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Discovering Thoughts, Inventing Future

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A Rhetorical and Linguistic Analysis of President El-Sisi's first Inaugural Address

By Doha Mahmoud Abdel-Moety

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Abstract- The present study attempts an analysis of the first inaugural address of President Abdel Fatah El-Sisi. It aims at exploring the persuasive strategies used by President El-Sisi in his address. It also attempts to investigate the use of linguistic strategies in this type of Arabic political discourse. The study applies Aristotle's model for investigating persuasion. It also draws on work from Atkinson's (1984) linguistic strategies and Charteris-Black's (2014) persuasion theory. Results of the study showed that El-Sisi's first inaugural address was successful due to the use of certain rhetorical and linguistic strategies. The analysis indicated that the address has four effectively employed parts, namely, the prologue, the narrative, the proof, and the epilogue. Results also showed that the use of the artistic proofs in the address as a whole is similar to that identified by Aristotle. However, the analysis demonstrated the use of two novel usages that are successfully manipulated in the address.

Keywords: political discourse analysis; inaugural address; rhetoric; the theory of persuasion; linguistic strategies

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Doha Mahmoud Abdel-Moety

Abstract- The present study attempts an analysis of the first inaugural address of President Abdel Fatah El-Sisi. It aims at exploring the persuasive strategies used by President El-Sisi in his address. It also attempts to investigate the use of linguistic strategies in this type of Arabic political discourse. The study applies Aristotle's model for investigating persuasion. It also draws on work from Atkinson's (1984) linguistic strategies and Charteris-Black's (2014) persuasion theory. Results of the study showed that El-Sisi's first inaugural address was successful due to the use of certain rhetorical and linguistic strategies. The analysis indicated that the address has four effectively employed parts, namely, the prologue, the narrative, the proof, and the epilogue. Results also showed that the use of the artistic proofs in the address as a whole is similar to that identified by Aristotle. However, the analysis demonstrated the use of two novel usages that are successfully manipulated in the address. The first one is the use of appeals to pathos in addition to ethos in the prologue while the second one is the use of appeals to pathos and ethos in addition to reason in the proof. Results also demonstrated that El-Sisi employed specific means of persuasion in the different parts of the address. Finally, the analysis revealed a skillful manipulation of various linguistic strategies. These linguistic strategies are three-element listing, repetition, contrastive pairs, religious citation technique, the use of specific grammatical structures, and the use of the first personal plural pronoun "we".

Keywords: political discourse analysis; inaugural address; rhetoric; the theory of persuasion; linguistic strategies

I. Introduction

The study of language and politics is of great interest to researchers in various disciplines. It has been the concern of investigation under sociolinguistics, sociology of language, political science, anthropology, economic development, and applied linguistics (O'barr and O'barr, 1976). Within applied linguistics, researchers conducted studies from different perspectivesin order to examine and reveal different aspects of political language (Gruber, 2013). These perspectives include pragmatics, rhetoric, speech acts, syntax, lexicon, local semantics, expression structure, and critical discourse analysis (van Dijk, 1997). Yet, scholars noticed that studies conducted from a CDA perspective are the most common. They also observed that political discourse has been studied more frequently in certain contexts than in others (van Dijk, 1997; Finlayson and Martin, 2008). For example, USA political discourse studies are more common than that of UK. Similarly, Arabic political discourse studies are few compared to English ones. Moreover, Arabic inaugural address has not received much academic attention.

Therefore, the present study is concerned with investigating an aspect of discourse that has not received adequate attention within Arabic political discourse, namely inaugural address. It examines the persuasive strategies of the first inaugural address of President El-Sisi from a rhetorical and linguistic approach rather than from a CDA approach. It also attempts to examine the use of linguistic strategies employed in the address.

II. Literature Review

a) The relationship between language and politics

The idea of the relationship between language and politics is not new. It can be traced back to Aristotle who, according to Joseph (2006, p. 1), was the first to claim that "man is by nature a political animal". Aristotle believes that it is the function of human speech to identify what is useful, harmful, just, or unjust. He also asserts that politics is an "action in pursuit of the highest good, based upon decisions, which arise out of deliberation" (Aristotle (1094) as cited in Fairclough and Fairclough, 2012, p. 19).

Recently, scholars of the origins of language have acknowledged Aristotle's view saying that language evolves for political reasons and that it has a political concern. This acknowledgement has led to an interest in the social aspect of language. Thus, language is seen as a form of social practice (Fairclough, 2001). It is affected and shaped by various elements such as the type of linguistic practices, the beliefs of speakers and writers, the personality of listeners and readers, and the politics of identity (Joseph, 2006). In this sense, it is closely related to politics, which involves alternative choices aiming at the exercise and distribution of power through language. It is through politics that politicians seek to reconcile "differences through discussion and persuasion" (Hague, Harrop,& Breslin, 1998, p.3). Therefore, discourse analysis has focused on analyzing everyday political practices in order to reach a better understanding of them and of their relations with social, political context and its detailed properties (van Dijk, 1997).

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b) Political discourse

Political discourse is a form of political action (van Dijk, 1997). It refers to texts of professional politicians or political institutions that are mainly about political topics. Moreover, the jargon or vocabulary of political discourse is clearly different from other types of discourse. It is also seen as a form of practical argumentation in which politics involves choices made as a response to circumstances and goals (Fairclough and Fairclough, 2012).

Political discourse has been the focus of investigation from various theoretical approaches. Yet, the most common of which are those of CDA.van Dijk (1997) defines political discourse analysis as the analysis of political discourse from a critical perspective. Most influential political analysts are Chilton (2004), Wodak (2009), and Fairclough and Fair clough (2012).

Chilton (2004) views political discourse as involving the promotion of representations. He discusses the relationship between cooperation and conflict in politics. He considers politics as a struggle for power and a cooperation to resolve clashes of interest. So, for him, "political speakers have to guard against the operation of their audiences 'cheater detectors' and have to provide guarantees for the truth of their sayings" (p.23).

Likewise, Wodak (2009) sees politics as imposing representations that serve power. For her, politics is "intrinsically linked with shaping, thinking and doing" (p. 1). Wodak's approach is known as the discourse historical approach (DHA). It is concerned mainly with explaining how power relationships are constituted by the use of language that has political implications.

A third and quite different approach is that of Fairclough and Fairclough (2012) which draws on Aristotle and contemporary political theory. This approach holds that political theory is descriptive and normative and that political discourse is a form of practical argumentation. In this form of practical argumentation, politics' main concern is to arrive" cooperatively, and through some form of (collective) argumentation (deliberation), at decisions on actions for matters of common concern" (P. 34). It seeks to act in response to public disagreement and conflict. It involves choices made as a response to circumstances and goals. Therefore, political actors are seen as constantly evaluating political actions against normative standards.

c) Political speech

Political speech is a genre of political discourse that is concerned with making decisions and establishing shared values (Charteris-Black, 2014). It has a"formal lexis and monolog form and it is usually carefully crafted by professional speechwriters "(Matić", 2012, p.55). Professional politicians have different opinions and beliefs. Yet, they all have the"ability to speak effectively in public and to captivate their audiences and this ability inspires crowds and mobilizes mass opinion' (Atkinson, 1984, p. 1). Therefore, various aspects of political speech have been investigated from various perspectives. The following section provides studies on political speech. These studies include Pu (2007), Horváth (2009), Wang (2010), Adamec (2011), Ebunoluwa (2011), Escudero (2011), Baseer and Alvi (2012), Williams, Young and Launer (2012), and Jarraya (2013).

d) Previous Studies on political speech

Pu (2007) analyzed the speech of President Bush at Tsinghua University from a pragmatic approach. He used the theory of political discourse analysis to provide an interpretation of the speech. Results of the analysis indicated that Bush used linguistic and rhetorical strategies skilfully to construct Americanism and ideology of China's future. They also showed that Bush's rhetorical strategies are closely related to his political goals. Moreover, his speech allowed his audiences to convey and interpret the communicative content of what he said and of what he implied. Finally, results showed that the speech constructs the power relation between the U.S.A. and China.

Horváth (2009) studied the political speech of President Obama from a CDA perspective to investigate the persuasive strategies and the hidden ideology of his political speech. Results of the study demonstrated that Obama's speech has some ideological components that draw on the concepts of "pragmatism, liberalism, inclusiveness, acceptance of religious and ethnic diversity and unity" (p.55). They also showed that his employment of certain prominent words in his speech is an evidence of his "inclusive perception of the American society". Moreover, his choice of Biblical references was interpreted as a means used to strengthen the notion of unity.

Similarly, Wang (2010) conducted a study in which he analyzed the political discourse of Obama's public speech. The study applied a CDA approach that draws on systemic functional analysis. Results of the study showed that Obama's language is simple and colloquial. He used simple words and short sentences to decrease the distance between him and his audience. He used first personal pronouns and religious belief successfully to eliminate the distance between him and his audience. His speech is also characterized by the frequent use of "material processes". Moreover, results showed that Obama's choice of modals indicated his concern for making the audience follow and understand his political speech.

Adamec (2011) studied persuasion in Obama's political discourse. He compared Obama's political speeches delivered to domestic audiences with those delivered to foreign audiences. Results of the study showed that persuasive strategies are not different in the

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speeches according to audiences. Rather, results demonstrated that entailment was the main device of persuasion used by Obama to persuade various audiences.

Ebunoluwa (2011), on the other hand, examined the use of ideology and persuasive strategies in Obama's inaugural address. The study used the analytical tools of CDA based on Fairclough's approach. Results of the study showed that Obama's use of language is systematic and that his vocabulary is selective. Results also showed that the use of "inclusive we" in Obama's speech is recurrent. Moreover, his speech is characterized by the ideological use of "pragmatism, liberalism, inclusiveness, acceptance of religious and ethnic diversity, and unity"(p. 46).

Escudero (2011) applied the theory of critical metaphor analysis to examine the use of metaphor as a persuasive strategy in Obama's inaugural address. Results of the study reflected Obama's careful linguistic choices in his speech. These linguistic choices include a range of metaphors such as "captivating metaphor", "evaluative metaphor", and "personification". Each of these metaphors is related to specific meanings. Moreover, results indicated that Obama prefers positive metaphors to negative ones. Therefore, Escudero concluded that Obama's speech is persuasive due to his rich use of captivating metaphors that directly engage the emotions of his audience.

Baseer and Alvi (2012) examined the use of rhetorical devices in one of Obama's popular speeches that was delivered in 2008. The study used the transitivity analysis and Aristotle's model of Ethos, Pathos, and Logos. The analysis showed that Obama's success in his speech is due to his effective use of rhetorical devices and linguistic "spin". He used the elements of Ethos and Pathos effectively through his speech. Moreover, he employed material processes and mental processes frequently to influence people and congregate them around him.

Williams, Young and Launer (2012) analyzed the third inaugural address of Vladimir Putin delivered on May 2012 aiming at explaining how it works rhetorically. Results of the analysis showed that Putin relied on the definition of democracy, which he advocated in his first two terms. Moreover, he tied democracy to unity and prosperity. Results also demonstrated that Putin's rhetoric worked to "de-rhetoricize the situation" (p. 1750).

As for Arabic political discourse, Jarraya (2013) investigated persuasion in Arabic political discourse as exemplified in the last speech of the Tunisian president Ben Ali. She examined the use of speech acts, the use of Aristotle's three appeals, the strategic use of deictic pronouns, and the use of Gricean maxims. Results of the study indicated that Ben Ali used multiple speech acts in the same utterance. They also showed that his strategic use of deictic pronouns and agency with certain illocutionary force helps him construct the self-image and the image of the others. His speech is also characterized by the use of ethos, which is an important strategy for persuasion in political speech.

The examination of these studies shows that most of them applied a critical discourse analysis approach. Their aim was to discover hidden strategies, ideologies, and relations of power. Studies dealing with persuasion, on the other hand, are few. Similarly, the use of rhetorical strategies by politicians still need further investigation in order to understand the language which they carefully select to influence the audience and to achieve political means. In addition, studies conducted on presidential inaugural address are not common in English discourse. As for Arabic political discourse, these studies are rare. Therefore, the present study will be conducted on Arabic inaugural address that does not receive much academic concern.

III. The Present Study

The present qualitative study investigates the first inaugural address of President El-Sisi. It adopts a rhetorical and linguistic approach that aims at revealing the persuasive strategies employed in the address. It also attempts to shed light on the use of linguistic strategies in this type of political discourse.

a) The data

The data selected for analysis is the first inaugural address of President Abdel Fatah El-Sisi delivered on June 8, 2014 at the ceremony marking his inauguration at Qasr el-Qubba Palace. The choice of this address as a sample text for analysis is due to two reasons. First, it represents the first inaugural address of President-Elect Abdel Fattah El-Sisi after the success of the two Egyptian revolutions on January 25 and June 30. Second, it is quite successful as reported in the media by critics and politicians.

The address is accessed from the following web site: https://www.youtube.com/watch?v=_te-whSyDuE. Then, it was transcribed into the written form and translated into English. Finally, the English translation was checked with that of the State Information Service in the following web site: http://www.sis.gov.eg/En/Templates/Articles/tmpArticles.aspx?ArtID=78371#.U8I2drG3m2k

b) Framework of analysis

The present study adopts an eclectic framework based on three approaches to the study of persuasion in political discourse. These approaches are Aristotle's three-stage model (Freese, 1926; Roberts, 2008)., Atkinson's (1984) linguistic strategies, and Charteris-Black's (2014) persuasion theory. These three approaches are selected for a number of reasons. First, they are all concerned with analyzing political speech. Second, they all view political speech as "a coherent stream of spoken language that is usually prepared for

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delivery by a speaker to an audience for a purpose on a political occasion" (Charteris-Black, 2014, p. xiii). Third, their analytical focuses aim at explaining persuasive strategies. Finally, they provide a theoretical framework that meets the purpose of the present study since it comprises rhetorical analysis with linguistic one. The following sub section provides the theoretical framework of the study.

i. *Aristotle's three-stage model*

Aristotle's model for the analysis of persuasion comprises three artistic proofs that can be realized linguistically. These three proofs are Ethos, Logos, and Pathos, which correspond respectively to character, reason, and emotion (Freese, 1926; Roberts, 2008). The first proof for Aristotle is employed in order to establish a relationship between the speaker and his/her audience. In this sense, the appeal is based on the character of the speaker, his/her goodwill, virtue, practical wisdom, "credibility" and/or trust. This appeal can take one of the following two forms: a) displaying modesty by rejecting the eulogies with which the speaker has been introduced or, b) assuming a set of shared values with the audience by arguing a case because "it is right".

The second of the artistic proofs is the appeal to logos or reason. According to Aristotle, this appeal is obligatory in speech and it is central to the rhetorical "canon of invention" because each speech represents a set of ideas based on arguments. These ideas form a proposition that can be judged according to everyday experience. For Aristotle, there are two means of arguing: syllogism and enthymeme. Syllogism is the most persuasive means of arguing. It is a type of an argument with a structure consisting of a major premise, a minor premise, and a conclusion. The major premise and the minor premise, according to Aristotle, need to be true in order for the audience to accept the conclusion as true. Enthymeme, on the other hand, refers to an incomplete syllogism in which part of the argument is left unstated leaving the audience to implicitly infer the missing premise. This structure has a rhetorical advantage since the audience believe that they reach the conclusion on their own. Enthymeme also includes structures in which the logical argument is strengthened by supporting one of the premises with reason and/or analogy.

The third proof for Aristotle is the appeal to pathos or emotions, which he characterized by pleasure and by pain. Emotions are cognitive because they lead people to make evaluations that influence opinions and judgments.

In order to make the speech persuasive and in order to influence the audience, the speaker, according to Aristotle, selects the artistic proof that suits the different parts of speech and/or arrangement. These parts are the prologue, the narrative, the proof, the refutation, and the epilogue.Each of these parts has its own function. Thus, one proof may appear to be more persuasive than others in a specific part of the speech. For example, the prologue or the introduction is marked by an appeal to ethos since the speaker's purpose is to establish a relationship with the audience and to arouse interest while the proof is marked by an appeal to logos since it represents the core argument.

