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(IJLGC)**www.ijlgc.com**INFLUENCE OF THE AUDIENCE ON A SPEAKER'S SPEECH
STYLE: A JOOSIAN ANALYSIS**Zainab Haroon^{1*}, Zainab Siddique²

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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract**

Speech style is a language variety that gives choices to an interlocutor to shift from one style of language to another. The primary purpose of this research is to discover the audience's influence on the speaker's speech style. Drawing upon the Joosian theory (1967), this research uses a qualitative conversational analytical approach to examine the selected sample. Two speeches, by the same speaker, to two different audiences have been used to examine their influence on the speech styles of the speaker. The result reveals that in the speech to the Pakistani audience, the speaker's dominantly used speech style is the consultative style. This is because the speaker gets a continuous response from the audience. In addition to this, as he is a native of Pakistan, so he feels a strong connection with the Pakistani audience which makes him more casual. On the other hand, the dominantly used speech style in the UN General Assembly speech is formal. The reason is that he does not share a strong connection or bond with the Western audience. Furthermore, the speaker is addressing the Western audience as a Leader of his country, then transforms into the Ambassador of the Muslim World and finally as a Global citizen. So, he has kept his speech formal. Besides this, additional features of coinage, name-calling, tone, repetition, aggression, and allusion were also found. Furthermore, this data can be used to analyze other external factors that influence the speech styles of speakers.

Keywords

Language Variety; Joosian Theory; Coinage; Name-Calling; Allusion

Introduction

Speech style is a language variety that people adopt according to their different life situations. It makes the speech relevant and effective according to the context. For instance, one's speech style, while communicating with a friend, is different from the way one speaks to a teacher. Considering this phenomenon, Martin Joos (1967) proposed five categories of speech styles based on the degree of formality between the interlocutors. He made a comparison between various time zones and several speech styles. Just as people tend to change their clock when shifting from one time zone to another, they also shift their speech style according to the need of the situation. For instance, a casual speech style cannot be used while talking to a colleague as it will be considered impolite and unprofessional.

Research Question

How do Pakistani and Western audiences influence the speech style/s of Imran Khan?

Thesis and Problem Statement of the Study

This work studies how the Western as well as the local (Pakistani) audience influence the speech styles of a speaker (Imran Khan, former prime minister of Pakistan). It is often seen that an individual's speech style is never constant as some external and/or internal factors bring variation to the speaker's speech style. The influence of audience as an external factor has been both fascinating as well as intriguing, therefore, resulting in the study being carried out.

Objectives of the Study

- To analyze and compare Imran Khan's speech styles in the selected speeches.
- To identify the similarities and differences in Imran Khan's speech styles with Pakistani and Western audiences respectively

Literature Review

Language and Language Variety

Human language has always fascinated researchers. Sapir (1921) treats it as "a non-instinctive method of human communication" that enables the speaker to share ideas, emotions, and feelings and argues that it cannot be learned naturally. On the contrary, Chomsky (2002) refers to language as an inherent ability.

Language variety is a collection of distinctive ways of expressing language. It is often referred to as isolect or lect. There can be variations in a language due to multiple factors: geographical (resulting in regional and social dialects); personal (idiolect); vocabulary (for a specific group or a profession). Furthermore, Richards and Schmidt (2010) identify sociolect which is a language variety restricted to a specific social class or educational background. Wardhaugh (2006) studies language variation as the influence of external stimuli on human speech. Hudson (1996, p. 22) defines a variety of languages (as cited in Wardhaugh, 2010) as "a set of linguistic items with similar distribution" allowing Canadian English to be one variety, and American English as another variety.

Speech Style

Bell (1984) refers to the style as a response of a speaker to the target audience for whom one designs his speech. He further says that the primary reason for the shift from one speech style to another is determined by the social context. Coupland (2007) refers to the style as the ways

in which the speaker uses resources of language variation to create meaning in social settings. This means that the speaker adjusts his or her speech in a way that is appropriate to the situation. Yule (2010) classifies speech styles as the use of language formally or informally thereby identifying them as careful style/formal style and casual style/informal style. He maintains that failing to use the appropriate speech style concerning the situation or addressee results in facing embarrassment and awkwardness.

Style vs Register

In linguistics, there is a very thin line between registers and speech styles. People often use them interchangeably. Some linguists use the term, *register* in place of style or speech style. However, Holmes (1992) deals with style at a much broader level depending on the addressee and context and treats style as the range of variation within the speech of an individual speaker that enables the individual to convey the same message in different ways depending on the context and the addressee. Similarly, Richard and Schmidt (2010) also recognize the influence of the audience on the speech style of the speaker with the addition of situation, location, and topic of discussion.

