing Marx's dialectical materialism, Gramsci develops two means through which power can be utilized. These two ways are coercion and consent. Coercion refers to the force used by the state against the papulation. Consent refers to the case when hegemony is formed when the world view of the powerful class is accepted and changed to be the cultural norm of the society. Hegemony take place when the rolling class reach its goals of making its own believes and values as the values and beliefs of the entire society (Gramsci, 1971, p. 333).

Controlling people by using self-presentational techniques is an example of controlling people by consent. Political figures use self-presentational techniques in their interviews that convince people and control their minds by persuasion, domination, and manipulation to accept their point of views and passing their points of view to them.

People in power like politicians use different self-presentational tactics to control the public not by force but by consent. They use these strategies to manipulate the lower classes of the society and making them believe that this is the way the things should be and making them believe that the values and principles of the higher class are logical and normal ones.

Hegemony is a term that is proposed by Gramsci (1971-1985) and it deals with the exercising of power by dominant person or a dominant social group. Every person in a society experiences the case of being controlled by a group or a person. Sometimes, the people controlled by groups or individuals are not aware of the fact that they are dominated or they may be persuaded that this is the common sense and the natural way of living. They can accept their status in life because they get some rewards or benefits from such domination. The values of the powerful class of the society are established and maintained in the society as a common sense and the natural situation that are applicable to all people in the society (Baker & Ellece, 2011: p.55).

One good example of hegemony is the dominance of the American authority on cultural, political, and ideological aspects of many countries in the world and its cold war with countries that stand against its dominance. Its power is hegemonic now because most countries in the world who are under its control believe that the American values, principles, and control are the right and normal ones. By convincing people that it tries to protect the world, America and its allies has a hegemonic control on the world' economy and power. Individuals who attempt to

view America and its allies as protecting the world use different self-presentational strategies like exemplification and ingratiation to have the desired impact on the audience which authorize their access to power as in:

43- The American President Truman: *It is an atomic bomb. It is a harnessing of the basic power of the universe. The force from which the sun draws its power has been loosed against those who brought war to the Far East.*

This is a fraction of the statement by the president announcing the use of the atomic bomb at Hiroshima in August 6, 1945. This bomb has led to the death of the entire people in the city with its total destruction. This speech show people that such action was necessary to bring peace to the world. The president uses the exemplifying strategy to show himself as the defender of peace to make the desired impression on the audience. As a consequence, American people and people of other countries are convinced that this is the way the things should be and the atomic bomb saved the world.

Baker and Ellece (2011: p.55) and Gramsci's (1971-1985) explanations of hegemony are regarded as the operational definition of hegemony in the present study with some modifications. Hegemony according to this study is defined as the dominance of powerful groups like the British and the American politicians and actors and their governments over people in United States, Britain, and the countries of the world not by physical power but by the public consent through the manipulation of the American and British media and their representation of news and facts, besides the micro, macro and the mind control strategies that are used by British and American actors and politicians to control the minds of the audience. They use self-presentational strategies for gaining specific desired impressions and consequently persuading the audience to accept power and control willingly and consider it as part of their normal life.

2.2.1. 5 Discourse

Foucault (1972: p.49) deals with discourse in an ideological way as the practices that systematically build the objects of speech. Discourse, according to Foucault (1972: p.49), is defined as a collection of meanings, metaphors, representations, images, stories, and statements to produce a specific version of events. Circling any one object, person or events there could be different types of discourses and each with a story to tell about the world and a significant way of representing the world.

Discourse is the main way for people to reflect their social identities. People use different images, stories, and statements to present themselves to the world. Different types of discourse are used whether verbal or non-verbal to be utilized for their self-presentations for gaining the desired impressions. Individuals who want to exemplify themselves use different creative ways to utilize discourses for presenting themselves as fighting for principles. Also, individuals can use different ways of dealing with discourse to exemplify themselves as men of God and to make the desired impact on audience as in:

44-Joel Osteen: ‘*’Instead of just trying to get out of the valley, out of the trouble, out of the fire. If you start saying God, come in, let me feel your presence in the fire, show me your greatness in this trouble, then you well have peace that passes understanding, a joy when you could be discouraged, a hope, when you should be distraught’’.*

Osteen who is the Senior Pastor of the America’s largest church uses different pragmatic and rhetorical devices in this speech to produce the desired impact on the audience and to motivate the audience to increase their belief in God. Also, the discoursal devices that are used to exemplify Osteen as a man of God and principle.

Brown and Yule (1983: 2) state that the investigation and the analysis of discourse means the analysis of language in use. Consequently, the analysis of discourse cannot be limited to the description of the linguistic forms separately from the functions of the linguistic forms that are created to serve human affairs. The discourse analyst is concerned with investigating the functions and the aims of language.

Multi-model discourse indicates the type of discourse that is based on more than one type of communication. A huge amount of discourse is based on multi-modal aspects because modern technology help people to access the visual information easily (Bloor and Bloor ,2007: p. 7).

The talk shows are especially based on multi-modal discourse. The host of the talk show and his guests use different body movements, facial expressions, visual information, humor and laughter and different modern devices for keeping the audience excited and happy. One instance of such talk shows is the British ‘’ Jonathan Ross Talk Show’’ and the American’’ The Tonight Show Starring on Jimmy Faloon’’. Both of these two shows are based on multi-modal discourse like an amazing entrance, humor, laughter, music, dancing, games, visual material and singing.

Foucault’s (1972: p.49) definition of discourse is used as the operational definition of the present study since it explains that discourse is an ideological device used for different aims and for creating social identities. Discourse of the interviewees in the selected British and American interviews form their social identities by using different devices in their self-presentations to the audience that help them in viewing themselves in a particular way.

2.2.1. 6 Reproduction

Reproduction is utilized in opposition to transformation in discourse analysis. Transformative types of discourse that lead to social change while the reproduced discourse helps to sustain the status qua. Reproduction explains that established conventions are

reproduced and sustained. The reproduction process takes place therefore for the fact that controlling and powerful classes gain hegemonic condition for a long time. This type of discourses will reproduce the conventions and traditions that have been established and helps in sustaining the current situation (Baker & Ellece, 2011: p. 118).

Reproduction is utilized by powerful people in the society like politicians, owners of companies or businessmen, the media that and celebrities to reproduce discourse in a way that help them in sustaining their control and power over the public as in the following example:

45- Goerge Bush: *My fellow citizens, at this hour, American and coalition forces are in the early stages of military operations to disarm Iraq, to free its people and to defend the world from grave danger*.

Bush said that in 2003 when he wanted to start invading Iraq by an operation that is called *Operation Iraqi Freedom*. He as the president of the United States and his allies wanted to invade Iraq to make use of its resources and for control and dominance over Iraq. Bush reproduces his speech and uses the words saving Iraqi people and defending the world instead of simply saying that he would send an army to invade Iraq. By such reproduction, he exemplifies himself as a great leader who wants to save the world and succeeded in creating a desired impression that will persuade and control the minds of the American people and the whole world to welcome this war and its consequences. Consequently, such speech and its reproduction led to sustaining hegemony, normalizing the American political ideologies, and legalizing their actions like war.

Baker and Ellece (2011: p.118)'s definition of reproduction is utilized as the operational definition in the present study with some modifications. Reproduction according to the present study is the reproduction of discourse that is made by the selected British and American

politicians as powerful classes in the society by using their micro, macro, mind controlling and self-presentational strategies to have more power, control on the audience for sustaining their hegemonic control over them.

2.2.1.7 Stance

According to Cambridge Dictionary 'stance' is *a way of thinking about something, especially expressed in a publicly stated opinion.* It is defined in the American Heritage dictionary (2003: p.900) as *attitude or point of view regarding some issue.*

Biber et al. (1999: p.966) states that stance must be viewed according to its function that it performs. Stance reflects the ways in which speakers and writers express their own personal feelings, attitudes, and value judgments.

Du Bois (2007: p. 139) state that one of the most significant things people make in their lives is to take a stance. Stance can give value to objects of interest, to place social actors in accordance to those objects, to organize alignment among stance takers and to invoke a system of sociocultural value. It is possible to approach stance from linguistically articulated form of social action whose meaning can be formed in the wide range of language, interaction, and sociocultural value.

Interviewees like actors and politicians have stances about different issues. Such stance taking gives value to everything they do or say. Anything said by interviewees in their interviews is part of their stance. They place social actors, present their ingroup positively and their out-group negatively, exclude some people from their discourse, and use different self-presentational strategies to persuade people to accept their stances and points of view and to pass their ideologies to the audience.

46- Russel Brand: *Here is the things that they should not do: should not destroy the planet, shouldn't create massive economic disparity, shouldn't ignore the needs of the people. The burden of proof is on the people with power not people like doing a magazine.*

This is said by Russel Brand who was interviewed by Paxman in October, 24, 2013. Russel Brand who is a famous British comedian talks about voting and revolution. He expresses his points of view and his stance regarding the existing political systems and evaluate them as being bad, greedy and identifies other alternative political systems. He expresses his stance clearly which is clearly oriented toward revolution and changing the political systems. His stance is part of the social identity that he is trying to shed light on by using different self-presentational strategies to present his social identities and points of views.

Du Bois's (2007: p. 171) definition and explanation of stance is adopted as the operational definition of stance in the present study since this definition deals with stance as a linguistic process that consists of important aspects like evaluating, positioning and aligning which are systemic and relational.

It must be explained that stance here is different from evidentiality since stance deals with evaluating things, events and making a judgment about them while evidentiality deals with using linguistic markers for talking about knowledge and how people use different linguistic sources to indicate the origin of their messages (Roque, 2019: p.353).

2.2.1. 8 Legitimization

According to Cambridge Dictionary, legitimization is *to make something legal or acceptable.*

Baker and Ellece (2011: p.68) define legitimization as the process in which something changes to be legitimate following the values of a specific society.

Different figures in the society like politicians use different strategies to pass their ideologies to the audience and persuading people by controlling their minds, using different self-presentational strategies like exemplification and self-promotion, creating a desired impression that influence people, convince them to accept power, control and dominance which help powerful classes to gain legalization for their actions and decisions.

Baker and Ellece (2011: p.68) definition of legitimization is adopted in the present study since it sheds light on how illegal actions and decisions are gradually legalized in the society and how governments and powerful classes in the society gradually gain acceptance and legalization for their actions and decisions.

2.2.2. Critical Discourse Analysis

Critical discourse analysts begin with assuming that language use is constantly social and that discourse mirrors and forms the social world (Rogers, 2011: p. 1). A critical analysis can deal with matters like gender, ideology and identity and how such issues are reflected in specific texts. Such investigation starts with the analysis of a specific discourse and then moves to the explanation and interpretation of such types of discourse. From this point, the analysis moves to unravel and challenge these texts. It also tracks down ideologies and the assumptions that are regarded as the base of discourse. Such analysis finally associates its results to a variety of the views of the world, experiences and beliefs (Clark, 1995).

CDA deals with issues of identity like self-presentation and its strategies since such strategies are used for reflecting the social identity of individuals. Such strategies can be strategic ones that are made for gaining different benefits including mind controlling, dominating, having more power, persuading the public to gain their acceptance and passing negative ideologies to them.

By using CDA approach, researchers can use its devices to reveal ideologies like actors ‘promotional marketing for their films and the self-presentational strategies used by actors to make the audience emotionally engaged with them.

CDA also works with the field of social psychology and makes use of its devices since both deal with social issues, social identity issue like self-esteem, impression management and how language use can affect or get affected by the social factors.

Moreover, both CDA and CP deal with critical issues like ideology, stance, power, critique and their use by self-presenters for controlling the minds of people and passing to them different ideologies that can help them to achieve different benefits like fame, wealth and dominance.

2.2.2.1The Main Approaches of Critical Discourse Analysis

Fairclough (1989) explains that there are some basic assumptions for selecting specific types of discourse. Such assumptions are not free from value and innocent ones. Instead, they are ideologically based.

Fairclough (1995: p. 133) explains that he utilizes a three-dimensional framework for analyzing discourse and for investigating associations in specific discursive events. Every specific discursive event has three aspects: it can be identified as a spoken or written text, it reflects the discursive practice that calls for the production and the interpretation of texts, it is also characterized as being an integral part of social practice. Dealing with the social practice dimension, Fairclough (1995: p. 133) sheds light on political discursive events as part of the relation between power and domination. The framework consists of the description stage, the interpretation stage and the explanation stage.

The present study adopts the vocabulary analysis of the description or discourse as text dimension of his (1989) three-dimensional model. This study deals with Fairclough (1989) vocabulary analysis since this model deals with words as having experiential, relational and expressive values. Interviewees in the selected interviews whether British or American utilize these values of words for influencing the audience to gain the desired impression and passing their ideologies to them.

In complacence with the three-dimensional model developed by Fairclough, Van Dijk (1993: p. 257) identifies two aspects of discourse that are macro and micro. The micro level deals with language use, discourse, the verbal interaction and communication. The macro level deals with power, dominance and inequality that is found between various social groups (Van Dijk, 2003).

Van Dijk (2004) explains twenty- seven strategies that deal with the division between euphemizing and derogation. This division is the base for positive self-presentation and negative other presentation. The positive self-presentation is regarded as part of the semantic macro strategy utilized for the aim of face keeping or impression management. Negative other presentation is a semantic macro strategy. The in-group and out-group divisions are related to dichotomy between bad, good, superior, inferior, us and them.

The strategy of positive self-presentation and negative-other presentation are very significant in this study since they represent the macro strategies that are used by the British and American interviewees in their interviews. These strategies are utilized to shed light on self, for assisting in self-presentations and controlling the mind of the audience and their impressions.

Dealing with other aspects of Van Dijk's (2004) approach for CDA, his (2004) framework consists of the following aspects (Rahimi and Sahragard, 2006: p.37):

- ‘’Actor description (meaning)
- Authority (Argumentation)
- Burden (Topos)
- Categorization(meaning)
- Comparison (Meaning, Argumentation)
- Consensus (Political Strategy)
- Counterfactuals
- Disclaimer
- Euphemism
- Evidentiality
- Example, Illustration, demonstration
- Generalization
- Hyperbole/ Exaggeration
- Implication
- Metaphor
- Victimization’’ (Rahimi and Sahragard, 2006: 37-38).

Van Dijk (2004) approach is adopted in the present study on the macro level for strategies of positive-self presentation and negative other presentation and the selected ideological strategies that are used by the selected interviewees.

The study is limited to the ideological strategies of authority, consensus, example/ illustration/ demonstration, national Self-glorification, number game and vagueness since these strategies are utilized by the selected interviewees for their strategic self-presentations.

2.3 Critical Pragmatics

Pragmatics sheds light on language use by emphasizing how people make use and make sense of language in a dynamic situation. Nevertheless, it mainly overlooked other matters that underlie language use like unhealthy ideologies, discrimination, deception, vulgarity, harmony, and civilization. Pragmatics should not be related only to the interpersonal aspects within socio-cultural contexts but must also deal with social aspect of public discourse. Critical pragmatics (henceforth: CP) fills this gap by investigating the ideologies and values that are hidden in language use and developing suitable modes for language use (Chen, 2020: p. 26).

By applying the pragmatic theories like presupposition, speech act theory, conversational implicature and face theory. Moreover, texts are studied with the aim of exposing the ideologies that are hidden within texts and are utilized to mislead and deceive hearers (Verschueren ,1999).

The field of CP is rooted in an essay by Mey (1979) which is entitled *Toward a Critical Theory of Language* where different problems related to language are investigated from a Theoretical-Marxian perspective. Just about the same time, Roger Fowler and his colleagues including Robert Hodge and Gunther Kress developed the field of CL and had over their work of CL to the University of East Angelia (Mey, 2017: p.147-148).

CP is originated in the field of socio-pragmatics, social deixis, social conventions of speech acts, and the social strands that are reflected in the use of language. The field of social pragmatics is a part of macro pragmatics and contain areas of pragmatics that are related to the society like socio-pragmatics which contain many diverse aspects. One of the topics in socio-pragmatics is identified as the social struggle that is integrated with language. This social struggle is the main concern of CP. It identifies the work that is made in socio-pragmatics that

follow the methods and the traditions of critical linguistics and especially the field of CDA. CP sheds light on the relationship between language, power and ideology.

Within CP, it is very significant to critically investigate the social aspects of language and attempting to understand it by shedding light on its many uses and realizations (Verschueren ,1999: p. 320). Language use is a combination of linguistic and sociological aspects. Pragmatics is a social science that can assist us in identifying social injustice or discrimination and attempting to end it. One specific way for solving any problem is to expose it and making others aware of it and critical pragmatics can be utilized to identify such ideologies like sexism or racism (Mehdi, 2020: p.123).

The interviewees' hidden intentions behind using self-presentational tactics cannot be revealed without starting with the pragmatic aspect since pragmatic devices like speech acts, the maxims of the cooperative principle and politeness are the main devices used by interviewees to create the desired impression on the audience and in forming their character in front of the audience. So, CP can deal with social psychological issues like self-presentation from a pragmatic perspective and with the assistance of CDA micro and macro devices, it can reveal how interviewees present themselves, the types of self-presentational strategies used and the ways in which they influence the audience to get benefits.

2. 3. 1Mey's (2001) Approach

Mey (2001) presents his theory of pragmatics through critical lenses and associate pragmatics to power and social struggle by combining work from CDA. Mey (1979) in his article that is entitled *Toward a Critical Theory of Language* explains for the first time the chance for doing a CP approach. Moreover, Mey (1985) carries on with his attempts to form a critical pragmatic approach in his monograph *Whose Language*. In this work, he attempts to find out

how employers and employees form their world by their words. At the same time, CDA has emerged. As a consequence, the work in CP depends on the work of CDA researchers like Teun van Dijk and Norman Fairclough (Al- hindawi & Jebur, 2021: p. 7).

At the same time, Fairclough refuses Mey's (1979) idea to consider CDA as a sub-field within pragmatics. This refusal is related to the fact that Mey's approach sheds light on the textual analysis while Fairclough and his colleagues emphasize the ideological aspects of the text (Archer et.al., 2012: p.133). The other reason related to this refusal is Fairclough's belief that pragmatics is a weak field when it comes to issues of power and ideology (Fairclough, 2001: 7).

Fairclough (2001: p.299) changes the direction of investigations from the textual level to the socio-political aspects of analysis and regarded them as the beginning of the investigations in CDA. Fairclough (2001: p.299) sheds light on the social issues but also emphasizes the significance of text analysis like texts and interaction for pragmatics.

Finally, Mey's (2001) *Pragmatics: An Introduction* is categorized into three parts. The most fitting section of the present study is in their part entitled *Macro Pragmatics.* Mey begins with the way language users use language in communication and end up with associating all these issues to CP (Mey, 2001: p. 173-205). The following chapter of Mey (2001) book is devoted to the pragmatic theory of action that focuses on the doing aspect besides the saying one of a specific communicative action and then May begins a critical approach in pragmatics. In chapter (11), there is focus on the association between pragmatics and power and other varied shapes of social struggle by using the approaches of critical discourse analysis within his theory of pragmatic acts (Mey, 2001: p. 289-328).

This dissertation adopts Mey's (2001) approach for investigating self-presentational strategies used by the selected British and American interviewees from a critical pragmatic

approach. Mey (2001) is adopted in the present study since this approach combines the work in pragmatics with the work of CDA and the combination of both is essential for investigating the concept of self-presentation and self-presentational strategies and for fulfilling the main aim of this study which is placing the concept of self-presentation within the fields of CP.

2.4 Self-presentation

APA dictionary of psychology defines self-presentation as any kind of behavior that attempts to convey a specific image or information about the self to other people. The motives related to self -presentation spell-out the reasons behind the changes in individuals' behaviors when they realize anyone else is present or watching. The Sociologist Erving Goffman associated self-presentation to a dramaturgical or theatrical performance where people attempt to design an image of themselves by their verbal and non-verbal shows to determine the impression formed about them by people around them(American Psychological Association, 2023).

People like actors, T.V producers and politicians generally aim at forming images of themselves for the audience on different occasions like speeches, debates, sermons and interviews. Such self-presentations have different motives. For instance, politicians want to control the audience and have more power, T.V producers want to be popular and loved by people in general, and actors like to be loved by people for gaining more fans and promoting for themselves and their films. They also use verbal and non- verbal devices for gaining such aims.

Oxford Reference defines self-presentation as the conscious or unconscious command of impressions that people form in social interactions or situations. It is classified as one type of impression management that is related to management of an individual's own role playing. This phenomenon is reflected in Shakespeare's quotation '*All the world's a stage, / And all the men*

and women merely players: / They have their exits and their entrances; / And one man in his time plays many parts'.

Self-presentation can be defined as the manipulation of information regarding self by an individual. Clearly, self-presentation is a very close concept to impression management. However, these two concepts are different. Impression can be directed by different means other than self-presentation like a third party presenting some information. Also, the presentations may be utilized for different aims like information seeking (Schneider, p. 1981: 25).

Self-presentation is a very significant aspect of people's lives and especially those whose public impression about them has a leading effect in their career and life in general like actors and presidents. Therefore, people do use every possible way for face keeping or enhancing the public impression about them as in the following:

46- Bill Clinton: *What I want the American people to know, what I want the Congress to know is that I am profoundly sorry for all I have done wrong in words and deeds. I never should have misled the country, the Congress, my friends or my family. Quite simply, I gave into my shame.*

This is part of Clinton apology to the public in November 19, 2010 for his sexual affair with Monika Lewinsky and for denying it. Clinton as the president of the United States wants to save his reputation and his career by face keeping and face-saving strategies through using self-presentational tactics including apologizing the people as a last solution available for him to enhance the public impression about him as a man of principles who fights for his country and his family. He uses self-presentational tactics to save the public opinion about him, his career as a president and his personal life with his family.

Lewis and Neighbors (2005; p.470) explain that controlling the impressions of others is very significant in managing social winnings and social consequences. Managing other people's impression is also important for sustaining and strengthening self-esteem and self-concept. The selves that are shown and presented to people are compatible with the self-concepts that people privately carry in themselves. The selves that are presented to the people can be slightly exaggerated version presented in advantageous and beneficial ways of what people have as their self- concepts.

Schlenker (2011: p. 542) states that the study of self -presentation is an attempt to understand the ways in which people try to shape and control the impressions related to themselves and not to other people by presenting information relevant to themselves. It also deals with how people who are targets of this self-presentation deal and respond to self-presentation strategies made by others. It deals with the attempts made by individuals to present to the audience an accurate presentation of themselves. In many cases, the aim behind such self-presentation is to protect the demanded regard and the treatment related to such identity. According to Schlenker(2011: p.542) , people use self-presentation to present an accurate picture of themselves and in many cases, they use it to present a false picture.

Self -presentation calls up the image a competition between people fighting for reaching a particular position in the social world by presenting a specific image of themselves to others. Examples of self-presentation are reflected in politicians who tries to impress the public by their behavior, appearance and their words or the salesman who behave in a kind way and smile to his customers to sell his or her products. Another example is the social chameleon who tries to impress people by wearing the best type of modern style of closes to show people face and a body that has been made improved by beauty cosmetic surgery. These examples reflect a type of

social behavior in which people make different types of behaviors and actions to create a good impression about themselves. Self-presentation is used to gain interpersonal goals that can be gained by affecting the opinion of other people about himself or herself. Self-presentation can be motivated by truthful or deceptive motives and valid or invalid information must be presented with good self-presentation skills in order to have their effect on the audience (Schlenker, 2011: p.543).

Self-presentation theory is an important issue for investigations in the field of social psychology and mainly in the concept of self and the social self as will be explained below:

Schneider (1981: p. 25) and Schlenker (2011: p.543) are adopted for forming the operational definition of self-presentation for the present study which is the following: Self-presentation is a concept that refers to a set of psychological strategies that are used by the individuals intentionally to form impression on some people that can help them in gaining benefits in different aspects of life like getting a job, winning a scholarship, becoming a famous actor, becoming a successful politician, student, salesman, husband and wife. Self-presentation is the center of people's success or failure in many aspects of life. The selected interviewees use self-presentation in a strategic and manipulative way for gaining different benefits. Such types of strategic self-presentations can create impressions that can mislead the audience and control their consciousness. The present study deals with the strategic type of self-presentations that are directed toward misleading the audience.

2.4.1 The Origin of Self -presentation Theory

Interest in the issue of self-presentation came out independently at the same time in psychology and sociology. Although there are many common aspects between sociology and psychology especially social psychology, connections between these two disciplines have been

very weak. Also, sociologists and psychologists rarely depended on the work of each other. However, researches in self-presentation must rely on concepts, theories and approaches from both sociology and psychology (Leary ,1996).

Dealing with the starting point of self-presentation in psychology, psychology relationship with the concept of self is a very strong one from the very beginning. William James is one of the first phycologists to provide a theory of self in his classic ‘’ *The Principles of Psychology ‘’.* Then, this concept deteriorates for a half of century and it was ignored by the psychological mainstream because it followed positivism that made psychology refuses any relationship to issues lacking empirical foundations. However, the concept of self was admitted to the mainstream of social psychology in 1960 but many important features of self that was introduced by William has been removed. James explains that there are two aspects of self that he identifies as ‘’I Self’’ and ‘’ Me Self’’. The ‘’ I’’ self is used to embody the things that individuals see themselves doing in the material world while the ‘’ Me’’ self reflects a subjective and psychological phenomenon dealing with the individuals’ reflections of themselves. James believes that the self is a source of continuity giving people a sense of connectedness and unbrokenness (Swann & Bosson, 2010: p. 589).

Over the last few decades, the redefinition and enhancement of self is employed to claim again the rich explanation of self in which James first formed for the concept of self. The modern psychologists accept warmly this *neo- Jamesian* explanation of self. The modern image of self is multi-dimensional. Several decades later, there was supremacy of the social self which was reflected in the symbolic interactions and its main feature which is the dramaturgical movement (Swann & Bosson, 2010: p. 589).

The first ones who shed lights on the issue that actions contain symbolic meanings that affect the responses of other people to self were Mead (1934) and Cooley (1902). Then, Goffman (1959) made extensive explanations about self-presentation when he explains that social life is a chain of performances where people forecast their identities and faces to other people and involved in mutual activities that are determined by social rules and rituals (Schlenker,2012: p.544). In his dramaturgical approach, Goffman (1959) presents an extensive and a detailed explanation of the Shakespearean theme *All the world's a stage, and all the men and women merely players.*

Investigations related to the concept of self-presentation started twenty-five years ago. Before these twenty -five years, self-presentation was not found in the indexes of social psychology books. Self- presentation now is considered as a very important topic in social psychology, counselling and clinical psychology. It has also immerged in sport psychology, organization behavior, management, marketing and in political science. Self- presentation has a great history in sociology. It becomes an important field of sociology when Erving Goffman in 1959 presents his book *The Presentation of Self in Everyday Life* (Schlenker, 2012: p.542-543).

It must be said that self-presentation was studied systemically for the first time within the work of the sociologist Erving Goffman. Goffman's main achievement was his book The Presentation of Self in Every Day Life which was published in 1959. Goffman's essential idea was that many of insights related to social behavior are found not in dealing with and analyzing people's private motives and personalities but by analyzing and studying the surface appearances people form for others. Psychologists observe people's overt or hidden behavior to analyze and explain people's main and underlying motives but Goffman explained that public behavior can lead to many explanations (Leary, p.1996).

It can be said that with exception of scattered mentions here and there, impression management has not been investigated until Gofman's (1959) systematized approach in self-presentation. Although, Goffman explained the structural and the normative constrains to self-presentation, he did not supply a thorough analysis of motivation. Goffman (1959) impression management is considered as a routine aspect of the social life where behavior is a reaction to internal principles and to others' claims for self-identification. He inherits his view of self-presentation which is rooted in the approaches of symbolic interactionists, impression management is not basically formed by any individual motivations like the individual's desire for acceptance (Schneider, 1981: p.23).

Experimental social psychologists made further investigation regarding the self-presentation theory that was systemized first by Goffman (1959). They took the theory further by searching for motives for the self-presentation behavior and found a very significant one. The motive that has been first dealt with was the desire for approval. Exceptional emphasis on the approval motive as a main social advantage that prompts and directs behavior. However, such theories have given no attention to impression management as a way of getting acceptance (Schneider, 1981: p.24).

In some way, Goffman (1959) explains the strategies and the structural phases of impression management is limited regarding the issue of motivation. Jones (1964) ingratiation is regarded as the first and the only full investigation to deal with these two directions in a comprehensive theory. Jones (1964) model is an uncomplicated model. The ingratiator is motivated by several factors that are 1) the need for useful resources from other people, 2) the need for protection from harm, 3) the desire for having a positive self-respect. All of these needs are related to the motivation of approval from another. Jones (1964) presumes that there are four

types of tactics that are *''(a) complimenting the other; (b) conformity; (c) self-presentation; and (d) rendering favors''* (Jones, 1964).

2.4.2 The Motivations behind Self-presentation

There are several reasons for people to be engaged in self-presentation which are:

A. Easing Social Interaction

The most fundamental function for self-presentation is identifying the nature of social conditions (Goffman,1959). Social interactions are organized by roles. Each specific person has a role in the interactions and such interactions move smoothly when roles of the participants are organized in an appropriate way. For instance, Airline pilots need to be serene and dignified because if they show the passengers these qualities, they will remain calm and act in a suitable way (DePaulo et al., 1996).

This specific function of self-presentation is first proposed by Erving Goffman (1959) who realizes that social life is extremely systemized. Sometimes, such social structure is exceedingly organized. For instance, state dinners within the White House follow authoritarian rules. In most cases, the social life is informal and understood from strategic point of view like norms of politeness and etiquette guide for social interactions (DePaulo et al., 1996).

One of such norms or principles is that people cooperate in supporting other people's public identities. Goffman (1967) identifies these attempts for maintaining other people's identities as face. According to Goffman (1959), each interactant must honor and help in sustaining other people's public face as is explained by Goffman (1957: p. 107): ''**At the same time, each team tends to suppress its candid view of itself and of the other team, projecting a conception of self and a conception of other that is relatively acceptable to the other. And to ensure that communication will follow established, narrow channels, each team is**

prepared to assist the other team, tacitly and tactfully, in maintaining the impression it is attempting to foster''.

People may in some cases present themselves in a false way or hold back from saying what they actually think or feel. For instance, publicly, people may pretend to like the gifts they receive, regarding other people's new clothes or hair as attractive and beautiful, or presenting excuses for not participating in a social encounter. This type of self- presentation is based on the desire of avoiding social conflict and decreasing tension (Goffman,1959: p. 107).

B. Achieving Material and Social Benefits

People attempt to form impressions of themselves within the minds of other people for achieving material and social benefits and avoiding material and social punishments. Employees usually gain material benefits in being viewed as brilliant, accomplished, and promising. They do their best to reflect these impressions in the mind of their employers. Their successful self-presentation can lead them to be prompted and given raises. Besides, social rewards are based on people's capabilities to persuade others that they have certain qualities. Being liked deals with persuading others that people who make self-presentation are likable and being a leader can be done by convincing other people that they are able to lead others (Campbel, 2021).

People like actors, singers, T.V producers, fashion designers attempt to impress others and use different self-presentational strategies to be loved by the audience in different conditions and situations like acting or singing on stage, making a speech in the public and participating in interviews. Succeeding in making the audience emotionally engaged with them means gaining more fans, more wealth, more opportunities for success in their career because their success depends on the public image that people form of them. Politicians on the other hand especially presidents and ministers use different psychological self-presentation strategies to create a

specific impression in the audience by using different linguistic strategies to convince the audience that they are fighting for their countries and their cause, people having principles and manners who stand for justice, equality, and people's rights to gain the desired impression and convince the audience that they are leaders. If they succeed in convincing the public, they will gain material benefits like more power, control, and dominance over others.

Jones (1990) states that this kind of strategic self-presentation views a version of social influence in which an individual who is the self-presenter aims at having more power and control others. Such approach is related to the idea that people can influence the form and the nature of the social interaction and gaining their aims if they are capable to control how they are viewed by others. This strategic self-presentation is found in many books that have titles like *How to Win Friends and Influence People* (Carnegie, 1936) and *Winning through Intimidation* (Ringer, 1973).

The use of self-presentation for manipulating people brings up the picture of duplicity and Machiavellianism. However, this is not always the case. Strategic self-presentation does not always mean that people who make self-presentation are attempting to manipulate and deceive others. Self-presentation can involve attempts by the person who is making self-presentation to shed light on his or her positive qualities and drag the attention of others to these positive qualities. Generally, strategic self-presentation deals with selective disclosures and deletions or issues of emphasizing or timing rather than deceiving or manipulating (Jones, 1990: p.175).

This dissertation deals with the strategic use of self-presentation for gaining fame, wealth, dominance, manipulating the audience, for gaining legalization for actions and decisions and naturalization of ideologies.

C. Self or Identity Construction

Another reason for attempting to form a good impression in the minds of others is to form a specific identity for the individuals who are making self-presentation. This kind of self-presentational behavior is utilized mainly for private and personal function. Attempting to persuade others of having certain qualities or attributes is a way for persuading the inner self (Baumeister, 1982).

People making self-presentation is this case for increasing self-esteem and for enhancing his inner identity and to convince themselves rather than the public that they have certain qualities and they must trust themselves as in the following:

Chase Dahl: *And I want to give a big congratulations to everyone including my self for being here today. The world we living is plagued with dangers Ebola, ISIS, Global Warming, facial acne and despite all the odds, we still managed to graduate, so let us give us a big round of applause.*

This is part of a graduation speech said by a graduated student Chase Dahl who graduated high school in May 21, 2015. Chase in his graduation speech is making a self-presentation for the audience but mainly for himself. Attempting to congratulate other students on their success in passing the high school is an attempt at congratulating himself and persuading himself of having the qualities and attributes that help him to reach success.

In some cases, self-construction is instigated so as to form an identity. Rosenberg (1979) explains that this type of self-presentation is found in individuals' adolescence age. People in the adolescence age usually attempt to use a variety of identities. They use dresses and manners of different social types like characters of the sophisticated or the rebel and they observe the reaction of people to their different displays so as to form an identity that fits the situation. In

other cases, self-construction is made to authenticate their already sustained self-view. An accomplished banker may wear suspenders and drive a Lexus to present to others his character as a wealthy man. Swann (1990) states that this type of self-construction is called self-verification, while Wicklund and Gollwitzer (1982) describe this type of self-presentation as self-symbolizing as in the following:

47- Dr. Phil: *You want a g wagon for your 16th birthday?*

Nicolett: *oh yeh, I need a g wagon. There is no question. I need it.*

This is part of Dr. Phil interview with Nicolette and her mother Nina in Feb 16, 2022. Nicolette is a spoiled fifteen-year-old girl who wants her mother to give her high weakly allowance each month. She is trying to present herself as a spoiled and a rich girl so to convince also her inner self that she is a rich girl who needs too much money and a car for living. She also wants to be viewed by others as rich and spoiled besides verifying to herself that she is.

Self-enhancement requires self-construction. People, in general, like to believe that they are competent, loved, talented and many other features. By persuading others that they have such features, people can also convince themselves, which makes people think and feel in a positive way concerning themselves. As a consequence, it can be said that people attempt to form impressions in the mind of other people as it leads them to feel good regarding themselves. Also, self-construction is used with a motivational function. People are expected to confirm to whom they claim to be. For instance, the boxer, Muhammad Ali usually foreseen the results of his fights. In many cases, this type of public boasting can turn the idea into reality (Goffman, 1959; Schlenker, 1980).

2.4.4 Identity Issues

People mostly face situations in which their public identity is under threat. Some types of these situations are regarded as minor. Examples of such situations are when individuals slug down their soup, seen while they are singing aloud in their cars, or embarrassing themselves by producing a gaffe or faux pas. Usually, people save themselves from such conditions by making their minimal effort. Other identity's crises or issues are more serious leading to real consequences. One type of these situations takes place when people are responsible for making a negative action leading to a negative outcome. For instance, coming late to an important meeting, forgetting your friends' birthday, or lying and being exposed concerning an absence from an important social meeting (Schlenker, 1982).

People use several strategies to reduce the negative consequences of these identities' crisis (Scott & Lyman, 1960). These strategies are the followings:

A. Account Giving

The first line of defense that people utilize when there is a threat for their identity is to show that they are innocent. In this way, people entirely deny the responsibility of any negative results by saying that they have no role in producing a specific event. This type of account giving is called 'claim of innocence'. If this tactic does not work, they attempt at explaining the events in a positive way. This is a common strategy used by politicians who usually attempt to describe negative events and results in a positive way. This tactic of account giving is identified as reinterpretation (Scott & Lyman, 1960).

The other two types of account giving are justification and excuses. People admit that they are responsible for a negative event. However, they try to escape the punishment by changing people's understanding of the circumstances that surround a specific event. Dealing

with justifications, the individuals try to make legal the negative actions by showing them as warranted. Excuses on the other hand deal with the cases in which people strive to make rational their negative behaviors by viewing their actions as permitted. The other tactic is apologizing and it is used when everything else fails. So, a person who has done a wrong action must take the full responsibility and admit by apologizing and asking for mercy (Scott & Lyman, 1960).

An instance of account giving is the issue of Senator Bob Packwood who supplies a real use of such strategies. Many women accused the senator of doing undesired sexual advances for many years. Firstly, Packwood denied everything or remembering that such events happened. Then, he tried to reinterpret the events by saying '' *these were not lascivious sexual advances''* and he added '' but ''*friendly kisses''* and it is not different from the situation in which two men shake hands with each other. After finding the truth about these matters, he tried to justify his behavior by saying that he belongs to a different generation where men are supposed to force themselves on women. When all of these accounts did not work, he tried to find excuses for his behaviors by saying that he was drunk and not responsible for his actions. Finally, to save his career, he apologized to the women that he offended and was forced to resign (Scott & Lyman, 1960).

Not only politicians try to save their identity by using justification and excuses but also other types of public personalities like actors as in the following:

52- Will Smith: *That's what I want to do. I want to be an ambassador of that kind of love and care and concern. I want to apologize to the academy. I want to apologize to all my fellow nominees. This is a beautiful moment and I'm not — I'm not crying for winning an award. It's not about winning an award. Art imitates life. I look like the crazy father, just like they said, just like they said about Richard Williams. But love will make you do crazy things*.

