Persuasion and Manipulation in Advertisement and Speeches across Multiple Audience

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Abstract

The study investigated how interlocutors use persuasion and manipulation across multiple audiences, it uses descriptive qualitative research method which implies that it does not involve the calculation of frequency of occurrence. The data was retrieved from electronic books from the internet and advertisements on television. The area of the study describe how the presence of multiple audiences affects both the speakers' formation of an utterance and the hearer's interpretation of it and how emotive language can be used to influence an audience. This study uses the relevance theory by Sperber and Wilson. It analyzes speech made by the Deputy President of South Africa, Thabo Mbeki. The study highlighted how communicating to multiple audience, the speaker's utterances is frequency less. A speaker who is addressing multiple audiences has split intentions, either to persuade or manipulate. In order to derive the optional benefit toward accomplishing one's intentions, the speaker crafts various audiences in different ways. Similarly, the hearer will infer meaning based largely on how much he/she thinks that the speaker intended to be relevant to him. These findings show that neither persuasion nor manipulation constitute a linguistically separate type of communication. Rather, the extent that information differs from persuasion or manipulation is based on non-linguistic features such as trust, honest, beliefs and religion. Based on these facts, the researcher

recommends that the hearer adjusts his/her expectations of relevance throughout the processing of an utterance.

Keywords: Persuasion, Manipulation, Audiences, Relevance, Communication.

Introduction

As technology continues to expand our available modes of communication, it has become easier to communicate to multiple indeterminate audiences at the same time. In literary criticism, the notion of reader response has emphasized the fact that each reader can infer a different meaning from a single text. In a similar manner, a speaker can actually intend to mean different things to different people through a single utterance. The present study focuses on the properties of communicative utterances intended to be made manifest to multiple Audiences. Specifically, the Hearing provides excellent examples of how speakers attempt to persuade or manipulate others simultaneously across multiple audiences.

As a form of communication, advertising has its specific features, Advertising is a communication of verbal and non-verbal communication. Language is the most significant vehicle of communication. Most advertisements employ language to transmit information. However, under certain circumstances, picture, music, and motions may be more expressive than language itself. In reality, most of the advertisements make use of language and non-language elements simultaneously in order to explicitly transit the intended information.

In this seminar work, the context of the hearing will serve as the primary source of examples. Also, the framework will be used to analyze persuasion and manipulation, while the primary framework for the analysis is Relevance Theory by Sperber and

Wilson (1986, 1995). Several unique elaborations and applications of Relevance Theory with reference to persuasion and manipulation, across multiple audiences were made. The research observed that neither persuasion nor manipulation constitute a linguistically separate type of communication. Rather, the extent that information differs from persuasion or manipulation is based on non-linguistic features such a truth, honesty, and trust.

Statement of Research Problems

Persuasive and manipulative communication across multiple audiences has several implications for hove to apply Relevance Theory to situations that are less than fully ostensive. In the same vein the presences of multiple audience's results in the existence of multiple cognitive environments to the extent that different assumptions are mutually manifest between a speaker and her various audiences. However, the speaker may intend the various audiences to infer different meanings from utterances. When a communicator addresses multiple audiences simultaneously, it is typically presumed that the utterance is not equally relevant to all of them. This presents a problem for the Relevance Theoretic notion of the presumption of optimal relevance.

Aim and Objectives of the Study

The aim of the study is to investigate how speaker persuade or manipulate various audience and also considers how the utterance may have been intended to be relevant to others.

The objectives are to:

1. Analyze persuasive and manipulative adverts and speech made by Thabo Mbeki
2. State how emotive language are used to influence audience.

Research Questions

1. How do one identify speech that are persuading or manipulating?
2. What are the techniques of emotive language and how does it influence audiences?

Theoretical Framework

The theoretical framework for this paper hinges on Relevance Theory by Sperber and Wilson (1986, 1995).

