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APhono-Pragmatic Analysis of Deception in Hillary Clinton's Electoral Speech

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Abstract

Objectives: Political discourse, as a mechanism, aims to legitimize political authority by symbolically influencing the public. As a result, U.S. presidential candidates have employed various deceptive or misleading tactics to influence public opinion and achieve their political goals. Therefore, this study seeks to investigate the intonation patterns and types (dominant and non-dominant) used by Hillary Clinton in her deceptive discourse.

Methods: To achieve this objective, a sophisticated eclectic model was employed, consisting of Austin's (1962) concept of speech acts, Grice's (1975) theory of implicature, and Brazil's (1994) intonation model.

Results: It was observed that the declarative tone was more frequently used than the referential tone. Specifically, the declarative tone, particularly the falling tone, dominated Clinton's speech. Additionally, the non-dominant factor was higher than the dominant factor, indicating that Clinton did not assume a dominant role in her public speeches.

Conclusions: The study revealed that Clinton used the declarative tone more frequently in her speech compared to the referential tone, suggesting a lack of shared knowledge, especially during her presidential candidacy announcement. Clinton intended to engage and mislead the public with her deceptive statements throughout her campaign. She employed deceptive techniques such as fabrication, evasion, and shifting responsibility through distancing from personal involvement. The study also indicated that she did not assume a dominant stance in her public speeches, which were designed to capture attention, convey empathy, compassion, and support for the majority of Americans.

Keywords: Deceptive strategies, types of speech acts, intonation analysis, Hillary Clinton's speech, dominance factor, non-dominance factor, referential tone, declarative tone

التحليل الصوتي التداولي للخداع في الخطاب الانتخابي الأمريكي لهيليري كلنتون

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ملخّص

الأهداف: : يهدف الخطاب السياسي كآلية عمل إلى إضفاء الشرعية على السلطة السياسية من خلال التأثير رمزياً على الجمهور. ونتيجة لذلك، استعمل المرشحون الرئاسيون الأمريكيون تكتيكات مخادعة أو مضللة مختلفة للتأثير على الرأي العام وتحقيق أهدافهم السياسية. لذا، تسعى الدراسة إلى تقصي الأنماط النغمية و أنواعها (الهيمنة وعدم الهيمنة) التي استعملتها كلينتون في خطابها المخادع.

المنهجية: لتحقيق هذا الهدف، تم استخدام نموذج انتقائي متطور، يتكون من مفهوم أوستن (1962) للأفعال الإلقائية، ونظرية كرايس (1975) في التضمين، ونموذج التنغيم لبرازيل (1994).

النتائج: لوحظ أن النغمة المعلنة أكثر استعمالا من نغمة الاشارة. أي أن النغمة المعلنة، وخاصة نغمة الهبوط، هي النغمة السائدة في خطاب كلينتون. فضلا عن ذلك، فإن عامل عدم الهيمنة أعلى من عامل الهيمنة، مما يعني أن كلينتون لم تفترض دورًا مهيمنًا في خطاباتها العامة.

الخلاصة: كشفت الدراسة أن نغمة الإعلان كانت أكثر استخدامًا من قبل كلينتون في خطابها مقارنة بنغمة الإشارة. وهذا يشير إلى افتقارها إلى المعرفة المشتركة، وخاصة أثناء إعلان ترشحها للرئاسة. لقد كانت كلينتون تنوي إشراك الجمهور وتضليله بتصريحاتها المضللة طوال حملتها الانتخابية. لذا فقد استعملت تقنيات خادعة مثل: التلفيق، والمراوغة، والتملص من المسؤولية من خلال الابتعاد عن الشخصية. كما كشفت أيضًا أنها لم تفترض موقفًا مهيمنًا في خطاباتها العامة، والتي كانت مصممة لجذب الانتباه ونقل التعاطف والرحمة والدعم لغالبية الأمريكيين.

الكلمات الدالة: الاستراتيجيات المخادعة، انواع أفعال الكلام، تحليل التنغيم، خطاب هيليري كلنتون، عامل الهيمنة، عامل عدم الهيمنة، نغمة الإشارة، نغمة الإعلان

1. Introduction

Politicians use a specific language to influence the public opinion and fulfil their political objectives. Thus, the role of prosody is crucial in shaping the political discourse, as it affects how the audience perceives particular issues, potentially altering their opinions and attitudes (Adday, 2017). In this regard, Brazil (1997) accentuated the relationship between intonation and the deep level of meaning. The intended or unintended changes in one's intonational patterns might lead to communicating additional meanings, which ultimately cause a misunderstanding. Consequently, one has to be cautious with the use of his/her intonations to avoid reflecting an unwanted image about himself/herself, and/or communicating a misleading point.

Consequently, the present work is a phono-pragmatic analysis of deception in Hillary Clinton's speech. It aims to examine the various types of tones (dominance and non-dominance) employed in Clinton's deceptive rhetoric. In other words, the study is to answer the following research question: What types of deceptive tones does Clinton employ in her electoral speeches?

To meet the above-mentioned objective, the researchers are to adopt an eclectic model that incorporates Austin's (1962) concept of illocutionary act, Grice's (1975) theory of implicature, and Brazil's (1994) intonation model. That is, the study is qualitative in nature; it helps to describe how Clinton's tonal changes play a role in deceiving the public.

Accordingly, this study addresses the significant impact of intonation on the social cognitive functions of the discursive ideological strategies employed by politicians to persuade the public with their political goals. Furthermore, it emphasizes the necessity for political analysts to recognize the role of intonation in discerning the persuasive techniques used in political debates. Such a technique is said to elucidate the underlying functions of intonation within these discourses.

2. Literature Review

The notion of deception is fundamentally intertwined with business, law enforcement, and national security, particularly politics. It plays a crucial role in legitimizing politicians' goals (Marsili, 2020). Consequently, politicians often employ a range of both truthful and deceitful tactics, which serve as effective instruments for capturing the public attention and achieving their political ambitions. Through these methods, they can mislead or manipulate the audience to align with their intended goals. In this context, Wilson (1990) asserted that political language is crafted to "make lies sound truthful and murder respectful and to give an appearance of solidarity to pure wind" (p. 50).

Furthermore, there exists substantial evidence indicating that complete intonational contours can, within the right context, convey a syntactic mood, speech acts. They can further reflect the speaker's attitudes, beliefs, or emotions across various languages (O'Connor & Arnold, 1961; Ward & Hirschberg, 1985; Ladd, 1992 & 1996; Syrdal & Kim, 2008; Rilliard et al., 2012). Empirical studies indicated that the interpretation is shaped by context, and the same contour can represent various meanings depending on the surrounding circumstances (Liberman & Sag, 1974; Sag & Liberman, 1975; Ladd, 1977, 1978, & 1979; Bing, 1979; Bouton, 1982; Ward & Hirschberg, 1985; Grabe et al., 1997; Gussenhoven & Rietveld, 1997; Sorianello, 2012). Numerous studies demonstrated the significance of prosody in conveying various aspects, such as: the speaker's style, politeness, charisma, and emotional state (Biadsy et al., 2008; Kim et al., 2010; Hirschberg et al., 2005; Fadden, 2006). Research extensively employed the tonal information from Brazil's (1994) model to illustrate the impact of intonation on the clarity and understanding of communication among both native and non-native speakers (Prator, 1971; McNerney & Mendelsohn, 1992; Derwing & Wiebe, 1998; Hewing, 1995 & 1993; Goh, 2001 & 2000; Pickering, 2001; Nayan & Setter, 2016). The main findings indicated a distinction in the intonation characteristics between the native and non-native speakers. Besides, previous studies utilizing Brazil's model of discourse intonation highlighted the significance of the communicative value of intonation in aiding EFL learners to navigate the challenges associated with understanding intonation (Chun, 1998). It is evident that limited research addressed the significance of intonation within discourse analysis, and these studies indicated that discourse intonation is essential for clarifying the implicit meanings conveyed by the participants or speakers during conversations or speeches (Selting,

1987; Herczeg-Deli, 2012; Odeyemi, 2017; Shitwi, Ali & Khalil, 2019; Ali, 2020; Ali, 2021; Abdul Kreem, Ali & Al-Bahrani, 2022). The researchers of the present work have not identified any previous studies that investigate the role of intonation in reflecting deceptive communications. Consequently, this study addresses the gap that exists in the literature by examining the various tones employed in Clinton's speech and their impact on the deceptive strategies.