The present study will adopt this model by examining the different parts of El-Sisi's inaugural address and by analyzing the persuasive means selected in each part.

ii. *Atkinson's linguistic strategies*

For Atkinson (1984), "the technical skills necessary for composing and delivering a spellbinding speech" (p. 1) is a craft that only few politicians can master. Moreover, every good speech has methods that underly its effective performance. Consequently, people can notice that some speakers inspire their audience while others do not. Therefore, in a model directly related to the analytical methods of conversational analysis, Atkinson (1984) shifts from meaning to formal properties of political speech. He describes the structure of persuasive discourse as a set of techniques. He states that there are specific linguistic strategies that enable the speaker to speak effectively in public and to inspire his/her audience. These strategies can elicit positive audience response exemplified in interruptive applause. These strategies are three-element listing, repetition, contrastive pairs, religious citation technique, the use of specific grammatical structures, and the skillful use of the first personal plural pronoun "we". These linguistic strategies will be investigated in the data selected to show how they function in the speech.

iii. *The theory of persuasion*

For Charteris-Black (2014), it is central to persuasion that the audience judge the speaker as right. Therefore, he provides five means that the speaker can use in order to get the audience to believe that s/he is right. These means are a) having the right intentions by establishing integrity, b) thinking right by expressing political arguments, c) sounding right by heightening emotional impact, d) telling the right story through mental representation, myths, frames, and schemata, and f) sounding right through appearance, hair, dress and gesture. These means need not to appear all in the speech. Yet, the speaker will always rely on more than one of them. The present study will focus on only the first four means in order to find out how they are used in the address, their linguistic realizations, and their persuasive effect. The fifth means, is also considered an important contribution to the overall success and impact of the speech. However, it is outside the scope of the present study, which is concerned mainly with linguistic strategies.

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IV. Analysis of the Data and Discussion of the Results

a) General observations

The examination of the data shows that although the topics of the address are variant, they all focus on related issues centering on Egypt. These issues discuss the current situation in Egypt with reference to problems facing the country. They also handle the president's policy in dealing with these problems and his plans for developing different sectors in the society. These sectors include tourism, health sector, economic sector, education, and agriculture. The topics also include El-Sisi's views about Egyptian-Arabic relations, Egyptian-African relations and Egyptian-international relations. Moreover, they present his call for renewing the religious discourse and rectifying and revising concepts. The most common tenses in the address are the present and the future. Examples from the data for the present tense are ?innani: ?uɛahidukum wa ?uɛa:hid ?aʃʃaɛb ?al-maSryya/ "I promise you and the Egyptian people", ?uxa:Ŧibukum ?alyawm "I address you today", and wa ?adɛu:hu fyi: kul Sala:h ?an ywafqanyi: "I pray to Him in every prayer to guide me". This common use of the present tense reflects the highly interpersonal function of spoken discourse and conveys known facts as noticed by Thornbury and Slade (2006) and Charteris-Black (2014). Future tense, on the other hand, is exemplified in the use of /sawafa/ "will", which is employed with reference to what El-Sisi intends to do or what he wants people to do. Examples of such usage are sawafa naɛtamidu ?alHaqyi:qata wa ?al-muSa:raHata "We will depend on frankness", and sawafa nagnyi: maɛan thima:r juhdana: wa taɛa:wunana: "We will reap together the fruits of our work and co-operation". There are also instances of the use of past tense, which is related to past events and/or narratives. Illustrative examples are ?aqsamtu ?an ?uHa:fiDH ɛala: ?an-niDHa:m ?ad-dusto:ryya "I was sworn in to maintain the republican system", and ?ara:qu: dima:?a ?al-?abriy:a:?a "shed the blood of innocent people".

The language of the address, in general, is formal. It conforms to Modern Standard Arabic, which is the medium of contemporary literary dialect. Yet, there are instances of informal language throughout the address. The use of informal language is at the beginning of the address when El-Sisi asked the audience to stand in commemoration of the Egyptian martyrs and in the proof in response to audiences' comments. The words in the address are simple. This use of simple words can be interpreted as a means used by El-Sisi to get the audience to understand him easily and to shorten the distance between him and them. This finding is similar to that of Wang (2010) in relation to Obama's use of simple words in his speech. The sentences in the address vary in relation to length. There are short and long ones. The following examples illustrate these various types of sentences found in the address:

i. *Simple short sentence*

?innani: lam ?assɛa: yawmn wara:?a manSib sya:syyi: "I have never been seeking a political post."

ii. *Long elaborated sentence*

?al waŦanu ?allaDHi: taɛarraD litahdyi:din Haqyi:qyyi:n kan sayuŦal wiHdat ʃaɛbah wa sala:mat ?arDah wa la:kin thawratana: ?aʃ-ʃaɛabiyya fyi: thala:thyi:n yunyu: ?istɛa:dat thwart xamsa wa ɛiʃryi:n yana:yir wa Sawabat ?al-masa:r litazu:da ɛan ?al-waŦan wa taSu:na wiHdatahu bifaÐlin min ?allah

This nation has come under a real threat that would have harmed the unity of its people and its territorial integrity but our popular revolution on June 30 has restored January 25 revolution and rectified its course in a bid to protect the homeland and maintain its unity with Allah's grace.

b) The rhetoric of the address

The analysis of the address shows that it has four parts, namely, the prologue, the narrative, the proof, and the epilogue. Each of these parts is employed effectively with its own function and technique/s. First, the address starts with the prologue or the introduction in which the president seeks to attract the attention of the audience and to arouse interest. In order to achieve this function, El-Sisi resorts to two types of appeals, namely, pathos and ethos. Appeals to pathos are at the very beginning of the address when he asks the audience to stand in commemoration of the Egyptian martyrs. This demanding is accompanied by certain linguistic choices such as Hida:d/, /?umm/, /zawgah/, /?ibnn/, /?ibnna/,/damm/, and /faqadat/. "mourning, mother, wife, son, daughter, blood, and, lost", which meet this end and help him evoke emotions. Then, he draws on appeals to ethos by directing thanks to the Egyptian people and extending the thanks to the interim President Adly Mansour. He also shows that his concern will be to continue the steps of the road map, which is the main interest of the Egyptian people. In this way, he establishes empathy by showing that he is one of the citizens and that his concern is primarily with the interest of the people. In this way, he establishes his moral character or ethos, which creates trust between him and the audience and which leads to the next part of the address. The following extract from the opening of the address illustrates this appeal to ethos:

?al-?ixwatu wal-?axawa:t ?abna:?a ?aʃ-ʃaɛaba ?al-maSryya ?al-ɛaDHyi:m ?ismaHu: lyi fyi: ?il-bida:ya ?inni: ?ataqadam bi?asma ?a:ya:t ?at-taqdi:r wa-l ɛirfa:n lis-sayid ?al-mustaʃa:r ɛadli: manSu:r ɛala ma: qadamahu min ɛamal waŦanyi: ɛaDHyi:m falaqad ?angaztum ya: siya:dat ?al-mustaʃa:r ?al-?istiHqa:qyyi:n ?al-?wal wa ?ath-thanyi: min xa:riŦit-?il mustaqbal mustaqbal ʃaɛb

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miSr ɛala ?al-wagaha ?al-?akmal wa ?innanyi: bidawryi: ?uɛa:hidukum wa ?uɛa:hid ?aʃ-ʃaɛba ?al-miSryya bi?annani: sa?asharu ɛala ?iHtira:m ?as-sulŦata ?at-tanfi:dhiyata bika:fat nuSu:S dustu:rina ha:dha kama: ?uɛa:hidukum ?ayÐan ɛala: ?inga:zi ?istiHqa:qana: ?ath-tha:lith bimaʃyi:?at ?allah wifqan lil-gadwal ?az-zamanyyi: lixa:riŦati ?al-mustaqbal

Brothers and sisters, the sons of the great Egyptian "people" Allow me to extend all thanks and appreciation to the honorable counselor Adly Mansour for his great national action. Mr. Counselor, you have accomplished to the full the first two steps of the road map for the Egyptian people's future. For my part, I promise you and the Egyptian people that I will be keen on respecting the executive authority according to all articles mentioned in our constitution. I also promise you to achieve the third step of the road map in line with the set timetable.

The second part of the address is the narrative in which El-Sisi sets the frame for his main argument and provides the springboard for what he will say. This narrative is directed mainly towards the events that has happened. Therefore, in this part, El-Sisi narrates events that has happened before the address. The following extract illustrates this point.

?al-?ixwatu ?al-mwa:Ŧinu:n ?uxaŦibukum ?al-yawm baɛd ?an ?adaytu ?al-yamyi:na ?ad-dustu:ryya ra?yi:ssan ligumhu:ryati miSr ?al-ɛarabya ?aqsamtu ?an ?uHa:fiDH ɛala: ?an-niDHa:m ?ad-dustu:ryyi: ?alladhi: ?assasat lahu thawrat yulyu: ?al-magyi:datu ?iHqa:qan li-lHaq wa ?irsa:?an lil-ɛada:lati … ?aqsamtu ?ayÐan ?an ?arɛa maSa:liH ?aʃ-ʃaɛb riɛa:yatn ka:milatn kul ?aʃ-ʃaɛab

Dear citizens

I address you today after taking the constitutional oath as president of the Arab Republic of "Egypt". I was sworn in to maintain the republican system that was established by the glorious July revolution to preserve justice and equality and to protect the dignity of the Egyptian citizen … I was also sworn in to take care to the fullthe interests of the people, all people.

In this narrative, El-Sisi provides the frame for his argument by talking about "the constitution, justice, equality, dignity, freedom, and hard work ". In fact, a close examination of this part shows that it contains all the topics, which will be the focus of the argument in the following part. The appeal here is to ethos based on moral character and values that are evident in the narrative above.

Following the narrative, El-Sisi presents his main argument through the third part of the address, which is the proof. The arrangement of the proof is quite successful and the ideas covered lead smoothly from one to the other. For instance, the beginning of the proof foregrounds the following points of the address and prepares the audience to accept the coming argument. Moreover, it gets the audience to expect difficulties and problems facing the country, to be ready to share responsibility, and not to expect immediate solutions. The following extract demonstrates this point:

?inna ?al-ɛaqda ?al-?igtima:ɛyya bayna ?ad-dawlati mumathalatan fyi: ra?i:siha wa mu?asasa:tiha wa bayna ?aʃ-ʃaɛab la: yumkinu ?an yastaqyi:m min Ŧarafin wa:Hid wa ?innma: yataɛayanu ?an yakun ?iltiza:mn bayna ?aŦ-Ŧarafayin f?ana lam ?astagib liraghbatikum ?allatyi: Ŧa:labtumu:nyi: l?i-ttaraSuH limanSib r?a?yyi:s ?al-gumhu:ryati likay ?uqadim wuɛu:dan barraqa thumm tufa:ga?u:n biwa:qiɛ muxa:lif sawafa naɛtamid ?al-Haqyi:qata wal-muSa:raHata manhagan liŦaŦbyi:q ɛaqdana: ?al-?igtimaɛyyi: sanataqa:sam ?al-?iŦila:ɛ ɛala: Haqyiqat ?al-?awÐa:ɛ wa sanataʃa:rk fi ?al-guhd wa ?al-ɛaraq

The social contract between the State, represented in its president and institutions, and the people could not stand properly relying on one party alone. Rather, it should be undertaken through commitment by the two parties. I have not responded to your calls for me to be nominated president to give brilliant promises that never conform to reality. We will depend on frankness and honesty as a method of applying our social contract. We will also share getting knowledge of the truth and we will also share efforts and hard work.

After setting the principle for the social contract, El-Sisi moves successfully to the topics of the argument, which he combines in one introductory paragraph. This paragraph was followed by a detailed discussion of each topic. A close examination of the following extract illustrates this point:

?abna:?a miSr ?al-kira:m ?inna thawratayyina ?al-magyi:datayyin fyi: ?al-xa:mis wal-ɛiʃriyi:n min yana:yir wa ?ath-thala:thyi:n min yunyu: qadd mahadata ?aŦ-Ŧaryi:q libida:yat ɛaSrin gadi:d fyi: ta:ryi:x ?ad-dawla ?al-maSriyya ɛaSr yukaris lil-quwati wa layisa lil-ɛuduwa:n wa la:kin Siya:natan li-ssala:m wa layyis lil-qamiɛ wa la:kin difa:ɛan ɛan dawlat ?al-qa:nu:n wal-Haqq wal-ɛadl wa yu?asis lil qaÐa:? ɛala: ?al-?irha:b wa baththth ?al-?amnna fyyi: rubu:ɛ ?al-bila:d wa la:kin maɛa Siya:nat ?al-Huqu:q wal-Huriya:t yadɛum ?iqtiSa:dan ɛimla:qan wa maʃru:ɛa:tin waŦaniyatan Ðaxmatan lid-dawlati wa lil-qiŦa:ɛ ?alxa:S wa ?ithtithma:ra:t muba:ʃira wa la:kin maɛa ?al-Hifa:DH ɛala Huqu:q ?al-fuqara:? wa maHdu:di: ?ad-daxl … wa tanmiyat ?al-mana:Ŧiq ?al-muhamaʃati yaSu:nu manDHumatana: ?al-qiyamiyati wa ?al-?axla:qiyati yuɛazizuha: wa yaHmyi:ha wa la:kin yakful lil-funu:n wa ?al-?a:da:b Huryat ?al-fikkr wa ?al-?ibda:ɛ y?umin wa yuraHib bil-?infita:H wa la:kin yuHa:fiDH ɛala ?al-hawiyati ?al-maSryyati wa Ŧaba:?iɛana ?ath-thaqa:fyyati

The honorable sons of "Egypt" Two glorious revolutions on January 25 and June 30 have paved the

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way for a beginning of a new performance in the history of the Egyptian State that seeks establishing power not oppression and protecting peace not aggression. It defends the State of law, justice and right and seeks uprooting terrorism and spreading instead security in all parts of the country at a time when it protects the rights and freedoms. This new performance in the history of the Egyptian State supports a giant economy and national projects by the State and the private sector along with direct investments at a time when it protects the rights of the poor and low-income brackets and develops the marginalized areas while maintaining and enhancing the system of values and moralities. It also guarantees freedom of thought and creativity for arts and literature and believes in and welcomes openness while maintaining the Egyptian identity and our cultural values.

The examination of the extract also shows that the topics of the argument are presented according to a specific order. This order reflects El-Sisi's good understanding of the needs and priorities of the Egyptian people. It includes security, economy, agriculture, health, education, social welfare, and morals. To introduce these topics, El-Sisi first gives sufficient illustration for their importance. Then, he demonstrates the role of both the state and the people in dealing with them. This technique agrees with the principle of shared responsibility that he states before.

The main appeals in the proof are appeals to reason. This finding is in line with Aristotle's observation that the best means to achieve the rhetorical purpose of the proof are appeals to reason. Appeals to reason come in the form of syllogism. For example, in one of the appeals to reason based on a syllogism, El-Sisi states the major premise, which is frankness and shared responsibility between the State and the people. Then, he provides the minor premise, which is shared efforts and hard work. Finally, he gives the conclusion, which is /sawafa nagnyi: mɛan thima:r guhdana: wa taɛa:wunana: ?istiqra:ran siya:syyan wa ?istitiba:ban ?amnyyan wa numu:wan ?iqtiSa:dyyan tharyyan wa mutanawiɛan wa ɛada:latan ?igtima:ɛyyatan wa Huqu:qan wa Huryyat makfu:latan lil-gamyi:ɛ/.

We will reap together the fruits of our cooperation embodied in political stability, security and diversified economic growth along with social justice and guaranteed rights and freedoms for all.

Similarly, in the following extract, the rational appeal comes in the form of reason where there is a major premise, a minor premise, and a conclusion.