This is part of Smith speech after winning Oscar in Mar 29, 2022. In this speech, Smith uses many strategies to save his public face after slapping Chris Rock for making fun of his wife. To save his career and reputation, he firstly engages the audience emotionally with him by crying, then he presents himself as a loving father and a person who faces so many difficulties in his career, then he uses the justification strategy by saying that his love of his wife made him angry for offending his wife and that is why he slapped Rock. He also uses the strategy of apologizing to save his public identity and fame.

B. Preemptive Excuse Making

In the account giving strategies, the account took place after committing a negative action by an individual. People can deal with preemptive excuses making like saying *I should warn you; I am not very good at this sort of thing*. In some cases, this type of excuses making deals with people showing others that they have some features that negatively influence the performance (Baumgardner et al., 1985).

Making excuses before presenting self can help in decreasing the negative impression of the audience regarding a specific issue related to the self-presenter. Such cases can be found in interviews when interviewers ask their interviewees some questions that he or she cannot answer or facts that are revealed by the interviewers and the interviewees try to escape such issues or facts as in the following:

53- Iain Dale: *You know, as well as I do, that there is one subject on everybody's lips today and they want to know why the police were called to your house in the early hours of Friday morning?*

Boris Johnson: *oh… thank you Ian and thank you very much for your kind remarks and your generous introduction and thank you everybody for coming along to these first and most*

important hustings that we are going to be having. I know it is not the most important, I have got to be careful of what I say.

This is part of the Guardians interview in which Iain Dale is the interviewer and Johnson is the interviewee in June 22, 2019 in which Dale asks the prime minster of the United Kingdom Johnson about the reasons for the police coming to his house at the early morning on Friday. Johnson avoids answering the question firstly by thanking the audience and then by giving excuses for not answering the question. The interviewer continues asking the same question repeatedly and the interviewee Johnson continues to escape answering the question by using excuses making strategy.

C. Self- handicapping Behavior

In some cases, people may go far by forming an excuse for failure. This type of behavior is called a self-handicapping behavior (Berglas & Jones, 1978). Self-Handicapping behavior takes place when people form obstacles for their own success. For instance, the athlete that fails in a competition can make excuses for his failure by saying that he fails because lack of preparation. Self-handicapping behavior occurs independently of any social situation. More research proved that self-handicapping behavior takes place in public performances (Arkin & Baumgardner, 1985).

Not only athletes use the self-handicapping strategy but also celebrities like singers who fail in some aspects and use this strategy to save their reputation and their public face as in the following:

54- Chris Brown: *I wish I had the chance to live those few moments again, but unfortunately, I can't. I am very sad and very ashamed of what I've done. My mother and my spiritual teachers have taught me way better than that. I have told Rihanna countless times, and*

I'm telling you today, that I am truly, truly sorry that I wasn't able to handle the situation differently and better. As many of you know, I grew up in a home where there was domestic violence, and I saw first-hand what uncontrolled rage could do. I have sought and I am continuing to seek help to ensure that what occurred in February can never happen again.

This is part of Chris Brown's apology to the public and Rihanna for assaulting her physically by posting a video in July 21, 2009. In this video, Brown makes justifications for his bad behavior with Rihanna and insulting her by saying that he has grown up in a family where there has been violence. His other justification is that he has not been able to control himself at the time of attacking Rihanna.

Self- handicapping is a useful tactic in some cases but it backfires in most of cases since showing self as needy, helpless and incompetent is disliked and refused by most people. It happens in cases where being incompetent helps in fulfilling and gaining the self-presenter aims as in the following:

55- Nicolette Grey: *I want my mom to understand that I cannot live off of $1.000 a month and I grew up on a certain life style she cannot just take that away from me immediately. If someone took her life style away from her, she would not like that. And I grown up on it, it is all I have ever known. I cannot deal with this.*

This is part of D.Phil. talk show in May 1, 2018 and of the discourse of a fifteen years old teenager girl called Nicolette who has been spoiled by her mother from her childhood and has been given too much money every month by her mother. She uses the self-handicapping strategy by emphasizing that she cannot live without being rich and getting money from her mother. This strategy is used by Nicolette in this condition to gain benefits like living in the same lavish life style and getting money.

D. Identity- repair Tactics

The final tactic for dealing with the identity crises or issues is the attempts that are directed at fixing a damaged identity. Baumeister and Jones (1978) shed light on this tactic. The participants in this study have been informed that another person has negative information regarding some of their personality features. The participants were given the chance to explain about themselves within a questionnaire that must be shown to another participant. Baumeister and Jones (1978) found out that the participants have attempted to make amends for their initial bad impression raising their ratings concerning the unrelated items. For instance, if the other person believed that the participant is insensitive, the participant shows herself as very mature. So, participants tried to reform an acceptable public image without making any contradiction regarding the information that the other person have about them.

Another way to fix a negative public image is to refer to an association between the person who is doing this self-presentational tactic and a special or exemplary person. This strategy can be referred to as basking in a reflect glory. Cialdini et al (1976) find out that students have more likely used the pronoun we when they talked about a game that their team won. This tendency is clear when students encountered a public failure (Cialdini et al ,1976)

Generally, it is seen that in any profession and especially well -know people like celebrities, company managers, politicians, and T.V broadcasters or producers or any public personality face situations in which their public face get damaged like scandals, wrong actions or decisions made by such public figure, gossips about such personality, getting angry in public and many other reasons for damaging a public identity. Such public figures attempt at saving their identity in different ways like making an apology in public or making a public statement, performing an action that is loved by the audience like participating in charity works , explaining

themselves in interviews and trying to restore the identity when making a conversation with the interviewer as in the following:

56- Jimmy Faloon*: In 2000, while on SNL, I made a terrible decision to do an impersonation of Chris Rock while in blackface. There is no excuse for this. I am very sorry for making this unquestionably offensive decision and thank all of you for holding me accountable.*

This is a twit in May 26, 2020 by Jimmy Faloon who is a well-known American T.V personality. In this twit, he apologizes for imitating Chris Rock by sketching his face with black color and appearing in a show to make people laugh on how he imitates Chris Brown. The way he imitates Chris Brown angered the public who accused him of being racists and ask for cancelling his show. He attempts to save his public identity by apologizing to the American people.

2.4.6 Strategic Self-presentation

Jones and Pittman (1982) state that no individual would protest against the idea that actors have the ability to control the inferences that are made about their actions. Goffman (1959) viewpoint of self-presentation have opened the way for self-presentation to be investigated from a social psychological perspective. However, the attempts made by the actor to form others' impression regarding his or her personality take a secondary position. Jones (1964) and Jones and Wortman (1973) sheds light on the individuals' attempts in making others like them and advances a framework that integrates motivational, cognitive and evaluative characteristics.

Jones and Pittman (1982) start their explanations of the strategic self-presentation by the phenomenal self. The phenomenal self is defined by Jones and Gerard (1967) as the individual's

consciousness that arise from the interactions with his or her environment, beliefs, standards, and perspectives.

Strategic self-presentation deals with the actor's forming of his or her response to create in people an impression that is desired by the actor for fulfilling an aim. Strategic self-presentation is related to the aim of sustaining one's power in a specific relationship. The actor utilizes his or her behavior to pass on something concerning him or herself. Also, the strategic self-presentation can be defined as characteristics of behavior influenced by power augmentation motives that are formed to obtain or shape other people impression. The word 'features' include the most significant aspects of style, non-verbal expressions and also the verbal communications. Such definition of self-presentation expresses the idea that there are no set of responses that are universally self-presentational. Instead, self-presentation is intertwined with social responses. This definition also implies that the strategic self-presentation is usually a false, distorted and incongruent from the phenomenal self. Such features contain selective choosing of information, deletions, issues of emphasis and toning rather than deception and faking (Jones & Pittman, 1982: p.233).

Strategic self-presentation consists of various types of behaviors that are not limited to the verbal aspects of the self. Almost, any kind of behavior or appearances can possibly be used to pass information concerning the self and so be utilized as a self-presentation strategy. (Schneider, 1981: p.26).

Jones and Pittman (1982: p.235) form a taxonomy of five classes concerning self-presentational strategies. The main feature of each class is the specific attribution desired by the actor. This classification consists of ingratiation, intimidation, self-promotion, exemplification and Supplication.

2.4. 8 Self- presentation and Humor

The investigations related to humor as a multi-dimensional phenomenon develop established theoretical structures of humor like the Semantic Script Theory of humor by Raskin (1998) and the general theory of Verbal Humor. Humor must be taken into consideration and it is a significant phenomenon that needs academic research. So, it has a significant role in self-presentation and the identity formation and impression (Arevalo, 2021: p.175).

There are many investigations regarding types of humor. From a psychological approach, for instance, scholars like Freud (1991) investigated two main types of humor that are the aggressive humor in which hostile humor is pointed at abusing others and the innocent humor which does not demand hostility. Martin et al (2003) talk about aggressive and affiliative humor. They (2003) also dealt with related categories like self-enhancing and self-deprecating humor.

Linguistic theories on humor show that it follows specific patterns and it is structured in a such way that it can be regarded as humor by users of language. Some of such linguistic sources of humor are puns, plays on words, repetition, and intertextuality. Nevertheless, Palmer (2003) explains that the basic elements of humor cue are going beyond what is normal either from the content point of view or from the linguistic perspective (Arevalo, 2021: p.175).

Renner and Heydasch(2010: p. 172) explain the ways in which self-presentation is related to humor. Individuals need self-presentational abilities to create humorous effect. Some individuals are more skillful than others in telling jokes and pun. The same joke can form laugher based on the person who makes them. So, presentational skills can be associated to humor production. The performative phase of joking is also identified as the non-verbal humor (Norrick, 2004) that is compared with the verbal humor that is explained by Riskin’s (1985) script theory. Also, Norrick (2004) emphasizes the difference between the written joke and the

oral joke performance and emphasized the significance of features like pantomime, gestures, voice shifts and timing for the jokes' impact.

Another association between self-presentation and humor is that self-presentation is the effort made by the individual to communicate the image of self to other people. Therefore, self-presentation is regarded as a social influence tactic. Affecting and controlling the impression that others create of individuals who make self-presentation and managing people's reactions can be gained by utilizing humor and laughter. Regarding humor appreciation, people can laugh at a joke to be considered as friendly and likeable (Norrick, 2004: p.172).

2.5 The Talk Shows Discourse

Munson (1993) states that the term *talk show* mix up two different opposite rhetorical paradigms by connecting interpersonal conversations that belong to oral and premodern aspects of communication with the mass- media communication that is related to the modern communication. Consequently, there is an emergence of a public colloquial language which is modelled in different ways based on the practice of conversational speech by a process of conversationalist of public discourse.

The selected British and American actors are interviewed in late-night talk shows in which the actor is the guest and the interviewer is the host. In such talk shows, the selected actors make conversations with their hosts that are mainly informal, intimate, and based on laughter and humor. Such talk shows are programs that are broadcasted on British and American T.V channels and are watched by the British, American and people around the world.

Within talk shows, the interpersonal talk is related to public debate utilizing partly conversational, partly institutional discursive aspect and strategies which deal with losing the boundaries between traditional divisions like public and private, collective with personal

experience, expertise with experience. This is the reason behind identifying the talk show discourse as quasi-conversational and semi-institutional. Talk shows deal with a specific ranking of discursive characteristics regarding institutionalization with conversational features positing in the informal end of the continuum and the institutional features occurring at the formal end of the continuum. The participants of the talk shows combine spontaneous and deliberate, non-institutional and institutional roles, non-controlled and host-controlled talk, interlocutor-directed, message-directed, and multiple audience-directed talk (Ilie, 2001).

The talk show is regarded as confrontational discursive genre. It is regarded as highly persuasive phenomena, moral and political modern form of entertainment. A small number of discursive practices of popular culture other than the talk shows are regarded as controversial and investigated from a cultural and scholarly perspectives and especially the television talk shows. The notion of talk shows deals with issues regarding the dividing lines between talk that is prototypically dialogical and the show which is monological usually. It also deals with the boundaries between public and private, collective and personal experience, between skill and experience, between interpersonal and mass communication, between information and entertainment, between overlapping and distinct identities (Ilie, 2006: p. 489).

2.6. Ideologies of Americanism, Domination, Islamophobia, Promotional Marketing and Religious Extremism

2.6.1 Americanism

Orton Jr. (1920: 3) explains that the term ‘Americanism’ is a complicated term that cannot be defined easily. It is regarded as a collection of principles which have been made three hundred years ago and by the passage of time these principles gradually became acceptable by the American people. Americanism can be defined as the emotions of love for such principles or

the people who have assisted in their coming into existence and have helped in sustaining them. Besides, no phase of the concept of Americanism can be minimized or ignored. Americanism is a mixture of justified respect for the American national institutions and love for spiritual background that gave birth to such institutions.

Within the present study, Americanism is the ideology of the selected American interviewees actors and politicians besides the British actors' interviewees. They use different self-presentational strategies for producing a desired impression in the audience and hence passing the ideology of Americanism to the public, naturalizing the principles of America and love for these principles and make them part of their common sense.

2.6.2 Domination

Werber's (1968: p. 212) states that domination is the case in which specific individuals or a group of people are controlled by a given group of persons. The main features of domination are obedience, interest, belief, and regularity. Instances of domination are parent-child relationships, employer-employee relationships, teacher-student, domination inside the family, a political party that is accepted and obeyed, or even relation between a priest and church member. When dominance last for a long time, it changes to be a structured and a natural phenomenon and the kinds of dominance turn to be integrated within the structure of the society. Temporary power and control over people are not regarded as forms of dominance.

Werber's (1968: p. 212) definition of dominance is adopted in the present study since it sheds light on American and Britain politicians gaining the permanent power and dominance by manipulation of the public and passing of different ideologies to them by the use of propaganda.

2.6.3 Islamophobia

Merriam Webster defines Islamophobia as *irrational fear of, aversion to, or discrimination against Islam or people who practice Islam.*

The term 'Islamophobia' is originally coined as a concept by political activists in the late 1990. The aim behind the use of this concept is to emphasize rhetorical functions, actions and manners directed toward Islam and the Muslim community living the west. The word consists of two aspects that are 'Islam' which refer to the religion of Islam and 'phobia' which is defined according to the Oxford Advanced Learner's Dictionary (2005) as "a strong unreasonable fear or hatred of a particular thing". It also refers to being afraid of Muslims and Islam. Islamophobia is the refusal of Islam, Muslim groups and Muslim people according to prejudice and stereotypes that can be emotional, mental, evaluative and action-based elements (Amiri, Hashemi, Rezaei, 2015: p. 1).

Many of the British and American media's outlets attempt at passing the ideology of islamophobia to the British, American, the whole world audience and naturalizing this specific ideology in the United Kingdom and the United States to a common sense as a part of every day's life. Some of the selected British channels within the present study is part of such British media that attempt at hegemonizing Islamophobia in the west countries. Also, some of the selected British interviewees use different self-presentational strategies to turn this ideology to a common sense in the mind of the British and American people.

2.6.4 Promotional Marketing

Promotion is defined as the use of specific marketing techniques and practices, marketing actions, forms of communications directed at raising a sale level by gaining the attention of people as protentional buyers, by utilizing points of sales, information, belief, training and

attempting to keep a customer interested in a specific product and the manufacturing company (Alexandrescu& Milandru, 2018: p.268).

Promotional actions are made by the British and American media specifically the selected British and American talk shows that have made the interviews with the selected British and American actors. Here, the actors are using the attraction strategy by using self-presentational strategies to create specific desired impressions that influence the audience, engage them emotionally and control their minds by using pragmatic, micro, macro, and mind control strategies to attract the audience as to watch their films and consequently gaining more wealth by advertising for their films and themselves as actors.

Promotional activities are so important for attracting the movie goers to a new movie. So, producers' companies attempt to promote their films by marketing promotional activities for increasing box office incomes. Such activities have a strong impact in increasing the movie going to watch their films besides attending the opening weekend box office income of that film (Öcal & Nasır, 2016: 324).

2.6.5 Religious Extremism

One main definition of 'extremism' in which it is regarded as a motivation for terrorism is that extremism consists of ideological beliefs regarding an obligation to change the political system in a way that numerous types of extremism can be expressed. Taking this diversity of extremism senses into consideration, extremism can be defined as the degree to which there are strict norms for concerning the right behavior and no way for accepting alternative or different types of behaviors. So, the focus is not mainly on the behavior itself but on the degree to which behaviors are prescribed according to the belief of some people regarding their religion and no

way or freedom for deviating from such prescribed behaviors (Wibisono, Louis & Jetten, 2019: p.3).

The present study adopts Wibisono, Louis and Jetten (2019: p.3) definition of religious extremism since it explains extremism as a limited way of thinking and believing with refusing alternative ways of thinking, believing, and behaving. In the present study, one interviewee that attempts to pass the ideology of religious extremism to the public by using intimidation combined with exemplification self-presentational strategies to view Islam as an extremist religion, to naturalize this ideology in the mind of the British people and people watching around the world , legalizing his crimes by justifying his actions and mistakes as necessary ones for saving Islam and Muslims and for gaining more power, control and dominance.

2.7 Previous Studies

Several previous studies have dealt with self-presentation in various types of discourses. The selection of previous studies is limited to the studies that are concerned with the concept of self-presentation in various types of discourses and from different perspectives in linguistics.

1- Schutz (1997) presents ‘’ Self-presentational Tactics of Talk Show Guests: A Comparison of Politicians, Experts and Entertainers’’. This study investigates the self-presentations of politicians, entertainers and the experts and comparing self-presentation strategies utilized by these different groups on German television talk shows. The study finds out that politicians employ the exemplification strategy more than the other groups and more self-promotion than entertainers but less than experts. Schutz (1997) investigates the linguistic strategies used by politicians, experts and entertainers for performing different self-presentational strategies and the researcher finds out that politicians mainly use exemplification, ingratiation by entertainers and self-promotion by experts.

This study is different from the present study in the sense that it deals with the main self-presentational strategies by politicians, experts and entertainers and comparing their use of these strategies while this study is not interested to find out the different use of these strategies by politicians, experts and entertainers but to investigate the use of the five self-presentational strategies by selected British and American interviewees for producing passing their ideologies to the audience to gain different benefits. Also , the present study is different from Schutz(1997) study since it uses the critical pragmatic framework for investigating the self-presentational strategies used by the selected British and American actors interviewees in selected interviews and sheds light on the ideological aims related to the use of such self-presentational strategies. The present study sheds light on the manipulative use of self-presentational strategies and the use of such strategies for passing ideologies to the audience and naturalizing them in their lives.

2- Dippold (2009) presents ‘’ Face and self-presentation in spoken L2 discourse: Renewing the research agenda in inter-language pragmatics’’. This study presents a more detailed view of face and face work this is used in the frameworks of inter-language pragmatics. It explains that inter-language pragmatics hierarchizes research for the expression of politeness in the L2 and the acquisition of politeness strategies. The paper finds out various ways in which self-presentation is created, for instance by the ways used by speakers to organize their turns, the way they modalized their discourse, and the ways in which they utilize markers of reference and identity. This study explains that the field of inter-language pragmatics must focus not only on politeness and a limited number of speech acts but by focusing on self-presentation.

Dippold (2009) uses interlanguage pragmatics for the analysis of politeness strategies and specifically face work utilized by L2 learners of German in their argumentative conversations. Besides, Dippold(2009) goes a step further by shedding light on the neglected area of self-

presentation and the ways in which such learners use discursive strategies, turn taking strategies and markers of reference and identity for presenting themselves. It claims that inter-language pragmatics must not be limited to face work and politeness strategies or limited number of speech acts but must enlarge its interests to deal with the phenomena of self-presentation. The present study on the other hand uses a critical pragmatic perspective as an approach for the analysis of self-presentation strategies. Also, Dippold(2009) study tackles the cultural aspect of pragmatics while the present study tackles self-presentation from a critical perspective and self-presentation is regarded as a tool for manipulating the public for gaining benefits like power, dominance and fame.

3- Ghachem (2014) presents ‘’A Critical Discourse Analysis of Self-presentation through the Use of Cognitive Processes Associated with We’’. This study investigates the relationship between the discourse structures and self-presentation in mediated political discourses. The study is based on CDA and the transitivity analysis which is taken from Holidays’ systemic functional linguistics and the focus is on the cognitive process type. The analysis of the cognitive processes reveals the strategy of positive self-presentation by maintaining a controversy- -free experience and the picture of being issue raised.

Ghachem (2014) investigates a limited aspect of self-presentation that is associated to the positive self-presentation and the cognitive processes utilized by the heads of a state. Ghachem (2014) study is similar to the present study in the sense that both studies deal with the critical aspect of discourse analysis and investigate the hidden ideological aims of selected individuals and attempt to reveal them. Also, both studies attempt to uncover the ways in which positive self-presentation is utilized by individuals to pass and naturalize their ideologies in the public by the help of the media. Ghachem (2014) study is different from the present study in many points.

Firstly, Ghachem(2014) uses CDA approach for the analysis of the positive self-presentation while the present study uses a critical pragmatic approach . Secondly, Ghachem(2014) analyzes the positive self-presentation that is part of the ideological square and specifically the cognitive processes associated to such positive self-presentation while the present study analyzes the use of the self-presentational strategies . Thirdly, Ghachem(2014) study analyzes articles written by politicians and directed to be published while the present study analyses selected British and American interviews in selected British and American channels.

4- Alayo (2016) presents a master's dissertation entitled '' A critical discourse of the (self) representation of Hillary R. Clinton in public discourse. This study is centered on Hillary Clinton and how she represents herself through her discourse. The aim of this study is to make an analysis of ten speeches by Hillary Clinton starting from the campaign starting event in 15th June 2015 till 26th April 2016 so as to realize how she presents herself as a woman and as a politician and to find out whether she represents herself by gender schema or inferior to her male-counterparts. The analysis reveals that there is an increase concerning the positive evaluation of the representation of females' politicians in the media.

Alayo's (2016) study has many similarities and differences with the present study. Dealing with the similarities, firstly, Alayo(2016) uses the CDA approach for the analysis of self-presentation for revealing the ideological aspect behinds Hillary Clinton's self-presentation in her speeches and how such presentation is related to the general presentations of females in the media of United States. The present study also utilizes the CDA approach for the analysis of self-presentational strategies for revealing how such self-presentational strategies are used for the ideological manipulation of the British and American and people watching such interviews around the world for passing ideologies like Americanism and promotional marketing of films to

the audience and for gaining control and dominance over the audience. Secondly, both of the studies deal with the media and how politicians use them by making use of persuasive self-presentations. Regarding the differences, firstly, Alayo (2016) uses a CDA approach only for the analysis of self-presentation while the present study uses a critical pragmatic approach that consists of both CDA approach and pragmatic aspects for the analysis of the pragmatic, micro, macro and mind control strategies used by self-presenters. Secondly, Alayo(2016) analyzes self-representation in Hillary Clinton selected speeches while the present study analyzes self-presentational strategies utilized by selected British and American interviewees in selected British and American interviews.

5- Castro (2018) presents'' Identity and Self-Presentation in Letters of Request Written by College Students''. This paper investigates letters of request written by students of a university that occur in Metro Manila. These letters are investigated for specifying forms of self-presentation. It depends on Goffman's thesis (1965) that self-presentation is an important component of identity. This paper analyzes lexico-syntactic aspects and the impression management strategies that are employed by students' writers to reflect their communicative intention which is making a request. The study finds out that these strategies can significantly participate in convincing readers to accept the requests.

Castro's (2018) study has a number of similarities and differences with the present study. Dealing with the similarities, firstly, Castro(2018) analyzes the concept of self-presentation for identifying how self-presentational strategies are used by letters of request writers to get acceptance for their requests, the present study analyzes the concept of self-presentation for identifying how self-presentational strategies are used by selected British and American interviewees for gaining their aims. Secondly, both of Castro(2018) and the present study use

Jones and Pittman (1982) for the analysis of self-presentational strategies and Brown and Levinson's theory of face for the analysis of the face work and politeness strategies that are used. Regarding the differences, firstly, Castro(2018) uses lexical-semantic aspects for the analysis of the self-presentation strategies and impression management tactics used by writers of request letters while the present study uses a critical pragmatic approach for the analysis of self-presentational strategies utilized by the selected British and American interviewee. Secondly, Castro(2018) analyzes the concepts of self-presentation and the impression management for constructing different identities that are presented in letters of requests using self-presentational strategies and impression management strategies while the present study analyzes how self-presentational strategies are used by the selected British and American interviewees for creating a desired impression in the audience that can lead them to manipulate the minds of the audience to control them and pass to them different ideologies like Americanism ideology.

6-Tong et al (2020) present ''Self-presentation and impressions of personality through text-based online dating profiles: A lens model analysis''. This study deals with the issue of online dating and claims that the self-authored profile acts as the main way for daters to introduce themselves to others and to know more about their possible future partners. In compatible with the lexical approach to personality, daters were capable to present aspects of themselves by using the linguistic self-description which is called cue validity and observers were capable of decoding the profiles' information to create impressions. Nevertheless, there were few significant connections between the self-presentation of the daters and the judgments of observers. The findings of this study are in agreement with previous investigations concerning self-presentation and impressions located in online dating profiles.

There are many similarities and differences between Tong et al (2020) and the present study. Regarding the similarities, Tong et al (2020) investigate self-presentation in online dating profiles that daters use as the main way for presenting themselves. So this study attempt to find out how daters present themselves using self-presentational strategies to impress their future partners and the present study similarly investigates the use of self-presentational strategies by a selected British and American interviewees to impress the audience and form desirable impression that help them in gaining their goals. Dealing with differences, Tong et al(ibid) uses a linguistic analysis and especially a lexical approach to personality to analyze the linguistic descriptions used by daters for impressing their future partners while the present study uses a critical pragmatic approach for the analysis of pragmatic, linguistic, ideological and mind control strategies used by the selected interviewees. Secondly, Tong et al (2020) investigate the use of self-presentational strategies by daters for impressing others who watch their profiles and to gain new partners while the present study investigates the use of self-presentational strategies by selected British and American interviewees to create desired impression in the audience that can help them in gaining different goals starting with audience minds' manipulation, engaging their emotions, gaining their acceptance , passing different ideologies to them and gaining power, control, dominance, hegemony, wealth and fame.

7- Chalak (2021) presented' 'Pragmatics of Self-Praise and Self-Presentation by Iranian EFL Learners on Instagram''. This study investigates the self-praise by Iranian EFL learners on Instagram from a pragmatic point of view. The findings of the study show that self-praise, bragging and humble bragging has formed impression on the audience. Also, this study found out that self-praise is a weak self-presentation strategy. Bragging and humble bragging have been regarded as negative strategies and the audience got undesirable impression about them.

There are many differences and similarities between Chalak's (2021) study and the present study. Starting with the similarities, Chalak(2021) investigates the use of self-presentation by selected Instagram users for attracting the Instagram users' attention and to increase their followers and popularity in Instagram. So, the selected Instagram users use self-presentational strategies to impress others and create their desired impressions for gaining different benefits which is similar to the present study since this study investigates the use of self-presentational strategies by selected British and American interviewees for creating desired impressions that can help them in gaining different benefits. Secondly, both Chalak(2021) and the present study use the pragmatic approach for the analysis of self-presentational strategies used by both Instagram users and the British and American interviewees. Regarding the differences, Chalak(2021) uses a pragmatic approach only for analyzing self-presentational strategies used by selected Instagram users while the present study uses a critical pragmatic approach for the analysis of self-presentational strategies used by the selected British and American interviewees. Secondly, Chalak(2021) investigates how self-praise and self-presentation are used by Instagram users while the present study deals only with the analysis of self-presentation by the selected British and American interviewees in the selected British and American interviews. Thirdly, Chalak(2021) investigates bragging, complaint and humble-bragging besides likeability, modesty and sincerity factors for attracting others' attention and followers while the present study investigates the use of the five self-presentational strategies that are ingratiation, exemplification, self-promotion, self-supplication and intimidation by the selected British and American interviewees for creating desired impressions and manipulating the audience by ideological devices to pass their ideologies to the audience.

As a conclusion, it must be said that the previous studies explained above have investigated the concept of self-presentation in different types of discourses. However, self-presentation which is a very important concept and issue within social psychology and has great impact on the use of language in different situations, is still a neglected area within critical pragmatics that was not tackled seriously and has not been given a significant value within the field of critical pragmatics since self-presentational strategies are behaviors that cannot be performed without suitable pragmatic, linguistic and ideological devices and the desired impression depends on the use of such linguistic devices for achieving its aims. Critical pragmatics deals with the ways in which people attempt to persuade, manipulate and control others using discoursal devices and the self-presentational strategies are utilized mainly for persuading other people and in many cases manipulating them. So, self-presentational strategies must not be regarded as a concept within the field of social psychology only but also a concept within the field of critical pragmatics. This study attempt to fill this gap by finding out the pragmatic, micro, macro and mind control strategies used by the selected British and American interviewees.

CHAPTER THREE

METHODOLOGY

3.1 Introductory Remark

This chapter consists of three main sections. The first section deals with the data. It is concerned with data selection, description, and collection. The second section of this chapter is concerned with developing a theoretical model for the analysis of the data. Finally, the third section deals with the procedures of the analysis followed in the present study.

3.2 The Data

This section is devoted to explaining how the data are collected by the researcher. Then, it deals with the reasons behind selecting the data. Then, it deals with the description of two types of data starting with explaining the selected British interviews and ending with the American interviews.

3.3 Data Collection

This study searches for interviews where the interviewees use self-presentational strategies for different aims. The data of the present study consist of six British interviews and six American interviews. The British interviews are collected from *Jonathan Ross Show*, *ITV News*, *NEWSNIGHT*, and, *BBC Newsnight*. The American interviews are collected from *The Tonight Show Starring Jimmy Faloon*, *Jimmy Kimmel Live*, , *60 minutes election interview*, *TODAY* and *60 minutes Australia*. The interviews are collected from the YouTube channels belonging to the selected shows. The interviews are downloaded from these websites as videos and the transcription of some of the interviews have been downloaded while interviews that have no transcription are transcribed by the researcher herself by listening to these videos carefully

and repeatedly and transcribing them in person without using any program for transcribing these videos automatically. Basically, these selected interviews are oral and are well-known that have been performed in reliable programs. These interviews are very suitable for the analysis of self-presentation phenomena since the interviewees in these interviews are politicians, and actors who want to make desired impression on the audience for gaining different benefits. The selection of the interviews is based on the strategic use of self-presentational strategies that consists of ingratiation, exemplification, intimidation, self-promotion, and self-supplication. The interviews are classified into British and American. The British data consist of Paxman interview with Ed Balls, Jonathan Ross interview with Tom Hardy, Jonathan Ross's interview with Russel Brand, Paxman interview with Anjam Choudary , ITV News' reporter interview with Boris Johnson and finally Jonathan Ross's interview with Damian Lewis. The American data consist of interview with Joe Biden on the 60 minutes election interview, Craig Melvin interview with Bill Clinton and James Patterson, Jimmy Kimmel interview with Will Smith, and Jimmy Faloon interview with Miles Teller. The reason behind choosing such varied data is that politicians and actors use different types of self-presentational strategies for creating desired impressions on the audience that help them in manipulating the audience and controlling their minds for gaining different benefits like naturalization of their ideologies, legalization of their actions, dominance, hegemony, more power and control, wealth, promoting films and actors besides passing ideologies like Americanism, Islamophobia, Religious extremism, and promotional marketing of films.

3.4 Data Description

The data are interviews including talk shows that are classified as news media genre. The interview is a particular genre of the journalistic activity. It embodies the pragmatic regularities

of the dialogic organization (Galushkin, 2017). The talk show is a television or radio program where a well-known individual interviews celebrities and other types of guests like politicians. Instances of talk shows are the late-night television programs hosted by Jonny Carson, Jey Leno, and David Letterman, talk shows are based on entertainment, music, and comedy. They deal with political, modern social, sensationalistic, and emotional therapy issues (Britannica: The Editors of Encyclopedia, 2020).

The selected British and American actors are interviewed in late-night talk shows in which the actor is the guest and the interviewer is the host. In such talk shows, the selected actors make conversations with their hosts that are mainly informal, intimate, and based on laughter and humor. Such talk shows are programs that are broadcasted on British and American T.V channels and are watched by the British, American and people around the world.

The selected British and American talk shows are characterized as being both conversational and institutional. The personality of the show hosts like the British host Jonathan Ross and American hosts Jimmy Fallon and Jimmy Kimmel are characterized as being informal, intimate, and friendly with guests of the show, using jokes and humor, interacting with audience, and using different non-verbal aspects of communication to amuse the audience. The selected talk shows are based on the topic of these shows that include discussing new films in Hollywood Box Office, the personal experiences of the actors, their lives, their personal relationships, their abilities, and talents. Also, the selected talk shows are based on the stances, principles, and the perspectives of the selected British and American actors like their political affiliations or opinions. Also, the audiences of the selected talk shows are various since the selected actors are famous globally.

Self-presentational strategies and their use by the interviewees are the criteria for choosing the most suitable data. The data selection is based on the criteria of time, place, and participants. Regarding the criterion of time, the selected interviews are related to important dates and events where the selected participants attempt to present themselves in some ways for gaining the public acceptance that are the American elections, Hollywood presenting new films like Aladin, *Whiplash, War of The Worlds* and, James Patterson and Bill Clinton publishing a new book while the British interviews are related to important dates and events that are Hollywood releasing *The Dark Night Rises,* Russel Brand publishing a new book, Boris Johnson apologizes for the locked down parties, Anjam Chaudry presenting a threat to people's safety in Britain and tax increasing in Britain.

Starting with the place criterion, the channels and programs which the selected interviews are chosen because they are used by the British and American governments for naturalizing their ideologies and policies in Britain, America and the world. Also, the selected channels are well-known in Britain, American and many other countries. So, they are watched by the British, American people and people of other countries and the selected interviewees use the popularity of such channels for spreading their policies, ideologies, and fame in all the world.

Concerning the criterion of participants, the selected British interviewees are Ed Balls, Tom Hardy, Russel Brand, Anjem Choudary, Damian Lewis, and Boris Jonson who are regarded well-known British actors and politicians who use the self-presentational strategies for passing their ideologies to the audience or promoting for their films by effecting and persuading the audience with their self-presentations. The selected American interviewees are Joe Biden, Camilla Harris, Donald Trump, Tom Cruise, Miles Tiller, Will Smith, James Patterson and Bill Clinton since they use self-presentational strategies for creating impressions for winning the

American elections, promoting new films on box office spreading the scientology religion and fixing a public image and identity.

A purposive type of sampling is used since the sample is based on non-probability sampling and the researcher uses the purposive sampling of the British and American interviews and the British and American channels.

The British interviews are six:

1- The Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3(The Jonathan Ross, 2012).

2- BBC Newsnight: NEWSNIGHT: Ed Balls on the 50p tax, predators and producers and booming Britain(BBC Newsnight, 2014).

3- The Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show (The Jonathan Ross Show, 2014).

4- BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives) (BBC Newsnight, 2016).

5- In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News (ITV News, 2020).

6- Damian Lewis on The Jonathan Ross Show - 10 November 2012 (Bill Smith, 2014).

The selected British interviews are described based on Hymes (1961) speaking model. The British data will be described according to a) settings and scene, b) participants, c) ends, d) acts sequence, e) act sequence, f) key, g) instrumentalities, I) norms and J) Genre.

1) Setting and Scene

The selected British data consist of six interviews that are performed in different channels.

Starting with ‘’The Jonathan Ross Show’’, this show is a British comedy chat show that is presented by Jonathan Ross who interviews renowned celebrities and invites singers and musicians to perform and entertain the audience.

Regarding the ‘’BBC Newsnight’’, this channel is a British channel that covers a comprehensive coverage of important national and international news stories.

Dealing with ‘’ITV News’’, this channel is the branding of news programs on the British television network ITV. ITV has a long tradition of television news.

2) Participants

Dealing with the participants in each interview, Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3 ,this interview consists of two participants that are Jonothan Ross and Tom Hardy.

Dealing with the second interview which is The *BBC Newsnight: NEWSNIGHT: Ed Balls on the 50p tax, predators and producers and booming Britain*. This interview consists of two participants that are the interviewer Jermey Paxman and the interviewee Edward Michael Balls.

Coming to the participants in the third interview *The Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show*, there are two participants in this talk show that are Jonothan Ross and Russel Brand

The fourth interview is *BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives.* This interview consists of three participants that are the interviewer Paxman, the interviewees are Anjem Choudry and Maajid Nawaz.

The fifth interview is: *In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News* the participants of this interview are Boris Johnson and the ITV News reporter.

Dealing with the sixth interview: Damian Lewis on The Jonathan Ross Show - 10 November 2012, the participants of this talk show are the host of this talk show Jonothan Ross and his guest Damian Lewis.

3) Ends

Dealing with the ends or the goals of the selected British interviews, the first interview is *The Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3*. The goal of the interview is to discuss Tom Hardy's personal life, work, past life, his acting in films and his relation to other actors.

The second interview is *BBC Newsnight: NEWSNIGHT: Ed Balls on the 50p tax, predators and producers and booming Britain*. The goal or the purpose of the interview is to discuss labor proposals for a 50 pence tax on high earner and the wider economy.

The third interview is the talk show of The *Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show.* The goal of this interview is to discuss Russel Brand's desire for a truly democratic society.

The fourth interview is *BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives).* The main aim behind this interview is to discuss Anjem Choudary's conviction of inviting others to support so-called Islamic State.

The fifth interview is In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News. The aim of this interview is to present Boris Johnson's apology to the public and the queen regarding the locked down parties that were held in November.

The sixth interview is *Damian Lewis on The Jonathan Ross Show - 10 November 2012.* The aim of this talk show is to discuss Damian Lewis performance in the film *Homeland* and

Band of Brothers, his work as a presenter of interviews in Soho, his relationship to the American actors and his experience in the American society, his role as an American Muslim in *Homeland,* his visit to the White House, and his relationship with Barack Obama.