With regards to register, Richard and Schmidt (2010) define register as a specialized vocabulary for a group of people who have the same occupational background or people who share similar interests. Yule (2010) refers to a register as the conventional way of using language, which is appropriate to a specific situational context, occupation, or topic. Crystal (1991) and Kortmann (2005) refer to registers as the choice of the lexicon in a different situational or social context. This means that registers are closely linked to the social situation and do not focus a lot on the interpersonal relationship with the addressee. In short, the major difference between style and register is that style is based on the degree of formality or familiarity with the addressee while the register is the specialized vocabulary for a particular group of people.

Martin Joos' theory of Speech Styles

Every person has a different style of delivering his or her utterances switching from one style to another according to their relationship with the addressee or the situation in which they are communicating. It is vital to know what speech style should be adopted in a certain situation to avoid offence or awkwardness. Drawing upon the analogy of different time zones, Joos (1967) identifies five speech styles which he refers to as five clocks: frozen style; consultative style; casual style; intimate style; formal style. The tabular representation of Joos' (1967) concept of speech styles is given below.

Table 1: Joosian (1967) Concept of Speech Styles

Style	Occasions	Defining Features
Casual style	Friends; Acquaintances	Ellipsis; Slang
Intimate style	Spouse; Siblings	Extraction; Jargon
Formal style	Conference rooms; Assembly	Cohesion; Detachment
Consultative style	Colleagues	Addressee's response; Supply of background information
Frozen style	Courts; Speeches; Ceremonials	Wise wording; Pre-planned

Applications of Joosian Theory

Putra and Rosa (2019) applied Joos' theory (1967) to a video clip from an American television show *Ellen DeGeneres Show* (Patrick, 2017). The researchers aimed to identify the different speech styles and searched for the dominantly used speech style. The researchers took a video clip from the talk show where the host, Ellen, is appreciating a 5-year Geography expert. The researchers claim that speech styles are mostly influenced by the status, sex, age, social distance, and occupation of the addressee and the social setting. They found that the casual style was dominant during the conversation of Ellen with the child.

Anugrahsuci (2014) applied Hymes' theory (1974) of communication (that focuses on communication being influenced by external factors in addition to the listener/addressee) to the movie, *The King's Speech* (Canning, Sherman, and Unwin, 2010) using utterances of the main characters as data in order to identify the speech styles. The researcher found out casual style as the most used speech style and the factors which influenced the speech style in the movie are the setting and surroundings, the participant/addressee.

Methodological Framework

Methodological Approach

The research is qualitative employing a conversational analytical approach as the methodological framework while drawing upon the conceptual framework of Martin Joos (1967). The study also makes a comparative analysis between the two samples to examine the influence of the different audiences on the speech style of the speaker. This comparison is made based on two different audiences that are Pakistani and Western.

Sample and Sample Size

The selected sample consists of two speeches by Imran Khan that have been retrieved from YouTube. The first speech (SAMAA TV, 2019) was delivered at UN General Assembly and the latter (ARY News, 2022) was delivered in Karachi, Pakistan.

Sampling Technique

A purposive sampling technique has been employed for this study. The criteria for sampling are as follows: audience type (the audience type for the first speech is international audience while for the latter, it is local mostly consisting of youth); the number of views (millions); duration.

Criteria for Analysis

Both the speeches have been analyzed for all five of Joos' speech styles (1967).

Variables

There are some constant and some variable factors with respect to the speeches. The constant factors in both the speeches are the *speaker*, Imran Khan, and the *public*, which consists of a large group of people. The variables include *audience* and *setting*. The first speech addresses the Pakistani audience mostly consisting of youth (19-35 age group) coming from different social, professional and educational backgrounds. The Western audience consists of a bigger age group (45-65) that mostly consists of government officials. Moreover, the setting for the Western audience is the UN assembly while the one for Pakistani audience is Mazar-e-Quaid, a public area in the city of Karachi, Pakistan.

Analysis

Imran Khan's Speech Style at UN General Assembly (Speech I; Western Audience)

The following is the analysis of Imran Khan's speech style while addressing the Western audience. (SAMAA TV,2019)

Formal Speech Style

The following features of formal style, as given by Joos (1967), were found in the speech.

Speaker Authorized to Speak

The speaker begins his speech when he is authorized to speak, one of the defining features of formal style. He is invited to the podium by the speaker of the United Nations General Assembly to address the audience. These lines “*Assemblia cochanam on de korsam del primerministro de la republica islamika de Pakistano, Sakhalin sia Imran khan. Pedo protocolo co companyo Excelencia Tengo gran plaza de la moneda a senior tremor Ministro de la Republica yarmulke Pakistano on a given b talk a little say assembly a general*” (0:01-0:42) introduce the Prime Minister of the Islamic Republic of Pakistan and invite him to deliver his speech.