Relevance theory result from one of the Grice's vital claims which states that the expression and recognition of intentions is "an essential feature of most human communication. (Wilson & Sperber 2004:607). According to Grice's inferential model "a communicator provides evidence of her intention to convey a certain

meaning which is inferred by the audience on the basis of the evidence provided." Since an utterance is a "linguistically coded piece of evidence", every verbal conversation involves a certain amount of encoding and decoding. The decoded linguistic meaning is one aspect of the input that leads to the interpretation by the hearer. Relevance theory therefore claims that every utterance made in a conversation creates "expectation which guide the hearer toward the speaker's meaning".

In order to explain these expectations, Grice developed the Cooperative Principle including the maxims of "Quality (truthfulness), Quantity (informativeness), Relation (relevance) and Manner (clarity) which speakers are to observe." Relevance theory claims that the expectation of relevance "raised by an utterance are precise and predictable enough guide the hearer toward the speaker's meaning".

Wilson & Sperber's and Assumptions

The two linguists agree with Grice on the account of raising expectations in a conversation, however, they question several aspects of his work, including the need for a Cooperative Principle and maxims, the focus on pragmatic contributions to implicit (as opposed to explicit) content, the role of maxim violation in utterance interpretation, and the treatment of figurative utterances.

The two authors introduce their outline of the relevance theory current's version with an explanation of relevance. According to them, 'any external stimulus or internal representation which provides an input to cognitive processes may be relevant to an individual at some time." (Wilson & Sperber 2004:608). The expression "individual" used here already implies the fact that not everything has the same relevance for everyone. As Wilson and Sperber put it, input is relevant to someone when "it connects with background information he has available to yield conclusions that matter to him". There are several aspects that make an utterance important to the hearer: First of all, the two linguists present the fact that an utterance needs to produce a positive cognitive effect to be rendered relevant to the speaker. They point out that the most important effect here is a contextual implication that is to say, a conclusion is "deducible from input and context together". Other types of cognitive effects are "strengthening, re is on, or

abandonment of available assumptions". The relevance of an input. completely dependent on the triggering of this positive cognitive effect.

Relevance, however, is a matter of degree not of being relevant or not. This degree to which an utterance is relevant depends on the processing effort the hearer has to invest in decoding the meaning. The greater this processing effort "the less relevant
the input will be" (Wilson & Sperber 2004:609). When the effort an individual has to invest into decoding two utterances is the same, the "effect factor is decisive, and when similar amounts of effect re achievable, the effort factor is decisive." (Wilson & Sperber 2004:610). Therefore, the characterization of relevance given by Wilson and Sperber is "comparative rather than quantitative". Hence, the comparative notion provides a starting point, for the construction of relevance theory which is psychological plausible.

In human communication theft is a tendency to maximize relevance in order to render conversation efficient both in uttering and in processing inputs. The Cognitive Principle, therefore, claims that "Human cognition tends to be geared to the maximization of relevance". The aim of maximizing relevance makes it possible to "predict and manipulate menial states of others" by producing a stimulus which is "likely to attract your attention, activate an appropriate set of contextual assumptions and point you toward an intended conclusion." (Wilson & Sperber 2004:611)

Review of Related Literature

In language use, at least two pal ties are involved: a speaker and a hearer. Even in the case of talking to oneself or writing a personal diary for one's own private use (or even consciously processing internal thoughts), there is still both a speaker and her audience, albeit that these two roles are filed by the same person. (liven that an utterances has both a speaker and a hearer, the understanding of the utterance must be examined both from the speaker's and the hearer's perspectives.

People communicate at a risk. 1 or example, the speaker risks being misunderstood, while the hearer risks misunderstanding what the speaker uttered. Not only are there risks in communication, hut there are also costs. The

speaker exerts effort in formulating and delivering her utterance, and the hearer exerts effort in receiving and processing the utterance. Those who make investments with inherent risks do so in the hope of a possible or expected benefit. In the sphere of communication, the expected benefits include the following: 'For the addressee, the normally expected benefit is to acquire Sonic true and relevant information. For the communicator, it is to produce some intended effect in addressee" (Sperber et al. 20 10:360).