2.1 Theoretical and Analytical Approach

2.1.1 The concept of deception

The definition of deception varies across different contexts. In (2018), Collins characterized deception as an act or a statement that conveys a false idea, thereby misleading and obscuring the truth. This behaviour is often motivated by personal gains and encompasses tactics, such as dissimulation, propaganda, distraction, camouflage, and concealment. Deception can also be referred to, using different terms, such as: beguilement, deceit, bluff, mystification, ruse, and subterfuge, reflecting its subjective nature. Levine (2014) emphasized that deception is fundamentally intentional; aiming at misleading others. Carson (2010) further elaborated that deception involves intentionally instilling a false belief in someone. This indicates that the deceiver does not hold the belief to be true or false. Isabel (2013) and Walters (2000) described deception as an act that results in falsehoods or omissions of truth, with synonyms, such as mislead, prevaricate, fabricate, and lie. It is evident that deception is inherently covert, intentional, and goal-oriented. The accepted definition suggests that an utterance is deemed deceptive if it is purposefully employed to achieve a covert perlocutionary objective (Oswald, 2014).

2.1.2 Types of Deception

Different scholars categorized deception differently, as shown below:

2.1.2.1 online strategies. *Donath's strategies*. Donath (1998) outlined four primary categories of deception that are used in online communications:

- **Identity Concealment**

This strategy is employed when an individual attempts to conceal their identity using a false name or an alias (Utz, 2005). Additionally, it can be observed when a person expresses his/ her sexual interest in specific colleagues.

- **Category Deception**

This category pertains to individuals who project a particular persona. A prevalent form of deception within this category is gender switching. Additionally, age deception is employed to enhance an individual's perceived status. In this context, Cornwell and Lundgren (2001) referred to those who meticulously craft their image to appear more affluent, slender, or appealing to be engaged in misrepresentation.

- **Troll**

The term "troll" describes an individual who disrupts group conversations by posing provocative questions or offering unhelpful advice. This behavior is often observed on social media platforms, like: Twitter or Instagram, where users may interject with comments, such as: "follow me" during discussions (Al-Hindawi & Al-Aadili, 2017).

- **Impersonation**

This type of deception occurs when an individual attempts to impersonate someone else. In this regard, Al-Zubaidy and Mahdi (2021) stated that some comedians may mimic the voices and styles of others or portray well-known characters from films, often in a harmless manner. However, there are instances where a person assumes another's identity, including their banking information and social security number, with the intent to commit a financial theft.

2.1.2.2 pragmatic strategies. Grice specified four deception strategies resulted from maxims violation; these include the following:

- **Fabrication**

This strategy arises from a breach of a Grice's maxim, where the speaker either believes the information to be false or

lacks sufficient evidence to support it. Traditionally, terms such as "going astray" or "stepping out of line" are associated with the notion of fabrication. It is also regarded as a form of falsification and misrepresentation, representing a deliberate distortion of facts, as it intentionally diverges from the truth. Furthermore, it can convey intentional vagueness or ambiguity, as the speaker may seek to evade full disclosure or postpone providing a response (Leech,1983).

- **Dissociation/ Depersonalization**

Dissociation and depersonalization are observed in a deceptive communication, where individuals distance themselves from the accountability associated with dishonesty. In such instances, deceivers often employ impersonal pronouns, such as: "one" or "we" to evade a personal responsibility, or to diffuse their accountability by attributing it to others. Consequently, first-person singular pronouns are utilized far less frequently in deceptive remarks compared to truthful ones (Isabel, 2013).

- **Equivocation**

A related strategy to deception is known as equivocation. This involves the speaker employing vague, indirect, or ambiguous language to mislead others. Such a tactic can contravene the maxims of manner. Politicians frequently utilize equivocation, as they often aim to communicate indirectly to mislead their audience and fulfill their political goals (Al-Hindawi & Al-Aadili, 2017).

- **Ostensible Promise**

Deceivers often employ long-term promises that are devoid of certainty to persuade others of their objectives. This approach may lead to a breach of the quality maxim, as the speakers fail to provide adequate evidence to support their claims (Al-Zubaidy & Mahdi, 2021).

2.1.2.3 cognitive strategies. Cognitive strategies were highlighted by different scholars. For instance, van Dijk (2002) identified two overarching types of cognitive deception strategies: **positive self-representation/negative other-representation**. The former focuses on accentuating the favorable aspects of 'us' while downplaying any negative attributes. The latter, on the other side, concentrates on highlighting the unfavorable traits of 'them' while minimizing their positive qualities. He further examined the interplay between discourse and society, highlighting how the dichotomy of 'us' (in-group) versus 'them' (out-group) manifests in the ideological portrayal of the 'self' and 'others.'

Levinson and Oswald's highlighted the concept of presupposition to refer to the underlying assumptions present within a text. Levinson (1983), for instance, categorized presuppositions into several types: existential, lexical, structural, factive, non-factive, and counterfactual. Existential presupposition pertains to the assumption that an entity is connected to the expression mentioned in the text while lexical presupposition involves a term that carries an asserted meaning alongside an implied, non-asserted meaning. Oswald (2014) described presupposition as a pragmatic phenomenon that can be cognitively represented; it serves strategic functions in discourse. It is crucial to recognize that presupposition may lead the audience to accept information without scrutiny, potentially diminishing the perceived significance of that information.

Lakoff and Johnson (1980) shed light on the use of metaphors as conceptual tools that influence both thought processes and others' perceptions, as noted by. They are manifested not only in language, but also in thoughts and actions, drawing comparisons between two entities that may share similarities or differences. They added that among the various types of metaphors, personification stands out as the most prevalent, allowing for the animation of non-human elements. Furthermore, Oswald (2014) emphasized, metaphors can serve argumentative purposes, as they establish fundamental discursive structures.

2.1.3 Deception from the conversational implicature perspective

Austin's theory of Speech Acts (1962) classified the performative acts based on the type of words used into three types of actions: Perlocutionary, locutionary, and illocutionary. Then, Searle developed the illocutionary acts into five propositions: assertive, commissive, directive, declaratory, and expressive". That is, the emphasis was put on the

illocutionary act, as it is related to the speakers, rather than the hearer (as cited in Mabaquiao, 2018). In this vein, Vanderveken and Kubo (2002) explicated that philosophers believed in the importance of examining speech acts of any communicative discourse. This is because the type of sentences used and the mood of the verbs highly affect the meaning communicated. For instance, Aristotle stated that declarative sentences could be true or false. To that effect, scholars categorized functionally the sentences of a given speech into several types, such as: "judgement", "request", and "command", etc. (p.1).

