

NEURO-PERSUASIVE STRATEGIES IN POLITICAL SPEECHES BY SELECTED MUSLIMS HEADS OF STATES: IMRAN KHAN, MAHATHIR MOHAMAD, AND RECEPTYAYIP ERDOGAN DELIVERED AT UNGA'S 74TH SESSION

Zafar Iqbal¹, Muhammad Aqeel², Ramiza Safdar³

Original Article

1. Visiting Lecturer, Department of English Emerson University Multan
Email ID: zafar.iqbal.publishing@gmail.com
2. Visiting Lecturer, Department of Political Science, Bahauddin Zakariya University Multan
Corresponding Author: Aqeelpk786@yahoo.com
3. M.Phil Scholar Minhaj University, Lahore.
Email ID: muniraragina7@gmail.com

Abstract

The study investigates socio-political ideologies in the speeches delivered by selected heads of states: Imran Khan, Mahathir Muhammad, and Tayyab Erdogan delivered at UNGA's 74th session employing Neuro-persuasive Strategies. Further, the researchers aim to explore specific political ideology (ies) in the speeches through linguistic, situational and social context. Additionally, the data were by employing the neuro-persuasion modal proposed by Morin and Renvoise (2018) that is based on six stimuli i.e., personal, contrastable, tangible, memorable, visual, and emotional. The study's conclusions suggest that political leaders used political persuasion to highlight controversial perspectives. For instance, they highlight issues related to the humanitarian crisis, Islamophobia, global injustice and environmental threats. The study suggests that the political leaders might have utilized persuasive strategies at international political events yet, they did not highlight the possibilities/chances that could cause negative criticism for their worth. The research would be both socially and politically beneficial for the academic individuals who intend to analyse political speeches. The gap filled by the study would be innovative and helpful for the academia as it offers a new conceptual theoretical framework to analyse political speeches and rhetoric.

Keywords: Political discourse analysis, Political persuasion, Neuro-persuasive strategies, Socio-political Ideologies, Interpretivist Paradigm.

Introduction

The present study explores the Neuro-persuasive strategies in the speeches delivered by Pakistani Premier Imran Khan, Malaysian PM Mahathir Mohamad and Turkish President Tayyip Erdogan UNGA (74th session). The present study is conducted specifically in the context of the representation and role of the Muslim Ummah in world politics. The researcher has critically analyzed strategies that reveal different layers of the speeches to get the audience persuaded. Various persuasive devices for attaining political goals are stated in political statements. The researcher has adopted and modified the current framework from Morin and Renvoise's (2018) neuro-persuasive primal brain's stimuli model. The study also seeks to analyze the text integrating the cultural, religious social aspects expressed by speakers.

The study intends to analyze the text of speeches by using persuading techniques or strategies the leaders of Islamic countries employed in their speeches at UNGA's 74th session, trying to convince their audience to follow their ideologies in the political background. Although Pakistani, Malaysian, and Turkish societies possess diverse cultures, the speakers seem to build and even prove close relationships of their views to religious values connected having political context. Apart from these, everybody, including political leaders, analysts, and laypeople, seems welcoming and appreciating these speeches considering them -- culturally developed and sophisticated, keeping balanced and encouraging styles (News Desk, 2019, 28 September). Based on the views (30 million-plus only for PM Imran Khan) on online media and viewership on digital media, the researcher was motivated to delimit the study to these three speeches considering them a suitable subject matter for explorations in the context of the representation of Muslims at UNGA.

The politicians use the 1st person pronouns, thinking it as a tactic to make the people believe that it is their right leader and would take the right action for their welfare and decision-making. They frequently use such tactics and strategies to get full support and favor the audience/public (Wilson, 1990; Partington, 2003; Wilson, 1990 as cited in Partington, 2003). On the contrary, by using the inclusive pronoun 'we,' there can be an exclusion of others. Moreover, it may indicate the exclusion of some other groups, which implies a division between them and us. This study seeks to examine the use of personal pronouns and other devices the above-mentioned political leaders utilized to convince the audience of their ideology in their powerful and influential speech at UNGA's 74th session.