A speaker who is addressing multiple audiences has spilt intentions. In order to derive the optimal benefit Iowa 'd accomplishing her intentions, the speaker crafts her utterance to be relevant to her various audiences in different ways and to differing degrees. Similarly, the hearer infer meaning based largely on how much he thinks that the speaker intended her utterance to be relevant to him, while also considering how the utterance may have been intended to be relevant to others.

Manipulation in Advertising

Manipulation is one of 'he issues that are often raised by scholars of communication. However, ever. researcher that approaches this issue, no matter what field they work in (political science, psychology, linguistics or marketing), is aware of the vagueness and the absence of clear-cut definitions for this term. Defining manipulation in terms of human behavior or linguistic and communicative behavior is especially challenging,

For Geis (1982) judging an advertisement deceptiveness involves not only evaluating truth assumptions of the explicit claim it makes, but also determining how viewers get a given claim in context. Geis notes that advertisers can deceive the audience in a number of ways: h' asserting or implying a false belief, by allowing someone to acquire false believe and by presenting lengthy disclaimers that are impossible to read in the time allowed. 1-le further argues that definition of manipulation and persuasion are particularly satisfactory. "The term manipulation is pejorative, and the term persuasion focuses too much on the ratiocinative, as opposed to affective, side of persuasion" (Geis 1982:20).

Geis makes use of McGuire's (1969) information processing model which views persuasion as a process in which a source presents a message to a receiver via some

communication channel in an attempt to effect either of t\'o behavioral changes: for the receiver to believe that the message is true, or for the receiver to act upon this message".

(Geis 1982: 20). According to Geis, manipulation differs from persuasion in that in manipulation "there is 110 conscious evaluation by the receiver of the merits of the source's message" (Geis 1982: '1).

Medvedeva (2003) assigns mass advertisement to manipulative discourse, which is characterized by its main goal to cause a desire in recipients by appealing to the rational, the emotional and the subconscious. She compares manipulation to propaganda claiming that the difference between the two is only in their names, since they serve one purpose - to brainwash - and thus, are essentially the same (Medvedeva 2003: 102), She exemplifies some of the manipulative techniques, such as imposition of one 's opinion, use of rich linguistic imagery, imposition of presupposition, and the use of pseudoscientific terms. She does not provide a clear definition of manipulation. nor does she show the mechanisms that underlie such manipulation. She claims that manipulation offers from persuasion in that the recipient is deliberately deprived of the opportunity to objectively evaluate the context of the message. However, she does not specify how exactly this happens. Manipulation, according to Wrong (1995: 28), is the concept of power holder concealing his intention to influence his listeners to follow his wishes. Such an exercise of power is unlikely to evoke resistance of power as a person is unaware of the effort to influence him. Yet. such apparently positive uses of manipulation have not escaped the suspicion that cling to this form of pow, a suspicion aroused by the person's ignorance as to whether he has been manipulated and the manipulator's concealed purpose.

Manipulation may also occur where there is no social relation between the advertiser and the audience and the latter may not even be aware of the advertiser influence. This can take the form that advertisers may exercise concealed control over the subject through symbolic communications designed to make veiled suggestions, to limit or determine selectivity of the advertised subject. 1-lowever, manipulation has a more negative reputation that perhaps any other form of power. suggesting cunning and malign purpose on the part of the manipulator. It

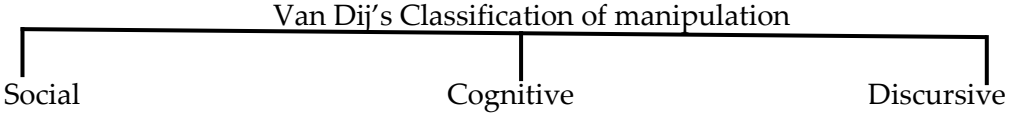
is a form of power that cannot be openly resisted by the audience, since he/she is unaware of the advertiser's real intent.