4) Acts Sequence

Dealing with the act sequence of the whole six interviews, the interviews are ordered by first the interviewer asking questions and the questions are answered by the interviewees or the interviewee. Also, there are some interruptions on both sides.

5) key

Regarding the key of the first interview: The Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3. The tone or the spirit of this interview is entirely a humorous one and the show is based on humor, laughter and conversations related to personal affairs.

Dealing with the key of the second interview, Ed Balls on the 50p tax, predators and producers and booming Britain, the tone of this interview is a serious one since Paxman and Balls are discussing serious issues related to tax matters and the economy.

The third interview is identified as a talk: The *Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show*. The tone or the spirit of this talk show is a humorous one and discussing issues regarding the government and democracy in a humorous way with the audience and the next interviewees laughing and interacting with Russel Brand and Jonothan Ross ‘s humorous comments.

The fourth interview is *BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives).* This interview is entirely a serious one since the channel that is responsible for broadcasting this interview is concerned with news and the issue of this interview

is a serious one dealing with the convection of Anjem Choudry and accusing him of inviting people to the Islamic State.

The fifth interview is *In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News*. The tone or the spirit of this interview an entirely a serious one since this interview is a formal one in which there is serious interview between Boris Johnson who is the prime minister of Britain and a reporter of ITV News' channel. Also, the minister is apologizing for his misjudgments to the public and the queen, so the mood of this interview is entirely a serious one.

The sixth interview is *Damian Lewis on The Jonathan Ross Show - 10 November 2012*. The tone or the spirit of this talk show is mainly humorous because the talk show is an informal one and there is a closeness and intimacy between the host of the show Jonothan Ross and his gust Damian Lewis. Also, the issues that are discussed in this talk show are mainly humorous ones besides discussing Damian Lewis experiences in a humorous way.

6) Instrumentalities

The first interview is the Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3. The language used is English and the host Jonathan Ross and the guest Tom Hardy both use the British accent. They use informal English since the show is a humorous one that discusses personal affairs. Also, Jonathan Ross and Tom Hardy are intimate and trying to be friends with each other.

The second interview is Ed *Balls on the 50p tax, predators and producers and booming Britain.* The language used in this interview is English with the British accent and it is a formal one which is suitable for the interview which is performed in news channel. The interviewer and

the interviewee use formal English because the situation is a formal one and the interviewer Paxman and the interviewee Ed Balls do not have a personal relationship between them.

The third interview is the talk show of The *Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show.* The language that is used is the British English and it is informal since the talk show is a humorous one and the host of the talk show and the guests are all intimate with each other.

The fourth interview is *BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives).* The language that is used is English and formal British Accent since the interview is a formal one and the interviewees and the interviewer are not intimate with each other and have no personal relationships with each other.

The fifth interview is: In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News. The language that is used is English. The language that is used is the formal English and with the British accent. Both the interviewer and the interviewee are using formal English since the interview is a formal one dealing with political news and the prime minister's previous decisions and there is no personal relationship between the interviewer and the interviewee. The British dialect is used by both of the Prime Minister and the reporter since they are both British people living in London.

The sixth interview is *Damian Lewis on The Jonathan Ross Show - 10 November 2012.* The language that is used in this talk show is English with the British Accent since both the host of the show Ross and his guest Lewis are British people. The talk show is based on the informal English since the talk show discusses issues in a humorous way and there is a close relationship between Jonathan Ross and Damian Lewis. The British dialect is used by both the host of the show and his guest since they are both British living in London.

7) Norms

Dealing with the social norms of the first interview: Ed Balls on the 50p tax, predators and producers and booming Britain, this interview is governed by the norms of the British society and culture since it is a British one. The interviewer Paxman and the interviewee Ed Balls follow these roles or norms in their interaction. Paxman as interviewer asks questions and the Ed Balls answers politely. They are limited to discussing tax affairs and the economy and do not discuss anything irrelevant to these affairs.

Concerning the social norms of the second interview: The Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3, this interview is governed by the norms of the British society especially dealing with issues related to humor, politeness, the turn taking principles. Jonothan Ross and Tom Hardy are both committed to norms of the British society by being funny, polite and respecting each other.

Regarding the social norms surrounding the third interview, The *Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show.* This interview is committed to the norms of the British society regarding politeness, the touch of humor, and turn taking principles. The interviewer or the host Ross and the guest Brand are acting according to the norms of talk show by being houmous, funny, informal and interacting with the audience.

The fourth interview which is the *BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives).* This interview is committed to the general norms of etiquette in the British society and politeness in spite of some hostility practiced by the interviewees toward each other. Also, the norms of the turn taking are followed in spite of the repeated interruption by the interviewees.

The fifth interview which is In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News is committed to the norms of the British society and conventions. Both of the interviewer and the interviewee are committed to the social norms by being polite, standing in a distance from each other, respecting the turn taking principles and not using face threatening acts toward each other.

The sixth interview is *Damian Lewis on The Jonathan Ross Show - 10 November 2012*. This talk show is committed to the social norms and the etiquettes of the British society. Both the host of the talk show Jonathan Ross and his guest Damian Lewis are a committed to the politeness and turn taking principles. Also, they are committed to the norms by being humorous, funny, informal and interacting with the audience.

8) Genre

The interview itself is a genre of journalism and new media. Galushkin (2017) explains that the interview is a one specific genre and type of the journalistic activity which emphasizes the general pragmatic regularities of the dialogic organization. The participants of the interview do not only make exchanges but also the natural processes of intention expressing and understanding massages that are related the addresser and the addressee's language consciousness. The interview is regarded as part of the style of mass media communication. As a journalistic activity, there are many analytical genres that can be used in different types of interviews.

Dealing with the first interview: The Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3, the genre is a talk show which is based on humorous, laughter, talking about memories, using different stories to explain experiences. The talk show starts with directive speech act by a question asked by Ross about Tom Hardy's

playing a role in a film. This talk show is not limited to the questioning speech acts made by the host and the representative speech acts made by the guest and there are different types of speech acts like the expressive speech acts and the directives.

Dealing with second interview: Ed Balls on the 50p tax, predators and producers and booming Britain, the interviewer Paxman starts the interview with a question and is answered by his interviewee Ed Balls. The whole interview is based on asking and answering speech acts and Ed Balls answers are mainly representative speech acts. The main subjects of this interview are related to political issues like taxes and the economy. So, the interviewer and the interviewees are using the political genre.

The third interview which is a talk show: The *Jonathan Ross Show: Russell Brand's FED UP With Current State of Democracy | The Jonathan Ross Show* is a program on a British channel. In this talk show, there are audience on the stage and there are other guests rather than Russel Brand waiting to be interviewed. It is also a late-night entertainment with humor, audience clapping, cheering, laughing with the host and the guest of the talk interacting with the audience. Different types of speech acts are used in this specific talk show. The host of the talk show started the show with a statement using expressive speech act by telling the guest Russel Brand that he looks great which is answered by Russel Brand with humorous statement.

The fourth interview is *BBC Newsnight: Paxman interviews Anjem Choudary in 2010 (Newsnight archives).* This interview deals mainly with a political debate and there is an argument between the interviewees who carry different ideologies. There are different speech acts used in this interview like questioning, blaming, threatening, insulting. The interviewer and the interviewees use a political genre since they are discussing political issues.

The fifth interview which is *In full: Boris Johnson apologizes in remarkable interview about No10 lockdown parties | ITV News,* the interviewer and the interviewee are using a political genre since they are discussing political issues. The genre is mainly a journalistic one that is related to news reporting. The prime minster Johnson uses different speech acts like the expressive, representative and commissive speech acts while the interviewee who is a journalist uses mainly the direct speech act and a number of speech acts like questioning, directive and representative speech acts.

The sixth interview*: Damian Lewis on The Jonathan Ross Show - 10 November 2012.* The genre of this talk show is a television programming genre which is characterized by being structured around spontaneous conversations or appearing spontaneous and various topics are discussed in such shows including the political, social and religious issues. This talk is classified as a comedy talk show genre.

The selected American interviews are six

1- Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia (60 Minutes Australia, 2018).

2-60 Minutes Election Interview: Joe Biden: The 60 Minutes 2020 Election Interview (60 Minutes, 2020).

3- Former President Bill Clinton & James Patterson On MeToo Movement, Monica Lewinsky (Full) | TODAY (Today, 2018).

4- Jimmy Kimmel Live: Will Smith on Aladdin & Turning 50(Jimmy Kimmel Live, 2022).

5- The Tonight Show Starring Jimmy Fallon: Miles Teller Is a Man of Many Talents (Late Night with Jimmy Fallon) (The Tonight Show Starring Jimmy Fallon, 2014).

6- President Donald Trump: The 60 Minutes 2020 Election Interview (60 Minutes, 2020).

1) Setting and Scene

The selected American data consist of six interviews that are performed in various places and situations.

Beginning with *60 minutes Australia*, is an Australian version of the United States television newsmagazine show 60 Minutes, airing since 1979 on Sunday nights on the Nine Network.

Moving to the second interview, *60 Minutes tonight,* is an American television news magazine broadcast on the CBS television network. It is regarded as the oldest and most-watched newsmagazine on television gets the real story on America's most prevalent issues.

Dealing with Today or The Today Show, is an American news and talk morning television show that airs on NBC. It is a daily live broadcast that presents current domestic and international news, weather reports and interviews with newsmakers from the worlds of politics, business, media, entertainment, and sports.

Regarding *Jimmy Kimmel Live*, this is an American late- night chat show in which the popular comedian Jimmy Kimmel conducts interviews with political personalities and A-list Hollywood celebrities and welcomes artists to put on live musical performances.

Finally dealing with *The Tonight Show Starring Jimmy Fallon*, is an American late-night talk show hosted by Jimmy Fallon, which airs on NBC. The Actor and comedian Jimmy Fallon invites popular personalities to provide insights into their personal and professional lives.

2) Participants

Starting with the interview: Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia, the participants of this interview are the interviewer who is Peter Overton. Peter John Overton,

Dealing with the second interview *,60 Minutes Election Interview: Joe Biden: The 60 Minutes 2020 Election Interview,* there are three participants in this interview that are the interviewees Joe Byden, Kamala Harris and the interviewer Norah O'Donnell.

Moving to third interview Former President Bill Clinton & James Patterson On MeToo Movement, Monica Lewinsky (Full) | TODAY. This interview consists of three participants that are Craig Melvin, Bill Clinton, and James Patterson.

Dealing with the third interview: *Jimmy Kimmel Live: Will Smith on Aladdin & Turning 50.* This talk show consists of two participants that are Jimmy Kimmel and Will Smith.

Regarding the talk show: *The Tonight Show Starring Jimmy Fallon: Miles Teller Is a Man of Many Talents (Late Night with Jimmy Fallon),* there are two participants in this talk show that are Jimmy Faloon who is the host of the talk show and Miles Teller who is the guest of this talk show.

Finally, dealing with the interview: *President Donald Trump: The 60 Minutes 2020 Election Interview,* the participants of this interview are the interviewer Lesley Stahl, Donald Trump, and Mike Pence.

3) Ends

Starting with the first interview: is *Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia.* This talk show discuses Tom Cruise new film War *of the World* and its success besides talking about the controversial Scientology religion that Tom Cruise is following, his experience with dyslexia and his personal life.

Dealing with the second interview: *60 Minutes Election Interview: Joe Biden: The 60 Minutes 2020 Election Interview.* The aim of this interview is to discuss the pandemic, taxes, the Supreme Court, and the main differences between Joe Byden and President Trump.

Moving to the third interview: *Former President Bill Clinton & James Patterson On MeToo Movement, Monica Lewinsky (Full) | TODAY,* this interview aims to discuss the MeToo movement, the Monica Lewinsky scandal, the upcoming North Korea summit and the new novel that Bill Clinton is co-writing with the novelist James Patterson.

Coming to the fourth interview, *Jimmy Kimmel Live: Will Smith on Aladdin & Turning 50,* this talk show aims to emphasize Will Smith stories about playing Genie in Aladdin, promoting the movie all over the world, meeting the Royal Family in Jordan, turning 50, and going sky diving with his wife Jada Pinkett Smith and their family in Dubai.

The fifth interview is *The Tonight Show Starring Jimmy Fallon: Miles Teller Is a Man of Many Talents (Late Night with Jimmy Fallon.* This talk show discusses many issues related to Miles Teller's personal life and career.

The sixth and the last interview is *President Donald Trump: The 60 Minutes 2020 Election Interview*. The interview is aimed at discussing many issues like the rising coronavirus cases and what Donald Trump priorities would be if re-elected. This interview also discusses many other issues like racial strife, the reasons for Donald Trump's aim to be a president again, domestic priorities, unemployment, and his use of the expression suburban women.

4) Acts Sequence

Regarding the act sequence of the selected American interviews, the interviews generally start with the interviewer welcoming the interviewee or the interviewees. Then, after a brief welcoming and statement, the interviewer asks the interviewee a question which is answered by the interviewee in long or short statements. The talk shows are more flexible than the other types of interviews since the host of the talk show engage in informal conversation with the guest of the show and the guest of the interview can even ask the host different questions. Also, within

the process of asking and answering of the talk show, there are different actions that are allowed to make like dancing, laughing, or making jokes.

5) Instrumentalities

Dealing with the first interview: the interview is Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia. This talk show is based on the informal use of English since the interview discusses the issues related to Tom Cruise live. The interviewee Tom Cruise uses the American accent since he is an American and the interviewer Peter Overturn uses the Australian accent since he is an Australian.

Moving to the second interview :*60 Minutes Election Interview: Joe Biden: The 60 Minutes 2020 Election Interview,* the interviewer and the interviewees use formal English since they have no personal relations among each other and the interview is a formal one discussing political issues and the election issue. The interviewer and the interviewees use the American accent since they are all Americans.

Regarding the third interview, *Former President Bill Clinton & James Patterson On MeToo Movement, Monica Lewinsky (Full) | TODAY,* the interviewer and the interviewees use formal English since there is no personal relation and intimacy between the interviewer and the interviewees. Besides, the interview is formal that deals with issues of publishing a new book, discussing a movement. There is some informality when discussing Monica Lewinsky's scandal which is related to Bill Clinton's personal affairs and life. Craig Melvin and his interviewees use the American accent because they are all Americans.

Explaining the instrumentalities of the fourth interview, *Jimmy Kimmel Live: Will Smith on Aladdin & Turning 50,* this interview is entirely based on the informal use of English since it is a late-night talk show that discusses the personal life, acting, family, and travels of the well-

known actor Will Smith. Also, the talk show is based on humor, laughter and the interaction of the audience with the host and the guest of the show. The host of the show Jimmy Kimmel and the guest Will Smith both use the American accent since they are both Americans.

The fifth interview is *The Tonight Show Starring Jimmy Fallon: Miles Teller Is a Man of Many Talents (Late Night with Jimmy Fallon)*. This talk show is also based on the informal use of English and the talk show discuses talents and abilities. Also, this talk show is a late-night show that is based on humor, laughter, jokes made by the host and the guest and the interaction of the audience the host Jimmy Fallon and the guest Miles Tiller. The host and the guest both use the American accent since they are both Americans.

The sixth and the last interview is *President Donald Trump: The 60 Minutes 2020 Election Interview*. The language is used is English. The interview is based on formal use of English since it is a serious one that discusses issues related to the American people, their problems and the inability of Donald Trump to deal with such problems as the president of the United States.

6) Norms

Dealing with the social norms of the first interview: *Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia,* the interviewer Peter Overton and the interviewee Tom Cruise are committed to the social norm by the direct eye contact toward each other, avoiding sitting too close to each other, avoiding any racists or discriminatory comments besides following the turn taking and politeness principles. However, the interviewer Tom Cruise makes some rude behaviors and face threatening acts toward the interviewer by telling him ‘’ You are stepping over the line, put your manners back Peter’’.

Dealing with the social norms of the second interview *,60 Minutes Election Interview: Joe Biden: The 60 Minutes 2020 Election Interview,* this interviewer Norah O'Donnell and the interviewees Joe Byden and Camila Harris are committed to the social norms of the American society regarding politeness, the observance to the maxims of the cooperative principle and the turn taking principles. Also, the participants of this interview respect American social norms like making a direct eye contact when speaking, not sitting next to each one, not invading each other's personal space, avoiding cursing in their conversations and avoid racist or discriminatory comments.

Regarding the social norms of the third interview: *Former President Bill Clinton & James Patterson On MeToo Movement, Monica Lewinsky (Full) | TODAY.* The interviewer Craig Melvin and his interviewees Bill Clinton and James Patterson are committed to the social norms of the American society. They avoid using any offensive words, not sitting so close to each other, and are making a direct eye contact to each other. They are all polite and adhering to politeness and turn taking principles apart from the twist in the interview that have taken place when the interviewer has brought into light Monika Lewinsky's scandal which presents a threat to Bill Clinton's public image and his public identity that he has been trying to restore and save for a long time. Also, regarding Lewinsky's scandal, the interviewer uses face threatening acts and threatens Bill Clinton's negative face and Bill Clinton uses some face threatening acts with the interviewer when the have been discussing this scandal.

Explaining the social norms of the fourth interview: *Jimmy Kimmel Live: Will Smith on Aladdin & Turning 50,* the host of the talk show Jimmy Kimmel and his guest Will Smith are committed to the norms of the American society. They are both polite following the politeness and turn taking principles and are making direct eye contact toward each other. They avoid

sitting so close to each other besides avoiding using any face threatening or offensive comment. Also, Jimmy Kimmel welcomed Will Smith in a proper way and Will Smith respect his audience by interacting with them in a suitable way.

Concerning the social norms of the fifth interview, *The Tonight Show Starring Jimmy Fallon: Miles Teller Is a Man of Many Talents (Late Night with Jimmy Fallon)*, the host of this talk show is committed to the social norms of the American society by being tactful, funny, adhering to principles of politeness and turn taking. Miles Miler is also committed to the social norms by being polite and adhering to the turn taking and cooperative maxims. However, he exaggerated his accomplishments and describing himself.

Regarding the social norms of the sixth interview: *President Donald Trump: The 60 Minutes 2020 Election Interview,* the interviewer Lesley Stahl and the interviewee Donald Trump are committed to the social norms of the American society by the direct eye contact, not sitting to close to each other, not utilizing any racist or discriminatory comments and following the turn taking principles. However, there are some interruptions on both sides. Also, the interviewer Lesley Stahl uses many face threatening acts and impoliteness strategies to force Donald Trump to take responsibility for his actions as a president. Donald Trump uses many face threatening acts and impoliteness strategies to emphasize to Lesley that he is a good president for the United States. Also, there are accusations on both sides which lead finally to a breakdown in communication and Trump leaving the interview. However, the vice president Mike Pence uses face saving acts with the interviewer Lesley Stahl to fix this interview from breaking down.

7) Genre

Starting with the first interview: *Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia,* this interview is part of the 60 minutes program which is a newsmagazine

genre which is part of the T.V journalism genre. This interview belongs to the field Broadcast journalism which are broadcast by electronic methods like television (via air, cable, and Internet) and the World Wide Web.

Moving to the second interview, *60 Minutes Election Interview: Joe Biden: The 60 Minutes 2020 Election Interview,* this interview discusses political issues like the election, the pandemic and the supreme court. So, it deals mainly with the political genre. It is a journalist news media since this interview discusses the political news.

Moving to the third interview*: Former President Bill Clinton & James Patterson On MeToo Movement, Monica Lewinsky (Full) | TODAY*, this interview is regarded as a American news program and a talk show. It is also classified as a morning show which is identified in America as Breakfast television. The Breakfast Television is a type of news or Infotainment television program that broadcast live in the morning. It mixes both entertainment and information in what is called as soft news that is different from serious journalism or hard news. The today show is the first morning show in America that is set on NBC which is an American commercial broadcast television and radio network. The talk shows of this type mix both formality and informality and the conversations are not totally spontaneous and are not totally structured. In this type of morning talk shows is not based on humor, laughter, and intimacy between the interviewer and the interviewees. However, such morning talk shows are not so strict and there is a flexibility that is reflected in talking about personal experiences, some informality and intimate discussions with some humor or laughing.

Dealing with the fourth interview: *Jimmy Kimmel Live: Will Smith on Aladdin & Turning 50,* this talk show is classified as a late-night show and there are humorous comments about the day's news. This type of talk shows is very popular in America that is based on humor, laughing,

music, spontaneous conversations between the host of the show who is in this case Jimmy Kimmel and the guest who is the well-know actor William Smith. This talk show is also based on the intimacy between the host of the show and the guest and the interaction of the audience with cheers and applause with the Kimmel and Smith. The success of this talk show is based on the personality of the talk show host who is in this case Jimmy Kimmel.

Regarding the fifth interview, *The Tonight Show Starring Jimmy Fallon: Miles Teller Is a Man of Many Talents (Late Night with Jimmy Fallon)*, this talk show is a late-night show that contains humor, laughter, music, audience interacting with the host and the guest. The show is built on the intimacy between the host of the show Jimmy Fallon and the guest of this talk show Miles Tiller. In this late-night talk show, the success of this show is based on the personality, jokes and different acts made by the host of this show who is Jimmy Fallon in this talk show. Jimmy Fallon uses various types of speech acts in this show like expressive, representative, and interrogative speech acts. Miles Teller mainly uses expressive and representative speech acts to talk about his experiences, abilities, talents, his acting career, his engagement, and his fans.

Dealing finally with the sixth interview: *President Donald Trump: The 60 Minutes 2020 Election Interview*, this interview is part of the American Television news magazine broadcast. It is also part of the American commercial broadcast television. The interviewer Lesley Stahl and the interviewees Donald Trump and Mike Pence use the political genre since they are dealing with political issues like the elections, economy, the competition between politicians and many other political issues.

It must be mentioned that for not having enough space for displaying the analysis of all the six British interviews and all the six American interviews, only the analysis of the first British and the first American interviews are presented in this dissertation and are followed by

the overall tables of the other five British and other six American interviews that are also followed by the detailed tables of these five British and American interviews. The qualitive and quantitative analysis of these interviews are attached to this dissertation in a compact disk with the appendices that contain the transcripts of the selected British and American interviews.

3.5 The Theoretical Framework

The present study uses a CP approach for the analysis of self-presentation. It is designed to fit the phenomena of self-presentation within the realm of CP. The CP approach fits this study since interviewing can be directed toward change and the interview has the capability to do and to create many things. CP is chosen for the analysis of self-presentation since this field deals with influencing people by different micro, macro, pragmatic, and mind control strategies to gain acceptance for their ideologies. CP can reveal the different pragmatic and ideological devices used by self-presenters and the aims behind such strategic self-presentations.

3.5.1 The Devices Used in the Analysis

Coming to self-presentational strategies, pragmatic, linguistic and ideological devices in the selected data, the CP framework of the present study is based on the following aspects of analysis:

3.5.1.1 The Self-presentational Strategies

This dissertation adopts Jones and Pittman (1982) for the analysis of self-presentational strategies used by the selected interviewees. This model is selected for the present study because it sheds light on the strategic and intentional use of self-presentation to control the audience impression. The second reason is that this study appreciates the importance of Goffman (1959) approach of self-presentation but it is regarded as incomplete since it considers self-presentation as a normal aspect of every day social interactions and not a strategic one that is aimed at gaining

specific impressions in the audience. The third reason is that this model is the first systemic model for the analysis of self-presentation in the field of social psychology which considers self-presentation as a social psychological phenomenon that is systematic and strategic. Self-presentation is dealt with in the present study from a social psychological perspective and a critical pragmatic perspective consisting of CDA and pragmatic perspectives.

Dealing firstly with self-presentational strategies used by the selected British and American interviewees in the selected interviews, the British and American selected politicians and actors use the following strategies to produce their desired impressions and gain the public acceptance for their ideologies:

A-Ingratiation

Ingratiation is the most significant element of the self-presentational phenomenon. Much of people's social behavior is formed by the task of individuals to make others like them and assign to individuals features like warmth, humor, charm and physical attractiveness. Ingratiation has been explained by Jones and Wortman (1973: p. 2) as a category of strategic behaviors that are formed to affect a specific other person regarding the attractiveness of an individual's personal characteristics (Jones & Pittman, 1982: p.235).

Ingratiation is regarded as the main self-presentational strategy tackled in the present study for several reasons. Firstly, it is used by actors in British and American talk shows to be loved and admired by the audience and they use different devices for making the audience emotionally engaged with them like smiling, laughing, making jokes, dancing, interacting with the audience, telling personal stories about themselves, agreeing with the host of the talk show and the audience and presenting themselves in a way that is loved by the audience. Secondly, the use of ingratiation sub strategies forms a desired impression that can control the mind of the

audience and control them emotionally which lead to different benefits for the actors like gaining more fame, wealth, marketizing their films and themselves as actors.

The theoretical explanation concerning ingratiating have been developed more than the other self-presentational strategies. The specific form that ingratiating will take is based on the complex ways by the resources of the ingratiator and the specific nature of the sitting. High status individuals with low status targets usually utilize flattery to get their attention instead of conformity and agreement. The factors of time, place, and the nature of the relationship encourage the likelihood of specific attraction strategies (Jones & Baumeister, 1976: p.654).

The ingratiation used in the present study is based on the specific devices used by each actor, their fame and their public images as Hollywood actors. The form of the ingratiation used by actors is based on the settings of the selected British and American interviews that are characterized as being talk shows that are based on humor, laughter, jokes, close relationship between the host and the guest of the talk show and the interaction of the audience with the host and the guest. These factors maintain the form, the types of ingratiation devices and sub types used by the selected interviewees.

Also, Jones (1964) is adopted for the analysis of ingratiation strategy used by interviewees for making themselves loved and admired by the audience and consequently gaining different benefits. Ingratiation strategy consists of four main types that are: other-enhancement (flattery), opinion-conformity (agreement) , self-presentation and help as in the following:

1- Other Enhancement(flattery): This strategy deals with high positive evaluation of the targets of this strategy and thinking highly of them and exaggerated agreement of the ingratiator with the targets of this strategy. This strategy involves telling persons how wonderful

they are, exaggerating in people's positive features and excuse, ignoring their negatives, showing that you like them, respect, and trust them (Jones, 1964). Interviewees in the selected interviews especially actors use this strategy by flattering their audience in different ways. Actors agree with their audience, show admiration for them and agreeing with the audience. Besides, actors show the audience that they respect and trust them. Also, actors use other ways for ingratiating the audience like being close and warm with the interviewer and the audience, laughing and being humorous with them and being humble with the interviewer and the audience.

2- Agreement: This strategy deals with agreeing with the opinions of other the targets of this strategy. It also deals with showing that they have similar beliefs and values with the target people. Besides, this strategy involves being impressed with their arguments and not challenging their assertions. Also, there must be a smile and nod when the target person or audience are talking with the exception when they are talking negatively which in this case it is better to show concern (Jones, 1964). Interviewees in the selected interviews especially actors use this strategy by agreeing with interviewer and the audience and not challenging their ideas or points of views. Actors also smile, laugh and even dance to show their interaction the audience and trying to impress them to engage the audience with them emotionally and subsequently being loved and adored by the audience.

3- Self-presentation: This strategy deals with presenting self in a way that the targets of this strategy will like. For instance, if the targets of this strategy like people who dress well, the person who does this strategy will dress well. This strategy deals also with being acknowledgeable but not arrogant and being interested and interesting besides listening well and showing understanding. Interviewees in the selected British and American interviews use this strategy by presenting themselves in a way that is liked by the audience by smiling, laughing,

saying jokes, talking about their personal lives, interacting with the audience and trying to amuse them.

B-Exemplification

The ingratiator desires to be liked and the intimidator wants others to fear his character. On the other hand, the self-promoter and the exemplifier both need to be respected and admired. However, there are some differences regarding the attributions that people seek. While the self-promoter desires to be viewed as competent and skillful, the exemplifier aims at features like integrity and worthiness. It must be stressed that these goals are not exclusive since many people like to be viewed as competent, likable and morally acceptable. However, people choose exemplification for its strategic qualities and its association to the behaviors of emulation, the internal aspects of guilt and shame (Jones & Pittman, 1982: p. 245).

The exemplifier in the western societies at least usually views him as honest, disciplined, charitable and self-sacrifice. Such a person is viewed as a saint who walks between people and the one who sacrifices for the cause. However, such person must not cross the line in to self-righteousness. For the suitable social effect, the individual must exemplify morality and not only claim it. Exemplary actions can be honest and self-consistent which means that the actor has incorporated the ideal principles of the society to the extent that his or her virtuous behavior is not influenced by the reactions of others to such type of behaviors (Jones & Pittman, 1982: p. 246).

Exemplification is regarded as one of the strongest strategies used by politicians and religious men in suitable conditions. It can be used as a device for brain washing by terrorism leaders who use both exemplification and intimidation strategies in their speeches for producing the desired impression in their audience and manipulating their minds by different ideological

devices to view themselves as saints who want to guide people to sacrifice themselves for the sake of saving them from their sins. The exemplification strategy is a seriously effective tool for brain washing and ideological manipulation and especially when it is used in combination with the intimidation strategy. Succeeding in creating the desired impression in such situations can lead to serious consequences like forming terrorist's groups and movements. Besides, the individuals who have experienced such manipulation and brain washing can be deceived to murder, bomb or commit terrorists' attacks and being responsible of killing people.

People use exemplification strategy as a strategic behavior to be viewed by others as validate and having the feature of self-integrity. Besides, people who utilize this strategy deny using it. The representative instance of the exemplifier is the religious leader who lives the life of a virtuous Christen or a Muslim. In exceptional cases, the exemplifier searches for martyrdom or accepting incarceration, torturing and institutional destitution. Instances of such kinds are Ghandi, Martin Luther King and the Ayatollah Khomeini. The power that can be gained from such dramatic exemplifiers can be utilized for achieving different objectives like raising funds, replacing a low, and leading to a revolution (Jones & Pittman, 1982: p .246).

The exemplifier presents him or herself as standing for an exclusively worthy cause for which this person is ready to experience arrest, chastity, and exclusion. The person who is the target of such exemplification and selfless image can be manipulated or under mind control. As a consequence, such manipulated people can decrease the exemplifier's resulting guilts or can even experience the same deprivation, standing for the same cause and even recognizing the importance of the militant support (Jones & Pittman, 1982: p. 246).

Using a successful exemplification strategy can lead to manipulating the audience by an exemplifier who view himself or herself as ready to die for his cause and can lead people to

create movements that can change a system of a country. The exemplifier can lead his or her group using different ideological strategies and then developing ideological militancy and consequently leading to conflict and violence.

Generally, aside from the individuals' desire to viewed as competent and likable, people usually like others to think of them as worthy, honest, generous, and self-sacrificing. Besides, claiming such worthiness can supply a considerable strategic when asking the support and the help of others for self-sacrifice. Basically, the feature of worthiness is usually used as a strategic device and such worthy individuals occasionally find it complicated to avoid utilizing the power that is inherent in their own seeming virtue (Jones & Pittman, 1982: p. 247).).

Interviewees in the selected interviews especially politicians use this strategy to show themselves as hard working, committed, principled, and worthy of attention. For creating the desired impression related to this strategy, politicians in their interviews use different pragmatic, linguistic, macro and mind controlling tactics like manipulation, deception, presenting themselves positively, their enemies negatively, hiding the truth and telling lies and shedding light on their achievement. Consequently, politicians can pass their ideologies to the audience.

C-Intimidation

While the ingratiator tries to persuade a specific target person that he or she is charming, the intimidator attempts to persuade the target person that he or she is a dangerous person. The intimidator utilizes the power available to him or her to create pain, hardship or any type of psychic damages. The actor attempts to receive the ascription that he or she can impose pain and stress and the desire to do so if the target person does not get the actor's way. The intimidator is totally different from the ingratiator, because the intimidator does not have any interest in being liked but is interested in being feared and wants to be believed (Jones & Pittman, 1982: p.238).

Within the present study, the strategy of intimidation is not used heavily by the selected British and American interviewees because the selected politicians and actors attempt mainly to be presented as likeable and charming by the audience rather than fearful and intimidating. However, there are cases in which the interviewees use intimidating strategy by for example clearly warning the interviewer when they feel that their public image is in danger or using face threatening acts to make the interviewer in uncomfortable situation. The selected interviewees can use intimidating for making the audience believe their claims.

An example of intimidation is an old person who is in the position of authority in a specific organization. This old man is a rude, impatient and unfeeling person. Nobody disobeys him since all the people under his authority fear his reaction to failure or a bad performance. In some of the cases, he may not make himself clear, so he leaves his subordinates in an uneasy position of anxiety. It is obvious in such cases that the intimidator has succeeded to get an imputation from his dependents that increase his continuing social dominance (Jones & Pittman, 1982: p.238).

Although, it is more usual for intimidation to be directed from the high-power to low-power individuals, relationships are based on the element of counterpower in the modern societies. Besides, when there is counterpower, there is a chance for intimidation. The counterpower resources are related to making a scene which is made by powerless employees, students, servants and prisoners. There are also some other variants like hunger strikes and passive resistance. The threat is very significant within the attributional conditions which is usually created in unwitting way, emotional breakup or crumpling. For instance, a very important person can increase his or her power by gaining the reputation of the person who cannot endure any types of stress or disappointment and making a reaction by hysterical weeping, coronary

distress, or depression. The damages of gaining such a reputation can be too great. However, there are many types of such manipulation that have a significant amount of power within many organizational contexts (Jones & Pittman, 1982: p. 239).

The intimidation strategy in the selected British and American interviews take place between people having nearly equal amount of power and in some cases between a politician who has the status of presidency and an interviewer who is a journalist. However, there is no huge distance between the powerful politician and the less powerful interviewee since America and Britain are modern democratic countries where differences regarding stance, principles and ideologies must be respected.

Intimidation is in many cases the opposite of ingratiation. Intimidating gestures usually make the intimidator less attractive. So, intimidation makes people apart and form pressures directed to withdrawal and avoidance by the target individual. That is why intimidation takes place basically in relationships that have non-voluntary condition like families, marriages, student-teacher relations, employers and employees and the military service. Intimidation leads to avoidance pressures, divorces, job switching and different forms of destructions. Intimidation is also limited in other aspects. The intimidator who has a great power must usually sacrifice affection and many attributions that are significant in the society. However, the intimidator who has a low power usually experiences humiliation or pain to perform threats like making a scene, getting drunk, or becoming ill or even suicide (Jones & Pittman, 1982: p. 241).

Interviewees in the selected British and American interviews rarely use the intimidating strategy since they mainly want to make an impression of being likeable, humble, committed, dedicated to a cause, funny, and humorous. Using intimidation by politicians in the selected British and American interviews will lead to destruction of self-image and losing the desired

impression since Britain and America are democratic countries rather than dictatorial. Intimidation can rarely be utilized by both actors and politicians in cases when they are faced by face threatening acts made by the interviewer and have no other choice except using intimidation for warning the interviewer. The use of this strategy in interviews can lead to breakdown in communication and the end of the interview.

D-Self-Promotion

Although utilizing self-descriptions to increase an individual's charm is basically presented by (Jones, 1964) as one type of ingratiation, it is possible to identify one significant class of self-descriptive communications that attempt at attribution of competence instead of likeability. This type of communications is identified as self-promotion. As part of the general self-presentation classification, there is the actor's self-characterizing when he or she describes her or himself within the higher aim of enhancing the personal attractiveness. The actor is self-prompting when he or she aims at the attribution and showing his competence referring to the general ability level of intelligence, athletic capability or speaking of a specific skill like typing ability and flute playing skills (Jones & Pittman, 1981: p.241).

It must be taken into consideration that self-promotion gathers features of both ingratiation and intimidation. Basically, the fusion of features of different goals is found in this type of self-presentation. For instance, people may desire to be both admired for their personal qualities and respected for their abilities and skills. Also, people like to appear competent so that they can get the social advantage of being feared. So, people can escape with taking the rights of others for inferior performance. There are cases in which the competence is intimidating. However, self-promotion is not the same as intimidation. People can persuade others that their

performance is good without threatening people or making them afraid (Jones & Pittman, 1981: p.241).

Within the present study, the selected British and American actors and politicians use self-promotion strategies for convincing their audience that they are competent in what they are doing without making the audience afraid of them or threatening them. There are few cases in which intimidation is used in the selected American interviews when the interviewee feels that his or her public case is in danger and the impression of being competent and loved by the audience is threatened and the interviewer may lose his or her public face. Otherwise, self-promotion within the present study has nothing to do with threatening the audience or interviewer since the selected British and American interviewees want to gain the impression of being loved, admired and being respected for their personal qualities. Also, self-promotion is related to ingratiation in the present study since the selected interviewees want to make the audience emotionally engaged with them to control their mentalities.

There are many cases in which people are eager to impress others by their talents and competence. An example of such case is the students who comfort a teacher, applicants who are interviewed for schools or jobs, actors attempting to do a play and athletes aiming at making a team. For most people, self-promotion is a full-time job. The phenomenal self is usually organized in a way that some specific talents and some aspects of competence are more significant than others (Jones et al., 1963).

Interviewees in the selected British and American interviews use self-promotion strategy for different aims. Politicians use different linguistic, macro and mind control strategies for their self-promotion to create the impression that they hard working politicians, capable of dealing with the crises, and doing their best for their country. The success in using this strategy will

assist them in influencing and manipulating the public regarding different facts and hence gain the acceptance of the audience regarding legalization of different actions and naturalization of ideologies. Actors on the other hand use different linguistic, ideological and mind control strategies for presenting themselves as talented, intelligent, capable and successful in their acting career and their personal life for gaining different aims like promoting and marketizing their films and themselves as actors and being admired and adored by the audience or passing different ideologies to the audience like Americanism.

E-Self-Supplication

The final self-presentation strategy is available to people who lack the abilities for the use of the preceding strategies. A person can make use of his or her own weakness and dependence. When the wolf feels that he is surrounded by superior power, the wolf shows his weakness rather than strength. This leads to some type of inhabitation in the attacker and then the supplicant wolf is given mercy. Some people emphasize their inability to defend themselves and stress their dependence on others. As a consequence, the human supplicant emphasizes a principle of obligation or social responsibility (Berkowitz & Daniels, 1963). Supplication is defined as the strategy of emphasizing an individuals' dependence to seek help. This strategy functions in the best way when there is an accidental element in the power differential (Schopier & Matthews, 1965).