Statement of the Problem

The researcher investigates the neuro-persuasive strategies that Khan, Mohammad, and Erdogan utilized in their UNGA speeches, focusing on the specific neuro-persuasive elements. In the last century, since the first session, the leaders of the Islamic world could not participate actively, utilizing persuasive language, in any international event, i.e., UNGA sessions actively. Therefore, the 74th session of UNGA keeps a significant trilateral contribution and presence of the three famous (in their home countries) leaders from the Islamic world. For instance, the session can be considered the most debated in the history of Islamic leaders' participation at UNGA. Henceforth, the researcher focuses specifically on the three speeches of the above-mentioned Islamic leaders. Therefore, the present research would be politically significant for the foreign affairs policies of the three previously mentioned states.

Objectives

- The present study aims:
- To identify the persuasive strategies employed by Imran Khan, Mohammad, and Erdogan (the Islamic countries' leaders) in their speeches at UNGA.
 - To explore specific socio-political ideology (ies) in the speeches delivered by Imran Khan, Mohammad, and Erdogan at UNGA by employing Neuro-persuasive features.
 - To highlight the usage of neuro-persuasive elements in the political and Situational contexts.

Significance of the Study

The study will be significant in multiple aspects as it seeks to identify the persuasive strategies used in political talks/speeches, which bear a semblance of specific persuasive influences. Persuasion is always predominantly exercised in dominatable impacts on renowned speakers of the world, and without being aware of it, every new leader follows the persuasive strategies. The study highlights the means and manners of language usage. Moreover, the researcher highlights their

(leaders) specific ideology (ies) through their language by the utilization of specific persuasive strategies (mentioned above), for instance, the usage of personal pronouns for self-positive representation or great negative representation (s) of others and so on. The Neuro-persuasion framework is applied, which contributes to linguistic persuasion.

Hence, the study seeks the differences significantly in applying persuasive strategies implied by the leaders of the Islamic countries. The future researchers would lay policies to overcome these differences at the policy-making level of foreign affairs, specifically for Turkey, Malaysia, Pakistan, and others.

Research Questions

The present study attempts to answer the questions addressed below:

1. How have the Islamic leaders employed persuasive strategies in their speeches at the General Assembly of the United Nations?
2. How have specific socio-political ideologies been conveyed using Neuro-persuasive elements in the speeches delivered by Khan, Muhammad, and Erdogan at the General Assembly of the United Nations?
3. How do neuro-persuasive elements play an essential role in their speeches to persuade the audience, especially in the political and situational context?

Literature Review

Persuasion, a technical term to induce or tempt people of any group or society, is considered a big part of politics (Harvey, 2017). Further, political leaders seem to have consciously been engaged in implementing such types of persuasive and rhetorical techniques for centuries (Iqbal et al., 2020). Moreover, such rhetorical tools are often utilized by the orators for the particular audience of their interests. Similarly, the orators use them (persuasive techniques) to persuade the audience to achieve their objectives. That is why politics and persuasion are correlated (Rehman et al., 2021; Iqbal et al., 2020; Iqbal et al 2021; Azeem et al., 2021). Language plays an essential role in building the competency of identifying hidden meanings and ideologies (Aazam et al., 2019). Therefore, political leaders use language, i.e., political discourse (Van Dijk, 1997; Fairclough and Fairclough, 2012; Fairclough, 1095, 1997, 2015, 2017), to tempt and convince the masses who belong to the speaker's society. Accordingly, the inducing strategies, with the help of language, are known as persuasive devices. These devices are often utilized by highly esteemed politicians such as Joko Widodo, Dr. Roahuani, Barack Obama, Imran Khan, and others to communicate the message throughout the world.