?inna taHqi:qa ?at-tanmiyata ?aʃ-ʃa:milata fyi: muxtalaf Suwariha: wa ʃatta mana:Hyi:ha yataŦalabu byi:?atan ?amnyyatan muwa:tyyatan tuŦam?in r?as ?al-ma:l wa tagdhibu ?as-siya:Hata wa ?il-?istithma:r wa tu?aminn lil-maʃru:ɛa:t ?aS-Sina:ɛyyati mana:xaha: ?al-muna:sib wa min thamma fa?inna daHra ?al-?irha:b wa taHqyi:q ?al-?amnna yuɛaddu ɛala: r?as ?awlawya:t marHalatuna: ?al-muqbilata wa lidha fa?innana sanaɛamal ɛala: taŦwyi:r giha:z ?aʃ-ʃurŦati wa muÐa:ɛafati qudra:tihi ɛala: taHqyi:q ?al-?amnna wa ?iqra:r ?an-niDHa:m wa ?iɛa:dat ?al-?amnna wa ?al-?iŦmi?ina:n ?an-nafsiyyi lil-muwa:Ŧin ?al-miSryyi

Achieving comprehensive development in all its forms and various aspects requires a propitious security context that would gain the confidence of capital, attract tourism and investments, and guarantee a favorable atmosphere for industrial projects. Consequently, uprooting terrorism and establishing security is one of the main priorities in the coming phase. Therefore, we will work to upgrade the police apparatus and enhance its potentials for establishing security, law and order and for restoring security and providing peace of mind for the Egyptian citizen.

In addition to appeals to reason, the analysis shows that there are also appeals to ethos and pathos in the proof. For example, the following two extracts illustrate an appeal to ethos based on the character of El-Sisi as "a man from the Armed Forces" and as a man who never seeks a political post.

1) laqad taɛaraftum ?ila ragul min riga:l ?al-quwa:t ?al-musalaHati … maSnaɛu ?ar-riga:l wa ramzu ?al-?iltiza:m wa ?al-?inÐiba:t qalɛatu ?al-waŦaniyyatu ɛala marr ?al-ɛuSu:r
   You have come to know a man from the Armed Forces …: the factory of men, the symbol of discipline and commitment, and the edifice of Egyptian patriotism throughout ages.
2) ?innanyi: lamm ?assɛa yawman wara?a manSibin siya:syyin falaqad bada?atu Haya:tyi: ?al-mahanyyati fyi: mu?asasati ?al-quwa:ti ?al-musalaHati taɛalamtu fyi:ha: maɛna ?al-waŦan wa qyi:matahu wa taHamul ?al-mas?u:lyyati kama taɛalamtu ?ayÐan ?anna Haya:tana: wa ?arwa:Hana: hya fida:?un lil-waŦan
   I have never been seeking a political post. I have started my career in the Armed Forces institution where I have learned the meaning of a nation and its value. I have shouldered responsibility and learned also the meaning that our lives are for this nation.

The following example, on the other hand, shows an appeal to pathos. This appeal is accompanied by certain linguistic expressions that are directly related to emotions. These expressions are "suffered", "heal the wounds", "alleviating his pains", and "the fears".

La:kinnyi: ?uʃhidu ?allaha taɛa:la ?annanyi: lann ?addaxira guhdn litaxfiyi:fi muɛa:na:tihi ma ?istaŦaɛt falann ?uɛa:riÐa muqtaraHn fyi: Sa:liHihi wa sawafa ?abda?u bi?itixa:dhi ma: yumkinu min ?igra:?a:t lil-b?ad?i fyi: taHsyi:n ?awÐa:ɛihi wa lann ?atawa:na yawmn ɛan ?an ?uÐamid gira:H miSryyi: ?aw ?an

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?usa:hima fyi: taxfyi:f ?a:la:mihi ?aw tabdiyi:d xawfihi ɛala: ?aHadin min ?abna:?ihi

I will never hesitate one day to heal the wounds of any Egyptian or contribute to alleviating his pains or dispelling the fears of any Egyptian on his sons.

The last part of the address is the epilogue in which El-Sisi summarizes key points in his main argument. In the epilogue, he refers back to a section from the prologue talking about martyrs. However, he refers to all the martyrs of Egypt in a skillful way as shown in the following example:

?uwagihu taHyyata ?igla:l wa ?ikba:r li?arwa:H kul ʃuhada:?ana ʃuhada:?a thawratayyina wa ʃuhada:?a quwa:tana ?al-musalaHati wa giha:z ?aʃ-ʃurƬatiI salute the souls of our martyrs: the martyrs of our two revolutions and the martyrs of the Armed Forces and the police.

Then, he refers to the proof part, which includes the need for being unified, the need for sharing responsibility, and the need for hard work. The following extract illustrates this reference from the epilogue:

> waHidu ?al-kalimat wa ?aS-Saff wa la: tafaraqu: wa kafa: biwaƬanina ma: yanu:?u bihi min muʃkila:tin wa ?aɛba:? ?in lamm nantabihu ?ilayiha: wa nuɛa:liguha: sariyi:ɛan qad yaHduthu ma: la: yuHamadu ɛuqba:h
>
> You should unify our ranks and word and should not be divided and it is enough for our country shouldering problems that if we could not address and handle immediately, heavy consequences will take place.
>
> There are also references to the main topics of the argument such as right, justice, freedom, and equality. The following extract illustrates this point:
>
> ?aqu:lu lakum ?aɛyi:nu:ni: biquwatin nabnyi: waƬanana ?alladhi: naHlumu bihi nastaDHilu fyi:hi biDHila:l ?al-Haqq wa ?al-ɛadl wa ?al-ɛayyiʃ ?al-karyi:m wa natanasamu fyi:hi riya:H ?al-Huriyyati wa ?al-?ilitiza:m wa nalmasu fyi:hi ?al-musawata wa taka:fu? ?al-furaS wugu:dn Haqyi:qyan wa dustu:r Hayatin wa ?iɛlamu: dawmn ?ann safyi:nat ?al-waƬan wa:Hidatn fa?in nagat nagawna gamyi:ɛan
>
> I tell you all help me strongly to build our nation of which we dream, in which we live protected by the umbrella of right, justice and decent life and where we can breathe the winds of freedom and commitment and feel equality and fair opportunities as a reality and as a life style. Be sure that the ship of the nation is one if it is rescued then we are all rescued.

The main appeal in the epilogue is the appeal to pathos. This emotional appeal is manifested linguistically in the words /ʃuhada:?/ "martyrs", /taÐHiya:t/ "sacrifices", /muɛa:nat/ "suffering", /?al-?alam ?an-nafsyyi/ "psychological pain", /?arwa:H/ "souls", /Hubb/ "love", and /qulu:b/ "hearts".

Generally, the analysis of the rhetoric of the address shows that the use of the artistic proofs in the address as a whole is similar to that identified by Aristotle as the best means that suits the rhetorical purpose, i., e, ethos are used in the prologue, logos are used in the proof, and pathos are used in the epilogue. Yet, the analysis indicates the existence of two novel usages in the address under examination. The first one is the use of appeals to pathos in addition to ethos in the prologue. The second one is the use of appeals to pathos and ethos in addition to reason in the proof. The first usage is very effective since appeals to emotions are powerful. It may be interpreted as an attempt from El-Sisi to arouse audiences' emotions and to influence them at the opening of the address. It may also be interpreted as suitable for the Egyptians who are known to be emotional. As for the second usage, it is also successful since "appeals to reason alone fail to be effective" (Al-Mizori, 2011). This finding is in line with Al-Mizori who observed that skilled speakers such as Obama used this technique to motivate and persuade the emotional side of people (Basir and Alvi, 2012).

c) Persuasion

The analysis of the data shows that El-Sisi employs specific means of persuasion in the different parts of the address. These means of persuasion are the same as those identified by Charteris-Black (2014) as essential to judge the speaker as right. They are: a) having the right intentions, b) thinking right, c) sounding right, and d) telling the right story. First, when El-Sisi begins the prologue by giving promises to the interim President and to the Egyptian people, he appears as having the right intentions. At the same time, he succeeds in establishing his moral character and in gaining the respect of the audience. Second, in the narrative, he refers to the presidential oath in which he prioritizes the interests of the public over his own interests. He says ?aqsamtu ?an ?uHa:fiDH ɛala: ?an-niDHa:m ?ad-dustu:ryyi: "I was sworn in to maintain the republican system", wa ?an ?aHtarima ?ad-dustu:r wa ?al-qa:nu:n "to respect the constitution and the law", ?aqsamtu ?ayÐan ?an ?arɛa: maSa:liH ?aʃ-ʃaɛb riɛa:yatan ka:mila kul ?aʃ-ʃaɛab "I was also sworn in to take care to the full the interests of the people- all people", wa ?an ?uHa:fiDH ɛala: ?istiqla:l ?al-waƬan wa wiHdat wa sala:mat ?ara:Ðyi:h, and to "maintain the independence of the homeland and its unity and territorial integrity". Consequently, he appears as sincere and he demonstrates right intensions that can persuade the audience. Moreover, throughout the address, he emphasizes his personal commitment to the objective of putting the benefit of the country above any other benefit and he emphasizes the personal effort that he will exert for the good of the country.

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In addition, El-Sisi follows a technique in which he accompanies his argument with relevant evidences that support it. This technique creates and evokes concern from the audience. It also shows the speaker as "thinking right". For example, El-Sisi states that Egypt passed through hard times before June 30 and he simultaneously provides the evidence that supports this statement. This evidence comes in the form of references to "severe polarization, manipulation of religion, deterioration of economic conditions, big state budget deficit, spread of unemployment, severe shortage in the State resources of hard currency, stagnant tourism, and a sapped foreign reserve and dearth in energy resources". He also appears as thinking right when he states his argument in a clear and systematic way and when he presents the topics in a particular order. In this way, he reflects his systematic military background and his knowledge of the needs and priorities of the people.

Moreover, the analysis shows that El-Sisi appears as sounding right when he evokes emotional response from the audience. He clearly heightens emotions of interest and concern in more than one way. First, he uses rhetorical questions to strengthen and affirm his position and argument. Second, he uses parallel structures, which, according to Sheveleva (2012), help make the address more "understandable, accessible and easy to interpret" (p. 60). For example, in the following extract, El-Sisi asks a set of rhetorical questions that justify his call for renewing the religious discourse:

> ?ayyna ?inɛika:s ?al-ɛiba:da:t fyi: muɛa:mala:tina: fyi: Haya:tina: ?al-yawmyyati ?al-ɛamalu ɛiba:datum … hal ha:dhhi hiya miSru ?al-latyi: narghabuha hal hadhihi hiya miSru ?al-latyi: qumna: bithawratayyini min ?agli mustaqbal ʃaɛbiha:
>
> Then where is the impact of our religious rituals on our daily treatments? Work is some sort of worship. … Is this Egypt, which we would like to see? Is this Egypt, which we launched two revolutions for the future of its people?

Likewise, in the following example, he introduces the topic of freedom by asking a rhetorical question and answering it. In this way, he arouses interest and involves the audience in his argument. The following extract illustrates this usage.

> wa fiy: siya:q taSwyi:b ?al-mafa:hyi:m ?awadu ?an ?ataŦaraq ?ila: mafhu:m ?al-Huriyati ma: hiya: ?al-Huriyah ?inna ?al-Huriyah qaryi:nat ?al-?iltiza:m wa taDHllu makfu:latan lil-gamyi:ɛi wa la:kinnaha: tatawaqafu ɛinnd Hudu:d Huriyya:t ?al-?a:xariyi:n
>
> Within the framework of rectifying concepts, I would like to touch on the concept of freedom. What is freedom? Freedom is associated with commitment and it remains guaranteed for everybody but stops at the limits of the freedoms of others.

This finding agrees with that of Reyes (2011) who notices that questions imply connections with the audience and that ancient orators used this strategy to involve the public into the speech.

The analysis also shows that persuasion is also achieved through "telling the right story". This means of persuasion appears when El-Sisi provides a set of frames that meet the expectation of the audience about the world. By referring to the situation of Egypt under the previous regime, El-Sisi creates a contrast that helps him heighten the emotional impact. Moreover, he provides an evidence that all the Egyptians can notice and see. In this sense, he appears as the person who tells the right story that the audience accept and believe.

d) Linguistic strategies

The analysis of the address shows that there is a skillful employment of various linguistic strategies. These linguistic strategies, which contributed to the success of the address, are three-element listing, repetition, contrastive pairs, religious citation technique, specific grammatical structures, and the first personal plural pronoun. The following lines will explain each of these strategies as used in the data.

First, the address includes various examples for the use of three-element listing, particularly in the proof part. This usage, according to Mazraani,(1997) strengthens the argument and helps move the audience emotionally by the repetition and symmetry of the phrase structure. It is an effective strategy used by political leaders such as Thatcher as observed by Atkinson and Nasser as observed by Mazraani. The following extract illustrates the use of this strategy in the data analyzed. In this extract, the Armed Forces are referred to in the form of three-part list, which are: (1) maSnaɛu ?ar-riga:l "the factory of men", (2) ramzu ?al-?iltiza:m wa ?al-?inÐiba:t "the symbol of discipline and commitment", and (3) qalɛatu ?al-waŦaniyyatu ɛala: marr ?al-ɛuSu:r "the edifice of Egyptian patriotism throughout ages". Similarly, in the following example, El Sisi provides a list of three parts that support the need for upgrading the police apparatus. This list includes (1) taHqyi:q ?al-?ammn "achieving security", (2) ?iqra:r ?an-niDHam " maintaining discipline and order", and (3) ?iɛa:dat ?al-?ammn wa ?al-?iŦmi?na:n ?an-nafsyyi "restoring security and peace of mind".

Another elaborate type of listing is found in the data where there is an opposition between the parts in the list. The following example illustrates this type of listing in which power and peace are opposed by oppression and aggression.

> ɛaSrun yukarisu lil-quwati wa layyis lil-ɛudwa:n wa la:kin Siya:natn lis-sala:m wa layyis lil-qamɛ

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An age that seeks establishing power not oppression, seeks protecting peace not aggression…

This finding is similar to that of Mazraani (1997) in relation to Nasser who used this elaborate type of listing in his political speech.

Second, the data analyzed reveal the repetition of form and content in the address. The repetition of form is exemplified in the use of morphologically and syntactically parallel structures. The repetition of content, on the other hand, is manifested in the use of paraphrases and/or the use of lexically related words. Repetition, according to Atkinson (1984), highlights the points discussed and helps their comprehension by providing greater textual redundancy. Moreover, it convinces the listeners of the speaker's intention and real message. The following example illustrates this strategy through the lexical repetition of the word taSa:luH "reconciliation" and also through the use of the two lexically related words ?at-taSa:luH wa ?at-tasa:muH " reconciliation and tolerance"

?ataŦalaɛu ?ila ɛaSrin gadyi:d yaqu:mu ɛala: ?at-taSa:luH wa ?at-tasa:muH min ?agl ?al-waŦann taSa:luH maɛa ?al-ma:Ðyi: wa tasa:muH maɛa man ?ixtalafu: min ?agl ?al-waŦann wa layyis ɛalayyihi taSa:luH ma: bayyinna ?abn?a:?i waŦanina:

I am looking forward to a new era that is based on reconciliation and tolerance for the sake of the homeland; reconciliation with the past and reconciliation with those who differ for the homeland and not over the homeland; reconciliation among all sons of the homeland …

In another example, El-Sisi repeats the whole clause by using syntactically parallel structures in saying:

?aqu:luha: waÐiHatn galyyatn la: taha:wun wa la: muha:danah maɛa man yalga?u ?ila ?al-ɛunf la taha:wun wa la: muha:danah maɛa man yuryi:du:n taɛŦyi:l masyi:ratana: naHwa ?al-mustaqbal ?al-ladhyi: nuryi:duhu li?abna:?ina: la taha:wun wa la: muha:danah maɛa man yuryi:dun dawlatun bila: hayyibah

I say it loud and clear. No leniency or reconciliation will be with those who resorted to violence. No leniency or reconciliation will be with those who want to block our march towards the future that we seek for our sons. No leniency or reconciliation will be with those who seek a State without prestige.

Third, the address has employed the linguistic strategy of using contrastive devices. In this technique, one argument or approach is contrasted with another in a way that the speaker's favored position is seen superior. The following example illustrates the use of this technique, which is highly effective as remarked by Hutchby and Wooffitt (1998).