Self-supplication can be a successful strategy when used by the self-presenter in the suitable time. It can lead to gaining the audience compassion and acceptance or restoring a damaged identity or face as in:

59- Jonny Depp: *"She threw the bottle, and it made contact and shattered everywhere. I honestly didn't feel the pain at first, at all. I felt heat, and I felt something were dripping down*

my hand, and then I looked down and realized the tip of my finger had been severed, and I was looking at my bone sticking out, and blood was just pouring out."

This is part of Jonny Depp's testimony on his finger getting chopped by his ex-wife Amber Heard in the defamation trail between Jonny Depp and Amber Heard in Apr 23, 2022. Depp has lost his fame because of his ex-wife's statement that she has been physically attacked by him. He attempts to restore his damaged face and identity by explaining how his finger has been cut by his ex-wife to gain the audience sympathy and love and consequently saving his fame and acting career.

Interviewees in the selected British and American interviews do not use this strategy heavily and its use is related to some special cases like politicians trying to show themselves as helpless to avoid a public scandal or to escape the consequences of their wrong political decisions. This strategy is used mainly for face keeping by politicians in order not to lose their power, dominance or their influence on the audience. Actors on the other hand use this strategy for gaining the audience love by showing themselves as weak and needy in some aspects to create the arouse the sympathy of the audience and their passion regarding themselves which can help them to gain more fame, wealth, and public acceptance of their works.

3.5.1.2 The Pragmatic Strategies

The interviewees' use of speech acts based on Searle (1976) classification, presuppositions based on Yule's (1996: P.25- 29) classification, politeness strategies based on Brown and Levinson (1987: p.9) theory of politeness, the maxims of the cooperative principle based on Grice (1975) and turn taking strategies based on Mey (2001) approach for their self-presentational tactics. These pragmatic strategies will not be explained here because they have been fully explained in chapter two of this study.

3.5.1.3 The Micro Level Devices

For revealing different ideologies and the ways in which self-presentation strategies are used by interviewees for manipulating the audience of the interviews and talk shows, the present study utilizes micro level devices firstly that are vocabulary and modality to detect the use of self-presentational strategies on the textual level. The micro level is the first level of detection of different ideologies hidden in the selected British and American interviews like marketization or promoting actors and their films, Americanism, self-promoting, dominance, and control and manipulating the audience for winning the election or for power. Also, it uncovers other naturalized ideologies like anti-Islamism. This study is not limited to revealing negative ideologies but it deals with using self-presentational strategies for passing positive ideologies to the audience.

The British and the American Interviewees use the following linguistic devices for their self-presentational strategies:

A-Vocabulary

Fairclough ‘s (1989) approach of vocabulary analysis is used for the lexical analysis of the expressions used by interviewees for their self-presentational strategies aimed at producing specific impressions.

In Fairclough (1989) three-dimensional model, vocabulary analysis is handled in the first level which is the discourse as text level. In the textual analysis level, texts are analyzed on the grammatical, sentence, vocabulary and cohesion levels. The present study deals only with the vocabulary analysis. According to Fairclough(1989) words have their experiential values and themes in themselves. Any specific word that can be noticed immediately in the text is ideologically loaded. The present study deals with the most frequent words used by interviewees

in the selected British and American interviews for creating their desired images. Interviewees utilize selected expressions for influencing people and convincing them to accept certain ideologies.

Fairclough (1989) state that words are classified according to three values that are experiential, relational, and expressive.

1- Experiential Values: these types of values emphasize the text producer's experience of natural and social world. The experiential value is classified into Classification schemes, ideological contested words, over wordings and meaning relations. Classification schemes refer to a specific way of dividing some aspects of reality which is based upon a specific ideological representation of that reality. Overwording is unusual high degree of wording that deals with many words which are near synonyms in which meaning relations consist of three parts; hyponymy, synonymy, antonymy. Interviewees in the selected British and American interviews use experiential types of words dealing with words that are ideologically loaded and different types of wording with similar meanings for emphasizing a specific idea to influence the audience and to produce a desirable impression that can help in passing different ideologies to the audience.

2- Relational Values: these types of values emphasize the social relationships which are represented in discourse by the text. These values emphasize relations and social relations. Euphemistic expressions, formal and informal words are regarded as sub-parts of the relational value words by means of which relational values can be investigated. The interviewees especially actors use lexical items with experiential values to shed light on their personal and social relations that can assist in gaining a desired impression related to a specific ideology.

3- Expressive Values: these types of values shed light on the producer's evaluation of the aspect of the reality it is associated to social and subject identities(ibid). The interviewees in the selected British and American interviews utilize words with expressive values to emphasize their attitudes, opinions and evaluations regarding specific individuals or events. They use such expressions with ideological aims for the success of certain self-presentational strategies and forming some impressions which consequently lead to accepting and naturalizing some ideologies.

B-Modality

Modality is defined as a linguistic device that includes different forms and contains modal auxiliaries, modal verbs, modal adverbs, and modal adjectives (Lillian, 2008: 3). Within CDA, modality encompasses more than the occurrence of modal auxiliaries like may, might, can, could, will, would, shall, should, must, and ought. Modality also deals with writer's or speaker 's attitude toward ideas that are expressed. Within Halliday (2002: 200), modality is mainly located in the interpersonal aspect of the grammar and choices within modality are independent of the grammatical choices of other grammatical components like the choices of transitivity in the ideational component (Halliday,2002:P.200).

Quirk et al. (1985: 219) explain that modality is the way in which the decision of the speaker regarding the probability of the proposition is in the meaning of clauses. Modality is defined according to the speaker's attitudes or decisions and the factual aspects.

The present study adopts Quirk et al. (1985: 219) for the analysis of modal verbs utilized by the interviewees in the selected American and British interviews for their self-presentational strategies and creating the desired impression related to such strategies and hence for changing

the audience's ideologies, or naturalizing ideologies, power and hegemony, marketizing films and actors and even passing positive ideologies to the audience.

3.5.1.4 The Macro Level Devices

Interviewees like actors and politicians use different ideological strategies in their interviews for the aim of presenting themselves and shedding light on themselves in order to form a desired impression in the audience that can help them to pass different ideologies. The use of such ideological strategies helps them in manipulating others, increasing their control, promoting their works and themselves to gain benefits. Also, interviewees use ideological strategies to shed light on themselves and they use different strategies for this aim like showing others negatively while showing themselves positively by emphasizing their own positive features and hiding the other group positive features.

The macro level strategies used by the selected American and British interviewees for their self-presentations are the following:

A-Positive Self-presentation and Negative Other Presentation categorization

Van Dijk (2004) is adopted for the analysis of self-presentational phenomena for investigating how interviewees in the selected American and British interviews use positive self-presentation and negative other presentation for the success of their self-presentational strategies.

Van Dijk (2004) presents the general strategies of the ideological square to investigate the ideological discourse based on four principles. Van Dijk (2004:734) summarizes them as follows:

1- Emphasize "Our" good things. (Exaggerate in self 's positive features/actions). Interviewees in the selected interviews shed light on themselves by emphasizing their positive features that assist them in the success of their self-presentation strategies and achieving their desired

impression which leads subsequently in influencing the audience and passing their ideologies to them.

2- Emphasize "Their" bad things. (Exaggerate in other 's negative features/actions). Interviewees in the selected interviews shed light on the bad things or mistakes done by others to be viewed as negative or undesirable by the audience which leads such interviewees to be viewed in a favorable way by the audience and hence assist them in gaining the desired impression related to self-presentational strategies leading to the fulfilment of different aims like manipulation, control, successful marketization or promotion, passing and naturalizing different ideologies.

3- De-emphasize "Our" bad things. (Extenuate self 's bad features/actions): this strategy is used by interviewees especially politicians in the selected interviews in which they hide their wrong actions and mistakes in order to be presented in a favorable way by the audience which assist them in reaching their desirable impression on the audience which can help them in achieving different goals like fame, power, control, dominance, and mind control.

D- De-emphasize "Their" good things. (Extenuate other 's positive features/actions). This strategy is also used by interviewees and especially politicians to view hide their rivals or other people's good actions so they can shed light on their positive actions and themselves which help them in gaining their desired impression and consequently fulfilling different aims like gaining the audience consent.

Besides Van Dijk's (2004) ideological square, the present study adopts several ideological strategies that have been proposed by Van Dijk (2004) that are the followings:

1- Authority: People having different ideologies cite different authorities. Speakers in an argument use authorities to support their case. Such authorities can be international

organizations, scholars, the media, the church or the courts (Van Dijk,2004). Interviewees in the selected British and American interviews especially politicians use different authorities to support their argument which can assist them in creating the desired impression related to self-presentational strategies like exemplification or self-promotion leading consequently to influencing the audience and passing different ideologies to them.

2- Consensus: People who have different ideologies can seek general consensus or agreement like the national consensus (Van Dijk, 2004). Interviewees especially politicians can use this strategy for supporting their views. Also, interviewees like actors use this strategy to form solidarity with their audience and seeking their agreement which assist them in forming a desirable impression related to some self-presentational strategies.

3- Example/ Illustration/ Demonstration: This strategy refers to giving concrete examples, demonstrating vignettes and short stories, and producing general points that are reasonable, plausible, and probable. Generally, the more concrete the story is the better it will be memorized and the more emotional, argumentative and persuasive the story will be (Van Dijk, 2004). Interviewees in the selected British and American interviews especially actors use this strategy by telling the audience personal stories about themselves and especially concrete personal stories to engage the audience emotionally which help them in gaining the desired impression related to strategies like ingratiation and consequently making different benefits like being more famous or taking part in new films.

4- National Self-Glorification: This strategy refers to the use of positive self-presentation for national self-glorification to glorify the country's history, traditions principles and laws (Van Dijk,2004). Interviewees in the selected British and American interviews use this strategy for

producing the desired impression related to exemplification or self-promotion strategy which leads consequently to the naturalization of many ideologies and legalizing illegal actions.

5- Number Game: This strategy refers to actions like emphasizing on objectivity, using statistics to indicate objectivity and characterizing news reports(ibid). Interviewees in the selected British and American interviews especially politicians utilize this strategy to present themselves as competent and create the desired impression related to self-promotion strategy that leads to gain benefits, control, domination, and mind control.

6- Vagueness: This strategy refers to the use of expressions that are unclear because they do not supply enough information or not saying exactly what they mean(Van Dijk, 2004). Interviewees in the selected interviews use vagueness strategy for hiding their negative actions or for face keeping which assist them in gaining the desired impression related strategies like ingratiation.

D-Mind Control Strategies Used for Self-Presentation

Smith (2014) is adopted for the analysis of mind control strategies used by the interviewees in the selected British and American interviews for their self-presentations.

Interviewees in the selected British and American interviews use mind control strategies for their self-presentational strategies to create a desired impression that influence the audience and attract their attentions which can lead to different benefits for the interviewees especially politicians like dominance, increased power, control, legitimizing illegal actions, hegemony and naturalizing the dominant groups' ideologies. Mind control strategies and persuasive self-presentational strategies can lead interviewees especially actors to gain different benefits like passing their ideologies to the audience by engaging the audience emotionally, promoting or marketizing their films and works and naturalizing the ideology of Americanism by their affective self-presentation which leads consequently to the Americans' media control over the

world that can help the American policy to dominate and control the world's countries and their resources. Most importantly, such persuasive self-presentations by British and American actors and Politicians can help America and Britain to gain a global legalization and acceptance for their actions and decisions. The main mind control strategies used by the British and American interviewees in the selected interviews are the followings:

1- Manipulation

Smith (2014) states that manipulation is one form of mind control that can be utilized in different ways to control the ways in which individuals think. It is defined as a type of social influence that functions to change and transform the behaviors or perceptions and attitudes of others. This type of mind control is used for advancing the interests of the person who is manipulating usually at the expense of others. Interviewees in the selected British and American interviews use such mind control strategy and use different linguistic devices for controlling the minds of the audience which guarantee them in gaining the desired impression related to specific self-presentational strategies and consequently passing, naturalizing and legalizing different ideologies or promoting films and actors.

2- Persuasion

Persuasion is another form of mind control that also functions in influencing behaviors, beliefs and attuites for different aims. For instance, in business, the process of persuasion can be used to change a persons' attitude toward an object idea or event that is going on. During such a process, linguistic devices are used to influence the listener to act or think in a specific way. Persuasion can also be defined as the uses of one's positional or personal resources to change the attitudes of others. There are two types of persuasions that are systemic persuasion which refers to the process of changing the beliefs and attitudes of others through appealing to logic and

reason and heuristic persuasion which refers to the process of changing other people's beliefs and attitudes by appealing to emotions (Smith, 2014). Interviewees in the selected British and American interviews use persuasion strategies in different ways to assist them in creating the desired impression related to a specific self-presentational strategy. Actors mainly use linguistic devices for persuading the audience by heuristic persuasion to engage the audience emotions with the details of their lives. Politicians on the other hand use linguistic strategies related to systemic persuasion to persuade the audience by logic and reason and hence producing the desired impression.

3- Deception

Finally, deception is a type of mind control that can have effect on the subject. Deception is used to propagate in individuals' beliefs in events and things that are not true and are either complete or partial lies. Deception includes different things like sleight of hand, propaganda, and dissimulation, concealment, camouflage, and distraction. This type of mind control is dangerous because the subject does not know that any mind control is happening at all. Individuals in such cases have been persuaded that one thing is true when the total opposition is right (Smith, 2014). Interviewees in the selected British and American interviews use the deception strategy in many cases especially politicians by using different linguistic devices on the micro and macro levels to convince the audience with lies in order to assist them in gaining the desired impression related to a specific self-presentational strategy like exemplification to pass different ideologies to the audience and gain power and dominance.

3.5.2 The Workability of the Framework

The workability of the CP approach for self-presentation is confirmed by realizing that self-presentation is a behavior that cannot be performed without the use of the different pragmatic, linguistic and ideological devices.

Within talk shows and interviews, self-presentation is the base and the main aim of the interviewees. Self-presentation is the center element of the interviews and talk shows since important public figures in the society like actors, politicians, athletes, and individuals like teen agers that seek for fame come to interviews and talk shows for the making impression on the people watching these shows concerning themselves and their public image.

3.5.3 The Methods of the Analysis

The data are analyzed qualitatively and quantitatively.

A- The qualitative method: It is regarded as a type of a systematic empirical inquiry into the meaning (Shank, 2002: p.5). It deals with things in a naturalistic setting by trying to interpret a phenomena with regard to the meanings that people bring to them (Lincoln & Guba 2000: p.3).

The present study follows the qualitive method by analyzing the self-presentational strategies used by the interviewees in a naturalistic, flexible way and attempting to understand the phenomena of self-presentation with regard to the ways of using it by the selected interviewees in the selected interviews.

B- The quantitative method: It is a way for testing objective theories by testing the relationships between variables which can be measured via instruments and then the numbered data can be analyzed by utilizing statistical procedures (Creswell & Creswell, 2018: p.4).

This study analyzes the data quantitatively by transforming a huge amount of the analyzed data into numbers in tables.

C- The statistical method: The tables are finally analyzed using statistical techniques that are the following:

1- **Percentage**: It is used for identifying the frequencies' ratio that are related to the study's variables. To calculate the percentage of any number, the number by the whole and multiply by 100.

2- **Mean**: The mean is used for identifying the levels of the variables and the dimensions of the levels of the study.

3- **Standard Deviation**: This static is used for measuring the level of dispersion and uniformity or consistency in different levels of the data.

4- **Pearson: Simple Correlation Coefficient:** It is used for identifying the nature of the relations among the main and the sub variables of the study by associating the main values of the study to measure the direction and the strength of the relationship between the main values and the variables of a study.

5- **One Sample Test:** this statistical device is used to measure the significant differences between the population mean and the sample's mean and can be represented by a fixed value.

3.5.3 Analysis Procedures

The analysis of self-presentational strategies (ingratiation, exemplification, intimidation, self-promotion, and self-supplication) is made on the pragmatic, micro and macro levels.

The self-presentational level is based on Jones and Pittman (1982) for the analysis of the self-presentational strategies of exemplification, ingratiation, self-promotion, self-supplication and intimidation.

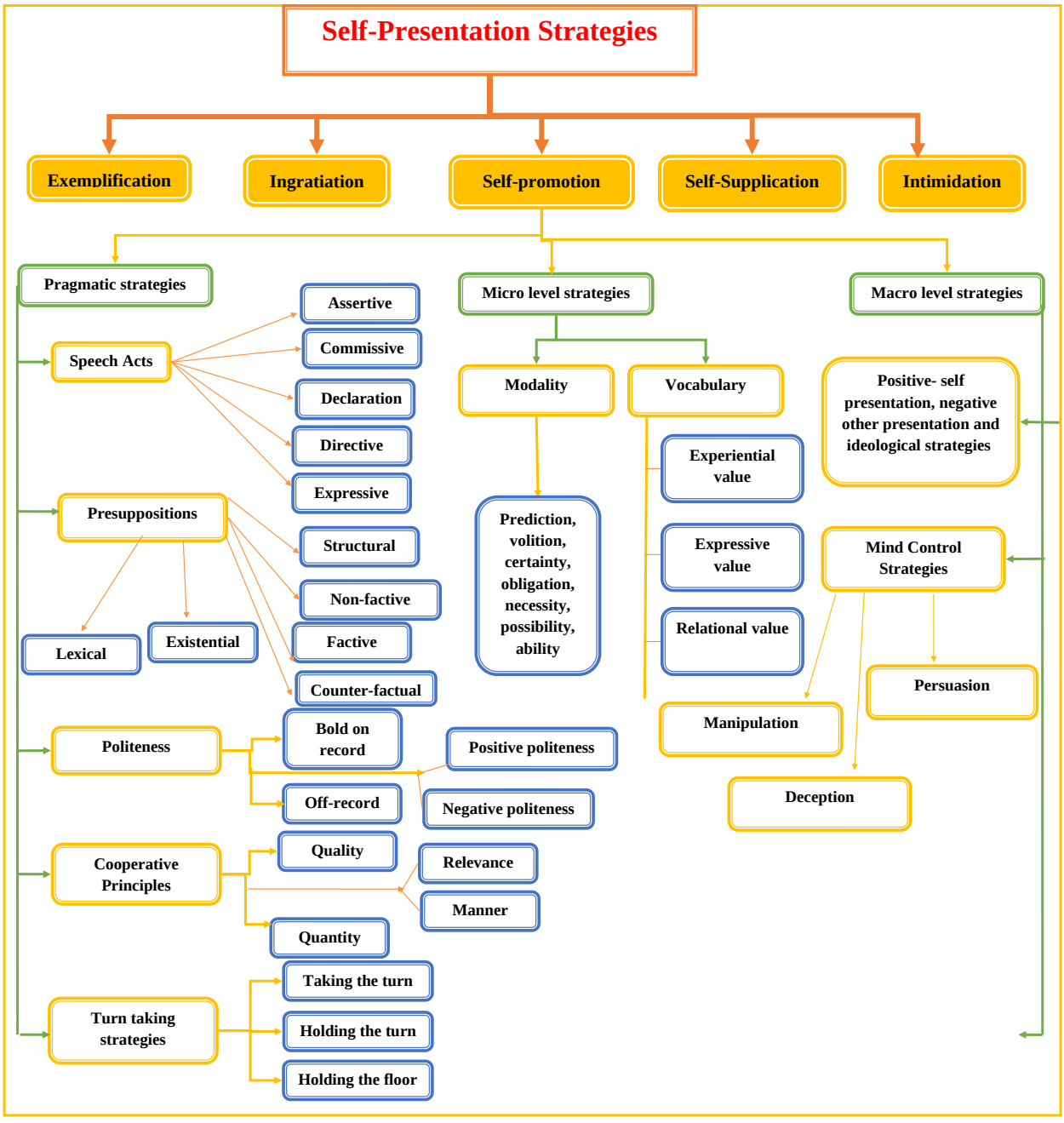
The pragmatic level is based on the followings: Searle (1976) is adopted for the analysis of speech acts. Yule (1996: 25-29) is adopted for the analysis of presuppositions. Brown and Levinson (1987: p.9) is adopted for the analysis of politeness. Grice (1975) is adopted for the analysis of the maxims of the cooperative principle. Mey (2001) is adopted for the analysis of the turn taking strategies.

The micro level is based on the followings: Fairclough (1989) is adopted for the vocabulary analysis. Quirk et al. (1985: 219) is adopted for the modality analysis.

The macro level is based on the followings: Van Dijk (2004) is adopted for the analysis of the positive self-presentation and negative other-presentation and the ideological strategies. Finally, Smith (2014) is adopted for the analysis of mind control strategies as in the following framework:

Figure 1

The Eclectic Model of the Present Study



CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1 Introductory Remarks

This chapter is divided into three main sections. The first section deals with analyzing the British interviews qualitatively and quantitatively. Then, presenting the analysis of the first British interview only followed by overall tables for the qualitive and quantitative analysis of the entire British interviews for finally analyzing them statistically for proving or rejecting the hypotheses related to each interview. The second section deals with analyzing the American interviews qualitatively and quantitatively. Then, presenting the analysis of the first American interview succeeded by overall tables for the qualitive and quantitative analysis of the entire American interviews for eventually analyzing them statistically for proving or rejecting the hypothesis of each interview. Finally, the third section deals with presenting results for the analysis of the British and American interviews.

4.2 The Analysis of the British Interviews

The selected British interviews will be analyzed according to the adopted model of the present study qualitatively as follows:

4.2.1 The Analysis of the First Interview: The Jonathan Ross Show 2012 - Denzel Washington, Keira Knightley, Tom Hardy, Dionne Warwick Part 3

4.2.1.1 The Self-presentational Strategies

The self-presentational strategies used by Tom Hardy in this interview are self-promotion and self- supplication as explained in the following:

-Self-Promotion

Edward Thomas Hardy as an English actor, film producer, and screen writer uses this strategy heavily in this interview. Tom Hardy is a well-known actor who is known by most of the people around the world by his roles in films like *Star Trek: Nemesis, RocknRolla, Bronson, Warrior, Tinker Tailor Soldier Spy, Inception, This Means War and The Dark Night Rises* and his roles in many series. He was also nominated for many awards like *Academy Award for Best Supporting Actor, two Critics' Choice Movie Awards and Two British Academy Film Awards*, receiving the *2011 BAFTA Rising Star Award*. So, he must be viewed by the audience all over the world as an actor and producer who is able to do many things and has many talents. He also must be viewed as talented, skillful, intelligent actor and having a good appearance. Tom Hardy uses this strategy in this interview as in the following:

1- ‘’*am well, I beat myself pretty badly. You know I want I strive for a certain level achievement’’.*

In this turn of speech, Tom Hardy refers to his role in the film *This Means War* which is a romantic comedy spy film. Tom Hardy refers to his role in this film as light and easy to be done. He refers to his other roles in previous films like Lawless, Tinker Taylor Soldier Spy and Warrior in which he has made his best and are regarded as his best films. Tom Hardy shows himself as the skillful, competent actor who has roles in great films which he has done in a great way and has done his best as a professional actor. He also shows himself not only trying to be competent and skillful in acting but also other aspects of his life.

2- *Tom Hardy: ‘’I wouldn’t I wouldn’t say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I’ve loved and it gave me a practical outlet for for a lot of energy and I loved acting’’.*

In this turn of speech, Tom Hardy shows himself as a busy man who is serious and discipled in his work of acting and is doing his best. He shows himself as the successful and professional actor who likes his work and is serious in doing it and is doing a lot of effort to act in the best possible way.

3- *Tom Hardy: ''I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line''.*

In this turn of speech, Tom Hardy refers to his work as an Ambassador for the Prince's Trust. He refers to Tom Hardy CBE' program in which he uses his past experience in addiction, homelessness and mental health struggles to help the young people to trust in themselves, acting workshops and taken part in filming with young people. He also presented many awards to at The Prince's Trust Awards. Tom Hardy shows himself as participating in programs to help the young people based on his earlier experience when he was younger. He shows himself as the successful actor who has moved beyond his earlier mistakes in life and made use of them by helping the young people.

4- *Tom Hardy: ''It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough'']*

In this turn of speech, Tom Hardy refers to his program in which he helps people to come over addiction, to stop doing illegal actions and to help the youth to make achievements in their lives. He shows himself as the successful actor who helps the young people based on his experience.

5- *Tom Hardy: ‘’Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I’ve been training and and I got on the trailer and I saw Christian and sat there and he didn’t have a T-shirt to fist on and I looked at him and I thought yeah’’!*

In this turn of speech, Tom Hardy refers to his role in *The Dark Night Rises* for the promotional marketing of this film and himself as having a main role in this film. He sheds light on his successful role in this film as Bane who is the villain and how he met Christian Bale who plays the role of Batman. He also sheds light on his physical abilities and training to build muscles to show himself as a successful actor who plays in a very good film besides having a strong body.

6- *Tom Hardy:’’ How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that’s where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing’’).*

In this turn of speech, Tom Hardy refers to his first meeting with Christian Bale and his role as Bane and refers to his training on his role with Bale on the screen test. He shows himself as the hard-working actor who was training on his role in a very successful film.

-Self-Supplication

Tom Hardy uses this strategy repeatedly in this interview to gain the benefits related to being viewed as helpless, weak, immature kid when he did illegal works like stealing cars and being a drug addict. He uses this strategy in a directed and aimed way to save and maintain his

public identity and not to lose his audience respect and admiration. Tom Hardy uses self-supplication as in the following:

1- ‘’*Tom Hardy: Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but’’]*

In this turn of speech, Tom Hardy presents his life when he was younger and the actions that he did when he was younger. He talked about his family and his good life. He talked about his past and how he began illegal things. He shows himself as the person who was unable to control himself and a young immature person who does many things because of not thinking straight. He shows himself as being helpless when he was in a very young age because of some issues in his life.

2- *Tom Hardy: ‘’At that day, at that time, you stole that car and that makes you a car thief’’.*

In this turn of speech, he shows the audience clearly that he stole cars when he was very young by justifying being unable to think clearly. He presents himself as the person who was helpless, incompetent and having no self-confidence which were the main reasons for doing illegal actions like stealing cars.

3- Tom Hardy: ‘’You know of having two heads on your own(laughing) in one head’’.

Tom Hardy: ‘’A lot of cars’’.

The audience laughing

In this turn of speech, Tom Hardy justifies his illegal actions when he was very young by being confused and unable to think clearly. He says he had two heads to show the audience that kids in such age are not stable mentally and this is part of their process of growing which is a normal thing. He shows his self as helpless regarding the issue of stealing car.

4.2.1.2 The Pragmatic Strategies

This interview is analyzed pragmatically to find out the different types of speech acts, presuppositions, politeness, cooperative principle, and turn taking strategies that are used by Tom Hardy for producing the desired impression related to the self-presentational strategies used by him in this interview for gaining different benefits and passing different ideologies as in the following:

A. Speech Acts

The speech acts that are used by Tom Hardy are classified according to the self-presentational strategies that are used for and the desired impression that these speech acts are used to create as in the following:

-Self-Promotion

The speech acts that are used by Tom Hardy for the self-promotion strategy are the assertive and the expressive speech acts as explained as in the following:

1-Tom Hardy*: ‘’am well, I beat myself pretty badly. You know I want I strive for a certain level achievement’’.*

Here, Tom Hardy uses the assertive speech act to emphasize that he has done his best and all his efforts for making different achievements especially in his films like Lawless, Tinker Taylor Soldier Spy and Warrior. Tom Hardy shows himself as the competent, professional, and

successful actor who does his best in great films. He also uses this speech act to show that he has done his best in all aspects of life.

2-Tom Hardy: ‘’*I wouldn’t I wouldn’t say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I’ve loved and it gave me a practical outlet for for a lot of energy and I loved acting’’.*

Here, Tom Hardy firstly uses the assertive speech act to emphasizes that he is not a tortured person but only busy. He then uses the assertive speech act to emphasize that acting is his life career and he is disciplined in acting. He then uses the assertive speech acts to assert that he loves acting and he dedicate himself for acting.

3-Tom Hardy: ‘’*I’m yeah actually but though an ambassador for the prince’s trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line’’.*

In this turn of speech, Tom Hardy uses the assertive speech acts for asserting that he is working in a foundation for assisting the young people to move over their difficult conditions and to live in the right way. He uses the assertive speech acts to show himself as the successful man and the professional actor who dedicates part of his time for helping the young people.

4-Tom Hardy: ‘’*It depends. I have done workshops with an ambassadors’ groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I’ve know had in a rough’’]*

In this turn of speech, Tom Hardy uses the assertive speech acts to assert that he makes workshops in CBE program in which he uses his past experience for helping young people that

were parts of gangs, imprisoned in Gail or addicted to drugs. He shows himself as the successful and professional actor who runs a successful program for helping the young people.

5- Tom Hardy: ‘’*Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah’’!*

In this turn of speech, Tom Hardy uses the assertive speech act to assert that Christian Bale who plays the role of Batman in the *Dark Night Rises* is a great actor. Then, he uses the assertive speech act to refer to his role as Bane who is the main villain in the film Dark Night Rises and how he met Christian Bale. He finally uses the expressive speech act to express his admiration of Christian Bale and his body. He uses the assertive speech act to show himself as the successful actor who plays the main role in a high budget film *Dark Night Rises*. Being able to achieve such impression will enable him to gain more fame, more wealth, new turns in films and to pass his ideologies to the audience that are the promotional marketing of the *Dark Night Rises* to encourage the audience to watch the film in cinemas. He also passes the ideology of Americanism to the audience shedding light mainly on the American films, American cultures and the American actors to convince the audience around the world that the American people are the ideal people who want to save people and develop people of other countries.

6- Tom Hardy: ‘’*How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing)’’.*

In this turn of speech, Tom Hardy uses the assertive speech act to assert the way in which he met Christian Bale. He then uses the assertive speech act to assert the way in which he and Christiaan Bale were doing their turns while filming the Dark Night Rises. He then uses the assertive speech act to describe the way in which they were acting the roles under rain. He uses the assertive speech acts to show himself as the successful actor who plays the main role in a very successful film and for promoting for himself as an actor and the film.

-Self-Supplication

The speech acts that are used by Tom Hardy for the self-supplication strategy are explained as in the following:

1-Tom Hardy: ‘’*Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but’’]*

In this turn of speech, Tom Hardy uses the assertive speech acts to describe his life when he was very young and how his family supplied him with everything he needed. He also uses the assertive speech to describe the way in which he started illegal things. He uses the assertive speech act to show himself as a young immature man who was unable to control himself and was not thinking in a straight way. He also uses the assertive speech act to show himself as being a helpless person who started doing illegal things for some reason.

2-Tom Hardy: ‘’*At that day, at that time, you stole that car and that makes you a car thief’’.*

Here, Tom Hardy uses the assertive speech act to assert that he was a car thief and he stole many cars. He uses this speech act to show himself as being an immature, helpless young person who does many illegal actions.

3- Tom Hardy: ‘’*You know of having two heads on your own(laughing) in one head. Tom Hardy: A lot of cars*’’.

The audience laughing

Here, Tom Hardy uses the assertive speech act to assert that he was confused and unable to think clearly. He uses the assertive speech act to justify his actions and to show the audience that he was a confused, immature, and helpless young man was not able to do the right thing.

B. Presuppositions:

The presuppositions that are used by Tom Hardy are the lexical, existential and factive presuppositions that are classified according to the self-presentational strategies that are used for and the desired impression that these presuppositions are used to create as in the following:

Self- Promotion

The presuppositions that are used by Tom Hardy for producing the desired impression related to self-promotion self-presentational strategy are explained in the following:

1-Tom Hardy: ‘’*am well, I beat myself pretty badly. You know I want I strive for a certain level achievement’’.*

Here, Tom Hardy uses the lexical presupposition firstly to make the implied assumption that he did his best in his films *Lawless, Tinker Taylor Soldier Spy and Warrior*. He then uses the existential presupposition to assume the existence of a certain level achievement to emphasize that he wanted to make achievements in all aspects of his life. He uses these presuppositions to

show himself as the skillful and successful actor who does his best in his films and doing his best in everything in his life.

2-Tom Hardy: ‘’*I wouldn’t I wouldn’t say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I’ve loved and it gave me a practical outlet for for a lot of energy and I loved acting’’.*

Here, Tom Hardy uses the lexical presupposition by using the word tortured to make the implied assertion that he is not a complicated person with dark personality but a person who is busy and dedicated for his career. He then uses the factive presupposition to emphasize that his assumption that he loves and is disciplined in acting is true. He uses these presuppositions to show himself as the successful and skillful actor who is dedicated for acting.

3-Tom Hardy: ‘’*I’m yeah actually but though an ambassador for the prince’s trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line’’.*

In this turn of speech, Tom Hardy uses the existential presupposition to assume the existence of the ambassador of the prince’s trust to emphasize that he works in CBE’ program in which he uses his past experience in addiction, homelessness and mental health struggles to help the young people. He then uses the existential presupposition to assume the existence of the CBE foundation to emphasize that this foundation helps young people to overcome bad situations or bad behaviors in their lives like additions and homelessness. He uses these presuppositions to show himself as the successful actor who is working in an organization for helping young people.

4-Tom Hardy: ‘’*It depends. I have done workshops with an ambassadors’ groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I’ve know had in a rough’’]*

Here, Tom Hardy uses the existential presupposition to assume the existence of workshops and ambassadors’ groups to emphasize that he helps young people who have done illegal actions and change their life to better. He uses these presuppositions to show himself as the successful and competent actor who help the young people to fix their lives.

5- Tom Hardy: ‘’*Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I’ve been training and and I got on the trailer and I saw Christian and sat there and he didn’t have a T-shirt to fist on and I looked at him and I thought yeah’’!*

In this turn of speech, Tom Hardy uses the existential presupposition to assume the existence of Christian Bale, Los Anglos and Bane to emphasize his first meeting with the well-known actor Christian Bale in the city of Los Anglos for playing the main turns in the film The Dark Night Rises. He uses this presupposition to show himself as the competent actor who plays the role of Bane in the successful film The Dark Night Rises and with great actors like Christian Bale.

6- *Tom Hardy: ‘’How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that’s where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing)’’.*

In this turn of speech, Tom Hardy uses the existential presupposition to assume the existence of Tom and the huge looming figure to emphasize his role in The Dark Night Rises and the way of playing the part with Christian Bale who was playing the role of Batman. He uses this presupposition to show himself as the successful actor who plays the main role in a very successful film.

-Self-Supplication

1- *Tom Hardy: ‘’Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy uses the existential presupposition to assume the existence of West London neighborhood to emphasize that he was a happy child and had a good family. He then uses the factive presupposition to emphasize that his assumption of having anything he needed as a child is a fact. He then uses the factive presupposition to emphasize the assumption that he did illegal things and stolen many cars is a fact. He then uses the existential presupposition to assume the existence of a stolen car and a nice school to emphasize that he has all the privileges and had a good life and there was no reason for him to steal cars. Tom Hardy uses these presuppositions to show himself as the helpless young one who did illegal things when he was young and could not control himself.

2- Tom Hardy: *At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy uses the existential presupposition to assume the existence of car that was stolen. He uses this presupposition to show himself as the helpless immature young man who commit mistakes because of not thinking in the right way.

3- Tom Hardy: You know of having two heads on your own(laughing) in one head.

Tom Hardy: A lot of cars.

Here, Tom Hardy uses the lexical presupposition by using the phrase having two heads to make implied assumption that he commits illegal actions because of not being able to think in a straight way. He uses this presupposition to show himself as the helpless, immature, young man who could not think in a straight way and made many mistakes. He uses these presuppositions to protect his public identity as a well-known, trustworthy, and respected actor who respects the law.

C. Politeness Strategies

The politeness strategies that are used by Tom Hardy are bald on record and positive politeness strategy that are classified according to the self-presentational strategies that are used for and the desired impression that these politeness strategies are used to create as in the following:

-Self-Promotion

The politeness strategies that are used by Tom Hardy for the self-promotion strategy are explained as in the following:

1-Tom Hardy: *am well, I beat myself pretty badly. You know I want I strive for a certain level achievement*

Here, Tom Hardy uses the bald on record strategy to emphasize in a direct way that he worked hard on his earlier films that are Lawless, Tinker Taylor Soldier Spy and Warrior for

reaching a high level of achievement as an actor. He uses this bald on record strategy to show himself as the successful and brilliant actor who does his best in his films. Achieving the impression related to this strategy will enable him to gain his face want of being viewed as a great Hollywood actor which enables him to gain more fame, wealth and new turns in films and passing the ideology of Americanism to the audience by showing the American people and the American society as the ideal one.

2-Tom Hardy: *I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting.*

Here, Tom Hardy uses the bald on record strategy to emphasize in a direct way that he is a busy actor who dedicates most of his time and energy for acting. He uses this strategy to show himself as the successful actor who dedicate his life for his career.

3-Tom Hardy: *I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

Here, Tom Hardy uses the bald on record strategy to emphasize in a direct way that he works in the CBE program and foundation for helping the young people to move over addiction, violence or stealing. He uses the bald on record strategy to show himself as the successful British Hollywood actor who uses his past experience in addiction, homelessness and mental health struggles to help the young people in the past to help the young people in their lives.

4-Tom Hardy: *It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]*

In this turn of speech, Tom Hardy uses the bald on record strategy to emphasize his achievements regarding workshops for young people to help them in changing their lives and come over their experience of addiction and being in Gail or belonging to gang members. He uses this strategy to show himself as the successful actor who helps young people to change their lives. Achieving the impression related to this strategy will help him to satisfy his face want of being viewed as a successful actor who come over the bad experiences in his life.