Chilton (2005: 16) define manipulation in terms of an addresser's "intention to deceive, lure or inspire or in terms of an addresses being unconsciously thought controlled". According to Chilton, manipulation is a "forceful spreading of ideas which depends largely on the ab lity of the propagator to control or dominate an intended receiver's mind by controlling the channel of communication or depriving the receiver of the potential to verify" (Chilton 2005: 15). He notes however, that the effect of manipulation is very unpredictable, since it is the 'cognitive ingredients'

in readers' heads put together guided by the linguistic input that play principal role in manipulation.

Chapman (2001) uses Yokoyama s definition of manipulation and applies it to her discourse model. According to Chapman, it is the manipulative nature of advertising that creates a psychological link between the fictional and real-world components of an ad. This link functions 'as the source of the two knowledge items that the advertiser intends to convey to the recipient" (Chapman 2001: 60).

Manipulation, according to Van Dijk (2006), is a social phenomenon especially because it involves intera1ion and power abuse between groups and social actors a cognitive phenomenon because manipulation always implies the manipulation of the minds of participants, and a discursive semiotic phenomenon, because manipulation is being exercised through text, talk and visual messages. All three elements (social, cognitive, and discursive), are needed in an integrated theory that also establishes explicit links between the different dimensions of manipulation.

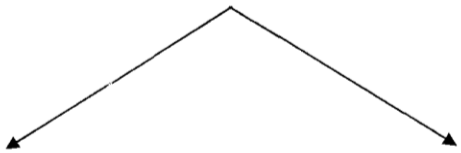


Van Dijk proposes that manipulative communicators intentionally not to provide recipients with complete accurate picture of their beliefs, or more actively, they

provide them with relatively incarcerate picture. He attempts to distinguish between, say, deception and persuasion, 'wo forms of manipulation that refer to two realities the world of truth and facts and the world of value, or cultural evaluations.

Van Dijk (2006) explains that manipulation not only involves power, but specifically abuse of power, that is. domination. That is, manipulation implies the exercise of a form of illegitimate influence by means of discourse: manipulators make others believe or do things that are in the interest of' the manipulator, and against the best interests of the manipulated.

Van Dijk Classification of Manipulation



Positive Association	Negative Association
Legitimate persuasion free to choose or to believe	unable to understand the real intentions of the manipulator lack the specific knowledge to resist manipulation

Without the negative associations, manipulation could be a form of (legitimate) persuasion. The crucial difference in this case is that in persuasion the interlocutors are free to believe or act as they please, depending on whether or not they accept the arguments of the persuader. Obviously, the boundary between (illegitimate) manipulation and (legitimate) persuasion is fuzzy, and context dependent: some recipients may be manipulated by a message that is unable to manipulate others.
Nettle & Roque (2011) are clear in make a distinction between persuasion and manipulation. Persuasion is the action undertaken by people looking to change the opinion of others. It is usually done with a good intent and by having the interest of the others in mind Persuasion implies making someone change their opinion. Transparency is Rev and essential when it comes to persuasion. People

understand why others may feel the need to convince them of something. In her evaluation for main distinction between both concepts, Medvedeva (2003) claims that manipulation differs from persuasion in that the recipient is deliberately deprived of the opportunity to objectively evaluate the content of the message. Chilton (2005:

16) lays out the notion of manipulation. He mentions that it is a "forceful spreading of ideas which depends largely on the ability of the propagator to control or dominate the receiver's mind h\ controlling the channel of communication or depriving the receiver of the potential to verify".

Manipulation, according to Nettel & Roque (2011: 56), has specific features. They explain that one of the main features of manipulation is that it is eminently intentional: there is no manipulation without the intention to manipulate. Additionally, this criterion is fundamental the intention to manipulate must remain hidden. Manipulators appeal to emotion and withhold vital information in an attempt to sway a person to a certain way of thinking. Manipulation implies concealed motives; therefore, the manipulator is subtly seeking to get someone to do things that are in his interests without revealing his true intention. If there is any sense of pushing someone to do something or to get something by using force or threats, in this way, it reflects the concept of coercion.

- **Manipulation Techniques**

Manipulation strategies CLIN be used in advertising no matter what the product is including the following categories:

1. Vague or ambiguous claims.
2. Claims that omit important information necessary to evaluate their truthfulness or reasonableness.
3. Claims that are false or outright lies, and various combinations of the previous categories.