?innanyi: lastu min duɛa:t ?igtira:r ?al-ma:Ðyi: bihadaf ?at-tawaquf ɛinnd laHaDHa:t Saɛbah maÐat wa lann taɛu:d ?in ʃa:?a ?allah wa la:kinnanyi: min ?al mu?minyi:n biÐaru:rat ?al-?iɛtiba:r min taga:ribihi lil-Haylu:lati du:na tikra:r ?as-sayyi? minha:

I am not an advocate of ruminating the past with a view that aims at arresting certain hard moments that will never return, but I believe in the necessity of drawing lessons from the past to prevent a recurrence of bad experiences.

Fourth, the address has a number of citations that El-Sisi used in order to support his opinion and plans. The citations include both religious and non-religious ones. The religious ones are in the form of Qur'an, Hadith, and a quotation by the religious scholar and liberal reformer Imam Muhammad Abdu. The non-religious ones, on the other hand, come in the form of a verse of poetry for the prince of poets Ahmed Shawqy. The following extract illustrates the citing of Qur'an at the epilogue: As Allah Al Mighty said in His Holy Qura'n:

"Enter Egypt, if Allah wills in security"

قال الله تعالى: " ادخلوا مصر ان شاء الله ءامنين"

This usage of Qur'an can be interpreted as a means used to strengthen the notion of unity. The examination of the address also shows that Allah is mentioned not only at the beginning and at the ending of the address but also all through the address. This finding is similar to that of Lowenstein (2013) in relation to political leaders in the United States who tend to ground their speeches in mentions of God and who tend to end their political speeches by asking God to bless the people in attendance and the country as a whole.

The poetry verse, on the other hand, comes in the proof part together with the saying of Imam Muhammad Abdu about morals as in the following extract:

?innama: ?al-?umamu ?al-?axlaqu ma: baqyyat fa?in hummu dhahabat ?axla:quhum dhahabu:

Nations are based on morality If morals are undermined, everything is lost

The address also includes a skillful use of the first personal plural pronoun "we", which, according to Atkinson (1984), conveys positive evaluations of hopes, activities and achievements. This technique is used by politicians to persuade the audience that both themselves and their ideas are as the same as the peoples (Zheng, 2000). In this sense the use of naHnnu "we" is intended as inclusive. The following example from the data shows the use of the inclusive "we" to refer to El-Sisi, the government, and the Egyptians.

sawafa naɛtamidu ?al-Haqyi:qata wa ?al-muSa:raHata manhagn litaŦbyi:qi ɛaqdana: ?al-

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ʔigtimaːɛyyi: sanataqaːsam ʔal-ʔiŦilaːɛa ɛalaː Haqyiːqat ʔal-ʔawÐaːɛ wa sanataʃaːrk fyi: ʔal-guhd wa ʔal-ɛaraq

We will depend on frankness and honesty as a method of applying our social contract. We will also share getting knowledge of the truth and we will also share efforts and hard work.

This use of inclusive we is similar to that remarked by Wang (2010) and Ebunoluwa (2011) as recurrent in Obama's speech. It is intended mainly to eliminate the distance between the speaker and his audience.

V. Conclusion

The present study investigates the first inaugural address of President El-Sisi delivered on June 8, 2014 at the ceremony marking his inauguration. The study adopts a rhetorical and linguistic analysis based on Aristotle's three-stage model, Atkinson's (1984) linguistic strategies, and Charteris-Black's (2014) persuasion theory. Results of the study show that the address includes country related topics. The tenses in the address are a) the present that denotes current situation and problems facing the country, b) the future that shows El-Sisi's view of the future with his sincere hope to get over the problems and to achieve better life, and c) the past that is related to past events and/or narratives. The language of the address is formal. Yet, there are instances of informal language throughout the address. The words in the address are simple while the sentences vary in relation to length. The rhetorical analysis of the address shows that it has four parts that are employed effectively with their own functions and techniques. These four parts are the prologue, the narrative, the proof, and the epilogue. Moreover, the use of the artistic proofs in the address as a whole is found to be similar to that identified by Aristotle as the best means that suits the rhetorical purpose. Yet, the analysis indicated the existence of two novel usages that are successfully manipulated. The first one is the use of appeals to pathos in addition to ethos in the prologue while the second one is the use of appeals to pathos and ethos in addition to reason in the proof. Results also show that El-Sisi employs specific means of persuasion in the different parts of the address. These means of persuasion are the same as those identified by Charteris-Black (2014) as essential to judge the speaker as right. They are: a) having the right intentions, b) thinking right, c) sounding right, and d) telling the right story. Finally, the analysis demonstrates a skillful employment of various linguistic strategies. These linguistic strategies are the use of three-element listing, repetition, contrastive pairs, religious citation technique, specific grammatical structures, and the first personal plural pronoun.

a) Suggestions for future research

The present study investigated one of the Arabic Presidential speeches. Similar studies can be conducted on political speeches in other Arabic countries. There may be also comparative studies between two or more political speeches by different Arabic leaders. Studies may also be conducted on El-Sisi's political speeches to get a full picture of the rhetorical and linguistic strategies that characterize his speech. Studies can also be conducted in which Arabic inaugural address is contrasted with English one to find out similarities and differences in this type of political speech.

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The Influence of Psychosocial Factors on Marital Satisfaction Among Public Servants in Cross River State

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Abstract- The purpose of this study was to investigate the correlate of psychosocial factors on marital satisfaction among public servant in Cross River State, Nigeria. To achieve the aim of this study psychosocial factors was formed in a lack of affection which lead to depression and low sexual activities or conflict between couples; affecting their marital relationship in the lack of communication, time spent together and on issues of child-rearing. Base on this two null hypotheses were formulated – whether psychological factors (depression, affection and sexual activities) has any relationship to marital satisfaction and if there is any significant relationship between social factors (number of children, communication and time spent together) and marital satisfaction. Literature review was carried out accordingly. Ex-post facto research was adopted for the study. The selection was done through the stratified and simple random sampling techniques. Questionnaire was the main instrument for data collection.

Keywords: internet, professional development,EFL.

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The Influence of Psychosocial Factors on Marital Satisfaction Among Public Servants in Cross River State

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Abstract- The purpose of this study was to investigate the correlate of psychosocial factors on marital satisfaction among public servant in Cross River State, Nigeria. To achieve the aim of this study psychosocial factors was formed in a lack of affection which lead to depression and low sexual activities or conflict between couples; affecting their marital relationship in the lack of communication, time spent together and on issues of child-rearing. Base on this two null hypotheses were formulated – whether psychological factors (depression, affection and sexual activities) has any relationship to marital satisfaction and if there is any significant relationship between social factors (number of children, communication and time spent together) and marital satisfaction. Literature review was carried out accordingly. Ex-post facto research was adopted for the study. The selection was done through the stratified and simple random sampling techniques. Questionnaire was the main instrument for data collection. Pearson product moment correlation analysis was adopted to test the hypotheses under study at 0.05 level of significance. The results revealed that marital satisfaction among public servants was significantly high. Hence, there was a significant relationship between psychological and social factors on marital satisfaction. Based on the results it was recommended that marriage seminars, workshops and conferences should be organized for public servants on marriage issues and marital life.

Keywords: influence, psychosocial factors, marital satisfaction, public servants.

I. Introduction

Marriage, an institution as old as creation itself, is an important and fundamental human relationship because it provides ten primary structure for establishing a family and rearing children. Biblically, it stared as soon as man was created and posted in the Garden of Eden (Genesis 4:1-3). Adam and Eve being the first two (man and woman) desired themselves so much that they ended up in procreation. While marriage as a union of man and women abound, emerging literatures in present days, indicates that marital satisfaction is not easily achieved (Bruker & Kimberly, 1993). This suggests that a greater proportion of marriage are associated with uncertainty and instability.

The danger of uncertainty associated with the problem of dissatisfaction in marriage has therefore created serious challenges to marriage therapists. To this Owuamanam and Osankinta, 2005) ascertain that some marriage even breakdown before their first anniversaries. If marriage is healthy and stable, and the couples are satisfied the society in which the family is the foundation would be strongly built.

One of the major tasks of modern marriages is to achieve a state of marital satisfaction in the home. Marital satisfaction therefore can be referred to as individual's subjective experience of marriage in terms of when their needs are met, and when the individual's expectations and desires are being satisfied. Factors which contribute to marital satisfaction include, the way and manner of communication between couples at home, presence of children, influence of in-law, marriage relationship, satisfaction of sexual desires and occupational differences. Others are financial misunderstanding, physical violence, lack of love and moral commitment (Target, 1980).

The phenomenon has also created psychological and social instabilities among public servants in Cross River State which have resulted in lack of concentration in their places of work, absolutes break-up, rise in children's anti-social behaviour, increase in prostitution among married women and men and irresponsible behaviour by both married men and women. Neff and Karney (2002) have it that when couples have children, there is a decrease in satisfaction regarding the division of household. Marital dissatisfaction is expected as the marriage progress, as disillusion causes the initial feelings and optimism and happiness to fade. It is the disillusionment not the emergency of distress that seems to predict divorce and marital satisfaction.

Similarly Wenger (2005) suggested that the demand/withdrawal pattern's effect on marital satisfaction may be mediated by the perception of self-verification (feeling understood) in both husbands and wives. They feel less understood withdrawn by partners in time of conflict. Uebelacken, Courtange and Whisman (2003) affirmed that marital satisfaction as a function of depressive symptom, communication and "self-silencing" in women. They affirmed that depressive systems were associated with self-silencing and a pattern of communication characterized as wife-demand and husband withdraw. The negative correlation

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between depression symptoms and marital satisfaction was significant for women and not for men. However Ilive (2000) asserting Abraham Maslow's theory of human motivation and comparing it with psychological factors (depression, self-esteem, love/intimacy, power sharing and satisfaction) that bring about harmony in marriage home like truth, depression discourage wife and husband to work harmoniously together to achieve a better married life.

Based on this, the study was carried out to examined the influence of psychosocial factors and marital satisfaction among public servants in Cross River State with the view of providing empirical data that would guide couples, government of Nigeria and Cross River State, counsellors, social workers on appropriate measures and good conflict resolution strategies to adopt to handling contending issues in marriage.

II. Theoretical Background

Erikson (1963) psychosocial theory of human development, stress the unique psychological tasks of an individual development across the life span of man. He places more emphasis on the influence of sociological processes on the satisfaction of the individual; and had a closer look on the role of the family and the larger society in the development of the individual. The development process stretches through eight stages in life. He emphasizes that the passage through each stage necessitates resolution or crisis on conflict. Thus each of the stages represented by pairing of the most positive and most negative aspects of the crisis period. He then noted that the resolution of a crisis should be sufficiently made in order to equip the individual with skill needed for the next stage.

Apparently, this research is concerned with sixth and seventh stages of Erikson's psychosocial development theory. The sixth stage, intimacy versus isolation, emphasis the couples' social interaction which centres upon establishing reciprocal friendship, intimacy and familiar work relationships. Erikson hypothesized that the major problem facing man need couples is that of obtaining gratification from intimacy and solidarity with others rather than withdrawing from partnerships and becoming socially and personally isolated. Erikson (1987) claims that the resolution of this conflict has great significance in determining whether or not the adult's primary personal aim becomes that of bringing marital satisfaction and creating a shared household with divided labour. Hence, the adult who achieves gratification from reproducing and creating a satisfied home as well as helping others grow is equipped with the personal integrity necessary to face the final crisis of life.

Furthermore, psychological marriage relationship is also seen in the seventh stage; generativity versus self-absorption. Adult couples take active interest in guiding and taking care of family responsibilities. Hence, marital satisfaction can be achieved when couples show interest in family needs, take care of young ones and other related family functions.

The relevant of the theory to this work is on the basis that psychosocial development and marital satisfaction is seen by Erikson as an attempt to define, identify, by sharing intimate thoughts and feelings, the couples offer up their own identity, see it reflected in their love ones and better still able to clarify the self. In other words in marriage, individuals must develop the ability to form deep intimate relationship with each other in marital satisfaction centre on the ability to form deep emotional attachments, love and affection for one another for a successful marriage relationship.

III. Statement of The Problems

Family stability is crucial and important to every society and national development. The family experiences diverse issues of psychological distress, financial lack to care for the children, communication between parents and children and emotional problems and frustration; resulting in depression, health problem and unfulfilled marital life. Marriages or couples also experience similar frustrating experiences such as social assault from in-laws, absence of children in marriage and homes, that causes separation, lack of proper communication, and a breakdown in good marital relationship.

In Nigeria poor marital relationship is on the increase especially among workers including Cross River State public servants. All these constitute serious threat to social stability in the country. In Cross River State, where public servants are predominantly married men and women and the increasing conflict and crisis of related family issues extended to offices and working environment it becomes necessary to look on these issue and investigate possible ways to remedying the problem.

Hence, the core problem investigated in this study is to determine the relationship between factors of marriage stability in terms of psychological and social issues as they affect marital satisfaction among married public servants in Cross River State. Psychological factors were examine in it three dimensions of depression, affection and sexual activities. While social factors took the form of communication, time spent together and number of children.

a) Purpose of the study

The purpose of the study was to investigate the extent to which psychosocial factors influence marital satisfaction among public servants in Cross River State. Specifically the study is designed to determine: (a) the relationship between psychological factors (depression, affection and sexual activities) and marital satisfaction;

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also the relationship between social factors (communication, number of children, time spent together) on marital satisfaction among public servants in Cross River State.

b) Research hypotheses

The following hypotheses were tested at 0.05 level of significance (a) There is no significant relationship between psychological factors (depression, affection, sexual activities) and marital satisfaction among public servant. (b) Social factor (communication, number of children and time spent together) does not significantly relate to marital satisfaction.

c) Literature review

The literature review on the study was organized within the context of the main objectives.

IV. Psychological Factors and Marital Satisfaction

A lot of research have been carried out on depression and marital satisfaction (Beach, Katz, Kim & Brody, 2003); Beach & O'Leary, 1993; Whisman, 2001) in a longitudinal study on marital satisfaction and depressive symptoms found pre-marital relationship satisfaction was able to predict level of depressive symptoms after 15 months of marriage. They found that nearly 20% of the variance in depressive symptoms of 18 months marriage could be attributed to marital satisfaction. Whisman and Bruce (1999) found that the presence of marital dissatisfaction doubled the one year risk for major depression. Also, the dissatisfied spouses were nearly three time more likely than non dissatisfied spouse to develop a major depression episode. In fact, they estimated that if marital dissatisfaction could be eliminated 20-30% new occurrences of depression could be eliminated.

Similarly in a study carried out by Plechaty, Courturiers, Cote and Roy (1996) hypothesized that spouses' personality and living conditions as a couple, namely: intimacy, affection, would be the most frequent sources of satisfaction or dissatisfaction accounting for much relationship. Therefore, the major domain of spouses' personality and living issue is affection which also has major influence on marital satisfaction.

Accordingly, Donnely (1993) in a study analyzed sex with marriage more specifically. She interviewed 6,029 married people to determined which factors are related to sexual inactive marriage are less happy and satisfying than those with sexual activity. Sexual intercourse was not the only measure of sexual activity because she feels that couples can still be involved sexually without having intercourse. She measure nineteen independent variables including life satisfaction, religion fundamentalism, gender role traditionally, individualism, marital interaction variables and marital happiness. She found that marital happens and shared activity are inversely correlated with probability of separation and sexual inactivity. In other words the lower the marital happiness and shared activity, the greater the chance of sexual inactivity and separation.

Social factors and marital satisfaction on these couples in their early relationships often describe their ability to talk endlessly. But over time, communication involves much more than generating on interesting dialogue. Communication becomes a matter of listening to one another's thoughts, ideas, feelings and opinions. However, communication involves trust, a desire to confide, and an ability to express one's self without fear of harsh judgement. Hence Yamaguchi (2006) classified determinants of marital satisfaction, conducted a preliminary analysis concluding that for both employed wives and full time home makers, marital satisfaction was greatly affected by whether or not they consider main home activities – "relaxing, house work and child rearing, hobbies, recreation and sports on holidays, dining and relaxing on weekdays as valuable time spent with their husbands. He further, reported based on a statistical analysis of a panel survey in which data for 1,117 married women were correlated overtime, work life balance factors such as "main home activities spent with husband (the five activities mention above), amount of conversation between wife and husband on weekdays and proportion of the husband's share in child rearing, had a significant positive effect on marital satisfaction. On the other hand, factors such as duration of marriage, birth of the first child and husband's unemployment had a negative impact.