As for the relation between speech act and deception, Mey's (1993, as cited in Galasiński, 2000) stated that deception is a sort of speech acts that is generally characterized by being covert, contextually-rooted, and deniable. He further added that deception as an act involes performing a specific speech act while intending another. In this regard, Austin (as cited in Docan-Morgan, 2019) also stated that activities, such as promising, threatening, cajoling might not involve asserting a truth.

At the discourse level, language is said to be deceptive when one perform a specific act and intends another. The speaker-oriented aspect supports Austin and Searle's work. Another discoursal deception reflects Grice's (1975) work of Conversational Implicature; it supports the speaker's intent behind the use of certain words and its effect on the hearer (Berdini, 2013). Additionally, Grice (as cited in Levinson, 1983) identified four primary maxims that help ensure truthfulness and regulate language use, as illustrated in Table 1:

Table 1. Grice's maxims of conversation

Four Maxims	Principles
Maxim of Quality	Your input must adhere to the principle of truthfulness, specifically: ➢ refrain from stating what you consider to be untrue ➢ avoid making claims for which you do not possess sufficient evidence
Maxim of Quantity	➢ Ensure that your input is as informative as necessary for the current context of the discussion ➢ avoid any excess information beyond what is required.
Maxim of Relevance	➢ Ensure that your contributions are relevant.
Maxim of Manner	➢ emphasizes clarity, which entails avoiding obscurity, steering clear of ambiguity, and maintaining brevity.

Such maxims are said to have an equal level of importance; however, in some instances, the maxim of quality might be given the priority over the other maxims, and the reverse is also possible. Some scholars further disputed on the maxim of quantity, saying that it is vaguely determined. This is because one cannot state obviously the amount of information needed to consider one's speech as quantitatively informative. However, generally speaking, such maxims are considered important in regulating speech and discussions, particularly within the context of discourse studies (Renkema & Schubert, 2018).

2.1.4 The pragmatic sources of deception

Pragmatically speaking, deception can be resulted from two aspects:

- **Performing an insincere assertion**

The theory of speech acts posits that speakers possess specific intentions when they perform a speech act. This suggests that certain aspects of their utterances may remain partially obscured or misunderstood. Deception, in this context, is characterized as an act of instilling a false belief in another individual. According to Oswald (2014), deception is defined as an "act of insincere assertion" (p. 6), which is inherently linked to assertions rather than to other speech acts, such as: promises, commands, or questions. Oswald further elaborated that an assertion occurs when an individual, at a specific time, utters a declarative sentence that conveys a particular meaning, thereby claiming its truth. Assertions are thus seen as judgments that express beliefs, which can either be genuine or disingenuous. The speaker may directly

convey their belief or expect the recipient to interpret their assertion as a belief. In some instances, the speaker may reiterate an assertion without the intention of persuading the recipient. Declarative sentences serve as the primary means for formulating assertions, with persuasion being a central aspect of this process. Assertions are said to possess a "word-to-world direction of fit" (p.12). Furthermore, Bach and Harnish (1979) identified various functions of assertions in speech acts, including: asserting, concluding, affirming, and informing, indicating that deception extends beyond assertive speech acts to include commissive acts, where the speaker is committed to future actions, as promises or threats.

- **Violating one or more of the maxims**

Here, the violation can take two different directions, speaker-oriented or listener-oriented. The former is related to Grice's cooperative principles and its four maxims. In this context, Carson (2010) stated that effective communication relies on truthfulness, clarity, relevance, and lack of ambiguity among speakers. It is suggested that a speaker may engage in a deceptive behavior when a maxim is breached. Oswald (2014) posited here that various maxims can lead to deceptive outcomes, meaning that the commitment to truthfulness encompasses not only the maxim of quality, but also sub-maxims related to quantity, manner, and relevance. Furthermore, deception is characterized as an insincere assertion intended to sway the listener's beliefs, with a particular focus on implicatures.

The latter type, listener-oriented is connected to Sperber and Wilson's Relevance Theory; particularly on the "communicative principle of relevance". It is concerned with how a speaker's message can significantly impact the listener's cognitive processes in a deliberate manner (Sperber & Wilson, 1986). Carson (2010) noted here that certain forms of deception can lead to conversational implicatures when a speaker violates one or more of Grice's maxims. Within the framework of relevance theory, deception is viewed as a tactic that enhances the accessibility and epistemic strength of favorable information over less favorable data. Consequently, the perceived relevance of information is influenced by cognitive operations that either amplify or diminish the information, alongside the variations in epistemic strength and accessibility.

2.1.5 Brazil's model of intonation. Various approaches for elucidating English intonation have emerged in North America and Europe. In British interpretations, the tone unit is considered the fundamental element of intonation, characterized as a coherent intonation contour (Herment, Leonarduzzi, & Bouzon, 2020). Discourse intonation (DI) serves as a theoretical framework that links 'stress', 'tone', and 'pitch height' to distinct categories of meaning, emphasizing the perspective of language users rather than a purely linguistic viewpoint. This framework prioritizes essential contextual factors that underscore the importance of the speaker's perceptions, aligning with Halliday's formal description. Later, these factors were expanded into a comprehensive theory by David Brazil (Coulthard, 2014).

In DI, speech is predominantly categorized into tone units, such as: proclaiming, proclaiming plus tone, referring, referring plus tone, and the mid or level tone; consider Table 2:

Table 2. Brazil's model of discourse intonation

Type of Tone	Code	Shape	Description	Meaning
Proclaiming	P	↘	fall	Non-dominant Unshared information (separateness
Proclaiming plus tone	P+	↗↘	Rise-fall	Dominant Unshared information (separateness)
referring	r	↘↗	Fall-rise	Non-dominant Shared information (togetherness)
Referring plus tone	r+	↗	rise	Dominant Shared information (togetherness)
Level (mid) tone	o	→	Mid-level	Formulaic (routine)

As it is clearly indicated in Table 2, these five tones are described into (fall, rise, fall-rise, rise-fall, and mid-level), respectively within DI to highlight the prominence associated with each tone unit. Moreover, each of these tones might contain one or two prominences, and can be separated by pauses. Besides, each tone unit consists of four essential components: Prominence, tone, key, and termination with a single tone unit encompassing each tone (Cauldwell & Hewings, 1996).

Brazil identified the key as the initial prominent syllable within a tone unit, which is further referred to as the onset syllable. The termination, on the other flip, denotes the final prominent syllable, known as the tonic syllable. Both components exhibit three tonal levels based on pitch prominence: High, mid, or low. It is important to clarify that a comprehensive discussion of these tonal levels is beyond the scope of this study, as the research focuses on the termination, which is vital for understanding the interaction context conveyed by the speaker. In the realm of verbal communications, Brazil (1994) asserted that verbal communication is a linear and cumulative process, aimed at enhancing the convergence between speaker and listener. Furthermore, Brazil (1997) differentiated between two significant information tones: The proclaiming tone and the referring tone; consider Table 3:

Table 3. The difference between proclaiming and referring tones

Proclaiming Tone	Referring Tone
1. Associated with new/unshared information	1. Associated with old/shared information (previous text, the situation, shared knowledge)
2. No more needs to saying: this part of message is complete	2. More is implied, more could be said
3. Creating a barrier, distancing(←→)	3. Listing a barrier, nearing, creating solidarity (→←)

According to Table 3, the proclaiming tone, associated with fall and rise-fall patterns, introduces new information that alters the listener's perspective. As for the referring tone, it is linked to rise and fall-rise patterns, and pertains to information that is already known and shared. Referring tone units may also be viewed negatively, as they indicate that the speaker's contributions do not advance the conversation or meaningfully align with the listener.