Cohesion

The words uttered by the speaker, in the beginning, are highly cohesive. The speaker, Imran Khan, begins his speech by following the sequence of rank in addressing the higher officials. He begins by saying, “*Mr. President, honorable Secretary General, Excellencies, and ladies and gentlemen*” (0:48-1:01). The utterances of the speaker have a proper sequence of addressing the officials in the audience followed by expression of gratitude for getting an opportunity to share his views on the world forum. Then he mentions the reason behind his presence by saying, “*I want to talk about a lot of problems but just four today*” (1:22-1:27).

Afterwards, he mentions the problem of climate change. He begins it with issues of climate change in his own country. The speaker elaborates on how climate change is rapidly getting worse and is affecting his country, Pakistan. He explicitly mentions, “*I will give you a start with my own country*” (2:32-2:36). As he starts with his own country, he mentions how Pakistan is being affected by climate change and if the situation continues, humans will face a huge catastrophe. He further adds his contribution toward the reduction of climate change. He says, “*we planted a billion trees in five years*” (3:54-3:56) and then adds “*now we have set ourselves a target of ten billion trees in Pakistan*” (3:57- 4:03). And, at the end, he mentions, “*This has to be combined effort of the world*” (4:12-4:18). The whole world “collectively” needs to work on it. The speaker follows a proper grammatical structure and a developing thought-sequence in uttering these sentences.

Thirdly, the speaker mentions his second point by saying, “*The second issue for me right now is*” (5:17-5:26). This utterance indicates that the speaker is about to mention another issue thereby connecting the second and the previous part together. This adds to the cohesion and building of coherence as well. It is also seen that the speaker mentions “Mr. President” multiple times. This indicates that the speaker is grabbing the attention of the President while talking about a crucial matter. The speaker ends his second point by clearly mentioning, “*So, this is my second point, I hope that the United Nations takes lead in this*” (10:01-10:08). It can be

seen that the speaker has given a proper introduction, body, and conclusion to the second issue that he is addressing.

The speaker has also used logical cohesion by mentioning the corruption of richer countries resulting in the failure of the developing world. He first mentions different types of corruption prevailing in the global society. Then he adds the consequences of corruption on the poorer countries. The speaker does not talk about a single country; instead, he categorizes the countries as rich and poor. The logical connection between the words, especially money laundering, corruption, drug money, and terror financing is highlighting the linguistic features of formal style, creating, and building cohesion.

The speaker, then, discusses the third point of his speech which is Islamophobia. He says, “*My third point is*” (10:22-10:26). This connects the previous issues with the third point. He has used an allusion, here, to 9/11 which is referring to the historical event. He says, “*Islamophobia since 9/11 has grown at a pace where it is alarming*” (10:42-10:31). He clearly says, “*My point here is that we must address this issue.*” (13:24-13:29). By using “must” he indicates that the issue of Islamophobia is compulsory to be addressed. And, by using “My point”, he states the purpose of talking about the third issue which is Islamophobia.

The speaker, again, introduces the next theme before talking about it. He says, “Now the number fourth point is” (23:49-23:52), thus introducing the topic this way gives the audience insight into what is coming next. He explains to the audience the rise of terrorism and how Pakistan supported the United States in its war against Afghanistan. He connects all these points with the Kashmir issue. The reason behind giving this detail was to make it clear that Pakistan is not involved in any kind of terrorism and to highlight the brutality against Kashmiris.

All the four stages, and the ideas are organically well connected. The speaker has elaborated and well connected all four points. He makes it easy for the audience to comprehend his 50 minutes speech into four points. His utterances are semantically and lexically well-structured making it a cohesive text. It is semantically well-structured because each sentence is logically connected and is giving a proper sense and meaning. Similarly, the text is well connected lexically, too, because the vocabulary used is giving a logical meaning to his utterances.

Detachment

The speaker, Imran Khan, very respectfully, addresses the President and other members of the audience by using the word “honorable”. The speaker says he is “honored” to be there. He also shares the reason for his physical presence at the forum which is to draw the attention of world leaders towards substantial matters by pointing out and stating, “urgent problems that the world *must* address”. By using *must*, the speaker emphasizes that whatever he is going to talk about is of substantial importance.

The speaker makes use of factual percentage-based evidence to make his speech compelling for the audience. He says, “*80% of our water comes from rivers*” (2:57-2:58). Instead of targeting a specific richer country, he talks about all countries, including Pakistan, which are contributing to the greenhouse gases. He mentions the contribution of his country towards the reduction of global warming by first planting “*a billion trees in five years*” (3:54-3:56) and then setting up a target of planting “*ten billion trees*” (4:01). Then he requests the world to

make collective efforts to eliminate global warming which shows his faith in the collective efforts of global citizens to bring change. He also mentions “*richer countries must be pushed*” (4:52-4:54), which means that the richer countries that are contributing more to the greenhouse gases, should work on a solution. Finally, he says that the “United Nations must take leadership in this” (5:12-5:15). This utterance indicates that he is emphasizing the fact that the United Nations, being a global platform, must lead the countries in solving the global issue of climate change.