On the issue of number of children in a marriage, Castallo (1962) in Arah (2004) indicated procreation and child rearing are foundations of marriage in our society. Most parents agreed that the number of children they have provided many of the happiest and mood satisfying experiences in their life time. The same parents indicate that children are the central problems that create tension between a man and wife. Also in a study by Bray (1987) in Arah (2004) focused on marital satisfaction, family processes and parenting practices of couples in early marriages. Participants were 31 step father families and 33 non divorced families, all of which have children between 6-9 years. However, observation of marital adjustment indicated that step-family couples were more negative and coercive and exhibited poor communication skill than non divorced couples. Result indicated that better marital satisfaction is more likely to occur in step-families with small number of children, while the reverse was the case with non-divorced families. Also Akpan (2005) maintained that for communication to be effective in marriage home, the following hindrances to good marital communication must be avoided, fear of disagreement, lack of love, inappropriate method of

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initiating discussion, personal biases, poor listening habit, isolation and lack of trust. The extent to which husband and wife distrust each other affects the quality of decisions taken in the family.

V. Methodology

The researcher adopted ex-post facto design for this study. The target population of the study comprises all married couples in Nigeria. The accessible population consist of all married public servant in Cross River State. These include married secondary school teachers, primary school teachers, and workers in the various ministries, boards, commissions, agencies and higher institutions of learning. The stratified and simple random sampling techniques were adopted in the selection of subjects for the study. At the first stage the population was stratified into five strata – primary school teachers, secondary school teachers, workers in ministries, workers in commissions, boards and agencies, and staff in higher institutions of learning.

The research instrument which was the questionnaire comprises 20 items on psychosocial factors and 20 items on marital satisfaction. In terms of validity, five experts in educational measurement, research and evaluation affirmed that the instrument was suitable for measuring what it was purported to measure. Using the split-half, the reliability index of the instrument ranged from 0.88 to 0.94. Data was collected through the use of questionnaire from the sample public offices (ministry) through the assistance of four teachers and two (2) field research assistance employed. All the 1,300 copies of the questionnaire were retrieved and were all completed appropriately.

The independent variable was psychological factors with the dimensions while the dependent variable is marital satisfaction. The mean (x) and standard deviation (SD) of the major variables were calculated and presented as shown below in table one

Table 1 : Mean and standard deviation of variables

Variables	X	SD
Depression	4.37	.59
Affection	10.17	2.39
Sexual activities	9.83	2.11
Time spent together	10.46	3.36
Communication	10.40	2.37
Self-esteem	15.06	3.14
Love/intimacy	30.13	4.35
Power sharing	12.40	4.07
Total marital satisfaction	53.22	7.88

Table 1 shows the mean and standard deviation of the major variables of the study

Results

Hypothesis 1

There is no significant relationship between psychological factors (depression, affection and sexual activities) and marital satisfaction among public servants. The independent variable was psychological factors with three dimension, while the dependent variable is marital satisfaction. To test this hypothesis

scores on each of the categories of psychological factors were correlated with their scores on marital satisfaction using Pearson product moment correlation analysis. The result of the analysis is presented in Table 2.

Table 2 : Pearson product moment correlation analysis of the relationship between psychological factors and marital satisfaction among public servants (N = 1300)

Variables	∑x ∑y	∑y² ∑y	∑xy	r-value
Depression X_1	5681	16373		
Self-esteem y_1	19578	27534	104953	0.28*
Love/ intimacy y^2	39169	29747	105786	-0.45*
Power sharing y^3	16133	28648	105998	0.63*
Total satisfaction y^4	69186	85463	106125	-0,76*
Affection x_2	13221	15464		
Self-esteem y_1	19578	27534	135744	-0.36

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Love/ intimacy y_2	39169	29747	147946	-0.68
Power sharing y_3	16133	28648	147879	-0.11
Total satisfaction y_4	69186	85463	150125	-0.85*
Sexual activities X_3	12779	15393		
Self-esteem y_1	19578	27534	145756	-0.27
Love/ intimacy y_2	39169	29747	146698	-0.67
Power sharing y_3	16133	28648	146577	-0.087
Total satisfaction y_4	69186	85443	150992	-0.84*

**Significant at ,05 level, critical r= .062, df= 1298*

The result in Table 2 indicates that the calculated r-values for depression in terms of self-esteem (0.28), Love/intimacy (-0.45) power sharing (0.63), total satisfaction (-0.76); also for affection in terms of self- esteem (-0.36), Love/ intimacy (0.68) power sharing (-0.11), total satisfaction (-0.85) and sexual activities in terms of self- esteem (-0.27), Love/ intimacy (-0.67), power sharing (-0.087), total satisfaction (-0.84) are each higher than the critical r-value of .062 at .05 level of significance with 1298 degrees of freedom. With this result the null hypothesis was rejected. This result therefore implies that, psychological factors such as depression, affection and sexual activities significantly relate with marital satisfaction among civil servant in Cross River State. The negative correlation coefficient implies that the relationship between the variables is low. That is as the level of depression, affection and sexual activities increases, marital satisfaction decreases and vice verse.

Hypothesis 2

There is no significant relationship between social factors (communication, time spent together and number of children) and marital satisfaction among civil servant.

The independent variable involved in this hypothesis was "social factors" with three dimensions (No of children communication and time spend together); while the dependent variable was marital satisfaction. Pearson product moment correlation analysis was employed to test this hypothesis. The result of the analysis is presented in Table 3.

Table 3 : Pearson product moment correlation analysis of the relationship between social factors and marital satisfaction among public servants (N = 1300)

Variables	∑X ∑Y	∑Y² ∑Y	∑XY	r-value
Communication X_1	13520	28457		
Self-esteem y_1	19578	27534	153635	-0.29
Love/ intimacy y_2	39169	29747	167452	-0.67
Power sharing y_3	16133	28648	149857	-0.13
Total satisfaction y_4	69186	85463	163464	-0,87
Time spent together X_2	13598	28734		
Self-esteem y_1	19578	27534	154344	-0.29
Love/ intimacy y_2	39169	29747	166975	-0.67
Power sharing y_3	16133	28648	149757	-0.14
Total satisfaction y_4	69186	85463	168247	-0.87

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No of children X_3	5694	7694		
Self-esteem y_1	19578	27534	146768	0.90
Love/ intimacy y_2	39169	29747	147855	-0.17
Power sharing y_3	16133	28648	108478	0,70
Total satisfaction y_4	69186	85463	148472	-0.62

**Significant at .05 level, critical r = .062, df = 1298*

The result in Table 8 shows that the calculated r - values for communication in terms of self- esteem (-0.29), Love/ intimacy (-0.67), power sharing (-0,13), total satisfaction (-0.87); time spent together also in terms of self- esteem (-0.29), Love/ intimacy (-0.67), power sharing (-0,14), total satisfaction (-0.87); and number of children in terms of self-esteem (0.90), Love/ intimacy (-0.17), power sharing (0.70), total satisfaction (-0.62); are each higher than the critical r-value of .062 at .05 level of significance with 1298 degrees of freedom.

With this result the null hypothesis was rejected. This result therefore, means that, social factors such as communication, time spent, together and number of children significantly relate with marital satisfaction among civil servant in Cross River State. The negative correlation coefficient implies that the relationship between the variables is indirect. That is as the level of communication; time spent together and number of children increases, marital satisfaction decreases and vice verse.

VI. Discussion

The result of this hypothesis revealed that psychological factors such as depression, affection and sexual activities significantly relate to marital satisfaction among public servant. The findings was in line with the views of Beach, Katz, Kim & Brody, 2003; Beach & O'Leary, 1993; Whisman, 2001) they, after looking at marital satisfaction and depressive symptoms found that pre-marital relationship satisfaction was able to predict level of depressive symptom after 5 months of marriage. They found that nearly 20% of the variance in depressive symptoms of 18 months of marriage could be attributed to marital satisfaction. In the same line, Whisman and Bruce (1999) found that the presence of marital dissatisfaction doubled the one year risk for major depression. And that, dissatisfied spouses were nearly three times more likely than non dissatisfied spouses to develop a major depression episode. In fact they estimated that if marital dissatisfaction could be eliminated 20-30% new occurrences of depression could be eliminated. Thus depression as a psychological factor affect the love, affection and sex activities of the couples which in many cases had resulted to marital dissatisfaction among couples creating untold problems and disharmony in homes.

The result of the study on social factors and marital satisfaction was in line with the views of Yamaguchi (2006) posted that, marital satisfaction among employed wives and marital satisfaction was greatly affected by whether or not they considered their main home activities – relaxing, house work and child rearing, hobbies, recreation, and sports on holidays, dinning and relaxing on week days – as valuable time spent with their husbands. He further reported based on a statistical analysis of a panel survey in which data for 1,117 married women were correlated overtime, work life balance factors such as "main home activities spent with husband (the five activities mention above) amount of conversation between wife and husband on weekdays and proportion of husband share in child rearing had a significant positive effect on marital satisfaction. On the other hand factors such as duration of marriage, birth of first child and husband's unemployment had a negative impact. In line with this Arah (2004) seeking to answer the questions on how time spent together relate to marital satisfaction pointed out that time spent together by spouses bridges the gap for distrust. The more closer you are, the more you will love each other. couples should desire to be together always and avoid being closer to anyone else especially the opposite sex.

VII. Conclusion

Based on the findings and results of this study, it was concluded that psychological factors such as depression, affection and sexual activities significantly relate with marital satisfaction among public servants. The level of marital satisfaction among public servants in Cross River is significantly high. Social factors such as number of children, communication and time spent together significantly relate with marital satisfaction among public servant. In marriage couples are required to be careful in the way and manner they handle their marriage lives in order to satisfy each other in their relationship. Thus marital satisfaction can only be possible when these factors are adherently maintained. This therefore calls for the need for public servant awareness creation on the influence of these factors in marriages.

VIII. Recommendations

The following counselling recommendations were made base on the findings of the study, marriage counselling, workshops, symposia, conferences should

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be organized regularly for public servants on psychological factors on marital satisfaction.

More employment opportunities should be opened by government for married couples who lost their job. By doing, this, both will take active part in economic and social commitments of the family.

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Are Translators Traitors? A Philosophical Perspective of Loss and Gain in Translation

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Abstract- Translators act as a key bridge that enables cross-cultural communication more so in multilingual contexts as is the case in Kenya. Among the challenges facing the process of translation is the rendering of meanings conceived in the source text as closely as possible in the translated text. This process is complex and has made some scholars to regard translation as an impossible exploit since it can never be totally equivalent to the original. Translators have been labeled "traitors" since even the best of their efforts can never bring out the intended meaning in the original text as was conceptualized by the author. This paper seeks to provide a philosophical understanding on the aspect of loss and gain in translation. It seeks to underpin the complexity of the "word" and hence the meaning rendered by these words. Using Nord's conceptualization of translation as a purposeful activity, we seek to analyze functionally the translation of "The Beasts of England" in Animal Farm from English to Kiswahili - Shamba la Wanyama.

Keywords: translation, loss, gain, meaning.

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Are Translators Traitors? A Philosophical Perspective of Loss and Gain in Translation

Magugu V. Njeru

Abstract- Translators act as a key bridge that enables cross-cultural communication more so in multilingual contexts as is the case in Kenya. Among the challenges facing the process of translation is the rendering of meanings conceived in the source text as closely as possible in the translated text. This process is complex and has made some scholars to regard translation as an impossible exploit since it can never be totally equivalent to the original. Translators have been labeled "traitors" since even the best of their efforts can never bring out the intended meaning in the original text as was conceptualized by the author. This paper seeks to provide a philosophical understanding on the aspect of loss and gain in translation. It seeks to underpin the complexity of the "word" and hence the meaning rendered by these words. Using Nord's conceptualization of translation as a purposeful activity, we seek to analyze functionally the translation of "The Beasts of England" in Animal Farm from English to Kiswahili - Shamba la Wanyama. The ensuing discussion is key to the enhancement of translation as an inquiry into the meaning of texts and words. It will further look at the transposition of these meanings from one language, and thus one community and culture, into another target language, community and culture.

Keywords: *translation, loss, gain, meaning*

I. Introduction

Different communities conceptualize the world the live in differently. Taking the world to refer to both the ontological and the logical constituents of the environment one lives in, it follows that different people experience and conceptualizes the world differently. These differences become manifest through the language used as well as the cultural inclinations and requirements which vary from one polis to the other.

Gain in translation on the one hand refers to the enrichment or clarification of the Source Text (ST) which enables language and the Translated Text (TT) to be flexible and usable in any social circle (Nozizwe & Ncube, 2014). Gains can either be deliberate or coincidental. When deliberate, they are a result of the translator's' creativity and are aimed at meeting the need of the target audience linguistically and culturally. It involves a manipulation of the ST through[1] rewriting, and [2]domestication in order to suit the needs of the target audience. On the other hand, loss in translation the Target Language (TL) text present in the ST. It is largely from what Jakobson (1959) in Munday (2008) describes as the lack of total linguistic equivalence between any two languages. The loss results from the untranslatability of some elements at linguistic or cultural levels which result in the diminishing of the expressiveness and vividness of the ST. As-Safi (2006) expounds loss in a binary classification, i.e. Inevitable loss; caused by the divergent linguistic and cultural systems versus Avertable loss; attributed to the translator's failure to find appropriate lexical and syntactic forms to represent those in the ST.

The issue of gain and loss in translation; be it linguistic or cultural remains a challenge for translators. Consider for instance the concept of life after death within the religious circles. Christianity postulates the concept of heaven whereas the African Traditional Societies (ATS) talk of the underworld/the land of ancestors. Christianity on the one hand conceptualizes heaven; where the good souls go after death, to be "above" the earth (somewhere beyond the skies) whereas the ATS conceptualization of underworld denotes a place "below" the earth. Juxtaposing Heaven against Underworld within this context can be said to be functionally synonymous but the referents, above and below are opposites. Such are the complexities that surround languages and culture.

Translation as a practice often deals with the transference of meanings in texts from one language into (an)other language(s). As stated earlier, the lack of linguistic and cultural equivalents makes this a daunting task to accomplish. As Van Djik (1977) points out, texts are defined and bound by the cultural and linguistic contexts within which they are produced. Any attempts to translate such texts therefore requires that the translator interprets the context involved correctly and to adapt/ recreate this context to suit the function of the translated text and the target audience. This is key if the rendering in the translation is to be considered acceptable and by extension to be good[3].

In this paper, I seek to build an understanding of these constraints in translation as well as explore how

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[1] Rewriting here is used to refer to the inevitable intentional manipulation of the ST in order to meet the purpose and guidelines set for the specific translation.

[2] Domestication refers to the process of replacing the source culture and culturally bound linguistic elements with the target culture and its linguistic elements.

[3] A translation is perceived to be good if it renders the senses contained in the ST in a manner that meets the expectations of the target audience with respect to linguistic choice and cultural considerations as well as its ability to meet the purpose for which it was commissioned.

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they affect the process of translation with regard to loss and gain. The analysis carried out is hinged on the thoughts of Nord (1997) on the functional approach to translation. In defense of translators, the paper aims at bringing to the fore the intricacies of language and by extension of translation and communication.

II. Loss and Gain in Translation: A Functional Understanding

Nord (ibid) explains that communication involves use of signs; verbal and nonverbal, which are associated with a concept or meaning by the producer, receiver or both. In translation, written signs dominate in the intercultural communication that is at the core of the translation process. The producers (translators) and the receivers

(TT audience) must have some kind of agreement about the meaning of the signs used. Lack of agreement on the signs used and the concepts results in errors in terms of [4]mistranslation or [5]missed translation.

Every language system differs from the other in terms of signs and senses attributed to each. Taking every translation as a purposeful activity; the choices made with regard to signs are aimed at attaining the intended purpose. However, the representation of concepts in the source text may not be transferrable equivalently in the target language and culture. For example; in English, it is acceptable to say

*Jane **married** John*

which will have the same meanig as;

*John **married** Jane*

This however is not acceptable in Kiswahili and many other African languages where it is perceived that only the man has the power to perform the action of marrying and thus the only acceptable translations for these sentences in Swahili will be

*Jane **aliolewa** na John (Jane got married to John)*

*John **alimuoa** Jane (John Married Jane)*

Translation scholars concur that every translation involves an aspect of loss and or gain. In this paper, the argument is not centered on the semantic loss or gain, rather it seeks to underpin the complexity of the losses and or gains in translations by establishing the construct of a word within a language.