5-Tom Hardy: *Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this turn of speech, Tom Hardy uses the positive politeness strategy by showing agreement with the host of the show Jonathan Ross regarding the well-known Hollywood actor Christian Bale. He then uses the bald on record strategy to emphasize that Christian Bale is a great actor and he saw him for the first time in Los Angles while filming the Dark Night Rises. He uses these strategies to show himself as the successful British actor who is a friend to the host of the show and has acted in a very successful film with well-known actors like Christian Bale. Using these strategies will enable him to satisfy his face need of being viewed as successful Hollywood actor.

6-Tom Hardy: *How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).*

In this turn of speech, Tom Hardy uses the positive politeness strategy by showing the audience and the host of the show and joking with them about the way he has talked politely with Christian Bale when they first meet each other. He then uses the positive politeness strategy by telling the events of filming the Dark Night Rises in a funny and joking way and talking with Jonathan Ross in a friendly way about playing the role of Bane in this film. He uses this strategy to show himself as the successful, funny Hollywood actor who plays the main role in the film of The Dark Night Rises.

-Self-Supplication

The politeness strategies that are used by Tom Hardy for achieving the impression related to self-supplication self-presentational strategy are explained in the following:

1- Tom Hardy: *Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy uses the bald on record strategy to emphasize in a direct way that he had a great life and his family supported him and gave him anything he needed but he made illegal things for some unknown reasons. He uses this strategy to show himself as

the helpless actor and person who has made mistakes in his life because of being immature young man who did not know the how to act in the right way.

2- *Tom Hardy: At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy uses the bald on record strategy to emphasize in a direct way that he was a car thief who has stolen many cars. He uses this strategy to show himself as being a helpless, immature, young man who acted in a wrong way.

3- Tom Hardy: *You know of having two heads on your own(laughing) in one head.*

Tom Hardy: *A lot of cars.*

The audience laughing

Here, Tom Hardy uses the bald on record strategy to emphasize that he was not stable mentally as a young man. He uses this strategy to show himself as the young, helpless person who could not think in a clear way and stolen many cars because of not thinking straightly. Being able to achieve this impression helps him to satisfy his face want of being viewed as doing wrong things in the past because of being immature young man which help him consequently to protect his public image as respectable British actor.

D. Cooperative Principle

The maxims of the cooperative principle and their violations for two times are used by Tom Hardy for producing the desired impression that these maxims are used to create as in the following:

-Self-Promotion

The maxims of cooperative principle that are observed and non-observed by Tom Hardy for the self-promotion strategy are explained in the following:

1-Tom Hardy: *am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy observes all of the maxims and none of them were violated.

2-Tom Hardy: *I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting.*

In this turn of speech, Tom Hardy observes all of the maxims and non were violated.

3-Tom Hardy*: I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

In this turn of speech, Tom Hardy observes all the maxims and none of them were violated.

4-Tom Hardy: *It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]*

Here, Tom Hardy observes all the maxims and non were violated.

5- Tom Hardy: *Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this turn of speech, Tom Hardy observes all the maxims and non were violated.

6-Tom Hardy: *How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).*

In this turn of speech, Tom Hardy observes all the maxims and non were violated.

- Self-Supplication

The maxims of the cooperative principle that are used by Tom Hardy for achieving the impression related to the self-supplication self-presentational strategy are explained as in the followings:

1-Tom Hardy: *Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy observes all the maxims and non were violated.

2-Tom Hardy: *At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy observes all the maxims and non were violated.

3- Tom Hardy: *You know of having two heads on your own(laughing) in one head.*

Tom Hardy: A lot of cars.

Here, Tom Hardy does not observe the quantity maxim since he says less than is needed as an explanation for his wrong and illegal actions when he was young. He does not observe this maxim to avoid telling the exact reasons behind committing such actions and to protect his

public self-image. He also does not observe the manner of maxim since he presents the information about his mental state in a vague and unclear way to avoid giving an exact reason to the audience about what he did in the past. He uses the maxims in this way to show himself as the helpless, immature, young man who committed many mistakes because being unstable mentally. Achieving the impression related to this strategy helps him to gain the impression of being a helpless young person and to gain the sympathy and the love of the audience regarding his past so as to protect his public face as a successful, respected British actor who respects the law.

E. Turn Taking Strategies:

The turn taking strategies that are used by Tom Hardy are taking over the turn and holding the turn strategies that are used for creating the desired impression that these turn taking strategies are used to create as in the following:

-Self-Promotion

The turn taking strategies that are used by Tom Hardy for the self-promotion strategy are explained as in the following:

1-Tom Hardy: *am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy uses taking over strategy to answer Jonathan Ross's comment regarding Tom Hardy taking himself seriously in his previous films. He takes over the turn to emphasize that he made great effort in his previous films like Lawless, Tinker Taylor Soldier Spy and Warrior. He takes over the turn to shed light on his efforts and his achievements. He uses this turn taking strategy to show himself as the successful actor who has acted in great and successful films.

2-Tom Hardy: *I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting.*

Here, Tom Hardy uses the taking over strategy to answer Jonathan Ross's comment regarding being a tortured person. He takes over the turn to emphasize that acting is his career which he is dedicated for. He uses this turn taking strategy to show himself as the successful and skillful actor who dedicates his life for his acting career and has a purposeful life.

3-Tom Hardy: *I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

In this turn of speech, Tom Hardy uses the taking over strategy to answer Jonathan Ross's question regarding using his energy to help young people. He takes over the turn to shed light on CBE' program in which he uses his past experience in addiction, homelessness and mental health struggles to help the young people to trust in themselves, acting workshops and taken part in filming with young people. He also presented many awards to at The Prince's Trust Awards. He uses this turn taking strategy to protect his face after being threatened by Jonathan Ross's comment of having misbehaviors in the past and doing illegal actions and to distract the audience's attention for Ross's comment and to show himself currently as the successful actor who helps the young people in their lives and having a great program.

4-Tom Hardy: *It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]*

Here, Tom Hardy uses the taking over strategy to answer Jonathan Ross's comment regarding the type of kids that he helps. He takes over the turn to shed light on his achievements regarding making workshops for kids who were in Gail or were gang members or addicted to drugs. He uses this turn taking strategy to show himself as the successful actor who helps the young people to improve their lives.

5-Tom Hardy: *Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this turn of speech, Tom Hardy uses taking the turn strategy to reply to Jonathan Ross's comment regarding Christiaan Bale being an impressive actor. He takes the turn to shed light on his first meeting with Bale in LA while they were training for playing their roles in the well-known film *The Dark Night Rises*. He uses this turn taking strategy to show himself as the successful actor who acts with great actors like Christiaan Bale in very successful films.

6-Tom Hardy: *How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).*

In this turn of speech, Tom Hardy uses holding the floor strategy to reply to Jonathan Ross's comment regarding his experience of meeting Christian Bale for the first time. He holds the floor for explaining playing the role of Bane in the film The Dark Night Rises and the details of shooting the film. He uses this turn taking strategy to show himself as the successful actor

who plays the main role in a very successful big budget film. Achieving the impression related to this strategy will enable him to gain many benefits like more fame, wealth, and new turns in films besides the promotional marketing of his new film *The Dark Night Rises* and passing the ideology of Americanism to the audience by showing the American people as heroes who stands against injustice.

-Self-Supplication

The turn taking strategies that are used by Tom Hardy for creating the impression related to the self-supplication self-presentational strategy are explained as in the followings:

1- Tom Hardy: *Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy uses the taking over strategy to answer Jonathan Ross's question regarding having an experience of doing illegal things and being in Gail or addicted to drugs. He takes over the turn to shed light on his childhood and his family who supported him with all his needs besides living in a good place and going to a good school. He takes over the turn to save his public face as a respected and well-known actor who refuses any illegal action and to shed light on himself as being immature and helpless young person who commits illegal things because of being immature and having a confused mind.

2- Tom Hardy: *At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy uses taking over strategy to answer Jonathan Ross's question regarding whether he has stolen a car. He takes over the turn to shed light on his legal actions of stealing cars and being immature person and car thief. He uses this turn taking strategy to show himself as the immature, helpless young person who stole cars a long time ago.

3- Tom Hardy: *You know of having two heads on your own(laughing) in one head.*

Tom Hardy: A lot of cars.

The audience laughing

Here, Tom Hardy uses the taking over strategy to emphasize stealing many cars when he was very young. He uses this turn taking strategy to show himself as the helpless, immature young person who committed illegal actions because of being confused and unable to think straightly.

Overall frequencies of occurrences and percentages of the pragmatic strategies used by Tom Hardy for achieving the impression of self-promotion and self-supplication are reflected in the following table:

Table 1

The pragmatic strategies used by Tom Hardy for self-promotion and self-supplication

N.	Strategy	Type	Frequency	Percentage
1-	Speech act	Assertive	7	15.2%
2-	Presupposition	Lexical	3	6.5%
		Existential	9	19.5%
		Factive	4	8.6%
3-	Politeness	Bald on record	9	19.5%
		Positive politeness	3	6.5%
4-	Maxims of the cooperative principle	Not observing the maxims	2	4.3%
5-	Turn taking strategies	Taking over the turn	8	17.3%
		Holding the floor	1	2.1%
Total			46	

As shown in table 1, the existential presupposition and bald on record are the highest with (9) frequencies of occurrences corresponding to (19.5%). This is followed taking over the turn strategy with (8) frequencies of occurrences corresponding to (17.3%). Assertive speech act with (7) frequencies of occurrences corresponding to (15.2%). Factive presupposition with (4) frequencies of occurrences corresponding to (8.6%). Lexical presupposition and positive politeness with (3) frequencies of occurrences corresponding to (6.5%). Not observing the

maxims with (2) frequencies of occurrences corresponding to (4.3%). Holding the floor strategy with (1) frequency of occurrence corresponding to (2.1%).

4.2.1.3 Micro Level Strategies

This interview will be analyzed from a micro level perspective for finding out the different types of lexical items and modal verbs that are used by Tom Hardy for producing the desired impression related to the self-presentational strategies used by him in this interview for gaining different benefits and passing different ideologies in the following:

A. Vocabulary

The lexical items that are used by Tom Hardy are classified according to the self-presentational strategies that are used for and the desired impression that these lexical items are used to create as in the following:

-Self-Promotion

The lexical items that are used by Tom Hardy for producing the impression related to self-promotion self-presentational strategy are explained as in the followings:

1-Tom Hardy: *am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy uses the lexical items pretty badly and level of achievement with an experiential value and specifically the classification scheme to classify people's thoughts regarding him making his best in his roles in previous films like Lawless, Tinker Taylor Soldier Spy and Warrior in which he has made his best and are regarded as his best films. He uses these lexical items to show himself as the successful actor who has acted in very good films.

2-Tom Hardy: I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting

Here, Tom Hardy uses the lexical items of acting, disciplined and energy and love. He uses the lexical items *disciplined* and *energy* to classify the audience's thoughts regarding himself dedicated for his career of acting. He uses the lexical item love with the expressive value to express his attitude regarding acting and his love for this career for the audience. He uses these lexical items with these values to show himself as the successful actor who is dedicated for the career of acting.

3-Tom Hardy: *I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

In this turn of speech, Tom Hardy uses the lexical items an ambassador, foundation, youth and a mentor system with the experiential value and specifically the classification schemes to categorize the audience's ideas about directing his energy to helping young people in the CBE program in which he uses his past experience in addiction, homelessness and mental health struggles to help the young people to trust in themselves, acting workshops and taken part in filming with young people. He uses these lexical items to show himself as the successful actor who uses his experience in helping the young people.

4-Tom Hardy: It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts s

o what I've know had in a rough]

Here, Tom Hardy uses the lexical items *workshops, ambassador, young kids* and *gang members* with an experiential value and specifically classification schemes to categorize the audience's perception about him as using his past illegal actions and experiences in youth to guide the young people. He uses these lexical items to show himself as the successful actor who help the young people who were in Gail or addicted to drugs.

5-Tom Hardy: *Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this turn of speech, Tom Hardy uses the lexical *items a massive draw, a screen test, Bane outfit and Christian*. He uses the lexical items massive draw with the expressive value to express his opinion about Christian Bale as being a great actor. He also uses the lexical item Christian with the relational value to shed light on his relationship with Christian Bale by referring to him informally using his first name. He uses the lexical items, *a screen test, Bane outfit* with the experiential value and specifically classification schemes to classify people's thoughts regarding his playing a very important role in the new film *The Dark Night Rises.* He uses these lexical items with these values to show himself as the successful actor who acts in the new film *The Dark Nigh Rises* and working with great actor in this film.

6-Tom Hardy: How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's

where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).

In this turn of speech, Tom Hardy uses the lexical items *Hello, Tom, lovely, my outfit, screen test* and *the photo*. He uses the lexical items Hello, Tom, and lovely with the relational value to emphasize his deep relationship and friendship with the well-known actor Christian Bale. He uses the lexical items *my outfit, screen test and the photo* with the experiential value and specifically classification schemes to classify people's thoughts regarding the significance of his role in the film *The Dark Night Rises*. He uses these lexical items to show himself as the successful actor who acts in a very successful film and with great actors like Christian Bale.

-Self- Supplication

1- *Tom Hardy: Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy uses the lexical items *South West London neighborhood, privileges, a child, some reason, steal and a nice schoo*l. He uses the lexical item *South West London Neighborhood* with the experiential value and specifically classification schemes to classify his audience's thoughts regarding his childhood as living in a very good place in London to convince them that he did not steal for having more money. He also uses the lexical items a child, a nice school, and privileges with the relational value to emphasize his relationship with his family and his family's support for him as a child. He also uses the lexical

items *some reason* and *steal* with the experiential value and specifically classification schemes to classify people's thoughts regarding him stealing cars for being immature and unable to think straightly. He uses these lexical items with these meanings to show himself as the helpless, immature young person who commits illegal actions for some unknown reason.

2- *Tom Hardy: At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy uses the lexical items *at that time*, *stole*, and *a car thief* with the experiential value and specifically classification schemes to classify people's thoughts regarding him as being immature young man who stole cars for not thinking in the right way. He uses these lexical items to show himself as the helpless young man who stole cars for not thinking in the right way.

3- Tom Hardy: You know of having two heads on your own(laughing) in one head.

Tom Hardy: A lot of cars.

The audience laughing

Here, Tom Hardy uses the lexical items *two heads in one head* and *a lot of cars* with the experiential value and specifically the classification schemes to classify people's thoughts regarding himself as being confused, immature young person who was unable to think or live in the right way.

B. Modality

The modal verbs that are used by Tom Hardy are classified according to the self-presentational strategies that are used for and the desired impression that these modal verbs are used to create as in the following:

-Self-Promotion

The modal verbs that are used by Tom Hardy for the self-promotion strategy are explained as in the following:

1-Tom Hardy*: am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy did not use any modal verbs.

2-Tom Hardy: I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting.

Here, Tom Hardy uses the modal verb *would* with the volition meaning to express his desire of not calling himself as a tortured person but an actor who is dedicated for his career of acting and love this career. He uses this modal verb to show himself as the successful actor who is dedicated totally for acting and uses all of his energy for this word.

3-Tom Hardy: I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.

In this turn of speech, Tom Hardy did not use any modal verbs.

4-Tom Hardy: It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]

In this turn of speech, Tom Hardy did not use any modal verbs.

4-Tom Hardy: Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!

In this turn of speech, Tom Hardy did not use any modal verbs.

5-Tom Hardy: How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).

In this turn of speech, Tom Hardy did not use any modal verbs.

-Self-Supplication

The model verbs that are used by Tom Hardy for creating the impression related to self-supplication strategy are explained as in the followings:

1- *Tom Hardy: Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy uses the modal verb *could* with the possibility meaning to emphasize that his family supported him with all the things that a child would possibly want and he had a normal childhood. He also uses the modal verb *would* with the volition meaning to

emphasize not understanding the reason for him stealing a car when he was young. He also uses the modal verb *would* with the volition meaning to emphasize not desiring at all to steal a car and stealing a car because of being a confused young man who was immature. He uses these modal verbs to show himself as the helpless, immature, young man who was unable to think in the right way.

2- *Tom Hardy: At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy did not use any modal verb.

3- Tom Hardy: You know of having two heads on your own(laughing) in one head.

Tom Hardy: A lot of cars.

Here, Tom Hardy did not use any modal verb.

Overall frequencies of occurrences and percentages of micro level strategies used Tom Hardy for achieving the impression of self-promotion and self-supplication are reflected in the following table:

Table 2

The micro level strategies used by Tom Hardy for self-promotion and self-supplication

No.	Strategy	**Type**	**F**	**P**
1-	Lexical items	The expressive value	2	10.5%
		The relational value	3	15.7%
		The experiential value	10	52.6%
2-	Modality	Volition meaning	3	15.7%
		Possibility meaning	1	5.2%
Total			19	

As shown in table 2, the experiential value is the highest with (10) frequency of occurrences corresponding to (52.6%). The relational value and the volition meaning with (3) frequency of occurrences corresponding to (15.7%). The expressive value with (2) frequency of occurrences corresponding to (10.5%) followed by the possibility meaning with (1) frequency of occurrences corresponding to (5.2%).

4.2.1.4 Macro Level Strategies

This interview will be analyzed from a macro level perspective for finding out the different types of ideological strategies and manipulation strategies that are used by Tom Hardy for producing the desired impression related to the self-presentational strategies for gaining different benefits and passing different ideologies as in the followings:

A-Ideological Strategies

The ideological strategies that are used by Tom Hardy are classified according to the self-presentational strategies that are used for and the desired impression that these ideological strategies are used to create as in the following:

-Self-Promotion

The ideological strategies that are used by Tom Hardy for producing the impression related to self-promotion self-presentational strategy are explained as in the followings:

1- Tom Hardy: *am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy uses the ideological strategy of exaggerating his positive features by emphasizing that he has made great efforts for reaching a certain level of achievement in every aspect of life. He uses this strategy to show himself as the successful actor who is skillful in acting and many other things.

2- *Tom Hardy: I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting.*

Here, Tom Hardy uses the ideological strategy of shedding light on his positive features by emphasizing that he is dedicating his for his career of acting and shedding light on his love for this career and being disciplined in his work. He uses this strategy to show himself as the successful actor who dedicated his energy and life for his career.

3- *Tom Hardy: I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

In this turn of speech, Tom Hardy uses the ideological strategy of exaggerating in his positive features and shedding light on them by emphasizing him working in a foundation for helping the young people in different areas in their lives. He also uses the ideological strategy of Example/ Illustration/ Demonstration by illustrating in details his work in this program in helping the young people to change their lives. He uses these ideological strategies to show himself as the successful actor who works in great foundation.

4- *Tom Hardy: It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]*

Here, Tom Hardy uses the ideological strategy of shedding light on his positive features and actions by emphasizing being dedicated for helping the youth who are addicted to drugs or were in Gail. He also uses the strategy of Example/ Illustration/ Demonstration by illustrating in

details the types of the kids he is helping. He uses these ideological strategies to show himself as the successful actor who helps the young people to fix their lives.

5- *Tom Hardy: Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this turn of speech, Tom Hardy uses the ideological strategy of Example/ Illustration/ Demonstration by illustrating in detail the story of the way he met the American actor Christian Bale for playing the main role of Bane besides Bale who plays the main role in the film *Dark Night Rises*. He uses this ideological strategy to show himself as the successful actor who plays the main role in a new high budget movie with well-known American actors.

6- *Tom Hardy: How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the*

7- *photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).*

In this turn of speech, Tom Hardy uses the ideological strategy of Example/ Illustration/ Demonstration by illustrating in details how he met Christian Bale and the details of playing his role and shooting the film The Dark Night Rises. He uses this strategy to show himself as the successful actor who is a friend to the well-known actor Christian Bale and plays the main role in a very successful film.

Self-Supplication

The ideological strategies that are used by Tom Hardy for achieving the impression related to self-supplication strategy are explained as in the followings:

1- *Tom Hardy: Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]*

In this turn of speech, Tom Hardy uses the *Example/ Illustration/ Demonstration* ideological strategy by explaining his story with concrete details and describing the place where he was living and the type of life he was living. He illustrates the details of his good life by giving an example about the school he was going to which was a very good one. He uses this ideological strategy to show himself as the helpless, young man who commits wrong actions because of being immature and confused.

2- *Tom Hardy: At that day, at that time, you stole that car and that makes you a car thief.*

Here, Tom Hardy uses the consensus ideological strategy by showing agreement with what has been said by the host of the show about him as stealing cars in his twenties by emphasizing clearly that he was a car thief. He uses this ideological strategy for showing himself as the helpless young man who made some mistakes when he was young.

3- Tom Hardy: *You know of having two heads on your own(laughing) in one head.*

Tom Hardy: A lot of cars.

The audience laughing

Here, Tom Hardy uses the vagueness strategy by emphasizing in unclear way the number of cars he stole and the reasons for stealing cars when he was young. He uses this strategy to show himself as the helpless, confused, immature young man who commits illegal actions because of not being mentally stable and not thinking clearly.

B. Mind Control Strategies

The mind control strategies that are used by Tom Hardy are classified according to the self-presentational strategies that are used for and the desired impression that these mind control strategies are used to create as in the following:

1- Tom Hardy: *-am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy uses the manipulation strategy by directing the perception of the audience regarding him as the actor who is working very hard to make achievements in every aspect of his life. He uses this mind control strategy to show himself as the successful actor who is dedicated to develop himself in every possible way.

2- *Tom Hardy: I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting.*

Here, Tom Hardy uses the systemic persuasion strategy by attempting to change the audience beliefs and attitudes about his personality as not being tortured by using reason and logic to convince the audience that he is disciplined in acting and he is dedicated totally for his career. He uses this ideological strategy to show himself as the skillful actor who is dedicated for acting.

3- *Tom Hardy: I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

In this turn of speech, Tom Hardy uses the systemic persuasion strategy by using logic and reason through attempting to convince the audience that he has changed his past entirely and directing their perceptions and attitudes about him to make them believe that he is dedicating part of his time for working in a program to help the young people to fix their lives. He uses the persuasion strategy to show himself as the successful actor who works in a foundation for helping the young people.

4- *Tom Hardy: It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]*

Here, Tom Hardy uses the systemic persuasion strategy to convince the audience by using logic and reason and directing their minds, their perceptions and attitudes to him as being dedicated for helping the youth who were gang member, in Gail or addicted to drugs. He uses this persuasion strategy to show himself as the successful actor who uses his past experience to help young people in their lives.

5- *Tom Hardy: Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this turn of speech, Tom Hardy uses the heuristic persuasion strategy by controlling the minds of the audience through explaining about himself and his friendship with Christiaan Bale and the details of their training together in Los Anglos to engage the audience's emotions by the details of shooting the film of *The Dark Night Rises* for influencing the audience in making them believe that he is a friend to Christian Bale. He uses this persuasion strategy to show himself as the successful actor who is a friend to well-known American actors and plays the main role in the high budget successful film *The Dark Night Rises.*

6- *Tom Hardy: How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).*

In this turn of speech, Tom Hardy uses the heuristic persuasion strategy by engaging the emotions of the audience through telling the details of his meeting with Christian Bale and what happened in shooting the film *Dark Night Rises* behind the scenes to control the minds and the emotions of the audience regarding his friendship with Christian Bale and the importance of his role in this film. He uses this mind control strategy to show himself as the successful actor who plays a very important role in the film *The Dark Night Rises*. Succeeding in achieving the impression related to this strategy by using pragmatic, micro and macro level strategies enables Tom Hardy to capture the attention of the audience and then controlling their minds regarding him as a successful actor which consequently help him in gaining many benefits like new roles in films, promoting for his film *The Dark Night Rises* and other films, more wealth, more stardom besides passing his ideology of Americanism to his audience all over the world.

-Self-Supplication

The mind control strategies that are used by Tom Hardy for producing the impression related to self-supplication strategy are explained as in the following:

1-Tom Hardy: Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]

In this turn of speech, Tom Hardy uses systemic persuasion strategy by trying to control the perception and the behavior of the audience regarding his illegal actions of stealing cars when he was so young. He uses logic and reason to persuade the audience that he was supported by his family and afforded all the privileges that a child needs to convince the audience that he did not need stealing cars and he did that because of being immature. He uses this mind control strategy to show himself as the helpless, young kid who commits illegal actions for being immature.

2-Tom Hardy: At that day, at that time, you stole that car and that makes you a car thief.

Here, Tom Hardy uses the manipulation strategy to change the audience perception regarding him so as not to be viewed as a car thief and control the audience minds and emotions regarding his public image as doing illegal things in the past when he was immature and unable to think straightly. He uses this mind control strategy to show himself as the helpless, immature kid who commit stealing for no specific reason.

3-Tom Hardy: You know of having two heads on your own(laughing) in one head.

Tom Hardy: A lot of cars.

The audience laughing

Here, Tom Hardy uses the manipulation mind control strategy to change the audience perceptions and behaviors regarding him as stealing cars in his early youth because of being confused, immature and unable to think straightly. He uses this mind control strategy to show himself as the helpless, immature kid who was unable to think clearly. Succeeding in gaining the impression related to this strategy by using the above pragmatic, micro and macro level strategies will enable him to attract the audience's attention and then controlling their emotions and minds regarding his illegal actions in the past which consequently will enable him to maintain his public face as a respected British Hollywood actor.

Overall frequencies of occurrences and percentages of macro level strategies used by Tom Hardy for achieving the impression of self-promotion and self-supplication are reflected in the following table:

Table 3

The macro level strategies used by Tom Hardy for self-promotion and self-supplication

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good features	4	21.0%
		Consensus	1	5.2%
		Vagueness	1	5.2%
		Example/ Illustration/ Demonstration	4	21.0%
2-	Mind control strategies	Manipulation	3	15.7%
		Systemic persuasion	4	21.0%
		Heuristic persuasion	2	10.5%
Total			19	

As shown in table 3, emphasize our good features and example/ illustration/ demonstration are the highest with (4) frequency of occurrences corresponding to (21.0%). These are followed by manipulation with (3) frequency of occurrences corresponding to (15.7%). This is followed by heuristic persuasion with (2) frequency of occurrences corresponding to (10.5%) which is finally followed by consensus and vagueness with (1) frequency of occurrences corresponding to (5.2%).

The overall pragmatic, micro and macro level strategies used by Tom Hardy for self-supplication and self-promotion are reflected in the following table:

Table 4

The pragmatic, micro and macro level strategies used by Tom Hardy for self-supplication and self-promotion

No.	**The pragmatic strategy**			**The micro level strategy**			**The macro level strategy**		
1-	Assertive	7	15.2%	Expressive	2	10.5%	Emphasize our good features	4	21.0%
2-	Lexical	3	6.5%	Relational	31	5.7%	Consensus	1	5.2%
3-	Factive	4	8.6%	Experiential	10	52.6%	Vagueness	1	5.2%
4-	Bald on record	9	19.5%	Volition	3	15.7%	Example/ Illustration/ Demonstration	4	21.0%
5-	Positive politeness	3	6.5%	Possibility	1	5.2%	Manipulation	3	15.7%
6-	Not observing the maxims	2	4.3%				Systemic persuasion	4	21.0%
7-	Holding the floor	1	2.1%				Heuristic persuasion	2	10.5%

Table 5

The descriptive statistics of the pragmatic, micro and macro level strategies used by Tom Hardy

Strategies	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Pragmatic	7	4.14	2.854	1.079
Micro	5	9.40	12.582	5.627
Macro	7	2.71	1.380	.522

As shown in table 5, the highest mean value among the mean values (strategies) are the pragmatic and macro level strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 6

One sample test of the pragmatic, micro and macro level strategies used by Tom Hardy

Strategies	**Test Value = 0**					
	T	**Df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**	
					Lower	Upper
pragmatic	3.841	6	.009	4.143	1.50	6.78
Micro	1.671	4	.170	9.400	-6.22-	25.02
Macro	5.203	6	.002	2.714	1.44	3.99

Tom Hardy uses the pragmatic, micro and macro level strategies for achieving the impressions of self-promotion and self-supplication. The macro level and the pragmatic strategies are the most influential strategies used by Tom Hardy for achieving these impressions when compared to the micro level strategies that has no such influence in achieving these impressions.

Table 7

Pearson Test for the analysis of the pragmatic, micro and macro level strategies used by Tom Hardy

Pearson	**Pragmatic**	**Micro**	**macro**
Pragmatic	1		
Micro	-0.49910647	1	
Macro	0.477605198	-0.762532955	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Tom Hardy in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there are weak correlation relations among the pragmatic, micro and macro level strategies used by Tom Hardy.

The following five British interviews are reflected in the following overall tables:

Table 8

The pragmatic, micro and macro level Strategies used by Ed Balls for exemplification and self-Promotion

No.	The Pragmatic Strategies			The Micro Level Strategies			The Macro Level Strategies		
1-	Assertive	24	10.6	Experiential	33	44.5%	Consensus	2	2.9%
2-	Directive	4	1.7%	Overwording	3	4.0%	Example// Illustration// Demonstration	13	19.4%
3-	Representative	18	8%	Certainty	8	10.8%	Emphasize our good things	12	17.9%
4-	Existential	57	25.3%	Necessity	7	9.4%	Emphasize their bad things	8	11.9%
5-	Factive	12	5.3%	Ability	2	2.7%	Authority	1	1.4%
6-	Non-factive	1	0.4%	Volition	3	4.0%	Vagueness	1	2.9%
7-	Lexical	12	5.3%	Obligation	7	9.4%	Manipulation	20	29.8%
8-	Structural	6	2.6%	Willingness	3	4.0%	Systemic persuasion	9	13.4%
9-	Counterfactual	2	0.8	Prediction	5	6.7%			
10-	Bald on record	43	19.1%						
11-	Not obeying the maxims	17	7.5%						
12-	Taking over the turn	27	12%						
13-	Interruption	2	0.8%						

Table 9

The descriptive statistics of the pragmatic, micro and macro level strategies used by Ed Balls

descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	13	17.31	17.007	4.717
Micro	9	7.89	9.662	3.221
Macro	8	8.25	6.756	2.389

As shown in table 9, the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 10

One sample test of the pragmatic, micro and macro level strategies used by Ed Balls

One-Sample Test						
Strategies	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	3.669	12	.003	17.308	7.03	27.58
Micro	2.449	8	.040	7.889	.46	15.32
Macro	3.454	7	.011	8.250	2.60	13.90

Ed Balls uses the pragmatic, micro and macro level strategies for achieving the impressions of self-promotion and exemplification. The pragmatic and macro level strategies are the most influential strategies used by Ed Balls for achieving these impressions when compared with the micro level strategies that were not so influential in gaining these impressions.

Table 11

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Ed Balls

Pearson	the pragmatic strategies	The micro level strategies	The macro level strategies
Pragmatic	1		
Micro	0.306085579	1	
Macro	-0.031286279	-0.23793895	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Ed Balls in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there are weak correlation relations among the pragmatic, micro and macro level strategies used by Ed Balls.

Table 12

The pragmatic, micro and macro level strategies used by Russel Brand for ingratiation and self-promotion

No.	The Pragmatic Strategies			The Micro Level Strategies			The Macro Level Strategies		
1-	Assertive speech act	48	20.8%	Experiential	18	36%	Example//illustration// demonstration	7	18.4%
2-	Directive	4	1.7%	Expressive	18	36%	Emphasize our good things	6	15.7%
3-	Commissive	1	0.4%	Overwording	1	2%	Emphasize their bad things	3	7.8%
4-	Existential	32	13.9%	Possibility	3	6%	Authority	4	10.5%
5-	Lexical	16	6.9%	Obligation	3	6%	Consensus	1	2.6
6-	Factive	4	1.7%	Ability	1	2%	Manipulation	1	2.6
7-	Non-factive	2	0.8%	Certainty	2	4%	Heuristic persuasion	4	10.5%
8-	Structural	1	0.4%	Volition	3	6%	Systemic persuasion	12	31.5%
9-	Positive politeness	41	17.8%	Necessity	1	2%			
10-	Bald on record	9	3.9%						
11-	Not observing the maxims	42	17.8%						
12-	Taking over the turn	8	3.4%						
13-	Starting up	1	0.4%						
14-	Holding the Floor	18	7.8%						
15-	Interruption	4	1.7%						

Table 13

The descriptive statistics of the pragmatic, micro and macro level strategies used by Russel Brand

descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	14	16.21	17.223	4.603
Micro	9	5.56	7.108	2.369
Macro	8	4.75	3.615	1.278

As shown in table 13, the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 14

One sample test of the pragmatic, micro and macro level strategies used by Russel Brand

One-Sample Test						
Strategies	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	3.522	13	.004	16.214	6.27	26.16
Micro	2.345	8	.047	5.556	.09	11.02
Macro	3.716	7	.007	4.750	1.73	7.77

Russel Brand uses the pragmatic, micro, and macro level strategies for achieving the impressions of ingratiation and self-promotion. The pragmatic and macro level strategies are the most influential strategies used by Russel Brand for achieving these impressions when compared to the micro level strategies that has no such influence in achieving these impressions.

Table 15

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Russel Brand

Pearson	Pragmatic strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.285059769	1	
Macro	0.040451379	0.344168684	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Russel Brand in this interview, the Correlation Coefficient Pearson test has been used to measure the correlation relations among these values. The above table indicates that there are weak correlation relations among the pragmatic, micro and macro level strategies used by Russel Brand.

Table 16

The pragmatic, micro and macro level strategies used by Anjem Choudhary for exemplification

No.	Pragmatic strategies			Micro Level Strategies			Macro Level Strategies		
1-	Assertive	24	17.2%	Experiential	11	44%	Emphasize our good things	4	14.8%
2-	Directive	4	2.8%	Expressive	11	44%	Emphasize their bad things	5	18.5%
3-	Lexical	6	4.3%	Obligation	2	8%	National self-glorification	1	3.7%
4-	Existential	20	14.3	Volition	1	4%	De-emphasize their good things	4	14.8%
5-	Factive	1	0.7				Manipulation	8	29.6%
6-	Bald on record	16	11.5%				Deception	5	18.5%
7-	Face threatening acts	9	6.4%						
8-	Not obeying the maxims	40	28.7%						
9-	Taking over the turn	8	5.7%						
10-	Overlapping	6	4.3%						
11-	Interruption	5	3.5%						

Table 17

The descriptive statistics of the pragmatic, micro and macro level strategies used by Anjem Choudhary

descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	14	11.86	10.784	2.882
Micro	4	6.25	5.500	2.750
Macro	6	4.50	2.258	.922

As shown in table 17, the means of the values (strategies) indicate that the highest value mean is the pragmatic strategies. There is also a consistency among the means of the values of the pragmatic, micro, and macro level strategies.

Table 18

One Sample Test of the pragmatic, micro and macro level strategies used by Anjem Choudhary

One-Sample Test						
Strategies	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	4.114	13	.001	11.857	5.63	18.08
Micro	2.273	3	.108	6.250	-2.50-	15.00
Macro	4.881	5	.005	4.500	2.13	6.87

Anjem Choudhary uses the pragmatic, micro and macro level strategies for achieving the impression of exemplification. The pragmatic and macro level strategies are the most influential strategies used by Anjem Choudhary for achieving this impression when compared to the micro strategies that has no such influence in achieving these impressions.

Table 19

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Anjem Choudhary

Pearson	Pragmatic strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.015176831	1	
Macro	-0.276983095	0.612341195	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Anjem Choudhary in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there is a positive correlation relation among the pragmatic, micro and macro level strategies since the correlation value reached 61%.

Table 20

The pragmatic, micro and macro level strategies used by Majid Nawaz for exemplification

No	Pragmatic Strategies			Micro Level Strategies			Macro Level Strategies		
1-	Assertive	10	17.8%	Expressive	7	36.8%	Emphasize our good things	2	11.1%
2-	Directive	4	7.1%	Experiential	8	42.1%	Emphasize their bad things	7	38.8%
3-	Non-factive	1	1.7%	Relational	1	5.2%	De-emphasize our bad thing	1	5.5%
4-	Lexical	3	5.3%	Prediction	1	5.2%	Systemic persuasion	7	38.8%
5-	Existential	10	17.8%	Obligation	1	5.2%	Heuristic persuasion	1	5.5%
6-	Structural	2	3.5%						
7-	Bald on record	11	19.6%						
8-	Face threatening acts	4	7.1%						
9-	Not observing the maxims of the cooperative principle	1	1.7%						
10-	Interruption	2	3.5						
11-	Overlapping	4	7.1%						
12-	Taking over the turn	4	7.1%						

Table 21

The descriptive statistics of the pragmatic, micro and macro level strategies used by Majid Nawaz

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	12	4.67	3.601	1.040
Micro	5	3.60	3.578	1.600
Macro	5	3.60	3.130	1.400

As it is shown in table 21, the highest mean value among the mean values (strategies) is the pragmatic strategies. Besides, there is a consistency among the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 22

One sample test of the pragmatic, micro and macro level strategies used by Majid Nawaz

One-Sample Test						
Strategies	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	4.489	11	.001	4.667	2.38	6.95
Micro	2.250	4	.088	3.600	-.84-	8.04
Macro	2.571	4	.062	3.600	-.29-	7.49

Majid Nawaz uses the pragmatic, micro, and macro level strategies for achieving the impression of exemplification. The pragmatic strategies are the most influential strategies used by Majid Nawaz for achieving this impression when compared to the micro and macro level strategies that has no such influence in achieving these impressions.

Table 23

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Majid Nawaz

Pearson	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.255361582	1	
Macro	-0.399362474	0.316964286	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Majid Nawaz in this interview, the Correlation Coefficient Pearson test has been used to measure the correlation relations among these values. The above table indicates that there are weak correlation relations among the pragmatic, micro and macro level strategies used by Majid Nawaz.