The speaker, Imran Khan, then talks about the second issue which is how rich countries are becoming richer and poor countries are becoming poorer (5:20-10:20). It is because corruption is prevailing in these developing countries. The speaker is talking about debt of the developing world that has increased in the previous years due to corruption. He is detaching his personal feelings about the corruption of previous parties in Pakistan and gives evidence of corruption and of lack of resources in his country. The seriousness of his words is invoking apprehension among the people. He asks the heads of the rich countries multiple times that they “must” take action against the corrupt members who are taking the money out of the country and are buying foreign lands for their interests. Without signaling out any a party or individual, he respectfully, draws the attention of the audience towards money-laundering and other corrupt activities of previous rulers of Pakistan.

The third issue that he points out is that of Islamophobia, without naming any nation or leader who had banned the hijab in their countries, thereby successfully avoiding to create a division between himself and the audience. He speaks on behalf of all the Muslims of the world. He ends talking about the issue of Islamophobia by saying, “*we must address this issue*”. This shows that this is a serious issue that needs serious attention. The speech elaborates on how Islamophobia is increasing and is affecting Muslims and how it can worsen. The speaker uses words like *marginalization*, *radicalization*, *militants*, and *Islamophobia* to show the seriousness of the situation. Instead of harshly criticizing the Muslim leaders for not addressing this issue, he very respectfully mentioned, “We Muslim leaders have not discussed this issue either”. Instead of blaming anyone, he uses the pronoun “we”, thereby taking full responsibility. He blames the Muslim world along with himself by stating, “We in the Muslim world did not explain to the West that there is no such thing as radical Islam” (14:54-15:03). By saying so, he is pointing out the weakness of the Muslim Leaders including himself, without naming anyone.

The speaker then moves to the issue of Kashmir. He gives instances of the wars his country has had with India over Kashmir. The speaker mentions that his aim as the Prime Minister was to bring peace to his country. He explains with facts and figures that seventy thousand people in Pakistan died during the war against the Soviets. He gives detailed accounts of the events which makes the audience convinced. When he is talking about his rule in Pakistan, he does not use the pronoun *I*, instead he uses *we*. For instance, when he says, “We came to power, we decided that we would dismantle what was left of these groups” (27:10-27:19) even though *we* shows personal involvement. However, the speaker employs *we* to refer to the contribution of his government in diminishing terrorism.

Lastly, he talks about how Mr. Modi has deprived the Kashmiris of their basic human rights. By putting facts and figures in his speech, he makes his speech more elaborate and catchier. The speaker talks about the Rashtriya Swayamsevak Sangh (RSS), the Hindutva-based

organization and its brutality. The speaker says, “hundred thousand Kashmiris were denied the right given by the United Nations”. The speaker, on behalf of all human beings, talks about the rights of Kashmiris. He also adds, “material prevails over humans” referring to being a huge business market that no human rights organization is talking against.

The speaker grasps the attention of the audience by choosing his words wisely and by adding mathematical figures and numbers to his speech. The speaker has used a formal speech style to impact the audience. Interestingly, the speaker detaches himself from the audience and connects himself to the people outside the forum. Firstly, the speaker is seen as a spokesperson of his government and his political party when he talks about planting a billion trees; secondly, he becomes an ambassador of Pakistan when he talks about the role of his country in the reduction of global warming; thirdly, he is an Ambassador of Muslim world while addressing the issue of Islamophobia and lastly, he is seen as a global citizen when addressing the Kashmir issue.

Frozen Speech Style

The defining features of frozen speech style were also found the details of which are given below.

Choosing Words Wisely

The speaker starts his speech by uttering, “So, first of all, I start with climate change” (1:49-1:51). This shows that the speaker has given a good start to his first issue. He knows that the Western audience is concerned about the environment, so he begins his speech with a topic that is close to the heart of his audience. He, then, says there is a “lack of seriousness” about the climate issues instead of using a negative term. Subsequently, this made his standpoint as a Prime minister, effective.

Secondly, when he is explaining the fact that there is no radical Islam, he claims that if a Hindu is involved in a suicide attack, people do not blame the whole religion. So, he does not talk badly about other religions and expects the same treatment towards Muslims. He chooses his words wisely, being considerate of the followers of other religions so as not to invite offence. He further adds that as he was a former cricketer, he had spent most of his life in the West. He says that he understands the Western psyche, so without blaming a specific individual, he states he blames “some” Western people who would create something that would malign the prophet Muhammad, (peace be upon him). The speaker is aware of the presence of the Western audience, so instead of naming any country or person, he is very respectful towards them and uses the word “some”. The speaker then further elaborates what teachings Islam preaches. Furthermore, his tone is serious, purposeful, respectful and civil.