In discussing philosophy in translation, Young (2014:41) highlights the gains experienced by indicating that:

...when philosophy is translated into another language; instead of loss, there is transformation. Instead of reduction there is Creation.

From this citation, it is evident that the issue of loss; what Young call reduction, and that of gain; in Young's language creation, are present in translating philosophy. He sees these aspects as ever present and I concur. However, I ask the question; What necessitates the occurrence of loss or gain? How does the existence of these aspects affect the function of the TT? How does this affect the efficacy of communication intended in the ST? How does this affect the purpose envisioned by the translator throughout the translation process?

Elsewhere, Bassnett (2014) concurs that discourses that view translations as platforms for loss, betrayal and failure are overtaken by the re-evaluation championed by scholars such as Lefevere (1992) who look at translation as a rewriting process. Despite this development that goes beyond the classical discourse of fidelity and equivalence in translation, this advancement in translation studies discourse still does not address the issue of loss and gain. Any form of rewriting in essence always will result in an alteration of the source text and as such entails some kind of loss or gain. It is from this point that I argue for the understanding of loss and gain within a functional paradigm whereby the focus isn't much on the semantic loss or gain but rather on the functionality of these attributes of translation.

The understanding that I seek on these aspects is found within various theoretical propositions over time that have culminated in several aspects being key to translation theory i.e. the context; cultural, linguistic as well as situational; the genre of the text involved and the purpose/function of the translation. At the backdrop of these aspects, scholars such as Hatim & Mason (1990, 1997) and Hatim & Munday (2004) have proposed approaches such as domestication and foreignization[6] in translation. The propositions shed some light on the intricacies of loss and gain more so with regard to lexical choices made in a translation. The translators make calculated manipulation of the ST and any losses or gains that are intentional are geared towards ensuring communication. This is manifest through the careful choices made by the translator in choosing the words to use and the sentence structure to adopt.

a) The Word And The Sentence In Translation

As Kahiga (2014) posits in discussing philosophy of language, there is a mutual interdependence between words, sentences and meaning. These aspects within linguistics are best understood within semantics by looking at the relationship between symbols (syntax), their relationship to concepts (semantics) and their relationship to things other than symbols (pragmatics). The symbols that constitute any language are, among others, words

[4] An error of mistranslation occurs when the signs used in the TT do not represent the senses contained in the signs used in the ST.

[5] Missed translation results from omissions that affect the cohesion and the communicative ability of the TT.

[6] Foreignization refers to the process of transposing foreign cultural and culturally bound linguistic elements onto the TL such that the TT reads as a foreign text.

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formed and agreed upon to be used within a particular language community and understood by the users primarily in the process of communication. In translation, not only is a translator tasked with the transference of meanings from ST to the TT, but also is expected and required to choose symbols that can best represent the information contained in the ST within the TL system.

In translation, the debate over what is paramount between the word used in a text and the senses contained in the particular word dates back to Horace and Cicero. However, over the years, scholars concur that the sense is more important especially when taking translation to be a communicative and a purposeful activity (Newmark, 1988; Nida & Taber (1969); Reiss & Vermeer, 1984; Nord, 1997, Munday 2006). Any effort in understanding the issue of loss and gain in translation however needs to incorporate both the words and senses in a text more so the words, semantic meanings as well as the pragmatic meanings in the text. Words used in different context evoke different senses. Therefore, understanding the renderings within any translation dictates the inclusion of context in interpreting the signs and the senses within.

Malmkjaer (2012) rightfully argues against the notion that the meaning of a term is the thing in the world that it refers to. Rather, she advocates for an understanding that the sense of a sentence is the thought it expresses. Going by this argument, while translating, the paramount aspect to consider is the sense with regard to the thought it puts forth.

III. Loss and Gain in the Translation of Beasts of England in Animal farm into Swahili

In this section I analyze loss and gain within an actual translation. I cite examples from the translation of "The Beasts of England" in George Orwell's Animal Farm (1945:6-7) into Kiswahili "Ndugu zangu e Wanyama" by Fortunatus Kawegere (1967:14-15). This song is important in the novel since it is the rallying call for the animal uprising that results in the overthrow of Mr. Jones (The tyrant human beings) from The Manor Farm. This ushers in the major conflict within the novel; the antagonism amongst the animals themselves. Its translation therefore is key in signaling the approach taken by the translator as well as in ensuring that the TT operates at the same level with the ST functionally and communicatively

a) Semantic Versus Pragmatic Meaning

Newmark (1982) in discussing semantic translation avers that it attempts to render, as closely as the semantic and syntactic structures of the Target Language (TL) allow, the exact contextual meaning of the original. We can further argue that semantic translation is thus limited to the efforts of transposing semantic meanings of the text in the TL. These meanings are the basic senses of the words used in a text and are often the senses captured in dictionaries. Although a semantic translation is accurate, Newmark (ibid) argues that it may not communicate well. Again it appears to be limited to the existence of semantic equivalents between the ST and the TL which as stated earlier is a mirage.

However, despite this major shortfall, semantic meanings within a text is often the point of departure in a translators bid to correctly interpret texts. Therefore, one cannot overlook this meaning in totality. Rather, once the semantic meaning of a word is established, it is the translator's task to analyze the way a specific word or phrase has been used within a text. This ushers in the pragmatic level of meaning which is concerned with studying the ways in which context contributes to meaning. Therefore, the translator drawing from the context of use; be it linguistic, cultural or even historical, is able to arrive at the correct interpretation of a word within a text. It helps ensure that the sense transferred captures the thought intended by the author of the ST.

Going by this discussion, the translation of "The Beasts of England" into "Ndugu zangu e Wanyama" ought to not only render the semantic meanings conceptualized but also strive to transfer the original thought as interpreted within the context of use. All this should be done to ensure that the text attains the intended purpose/function and servers the target audience as the translator intended. This calls for a communicative translation which as Newmark (1982) explains attempts to produce on its readers an effect as close as possible to that obtained on the readers of the source language.

b) Semantic and Communicative Gains and Loss

This section discusses gains within the translation in focus citing practical examples both at the semantic and the communicative levels. For example, the title

ST: *The Beasts of EnglandHas been translated as;*

TT: *Ndugu zangu e Wanyama*

Semantically, this translation is not equivalent. One may argue that it doesn't render the senses detailed in the ST. For instance, the word England has been omitted in the translation. However, communicatively, the TT functions at the same level as the ST. Going by the historical context of the ST, the novel Animal Farm, is set in the context of todays United Kingdom (UK) which consists of England, Scotland, Wales and Northern Ireland. The Capital of UK is London which is in England. Therefore, the choice of "Beasts of England" Could be seen as symbolic to include all constituents of the greater UK. The Kiswahili translation is produced by Fortunatus Kawegere, a Tanzanian. However, Kiswahili is a language that is used

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beyond the Tanzanian borders in countries such as Kenya, Uganda, Rwanda and other countries of the East and Central Africa. The translation provided in Kiswahili as "Ndugu" literally could be used to mean brethren, Citizen or friend. This could be seen to operate at the same level as the use of England in the ST where in the original; all constituents are united politically whereas the referents in the Kiswahili version are united linguistically. This choice therefore if interpreted within the narrow confines of semantics results in a loss but when analyzed communicatively, it passes for a creative communicative rendering that seeks to attain an equivalent effect on the target audience hence a gain.
Looking at the translation of the phrase;

ST: Soon or late the day is coming
Tyrant man shall fall
And the fruitful fields of England
Shall be trod by beasts alone

TT: Binadamu atakwisha
Shamba zote za Matunda
Zitakuwa za wanyama
Siku hiyo ya furaha

The translator reorganizes the stanza where the first line of the ST becomes the last of the TT. This rearrangement doesn't affect the meaning and communicative ability of the phrase. However, looking at the translation provided for the lines

ST: Tyrant man shall fall
And the fruitful fields of England

There is a manifestation of loss within the Swahili version:

TT: Binadamu atakwisha
Shamba zote za Matunda

The adjective "Tyrant" is completely lost. This Omission is an instance of both semantic and communicative loss. The trait ascribed to "man" is of great importance not only within this song but also in the advancement of the plot and major conflicts within the novel. The Kiswahili translation; "Binadamu" generalizes "man" without denoting any particular features that pushes the 'singers' to predict his fall. Further, the phrase "fruitful fields of England" has been translated as "Shamba zote za matunda". The translator in this instance is able to maintain a semantic congruence between the ST and the TT. This results in a communicative loss. The term "Fruitful" in the ST refers to the productivity of the fields. However, the translation provided, "matunda" is semantically deficient put communicatively evokes the concept of productivity.

Another instance of loss and gain within this translation is manifest in the translation provided for the following phrase:

ST: For that day we all must labour
Though we die before it break;
Cows and horses, geese and turkeys,
All must toil for freedom's sake

TT: Sisi sote twapaswa
Kujitahidi sana
Farasi ng'ombe na mbwa
Uhuru kuutafuta.

In this translation, the translator employs various strategies including omission such as in the case in leaving out the line "Though we die before it break", and elsewhere employs the use of alternatives as in the translation of the line "cows and horses, geese and turkeys" into "farasi, ng'ombe na mbwa" (horses, cows and dogs). These strategies both result in loss and gain. On the one hand, the omission in this translation leaves out important information that points to the extent of sacrifice that is called upon in the struggle for freedom. On the other hand, the use of an alternative; "Mbwa" which means dogs for "geese and turkeys" is semantically inappropriate. Even if the translator wanted to ensure that the song rhymed in Kiswahili, the use of a word such as 'bata' which is a superordinate term that encompasses ducks, geese and turkeys would be closer semantically. However, ducks aren't as aggressive as the geese and turkeys are. The two birds referred to in the ST were used as sentries more often than men during the medieval period. The functional equivalent for these animals in the Swahili culture is dogs. Hence, although at the surface level the translation rendered may appear inappropriate, an analysis reveals that it operates at the same level in terms of thought and sense. This can be classified as a gain more so since it is easier for the readership of the TT to relate dogs with war as opposed to geese and turkeys. Despite this conclusion, the understanding is largely speculative due to the fluidity of meanings in words.

IV. Conclusion

This paper examined the aspect of loss and gain in translation with a view of expounding on its complexity. Other than providing general observations on these phenomena, the paper has provided a practical analysis as a supplement to illustrate the preceding discourse. From the analysis, it is evident that what may appear as a loss, more so semantically, may actually be a gain, communicatively and functionally, aimed at providing the efficacy and vividness that the target audience can identify with and comprehend. Although there are instances of loss due to the translators' shortfalls, the ability to render the thoughts and senses intended in the ST in an 'equivalent' manner is a daunting task that requires the translator to be creative and dynamic. The dynamism is what vindicates translators against being labeled traitors especially while dealing with the ever fluid meanings of words.

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The Syntax of Yorùbá Proverbs

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Abstract- Yorùbá people relish in interspersing their utterances with proverbs . Hardly can a typical Yorùbá man or woman utter three sentences without putting in a proverb. Hence, Yorùbá say: 'Òwelẹ̀sinọ̀rọ̀,ọ̀rọ̀ lẹ̀sinòwe, bọ́rọ̀ bá sọnù, òwe la fi ń wa' translated to mean that 'proverb is the vehicle through which issues are resolved' . However, Yorùbá proverbs are not just strung together haphazardly; they follow some particular syntactic rules of the grammar of the language. These syntactic rules give some aesthetic values to proverbs usage in the languge. This paper is set to discuss the various syntactic forms that many of the Yoru `bá proverbs manifest. We also look at the implication of the syntactic rules upon which these proverbs are hinged and how these rules are applied to structures to conform to the wellformedness condition of Yoru `bá grammatical sentences.

Keywords: proverbs, yorùbá people, wellformedness condition, strong pillar.

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The Syntax of Yorùbá Proverbs

Timothy Adeyemi Akanbi

Abstract- Yorùbá people relish in interspersing their utterances with proverbs. Hardly can a typical Yorùbá man or woman utter three sentences without putting in a proverb. Hence, Yorùbá say: 'Òwelẹ́sinọ̀rọ̀,ọ̀rọ̀ lẹ́sinòwe, bọ́rọ̀ bá sọnù, òwe la fi ń wa' translated to mean that 'proverb is the vehicle through which issues are resolved'. However, Yorùbá proverbs are not just strung together haphazardly; they follow some particular syntactic rules of the grammar of the language. These syntactic rules give some aesthetic values to proverbs usage in the languge. This paper is set to discuss the various syntactic forms that many of the Yorùbá proverbs manifest. We also look at the implication of the syntactic rules upon which these proverbs are hinged and how these rules are applied to structures to conform to the wellformedness condition of Yorùbá grammatical sentences. We shall, in the final analysis, show that, even though some teenagers are no more facilitated with knowing and sayingYorùbá proverbs, proverbs, nevertheless cannot become extinct in the language. This is so because proverbs are the strong pillars that hold the norms, cultures and traditions of the Yorùbá people together.

Keywords: proverbs, yorùbá people, wellformedness condition, strong pillar.

I. Introduction

Proverbs are the sayings that are very common in languages. All peoples of the world have a repertoire of proverbs in their languages.Cultures, norms and traditions of any people are preserved in their proverbs. Proverbs are regarded as the sayings of the wise. It is the wise that say proverbs and it is also the wise that understand it. Yorùbá people relish in proverb sayings and they say it a lot. It is believed that it is the elders that have the monopoly of saying proverbs in the Yorùbá culture because the elders are believed to be wise; hence the saying that Ẹnuàgbà lobì ti ń gbó. In literal terms this means that it is the elders that can tell whether a kolanut is ripe or not. In its figurative notion, it means that the elders are the custodians of wisdom.We need to say though, that it is not that the young ones also do not give proverbs in Yorùbá culture, a young person can give proverbs among his/her peer group. However, if a young person will have to say a proverb before the elders, he must know the language to use before saying the proverb. In other words, he must pay homage to the elders. Some of the words for paying homage includetótó ó ṣe bí òwe; kí òwejẹ́ tiàwọnàgbà; àwọnàgbà bọ̀ wọnsọpẹ́... Such sayings are made as a wayof acknowledging the ancestors and the elders and crediting them with such proverbs (cf. Abiodun 2000). The words of this homage may be said either at the beginning before saying the proverb or at the end after the proverb has been said.Every setting in Yorùbá has a proverb attached to it. This is why it is said that Òwel'ẹṣinọ̀rọ̀, ọ̀rọ̀ l'ẹṣinòwe; bọ̀rọ̀ bá sọnù, òwe la fi ń wa. This is translated to mean that'proverb is the vehicle of words, if words get lost; it is the proverb that is used to search for them.' All this goes to show that the Yorùbá people are fond of and they relish in saying proverbs.

Proverbs, as we pointed out gives aesthetics value to speech. Ashipu (2013:11) notes this fact when by saying that "Of the proverbs in many African societies we are told that they are consciously used not only to make effective points but also embellish their speeches in a way admired and appreciated by their audiences. It is part of the art of an accomplish orator to adorn his rhetoric with apt and appealing proverbs… Proverbs are also used to add colour to everyday conversation….. Proverbs are essential to life and language: 'without them, the language would be but a skeleton without flesh, a body without soul." For every situation, Yorùbá have a proverb that is appropriate for that situation. Proverbs are used to warn, instruct, direct, rebuke, praise, command, etc.

However, proverbs are not just said in a haphazard manner, there are grammatical rules that the structure of proverbs follows. That is, in terms of sentence structure, there are various types of Yorùbá proverbs structurally. In terms of structure, proverbs can be in the form of simple, complex or compound sentences. Not only this, Yorùbá proverbs can also be pragmatic in nature. Except somebody knows the background of a particular matter, he may not be able to understand what the speaker meant by the proverb he uses. In addition, every Yorùbá proverb has its sociolinguistic implication. This is to say that every proverb has a relevance to the social togetherness of the people. Every situation calls for a proverb that is appropriate to it. However, the focus of this paper is on the syntactic analysis of Yorùbá proverbs. The paper is divided into five sections. Section one deals with the introduction. Section two discusses the theoretical framework used for this study. Section three looks at the various syntactic formations of someof the selected Yorùbá proverbs. We look at the implications of the syntax of proverbs in section four; while section five concludes the discussion.