Brazil (1997) differentiated between the dominant tones, which include rise-fall and rise, and non-dominant tones, characterized by fall and fall-rise. The dominant tones are associated with the speaker who assumes a controlling role in the discourse, allowing for the use of either a proclaiming tone (rise-fall), or a referring plus tone (rise). Conversely, non-dominant tones pertain to a speaker who does not control the discourse, utilizing either a proclaiming tone (fall), or a referring tone (fall-rise). Additionally, Hitotuzi (2007) added, the level or mid tone, which signifies a routine and formulaic speech, is infrequently employed in discourse.

3. Methodology

Understanding any specific linguistic concept necessitates an examination of the contexts in which it occurs and its related aspects (Nakhilawi, 2016). This research is a qualitative in nature; it aims to phono-pragmatically examine the various tones and their types in terms of the dominance and non-dominance involved in Hillary Clinton's deceptive speech using an eclectic framework that incorporates Austin's (1962) illocutionary act, Grice's (1975) Conversational Implicature, and Brazil's (1994) intonation model.

The pragmatic analysis encompasses an emphasis on the illocutionary act only, which is represented by the excerpts selected. This act can take the form of either Assertives (such as: asserting, claiming, announcing, and confirming) or commissives (like promising). Then, each of these acts has one or more violations of Grice maxims; the quantity maxim here has been discarded for two reasons: first, it is absent in the selected data, and second, because determining whether a

given speech is quantitatively informative or not involves some sort of subjectivity as Renkema and Schubert (2018) elaborated. The latter stated that one of the points that criticized Grice' Maxims theory was that the maxim of quantity cannot be easily determined; what is quantitatively informative for one might not be so for others. Thus, to judge whether the quantity of a given speech is enough or not for the idea to be informative is a matter of perspectives. Then, the violations of the maxims will be linked with the types of pragmatic and cognitive deception strategies indicated in the theoretical background. For instance, any violation in the quality maxim will lead to have either fabrication or ostensible promises, i.e., pragmatic strategies of deception. On the other hand, the violation that hits the manner maxim will results in equivocation and dissociation/depersonalization. As for the violation that addresses the relevance maxim, it will lead to have a cognitive deception. The latter might take different forms, such as: metaphor, presupposition, or the representations of the self and others. However, the pragmatic analysis is not the focal point of the study, but it is an important step to proceed with the phonological analysis. The is, the researcher will focus on the phonological analysis resulted from the use of PRAAT program and amalgamate the results with the pragmatic analysis done a step ahead; consider Figure 1:

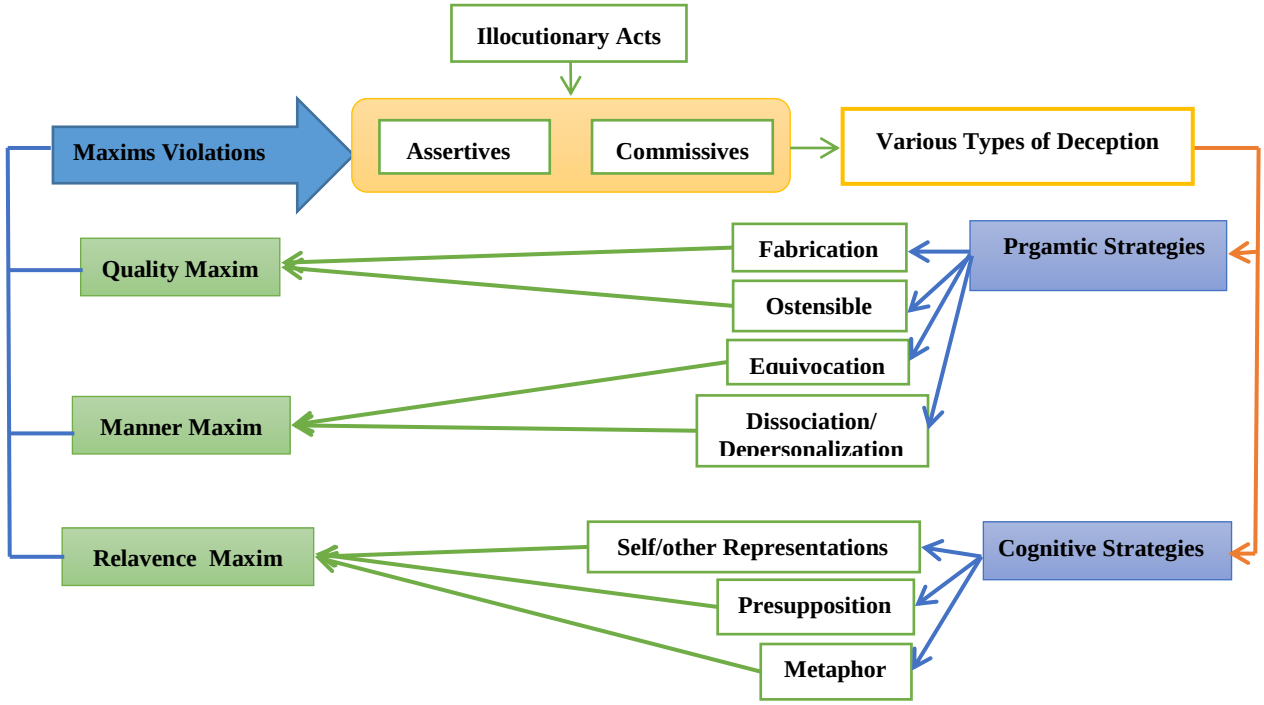

Figure 1. The pragmatic model of deception

Speaking of the phonological part of data processing, the researchers are to identify the types of tones and the number of tone units involved in the speech selected to determine later the role of the speaker and her intention. The analysis will be done using the statistical program PRAAT. To go ahead with these steps, Brazil's five-tone inventory will be adopted in the analysis. This is because this approach is crucial for examining the tonal variations employed by Clinton in crafting her deceptive speech. Such a prosodic system aligns with the research focus regarding the prosodic characteristics of speech and discourse structure.

As for the data of the study, five excerpts have been selected to undergo an acoustic analysis using PRAAT software to capture the pitch contours of the tone units. The data comprises Hillary Clinton's recorded speech during the initial phase of the 2016 election campaign, sourced from the YouTube. These five excerpts encompass 109 tone units, with a central theme revolving around the election, where the candidate seeks to persuade the audience with her political goals.