Moreover, Imran Khan, Mahathir Mohammad, and Erdogan are renowned political leaders representing the Muslim world. The speeches they delivered at UNGA 74th session seem to have significantly influenced the people, specifically in Muslims, consisting of many appealing or alluring devices. This study analyzes the practical, psychological, and effective use of the leaders mentioned above are persuasive strategies tried to persuade the audience through their speeches delivered at the UN Assembly forum on 27 September 2019 (Guterres, 2019; BR Web Desk, 2019). It is said that political discourse has a direct relation to the attachment of the audience related to the execution and formation of decisions – through reasoning-based messages and confirmed information transmitted by the speakers (political figures) through their deliberated speeches (Van Dijk, 1995, 1997, 2001, 2006, 2009, 2016, 2018). Hence, political speeches are filled with the techniques of fascination and influencing power.

The notions regarding discourse, power, and ideologies are intimately connected. Thus, a struggle to get and hold power concerning politics, economics, and society maintenance can be

placed into practical exercise. Therefore, relations within power may be regarded as digressive. At the social level in gaining power, the relationships can be practically dealt with in discourse studies. The connections among politics, discourse, and power, can be managed, built, developed, taken along with, controlled, or modified, and furnished through the language utilized in any political person's political address/speech. Concerning their political motives, politicians get their goals by the implementation of power, often through language. Thus, persuasion is another way that has become more technical and useful for them. Hence, they persuade the people technically at a personal level, and then they transfer/penetrate their ideas into the minds of the others as they want.

Techniques and strategies are often used to get access to persuasion, including rhetoric, moulding, and forming the ideas that the people want to listen to collocate their cultural values. For instance, Fairclough (1992) presents his ideology that people come to know about each other's actions with the help of discourse, assuming it is a social responsibility to live together in a society (Aazam et al., 2019; Baig et al., 2019). Henceforth, in this study, the researcher intends to use contemporary persuading techniques (i.e., neuro-persuasive strategies) in Premier Imran Khan, Mohammad, and Erdogan's speeches at UNGA's 74th session in 2019.

Six Stimuli of Neuro-Persuasion

The techniques of persuasion have always been exercised in powerful influences on famous and popular political or influential speakers. Every new politician, being conscious of these techniques, addresses the audience to influence or pursue them. The present study points out the approach of neuro-persuasion with the help of the language techniques and modes favored by Morin & Renvoise (2018). Moreover, Morins Neuro-persuasive model has been employed to analyze the collected data. Neuro-persuasion is adopted because of the direct derivation of the elements from their connection with the human brain.

Moreover, the language used in political speeches delivered by Imran Khan, Mahathir, and Erdogan implies the neuro-persuasive elements (Morin & Renvoise, 2018). The six stimuli (personal, contrastable, tangible, memorable, visual, and emotional) under discussion are proven to be immediate stimuli for activating the primal human brain. These elements concerning persuasion of the primal brain of the audience and socio-political discourse can be studied.

Research Methodology

The present research is conducted under the interpretive paradigm of the qualitative research approach. For the data analysis, the targeted sample was selected from the UNGA session focusing on the 74th session held in September 2019. The sample of data was extracted from the leaders from the Muslim world, concentrating on the three most influential leaders' speeches (based on the views on YouTube and other official channels of digital media) of the session 74th—Prime Minister Imran Khan (Pakistan), President Recep Tayyip Erdogan (Turkey) and Former Prime Minister Mahathir Mohamed (Malaysia). The nature of the research is qualitative, aiming at the discussion, interpretation, opinions, and social problems they had debated at an international forum. Moreover, the research techniques were delimited to the exploration of linguistic features employed in the context of Political Discourse Analysis (a subfield of Critical Discourse Analysis). For the study's trustworthiness, the researcher provides supportive arguments from the editorials, commentaries, debates, or descriptions provided by the experts at the time of the deliverance of the speeches.

Moreover, data has been analyzed using the purposive sampling technique and is taken in a full transcript. The study is delimited to its relevant specific limit near the given model and closely relates to the speech's aspects.

Data Analysis

General Information of Speeches and Speakers

In the present study, the researcher has selected three speeches of three different speakers to investigate the Neuro-persuasive strategies that those speakers utilize to persuade the masses to convince the targeted population on their agenda, beliefs, and Ideologies. In figure 4.1, the study depicts the important information of the speakers (Mahathir Muhammad, Imran Khan and Tayyab Erdogan) and targeted speeches.