In another instance, the speaker straightforwardly announces that the world should not use the freedom of speech to cause pain to the Muslims by insulting their Holy Prophet, Muhammad (Peace be upon him) (23:40-23:47). The speaker uses the word “insulting” to show the pain that the West is causing to the Muslim world. This also makes the audience realize the effect of these words. He also uses the pronoun “us” to show the audience that he is talking on behalf of the whole Muslim community.

Pre-Planned

The speaker, intentionally, starts his speech with a global issue so that the audience stays alert during the speech. Here the speaker grabs the attention of the audience by mentioning a substantial matter which needs immediate attention. As the speaker has got a chance to address the whole world, he has planned these points to clarify a lot of misunderstandings. He knows he is being heard by the President and Global Ambassadors, so he is choosing such words that do not offend anyone, nor do they target a specific individual group. He mentions that he always wanted to clarify the image of Islam and wanted the people to know what Islam teaches. He sums up this point by saying, "I always imagined what I would say and educate the world about Islam if I ever stood on this forum."

Lastly, it is pre-planned because he mentions in the beginning that he is there to discuss four points. So, this shows that the speaker has previously planned what things he will discuss once he gets to the world forum. It is preplanned and the beauty of his speech is in that he starts with the global issue of *climate change* moving towards *corruption* highlighting its role in the plight of developing world countries, then to *Islamophobia* and to the Indo-Pakistan *issue of Kashmir*. He then links the imminent threat of a nuclear war with global warming thereby sending a very strong wake-up call throughout the world. This intelligent plan immediately catches the attention of the general global population and creates a sense of care, concern, and urgency in the audience.

Consultative Speech Style

The following are the features of the consultative speech style found in Speech I (Western Audience), given by Joos (1967).

Addressee's Response

Consultative speech style is a semi-formal way of uttering a sentence. By saying "Killed about ten trees" (31:27-31:29), Imran Khan has brought the element of humor into his speech. As a reply to his utterance, the audience applauded him. This applause is a response to the utterance of the speaker. The speaker also personifies trees and sensitizes the audience so as to influence them to raise their voice against the people who are harming the environment. Even though the setting is very formal, the speaker has uttered these sentences in a consultative style.

Supply Background Information

Additional to the audience's response, the speaker needs to supply background information. The speaker talks about the Prime Minister of India, Mr. Modi, for concealing the truth with the lie that they have killed terrorists in Pakistan. He explicitly shares, "The entire campaign, almost the entire campaign of Mr. Modi in the election was how he had taught Pakistan a lesson" (31:11-31:20). Throughout the speech, the speaker provides background information to each point. When he talks about Islamophobia, he also gives the background of how Islamophobia emerged.

While discussing Islamophobia, he shares the reasons behind the creation of such a division. Without pointing out a specific leader, the speaker respectfully mentions that "certain" Western leaders equate Islam and the hijab with terrorism and gives the reference to 9/11. His words are simple yet powerful. He does not use a difficult lexicon which would create confusion among the audience. The speaker purposely kept his speech simple so that the message could be delivered effectively.

Casual and Intimate Styles

The features of casual and intimate style were not found in Speech I.

Imran Khan's Speech style in Karachi, Pakistan (Speech II; Local Audience)

The following is the analysis of Imran Khan's speech style while addressing the Pakistani audience in Karachi, Pakistan (ARY News, 2022).

Formal and Frozen Styles

The features of formal and frozen styles were not found in this speech.

Consultative Speech Style

The following Joosian features of consultative style were found in Speech II (Local Audience).

Addressee's Response

The speaker begins his speech by reciting a few verses of the Holy Quran and thanks the people of Karachi for their presence. The people are chanting and applauding the speaker, which shows the response of the audience. The speaker explicitly mentions that he is there for "*baat cheet*", an Urdu word for chit-chat. He then asks the audience to raise their hands to say whether his ousting from the office of the Prime Minister of Pakistan was a conspiracy or an interference. In response to this, the crowd raises their hands and agrees to the point that it was a conspiracy.

The audience, throughout the speech, responds with applause or by moving the flag of Pakistan and that of Tehreek-e-Insaaf. For instance, when he says "*apne in zameer farosho ko kabhi maaf nahi karna*" (23:32-23:38), the audience hoots and shouts, which indicates that they are agreeing to what he is saying. In another instance, he says, "*imported hakoomat*" (23:03-23:04) to which the audience replies "na manzoor"; he adds further "*awaz nahi arahi*" (24:08-24:09) which means they are not loud enough, and again says "*imported hakoomat*" to which the audience this time replies loudly "*na Manzoor*" (24:10)¹

Secondly, the audience also responds by clapping or by yelling in support of the speaker. When the speaker says "*me kisi kisam ka apne mulk ko nuqsan nahi dekhna chahta . Na kia hai aur na kabhi ham Insha Allah hone dainge*" (51:14-51:20). In response to this, the audience claps and shows their support for what the speaker is advising them to do.