3.2 Data Analysis

3.2.1 analysis of the objective

- **Excerpt 1**

"//When President ↗↘Clinton// honored the ↗↘ bargain// we had the ↘↗longest// peacetime expansion in ↗↘history // a balanced ↘↗budget // and for the first time in ↗↘ decades //we all grew ↗↘ together // with the ↗bottom // twenty percent of ↗↘ workers // increasing their ↘ incomes // by the same ↘ percentage // as the top five ↘ percent // When President ↗↘ Obama // honored the ↗↘ bargain // we pulled ↘↗back // from the brink of ↘↗depression // saved the auto ↘↗ industry // provided health care to sixteen million working ↘↗people // and replaced the jobs we ↗↘ lost //faster than a historical average after a financial ↘ crash // it is ↘ not // nineteen fory ↘↗one// ↗or // // nineteen ninety ↘↗three// or ↗↘even// two thousand an ↘nine// We face new challenges in our ↘ economy // and our ↘democracy // We're still working our way ↘back // from a crisis that ↗↘ happened // because time-tested values were ↗↘replaced by false ↘promises //instead of an economy ↗built //by every ↘↗American//; consider Figure 2:"

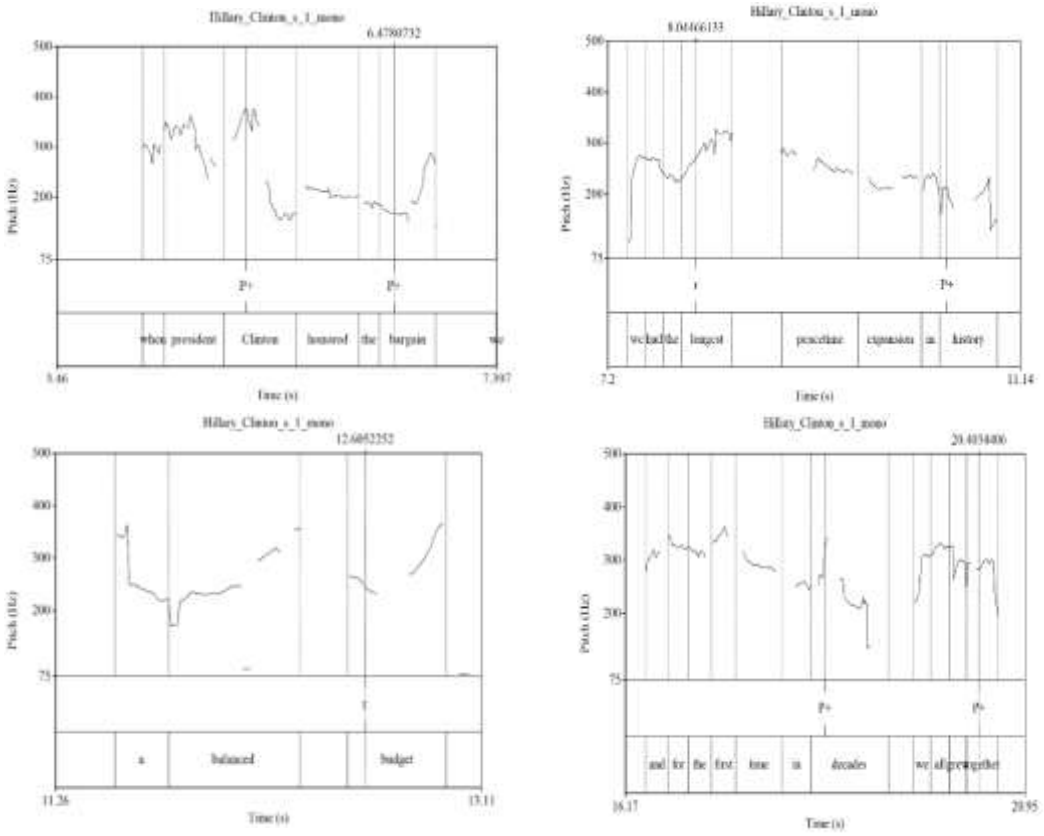

Figure 2. The extraction of pitch contour in some TUs "//When President ↗↘Clinton// honored the ↗↘ bargain// we had the ↗longest// peacetime expansion in ↗↘history // a balanced ↗budget // and for the first time in ↗↘ decades //we all grew ↗↘ together //

The strategy of fabrication was evident in Clinton's speech, where she employed misleading and false statements, thereby breaching the quality maxim (Do not assert what you consider to be untrue). A rise-fall intonation was adopted to highlight her husband's adherence to the agreement during his presidency. This prevarication was particularly noticeable when she adopted a rising tone to discuss the balanced budget, which Americans benefited from, followed by a rise-fall tone to illustrate the longest peacetime expansion in the American history that occurred under her husband's commitment to the agreement, among other instances.

Furthermore, Clinton elaborated on her speech by providing additional details regarding the increase in the workers'

incomes during that period. She employed a fall-rise intonation to underscore and remind the audience of the previous information, asserting that they had averted the brink of the great depression and preserved the automotive industry while also acknowledging that Obama, a member of her political party, upheld the agreement. In this context, she adopted equivocation and breached the maxim of manner by stating, "We're still working our way back from a crisis that happened because the time-tested values were replaced by false promises," without specifying who was responsible for the false promises that supplanted the time-tested values.

Moreover, insincere assertions were evident in Clinton's speech, particularly in her categorical claims, as well as her use of the presupposition strategies, notably the existential presupposition, when she referenced "When President Clinton", "When President Obama", and "We face new challenges". This implies the existence of individuals named Clinton (her spouse) and Obama, who both served as U.S. presidents. The rise-fall tone was employed to convey new information when she suggested that there were emerging issues that Americans must confront, based on the assumption that the audience was already familiar with the presupposed information. It is crucial to note that Clinton appeared to mislead the public, as certain aspects of her speech were not entirely transparent or comprehensible. She sought to persuade the audience that their democracy and economy were encountering new challenges while still recovering from a crisis characterized by the replacement of false promises with genuine principles. However, she failed to clarify the nature of these challenges, despite being previously discussing the significant peacetime expansion experienced by the Americans during the administrations of Clinton and Obama.

- **Excerpt 2**

"//America can't succeed ↗↘unless you ↘succeed//. That is ↗↘why I am running for President of the United ↘States//. I am running to make our ↗economy// ↗work for you and for every ↘American//. //For the ↗successful// and the ↘struggling//. //For the ↗↘innovators// and ↗↘inventors//. //For the nurses who work the night ↘shift//. For ↗everyone// who's ever been knocked ↗down//, but ↗↘refused// to be knocked ↘out//. //I'm not ↗↘running// for some ↘Americans// but for all ↘Americans//. //that's how we do it in ↘America////with that same Spirit together we can build an economy where hard work is ↘rewarded //// We can strengthen our ↘families //;"consider Figure 3:"

"