Van Dijk (2006) asserts the fact that manipulation is one of the discursive social practices of dominant groups geared towards the reproduction of their power. Such dominant groups may do so in many (other) ways as well, e.g. through persuasion, providing information, education, instruction and other social

practices that are aimed at influencing the knowledge, beliefs and (indirectly) the actions of the recipients. Based on Van Dijk's perspective manipulation generally focuses on social cognition, and hence n group of people, rather than on individuals and their unique personal models. It's also i this sense that manipulation is a discursive practice that involves both cognitive and social dimensions and has certain strategies.

One of these strategies is generalization in which case a concrete specific example that has made an impact on people's mental models is generalized to more general knowledge or attitudes, or even fundamental ideologies. The most striking recent example Van Dijk (2006) tackles some cognitive mechanisms of manipulation. Thus, first of all a very emotional factor with a strong impact on people's mental models is being used in order o influence these mental models as desired for instance in terms of a strong polarization between Us (good. innocent) and Them (evil, guilty).

Secondly, through repeated messages and the exploitation of related events (e.g. other terrorist attacks). Such a preferred model may be generalized to more complex and stable social representation about terrorist attacks, or even an anti-terrorist ideology. Thus, one crucial cognitive condition of manipulation is that the targets (persons, groups, etc.) of manipulation are made to believe that some actions or policies are in the interests of the manipulators and their associates.

However, according to Van I)ijk, he explains that manipulation could be detected and resisted. Indeed, one of the best ways 10 detect and resist manipulation attempts is specific knowledge (C g. about the current interest of the manipulators) as well as general knowledge (e.g. about ii e strategies of maintaining the military budget at a high level).

That being said, few linguists including Galasinski (2000: 21) consider manipulation as part of persuasion. There is an argument that persuasion is only a subset of manipulative strategies, at the same level as deception. Although a persuader sets out to induce a belie for attitude or, indeed, action on the part the addressee, and does it also without the addressees realizing it, this is done by setting up a system of values to which persuades are intended to subscribe. Targets

of persuasion are made to believe that something is good or bad, rather than true or false. Rather than positioning deception and persuasion as a category within each other, they both can be seen as strategies that language users employ in laying out, or imposing, a preferred version of reality. At the highest level, both persuasion and manipulation are attempts at discursive representation.

Persuasion is not only considered an essential tool in achieving the power of a speaker, but also for its prominent role in being goal of any public or political speech. President Mbeki delivers his speeches about specific topic that concern their audience at a specific time and place the purpose of his speech is to inform, impress, move the emotions of the audience or persuade them for action. Simons (2001: 7) defines persuasion as human communication designed to influence the autonomous judgments and actions of others. Persuasion seeks to alter the way to hunk, feel, act and it differs from other forms of influence. A persuasive speech achieves power, influence, and dynamism. Nevertheless, it is not sufficient to study the speakers' task, as persuasion is a 1ransactinal OCSS that involves both the speaker and the audience.

Levels of Persuasion

Simon (2001: p, 29) branches persuasion into three levels: Response shaping, Response reinforcing, and Response changing. Response shaping may involve teaching a child to become a good patriot or democrat Political campaigns may shape voters attitude towards previously unknown candidate. The key characteristics of shaping are that it leads to formation of new beliefs.

Response changing involves converting others and getting them to switch parties, such as change beer brands or perhaps quit smoking or repent from your sins and give your life to Christ.

Empirical Review

Relevance theory is a framework for understanding the interpretation of utterances. It was first proposed by Dan Sperber and Deirdre Wilson and is used within cognitive linguistics and pragmatics. The theory was originally inspired by the work of Paul Grice and developed out of his ideas, but has since become a

pragmatic framework in its own right. The seminal book, Relevance, was first published in 1986 and revised in 1995.