Information related to Orators and Setting

Orators Name	Rajab Tayyib Erdogan	Mahathir Muhammad	Imran Khan
Administrative Status	President of Turkey	Ex-Prime Minister of Malaysia	Ex-Prime Minister of Pakistan
Country name	Turkey (Muslim country)	Malaysia (Muslim country)	Pakistan (Muslim country)
Religious status of orators	Muslim	Muslim	Muslim

Language (which they used at the time of delivering speech)	Turkish	English	English
The theme of the speech	Islam phobia, humanitarian crisis, climate change, Poverty, global injustice eradication, terrorism, money laundering and so on and so forth	Islam phobia, humanitarian crisis, climate change, Poverty, global injustice eradication, terrorism, money laundering and so on and so forth	Islam phobia, humanitarian crisis, climate change, Poverty, global injustice eradication, terrorism, money laundering and so on and so forth
Place	74 th Session of UNGA	74 th Session of UNGA	74 th Session of UNGA
Date	On 27 September 2019	On 27 September 2019	On 27 September 2019
Duration	Almost 55 minutes	Almost 30 minutes	Almost 30 minutes
Audience	The participants of 74 th session of UNGA	The participants of 74 th session of UNGA	The participants of 74 th session of UNGA

The researcher, in this section, explores the Neuro-persuasive strategies in political speeches delivered by Tayyab Erdogan, Imran Khan, and Mahathir Muhammad at UNGA. The study's data has critically been analyzed to investigate the strategies that seem to work under the layers of the speech to persuade the audience—linguistically, employing various devices, i.e., personal stimulus, contrastable stimulus, tangible stimulus, visual stimulus, and emotional stimulus for protruding and attaining political goals that have been stated and explored in political statements. In the present research, the researcher explores the socio-political ideologies of the above-mentioned political leaders, especially their trilateral Islamic ideologies. Such as, in most of their speeches, they discussed the issues related to Islam even though the central theme of that session was climate change. The researcher further analyzes the data thematically, primarily through the following mutual themes (Islamophobia, Climate change/global warming, humanitarian crisis, and global injustice) that all these three leaders have discussed.

Islamophobia

PM Mahathir Muhammad, PM Khan, and Erdogan shed light upon the issue of Islamophobia (based on their trilateral sociopolitical ideologies) by utilizing the opportunity at UNGA. Moreover, in their speeches, they have used persuasive language to convey their sociopolitical ideologies for getting the audience persuaded by the targeted (Muslims, Malaysian, Pakistani and Turkish people). Neuro-persuasive strategies (especially six stimuli) have also been utilized to convince the audience to get awareness about political phenomena.

Climate Change and Global Warming

In order to get the attention of the leaders of the world and to dominate the big hall (UNGA Hall), Khan, by utilizing personal stimuli, starts his speech from the global issue that is 'climate change,' and when he says that the world leaders are not practically doing anything about this issue except talking over the issue. Further, his speech would be helpful for the suffering humanity. Additionally, his speech and words are evident, and this goes to show his sympathy and heartfelt like nature, and he is the spokesperson who talks not for the welfare of his being or country but all humans. Moreover, he speaks the words in his speech 'illusion' by utilizing tangible stimuli and considers such kinds of conversation mere 'illusion' until funds are provided. The sentence shows strong willpower and determination about the betterment of climate that has always been put aside by the world until now. Hence, Imran Khan seems successful in throwing the ball into the court of the world to be decided, and it can be observed that his persuasive appeal can touch the minds of the world's leaders since he has been a cricket player and legend. He knows the attitudes of the different nations, he has been a cricket player and a legend, and that is why his style of speech seems sturdy to impress the people to get his ideology respected, honored, and appreciated, as he explores "*First let me talk about climate change; I have seen many leaders talk about this. But I do not see world leaders realizing the urgency of the situation. We have a lot of ideas; but as they say, ideas without funding are mere hallucination*" (L. 6-8).