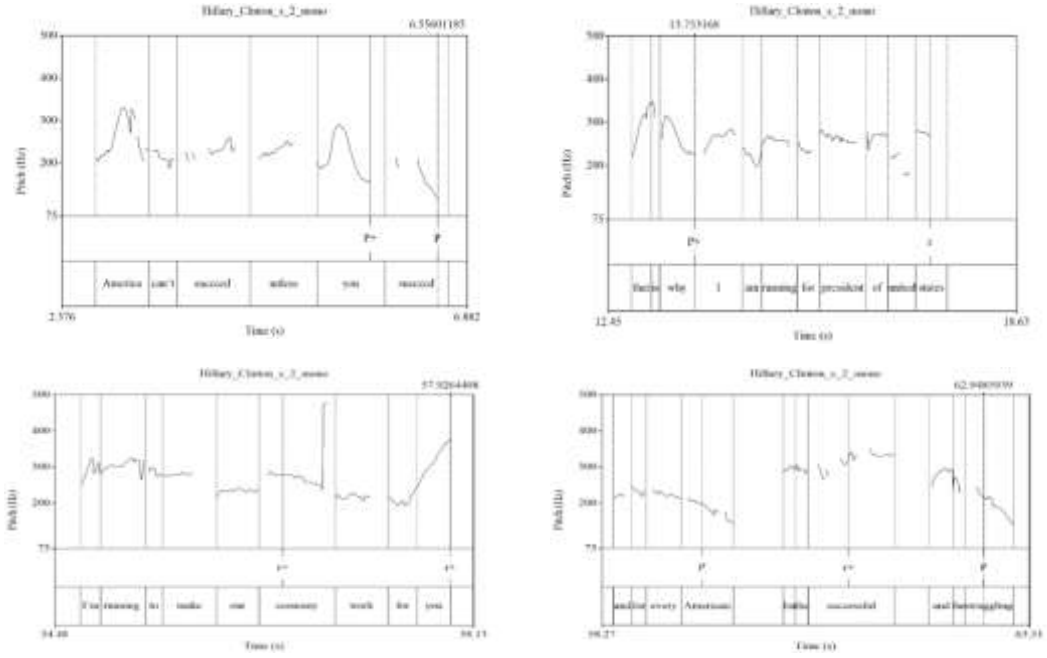

Figure 3. The extraction of pitch contours in TUs "//America can't succeed ↗↘unless you ↘succeed//. That is ↗↘why I am running for President of the United ↘States//. I am running to make our ↗economy// ↗work for you and for every ↘American//. //For the ↗successful// and the ↘struggling//

This excerpt illustrates how the rise-fall or fall tones employed by Clinton reflects the strategy of depersonalization, which serves her deceptive goals. The use of a proclaiming tone suggests the lack of shared information, particularly when she asserted her candidacy for the presidency of the United States with the intention of enhancing the economy for all the Americans. She continued to adopt this tone to elaborate on her achievements, asserting that her presidency was vital for various groups, including those who were struggling, innovators, and healthcare professionals.

Conversely, the referring rise tone was used to capture the public attention by stressing her commitment to succeed in her responsibilities towards those who faced adversity. Her speech exemplified an assertive speech act, particularly through her declarations, as in: "*I'm running for president of*" and the claim, "*I am running to make our economy work for you….I'm not running for some Americans but for all Americans*."

Furthermore, Clinton sought to diminish her personal accountability by shifting from the first-person pronoun "I" to the inclusive pronouns, like "we" and "our," contravening as a result the manner maxim of clarity.

The cognitive strategy of positive self-representation was evident, as she employed the rise-fall or fall tone to highlight her strengths while casting her opponent in a negative light. She thereby reinforced her authority in a prospective political role and enhanced her electoral prospects.

Another significant tactic was the use of presuppositions, particularly the existential presupposition, where Clinton assumed that her audience was already aware of certain information, as demonstrated by her assertion that the Americans cannot thrive unless they succeed together in building the economy to support their families.

- **Excerpt 3**

"// Our next President must work with ↘congress //// and every other willing ↘partner ////across our entire ↘country////And I will do just ↘that////to turn the ↘↗tide////so these currents start working for us more than ↘against us////We're problem ↘solvers////not ↗↘deniers////We don't hide from ↗↘change////we ↗↘harness it////But we can't ↗↘do that////if we go back to the top-down economic ↘policies////that failed us ↘before//; consider Figure 4:"

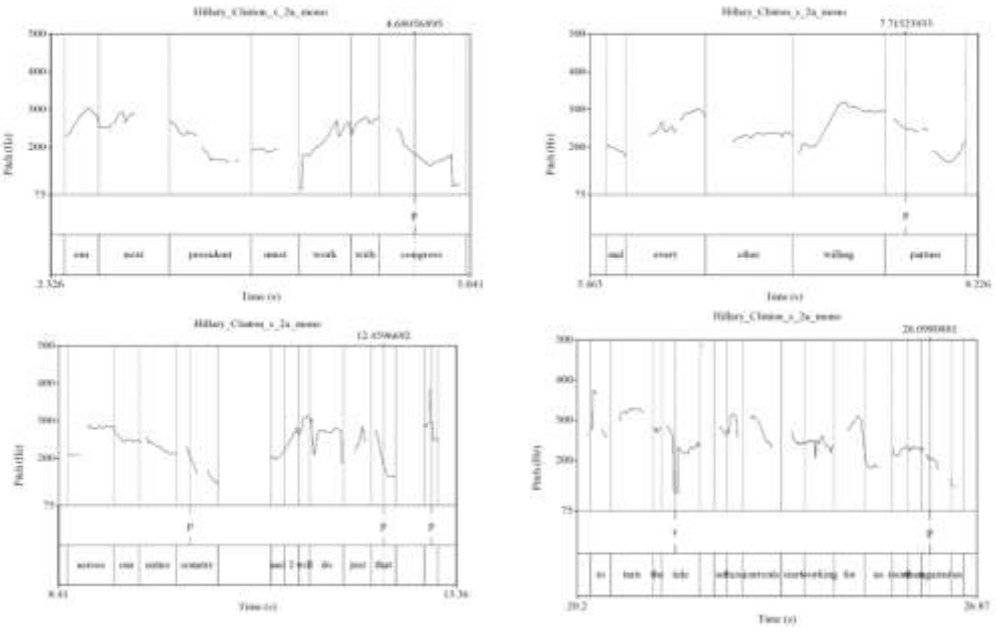

Figure 4. The extraction of pitch contours in some TUs // Our next President must work with ↘congress // and every other willing ↘partner //across our entire ↘country//And I will do just ↘that//to turn the ↘↗tide//so these currents start working for us more than ↘against us//

Clinton employed a deceptive tactic of depersonalization in her speech by frequently utilizing the impersonal pronoun "our." This choice was intended to convey a shared responsibility, highlighting the necessity for the next president to collaborate with the Congress and with other stakeholders to affect the change. This approach is misleading, as it results in a diminished frequency of the first-person singular pronouns.

Additionally, her reference to "The top-down economic policies that failed us before" exemplifies ambiguity and indirectness. It further indicates a breach of the manner maxim. The predominant tone throughout her address was one of proclamation, either in a falling or rise-fall intonation. This tone aimed at engaging the audience.

Notably, her use of the pronoun "we" suggests a collective approach that helps to address the challenges facing the United States. This pronoun helped to portray a sense of confidence in embracing change rather than fearing it. The rising tone signifies the anticipated future changes. Furthermore, the speech contains assertive and commissive speech acts, particularly evident in the statement, "I'll do just that—to turn the tide, so these currents start working for us rather than against us". Such acts reinforced the proclivity for a proclaiming tone.

There emerged two cognitive strategies: Positive self-representation, as seen in "We're problem solvers, not deniers," contrasted with the negative other-representation in the aforementioned reference to fail the economic policies. This positioning aims to establish Clinton as a superior electoral candidate compared to others. Additionally, the existential presupposition in "The top-down economic policies that failed us before" implies the existence of the previous economic policies that were detrimental to Americans.