II. Theoretical Framework

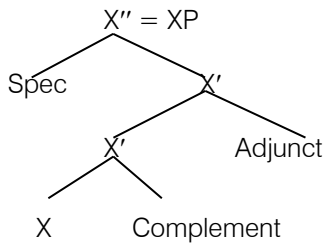
This work is couched within the theoretical framework of Principles and Parameters Theory known

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in its earlier version as the Government and Binding (GB) Theory. As proposed by Chomsky (1981, 1982, 1986), GB as a theory is composed of some other sub-theories. One of these sub-theories brought to GB from the earlier modifications of Transformational Grammar of Chomsky (1957, 1965) is the X-bar Syntax. X' Syntax which was first introduced by Chomsky (1970) and made popular and expanded by Jackendoff (1977) seeks to capture the similarities between different categories of phrases by assigning the same structural analysis to them. One important innovation brought into the grammatical analysis through X' Syntax is the binary branching. Binary branching replaces and is an improvement over the earlier ternary branching of grammatical analysis. The information carried by X-bar theory is schematised in the configuration labelled (1) below.

1



This sub-theory is relevant to this work, hence our adoption of the sub-theory of GB for the analysis of sentences in this work.

III. The Syntacticstructures of Yorùbá Proverbs

The Yorùbá proverbs follow a pattern that is unique in terms of grammatical and syntactic ordering. There seems to be no Yorùbá proverbs that are of simple sentence in its structure. If there are, such are not presented in this qork.Virtually all proverbs in the Yorùbá language are of complex sentence. In fact, hardly can there be a Yorùbá proverb that has less than two verbs. This does not mean that Yorùbá proverbs are of Serial Verb Construction in nature, they are not. But they are of different structural grammatical types. Many of the Yorùbá proverbs are of the following structures: negation, interrogation, focusing, topicalisation, subjunctive, etc. We shall discuss the structure of each of these Yorùbá proverbs.For some, we shall draw a representative structural tree where they become relevant.

a) The structure of Yorùbá proverbs

As we have said, Yorùbá proverbs in virtually all cases do not exhibit simple sentence structure. They are always of the complex sentence structure. The complex structural nature of Yorùbá proverbs is what makes them to be in negative, interrogative, relative, focus and subjunctive forms We shall take each of these sentence structures as are found in the Yoruba proverbs one after the other for proper analysis.

b) Negative structure type

The following proverbs[1] are of the negative structure type.

a) `Àgbàdokò rotọ̀pọ̀ èníyànlóko, ó yàgàn, kò rotiẹnitíà bá yàgbadofún, kò wotẹnitabaṣeloóore.
The maize planted in the farm does not think of doing well to people, it goes barren.

b) A kì í ṣeỌ̀gọ̀jì tó bá niyayọ̀ oyè tó dẹlẹ́sìnrìnwálé
We are not like ***Ọ̀gọ̀jì***[2] *who rejoice with the celebrant and came home a debtor*.

c) Àdó kì í ṣeẹgbẹ́ akèǹgbè
The small guard is not an equal to the big one.

d) Àjùmọ̀bí kò kantàánú, ẹnití Ọlọ́runránsí ni ló ń ṣeniloóore.
Mercy does not depend on blood relation; those who are sent by God are the ones that do mercy onto man.

e) Àjọjẹkò dùn, bí ẹnìkankò ní
Partnership cannot be enjoyed if one lacks good fortune.

f) Kò dùn mí, kò dùn mi, aya n bọ́pọlẹ́ẹ̀mẹfà
I do no bother, I do not bother, the housewife continues emphasising the offence.

g) À sẹ̀sẹ̀ yọoòrùn, ó dàbí ẹnipé kò ní í ta nilára
The early rising sun appears as if it will not generate heat.

h) Àpọ́nlé kò sí fọ́batí ò lólorì
There is not honour for a king that does not have a queen.

i) Àárọ̀ lọjà, kò ṣe é dúró wò
Morning shows the day; do not stand akimbo.

j) Gbogboohuntójú bárí kọ́ lẹnu ń sọ.
Not all that the eyes witness that the mouth utters.

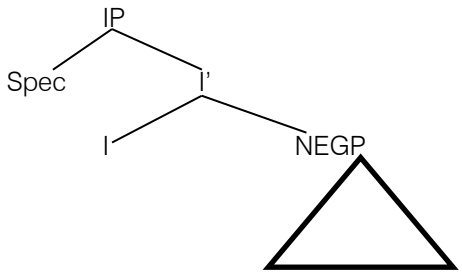
The proverbs in (2, a - j) above are all of negative structure form. The negative markers in the proverbs are in various positions within the structure and of different forms. Some are place at sentence initial position, some at the sentence medial, and some have more than one negative marker within them. The morphological forms of the negative markers are also different. This is based on the fact that Yorùbá language has various types of negative markers.While some are clear**kò**, 'not' some are of the form **kì í**, 'never' or not used to.' In some case, the consonant /**k**/ in **ko** gets deleted to remain /**ò**/ with low tone.The environment within which each of these negative markers occurs is different from the other. It can be

[1] Many of the Yorùbá proverbs used in this paper were taken from Jẹ́jẹ́nìwà and Babátúndé (2013).

[2] Ọ̀gọ̀jì is a name

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observed that **kì í** occurs in the environment where a particular action or incident may not happen ordinarily happen; while **kò** occurs only in an environment where a particular element is being negated. Another issue relating to these types of structures in Yorùbá proverbs is that the negative markers can occur more than once. When it is like this, it is used only to make emphasises and to press home the information the proverb user is trying to put to the fore. The structural configuration of the proverbs is given in (3).



k) Interrogative structure type proverbs

In this type of proverbs, various types of interrogative markers are used to turn the supposed positive statement to an interrogative one. In Yorùbá language, there are different types of interrogative markers. Each marker is used for a specific interrogative sentence. Sonaiya (1988) gives the type of interrogative markers in Yoruba as listed in (4). Such items are used as interrogative markers in some of the proverbs in Yorùbá language.

i.	Ta	Who
ii.	Kí	What
iii.	Báwo	How
iv.	(N)ibo	where
v.	Nígbàwo	When
vi.	Kílódé	Why
vii.	Mélòó/èló	How many/how much
viii.	Dà	Where
ix.	Ńkọ́	Where/how

All the markers in (4) are known as WH question markers. Any question with any of these interrogative markers requires a sentential answer. This is why such questions are also called content questions. Virtually all the above interrogative markers are seen to be used in Yorùbá interrogative proverbs. There are other question markers in Yorùbá which are known as Yes/No question markers. The type of questions that make use of such Yes/No question markers require only Yes/No for the answer. There are two major types used in Yorùbá. They are **Ṣé** and **Njẹ́**.These two interrogative markers are similar but they are, in some ways, semantically different (see Akanbi forthcoming). The other yes/no question marker, which we believe is more of dialectical than for Standard Yorùbá is **ha…bi**. The following sentences are some of the interrogative proverbs in Yorùbá.

a) Olé tó gbé kákáki **ọ**ba, **níbo**niyóò tifọn?
The thief that stole the king's trumpet, where will he blow it?

b) Baba jóna, **ẹ** ń béèrè irungbọ́n, **kí** ló múná ràn?
A man is burnt you are asking for the beard, what ignited the fire?

c) Àpọ́ndọ́jà ó lọ́ja ò kún, ìyàwó **ẹ mélòó** ló wà níbẹ̀?
A bachelor got to the market he said there were not many people, how many of his wives are there?

d) Ẹ̀bìtì tó pa Ọ̀jẹ̀làńkẹ́ kò jẹ̀bi, **kí**nieégúnfẹ́ fi ẹyìnṣe?
The trap that killed Ọ̀jẹ̀làńkẹ́ is not at fault, what does a masquerade want to do with palmnut?

e) **Kí**nieégún ń wá to lóun ò lè fàárọ̀ jó?
What does the masquerade wants to do that he will not dance in the morning?

f) **Kí**niológìnní ń wá tó fi jóná mọ́lé?
What is a cat seeking for that it perished in the inferno?

g) **Mélòó**niọ̀kánjúwà máa lá nínú àpò iyọ̀?
How much salt will greedy man leak out of a bag of salt?

h) **Ta**niyóò fi ọ̀bẹ tó nù jẹṣu?
Who will use the lost knife to peel yam.

i) Bí kò ṣeàkópọ̀, **kí**niewúré ń wá ní isọ̀ ẹyẹlè?
But for gathering together, what would the goat be looking for at the slot of the pigeon?

j) A ò fẹ́ ọ nílù, ò ń dárin, tí o bá da tán, **tá**niyóò bá ọ gbè?
You are not loved in the community; you are leading a song, after you have led it, who will sing along with you?

k) Ẹnitó bímọ tó sọ́ ní Mákù, **nígbà wo**niMákù kò ní íkú?
A person that has a child and name him Makù, when will he not die?

l) A biọmolánàá ó lóun ò bá waṣiré, **kó** tó dáyé **ńkọ́**?
A child born yesterday says he is not going to play with us, how about before he was born?

m) Ẹnisebẹ̀àtẹ́ a ní kí ẹ̀bìtì pá, ẹnitikò sè **ńkọ́**?
Somebody who cooked saltless soup is wished dead how about the one that did not cook anything?

Ọkunrin ń fi ọwọkantúṣòkòtò, ó ń fi ọwọkejìtẹ́ní. Obìnrinníkòrítòunmúgbọ; bí ó báfẹ́rítíẹ múgbọ́ńkọ?'
A man is loosing his trousers with one hand and preparing the bed with the other and the woman is complaining that she is not being attended to; what will he do if he wants to attend to him?

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n) A buomilámù rééégún, ẹni tó lọpọnlódò ńkọ́?
The one who scoop water from the water pot says he saw a masquerade, how about the person that went to the river to fetch the water?

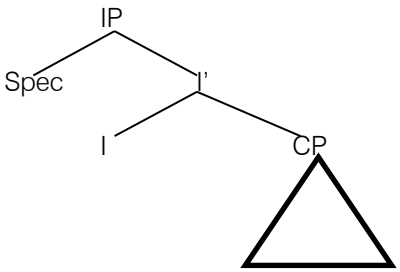
These and very many others are the interrogative proverbs in Yorùbá. Virtually all the interrogative markers that are there in the Yorùbá language are made use of in Yorùbá interrogative proverbs. But not all of those listed in (4) above are used here. It needs to be said that the interrogative markers in Yorùbá are very sensitive to humanness and animateness this informs the reason why ***ta***'who' and ***kí*** 'what' are seen to be used. ***Ta*** 'who' is selected when the questioned entity has the feature [+human] while **kí** 'what' is used when the questioned entity has the feature [±animate].

Certain things are to be noticed and explained in the interrogative proverbs we presented in examples (5a – o) above and many of them that are not presented. The interrogative markers can be at the initial, medial or final positions. For instance, (5e, f, g, h) above have their interrogative markers at the initial position.When the interrogative markers are placed at the initial position, it is the whole structure that is being questioned. In such instances, only one NP actor/agent is always made conspicuous in such a question.

However, when the interrogative marker is at the medial position, it is the concept within the proverb that is being questioned. For example, in (5i), it is the issue of gathering together that is the focus of the question. In (5j) the issue focused for questioning is the act of singing.In (5k) it is the time or period that is the focus of the interrogation. It is also pertinent to note that in interrogative proverbs, the information being sought can relate to human or non-human, location, quantity, quality, when, manner etc.

The examples in (5k, l, m, n) above are instances of proverbs where **ńkọ́** 'how' is used. As we said earlier, the marker always comes at the end of the sentence. There are two markers of this type that are assumed to be syntactically and semantically the same; and that is **dà** 'how/where[3]

Questions are asked to clear doubt and to seek for clarification. That is why questions are answered when asked. But interrogative proverbs can in most cases not be answered. In fact, the one who says such proverb does not expect to receive an answer. Such questions are rhetorical. Olúmúyìwá (2012) rightly notes this fact when he says that "…the content word questions demand phrasal or clausal answers. However, this is not so with Yorùbá interrogative proverbs. Thus, the question in each Yorùbá interrogative proverbs has important rhetorical dimensions. The question is asked for a purpose other than to obtain information." However, as valid as Olumuyiwa's assertion is, we want to posit that interrogative proverbs go beyond mere rhetorical. Such proverbs showthat the world itself is full of mysteries and that questions that are begging for answers abound in the world. This is the import these types of proverbs are trying to bring to the fore. Hence the proverb "*Ayé lòkun, èníyànlọ́sà, ẹ̀dá tí Olúwabá là lọ̀ lẹ̀ kàyé já*meaning "the world is an ocean it is only those guided by the Lord that can swim across to the shore."aptly confirms the mysteries that are in the world. The configurational tree below captures the structure of interrogative proverbs.



o) Focus construction structure type proverbs

Apart from the foregoing syntactic devices that we have noted and have discussed so far, there are still some other syntactic devices employed in Yorùbá proverbs. Focus construction is another device noticed in Yorùbá proverbs. Jones (2006:143) defines focus as "a grammatical means of marking the organisation of information in discourse." She goes further to say that focusing "divides sentences into a focus and an open proposition corresponding to background information."Another phenomenon that looks like focusing is topicalisation. Focusing and topicalisation are two grammatical phenomena that are similar. They are similar in that the two involve movement. However, while focusing is a syntactic device that foregrounds new information or the new material that contains such information in a sentence, topicalisation foregrounds old information (cf. Oyelaran 1990:2). The examples below are proverbs that have the structure related to focusing.

a) Ilé ni à ń wò kí á tó sọmọlórúkọ.
The circumstances dictate what name a child will bear

b) Fìlà niobìrin, ẹni tó bá wọ́ lórí niyóò de.
Women are like caps, it is he that it fits that wears it.

c) GbogboènìyànniAdéwùmí ń wù, Ọlọ́runọbanníí sọniní Adéyẹmí
Everybody loves to wear a crown but it is only God that crowns a person.
Ìṣẹ́ ni à ń ṣekí á tó jàreòṣì
We work in order to avert poverty.

d) Ilé ni a ti ń kó ẹ̀sọ́ ròde
Charity begins at home

[3] See Akanbi (2012) for his argument on the syntactic and semantic difference of these two markers.

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In these examples, the focused NP is moved from a particular position in the sentence to the initial position. The reason for this movement is to show the The question to be asked on the various item in the utterance. Therefore, he focused that item for emphasis. In doing this, he will be able to drive home his point to his audience. Not only this, his audience will be able to recognise the import of the item focused in the speech of the one saying the proverb.

e) Relative clause constructionproverbs

In relative clause construction proverbs, like its focus construction counterpart, move-α rule is normally made use of. These two types of constructions resemble each other in that it is the NP in the two constructions that are moved to Spec CP. But they are different in that while focus construction uses *ni* as the marker, relative construction uses *tí* as its marker. The noun or clause relativsed is normally moved from some point in the lower clause to the Spec CP of the matrix clause. The lower clause will then serve as a modifier for the noun or the clause that is moved. The proverbs in (8a – e) are examples of relative clause construction type proverbs.

a) Ijó tí ó bá ká nilárani à ń ṣuẹ̀ṣẹ́ jó
A dance that interests is danced with fisted hands.
b) Ibití wọ́nbá gbé iyọ̀ sí ibẹ̀ ní í sẹmí í sí.
Wherever salt is put, it melts there.
c) Ikú tí ó pa ẹlẹ́wù ẹtù, òunniyóò pa ẹnití ó jogun ẹ̀wù ẹtù.
The death that killed the wise is coming to kill the foolish.
d) Kòkòrò tí ń jobì inú obì ló wà.
The insect that destroys kola nut resides in it.
e) Kòkòrò tí ń jẹ̀fọ́ jàreẹ̀fọ́, ìwọnlewéko ń dáramọ.
The attraction of the vegetable calls for its destruction by insects.