Similarly, Prime Minister Mahathir Muhammad talked about climate change around the planet and its side effects. By utilizing tangible stimuli, he presents some facts about climate change day by day as he claims, "*World have faced earthquakes, floods, land sliding and other pandemics. However, these things should not occur but what can we do in front of nature. It is a natural process. He further blamed those who misused climate and did nothing to save it in thousands of years. And all these sufferings of humanity are a reaction to that treatment of people* (L. 22). We have become more civilized than before but confronting this problem still. He then persuaded the United Nations by

giving ideas to save nature. We, as different countries, are spending our time, energy and money on useless things like weapons.

But on the other hand, if some natural disaster comes, we cannot stop it. Even we do not have any technology to lessen the effects of it as much as possible. Therefore, it is a need of the hour to change the whole scenario, the world's full attention from war to nature's preservation. The use of "emotional stimuli" is apparent when Mahatir talks about the world's situation, which is interlinked with climate change and hazards related to disasters like; earthquakes, floods, and land sliding, etc. He further points out the faulty role of the ex-leaders around the world, who did nothing regarding these issues. The 'emotional stimuli' becomes further brightened when he talks about the production of deadly weapons which are preferred over the stability of nature and the environment. The "contrast stimuli" is also visible when he talks about the different countries spending on other things rather than protecting the environment and human lives attached to these circumstances. The effect of "visual stimuli" is also indirectly viewable when he talks about the war, troubles, and disasters attached to it as the world is spending a large number of resources on technology and destructive weapons that could turn the planet into a desert within minutes. One can imagine the destructive and annihilative picture of the world which is affiliated with these technological advances. We can do something better to stop this cycle of disasters by approving our energies; as he expresses, *Malaysia is hotter than ever before. It does not seem to return to previous temperatures* (L. 29).

Meanwhile, In the above lines, the premier is emphasizing on the importance of responsibilities and duties assigned. One must fulfill his duty that is a social obligation connected to the lives of millions of people in the respective community and on a global level. He quotes Rumi; a marvelous scholar loved and admired around the planet due to his outstanding writings and ideas; who defines justice in terms of fulfilling duties and sharing good things and ideas for the betterment of society. He also criticizes those who are lazy in fulfilling their respective duties. It is a kind of "emotional stimuli" which can urge the spectators to perform their duties honestly and according to the definition of justice by Rumi. "The great scholar of our civilization, Rumi, once defined justice as "appropriately sharing rights and obligations among the people and allocating to them what they are entitled to." Today, neither people's rights nor their responsibilities are shared appropriately. At the same time, injustice generates instability, power struggles, crises, waste and extravagance (L. 3-6)".

Erdogan goes back to the times of wars and destruction that landed on the earth due to technological progression massive hoards of nuclear arms and weapons during the 20th century, which caused millions of deaths around the world and left the world into agony and chaos. He defines the purpose of establishing the international community for justice, peace, and other goals to maintain balance in human life which is cracking and not concerned about the issues like global warming and climate change. The "tangible stimuli" is expressive here as it talks about the importance of the collective role to overcome the crises like eradication of poverty, legal education, and the solutions to overcome climate change. The "contrast stimuli" is also visible in the speech as he compares the lifestyle of the people living in the different parts of the world; most of the population is living under the average facilities of life while others are living in luxury and royalty and the majority of the people are facing multiple challenges to survive. A picture of the divided world is drawn via words uttered by the premier. *We do not doubt that the theme for the seventy-fourth session of the General Assembly is fitting in that regard: "Galvanizing multilateral efforts for poverty eradication, quality education, climate action and inclusion".* (L. 11).

Additionally, Khan is the current Prime Minister of Pakistan and is well-known for his eloquent talks in his nation and foreign communities (Tayyab et al., 2021). The selected speech was his first

address at UNGA 74th session. He delivered his speech of almost 50 minutes in English rather than his native Urdu language. Language is a mode of communication in which individuals exchange ideas and thoughts. However, the conception of language is more extensive in the contemporary world than in classical grammar. Language is both functional and a system of meanings that helps us understand human behavior and culture. Additionally, Imran Khan uses simple language in his speeches to efficiently interact with the entire world.