Speaker Meaning

In language use, at least two parties are involved: a speaker and a hearer. Even in the case of talking to oneself or writing a personal diary for one's own private use (or even consciously processing internal thoughts), there is still both a speaker and her audience, albeit that these two roles are filled by the same person. Given that an utterance has both a speaker and a hearer, the understanding of the utterance must be examined both from the speaker's and the hearer's perspectives.

Stereotypical cases of informing include showing someone something (direct evidence) and telling someone something (indirect evidence). If a speaker wants to inform a hearer that his Favorite drinking glass has been broken, she can either show him the broken pieces of his drinking glass or state (1)

1. "Your favorite drinking glass has been broken"

The hearer's understanding that his favorite glass has been broken is dependent on his ability either to recognize the broken pieces of glass (direct evidence) or to trust the speaker's competence and honestly in uttering (I), "Your favorite drinking glass has been broken" (indirect evidence). In the case of the indirect evidence, we might say that the speaker meant for the following to happen as a result of her utterance:

2. The hearer holds the following assumptions as true: "My favorite drinking glass has been broken"

Another way to describe what the speaker meant in the utterance (I) is as follows:

3. (a) The speaker intended her utterance (1) to produce a response (2).
(b) The speaker intended for the hearer to recognize her intention (3a).
(c) The hearer's recognition of the speaker's intention (3b) served as at least part of the reason for the hearer's response (2).

The formulation of (3 a-c) above follows along the lines of Grice's definition of speaker meaning: "Perhaps e may sum up what is necessary for A to mean

something by x as follow. A must intend to induce by x a belief in an audience, and he must also intend his utterance to be recognized as so intended" (1957:383; see also Strawson 2002:120)

Sperber and Wilson further refine Grice's notion of speaker meaning by describing the speaker's intention as follows (1995:29):
4. (a) Information intention: ta inform the audience of something
(b) Communicative intent on: to inform the audience of one's informative intention.
In their model, the informative intention (4a) is similar to the Gricean model in (3a), while the communicative intention (4b) resembles (3b), Sperber and Wilson purposefully exclude the equivalent of (3c) from being part of speaker meaning because (3c) is dependent on (3a actually happening. If the hearer fails to believe that his favorite glass has been broken, despite the utterance of the speaker, then the informative intention will have gone unfulfilled. Thus, contrary to Grice's notion of meaning, what the speaker actually means by an utterance is independent of the consequences of her utterance.

In the case of the broken drink ng glass, let us suppose that, at the time of the speaker's utterance, the hearer was distracted by some other thought and did not understand what the speaker was trying to tell him. In this case, both the communicative intention and the informative intention will have gone unfulfilled. The communicative intention will he fulfilled only to extent that a hearer understands a speaker's meaning. The informative intention, on the other hand, will be fulfilled to the extent that the hearer accepts the speaker's meaning and adopts the relevant assumptions into his own of the world.

Again, the actual fulfillment of the speaker's intentions is independent of her meaning. The very fact that a speaker's intentions can go unfulfilled is enough to show that human communication is more than just the encoding and decoding of information, Words are tot codes for static representations of ideas; after all, each individual has different mental associations with words, and the meaning of a word can change in different contexts (Carston 2002, Moreno 2007, Wilson and Carston 2007).

The Principle of Relevance

People communicate at a risk. For example, the speaker risks being misunderstood, while the hearer risks misunderstanding what the speaker uttered. Not only are there risks in communication, but there are also costs. The speaker exerts effort in formulating and delivering her utterance, and the hearer exerts effort in receiving and processing the utterance. Those who make investments with inherent risks do so in the hope of a possible or expected benefit. In the sphere of communication, the expected benefits include the following: "For the addressee, the normally expected benefit is to acquire some true and relevant information, For the communicator, it is to produce some intended effect in the addressee" (Sperber *et al.* 20 10:360). These costs and benefits are coordinately by the same underlying principle: the principle of relevance (Sperber Wilson 1986, 1995).