The proverbs listed in (8a - e) above, and some like them, are relative clause construction type proverbs. Like the focus construction type ones, the NPs at the initial positions of the sentences are moved from somewhere in the sentences. It means then that the positions where the NPs are placed are the landing sites. Like the focus construction counterpart of relativisation, the elements so moved are for emphases. A kind of premium is placed on such item for proper identification. But unlike focus construction, the aspect relativized cannot be meaningful except it derives its meaning from the totality of the sentence; whereas, in focus construction, the element focused can be meaningful on its own. We will take one example from each of these structural types of proverbs for proper understanding of this observation.

a) **Fìlà niobìrin**, ẹni tó bá wọ́ lórí niyóò de. (7b)
Women are like caps, it is he that it fits that wears it.
b) **Kòkòrò tí ń jobìinú obì ló wà.** (8e)
The insect that destroys kola nut resides in it.

In the examples above, (9a) is a focus construction, while (9b) is a relative clause. It is observed that while the bold part of (9a) is meaningful independent of the whole clause, the same thing cannot be said of (9b) where the bold part does carry meaning on its own; it can only derive its meaning from the totality of the structure. This buttresses the fact that focus constructions are IPs while relative clause constructions are NPs (cf.Awobuluyi 1978a, 1978b, 1987,Owolabi 1987, 1989b).

c) Subjunctive clause construction type proverbs

Merrian-Webster Dictionary defines subjunctive as an event "relating to, or constituting a verb form or set of verb forms that represents a denoted act or state not as fact but as contingent or possible or viewed emotionally (as with doubt or desire)." In Yorùbá, subjunctive clauses normally begin with ***bí***. This morpheme is the one consistently used in clauses of such type. The proverbs in (10a – d) below are all subjunctive construction types.

a) Bí ínà òbátánlaṣọẹ̀jẹ̀kìítánlékánnà
As long as there are lice on the cloth, the finger nail will not cease have blood.
b) Bíẹ̀bìtì òbápeku, á fẹyìnfẹ́lẹ́yìn
If trap does not kill a rat, it will release the palm kernel to the owner.
c) Bí irọ́bá lọlógúnọdúnọjọ́kanniòtítọ́ ńbá a.
Lie may go for more than twenty years; it takes only a day for the truth to catch up with it.
d) Bía òkú, ìṣe ò tan
When there is life, there is hope.

Subjunctive clauses, in most cases, combine with negation to make a full statement. The negative marker for this type of proverbs is normally **kò** or the shortened form of it /**ò**/. This is why we see in (10a, b, and d) that the final part of these proverbs have negative markers within them. However, it is not all subjunctive clauses that have this attribute of negation marker, some do not (see 10c). But we need to say that majority of the subjunctive clauses exhibit negative marker within their structures.

Subjunctive proverbs normally express what should be the norm, i.e. if *x* is like this, then the outcome will be *y*. However, in some cases, the case may not be so straightforward. There can be another eventuality that may not go by the norm.

IV. The Implication of Syntactic Form of Proverbs

The question to be asked on the various syntactic ways of forming proverbs in Yorùbá is 'what is the implication.' The implication is that the Yorùbá do not just utter proverbs, every proverb that is uttered is

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rule-governed. Just like any other utterance is rule based, so also are the Yorùbá proverbs. Besides this, the Yorùbá proverbs are said in such syntactic manner so as to show the aesthetics of language.There is no doubt that language is not beautiful if it is well used. Therefore, the various syntactic ways by which proverbs in Yorùbá are rendered give a kind of stylistic device to them. If the proverbs are said in a manner that does not follow the syntax of Yorùbá language, it will be difficult for the audience to attach any meaning to such proverbs; because they (the proverbs) may bring out the intended meaning that the user expects to manifest.

V. Conclusion

This paper has revealed the fact that all the proverbs in Yorùbá are rule governed and that proverbs are not just said, they have the structures which they follow. The proverb that the speaker intends to use will dictate which syntactic structure the form will take when it is said. Based on this, we havetherefore divided some of the selected proverbs in the language to various structural types. The proverbs chosen for analysis are just representatives of other proverbs that are in Yorùbá language. There are therefore no special criteria used in selecting those proverbs we have used. We also noted in the paper that in the interrogative proverbs, there is no one rendered within the structure where ***da*** is used as the interrogative marker. We want to posit that the reason for this may not be unconnected with the fact that **dà** as a question marker is used to elicit information on concrete rather than abstract things. It is also said in the paper that the various structures within which Yorùbá proverbs are said bring out the aesthetics of the language.

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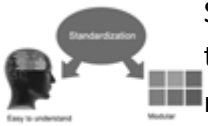


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Language: The language of publication is UK English. Authors, for whom English is a second language, must have their manuscript efficiently edited by an English-speaking person before submission to make sure that, the English is of high excellence. It is preferable, that manuscripts should be professionally edited.

Standard Usage, Abbreviations, and Units: Spelling and hyphenation should be conventional to The Concise Oxford English Dictionary. Statistics and measurements should at all times be given in figures, e.g. 16 min, except for when the number begins a sentence. When the number does not refer to a unit of measurement it should be spelt in full unless, it is 160 or greater.

Abbreviations supposed to be used carefully. The abbreviated name or expression is supposed to be cited in full at first usage, followed by the conventional abbreviation in parentheses.

Metric SI units are supposed to generally be used excluding where they conflict with current practice or are confusing. For illustration, 1.4 l rather than 1.4 × 10-3 m3, or 4 mm somewhat than 4 × 10-3 m. Chemical formula and solutions must identify the form used, e.g. anhydrous or hydrated, and the concentration must be in clearly defined units. Common species names should be followed by underlines at the first mention. For following use the generic name should be constricted to a single letter, if it is clear.

Structure

All manuscripts submitted to Global Journals Inc. (US), ought to include:

Title: The title page must carry an instructive title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) wherever the work was carried out. The full postal address in addition with the e-mail address of related author must be given. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining and indexing.

Abstract, used in Original Papers and Reviews:

Optimizing Abstract for Search Engines

Many researchers searching for information online will use search engines such as Google, Yahoo or similar. By optimizing your paper for search engines, you will amplify the chance of someone finding it. This in turn will make it more likely to be viewed and/or cited in a further work. Global Journals Inc. (US) have compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Key Words

A major linchpin in research work for the writing research paper is the keyword search, which one will employ to find both library and Internet resources.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy and planning a list of possible keywords and phrases to try.

Search engines for most searches, use Boolean searching, which is somewhat different from Internet searches. The Boolean search uses "operators," words (and, or, not, and near) that enable you to expand or narrow your affords. Tips for research paper while preparing research paper are very helpful guideline of research paper.

Choice of key words is first tool of tips to write research paper. Research paper writing is an art.A few tips for deciding as strategically as possible about keyword search:

- One should start brainstorming lists of possible keywords before even begin searching. Think about the most important concepts related to research work. Ask, "What words would a source have to include to be truly valuable in research paper?" Then consider synonyms for the important words.
- It may take the discovery of only one relevant paper to let steer in the right keyword direction because in most databases, the keywords under which a research paper is abstracted are listed with the paper.
- One should avoid outdated words.

Keywords are the key that opens a door to research work sources. Keyword searching is an art in which researcher's skills are bound to improve with experience and time.

Numerical Methods: Numerical methods used should be clear and, where appropriate, supported by references.

Acknowledgements: Please make these as concise as possible.

References

References follow the Harvard scheme of referencing. References in the text should cite the authors' names followed by the time of their publication, unless there are three or more authors when simply the first author's name is quoted followed by et al. unpublished work has to only be cited where necessary, and only in the text. Copies of references in press in other journals have to be supplied with submitted typescripts. It is necessary that all citations and references be carefully checked before submission, as mistakes or omissions will cause delays.

References to information on the World Wide Web can be given, but only if the information is available without charge to readers on an official site. Wikipedia and Similar websites are not allowed where anyone can change the information. Authors will be asked to make available electronic copies of the cited information for inclusion on the Global Journals Inc. (US) homepage at the judgment of the Editorial Board.

The Editorial Board and Global Journals Inc. (US) recommend that, citation of online-published papers and other material should be done via a DOI (digital object identifier). If an author cites anything, which does not have a DOI, they run the risk of the cited material not being noticeable.

The Editorial Board and Global Journals Inc. (US) recommend the use of a tool such as Reference Manager for reference management and formatting.

Tables, Figures and Figure Legends

Tables: Tables should be few in number, cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g. Table 4, a self-explanatory caption and be on a separate sheet. Vertical lines should not be used.

Figures: Figures are supposed to be submitted as separate files. Always take in a citation in the text for each figure using Arabic numbers, e.g. Fig. 4. Artwork must be submitted online in electronic form by e-mailing them.

Preparation of Electronic Figures for Publication

Even though low quality images are sufficient for review purposes, print publication requires high quality images to prevent the final product being blurred or fuzzy. Submit (or e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Do not use pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings) in relation to the imitation size. Please give the data for figures in black and white or submit a Color Work Agreement Form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution (at final image size) ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs) : >350 dpi; figures containing both halftone and line images: >650 dpi.

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6. AFTER ACCEPTANCE

Upon approval of a paper for publication, the manuscript will be forwarded to the dean, who is responsible for the publication of the Global Journals Inc. (US).

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The corresponding author will receive an e-mail alert containing a link to a website or will be attached. A working e-mail address must therefore be provided for the related author.

Acrobat Reader will be required in order to read this file. This software can be downloaded

(Free of charge) from the following website:

www.adobe.com/products/acrobat/readstep2.html. This will facilitate the file to be opened, read on screen, and printed out in order for any corrections to be added. Further instructions will be sent with the proof.

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Before start writing a good quality Computer Science Research Paper, let us first understand what is Computer Science Research Paper? So, Computer Science Research Paper is the paper which is written by professionals or scientists who are associated to Computer Science and Information Technology, or doing research study in these areas. If you are novel to this field then you can consult about this field from your supervisor or guide.

TECHNIQUES FOR WRITING A GOOD QUALITY RESEARCH PAPER:

1. Choosing the topic: In most cases, the topic is searched by the interest of author but it can be also suggested by the guides. You can have several topics and then you can judge that in which topic or subject you are finding yourself most comfortable. This can be done by asking several questions to yourself, like Will I be able to carry our search in this area? Will I find all necessary recourses to accomplish the search? Will I be able to find all information in this field area? If the answer of these types of questions will be "Yes" then you can choose that topic. In most of the cases, you may have to conduct the surveys and have to visit several places because this field is related to Computer Science and Information Technology. Also, you may have to do a lot of work to find all rise and falls regarding the various data of that subject. Sometimes, detailed information plays a vital role, instead of short information.

2. Evaluators are human: First thing to remember that evaluators are also human being. They are not only meant for rejecting a paper. They are here to evaluate your paper. So, present your Best.

3. Think Like Evaluators: If you are in a confusion or getting demotivated that your paper will be accepted by evaluators or not, then think and try to evaluate your paper like an Evaluator. Try to understand that what an evaluator wants in your research paper and automatically you will have your answer.

4. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

5. Ask your Guides: If you are having any difficulty in your research, then do not hesitate to share your difficulty to your guide (if you have any). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work then ask the supervisor to help you with the alternative. He might also provide you the list of essential readings.

6. Use of computer is recommended: As you are doing research in the field of Computer Science, then this point is quite obvious.

7. Use right software: Always use good quality software packages. If you are not capable to judge good software then you can lose quality of your paper unknowingly. There are various software programs available to help you, which you can get through Internet.

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9. Use and get big pictures: Always use encyclopedias, Wikipedia to get pictures so that you can go into the depth.

10. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right! It is a good habit, which helps to not to lose your continuity. You should always use bookmarks while searching on Internet also, which will make your search easier.

11. Revise what you wrote: When you write anything, always read it, summarize it and then finalize it.

12. Make all efforts: Make all efforts to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in introduction, that what is the need of a particular research paper. Polish your work by good skill of writing and always give an evaluator, what he wants.

13. Have backups: When you are going to do any important thing like making research paper, you should always have backup copies of it either in your computer or in paper. This will help you to not to lose any of your important.

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15. Use of direct quotes: When you do research relevant to literature, history or current affairs then use of quotes become essential but if study is relevant to science then use of quotes is not preferable.

16. Use proper verb tense: Use proper verb tenses in your paper. Use past tense, to present those events that happened. Use present tense to indicate events that are going on. Use future tense to indicate future happening events. Use of improper and wrong tenses will confuse the evaluator. Avoid the sentences that are incomplete.

17. Never use online paper: If you are getting any paper on Internet, then never use it as your research paper because it might be possible that evaluator has already seen it or maybe it is outdated version.

18. Pick a good study spot: To do your research studies always try to pick a spot, which is quiet. Every spot is not for studies. Spot that suits you choose it and proceed further.

19. Know what you know: Always try to know, what you know by making objectives. Else, you will be confused and cannot achieve your target.

20. Use good quality grammar: Always use a good quality grammar and use words that will throw positive impact on evaluator. Use of good quality grammar does not mean to use tough words, that for each word the evaluator has to go through dictionary. Do not start sentence with a conjunction. Do not fragment sentences. Eliminate one-word sentences. Ignore passive voice. Do not ever use a big word when a diminutive one would suffice. Verbs have to be in agreement with their subjects. Prepositions are not expressions to finish sentences with. It is incorrect to ever divide an infinitive. Avoid clichés like the disease. Also, always shun irritating alliteration. Use language that is simple and straight forward. put together a neat summary.

21. Arrangement of information: Each section of the main body should start with an opening sentence and there should be a changeover at the end of the section. Give only valid and powerful arguments to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

23. Multitasking in research is not good: Doing several things at the same time proves bad habit in case of research activity. Research is an area, where everything has a particular time slot. Divide your research work in parts and do particular part in particular time slot.

24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.



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27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form, which is presented in the guidelines using the template.
- Please note the criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

Writing a research paper is not an easy job no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record keeping are the only means to make straightforward the progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

Choose a revealing title. It should be short. It should not have non-standard acronyms or abbreviations. It should not exceed two printed lines. It should include the name(s) and address (es) of all authors.



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Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

An abstract is a brief distinct paragraph summary of finished work or work in development. In a minute or less a reviewer can be taught the foundation behind the study, common approach to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Yet, use comprehensive sentences and do not let go readability for briefness. You can maintain it succinct by phrasing sentences so that they provide more than lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study, with the subsequent elements in any summary. Try to maintain the initial two items to no more than one ruling each.

- Reason of the study - theory, overall issue, purpose
- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else

Introduction:

The **Introduction** should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

- Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done.
- Sort out your thoughts; manufacture one key point with every section. If you make the four points listed above, you will need a least of four paragraphs.

- Present surroundings information only as desirable in order hold up a situation. The reviewer does not desire to read the whole thing you know about a topic.
- Shape the theory/purpose specifically - do not take a broad view.
- As always, give awareness to spelling, simplicity and correctness of sentences and phrases.

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This part is supposed to be the easiest to carve if you have good skills. A sound written Procedures segment allows a capable scientist to replacement your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt for the least amount of information that would permit another capable scientist to spare your outcome but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section. When a technique is used that has been well described in another object, mention the specific item describing a way but draw the basic principle while stating the situation. The purpose is to text all particular resources and broad procedures, so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step by step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

- Explain materials individually only if the study is so complex that it saves liberty this way.
- Embrace particular materials, and any tools or provisions that are not frequently found in laboratories.
- Do not take in frequently found.
- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

Methods:

- Report the method (not particulars of each process that engaged the same methodology)
- Describe the method entirely
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures
- Simplify - details how procedures were completed not how they were exclusively performed on a particular day.
- If well known procedures were used, account the procedure by name, possibly with reference, and that's all.

Approach:

- It is embarrassed or not possible to use vigorous voice when documenting methods with no using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result when script up the methods most authors use third person passive voice.
- Use standard style in this and in every other part of the paper - avoid familiar lists, and use full sentences.

What to keep away from

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings - save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part a entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.



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Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or in manuscript form.

What to stay away from

- Do not discuss or infer your outcome, report surroundings information, or try to explain anything.
- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a argument should be. Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly described. Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved with prospect, and let it drop at that.

- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

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- Do not give permission to anyone else to "PROOFREAD" your manuscript.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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