Similarly, PM Mahathir Muhammad also sheds light upon the issue of Islamophobia as PM Khan discusses (based on their trilateral sociopolitical ideologies) this issue by utilizing the opportunity at UNGA. PM Mahathir, in his speech, has used persuasive language to convey his sociopolitical ideologies for getting the targeted (Muslims and Malaysian people) audience persuaded. Neuro-persuasive stimuli have also been utilized to convince the audience to get awareness about political phenomena. Meanwhile, Tayyab Erdogan is the president of Turkey, and he is a very prominent leader mainly due to his services, sympathy, and love with Muslim Ummah. Therefore, personal and emotional stimuli are very dominant features of his speech that make his speech very impressive and make it easy for him to persuade the people and make them agree upon his agenda/ideologies. He also explores the current situation related to Islamophobia and the negative attitude of the enemies of Islam towards Muslims.

Humanitarian Crises and Global Injustice

Imran Khan explores Humanitarian Crises and Global Injustice, especially utilizing emotional stimuli, making the audience realize his keen desire to serve his developing country and other developing countries. Moreover, his nation seems to become hopeless and helpless day by day due to the unplanned policies of the corrupt rulers before his government. Here he, by utilizing the tactic of contrastable stimuli. Divides the leaders into two categories, corrupt and honest leaders, and claims that the corrupt world leaders always seem to stand by with money launderers and do nothing to better the suppressed and depressed people of undeveloped and developing countries/nations. Additionally, he emphasizes the fact that the elite ruling class supports these money launderers. He touches upon the audience's sentiments at UNGA by utilizing the emotional stimuli that it is possible to spend a lot of money on the fundamental social issue of poor people like poverty and the environment when the ruling upper class has stolen its assets is already powerful.

Meanwhile, western countries are giving protection to the assets that they earn through corruption. He claims that when this class was chased and traced, it came to be known that these corrupt leaders had invested the stolen money in western business and *western banks through money laundering* (L. 25, p. 2). This statement explores that corrupt politicians hide under Western banks' custody to invest their black money.

Moreover, Mr. Khan says it was also a bitter fact that our government considered it is challenging *to bring that stolen and black money back* (L. 25, p. 2). Hence, Imran Khan, an influential leader of Pakistan (for more detail, see Tayyab et al., 2021), wants to point out the two leading and dominating parties of Pakistan, PML (N), known as Pakistan Muslim League Nawaz and PPP Pakistan People's Party. Their leaders have been involved in money laundering, traced in different projects launched in Pakistan during their reign by blindly using the living conditions of the masses. These corrupt politicians and so-called leaders have used the masses to their utmost will. These political figures put aside that their countrymen were paying the price of their wrong deeds and suffering a lot; they took no notice of the deplorable condition.

Moreover, he emphasized that his country is being plundered by its elite or ruling class. He directly hits on the corruption of the elite class, and to gets them into the hands. He has deliberately used the terms corruption and money laundering to get himself heard on this big platform.

Similarly, Mr. Mahathir also utilizes emotional pictorial view by exploring the global Injustice and humanitarian crisis; as he mentions, *the great democrats talk incessantly about the rule of law. However, they are selective. Friends may break any law and get away scot-free.*" Mr. Prime Minister says that the United forum is selective in resolving issues of some countries. Visual Stimuli is significant here that a country is continuing barbarity without any restriction or warning by world forums, which resulted in global injustice. *"Thus, Israel can break all the international laws and norms of the world, and it will continue to be supported and defended. The unfriendly countries can do nothing right. There is no justice in the world (L.15).* Mr. Mahathir utilizes the Contrastable stimuli as he argues that the specific group of countries who won the Second World war by bombing and Killing Hundreds of Thousands of people presented the concept of power, negating any idea on the world forum deciding the destiny of the world. *"Almost three-quarters of a century ago, five countries claimed victory in the Second World War. Based on that victory, they insisted on the right practically to rule the world (L.16).*" Mr. Mahathir is utilizing the visual stimuli that it is evident that these countries had won the Second World War but still think they have the right to rule the world. However, these were the countries that end war with the mass destruction of humanity, *"And so, they gave themselves veto powers over the rest of the world in the organization they built – an organization they claim would end wars in the solution of conflicts."*