Finally, when the speaker asks the audience, "*aap tayar hain election k liye?*" (53:14-53:16), the audience responds by hooting in agreement.

Supply Background Information

The speaker first tells the audience the reason behind arranging the procession (political gathering). He says that the issue he wants to share with his audience is going to affect the future of the people of Pakistan and the future of their children. First, he clarifies his stance that he is not against any country by saying, "*na me Anti-Indian hun , na me Anti-European hun, na me Anti-American hun*" (3:23-3:35). Then he uses the allusion *Mir Jafar* by saying "*Ek Mir Jafar ko hamare uper musalat kardia hai*" (5:48-5:54). Being aware that his audience

¹The hashtag analyzed by the Tweet Binder in the favor of Imran Khan and against his ousting have been the biggest trend with a total of "106,433,419" tweets. (Ahmed, 2022)

generally consists of the youth, he shares the details of the historical figure named Mir Jafar, the person had sold his loyalty against his state for petty personal gains. He calls the new Prime Minister “Mir Jafar” and says he has been forced on Pakistan as a result of foreign conspiracy, thereby referring to his ousting as result of foreign hands.

Furthermore, he tells the people that he knows the European countries better as he has spent more time with them as compared to other politicians. He says, *Aap jab apne mulk ki diffa karte hain, apne mulk k mafadat k liye stand laite hain , wo aap pe pressure zarur dalte hain, lekn wo apki izzat karte hain (21:18-21:32)* . This shows that he understands the psyche of Europeans and he is letting the audience know that by taking the stand they will gain more respect. He also mentions NRO (National Reconciliation Ordinance), which was given by General Musharraf to the ex-Pakistani leaders, Nawaz and Zardari. He shares that General Musharraf had a major contribution to the suffering of Pakistan. By supplying this background information, he is making people aware of the consequences Pakistan would face for having a corrupt Prime Minister who is appointed with the help of foreign conspiracy.

At the end of the speech, he says “Hamne hamesha pur aman ahtijaj kia hai” (50:47-50-53) reminding the people of the previous protests of Tehreek-e-Insaf. He gives a background to the youth that Tehreek-e-Insaf has always been involved in peaceful protests and that they would not let anyone disturb the peace of the country. He also tells the audience that he will not bear any kind of harm to his nation, Pakistan.

Casual Speech Style

The following features of casual style, as pointed out by Joos (1967), were found in Speech II (Local Audience).

Slang

At times, the speaker seems as if he is addressing a friend. The speaker says, “*Acha jee han me diesel pe araha hun abhi, diesel pe araha hun*” (8:49-8:54). The word *diesel* has been used for Molana Fazal Rehman, a politician. In the speech, when the speaker utters these words, people who are not familiar with this term might think the speaker was referring to the substance “diesel”. But as the Pakistani audience is familiar with the term, *Diesel* for a corrupt politician known for his corruption through diesel, they chant and applaud. Normally a person would not expect an Ex-Prime Minister to use such slang for the opposition leaders in a formal speech, but as the audience and the speaker consider each other as insiders, no one objects to the usage of such words. The speaker further says, “*hamare 20 member of Parliament, unke zameer jaag jate hain, unko ek dam pata chalta hai k oho Tehreek e insaf to buri hai*” (12:53-13:04). In this example, he uses *oho* which is a slang expression.

In another example, the speaker uses the word *Janab*, which has been used as a slang word in Urdu Language. He says, “*abb yahan jhoot bol k k janab bara bemaar hai marne wala hai*” (39:28-39:31). Throughout the speech, it can be observed the speaker is talking very casually to the audience as if they are his friends. The way the speaker is narrating the past events is very informal. He says “*phir ye hua*” and “*phir wo hua*”. The words he chooses “*chor, mafia, mar raha ho*” show the casualness of his speech.

Ellipsis

The speaker uses ellipsis multiple times. He says “*hamne diesel ki kimate niche ki thi, ye ab apke diesel ki kimate barhane wale hain*” (8:54-9:01). Instead of mentioning who, the speaker uses the pronoun *ye* very informally as he expects the audience to understand who he is referring to. The speaker, at many instances, uses the pronoun “*ye*” instead of mentioning *who*. In the example, it can again be noticed that he uses the word “*ye*” instead of repeating the name. “*Amerika me hamare ambassador ki mulakat hoti hai official Donald Lu k sath, aur ye sunne ye kia kehta hai, Pakistanio sunne ye kia kehta hai*” (10:11-10:24). Instead of repeating the person’s name the speaker uses “*ye*”.

Moreover, at times the speaker does not provide background information as he expects the audience to understand this. When he talks about Nawaz Sharif, the audience knows who he is talking about. The speaker says “*Udhar jo master mind tha is sari sazish ka, London me baith k jo ye sari sazish karaha tha*” (39:05-39:14). The speaker does not mention the name of the person he is talking about as he assumes the audience to understand. He uses the word *isne* instead of using the name. He says, “*Musharraf k dor me isne muaidah karke Saudi Arabia bhaag gaya*” (39:23-39:28).