- **Excerpt 4**

"//Now, there may ↘be ////some new ↗↘voices ////in the ↘presidential////republican ↘↗choir////but they're all ↗singing////the same old ↘song////A song ↗called ////↗yesterday////They believe ////in ↘yesterday////And you are lucky I didn't try ↘singing////that, too, I'll ↗tell you! ////These republicans trip over ↘themselves ////promising lower taxes for the ↘wealthy ////and fewer rules for the biggest ↗↘corporations////without↘ regard ////for how that will make income inequality even ↗↘worse////They shame and blame ↗↘women////rather than respect our ↗↘right ////To make our own reproduction in real ↘decision ////They want to put ↗↘immigrants////who work hard and pay ↗taxes////at risk of ↗deportation////And they turn their ↘backs////on gay people who love each↗↘ other//; consider Figure 5:"

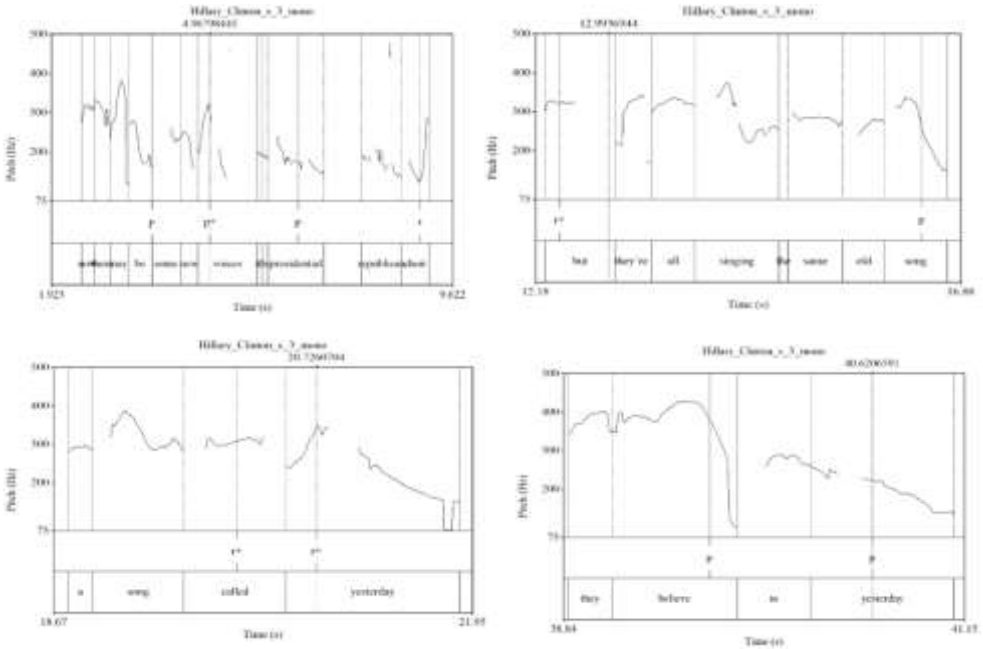

Figure 5. The extraction of pitch contours in TUs //Now, there may ↘be //some new ↗↘voices //in the ↘presidential//republican ↘↗choir//but they're all ↗singing//the same old ↘song//A song ↗called //↗yesterday//They believe //in ↘yesterday//

Hillary Clinton commenced her address with a proclaiming tone that was either a (fall) or a rise-fall inflection to express her issue regarding the opposing party, using the coordinating conjunction "but" to signify her rejection of their stance. Subsequently, she adopted a referring tone (fall-rise or rise) to remind the audience and underscore that their objectives would remain unattainable, as she would not entertain their propositions.

Clinton employed the strategy of equivocation to convey her biased statements, aiming to indirectly criticize the opposing party, particularly Donald Trump, by making veiled references, such as: “These republicans’ trip over themselves”, “They shame and blame women,” as well as “They want to put immigrants who work hard.” This implicit reference to Trump was significant, given his recent remarks against women and his stance on the deportation of immigrants. In this context, Clinton clearly contravened the manner maxim by failing to specify her referent.

Furthermore, the proclaiming tone was distinctly evident in her speech, as she continued to elaborate on her criticisms on the Republican Party, stating, “They’re all singing the same old song. A song called yesterday. They believe in yesterday,” in an effort to elevate her own image by adding, “And you are lucky I didn’t try singing that, too.” Here, the insincerity of her assertions was apparent, as her beliefs may not align with those of others. In this regard, Williams (2002) noted that assertion serves as an outward manifestation of judgment, regardless of its sincerity.

Additionally, the cognitive strategy of positive self-representation coupled with the negative other-representation was evident in her discourse, as she lauded herself while disparaging her opponents. She portrayed herself positively by asserting her refusal to engage with the issues of the opposing party while simultaneously depicting the Republicans as failures, particularly in their inability to reduce taxes for the wealthy and for their treatment with women. The referring with a rising tone was evident in Clinton's address, especially as she sought to engage the audience and emphasize the prior details regarding the deportation of immigrants by the Republicans, who diligently contributed to the tax system in the United States.

- **Excerpt 5**

“//As your ↘President// I’ll do whatever it ↘takes// to keep America ↘safe// I’ll always seek common ground with friend and opponent ↗alike//.// But I'll ↘also//stand my ↘↗ground// when I ↗must//It's no ↗↘secret //that we’re going up against some pretty powerful ↘forces //that will do and spend whatever it ↘takes //to advance a very different vision for ↘America// We have to stop the endless flow of↘ secret// uncountable money that is distorting our ↘election// corrupting our political ↗↘process//and drowning out the voices of our ↗↘people//; see Figure 6:”

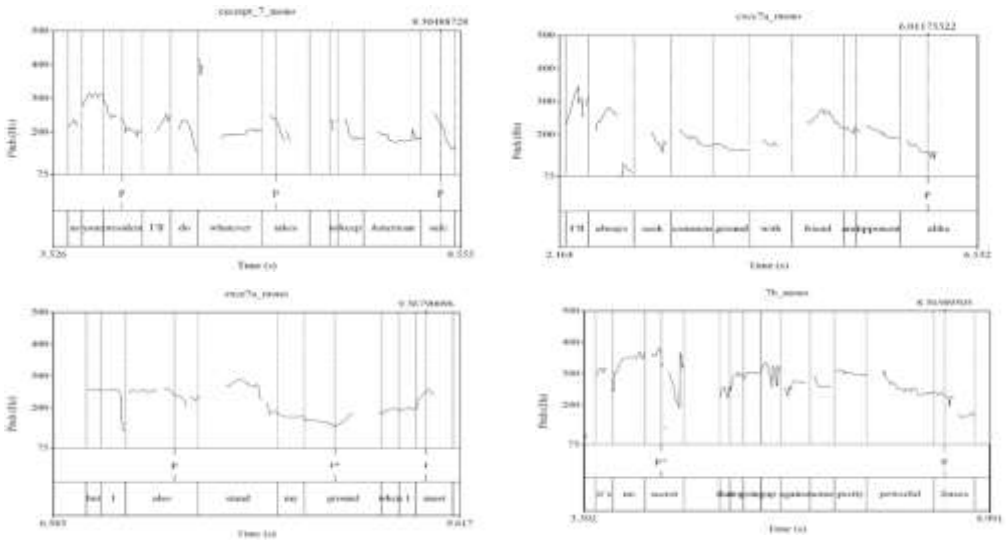

Figure 6. The extraction of pitch contours in TUs //As your ↘President// I’ll do whatever it ↘takes// to keep America ↘safe// I’ll always seek common ground with friend and opponent ↘alike//.// But I'll ↘also//stand my ↘↗ground// when I ↗must//It's no ↗↘secret //that we’re going up against some pretty powerful ↘forces//

In this excerpt, Clinton employed a proclaiming tone to elaborate on her commitments to both her constituents and herself. She utilized a misleading tactic by presenting long-term promises that she may not be entirely confident in fulfilling, as evidenced by her statements: “I’ll do whatever it takes to keep America safe”, “I’ll always seek common ground with friend and opponent alike”, and “I’ll also stand my ground when I must.” Through this approach, she combined the assertive language (asserting/confirming) with the commissive’s (promising) to mislead the public in her pursuit of election.