Table 24

The pragmatic, micro and macro level strategies used by Boris Johnson for self-supplication and exemplification

No.	The Pragmatic Strategy			Micro Level Strategy			Macro Level Strategy		
1-	Expressive	15	7.0	Expressive	9	12.1%	Deemphasize our bad things	8	16.3%
2-	Directive	41	19.2%	Experiential	23	31.0%	Emphasize our good things	9	18.3%
3-	Commissive	2	0.9%	Possibility	2	2.7%	Example//Illustration// Demonstration	9	18.3%
4-	Existential	37	17.3%	Certainty	3	4.0%	Manipulation	13	26.5%
5-	Factive	3	1.4%	Volition	12	16.2%	Deception	7	14.2%
6-	Non-factive	6	2.8%	Ability	16	21.6%	Heuristic persuasion	2	4.0%
7-	Lexical	3	1.4%	Obligation	6	8.1%	Systemic persuasion	1	2.0%
8-	Negative politeness	9	4.2%	Necessity	2	2.7			
9-	Positive politeness	14	6.5%	Permission	1	1.3%			
10-	Bald on record	28	13.1%						
11-	Not observing the maxims	29	13.6%						
12-	Taking over the turn	22	10.3%						
13-	Interruption	2	0.9%						
14-	Holding the floor	2	0.9%						

Table 25

The descriptive statistics of the pragmatic, micro and macro level strategies used by Boris Johnson

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	13	16.23	13.839	3.838
Micro	9	8.22	7.546	2.515
Macro	7	7.00	4.203	1.589

As shown in table 25, the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 26

One sample test of the pragmatic, micro and macro level strategies used by Boris Johnson

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	4.229	12	.001	16.231	7.87	24.59
Micro	3.269	8	.011	8.222	2.42	14.02
Macro	4.406	6	.005	7.000	3.11	10.89

Boris Johnson uses the pragmatic, micro and macro level strategies for achieving the impressions of exemplification and self-promotion. The pragmatic and macro level strategies are the most influential strategies used by Boris Johnson for achieving these impressions when compared to the micro level strategies that has no such influence in achieving these impressions.

Table 27

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Boris Johnson

Pearson	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.344593132	1	
Macro	0.648311921	-0.20578009	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Boris Johnson in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there is a positive correlation relation among the pragmatic, micro and macro level strategies since the correlation value has reached 63%.

Table 28

The pragmatic, micro, macro level strategies used by Damian Lewis for self-promotion

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Assertive	19	27.1%	Expressive	4	19.0%	Emphasize our good things	6	31.5%
2-	Expressive	2	2.8%	Relational	2	9.5%	Consensus	1	5.2%
3-	Directive	1	1.4%	Overwording	1	4.7%	Example, illustration, demonstration	2	10.5%
4	Existential	13	18.5%	Experiential	6	28.5%	Systemic persuasion	3	15.7%
5-	Non-factive	1	1.4%	Volition	4	19.0%	Heuristic persuasion	6	31.5%
6-	Lexical	4	5.7%	Ability	3	14.2%	Manipulation	1	5.2%
7-	Bald on record	15	21.4%	Possibility	1	4.7%			
8-	Positive politeness	2	2.8%						
9-	Taking over the turn	11	15.7%						
10-	Holding the turn	2	2.8%						

Table 29

The descriptive statistics of the pragmatic, micro and macro level strategies used by Damian Lewis

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	13	9.46	9.448	2.620
Micro	7	3.00	1.826	.690
Macro	6	3.17	2.317	.946

As it is shown in table 29, the highest mean value among the mean values (strategies) is the pragmatic strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 30

One sample test of the pragmatic, micro and macro level strategies used by Damian Lewis

One-Sample Test						
Strategies	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	3.611	12	.004	9.462	3.75	15.17
Micro	4.347	6	.005	3.000	1.31	4.69
Macro	3.348	5	.020	3.167	.74	5.60

Damian Lewis uses the pragmatic, micro, and macro level strategies for achieving the impression of self-promotion. The pragmatic and the micro are the most influential strategies

used by Damian Lewis for achieving this impression when compared to the macro level strategies that has no such influence in achieving these impressions.

Table 31

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Damian Lewis

Pearson	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.301026964	1	
Macro	0.460946528	0.476563901	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Damian Lewis in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there are weak correlation relations among the pragmatic, micro and macro level strategies used by Damian Lewis.

4.3 The Analysis of the American Interviews

4.3.1 The Analysis of the First Interview: Peter Overton's infamous interview with Tom Cruise | 60 Minutes Australia

4.3.1.1 Self-presentational Strategies

Tom Cruise uses intimidation, self-promotion and exemplification self-presentational strategies as in the followings:

Self-promotion

Baumeister and Vohs (2007: p.839-840) explains that self-promotion is attempting purposefully to present self as competent. The main motivation of the use of this strategy is to be viewed by others as capable, intelligent, and talented even if the self-presenter losses the privilege of being liked. People can use self-promotion for their abilities in general or specific domains. Thomas Cruise Mapother is an American actor, producer and one of the world highest paid actors, and receiving many Academy Awards. He is also regarded as one of the highest grossing box-office stars. He uses the strategy of self-promotion heavily in 60 Minutes interview for gaining different benefits like gaining more roles in films, gaining more wealth, fans and passing his ideologies to the audience that are the ideology of Americanism and trying to promote for scientology. He presents himself as the competent, skillful, and a professional actor in this interview as in the followings:

1- TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

In this turn of speech, Tom Cruise sheds light on his childhood and his dream of being an actor when he was only 4 years old. He shows himself as the well-known actor who has the talent of acting since he was four years old.

2- TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

In this turn of speech, Tom Cruise emphasizes that he had dyslexia when he was very young and there was no solution or a cure for his disease but the religion of scientology who was suggested for him by one of his friends has cured him from dyslexia. He shows himself as the well-known actor who believes in a special type of religion that was very helpful for him. Achieving such impression helps him to gain many benefits including new roles in films, new parts in films, more wealth and fans besides passing the ideologies of Americanism to show the American people as heroes and the religion of scientology to the audience.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise is shedding light on himself as a father, an actor, and a businessman and how the science of scientology influenced his life and made him more successful. He shows himself as the successful actor, father and the businessman.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

In this turn of speech, Tom Cruise sheds light on the religion of Scientology to show that people are interested in this religion and this religion can help people in different aspects of their lives. Cruise shows himself as the man who believes in the religion of scientology and who has gained much of his success by believing in this religion.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

In this turn of speech, Tom Cruise focuses on the experience of being a father. He also sheds light on his mother and his family and emphasizing that children must be raised in a good way. He shows himself as the good father who takes care of his family. He also shows himself as having a great mother and a very good family and shows himself as the father who does his best for his children.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are speamctacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

In this turn of speech, Tom Cruise concentrate on his new film *War of the Worlds* to promote for this film. He emphasizes that elements of this film like the aliens, tripods, and secrets are great and amazing. He also explains that the audience are mainly interested in these

elements of the film. Tom Cruise shows himself as the successful Hollywood actor who has the main role in a great new film that is *War of the World*.

Exemplification

The use of exemplification as a self-presentational strategy refers to idealizing self and showing oneself as honest, disciplined, charitable, self-abnegate and ready to do his best for helping others. Tom Cruise uses this strategy in this interview in a strategic and a directed way as in the following:

1-TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

In this turn of speech, Tom Cruise defends his own religion and his decision to belong to the religion of scientology and sheds light on his beliefs. He focuses son his refusal of being racists against Muslims and Jews. He also emphasizes his refusal for electronic shocks, drugging children, people getting addicted to drugs. He shows himself as the noble and morally worthy, and a kind person who defends human rights, people’s freedom of speech and people’s freedom of religion. He shows himself as the faithful scientologist and an ideal person who wants to help people and especially children to stop drug addictions.

2- TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

In this turn of speech, Tom Cruise emphasizes his main desire is explore, having adventures, to know more about people and their lives. He also explains that his goal is to help people in every possible way. He shows himself as the virtuous, ideal, noble and kind Hollywood actor who wants to help people around the world.

-Intimidation

This strategy is used by people who attempt to show themselves as dangerous, intimidating in order to convince the target of this strategy to avoid saying anything that can hurt or cost the actor. Tom Cruise uses this strategy in a directed and a strategic way to save his public identity by refusing the media to have more information about his personal life and stopping the press from embarrassing him by personal questions as in the following:

1-TOM CRUISE: *Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.*

Here, Tom Cruise shows his disturbance by what the interviewer Peter Overton has asked about his ex-wife Nicole Kidman. He shows himself as the intimidating, dangerous and powerful man of Hollywood who does not like press and media to interfere in his own personal life. Achieving success in using this strategy helps him in protecting his public identity.

2- TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

In this turn of speech, Tom Cruise explains to Peter Overton that he wants to know about his personal life and not the audience. Then, he reminds Peter Overton that they have a conversation together and he must be careful when asking question about Tom Cruise's personal life. Then, he uses a threatening tone and asks him to be polite when asking questions. Tom Cruise shows himself as the intimidating and the powerful Hollywood actor who does not like the media to interfere in his personal life and his relationship with his ex-wife.

4.3.1.2 Pragmatic Strategies

This interview will be analyzed pragmatically for finding out the different types of speech acts, presuppositions, politeness, cooperative principle, and turn taking strategies that are used by Tom Cruise for producing the desired impression related to the self-presentational strategies used by him in this interview for gaining different benefits and passing different ideologies as in the followings:

A-Speech Acts:

The speech acts that are used by Tom Cruise are assertive and expressive speech acts that are used for creating the desired impressions as in the following:

-Self-Promotion

The speech acts that are used by Tom Cruise for producing the impression related the self-promotion self-presentational strategy are explained as in the followings:

1- TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

In this turn of speech, Tom Cruise uses the assertive speech act to assert his desire of being an actor since being a child. He then uses the assertive speech act to assert that he was living in St. Louis when he first wanted to be an actor. Then, he uses the assertive speech to assert that he did not plan for being an actor. He uses these speech acts to show himself as the well-known and successful actor who is talented.

2- TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

In this turn of speech, Tom Cruise uses the assertive speech act to assert that he had dyslexia when he was a child. He then uses the assertive speech to assert that his mother did not accept to give him drugs for curing his disease. He then uses the assertive speech act to assert that his friend introduced the religion of scientology. He uses the expressive speech act to express his interest in the scientology religion. He uses these speech acts to show himself as the successful actor who believes in especial type of religion called scientology which cured him and helped him a lot. Achieving such impression helps him to pass the ideology of scientology religion to the audience and promote for this religion to increase its followers.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses the assertive speech act to assert that the religion helped him to be a better father, an actor and a businessman. He then uses the assertive speech act to assert that he

applies the tools of scientology every day. He uses these speech acts to show himself as the successful father, actor and a businessman who follows a very helpful religion that helped him a lot in his life.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

In this turn of speech, Tom Cruise uses the expressive speech act to emphasize Peter Overton's feelings regarding the religion of scientology. He then uses the assertive speech act to assert that people want to know more about this religion. He finally uses the assertive speech act to assert that people need the help that the religion of scientology provides. He uses these speech acts to show himself as successful Hollywood actor and star who wants to help people and guide them to the religion of scientology.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

In this turn of speech, Tom Cruise uses the assertive speech act to assert that he has a very good mother and a family. He then uses the expressive speech act to express his desire of being a father. He then uses the assertive speech act to assert that he allows his children to be themselves. He uses these speech acts to show himself as the successful father who has a great family.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are spectacular, the tripods are spectacular, secrets are*

spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.

In this turn of speech, Tom Cruise uses the assertive speech act to describe the story of his new film *War of the Worlds* to promote for the film and encourage the audience to watch it in cinemas. He uses the assertive speech act to describe the elements of them film that are the aliens, the tripods, and the secrets. He finally uses the assertive speech act to explain that the audience like these elements in the film. He uses these speech acts to show himself as the successful Hollywood actor who plays the main role in a very good and successful film.

- **Exemplification**

1-TOM CRUISE: Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.

In this turn of speech, Tom Cruise uses the expressive speech act to express his refusal for people who criticizes his religion of scientology without knowing anything about it. He then uses the expressive speech acts to express himself as horrified by knowing the worship places of Jews are still get burned in France. He uses the expressive speech act to express his feelings of being petrified by seeing how Muslims are treated. He then uses the expressive speech act for expressing his feelings of being terrified by drugging children. He then uses the expressive

speech act to express his feelings of being horrified by that many people live a life of drug addiction and never get any help. He uses these speech acts to show himself as the faithful scientologist and an ideal person who cares about people of different religions, children, and drug addicts.

2-TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

In this turn of speech, Tom Cruise uses the expressive speech act to express his desire of having adventures, knowing people, understanding their lives and helping them. He then uses the assertive speech act to assert that his aim is to help people. He then uses the expressive speech act to express his feelings of being privileged. He uses these speech acts to show himself as the ideal, sacrificing person whose main aim is to help people.

-Intimidation

The speech acts that are used by Tom Cruise for intimidation are explained as in the followings:

1-TOM CRUISE: Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.

Here, Tom Cruise uses the assertive speech act to assert that Peter Overton is interfering in his personal life and he should not do that. He uses this speech act to show himself as the intimidating, powerful man of Hollywood who rejects the press interference in his personal life. He uses such this speech in such intimidating way for protecting his public identity.

2- TOM CRUISE: Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.

Here, Tom Cruise uses the directive speech act in a threatening way to ask Peter Overton to be more responsible and not trying to get in to Tom Cruise's personal life and the details of his relationship with Nicole Kidman. He then uses the directive speech act again in a threatening way to order him not to attempt to interfere in his personal life by saying that people want to know such details about Tom Cruise. He uses the assertive speech act to assert in an intimidating way that Peter Overton needs to respect him and be polite since they are having a conversation together. He finally uses the directive speech act to ask him to be mannered and polite and not to interfere in his personal life.

B. Presuppositions

The presupposition that is used by Tom Cruise is the existential, lexical and structural presuppositions for creating the desired impressions as in the following:

-Self-Promotion

The presuppositions that are used by Tom Cruise for creating the impression related to self-promotion self-presentational strategy are explained as in the followings:

1- TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened*

In this turn of speech, Tom Cruise uses the existential presupposition to assume the existence of himself as actor to emphasize that he wanted to be an actor since he was child. He then uses the existential presupposition to assume the existence of St Louis and himself as an actor to emphasize the first time that he thought on being an actor. He uses these presuppositions

to show himself as the successful actor who becomes a well-known actor without planning and who was born to be an actor.

2 - TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

In this turn of speech, Tom Cruise uses the existential presupposition to assume the existence of ADHD that is a disease to emphasize that he was suffering of this disease. He then uses the structural presupposition emphasize that part of the sentence that assumes the inability to get cured of ADHD is a fact. He then uses the existential presupposition to assume the existence of drugs to emphasize that his mother did not allow him to take medicine for this disease. He then uses the existential presupposition to assume the existence of scientology and scientologist to emphasize that he becomes scientologist after his friend introduces this religion to him. He uses these presuppositions to show himself as the successful actor who believes in the scientology religion that helped him a lot.

3 - TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses the existential presupposition to assume his existence as a father, an actor, and a businessman to emphasize that this religion has tools that helps him a lot in all areas of his life. He uses this presupposition to show himself as the successful actor, father and businessman who is supported by the religion of scientology.

4- TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise uses the existential presupposition to assume the existence of the religion of scientology to emphasize that there are people who need to be supported and helped by this religion. He uses this presupposition to show himself as the successful actor who believes in the religion of scientology and wants to help people to get supported by this religion.

5- TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

In this turn of speech, Tom Cruise uses the existential presupposition to assume the existence of his mother, his father, and his children to emphasize that he has a very good family and allow his children to live in their own way. He uses this presupposition to show himself as the well-known, successful actor who has a great family and treat his children in the right way.

6- TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are spectacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

In this turn of speech, Tom Cruise uses the existential presupposition to assume the existence of the film *The War of the Worlds* to describe the story of the film which circles around a family. He then uses the existential presupposition to assume the existence of the aliens, the tripods, and the secrets to emphasize that the audience follow these elements in the movie that

they are watching. He uses this presupposition to show himself as the successful, competent, and well-known actor who plays the main role in successful, high budget film of *War of the Worlds*.

-Exemplification

The presuppositions that are used by Tom Cruise for gaining the impression related to the exemplification self-presentational strategy are explained as in the followings:

1-TOM CRUISE: Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.

In this turn of speech, Tom Cruise uses the lexical presupposition by using the adjective appalling to make the implied assumption that Peter Overton and many people say wrong things about the religion of scientology. He then uses the existential presupposition to assume the existence of synagogues in France, Muslims, freedom of speech, electric shock, and drugs to emphasize that he is horrified by oppressing Muslims and jews, the fake calling for human rights, executing people by the electric shock besides the issue of drug addiction. He uses these presuppositions to show himself as the ideal actor and person who cares about the people who are oppressed and want to help and support people to get rid of drugs addiction.

2-TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not*

something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.

Here, Tom Cruise uses the existential presupposition to assume the existence of his life to emphasize that he wants to have adventurous life. He then uses the existential presupposition to assume the existence of people to emphasize that he wants to help and support people. He uses these presuppositions to show himself as the ideal actor and person who wants to help people around the world.

-Intimidation

The presuppositions that are used by Tom Cruise for achieving the impression related to the intimidation self-presentational strategy are the followings:

1-TOM CRUISE: Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.

Here, Tom Cruise uses the existential presupposition to assume the existence of Peter Overton to warn Peter Overton not to cross the line and not to interfere in his personal life's details. He uses this presupposition to show himself as the intimidating powerful actor who refuses the interviewer's interference in the details of his personal life with his ex-wife Nicole Kidman.

2 -TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.* -

Here, Tom Cruise uses the existential presupposition to assume the existence of Peter Overton and people to accuse Peter Overton of attempting to interfere in his personal life and saying that people want to know these details. He then uses the existential presupposition to

assume the existence of Peter Overton to ask him to stop being impolite by attempting to interfere in his personal life. He uses these presuppositions to show himself as the intimidating, powerful and well-known actor of Hollywood who refuses the interviewer's way of asking him about his personal life.

B. Politeness:

The politeness strategies that are used by Tom Cruise are bald on record and face threatening acts strategies that are used for creating the desired impressions as in the following:

-Self-Promotion

The politeness strategies that are used by Tom Cruise for producing the impression related the self-promotion self-presentational strategy as explained as in the followings:

1-TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

Here, Tom Cruise uses the bald on record strategy because there are no threats to Peter Overton' face, Tom Cruise is not mainly interested in the face wants of the interviewer but on emphasizing that his dream was to be an actor comes to his mind when he was only a child and he did not plan for this dream. He uses the bald on record strategy to show himself as the successful and skillful actor who was born with the talent of acting.

2-TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I*

was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.

Here, Tom Cruise uses the bald on record strategy since there are no threats to Peter Overton's face and since TOM Cruise is not mainly interested in the face wants of the interviewer but on emphasizing that he got the ADHD disease when he was a child and his mother did not allow him to take pills for this disease. He then uses the bald on record strategy to emphasize that his friend has introduced him to the religion of scientologist which has changed his life twenty years ago. He uses this strategy to show himself as the successful actor who has been cured by following the religion of scientology.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses the bald on record strategy to emphasize that the religion of scientology has helped in his every area of his life including being a father, an actor and a businessman. He uses the bald on record strategy to show himself as the successful actor who become successful by applying the tools of scientology in his life. Achieving the impression related to this strategy will satisfy his face want of being viewed as a successful Hollywood actor which will consequently help him in gaining many benefits like gaining more fans, more wealth, new turns in films and to pass to the audience his ideologies of scientology to push people to be scientologist and Americanism by showing the American people and the American style of life as luxurious and the best all over the world.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise uses the bald on record strategy without limiting the threats on the face of the interviewer and Tom Cruise is not mainly interested in the face wants of Peter Overton but on emphasizing that people want to know more about the scientology religion and this religion can help him in improving their lives. He uses this strategy to promote for this religion and to show himself as the successful American actor who wants to help people by the tools of the scientology religion.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

Here, Tom Cruise uses the bald on record strategy to emphasize that he has a very good and close family. He then uses the bald on record strategy to emphasize that he as a father allows his children to be what they want. He uses this strategy to show himself as the successful actor who has a great family and the successful father that raise his children in the right way.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are speamctacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

Here, Tom Cruise uses the bald on record strategy to emphasize that the film of *War of The Worlds* circles around a family. He then uses the bald on record strategy to emphasize the main elements of the film that are the aliens, the tripods and the secrets and the audience follow these elements in this film. He uses this strategy to promote for this film and to show himself as the successful American actor who plays the main role in the new successful film *War of The Worlds*.

-Exemplification

1- TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

Here, Tom Cruise uses the bald on record strategy without limiting the threats to Peter Overton's face by using a face threating act to damage his positive face by not caring about his ideas, beliefs and values besides criticizing and disagreeing with him. He then uses the bald on record strategy directly and without limiting the threats to the interviewer's face and using face threating act to damage his positive face by criticizing what his point of view about the religion of scientology. He then uses the bald on record strategy to emphasize directly and without limiting the threats on Peter Overton's face to emphasize that he is horrified by the oppression against Jews, Muslims, the misuse of freedom of speech, the use of electric shock, children and people addicted to drugs without getting a help. He uses these bald on record strategies to maintain his own public face as a believer in the scientology religion and to show himself as the ideal, exemplified man who refuses oppression and want to help people to get rid of addition. Achieving the impression related to this strategy will satisfy his face's want of being viewed as faithful scientologist and a man who wants passionately to help people and consequently gaining

benefits like gaining more fans, more wealth and passing the ideology of being scientologists to the people.

2- TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

Here, Tom Cruise uses the bald on record strategy because there are no threats to Peter Overton's face and because Tom Cruise is interested mainly not in the face wants of the interviewer but on emphasizing his aim of living an adventurous life, knowing new people, and helping people. He uses this strategy to show himself as the ideal person and actor who wants to help people and support them.

-Intimidation

1-TOM CRUISE: Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.

Here, Tom Cruise uses the bald on record strategy without limiting the threats on Peter Overton's face by using the face threatening act to damage his positive face by accusing him of crossing his limits and interfering in his personal life with his ex-wife Nicole Kidman. He uses this strategy to show himself as the intimidating, Hollywood actor who refuses the media' interference in his personal life.

2-TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

Here, Tom Cruise uses the bald on record strategy without limiting the threats on Peter Overton's face by using a face threatening act to damage his positive face by accusing him to

have the desire to know more about his personal life. He then uses the bald on record strategy by using a face threatening act to damage his negative way by ordering him to take the responsibility and accepting the consequences for his desire to know more about his personal life. He then uses the bald on record strategy by using a face threating act to damage his negative face by ordering him not to say that other people are the ones want to know more. He then uses the face threatening act to threaten his negative face by ordering him directly to put his manners back. Tom Cruise uses these strategies to show himself as the intimidating, powerful Hollywood actor who refuses the interviewer's interference in the details of his relationship with his ex-wife Nicole Kidman. Achieving the impression related to these strategies satisfies his face want of being viewed as an intimidating person who refuses the media's interference in his personal life which will help him consequently to protect his public face by not allowing the details of his personal life to be revealed.

D. Cooperative Principle:

The maxims of the cooperative principle that are used by Tom Cruise their violations for one time are explained in the following:

-Self-Promotion

The maxims of the cooperative principle that are used by Tom Cruise for producing the impression related the self-promotion self-presentational strategy are explained as in the followings:

1-TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

Here, Tom Cruise observes the maxims of the cooperative principle.

2-TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

Here, Tom Cruise observes the maxims of the cooperative principle.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise observes the maxims of the cooperative principle.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise observes the maxims of the cooperative principle.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

Here, Tom Cruise observes the maxims of the cooperative principle.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are speamctacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

Here, Tom Cruise observes the maxims of the cooperative principle.

-Exemplification

The maxims of the cooperative principle that are used by Tom Cruise for achieving the impression related to exemplification strategy are explained as in the followings:

1-TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

Here, Tom Cruise observes the maxims of the cooperative principle.

2- TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

Here, Tom Cruise observes the maxims of the cooperative principle.

-Intimidation

The maxims of the cooperative principle that are used by Tom Cruise for achieving the impression related to exemplification strategy are explained as in the followings:

1-TOM CRUISE: *Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.*

Here, Tom Cruise does not observe the relevance maxim since he avoids answering Peter Overton's totally to protect his personal life and to protect his public face from being threatened. He uses the maxims in this way to show himself as the intimidating powerful, Hollywood actor who refuses the interference of the Australian media in his personal life's details. He uses the maxims in this intimidating way to achieve the impression of intimidation to maintain his public image.

2-TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

Here, Tom Cruise observes the maxims of the cooperative principle.

E. Turn Taking Strategies:

The turn taking strategies that are used by Tom Cruise are starting up and interruption taking over the turn strategies that are used for creating the desired impression as in the following:

-Self-Promotion

The turn taking strategies that are used by Tom Cruise for producing the impression related the self-promotion self-presentational strategy are explained as in the followings:

1-TOM CRUISE*: I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

Here, Tom Cruise uses taking the turn and specifically the starting strategy to emphasize his aim of being an actor since being only four years old and making his dream true without

planning. He uses this turn taking strategy to show himself as the successful actor who was born to act and to be a great actor.

2-TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

Here, Tom Cruise uses taking over the turn strategy to answer Peter Overton's question regarding the ADD disease that he had in his childhood. He takes over the turn to emphasize having this disease when he was a child and did not take drugs for it. He also takes over the turn to emphasize being cured by becoming a scientologist twenty years ago. He uses this turn taking strategy to show himself as the successful actor whose life was saved by becoming a scientologist.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses taking over the turn to answer Peter Overton's comment regarding the scientologist religion having a massage. He takes over the turn to emphasize using the devices of scientology and becoming a great father, actor and businessman. He uses this turn taking strategy to show himself as the successful actor, father, and a businessman.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise uses taking over the turn to reply to Peter Overton's comment regarding feeling obliged to watch the lecture of scientology. He takes over the turn to emphasize the people's need to be helped and supported by this religion. He uses this turn taking strategy to show himself as the successful actor who wants to help people by using the devices of scientology.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

Here, Tom Cruise uses taking over the turn to reply to Peter Overton's comment regarding having a rough childhood, divorced father and mother and being away from his father. He takes over the turn to emphasize having a great mother and a great family. He also takes over the turn to emphasize being a good father and allowing his children to be themselves. He takes over the turn to show himself as the successful actor who has a great family and who is a great father.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are spectacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

In this turn of speech, Tom Cruise uses taking over the turn reply to Peter Overton's comment regarding how is the star of his new film the aliens, the Martians or Tom Cruise. He takes over the turn to shed light on the aliens, the tripods and the secrets as the main elements in this film that the audience trace in this movie. He uses this turn taking strategy to show himself as the successful actor who plays the main role in a very successful film.

-Exemplification

1-TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

Here, Tom Cruise uses taking over the turn to reply to Peter Overton's question regarding people's general perception about the religion of scientology. He takes over the turn to shed light on the things that he refuses and considers horrifying like burning synagogues in France, oppression against Muslims, executing people by the electric shock and not helping people who suffer from drug addiction. He uses his turn taking strategy to show himself as the ideal, exemplified and noble actor who helps people to come over addiction and stand against racism and oppression.

2-TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

Here, Tom Cruise uses taking over the turn to emphasize that his main aim in life is to know people, understand and help them. He uses this turn taking strategy to show himself as the exemplified, ideal and noble actor who wants to help people.

-Intimidation

1-TOM CRUISE: *Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.*

Here, Tom Cruise uses taking the turn and specifically the interruption strategy to interrupt Peter Overton's question regarding the details of his personal relationship with his ex-wife Nicole Kidman. He interrupts Overton to save his public face from being damaged by his personal life being exposed by the interviewer. He interrupts Overton by telling him directly that he is interfering in his life and its personal details. He uses this turn taking strategy to protect his face as respected actor who does not share some details of his life with his interviewers and to show himself as the intimidating Hollywood actor that refuses the interference of the media in some details of his personal relationship with Nichole Kidman. ‘

2- TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

Here, Tom Cruise uses taking over the turn to reply to Peter Overton's comment regarding asking him questions that people want to know about Tom Cruise's personal life. He takes over the turn to accuse Peter Overton of wanting to interfere in his personal life and not asking to make other people known. He takes over the turn to tell him that he is having a conversation and ordering him directly to be more polite. He uses this turn taking strategy to protect his public face from being damaged by Peter Overton's questions about his personal life and to show himself as the intimidating, powerful Hollywood actor who accuses his interviewer of attempting to know more about his personal life.

Table (32) reflects the overall frequencies and percentages of the pragmatic strategies used by Tom Cruise for achieving the impression of ingratiation as in the following:

Table 32

The pragmatic strategies used by Tom Cruise for self-promotion, exemplification and intimidation

NO.	The Pragmatic Strategy	Type	Frequency	Percentage
1-	Speech act	Assertive	18	21.1%
		Expressive	8	9.4%
		Directive	3	3.5%
2-	Presupposition	Existential	14	16.4%
		Structural	1	1.17%
		Lexical	1	1.17%
3-	Politeness	Bald on record	19	22.3%
	Politeness	Face threatening acts	6	7.0%
4-	Maxims of the cooperative principle	Not obeying the maxims	2	2.3%
5-	Turn taking strategies	Starting up	1	1.17%
		Taking over the turn	12	14.1%
Total			85	

As shown in table 32, bald on record is the highest with (19) frequencies of occurrences corresponding to (22.3%). This is followed by assertive speech act (18) frequencies of occurrences corresponding to (21.1%). This is followed by existential presupposition with (14) frequencies of occurrences corresponding to (16.4%). This is followed by taking over the turn

with (12) frequencies of occurrences corresponding to (14.1%). This is followed by the expressive speech act with (8) frequencies of occurrences corresponding to (9.4%). This is followed by face threatening acts with (6) frequencies of occurrences corresponding to (7.0%). This is followed by the directive speech act with (3) frequencies of occurrences corresponding to (3.5%). This is followed by not obeying the maxims with (2) frequencies of occurrences corresponding to (2.3%). This is followed by lexical, structural presupposition and starting up turn taking strategy with (1) frequency of occurrence corresponding to (1.17%).

4.3.1.3 Micro Level Strategies

This interview will be analyzed from a micro level perspective for finding out the different types of lexical items and modal verbs that are used by Tom Cruise for producing the desired impression related to the self-presentational strategies used by him in this interview for gaining different benefits and passing different ideologies as in the followings:

A. Vocabulary

The lexical items that are used by Tom Cruise are classified according to the self-presentational strategies that are used for and the desired impression that these lexical items are used to create as in the following:

- **Self-Promotion**

The lexical items that are used by Tom Cruise for producing the impression related to self-promotion self-presentational strategy are explained as in the followings:

1-TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

Here, Tom Cruise uses the lexical items *an actor, four years old, the first time, St. Louis, thought,* and *happened* with the expressive value to express his desire of being an actor since he was four years old. He uses these lexical items to show himself as the successful actor who was born to act.

2-TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

Here, Tom Cruise uses the lexical items *do, ADHA, solution, drugs, wanted, mother, let, suppression, social, antisocial, personalities, Scientology, interested,* and *scientologist* with the experiential value and specifically classification schemes to classify people's thoughts regarding him as being a child who got the ADHA disease and the drugs did not help them and was saved by the religion of scientology that changed his life to a better one. He also uses these lexical items with the experiential value and specifically the overwording strategy by using similar words *Scientology* and *scientologist* to convince the audience to be scientologist. He uses these lexical items with these values to show himself as the successful actor who was saved by the religion of scientology.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses the lexical items *look, know, father, an actor, businessman, every level, tools, apply,* and *every day* with the experiential value and specifically classification

schemes to classify people's thoughts regarding the religion of scientology that has tools that helped him to be a great father, businessman and an actor to convince people to follow this religion. He uses these lexical items to show himself as the successful actor, businessman and a father who was helped by the religion of scientology and its tools.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

In this turn of speech, Tom Cruise uses the lexical items *felt, people, scientology, people, to know, to know, want, need,* and *help* with the experiential value and specifically the classification schemes and overwording strategy by using repeated words that are *know people*, and *want* to categorize people's thoughts regarding the religion of scientology and its ability to help and support people in their lives. He uses these lexical items to show himself as the successful actor who has gained success by being a scientologist.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

In this turn of speech, Tom Cruise uses the lexical items *a great mother, close family, a father, the great things, our children, allowing,* and *themselves* with the relational value to shed light on his successful family relations as having a great mother, good family and himself being a good father for his children. He uses these lexical items to show himself as the successful actor and father who has a great family.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are spectacular, the tripods are spectacular, secrets are*

spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.

In this turn of speech, Tom Cruise uses the lexical items *a story, about the family, spectacular, the tripods, the secrets, bottom, follow, an audience, invest* and *a movie* with the expressive value to express his admiration for his new film *The War of the Worlds* and its main elements of the aliens, the tripods, and the secrets. He also uses these lexical items with the expressive value to express his opinion regarding his new film and its elements that the audience follow. He uses these lexical items to show himself as the successful actor who plays the main role in a very successful film.

-Exemplification

The lexical items that are used by Tom Cruise for creating the impression related to exemplification self-presentational strategy are explained as in the followings:

1-TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

In this turn of speech, Tom Cruise uses the lexical items *your own faith, appalling, talking about, burning, synagogues, France, certain Muslims, treated, appalling, freedom of speech, human rights, electric shock, people, drug, children, no solutions, addiction, personally*

and *helped* with the expressive value to express his opinion regarding and feeling horrified for executing people by the electric shock, drugging children, oppressing people from other religions, calling for fake freedom of speech and human rights and not helping people who are addicted to drugs. He also uses these lexical items with the experiential value and specifically the overwording strategy by repeating some words like *drugs, personally appalling, addiction* and *people* for categorizing the thoughts in the audience's minds regarding him as compassionate man who helped people to come over addiction. He uses these lexical items to show himself as the ideal, exemplified and noble actor who refuses oppression and stand for people's rights besides helping them.

2- TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

Here, Tom Cruise uses the lexical items *an adventurous life, my whole life, know, people, understand, life, help, say, actively* and *pursue* with the expressive value to express his desire of understanding people and helping them. He uses these lexical items to show himself as the ideal person who likes to help people and improve their lives.

- **Intimidation**

The lexical items that are used by Tom Cruise for creating the impression related to the intimidation self-presentational strategy are explained as in the followings:

1-TOM CRUISE: *Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.*

Here, Tom Cruise uses the lexical items *the thing, Peter, steeping over, a line, you* and *know* with the experiential value with the classification schemes and over wording strategy since he is using many repeated words like *stepping over* and *the line* to categorize Peter Overton's thoughts about getting in to the details of his personal life and to convince him that he is asking questions that he should not ask. He uses these lexical items to show himself as the intimidating, powerful Hollywood actor who refuses the media's interference in his personal life.

2-TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

Here, Tom Cruise uses the lexical items *you, take responsibility, want, know, other people, a conversation, telling, right now,* and *manners back* with the experiential value and specifically classification schemes and over wording strategy by using repeated lexical items like *right now* to categorize Peter Overton's ideas regarding him as asking questions about the things that he wants to know not the audience and to he is asking them in impolite and unsuitable way. He also uses these lexical items the expressive value to express his opinion regarding Peter Overton's questions that are related to his personal life and refusing such personal questions. He uses these lexical items with these values to show himself as the intimidating, powerful Hollywood actor who accuses his interviewer of trying to interfere in his personal life.

B. Modality

The modal verbs that are used by Tom Cruise for producing the impression related to the self-promotion self-presentational strategy are explained in the following:

1-TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first*

time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.

Here, Tom Cruise did not use any modal verbs.

2-TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

In this turn of speech , Tom Cruise uses the modal verb *would* with the volition meaning to emphasize his mother's unwillingness to let him take drugs as a solution for his ADHA disease. He uses this modal verb to show himself as the successful actor who got cured from his ADHA disease by becoming a scientologist.

3-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise did not use any modal verbs.

4-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

Here, Tom Cruise did not use any modal verbs.

5-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are speamctacular, the tripods are spectacular, secrets are*

spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie

Here, Tom Cruise did not use any modal verbs.

-Exemplification

The modal verbs that are used by Tom Cruise for producing the impression related to exemplification self-presentational strategy are explained as in the followings:

1- TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

In this turn of speech, Tom Cruise uses the modal verb *have to* with the obligation meaning to emphasize that some people are obliged to spend their lives addicted to drugs. He uses this modal verb to show himself as the exemplified, ideal and noble Hollywood actor who stands for people who are oppressed and who helps people to get rid of addiction.

2-TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

In this turn of speech, Tom Cruise did not use any modal verbs.

-Intimidation

There are no modal verbs used by Tom Cruise for producing the impression related to intimidation self-presentational strategy.

Table (33) reflects the overall frequencies and percentages of the micro level strategies used by Tom Cruise for creating the impression of self-promotion, exemplification and intimidation.

Table 33

The micro level strategies used by Tom Cruise for self-promotion, exemplification, and intimidation

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	6	37.5%
		Experiential value	**7**	43.7%
		Relational value	1	6.2%
4-	Modality	Obligation	1	6.2%
		Volition	1	6.2%
Total			16	

As shown in table 33, the frequencies and percentages of the micro level strategies used by Tom Cruise for self-promotion, exemplification, and intimidation. It reveals that the experiential value with (7) frequencies of occurrences corresponding to (43.7%). The expressive value with (6) frequencies of occurrences corresponding to (37.5%). The relational value, obligation, and volition meanings with (1) frequency of occurrence corresponding to (6.2%).

4.3.1.4 Macro Level Strategies

This interview will be analyzed from a macro level perspective for finding out the different types of ideological strategies and manipulation strategies that are used by Tom Cruise for producing the desired impression related to the self-presentational strategies used by him in this interview for gaining different benefits and passing different ideologies as in the followings:

A. Ideological Strategies

The ideological strategies that are used by Tom Cruise are classified according to the self-presentational strategies that are used for and the desired impression that these ideological strategies are used to create as in the following:

-Self-Promotion

The ideological strategies that are used by Tom Cruise for producing the impression related to self-promotion self-presentational strategy are explained as in the followings:

1-TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

Here, Tom Cruise uses the ideological strategy of *Emphasize "Our" good things* by shedding light on his intention of being an actor since he was four years old living in St. Louis. He uses this ideological strategy to show himself as the successful Hollywood actor who was born for acting.

2-TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of*

mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.