Intimate Style

The features of intimate style were not found in the speech as this style is used among very close relations.

Results

The analysis shows some Joosian and some non-Joosian features of style which were found in the text. These have been tabulated below.

Table 2: Joosian Features of Speech Style in The Two Texts

Speech Styles	Speech I (Western audience)	Speech II (Local audience)
Formal Style	(a) Speaker Authorized to Speak Detachment <ul style="list-style-type: none"> • Spokesperson of Government • PTI (his political party) • Pakistan • Muslim Community • Global Citizen (b) Cohesion <ul style="list-style-type: none"> • Lexical Cohesion • Grammatical Cohesion • Semantic Cohesion 	None of the features of Formal Speech Style are found that are given by Joos.
Frozen Style	(a) Wise use of wording The speaker uses wise and decent words to deliver his speech. (b) Pre-planned It is pre-planned because the speaker, in the beginning, shares he is there to discuss four issues.	The speaker pre-plans the issues he is there to discuss. However, he is not careful with his words as he uses the technique of name calling.

Intimate Style	None of the features of Intimate Style are found in the speech.	None of the features of Intimate Style are found in the speech.
Consultative Style	<p>a) Addressee's response "Killed about ten trees" (31:27-31:29) to which the audience applauds.</p> <p>b) Supply background information The speaker provides detail for all the four issues he discusses</p>	<p>a) Addressee's response "Imported hakoomat" (23:03-23:04) to which the audience replies "na manzoor"</p> <p>"apne in zameer farosho ko kabhi maaf nahi karna" (23:32-23:38); the audience hoots and shouts. "aap tayar hain election k liye?" (53:14-53:16); the audience hoots and cheers.</p> <p>b) Supply background information The speaker gives detailed account of every issue he mentions.</p>
Casual Style	None of the features of casual style are found that are given by Joos (1967).	<p>(a) Slang <i>Janab; oho; acha jee</i></p> <p>(b) Ellipsis <i>Isne; ye</i></p>

Table 3: Non-Joosian Features

Speech I	Speech II
<p>Religious Beginning The speaker begins his speech with the remembrance of Allah, the Almighty (00:40-00:46) and in the name of Allah, the Almighty.</p>	<p>Religious Beginning Bismillah Hir Rahman Nir Rahim; Iyya ka na buddu wa iyya ka nastaeen (0:01-0:13). In the name of Allah, humility and submission to one God and seeking His Help.</p>
<p>Tone/ Vocabulary He uses the titles "Mr." with the President and "honorable" with the Secretary-General making the tone and the vocabulary respectful.</p>	<p>Tone The tone of the speaker is sometimes serious and sometimes casual.</p>
<p>Distinctive Vocabulary (a) Strong Words <i>Oppression; cruelty; Crush the people of Kashmir; butchered</i></p> <p>(b) Coinage The speaker uses the word <i>boxten</i></p> <p>(c) Pinpointing "RSS" members as "goons" Mr. Modi -narrative of "Islamic Terrorism"</p>	<p>(a) Allusion "Mir Jafar Hampe bhi Musalat kardia" Mir Jafar was an Afghan traitor.</p> <p>(b) Aggression It can be observed in his speech when he talks about the oppression on the Kashmiri Muslims.</p>

Self-Correction/Repair

“We are scared that there we are, *humans* are facing a huge catastrophe (3:42-3:46)

The entire campaign, *almost* the entire campaign of Mr. Modi in the election was how he had taught Pakistan a lesson” (31:10-31:20)

Setting

UN-General Assembly

Repetition

“*Ye jo sazish hoi hai, ye jo sazish hoi hai, ye apko Ghulam rakhne ki sazish hoi hai*” (5:35-5:45)

Name-Calling

Lota; jo lota huai the; cherry blossom; boot polisher; chor mafia; mastermind; takatwar daku; Sharif Mafia; diesel

Table 3 shows non-Joosian features that were found in the two speeches that contribute to the speech style of the speaker. The speaker, in the first speech, is seen having a very respectful tone. In addition to this, self-correction is seen multiple times. He says, “The entire campaign, *almost* the entire campaign of Mr. Modi in the election was how he had taught Pakistan a lesson” (31:10-31:20) So, first he says the entire then immediately corrects himself by saying “almost the entire”. This is because Mr. Modi’s campaign had other objectives and agendas as well. It will be nonfactual to say that the *entire* campaign of Mr. Modi was about their attack on Pakistan. So, the speaker realizes this and instantly adds the word *almost*. Moreover, the speaker coins the word “*boxten*” to refer to the Kashmiris of Indian occupied Kashmir who are caged at their homes. In the second speech, the speaker uses the technique of name-calling (table 3). Additionally, he repeats phrases to emphasize them, and the tone of the speaker is sometimes serious and at times casual. Another feature used is an allusion to Mir Jafar whereby he is calling the current Prime Minister, Mr. Shahbaz Sharif, as Mir Jafar.