On the other hand, RT Erdogan is stimulating his speech memorably while refereeing the great Sufi of all times while defining the definition of civilization *"The great scholar of our civilization, Rumi, once defined justice as "appropriately sharing rights and obligations among the people and allocating to them what they are entitled to."* Here, he indirectly criticizes world politics that their discriminatory behavior is considered a great hurdle against justice. Further, Erdogan utilizes the emotional stimuli while describing the universal Injustice displayed by greater countries. He is stating that there is an inequality in Universe, which destabilizes the world order. *"It is obvious that today neither people's rights nor their responsibilities are shared appropriately. At the same time, Injustice generates instability, power struggles, crises, waste, and extravagance."* Here, he is trying to use Personal Pronouns for his political highlights so that he can be recognized as a universal politician who speaks about the betterment of the world by the proper equal rights of all at World Forum *"Today, and I would like to reiterate once again that the world is greater than five countries. It is high time that we change our current mentality, our institutions, organizations, and rules."* Erdogan is using contrastable stimuli in which he is comparing the Favorite Five countries with the whole world as a social injustice regarding the possession of nuclear weapons. He is trying to present the other side of the picture for his political benefit because he will be the favorite politician of those countries who are stranded on the grounds of the consent of those five countries. As he claims, *"The inequality between nuclear-weapon States and non-nuclear-weapon States is by itself enough to undermine global stability. It bothers us, like everyone else, that weapons of mass destruction, instead of being eliminated, are used as leverage in every crisis. The possession of nuclear power should either be forbidden for all or permissible for everyone."* For the sake of a peaceful future for all humankind, let us solve that problem as soon as possible based on justice.

CONCLUSION

Imran Khan, Mahathir Muhammad, and Erdogan successfully communicated (by utilizing neuro-persuasive) their messages to the whole world through their practical orientation. As it is a fact that language plays a valuable and vital role in communication, whether it is in verbal or non-verbal form, in the same way, Imran Khan, Mahathir Muhammad, and Erdogan use proper and measured language in their speeches. As for as their' styles of speech at UNGA are concerned, they proved themselves as great and expert speakers, as a representative of the whole Muslim world, in addressing the social and political issues concerning environment, corruption, religion, terrorism, related explicitly to occupied Kashmir. The dual-diplomacy of the international community was also highlighted while measuring and judging these complicated phenomena. Moreover, they subconsciously utilized Morin and Renvoise's neuro-persuasive stimuli strategies; personal, tangible, contrastive, visual, memorable, emotional, and some other strategies such as personal pronoun, repetition, nostalgia, and rhetorical questions or analogy that can be explored through the situational and political context. Politics is considered the manipulation of words, phrases, idiomatic impressions, and sentences. Hence, the political leaders get full advantages while persuading the public or audience to convince them according to their own political and social benefits (sociopolitical ideologies) by utilizing rhetorical and persuasive language. So, like other political leaders, the said leaders also know how and when the persuasive strategies would be helpful. Henceforth, they also keep a deep perceptual power to utilize solid language and approach. Keeping because of their previous history of communication, they seemed efficient to attract the world using confident verbal and body language. Therefore, it left an influential impact on the local and international audience. For instance, when they stated the facts related to Islamophobia, climate change, global injustice, and humanitarian crisis, they seemed timely universal, and relevant. Furthermore, in their speeches at UNGA, they made the audience realize their vital presence regarding social and global issues that the world, especially Muslims, is facing. They powerfully address and highlight terrorism, Islam, and Kashmir issues using persuasive strategies such as raising questions, comparing the past and present conditions, and affecting their prior opinions by carefully using different words.

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