In this turn of speech, Tom Cruise uses the ideological strategy of *Example/ Illustration/ Demonstration* by illustrating his ADD disease and not taking drugs for getting better. He also explains becoming scientologist and how the religion of scientology cured him and saved his life. He uses this ideological strategy to show himself as the successful actor and scientologist whose life was saved by the religion of scientology.

3-TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses the ideological strategy of *Emphasize "Our" good things* by shedding light on him becoming successful by applying the devices of scientology. He uses this ideological strategy to show himself as the successful actor, father, the businessman and a scientologist.

4-TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise uses the ideological strategy *Emphasize "Our" good things* by shedding light on his religion of scientology as the religion that can help and save people. He uses this ideological strategy to show himself as the successful actor who wants to support people by his religion of scientology.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

In this turn of speech, Tom Cruise uses the ideological strategy of *Emphasize "Our" good things* by shedding light on him having a close, good family, great mother and father. Besides, he sheds light on him raising his children in the right way. He uses this ideological strategy to show himself as the successful actor and father who has a great family.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are speamctacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

In this turn of speech , Tom Cruise uses *Example/ Illustration/ Demonstration* ideological strategy by illustrating the details of his new film *The War of the Worlds* and explaining its story using concrete examples related to the main elements of this film. He also uses the ideological strategy of *Emphasize "Our" good things* by shedding light on the elements of this film as being spectacular and having the characters that the audience invest in every movie. He uses these ideological strategies to show himself as the successful actor who acts in a very successful and high budget film.

-Exemplification

The ideological strategies that are used by Tom Cruise for creating the impression related to the exemplification self-presentational strategy are explained as in the following:

1- TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's*

appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.

In this turn of speech, Tom Cruise uses the ideological strategy *Emphasize "Their" bad things* by shedding light on the people who born synagogues, oppress Muslims, electric shock people, drug children and do not help people who are addicted to drugs and identifying such actions as horrifying. He also uses *Emphasize "Our" good things* by shedding light on himself as helping people to ger rid of addiction. He uses these ideological strategies to show himself as the ideal, exemplified and noble actor who wants to help people and stands against oppression.

2- TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

In this turn of speech, Tom Cruise uses the ideological strategy of *Emphasize "Our" good things* by shedding light on his desire to help people and supporting them. He uses this ideological strategy to show himself as the ideal, noble Hollywood actor who wants to help people.

-Intimidation

The ideological strategies that are used by Tom Cruise for creating the impression related to intimidation self-presentational strategy are explained as in the followings:

1- TOM CRUISE: *Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.*

Here, Tom Cruise uses the ideological strategy of *Emphasize "Their" bad things* by shedding light on Peter Overton as attempting to interfere in his personal life. He uses this ideological strategy to show himself as the intimidating Hollywood actor who warns the interviewer not to interfere in his personal life.

2- TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

Here, Tom Cruise uses the ideological strategy of *Emphasize "Their" bad things* by shedding light on Peter Overton as trying purposefully to get personal information about Tom Cruise and his personal relationship with his ex-wife Nicole Kidman. He uses this ideological strategy to show himself as the intimidating, powerful actor who accuses the interviewer of interfering in his personal life.

A. Mind Control Strategies

The mind control strategies that are used by Tom Cruise are classified according to the self-presentational strategies that are used for and the desired impression that these mind control strategies are used to create as in the following:

-Self-Promotion

The mind control strategies that are used by Tom Cruise for producing the impression related to self-promotion self-presentational strategy are explained as in the followings:

1-TOM CRUISE: *I wanted to be an actor when I was about four years old. Yeah, four years old was the first time I thought of being an actor. I was living in St Louis. That was the first time I thought about being an actor. It just evolved. I wasn't necessarily thinking of this, I didn't plan this out. This just happened.*

In this turn of speech, Tom Cruise uses the heuristic persuasion strategy by attempting to convince the audience through speaking about the personal details of his childhood to engage the audience emotionally and to control their minds so as to convince them that he is a talented actor that was born to be an actor.

1- TOM CRUISE: *Sure, absolutely. That's what they do. "You've got ADD, ADHD." You go, "What is the solution to that?" "Well, there isn't a solution." And today it's take drugs. They actually wanted to put me on drugs. My mother wouldn't let them, back then. And then a friend of mine gave me this picture book about suppression and social and antisocial personalities and I was like, "What is this?" He said, "Scientology." I said, "Oh, I'm very interested." That's when I became a Scientologist, about 20 years ago.*

Here, Tom Cruise uses the heuristic persuasion strategy to persuade the audience by talking about his personal details to engage the audience emotionally to convince them that the religion of scientology saved his life. He uses this mind control to show himself as the successful actor and scientologist who was saved by the religion of scientology.

2- TOM CRUISE: *Significant. You look at, you know, as a father, as an actor, as a businessman, I mean, every level. It's something, these tools that I apply absolutely every day.*

Here, Tom Cruise uses the manipulation strategy by attempting to change the audience's attitudes, perceptions and behaviors regarding the religion of scientology to make the believe that scientology has tools that helps him to be a great father, actor and businessman and it can help any person. He uses this mind control strategy to show himself as the successful actor, father and businessman.

3- TOM CRUISE: *Okay. Well that's how you felt. People are interested in Scientology and I find that people wanted to know. They want to know about it. It's also... There's people out there that want help and that need help.*

Here, Tom Cruise uses the manipulation strategy by controlling the audience's perceptions and attitudes regarding scientology to convince them that this religion can help people and many people are interested in it. He uses this mind control strategy to show himself as the successful actor who wants to help people by the tools of scientology.

5-TOM CRUISE: *Good. Good. Uh, yeah, absolutely. Absolutely. I've got a great mother and a very close family. And it's something that ... I always wanted to be a father and I think that one of the great things that we've done with our children is allowing them to be themselves.*

Here, Tom Cruise uses the heuristic persuasion strategy by using the details of his personal life about his close family, his mother and him as a father to engage the audience emotionally and to convince them that he has a close family and he is a good father. He uses this mind control strategy to show himself as the successful actor and father.

6-TOM CRUISE: *I don't know. I never kind of look at it like that. It's a story — it's a story about this family. The aliens are speamctacular, the tripods are spectacular, secrets are spectacular. But at the bottom of any story, if you don't have those characters that you want to follow as an audience — that's really what I invest in when I'm seeing a movie.*

In this turn of speech , Tom Cruise uses systemic persuasion strategy by appealing to logic and reason by referring the main elements of the movie *The War of The Worlds* that the audience follow in every movie to convince the audience to watch it. He uses this mind control strategy to show himself as the successful actor who acts in a very successful high budget film.

Exemplification

The mind control strategies that are used by Tom Cruise for producing the impression related to exemplification self-presentational strategy are explained as in the following:

1- TOM CRUISE: *Not even your own faith — I find that appalling when people who don't know what they're talking about say things like that. I think it's ... I think it's appalling. 1-I think it's appalling that they're still burning synagogues in France. I think it's appalling how certain Muslims are being treated. I think it's absolutely appalling when we talk about freedom of speech and human rights. I think it's appalling that they electric shock people. I think it's appalling that they drug children. I think it's appalling that they say that there are no solutions for those things. I think it's appalling that people have to live a life of drug addiction when I have personally — personally — helped people get off drugs.*

In this turn of speech , Tom Cruise uses the heuristic persuasion strategy by using emotions by expressing his emotions of being terrified of burning synagogues, oppressing Muslims, electric shocking people and not helping people addicted to drugs to convince the audience that he stands against any type of oppression and aims to help people. He uses this mind control strategy to show himself as the ideal, exemplified actor who helps people to get rid of addiction and fights any type of oppression.

1- TOM CRUISE: *I wanted an adventurous life my whole life. I want to know people, I want to understand what life is about, Peter. And I really ... I want to help people. It's not something that I just say. It's something that I actively pursue. And that's how I feel. I feel privileged, truly.*

Here, Tom Cruise uses the manipulation strategy by attempting to control people's perceptions and attitudes about him as aiming mainly to help people. He uses this mind control strategy to show himself as the ideal, exemplified actor whose main aim in life is to help and support people.

-Intimidation

The mind control strategies that are used by Tom Cruise for achieving the impression related to intimidation strategy are explained in the followings:

1- TOM CRUISE: *Listen, here's the thing, Peter. You're stepping over a line now. You're stepping over a line, you know you are.*

Here, Tom Cruise did not use any mind control strategy.

2- TOM CRUISE: *Peter, you want to know. Take responsibility for what you want to know. Don't say what other people… This is a conversation that I'm having with you right now. So I'm just telling you right now, okay, just put your manners back in.*

Here, Tom Cruise uses the systemic persuasion mind control strategy by using logic and reason to convince Peter Overton that he crossed the line when he asked him about the details of his personal relationship with his ex-wife Nicole Kidman and to control the audience's minds regarding Peter Overton as attempting to purposefully interfere in his personal life. He uses this mind control strategy to show himself as the intimidating powerful Hollowood actor who accuses the interviewer of attempting to interfere in the details of his personal life.

Table (34) reflects the overall frequencies and percentages of the macro level strategies used by Tom Cruise for achieving the impression of self-promotion, exemplification, and intimidation as in the followings:

Table 34

The macro level strategies used by Tom Cruise for self-promotion, exemplification, and intimidation

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good things	6	30%
		Example/Illustration/demonstration	2	10%
		Emphasize their bad things	3	15%
2-	Mind control strategies	Heuristic persuasion	4	20%
		Manipulation	3	15%
		Systemic persuasion	2	10%
Total			20	

As shown in table 34, emphasize our good things is the highest with (6) frequencies of occurrences corresponding to (30). Heuristic persuasion with (4) corresponding to (20). Manipulation and emphasize their bad things with (3) frequencies of occurrences corresponding to (15). Example/Illustration/demonstration and systemic persuasion with (2) frequencies of occurrences corresponding to (10).

The overall pragmatic, micro and macro level strategies used by Tom Cruise for self-promotion, exemplification and intimidation are reflected in the following table:

Table 35

The pragmatic, micro and macro level strategies used by Tom Cruise for self-promotion, exemplification, and intimidation

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1	Assertive	18	21.1%	Expressive	6	37.5%	Emphasize our good things	6	30%
2-	Expressive	8	9.4%	Experiential	7	43.7%	Example/Illustration/demonstration	2	10%
3-	Directive	3	3.5%	Relational	1	6.2%	Emphasize their bad things	3	15%
4-	Existential	14	16.4%	Obligation	1	6.2	Heuristic persuasion	4	20%
5-	Structural	1	1.17%	Volition	1	6.2	Manipulation	3	15%
6-	Bald on record	19	22.3%				Systemic persuasion	2	10%
7-	Face threatening acts								
8-	Not obeying the maxims	2	2.3%						
9-	Starting up	1	1.17%						
10-	Taking over the turn	12	14.1%						

Table 36

Descriptive statistics of the pragmatic, micro and macro level strategies used by Tom Cruise

Descriptive Statistics			
Strategies	Mean	Std. Deviation	Std. Error Mean
The pragmatic strategy	8.67	7.314	2.438
The micro level strategy	3.20	3.033	1.356
The macro level strategy	3.33	1.506	.615

As shown in table 36, it can be noticed that the highest mean value among the mean values (strategies) are the pragmatic strategies which are followed by the micro and macro level strategies. Also, there is a conformity among the mean values which are reflected in the standard deviation value that reached (7.314).

Table 37

One sample test of the pragmatic, micro and macro level strategies used by Tom Cruise

Strategies	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
				Lower	Upper
The pragmatic strategy	3.555	8	.007	3.04	14.29
The micro level strategy	2.359	4	.078	-.57-	6.97
The macro level strategy	5.423	5	.003	1.75	4.91

As it is shown in table 37, each variable has been tested to find out the most influential strategies used by Tom Cruise for achieving the impressions of self-promotion, exemplification and intimidation that have been indicated by the T-value. The micro level strategies were not so influential in achieving these impressions while the macro level strategies like mind control

strategies and ideological strategies besides pragmatic strategies like bald on record, face threatening acts and directive speech acts were influential in achieving these impressions.

Table 38

Pearson test for the Analysis of the pragmatic, micro and macro level strategies used by Tom Cruise

Strategies	*The pragmatic strategy*	*The micro level strategy*	*The macro level strategy*
The pragmatic strategy	1		
The micro level strategy	0.47227835	1	
The macro level strategy	0.34677447	0.130435	1

Correlation Coefficient Pearson test is used for measuring the strength of the correlation relation among the variables (pragmatic, micro, and macro level strategies). There is a weak correlation relation among these strategies that are reflected in the correlation coefficient with 0.47 % value.

The following Five American interviews are reflected in the following overall tables:

Table 39

The pragmatic, micro and macro level strategies used by Joe Biden for self-promotion and exemplification

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Expressive	3	1.9%	Experiential	20	43.4%	Emphasize our good thing	8	13.5%
2-	Assertive	36	23.0%	Expressive	6	13.0%	National self-glorification	2	3.3%
3-	Commissive	6	3.8%	Obligation	8	17.3	Emphasize their bad things	9	15.2%
4-	Directive	2	1.2%	Ability	3	6.5	Number game	3	5.0%
5-	Structural	1	0.6%	Possibility	2	4.3	Example/Illustration/ demonstration	7	11.8%
6-	Existential	25	16.0%	Repetition in the past	1	2.1%	Manipulation	16	27.1%
7-	Lexical	9	5.7%	Volition	5	10.8%	Systemic persuasion	13	22.0%
8-	Bald on record	40	25.6%	Necessity	1	2.1%	Heuristic persuasion	1	1.6%
9-	Positive politeness	1	0.6%						
10-	Taking over the turn	25	16.0%						

Table 40

Descriptive statistics of the pragmatic, micro and macro level strategies used by Joe Biden

Descriptive Statistics				
Strategies	Mean		Std. Deviation	Std. Error Mean
The pragmatic strategy	10	14.80	15.230	4.816
The micro level strategy	8	5.75	6.274	2.218
The macro level strategy	8	7.38	5.317	1.880

As shown in table 40, it is noticed that the highest mean are the pragmatic strategies and there is a conformity among the pragmatic, micro and macro level strategies that are reflected in the mean value of the standard deviation(std) of each strategy.

Table 41

One sample test of the pragmatic, micro and macro level strategies used by Joe Biden

One-Sample Test						
Strategies	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The pragmatic strategy	3.073	9	.013	14.800	3.91	25.69
The micro level strategy	2.592	7	.036	5.750	.51	10.99
The macro level strategy	3.923	7	.006	7.375	2.93	11.82

Joe Biden uses the pragmatic, micro and macro level strategies for achieving the impressions of exemplification and self-promotion. The pragmatic strategies are the main influential strategies for achieving these impressions. Besides, the micro and macro level strategies were also influential in achieving these impressions.

Table 42

Pearson test for the analysis of pragmatic, micro and macro level strategies used by Joe Biden

Strategies	*The pragmatic strategy*	*The micro level strategy*	*The macro level strategy*
The pragmatic strategy	1		
The micro level strategy	-0.369375558	1	
The macro level strategy	-0.301901332	0.041758833	1

Pearson correlation coefficient test is used for testing the correlation relation among the variables (pragmatic, micro, and macro level strategies) of this study. The above table indicates that there is a weak correlation relation among these micro and pragmatic level strategies. Also, there is a weak correlation relation between the micro and macro level devices.

Table 43

The pragmatic, micro and macro level strategies used by Kamala Harris for self-promotion and exemplification

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Assertive	13	26%	Experiential	5	22.7%	Emphasize our good thing	4	19.0%
2-	Commissive	2	4%	Expressive	5	22.7%	Emphasize their bad things	2	9.5%
3-	Expressive	1	2%	Relational	2	9.0%	Consensus	1	4.7%
4-	Factive	2	4%	Volition	3	13.6%	Example/Illustration/ demonstration	1	4.7%
5-	Existential	8	16%	Prediction	1	4.5%	Manipulation	7	33.3%
6-	Lexical	4	8%	Certainty	1	4.5%	Heuristic persuasion	2	9.5%
7-	Structural	2	4%	Ability	3	13.6%	Systemic persuasion	4	19.0%
8-	Positive politeness	1	2%	Possibility	1	4.5%			
9-	Bald on Record	9	18%	Obligation	1	4.5%			
10-	Taking over the turn	8	16%						

Table 44

Descriptive statistics of the pragmatic, micro and macro level strategies used by Kamala Harris

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	10	5.00	4.190	1.325
Micro	9	2.44	1.667	.556
Macro	7	3.00	2.160	.816

As shown in table 44, the highest mean value among mean values(strategies) are the pragmatic strategies and there is consistency among these mean values that is reflected in the mean values of the standard deviation of each strategy.

Table 45

One sample test of the pragmatic, micro and macro level strategies used by Kamala Harris

One-Sample Test						
Strategies	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The pragmatic strategy	3.774	9	.004	5.000	2.00	8.00
The micro level strategy	4.400	8	.002	2.444	1.16	3.73
The macro level strategy	3.674	6	.010	3.000	1.00	5.00

Kamala Harris uses pragmatic, micro and macro level strategies for achieving the impressions of exemplification and self-promotion. The pragmatic strategies were the main influential strategies for achieving these impressions. Besides the micro level strategies were more influential in gaining these impressions when compared with the micro level strategies that has no such influence in gaining such impressions.

Table 46

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Kamala Harris

Strategies	The pragmatic strategy	*The micro level strategy*	*The macro level strategy*
The pragmatic strategy	1		
The micro level strategy	0.14531	1	
The macro level strategy	0.614887	-0.18411	1

For testing the coefficient correlation among the pragmatic, micro and macro level strategies, Pearson coefficient correlation test is used to find out coefficient relations among the variables. The above table indicates the existence of a positive correlation relation between the pragmatic and macro level strategies. However, there is a weak correlation relation among the pragmatic and micro level strategies and between the micro and macro level strategies.

Table 47

The pragmatic, micro and macro level strategies used by Bill Clinton for self-promotion

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Expressive	5	3.5%	Expressive	9	18%	Example//Illustration// Demonstration	10	30.3%
2-	Assertive	36	25.8%	Experiential	8	16%	Emphasize our good things	4	12.1%
3-	Directive	2	1.4%	Overwording	1	2%	Emphasize their bad things	5	15.1%
4-	Existential	30	21.5%	Possibility	5	10%	Manipulation	6	18.1%
5-	Lexical	5	3.5%	Certainty	5	10%	Systemic persuasion	8	24.2%
6-	Factive	1	0.7%	Volition	7	14%			
7-	Bald on record	40	28.7%	Ability	6	12%			
8-	Taking over the turn	13	9.3%	Obligation	8	16%			
9-	Holding the floor	6	4.3%	Prediction	1	2%			
10-	Interruption	1	0.7%						

Table 48

Descriptive Statistics of the pragmatic, micro and macro level strategies used by Bill Clinton

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	10	13.90	15.366	4.859
Micro	9	5.56	2.920	.973
Macro	5	6.60	2.408	1.077

As shown in Table 48, it can be noticed that the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a consistency between the means of the values that are reflected in the values of the standard deviation of each strategy.

Table 49

One sample test of the pragmatic, micro and macro level strategies used by Bill Clinton

One-Sample Test						
Strategies	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The pragmatic strategy	2.861	9	.019	13.900	2.91	24.89
The micro level strategy	5.707	8	.000	5.556	3.31	7.80
The macro level strategy	6.128	4	.004	6.600	3.61	9.59

Bill Clinton uses the pragmatic, micro and macro level strategies for achieving the impression of self-promotion. The pragmatic strategies are the most influential strategies for achieving this impression. Also, the micro and macro level strategies were also influential in achieving this impression.

Table 50

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Bill Clinton

Strategies	Pragmatic Strategies	Micro Level Strategies	Macro Level Stratrgies
The pragmatic strategy	1		
The micro level strategy	0.275792	1	
The macro level strategy	-0.58648	0.404551	1

For testing the coefficient correlation among the pragmatic, micro and macro level strategies, Pearson coefficient correlation test is used to find out coefficient relations among the variables. The above table indicates that there is a weak correlation relation among the micro and macro level strategies. Also, there is a weak negative correlation coefficient relation between the pragmatic and micro level strategies.

Table 51

The pragmatic, micro and macro level strategies used by James Patterson for self-promotion

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Assertive	12	27.9%	Expressive	4	22.2%	Example//Illustration// Demonstration	3	25%
2-	Existential	11	25.5%	Experiential	3	16.6%	Emphasizing our good things	3	25%
3-	Factive	3	6.9%	Overwording	1	5.5%	Systemic persuasion	5	41%
4-	Lexical	1	2.3%	Possibility	3	16.6%	Heuristic persuasion	1	8.3%
4-	Bald on record	11	25.5%	Certainty	5	27.7%			
5-	Taking over the turn	5	11.6%	Volition	1	5.5			
				Prediction	1	5.5			

Table 52

Descriptive statistics of the pragmatic, micro and macro level strategies used by James Patterson

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	6	7.17	4.750	1.939
Micro	7	2.57	1.618	.612
Macro	4	3.00	1.633	.816

As shown in table 52, it is noticed that the highest mean value among the mean values (strategies) are the pragmatic strategies. Also, there is a consistency among the mean values that are reflected in the values of the standard deviation of each strategy.

Table 53

One sample test for the analysis of the pragmatic, micro and macro level strategies used by James Patterson

One-Sample Test						
Strategies	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	3.695	5	.014	7.167	2.18	12.15
Micro	4.204	6	.006	2.571	1.07	4.07
Macro	3.674	3	.035	3.000	.40	5.60

The T value is used here to verify the hypotheses that Bill Clinton uses pragmatic, micro and macro level strategies for achieving the impression self-promotion. The most influential strategies used by Bill Clinton are the micro level strategies. Also, the pragmatic strategies are more influential in achieving this impression when compared to the micro level strategies that has no such influence.

Table 54

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by James Patterson

Strategies	*pragmatic*	*micro*	*macro*
Pragmatic	1		
Micro	0.661359	1	
Macro	0.146845	-0.64889	1

For testing the coefficient correlation among the pragmatic, micro and macro level strategies, Pearson coefficient correlation test is used to find out coefficient relations among the variables. The above table indicates that there is a weak correlation relation among the pragmatic and micro level strategies. Also, there is an average correlation coefficient relation between the macro and micro level strategies.

Table 55

The pragmatic, micro and macro level strategies used by Will Smith for ingratiation

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Directive	3	3.4%	Expressive	14	53.8%	Example/ Illustration/ Demonstration	12	37.5%
2-	Expressive	6	6.9%	Relational	6	23.0%	Emphasizing our good	2	6.25%
3-	Assertive	17	19.7%	Experiential	1	3.8%	Manipulation	14	43.7%
4-	Existential	13	15.1%	Possibility	1	3.8%	Heuristic persuasion	2	6.25%
5-	Lexical	3	3.4%	Ability	2	7.6%	Systemic persuasion	2	6.25%
6-	Factive	2	2.3%	Volition	1	3.8%			
7-	Bald on record	17	19.7%	Permission	1	3.8%			
8-	Positive politeness	3	3.4%						
9-	Not obeying the maxims	1	1.16%						
10-	Starting up	1	1.16%						
11-	Taking over the turn	19	22.0%						
13-	Holding the turn	1	1.16%						

Table 56

Descriptive statistics of the pragmatic, micro and macro level strategies used by Will Smith

descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	12	7.17	7.146	2.063
Micro	7	3.71	4.889	1.848
Macro	5	6.40	6.066	2.713

As shown in table 56, the highest mean value among the mean values (strategies) is the pragmatic level strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 57

One sample test for the analysis of the pragmatic, micro and macro level strategies used by Will Smith

One-Sample Test						
Strategies	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	3.474	11	.005	7.167	2.63	11.71
Micro	2.010	6	.091	3.714	-.81-	8.24
Macro	2.359	4	.078	6.400	-1.13-	13.93

Will Smith uses the pragmatic, micro and macro level strategies for achieving the impression of ingratiation. The T value makes it clear that the pragmatic strategies are the most

influential strategies used by Will Smith for achieving this impression when compared to the micro and macro level strategies that has no such influence in achieving these impressions.

Table 58

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Will Smith

Strategies	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	-0.4725	1	
Macro	0.321395	0.345116	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Will Smith in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there are weak correlation relations among the pragmatic, micro and macro level strategies used by Will Smith.

Table 59

The pragmatic, micro and macro level strategies used by Miles Teller for self-promotion and ingratiation

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Assertive	23	23%	Expressive	9	36%	Emphasize our good things	11	35%
2-	Expressive	25	25%	Experiential	7	28%	Emphasize their bad things	1	2.3%
3-	Directive	1	1%	Relational	6	24%	Example//Illustration// Demonstration	4	12.9%
4-	Existential	1	1%	Permission	1	4%	Manipulation	2	6.4%
5-	Lexical	2	2%	Necessity	1	4%	Heuristic persuasion	9	29.0%
6-	Structural	1	1%	Ability	1	4%	Systemic persuasion	4	12.9%
7-	Factive	2	2%						
8-	Positive politeness	9	9%						
9-	Bald on record	11	11%						
10-	Non observance of to the maxims	8	8%						
11-	Taking over the turn	17	17%						
12-	Interruption	2	2%						

Table 60

Descriptive statistics of the pragmatic, micro and macro level strategies used by Miles Teller

Descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	12	8.50	8.827	2.548
Micro	6	4.17	3.601	1.470
Macro	6	5.17	3.971	1.621

In the above table, the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a consistency between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 61

One sample test of the pragmatic, micro and macro level strategies used by Milles Teller

One-Sample Test						
Strategies	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	3.336	11	.007	8.500	2.89	14.11
Micro	2.834	5	.036	4.167	.39	7.95
Macro	3.187	5	.024	5.167	1.00	9.33

Miles Teller uses the pragmatic, micro and macro level strategies for achieving the impressions of self-promotion and ingratiation. The pragmatic strategies are the most influential strategies used by Miles Teller for achieving these impressions when compared to the micro and macro level strategies that has no such influence in achieving these impressions. This test supports the verification of the hypothesis related to this interview.

Table 62

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Miles Teller

Pearson	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	-0.49910647	1	
Macro	0.477605198	-0.762532955	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Miles Teller in this interview, the Correlation Coefficient Pearson test is used to measure the correlation relations among these values. The above table indicates that there are strong positive correlation coefficient relations among these strategies.

Table 63

The pragmatic, micro and macro level strategies used by Donald Trump for self-promotion and intimidation

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Assertive	88	26.1%	Experiential	38	31.6%	Emphasize our good things	28	28.8%
2-	Directive	3	0.8%	Expressive	28	23.3%	Emphasize their bad things	22	22.6%
3-	Expressive	6	1.7%	Overwording	11	9.1%	Deemphasize our bad things	4	4.1%
4-	Existential	73	21.7%	Prediction	7	5.8%	Example//Illustration// Demonstration	2	2.0%
5-	Lexical	13	3.8%	Volition	14	11.6%	Systemic persuasion	13	13.4%
6-	Structural	2	0.5%	Ability	5	4.1%	Manipulation	25	25.7%
7-	Factive	5	1.4%	Obligation	7	5.8%	Deception	2	2.0
8-	Bald on record	71	21.1%	Certainty	6	5%	Heuristic persuasion	1	1.0%
9-	Non observance for the maxims	32	9.5%	Possibility	4	3.3%			
10-	Taking over the turn	41	12.2%						
11-	Holding the turn	1	0.2%						
12-	Interruption	1	0.2%						

Table 64

Descriptive statistics of the pragmatic, micro and macro level strategies used by Donald Trump

descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	12	28.00	32.552	9.397
Micro	9	13.33	11.832	3.944
Macro	8	12.13	11.407	4.033

As shown in table 63, the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a conformity between the means of the values that are reflected in the values of the standard deviation of each strategy.

Table 65

One sample test for the pragmatic, micro and macro level strategies used by Donald Trump

One-Sample Test						
Strategies	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	2.980	11	.013	28.000	7.32	48.68
Micro	3.381	8	.010	13.333	4.24	22.43
Macro	3.006	7	.020	12.125	2.59	21.66

Donald Trump uses the pragmatic, micro, and macro level strategies for achieving the impressions of self-promotion and intimidation. The pragmatic strategies are the most influential

strategies used by Donald Trump for achieving these impressions when compared to the micro and macro level strategies that has no such influence in achieving these impressions. The results of this test verify the hypothesis of this interview.

Table 66

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Donald Trump

Strategies	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.264849	1	
Macro	-0.05498	0.682497	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Donald Trump in this interview, the Correlation Coefficient Pearson test has been used to measure the correlation relations among these values. The above table indicates that there are moderate coefficient correlation relations among the micro and macro level strategies used by Donald Trump.

Table 67

The pragmatic, micro and macro level strategies used by Mike Pence for self-promotion

No.	The pragmatic strategy			The micro level strategy			The macro level strategy		
1-	Assertive	14	30.4%	Expressive	4	21.0%	Deemphasize their bad things	1	9.0%
2-	Directive	2	4.3%	Experiential	4	21.0%	Emphasize our good things	2	18.1%
3-	Existential	10	21.7%	Overwording	2	10.5%	Example//Illustration/ / Demonstration	2	18.1%
4-	Factive	1	2.1%	Relational	2	10.5%	Authority	1	9.0
5-	Lexical	2	4.3%	Certainty	1	5.2%	Systemic persuasion	5	45.4%
6-	Bald on record	10	21.7%	Obligation	2	10.5%			
7-	Positive politeness	1	2.1%	Volition	2	10.5%			
8-	Taking over the turn	6	13.0%	Ability	1	5.2%			
				Possibility	1	5.2%			

Table 68

Descriptive statistics of the pragmatic, micro and macro level strategies used by Mike Pence

descriptive Statistics				
Strategies	N	Mean	Std. Deviation	Std. Error Mean
Pragmatic	11	8.09	11.853	3.574
Micro	9	2.11	1.167	.389
Macro	5	2.20	1.643	.735

As shown in table 68, the highest mean value among the mean values (strategies) are the pragmatic strategies. Besides, there is a conformity between the means of the values that is reflected in the values of the standard deviation of each strategy.

Table 69

One sample test of the pragmatic, micro and macro level strategies used by Mike Pence

One-Sample Test						
Strategies	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Pragmatic	2.264	10	.047	8.091	.13	16.05
Micro	5.429	8	.001	2.111	1.21	3.01
Macro	2.994	4	.040	2.200	.16	4.24

Mike Pence uses the pragmatic, micro, and macro level strategies for achieving the impression of self-promotion. The pragmatic strategies are the most influential strategies used by Mike Pence for achieving this impression when compared to the linguistic strategies that has no such influence in achieving these impressions. This test verifies the hypothesis of this interview.

Table 70

Pearson test for the analysis of the pragmatic, micro and macro level strategies used by Mike Pence

Strategies	Pragmatic Strategies	Micro Level Strategies	Macro Level Strategies
Pragmatic	1		
Micro	0.304403	1	
Macro	-0.38504	-0.63505	1

For measuring the strength of the relation between the pragmatic, micro and macro level strategies used by Mike Pence in this interview, the Correlation Coefficient Pearson test has been used to measure the correlation relations among these values. The above table indicates that there are average coefficient correlation relations among the micro and macro level strategies used by Mike Pence.

4.4 The Results of the Analysis of the British and American Interviews

1-Tom Hardy uses pragmatic strategies: assertive speech act, lexical, existential, factive presuppositions, bald on record and positive politeness strategies, non-observance of the maxims of the cooperative principle, taking over the turn and holding the turn as turn taking strategies. He also uses micro level strategies: lexical items with expressive, relational and experiential values and modal verbs with volition and possibility meaning. He uses macro level strategies: emphasize our good features, consensus, vagueness, example//illustration//demonstration ideological strategies, manipulation, systemic persuasion and heuristic persuasion mind control strategies.

2-Ed Balls uses pragmatic strategies: assertive, directive, representative speech acts, existential, factive, non-factive, lexical, structural and counterfactual presuppositions, bald on record politeness strategy not obeying the maxims of the cooperative principle, taking over the turn and interruption turn taking strategies. He uses micro level strategies: lexical items with experiential and overwording values, modal verbs with certainty, necessity, ability, possibility, volition, obligation, and willingness and prediction meanings. He uses macro level strategies: consensus, example//illustration//demonstration, emphasizes our good things, emphasize their bad things, authority, vagueness ideological strategies, manipulation and systemic persuasion mind control strategies.

3-Russel Brand uses pragmatic strategies: assertive, directive, commissive, speech acts, existential, lexical, factive, non-factive, and structural presuppositions, positive politeness, bald on record politeness strategies, non-adherence to the maxims, taking over the turn, starting up, holding the floor and interruption turn taking strategies. He uses micro level strategies: lexical items with experiential, expressive and overwording values and modal verbs with possibility,

obligation, ability, certainty, volition and necessity meanings. He uses macro level strategies: example//illustration// demonstration, emphasize our good features, emphasize their bad things, authority and consensus ideological strategies, manipulation, systemic persuasion and heuristic persuasion ideological strategies.

4-Anjem Choudhary uses pragmatic strategies: assertive, directive speech acts, lexical, existential, factive presuppositions, bald on record, face threatening acts politeness strategies, not obeying the maxims, taking over the turn, overlapping and interruption turn taking strategies. He uses micro level strategies: lexical items with expressive and experiential values and modal verbs with obligation and volition meanings. He uses macro level strategies emphasize our good things, emphasize their bad things, national self-glorification, deemphasize their good things ideological strategies, manipulation and deception mind control strategies.

5-Majid Nawaz uses pragmatic strategies: assertive, directive speech acts, non-factive, lexical, existential, structural presuppositions, bald on record, face threatening acts politeness strategies, non-adherence to the maxims of the cooperative principle, interruption, taking over the turn and overlapping turn taking strategies. He uses micro level strategies: lexical items with expressive, experiential, relational values and modal verbs with prediction, volition and obligation meanings. He uses macro level strategies: emphasize our good things, emphasize their bad things, deemphasize our bad things ideological strategies, systemic persuasion and heuristic persuasion mind control strategies.

6-Boris Johnson uses pragmatic strategies: expressive, directive, commissive speech acts, existential, factive, non-factive, lexical presuppositions, negative politeness, positive politeness, bald on record politeness strategies. He uses micro level strategies: lexical items with expressive and experiential values, modal verbs with possibility, certainty, volition, ability, obligation,

necessity and permission meanings. He uses macro level strategies: deemphasize our bad things, emphasize our good things, example//illustration//demonstration ideological strategies, manipulation, deception, heuristic persuasion and systemic persuasion mind control strategies.

7-Demian Lewis uses pragmatic strategies: assertive, expressive, directive speech acts, existential, non-factive , lexical presuppositions, positive politeness, bald on record politeness strategies, taking over the turn and holding the turn as turn taking strategies. He uses micro level strategies: lexical items with expressive, relational, overwording, experiential values and modal verbs with volition, ability, possibility meanings. He uses macro level strategies: emphasize our good things, example//illustration// demonstration// ideological strategies, systemic persuasion, heuristic persuasion and manipulation mind control strategies.

8-Tom Cruise uses the pragmatic strategies: assertive, expressive, directive speech acts, existential, structural, lexical presuppositions, bald on record, face threatening acts politeness strategies, not obeying the maxims of the cooperative principle, taking over the turn and starting up turn taking strategies. He uses micro level strategies: lexical items with expressive, experiential, relational values and modal verbs with obligation and volition meanings. He uses macro level strategies: emphasize our good things, example//illustration//demonstration, emphasize their bad things, national self-glorification, deemphasize their good things ideological strategies, manipulation and deception mind control strategies.

9-Joe Biden uses pragmatic strategies: expressive, assertive, commissive, directive speech acts, structural, existential, factive, lexical presuppositions, positive politeness and bald on record politeness strategies, and taking over the turn as a turn taking strategy. He uses micro level strategies: lexical items with experiential and expressive values and modal verbs with obligation, ability, possibility, repetition in the past, volition, necessity meanings. He uses macro

level strategies: emphasize our good things, national self-glorification, emphasize their bad things, number game, example//illustration// demonstration ideological strategies, manipulation, systemic persuasion and heuristic persuasion mind control strategies.

10-Kamala Harris uses pragmatic strategies: assertive, commissive, expressive speech acts, factive, existential, lexical, structural presuppositions, positive politeness and bald on record politeness strategies, and taking over the turn as turn taking strategy. She uses micro level strategies: experiential, expressive and relational values and modal verbs with volition, prediction, certainty, ability, possibility, obligation meanings. She uses macro level strategies: emphasize our good things, emphasize their bad things, consensus, example//demonstration ideological strategies, manipulation, heuristic persuasion and systemic persuasion.

11-Bill Clinton uses pragmatic strategies: expressive, assertive, directive speech acts, existential, lexical and factive presuppositions, bald on record politeness strategy, taking over the turn, holding the floor and interruption turn taking strategies. He uses micro level strategies: lexical items with expressive, experiential and overwording values, modal verbs with possibility, certainty, volition, ability, obligation, and prediction meanings. He uses macro level strategies: example//Illustration//demonstration, emphasize our good things, emphasize their bad things ideological strategies, manipulation, systemic persuasion mind control strategies.

12-James Patterson uses pragmatic strategies: assertive speech act, existential, factive, lexical presuppositions, bald on record politeness strategy and taking over the turn as a turn taking strategy. He uses micro level strategies: lexical items with expressive, experiential and overwording values, modal verbs with possibility, certainty, volition and prediction meanings. He uses macro level strategies: example//illustration//demonstration, emphasizing our good

things ideological strategies, systemic persuasion and heuristic persuasion mind control strategies.

13-Will Smith uses pragmatic strategies: directive, expressive and assertive speech acts, existential, lexical, factive presuppositions, positive politeness, bald on record politeness strategies, not obeying the maxims of the cooperative principle, taking over the turn and holding the turn as turn taking strategies. He uses micro level strategies: lexical items with expressive, relational, experiential values and modal verbs with possibility, ability, volition and permission meanings. He uses macro level strategies: example//illustration// demonstration, emphasizing our good ideological strategies, manipulation, heuristic persuasion and systemic persuasion mind control strategies.