Similarities Between the Two Speeches

The two speeches showed some similarities with respect to speech styles. The similarities have been tabulated below followed by their description.

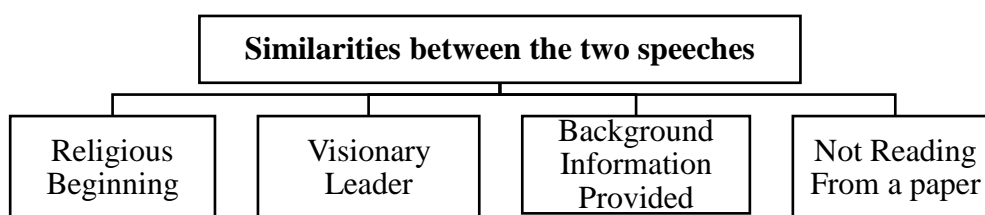


Figure 1: Similarities Between Speech I and Speech II

The speaker begins both his speeches by reciting verses from the Quran. In addition to this, the speaker is seen to be a visionary leader in both speeches. In the first speech, the speaker is first seen as an individual shifting places to be the spokesperson of his party and the country (Pakistan), then the Ambassador of the Muslim World to be followed by being the ambassador of the world. Similarly, in the second speech, he talks to the audience as a leader of Pakistan. Another similarity in both speeches is that the speaker provides background information on all the points and issues that he discusses. Lastly, the speaker does not read from a paper while delivering his speeches. Even though he has pre-planned the points, he speaks from his heart and does not read from a paper.

Differences Between the Two Speeches

The two speeches were found to be different in some respects that have been tabulated below.

Table 4: Differences Between the Two Speeches

Speech I (Western Audience)	Speech II (Local Audience)
Dominantly used Style is the Formal Speech Style.	Dominantly used style is the Consultative Speech Style.
The technique of Name-calling is not used	Name-Calling has been used.
Self-Correction/Repair	Absence of Self-Correction/Repair

In the first speech, the speaker mostly uses the formal style as the speech has been delivered in a formal setting. In addition to this, he does not share a close bond with the Western audience, so he is seen being formal. On the other hand, in the second speech, the speaker mostly uses a consultative speech style as the audience is more involved and there is a continuous response at the audience's end. Secondly, the technique of name-calling has not been used in Speech I (Western Audience) as the speaker knows the audience will not accept it as the setting is formal. In Speech II (Local Audience), as he is a native of Pakistan, he feels a close bond with the Pakistani audience, and he knows he can speak his heart out. He is using the language of his youth that follows him. So, he knows he will not be judged for using those names (table 3). Thirdly, the speaker self-corrects in the first speech to avoid ambiguity, to stay factual, and to avoid offending the Western audience whereas, in the second speech, there is the absence of self-correction as the audience is his people and they understand his points without any judgment.

Conclusion

In conclusion, it was found that the audience does influence the speech style of the speaker. Although both speeches are delivered by the same speaker, there is a big difference in the speaker's speech style with the change in audience. As the speaker is a native of Pakistan and he feels like an insider, he has been more casual with the audience in Speech II (Local audience). On the contrary, he does not share such a bond with the Western audience, so he can be seen as being formal. In addition to this, the speaker, in some instances, rephrases his words while addressing the Western audience, which also shows his being conscious of the occasion and the audience. This is because he keeps his utterances more factual, as well as he does not want to offend the audience by using certain words. On the contrary, when he is addressing the Pakistani audience, he does not need to rephrase his words as he is a native of Pakistan and he is addressing his people. This indicates that when a person is addressing an outsider, one is more watchful of one's words.

The Western audience consists of senior and high government officials, the speaker has maintained mainly a formal speech style. The Pakistani audience consists of people around all age groups, but due to his strong connection with them, he is more casual. He has explicitly thanked the children, the families, and the women for being there and for taking a stand against the foreign conspiracy. As he has a bond and connection with Pakistani audience, the speaker has dominantly used the consultative speech style while the speaker does not share a such personal connection or feeling with the Western audience, so the formal speech style was dominant during his address at the General Assembly. As the selected sample is political speeches, so the technique of name-calling was found in the Pakistani speech.

Recommendations

The present research has mainly focused on the audience's influence on the speech style of the speaker. Moreover, only two speeches have been taken as a sample to study the phenomenon. The work can also be used to examine the influence of the setting or environment as well as the influence of the topic of discussion on the speech style of the speaker. It can also be applied to other genres. As some additional features of style were found in the speeches, these non-Joosian features can be used to analyze more speeches of different genres for proper validation.

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