The referring with a rising tone in her speech served to persuade and engage the audience with her capability to find a common ground with both allies and adversaries while also indicating her unwillingness to yield when necessary.

Additionally, Clinton employed an indirect and ambiguous language when referencing to Trump and his party, using the term “some.” This demonstrates her use of equivocation to breach the maxim of manner, as illustrated by her remark: “we’re going up against some pretty powerful forces that will do and spend whatever it takes to advance a very different vision for America. We have to stop the endless flow of secret”.

The proclaiming tone indicates that Clinton used cognitive strategies, particularly the positive self-representation and negative other-representation to portray herself as being capable of managing all responsibilities if she was elected. She further depicted her opponents negatively as those who could present an alternative image of the United States. Furthermore, her assertion that "we have to stop the endless flow of secret, uncountable money that is distorting our election" exploited an existential presumption, suggesting an ongoing influx of the undisclosed funds influencing the American electoral process. The use of personification, as seen in the phrase "drowning out the voices of," serves as a metaphor to emphasize her point.

3.2.2 summary of the findings

It has been observed in Table 4 that the proclaiming tone is more prevalent than the referring tone, with the former accounting for 57.7% and the latter for 20.1%. This indicates that the proclaiming tone, particularly the falling variant, is the predominant tone in Clinton's speech. This choice of tone suggests that Clinton aimed to engage and mislead the public regarding her misleading and false statements during her electoral campaign. She thus employed deceptive strategies, such as: Fabrication, equivocation, and depersonalization. Furthermore, the speech act categories of assertives—specifically claiming, confirming, asserting, and announcing—along with commissives, were used to cognitively reflect the strategies of existential presupposition, positive self-representation, and negative portrayal of others. The use of a proclaiming tone implies a lack of shared knowledge, especially when she declared her candidacy for the presidency of the United States, claiming to enhance the economy for all the Americans. She maintained this tone to detail her accomplishments, asserting that her presidency would be crucial for various demographics, including those in need, innovators, and healthcare professionals. In this manner, Clinton positioned herself as a superior candidate in the electoral race.

The prominence of the proclaiming tone in her speech was evident, as she sought to present herself favorably while disparaging her opponents. She elaborated on her commitments to her constituents and herself, employing a misleading tactic by making long-term promises she may not fully intend to fulfill. It is essential to note that Clinton set a boundary and distinguished herself from the audience through the use of the proclaiming tone.

Conversely, the referring tone, characterized by fall-rise or rise intonations, was employed to inform her audience about the past events, emphasizing how they successfully navigated the brink of the Great Depression and preserved the automotive industry during the administrations of Clinton and Obama. Additionally, Clinton endeavored to capture the public interest by underscoring her commitment to success. Table 5 presents the percentages of the proclaiming and referring tones concerning the dominance and non-dominance elements in Clinton's speech.

The findings have indicated that the non-dominance factor is higher than the dominance one; the former accounts for 55.9%, whereas the latter for 44.03%. This suggests that Clinton did not assume a dominant role in her public communications aimed at garnering the attention and expressing sympathy, compassion, and support for the majority of the Americans. Specifically, Clinton refrained from adopting a controlling stance in her speeches, which she could have engaged and misled the public with the inaccuracies and falsehoods present in her electoral campaign. Furthermore, she strategically positioned herself as a superior candidate in the electoral contest while negatively portraying her opponents.

Table 4. The various tones employed in Clinton's speech to shape deceptive and cognitive strategies concerning categories of speech acts

No. of Excerpt (TUs)		1 (32)	2 (24)	3 (13)	4 (25)	5 (15)	Total %
		(109)					
Deceptive strategies of Grice's maxims violation		fabrication Equivocation	depersonalization	depersonalization	equivocation	Ostensible promise	
Speech act categories		Insincere assertion	announcing	assertives	Insincere assertion	promising	
		Claiming	claiming	commissives		Assertives (Asserting, confirmin)	
Cognitive strategies		Presupposition (existential)	Positive self-representation & Negative other-representation	Positive self-representation & Negative other-representation	Positive self-representation & Negative other-representation	Positive self-representation & Negative other-representation	
			existential presupposition	existential presupposition		metaphor	
Type of tone	Proclaiming	24	16	13	21	13	(57.7%)63
	Referring	8	8	0	4	2	(20.1%) 22

Table 5. The percentages of the proclaiming and referring tones in relation to the dominance /non-dominance elements in Clinton's deceptive speech

Dominance/non-dominance	Total	Percentage %
Dominance (rise-fall) & (rise)	48	44.03
Non-dominance (fall) & (fall-rise)	61	55.9

4. Conclusions

To answer the research question, "What types of deceptive tones does Clinton employ in her electoral speeches?" the following findings were revealed:

1. Clinton has shaped her audience' perceptions through the use of specific tonal patterns. Such tones have played a role in favoring her image when she attempted to undermine her opponents, emphasize her dedication to her constituents and herself, and to engage the public by highlighting her commitment to success. The deceptive tactics employed by Clinton included various forms, such as: fabrication, equivocation, and depersonalization, alongside speech act categories, such as assertives—particularly claiming, confirming, asserting, announcing, and commissives. Such forms helped to mislead the public with falsehoods during her electoral campaign, and further contributed to the cognitive reflections of the existential presupposition, positive self-representation, and of the negative portrayals of others.
2. The proclaiming tone has been the most frequently employed in Clinton's speeches compared to the referring tone.

This suggests her lack of shared knowledge; a matter that was particularly evident during her presidential candidacy announcement. Such a technique aimed at engaging and potentially misleading the public with her statements throughout the electoral campaign via employing tactics, such as: fabrication, equivocation, and depersonalization.

3. The speech act categories of assertives, specifically claiming, confirming, asserting, and announcing—along with commissives, have been cognitively adopted to reflect the strategies of an existential presupposition, positive self-representation, and the negative portrayal of others. The use of a proclaiming tone implied her lack of shared knowledge, especially when she declared her candidacy for the presidency of the United States, claiming to enhance the economy for all the Americans.

4. Clinton has not assumed a dominant position in her public communications, which were designed to attract the attention and convey sympathy, compassion, and support for the majority of Americans.

5. Recommendations

The study recommends conducting further studies on the topic of tonal patterns from different perspectives, such as:

1. Investigating comparatively the tonal patterns of a politician and a religious man.
2. Conducting a cognitive phonological study to investigate the synchronization between the tonal patterns and the gestures used by a given political or a religious man.
3. Investigating from a socio-phonological perspective the tonal patterns of a Female parliament.
4. Studying comparatively the tonal patterns of deceptive and non-deceptive speech of a given politician or of two different politicians.

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