13-Miles Teller uses assertive, expressive, directive speech acts, existential, lexical, structural, factive presuppositions, positive politeness, bald on record politeness strategies, non-observance for the maxims of the cooperative principle, taking over the turn and interruption turn taking strategies. He uses macro level strategies: emphasize our good things, emphasize their bad things, example//illustration//demonstration ideological strategies, manipulation, heuristic persuasion and systemic persuasion mind control 00strategies.

14-Donald Trump uses pragmatic strategies: assertive, directive, expressive speech acts, existential, lexical, structural, factive presuppositions, bald on record politeness strategy, non-observance for the maxims, taking over the turn, holding the turn and interruption turn taking strategies. He uses micro level strategies: lexical items with experiential, expressive, overwording values and modal verbs with prediction, volition, ability, obligation, certainty and possibility meanings. He uses macro level strategies: emphasize our good things, emphasize their bad things, deemphasize our bad things, example//illustration//demonstration ideological

strategies, systemic persuasion, manipulation, deception and heuristic persuasion mind control strategies.

15- Mike Pence uses pragmatic strategies: assertive, directive speech acts, existential, factive, lexical presuppositions, positive politeness, bald on record politeness strategies and taking over the turn as turn taking strategy. He uses the micro level strategies: expressive, experiential, overwording, relational values and modal verbs with certainty, obligation, volition, ability and possibility meanings. He uses the macro level strategies: deemphasize their bad things, emphasize our good things, example//illustration//demonstration, authority ideological strategies and systemic persuasion mind control strategy.

The Detailed Tables of the Five British Interviews

Table A1

The pragmatic strategies used by Ed Balls for exemplification and self-promotion

N.	The Pragmatic Strategy	Type	Frequency	Percentage
1-	Speech Act	Assertive	24	10.6%
		Directive	4	1.7%
		Representative	18	8%
2-	Presupposition	Existential	57	25.3%
		Factive	12	5.3%
		Non-Factive	1	0.4%
		Lexical	12	5.3%
		Structural	6	2.6%
		Counterfactual	2	0.8%
3-	Politeness	Bald on record	43	19.1%
4-	The maxims of the cooperative principle	Not obeying the maxims	17	7.5%
	Turn taking strategies	Taking over the turn	27	12%
		Interruption	2	0.8%
Total	225			

Table A2

The micro level strategies used by Ed Balls for exemplification and self-promotion

N.	The Micro Level Strategy	Type	Frequency	Percentage
1-	Lexical items	Experiential value	33	44.5%
		Overwording	3	4.0%
2-	Modality	Certainty	8	10.8%
		Necessity	7	9.4%
		Ability	2	2.7%
		Possibility	3	4.0%
		Volition	3	4.0%
		Obligation	7	9.4%
		Willingness	3	4.0%
		Prediction	5	6.7%
Total			74	

Table A3

The macro level strategies used by Ed Balls for exemplification and self-Promotion

No.	Strategy	Type	F	P
1-	Ideological Strategies	Consensus	2	2.9%
		Example// Illustration// Demonstration	13	19.4%
		Emphasize our good things	12	17.9%
		Emphasize their bad things	8	11.9%
		Authority	1	1.4%
		Vagueness	2	2.9%
2-	Mind Control Strategies	Manipulation	20	29.8%
		Systemic persuasion	9	13.4%
Total			67	

Table A4

The pragmatic strategies used by Russel Brand for ingratiation and self-promotion

No.	Strategy	Type	F	P
1-	Speech Act	Assertive	48	20.8%
		Directive	4	1.7%
		Commissive	1	0.4%
2-	Presupposition	Existential	32	13.9%
		Lexical	16	6.9%
		Factive	4	1.7%
		Non-factive	2	0.8%
		Structural	1	0.4%
3-	Politeness Strategies	Positive politeness	41	17.8%
		Bald on record	9	3.9%
4-	The Maxims of the Cooperative Principle	Non-adherence to the maxims	41	17.8%
5-	Turn Taking Strategies	Taking over the turn	8	3.4%
		Starting up	1	0.4%
		Holding the Floor	18	7.8%
		Interruption	4	1.7%
Total			230	

Table A5

The micro level strategies used by Russel Brand for ingratiation and self-Promotion

No.	The Micro Level Strategy	Type	Frequency	Percentage
1-	Lexical Items	Experiential Value	18	36%
		Expressive Value	18	36%
		Overwording	1	2%
	Modality	Possibility	3	6%
		Obligation	3	6%
		Ability	1	2%
		Certainty	2	4%
		Volition	3	6%
		Necessity	1	2%
			50	

Table A6

The macro level strategies used by Russel Brand for ingratiation and self-promotion

No.	Strategy	Type	F	P
1-	Ideological Strategies	Example//illustration//demonstration	7	18.4%
		Emphasize our good things	6	15.7%
		Emphasize their bad things	3	7.8%
		Authority	4	10.5%
		Consensus	1	2.6%
	Mind Control Strategies	Manipulation	1	2.6%
		Heuristic persuasion	4	10.5%
		Systemic persuasion	12	31.5%
Total			38	

Table A7

The pragmatic strategies used by Anjem Choudhary for exemplification

No.	The Pragmatic Strategy	Type	Frequency	Percentage
1-	Speech Acts	Assertive	24	17.2%
		Directive	4	2.8%
3-	Presuppositions	Lexical	6	4.3%
		Existential	20	14.3%
		Factive	1	0.7%
4-	Politeness	Bald on record	16	11.5%
		Face threatening acts	9	6.4%
5-	Maxims of the cooperative principle	Not obeying the maxims	40	28.7%
6-	Turn taking strategies	Taking over the turn	8	5.7%
		Overlapping	6	4.3%
		Interruption	5	3.5%
Total			139	

Table A8

The pragmatic strategies used by Majid Nawaz for exemplification

No.	Strategy	Type	F	P
1-	Speech act	Assertive	10	17.8%
		Directive	4	7.1%
2-	Presupposition	Non-factive	1	1.7%
		Lexical	3	5.3%
		Existential	10	17.8%
		Structural	2	3.5%
4	Politeness strategies	Bald on record	11	19.6%
		Face threatening acts	4	7.1%
	The maxims of the cooperative principle	Non-adherence to the maxims of the cooperative principle	1	1.7%
5-	Turn taking strategies	Interruption	2	3.5%
		Overlapping	4	7.1%
		Taking over the turn	4	7.1%
Total			56	

Table A9

The micro level strategies used by Anjem Choudhary for Exemplification

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	11	44%
		Experiential value	11	44%
2-	Modality	Obligation	2	8%
		Volition	1	4%
Total			25	

Table A10

The micro level strategies used by Majid Nawaz for exemplification

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	7	36.8%
		Experiential value	8	42.1%
		Relational value	1	5.2%
2-	Modality	Prediction	1	5.2%
		Obligation	1	5.2%
		Volition	1	5.2%
Total			19	

Table A11

The macro level strategies used by Anjem Choudary for exemplification

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good things	4	14.8%
		Emphasize their bad things	5	18.5%
		National self-glorification	1	3.7%
		De-emphasize their good things	4	14.8%
2-	Mind control strategies	Manipulation	8	29.6%
		Deception	5	18.5%
Total			27	

Table A12

The macro level strategies used by Majid Nawaz for exemplification

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good things	2	11.1%
		Emphasize their bad things	7	38.8
		De-emphasize our bad thing	1	5.5
2-	Mind control strategies	Systemic persuasion	7	38.8%
		Heuristic persuasion	1	5.5%
Total			18	

Table A13

The pragmatic strategies used by Boris Johnson for exemplification and self-promotion

No.	Strategy	Type	F	P
1-	Speech Act	Expressive	15	7.0%
		Directive	41	19.2%
		Commissive	2	0.9%
2-	Presupposition	Existential	37	17.3%
		Factive	3	1.4%
		Non-factive	6	2.8%
		Lexical	3	1.4%
3-	Politeness	Negative politeness	9	4.2%
		Positive politeness	14	6.5%
		Bald on record	28	13.1%
4-	The maxims of the cooperative principle	Non-adherence to the maxims	29	13.6%
5-	Turn taking strategies	Taking over the turn	22	10.3%
		Interruption	2	0.9%
		Holding the floor	2	0.9%
Total			213	

Table A14

The micro level strategies used by Boris Johnson for exemplification and self- supplication

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	9	12.1%
		Experiential value	23	31.0%
2-	Modality	Possibility	2	2.7%
		Certainty	3	4.0%
		Volition	12	16.2%
		Ability	16	21.6%
		Obligation	6	8.1%
		Necessity	2	2.7%
		Permission	1	1.3%
Total			74	

Table A15

The macro level strategies used by Boris Johnson for exemplification and Self-supplication

No.	Strategy	Type	F	P
1-	Ideological strategies	Deemphasize our bad things	8	16.3%
		Emphasize our good things	9	18.3%
		Example//Illustration// Demonstration	9	18.3%
2-	Mind control strategies	Manipulation	13	26.5%
		Deception	7	14.2%
		Heuristic persuasion	2	4.0%
		Systemic persuasion	1	2.0%
Total			49	

Table A16

The pragmatic strategies used by Damian Lewis for self-promotion

No.	Strategy	Type	F	P
1-	Speech act	Assertive	19	27.1%
		Expressive	2	2.8%
		Directive	1	1.4%
2-	Presupposition	Existential	13	18.5%
		Non-factive	1	1.4%
		Lexical	4	5.7%
2-	Politeness	Bald on record	15	21.4%
		Positive politeness	2	2.8%
3-	Turn taking strategies	Taking over the turn	11	15.7%
		Holding the turn	2	2.8%
Total			70	

Table A 17

The micro level strategies used by Damian Lewis for self-promotion

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	4	19.0%
		Relational value	2	9.5%
		Overwording value	1	4.7%
		Experiential value	6	28.5%
2-	Modality	Volition	4	19.0%
		Ability	3	14.2%
		Possibility	1	4.7%
Total			21	

Table A18

The macro level strategies used by Damian Lewis for self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategy	Emphasize our good things	6	31.5%
		Consensus	1	5.2%
		Example, illustration, demonstration	2	10.5%
2-	Mind control strategy	Systemic persuasion	3	15.7%
		Heuristic persuasion	6	31.5%
		Manipulation	1	5.2%
Total			19	

The Detailed Tables of the Five American Interviews

Table B1

The pragmatic strategies used by Joe Biden for exemplification and self-promotion

No.	Strategy	Type	F	P
1-	Speech act	Expressive	3	1.9%
		Assertive	36	23.0%
		Commissive	6	3.8%
		Directive	2	1.2%
2-	Presupposition	Structural	1	0.6%
		Existential	25	16.0%
		Factive	8	5.1%
		Lexical	9	5.7%
3-	Politeness	Bald on record	40	25.6%
	Politeness	Positive politeness	1	0.6%
4-	Turn taking strategies	Taking over the turn	25	16.0%
Total			156	

Table B2

The pragmatic strategies used by Kamala Harris for exemplification and self-Promotion

No.	Strategy	Type	F	P
1-	Speech act	Assertive	13	26%
		Commissive	2	4%
		Expressive	1	2%
2-	Presupposition	Factive	2	4%
		Existential	8	16%
		Lexical	4	8%
		Structural	2	4%
3-	Politeness	Positive politeness	1	2%
		Bald on Record	9	18%
4-	Turn taking strategies	Taking over the turn	8	16%
Total			50	

Table B3

The micro level strategies used by Joe Biden for exemplification and self-promotion

No.	Strategy	Type	F	P
1-	Lexical items	Experiential	20	43.4%
		Expressive	6	13.0%
2-	Modality	Obligation	8	17.3%
		Ability	3	6.5%
		Possibility	2	4.3%
		Repetition in the past	1	2.1%
		Volition	5	10.8%
		Necessity	1	2.1%
Total			46	

Table B4

The micro level strategies used by Kamala Harris for exemplification and self-promotion

No.	Strategy	Type	F	P
1-	Lexical items	Experiential	5	22.7%
		Expressive	5	22.7%
		Relational	2	9.0%
2-	Modality	Volition	3	13.6%
		Prediction	1	4.5%
		Certainty	1	4.5%
		Ability	3	13.6%
		Possibility	1	4.5%
		Obligation	1	4.5%
Total			22	

Table B5

The macro level devices used by Joe Biden for exemplification and self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good thing	8	13.5%
		National self-glorification	2	3.3%
		Emphasize their bad things	9	15.2%
		Number game	3	5.0%
		Example/Illustration/ demonstration	7	11.8%
2-	Mind control strategies	Manipulation	16	27.1%
		Systemic persuasion	13	22.0%
		Heuristic persuasion	1	1.6%
Total			59	

Table B6

The macro level devices used by Kamala Harris for exemplification and self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good thing	4	19.0%
		Emphasize their bad things	2	9.5%
		Consensus	1	4.7%
		Example/Illustration/ demonstration	1	4.7%
2-	Mind control strategies	Manipulation	7	33.3%
		Heuristic persuasion	2	9.5%
		Systemic persuasion	4	19.0%
Total			21	

Table B7

The pragmatic strategies used by Bill Clinton for self-promotion

No.	Strategy	Type	F	P
1-	Speech act	Expressive	5	3.5%
		Assertive	36	25.8%
		Directive	2	1.4%
2-	Presupposition	Existential	30	21.5%
		Lexical	5	3.5%
		Factive	1	0.7%
3-	Politeness strategies	Bald on record	40	28.7%
4-	Turn taking strategies	Taking over the turn	13	9.3%
		Holding the floor	6	4.3%
		Interruption	1	0.7%
Total			139	

Table B8

The pragmatic strategies used by James Patterson for self-promotion

No.	The Pragmatic Strategy	Type	Frequency	Percentage
1-	Speech act	Assertive	12	27.9%
2-	Presupposition	Existential	11	25.5%
3-	Presupposition	Factive	3	6.9%
4-	Presupposition	Lexical	1	2.3%
5-	Politeness strategies	Bald on record	11	25.5%
6-	Turn taking strategies	Taking over the turn	5	11.6%
Total			43	

Table B9

The micro level strategies used by Bill Clinton for self-promotion

No.	Strategy	Type	F	P
	Lexical items	Expressive value	9	18%
		Experiential value	8	16%
		Overwording	1	2%
	Modality	Possibility	5	10%
		Certainty	5	10%
		Volition	7	14%
		Ability	6	12%
		Obligation	8	16%
		Prediction	1	2%
Total			50	

Table B10

The micro level strategies used by James Patterson for self-promotion

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	4	22.2%
		Experiential value	3	16.6%
		Overwording	1	5.5%
2-	Modality	Possibility	3	16.6%
		Certainty	5	27.7%
		Volition	1	5.5%
		Prediction	1	5.5%
Total			18	

Table B11

The Macro Level Strategies Used by Bill Clinton for self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategies	Example//Illustration// Demonstration	10	30.3%
		Emphasize our good things	4	12.1%
		Emphasize their bad things	5	15.1%
2-	Mind control strategies	Manipulation	6	18.1%
		Systemic persuasion	8	24.2%
Total			33	

Table B12

The macro level strategies used by James Patterson for self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategies	Example//Illustration// Demonstration	3	25%
		Emphasizing our good things	3	25%
2-	Mind control strategies	Systemic persuasion	5	41%
		Heuristic persuasion	1	8.3%
Total			12	

Table B13

The pragmatic strategies used by Will Smith for ingratiation

No.	The Pragmatic Strategy	Type	Frequency	Percentage
1-	Speech act	Directive	3	3.4%
		Expressive	6	6.9%
		Assertive	17	19.7%
2-	Presupposition	Existential	13	15.1%
		Lexical	3	3.4%
		Factive	2	2.3%
3-	Politeness	Bald on record	17	19.7%
		Positive politeness	3	3.4%
4-	The maxims of the cooperative principle	Not obeying the maxims	1	1.16%
5-	Turn taking strategies	Starting up	1	1.16%
		Taking over the turn	19	22.0%
		Holding the turn	1	1.16%
Total			86	

Table B14

The micro level strategies used by Will Smith for ingratiation

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	14	53.8%
		Relational value	6	23.0%
		Experiential value	1	3.8%
2-	Modality	Possibility	1	3.8%
		Ability	2	7.6%
		Volition	1	3.8%
		Permission	1	3.8%
Total			26	

Table 15

The macro level strategies used by Will Smith for ingratiation

No.	Strategy	Type	F	P
1-	Ideological strategy	Example/ Illustration/ Demonstration	12	37.5%
		Emphasizing our good	2	6.25%
2-	Mind control strategy	Manipulation	14	43.7%
		Heuristic persuasion	2	6.25%
		Systemic persuasion	2	6.25%
Total			32	

Table B16

The pragmatic strategies used by Miles Teller for ingratiation and self-promotion

No.	Strategy	Type	F	P
1-	Speech act	Assertive	23	23%
		Expressive	5	5%
		Directive	1	1%
2-	Presupposition	Existential	19	19%
		Lexical	2	2%
		Structural	1	1%
		Factive	2	2%
3-	Politeness strategies	Positive politeness	9	9%
		Bald on record	11	11%
4-	The maxims of the cooperative principle	Non observance of to the maxims	8	8%
5-	Turn taking strategies	Taking over the turn	17	17%
		Interruption	2	2%
Total			100	

Table B17

The micro level strategies used by Miles Teller for ingratiation and self-promotion

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	9	36%
		Experiential value	7	28%
		Relational value	6	24%
2-	Modality	Permission	1	4%
		Necessity	1	4%
		Ability	1	4%
Total			25	

Table B18

The macro level strategies used by Miles Teller for ingratiation and self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good things	11	35%
		Emphasize their bad things	1	3.2%
		Example//Illustration// Demonstration	4	12.9%
2-	Mind control strategies	Manipulation	2	6.4%
		Heuristic persuasion	9	29.0%
		Systemic persuasion	4	12.9%
Total			31	

Table B19

The pragmatic strategies used by Donald Trump for self-promotion and intimidation

No.	Strategy	Type	F	P
1-	Speech act	Assertive	88	26.1%
		Directive	3	0.8%
		Expressive	6	1.7%
2-	Presupposition	Existential	73	21.7%
		Lexical	13	3.8%
		Structural	2	0.5%
		Factive	5	1.4%
3-	Politeness strategies	Bald on record	71	21.1%
4-	The maxims of the cooperative principle	Non observance for the maxims	32	9.5%
5-	Turn taking strategies	Taking over the turn	41	12.2%
		Holding the turn	1	0.2%
		Interruption	1	0.2%
Total			336	

Table B20

The pragmatic strategies used by Mike Pence for self-promotion

No.	Strategy	Type	F	P
1-	Speech act	Assertive	14	30.4%
		Directive	2	4.3%
2-	Presupposition	Existential	10	21.7%
		Factive	1	2.1%
		Lexical	2	4.3%
3-	Politeness strategies	Bald on record	10	21.7%
		Positive politeness	1	2.1%
4-	Turn taking strategies	Taking over the turn	6	13.0%
Total			46	

Table B21

The micro level strategies used by Donald Trump for self-promotion and intimidation

No.	Strategy	Type	F	P
1-	Lexical items	Experiential value	38	31.6%
		Expressive value	28	23.3%
		Overwording	11	9.1%
	Modality	Prediction meaning	7	5.8%
		Volition meaning	14	11.6%
		Ability meaning	5	4.1%
		Obligation meaning	7	5.8%
		Certainty meaning	6	5%
		Possibility meaning	4	3.3%
Total			120	

Table B22

The micro level strategies used by Mike Pence for self-promotion

No.	Strategy	Type	F	P
1-	Lexical items	Expressive value	4	21.0%
		Experiential value	4	21.0%
		Overwording	2	10.5%
		Relational value	2	10.5%
	Modality	Certainty	1	5.2%
		Obligation	2	10.5%
		Volition	2	10.5%
		Ability	1	5.2%
		Possibility	1	5.2%
Total			19	

Table B23

The macro level strategies used by Donald Trump for self-promotion and intimidation

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good things	28	28.8%
		Emphasize their bad things	22	22.6%
		Deemphasize our bad things	4	4.1%
		Example//Illustration// Demonstration	2	2.0%
2-	Mind control strategies	Systemic persuasion	13	13.4%
		Manipulation	25	25.7%
		Deception	2	2.0%
		Heuristic persuasion	1	1.0%
Total			97	

Table B24

The macro level strategies used by Mike Pence for self-promotion

No.	Strategy	Type	F	P
1-	Ideological strategies	Deemphasize their bad things	1	9.0%
		Emphasize our good things	2	18.1%
		Example//Illustration// Demonstration	2	18.1%
		Authority	1	9.0%
2-	Mind control strategies	Systemic persuasion	5	45.4%
Total			11	

CHAPTER FIVE

CONCLUSIONS, RECOMMENDATIONS AND SUGESTIONS

5. 1 Introductory Remarks

This chapter consists of three sections. The first section is allocated for the conclusions of the results and the explanation of such results. The second section deals with presenting some recommendations based on the findings of the study. The third section presents suggestions for future research studies.

5.2 Conclusions

This study presents the following conclusions based on the findings that are arrived at after the analysis of self-presentation in the selected British and American interviews:

1-The selected British and American interviewees use the pragmatic strategies of speech acts, presupposition, politeness, non-adherence to the maxims, and turn taking. They use the micro level strategies of lexical items and modality and the macro level strategies that consist of ideological strategies and mind control strategies for achieving their desired impressions.

2-Tom Hardy uses these pragmatic, micro and macro level strategies for showing himself as the successful actor who acts in successful films with well-known American actors and the helpless young man who committed illegal actions for being immature and unable to think straightly. Achieving these impressions helps him in gain different benefits like fame and new turns in films besides passing his ideology of Americanism to the audience.

The qualitive and quantitative analyses verify the hypothesis that Tom Hardy uses different pragmatic, micro, and macro level strategies for achieving the impressions related to self-promotion and self-supplication.

3-Ed Balls uses pragmatic, micro and macro level strategies for showing himself as the successful British politician and economist who is handling the economic issues and taxes issues in a skillful way. He also uses these strategies to show himself as the ideal, exemplified politician, economist and shadow chancellor who is concerned with the low living standards of the British people and aims at saving the British economy. Achieving these impressions helps him in gain benefits like power, control as a shadow chancellor, legalizing and naturalizing his decisions regarding economic issues and the taxes.

The qualitive and quantitative analyses verify the hypothesis that Ed Balls uses different pragmatic, micro, and macro level strategies for achieving the impressions related to exemplification and self-promotion.

4-Russel Brand uses the pragmatic, micro, and macro level strategies for showing himself as the funny, amusing, loveable comedian and actor who jokes with the audience and the host of the show about the existing corrupted governments and himself. He also uses these strategies to be viewed as the successful actor, comedian and writer who has deep knowledge of the corrupted political systems and their alternatives. Achieving these impressions helps him to gain many benefits like gaining more fans, stardom and promoting his new books.

The qualitative, quantitative and statistical analyses verify the hypothesis that Russel Brand uses different pragmatic, micro, and macro level strategies for achieving the impressions related to self-promotion and ingratiation.

5-Anjem Choudhary uses these pragmatic, micro and macro level strategies for showing himself as the ideal, exemplified, faithful Muslim who stands for the rights of Muslims and protects them against the oppression of the western governments and as the leader who will save humanity by his Sharia rule. Achieving this impression enables him to pass his ideology of

extremism to the audience so as to increase the number of his followers and members of his groups and eventually more terrorist attacks that are led by him.

The qualitative, quantitative and statistical analyses verify the hypothesis that Anjem Choudhary uses different pragmatic, micro, and macro level strategies for achieving the impressions related to exemplification.

6-Majid Nawaz uses these pragmatic, micro and macro level strategies for showing himself as the ideal, exemplified activist who stands against terrorism, violence and extremism and stands for freedom, democracy and the rights of people. Achieving the impression related to this self-presentation help him in gaining more acceptance in U.K and more acceptance for his foundation.

The qualitative, quantitative and statistical analyses verify the hypothesis that Majid Nawaz uses different pragmatic, micro and macro level strategies for achieving the impression related to exemplification.

7-Boris Johnson uses these pragmatic, micro, and macro level strategies for showing himself as the helpless prime minister who attends a party thinking that it is work event and was not notified previously about this event. He also uses these strategies to show himself as the exemplified, ideal, and dedicated prime minister who is dedicated for serving the British people and saving them from covid infection. Achieving the impressions related to these self-presentations will enable him to save and maintain his public face as a committed prime minister and to maintain his status and his power as the prime minister of United Kingdom.

The qualitative, quantitative and statistical devices verify the hypothesis that Boris Johnson uses different pragmatic, micro, and macro level strategies for achieving the impressions related to exemplification and self-supplication.

8-Demian Lewis uses these pragmatic, micro and macro level strategies for showing himself as the successful British actor who plays the main role in the successful series of *Homeland* and who is admired by the president of the United States and was invited to the White House for the success of his series. Achieving the impression related to his self-presentation enables him to gain many benefits like more fame, wealth, new turns in films, promoting for his series of *Homeland* and its new episodes and passing and naturalizing the ideology of Islamophobia and Americanism to the audience by shedding light on Muslims as terrorist and radicals and the American people as heroes who face the danger of Islam in their country.

The qualitative, quantitative and statistical analyses verify the hypothesis that Tom Cruise uses different pragmatic, micro, and macro level strategies for achieving the impressions related to self-promotion, exemplification and intimidation.

9-Tom Cruise uses these pragmatic, micro and macro level strategies for showing himself as the successful, Hollywood actor who was born for acting and who acts in very successful films. He also shows himself as the successful businessman, father and scientologist. He also uses these strategies to show himself as the ideal, exemplified actor who stands against the oppression of different people and helps people to get rid of addiction. Moreover, he uses these strategies for showing himself as the intimidating actor who refuses the media’s interference in his personal life and his relationship with his ex-wife Nicole Kidman.

The qualitative, quantitative and statistical analysis verify the hypothesis that Tom Cruise uses different pragmatic, micro, and macro level strategies for achieving the impressions related to self-promotion, exemplification and intimidation.

10-Joe Biden uses these pragmatic, micro and macro level strategies for showing himself as the ideal, exemplified politician and future president of the United States who stands against systemic racism and who is concerned with the future of America, the life of the American people and the economic state of America. He also uses these strategies to show himself as the successful future president who will handle all the issues of the American people in a successful way. Achieving the impressions related to these self-presentations enables him to gain more power, dominance, winning the American elections and pass the ideology of Americanism to the audience by glorifying the traditions and the soul of the American nation and its people.

The qualitative, quantitative and statistical analyses verify the hypothesis that Joe Biden uses different pragmatic, micro and macro level strategies for achieving the impressions related to exemplification and self-promotion.

11-Kamala Harris uses pragmatic, micro and macro level strategies for showing herself as the ideal, exemplified future vice president who stands against systemic racism and is concerned with the American people and their condition under covid infection and under Trump's presidency. She also uses these strategies to show herself as the successful future vice president who is the most important person in the White House and who will lead different issues in a skillful way. Achieving the impressions related to these self-presentational strategies helps her in win the election as well as more power, dominance, legalization for different decisions.

The qualitative, quantitative and statistical analyses verify the hypothesis that Kamala Harris uses different pragmatic, micro and macro level strategies for achieving the impressions related to exemplification and self-promotion.

12-Bill Clinton uses these pragmatic, micro and macro level strategies for achieving the impression of self-promotion to be viewed as successful former president who has deep knowledge regarding politics and its nature, the other presidents and the successful writer who writes a successful novel about a president under extreme circumstances. Achieving the impression related to this self-presentation enables him to gain many benefits like fame, enhancing his public face that was damaged by his scandal with Monika Lewinsky and promoting for his new book.

The qualitative, quantitative and statistical analyses verify the hypothesis that Bill Clinton uses different pragmatic, micro and macro level strategies for achieving the impressions related to self-promotion.

13-James Patterson uses these pragmatic, micro and macro level strategies for showing himself as the successful writer who has written a very important novel that give people a lesson a presents a realistic picture of a president under extreme circumstance. Achieving the impression related to this self-presentation enables him to gain more fame as a great American writer.

The qualitative, quantitative and statistical analysis verify the hypothesis that James Patterson uses different pragmatic, micro, and macro level strategies for achieving the impressions related to self-promotion.

14-Will Smith uses these pragmatic, micro, and macro level strategies for showing himself as the funny, amusing and likeable actor who jokes with the audience about his personal

life, the details of his films and himself. Succeeding in achieving this impression enables him to gain more fame, wealth, new turns in films, promotional marketing for his new films and passing the ideology of Americanism to the audience by shedding light on the American films, acting and programs.

The qualitative, quantitative and statistical analysis verify the hypotheses that Will Smith uses different pragmatic, micro, and macro level strategies for achieving the impressions related to ingratiation.

15-Miles Teller uses pragmatic, micro and macro level strategies for showing himself as the funny, amusing actor who jokes with the audience and the host of his show about his family and himself. He also uses these strategies to show himself as the successful actor who acts in new successful films with well-known actors and received many awards and the talented drummer who is admired by great musicians. Achieving the impressions related to these self-presentations enables him to gain more fans, fame, wealth, new turns in films and promotional marketing for his films.

The qualitative, quantitative and statistical analysis verify the hypotheses that Miles Teller uses different pragmatic, micro, and macro level strategies for achieving the impressions related to self-promotion and intimidation.

16-Donald Trump uses these pragmatics, micro, macro level strategies for showing himself as the successful president of the United States who has made great achievements regarding economy, covid infection, employment, health insurance and different issues that he handled successfully. He also uses these strategies to show himself as the intimidating, powerful president who stands against the manipulation of the American media. Achieving the impression

related to this self-presentation enables him to gain more power, dominance, legalization for different decisions and winning the American elections.

The qualitative, quantitative and statistical analysis verify the hypothesis that Donald Trump uses different pragmatic, micro and macro level strategies for achieving the impressions related to self-promotion.

17-Mike Pence uses these pragmatic, micro and macro level strategies for showing himself as the successful vice president who will handle with the president different issues like covid infection, the economic issues and the Thanksgiving Day under covid. Achieving the impression related to this self-presentation enables him to get more power, dominance, legalization for different decisions and winning the American elections.

The qualitative, quantitative and statistical analysis verify the hypothesis that Mike Pence uses different pragmatic, micro and macro level strategies for achieving the impressions related to self-promotion.

5.3 Recommendations

1- Increasing people's awareness regarding the strategic use of self-presentation strategies that can be used for manipulative and deceptive aims which are used in different institutional sittings like workplaces, worshiping places, schools, universities, acting stages, or any other situation including personal relationships by analyzing different linguistic tools used for creating such impressions in the audience and exposing the ideologies behind such strategic use.

2-Investigating the concept of self-presentation within the field of linguistics and specifically pragmatics and discourse analysis and considering it a linguistic concept rather than a social psychological concept since they deal with how people are manipulated and convinced

to accept different ideologies that can control their lives and self-presentation is one important device for achieving such aims.

3- Developing people's awareness regarding the American media, the British media and their influence on people in the world. Besides, raising people's awareness regarding the mind manipulation strategies used by the American media, Hollywood cinema, Hollywood actors and the ideology of Americanism that is spreading fast in the whole world leading the American political policy to gain more control, more dominance and power and more legalization for wrong decisions and actions. This can be done by increasing the investigations concerning the verbal and the non-verbal strategies used by the media and actors to produce such impressions to pass their ideologies to people.

4- Raising people's awareness concerning the American and the British media of the influence of films and acting and their promotional marketing on them. Besides being aware of the actors' stardom and their emotional effects on people and especially the British and American ones since people's obsession and increased admiration for actors and films will lead to more power for the American government, more wealth for actors and less awareness of people regarding other issues in the world rather than celebrities' issues and news. This can be done by doing linguistic researches concerning the media and actors to reveal the use of different verbal or nonverbal strategies for achieving different impressions.

5-Making the British and American people generally aware of the impact of the British and American media in increasing islamophobia and hate toward Islam, besides showing Muslims as savages, ignorant, conservative people in such media. There is a necessity for handling Muslim issues in the British and American media since islamophobia lead to increased violence and hatred against Muslims and benefits politicians in their aim for controlling and hegemonizing

their control in the third world countries with Muslims' majority. This can be done by using the fields of critical discourse analysis and critical pragmatics to expose such ideologies to the public and resisting them.

5.4 Suggestions for Further Research

1- A Critical Discourse Analysis of self-presentation in selected English and Arabic Interviews

2- A Critical Stylistic Analysis of ingratiation in Selected British and American Plays

3- Self-Presentation in Social Media Outlets: A Critical Pragmatic Analysis

4- Exemplifying in Selected English and Arabic Sermons: A Pragma-Rhetorical Analysis

5- Self-Presentation in Selected Promotional Advertisements: A Critical Pragmatic Analysis

6- Self-Presentation in Selected British, American Novels: A Critical Sociolinguistic Analysis

7- Intimidation in American Military Courts: A Critical Pragmatic Analysis

8-Exemplification and Intimidation in Selected English and Arabic Militant Speeches

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الخلاصة

تختص الدراسة الحالية بالتحليل التداولي النقدي لظاهرة تقديم الذات في مقابلات بريطانية و امريكية. مشكلة هذه الدراسة هو انه لم يتم القيام بدراسة تداولية نقدية سابقا من اجل دراسة استخدام استيراتيجيات تقديم الذات لتحقيق انطباعات مختلفة من اجل تمرير عقائد مختلفة الى الجمهور و السيطرة على عقول الجماهير. تحاول هذه الدراسة حل هذه المشكلة و سد هذه الفجوة من خلال الاجابة على الاسئلة الأتية : ما هي الادوات التداولية و الادوات على المستويات الكبرى و الصغرى التي يستخدمها الاشخاص المستضافين في المقابلات البريطانية و الامريكية من اجل تحقيق الانطباعات الخاصة بمختلف استيراتيجيات تقديم الذات لتمرير ايديولوجياتهم ؟ كيف يقوم الاشخاص المستضافين في المقابلات البريطانية و الامريكية بأستخدام الادوات التداولية و الادوات على المستويات الكبرى و الصغرى لتحقيق الانطباع الخاص بمختلف استيراتجيات تقديم الذات لتمرير عقائدهم الي الجمهور للسيطرة عليهم؟

تقوم هذه الدراسة اولا بتقديم الجانب النظري لعلم التداولية النقدية و ظاهرة تقديم الذات و المواضيع التي لها علاقة بعلم التداولية النقدية و ظاهرة تقديم الذات و من ثم جمع المقابلات البريطانية و الامريكية من اجل تحليل مختلف استيراتيجيات تقديم الذات المتمثلة بأظهار الذات كقدوة و تحبب الذات و الترويج للذات و استجداء شفقة الاخرين و التخويف و المستخدمة من قبل المستضافين في هذه المقابلات. و من ثم يقوم الباحث بتنزيل هذه المقابلات من مواقعها على اليوتوب و من ثم القيام بتحويل هذه المقابلات الى نسخ مكتوبة و من ثم يقوم الباحث بوصف هذه المقابلات حسب موديل هايمز (1972)للخطاب.من ثم القيام بتصميم نموذج لتحليل تقديم الذات المستخدم من قبل المستضافين و الذي يتكون من مرحلة ادوات تقديم الذات والذي يستند على بيتمان و جونز(1982) و مرحلة الادوات التداولية المستندة على سيرل (1972) لتحليل الفعل الكلامي ,يول (1996) من اجل تحليل الافتراضات, براون و ليفينسون (1987)من اجل تحليل اللطف و التهذيب, كرايس (1975) لتحليل المبادئ الخاصة بمبدأ التوافق و مي (2001) لتحليل استيراتيجات الادوار الكلامية في المحادثات, و المستوى المجهري (الميكرو) المستندة على فيركلاف (1989) من اجل تحليل الكلمات و كويرك واخرون (1985) من اجل تحليل الافعال الناقصة او المساعدة, و المستوى الكلي (الماكرو) المستندة على فان دايك(2004)من اجل تحليل التاكيد على الامور الايجابية المتعلقة بالمتكلم و التاكيد على الامور السلبية المتعلقة بالاخرين و الاستيراتيجيات الايديولوجية و سميث (2014) من اجل تحليل استيرتيجيات السيطرة على العقل. و من ثم تحليل كلام المستضافين استنادا على النموذج الذي تم تجميعه لهذه الدراسة. و من ثم اكمال هذه الدراسة

من خلال القيام بوضع نتائج الدراسة بعد التحليل النوعي و الكمي و الاحصائي لكلام الاشخاص المستضافين و تقديم الاستنتاجات استنادا على نتائج تحليل المقابلات الست البريطانية و المقابلات الست الامريكية المختارة لهذه الدراسة.

وصلت هذه الدراسة الى مجموعة من النتائج و بشكل عام تستنتج هذه الدراسة ان الاشخاص المستضافين في المقابلات البريطانية و الامريكية المختارة يستخدمون الاستيراتيجيات التداولية المتمثلة بالافعال الكلامية,الافتراضات, استيراتيجيات التهذيب, مبدأ التعاون , الاستيراتيجيات في المستوى الجزئي (الميكرو) و المتمثلة بالمفردات و الافعال الناقصة, و الاستيراتيجيات في المستوى الكلي (الماكرو) و المتمثلة بالتأكيد على الامور الايجابية المتعلقة بالمتكلم و التأكيد على الامور السلبية المتعلقة بالاخرين و استيراتيجيات التحكم بالعقل. تم استخدام هذه الاستيراتيجيات من قبل المستضافين من اجل تحقيق الانطباع الخاص بأظهار الذات كقدوة, تحبب الذات , الترويج للذات , استجداء شفقة الاخرين للنفس, التخويف لتمرير ايديولوجياتهم الى الجمهور للحصول على منافع مختلفة.

وزارة التعليم العالي و البحث العلمي
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قسم اللغة الأنجليزية

تقديم الذات في مقابلات بريطانية و امريكية : دراسة تداولية نقدية

اطروحة تقدمت بها

معصومة اباذر جواد وتوت

الى مجلس كلية التربية للعلوم الانسانية – جامعة بابل

جزءاً من متطلبات نيل شهادة

دكتوراه فلسفة في اللغة الانجليزية وعلم اللغة

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