Sperber and Wilson have proposed two complementary principles of relevance: one cognitive and the other communicative. According to the cognitive principle of relevance, human cognition is naturally wired to maximize the amount of relevant information to an individual. People adjust their attention to various stimuli based on their perceived notion of benefit from these stimuli. When processing a specific utterance, the hearer processes the utterance efficiently, following the Relevance Theoretic comprehension procedure (Wilson and Sperber 2004:613)

Methodology

Qualitative research which is a combination of research principles using unstructured forms old it collect on, verbal description and explanations rather than quantitative measurement and statistical analysis is the direction of this research and the theory used in the seminar is relevance theory by Sperber and Wilson (1995) to analyzed the speech made by the south African president Mbeki, and two advertisement.

Data Analysis/Discussion

Using the framework of relevance theory specifically by requesting the audience's attention, the advertiser indicates that he is providing some relevant information which will make audiences effort worthwhile.

Persuasive Speaking

Persuasive speaking can be used to help inspire people to change for a better arrangement. The effect of the persuasion can sometimes be negative or positive if the effect is negative, we say the person has been manipulated.

Emotive language to persuade or manipulate.

1. Recognize emotive of 1anuage
2. Recognize whether emotive of language is being used to persuade or manipulate someone.

Persuasion and manipulation an' very similar concept, both try to get people to do or believe certain things. One word has positive connotation the other negative connotation.

If you agree what someone is telling people to.do and what people are persuaded to do is in the best of their interest, you can say the speaker is persuasive but if you don't agree with the speaker to sty what he or she is telling people to do is not in the best of their interest then you say the speaker is manipulative.

Examples; Advert on Persuasion and Manipulation.

I. Our clothes provide
Fashion and quality
At an affordable price

II. Other shops are for
Losers!
Buy your clothes heft
If you 'and people to
Like on

The two adverts telling people to buy clothes in their shops using different techniques to do this.

• The first advert **Persuasive**, it's trying to put sells by pointing out the merits of the shop cloth that it is **Fashionable** and of **Good Quality** also **Affordable**.

• The second advert is **Manipulative**, is playing on people desire to fit in by trying to convince people that their cloth will help them to be **liked** and not seen as a **loser**, this manipulation is obvious. If you are constantly looking out for people and messages that try to make you do things that you don't want to do or are not in your best interest, then you see it as manipulating.

Whether the intension of the speaker is persuasive or manipulative one of the techniques that can be use is emotive of language, Language that makes people act emotionally rather than think logically, **EXAMPLE**.

Everyday thousands of Innocent creatures are murdered by scientists who test medicines and cosmetics on them. Petition against this horrific treatment.

This statement applies to our emotion because we feel sorry for those animals especially the Innocent one's, are also encouraged to see scientists as murders. Such words as **Innocent**, **murdered**, **horrific** are emotive words, but strong connotation that help to encourage an emotive of responds. If we support the ideal that animals should not be used to test medicines and cosmetics you will see this message as been persuasive and you will be encourage to sign the petition, but if you think that certain scientist and medical advances can only be made if some testing is done on animals then you may say that this statement is manipulating.
Emotive language can be used in both persuasion and manipulation. It can be used to:

i. Make a story more interesting
ii. Get our attention
iii. Help us to relate to the people or issues in a personal and emotional way.
iv. To manipulate the truth

Emotive language is a tool to be used when analyzing speech.
Whenever you think that you have been manipulated, listen carefully. rind out the facts, and ask questions to try and get more balance view so you can make up your own mind.

Also the emotive of language is not the only way people can be persuaded or manipulated also look carefully v hat informed has been included and what has been left out; and what the reasons for these choices are.

Emotion language in a speech by Thabo Mbeki

At the celebration to mark the adoption of South African new constitution. Thabo Mbeki, who was the deputy president, under the presidency of Nelson Mandela. Made a very inspiring speech about what it means to be an African (African national congress in cape Town on 8 may 1996).

Speech made by Thabo Mbeki

This thing we have
Done Today, in this
Small corner of a great
continent that has
contributed so
Decisively to the
Evolution of humanity
Says that Africa
Reaffirms that she is
Continuing her rise from
'I he ashes.
Whatever the difficulties.
African shall be at peace!
However, improbable it
May sound to the
Skeptics, Africa will
Prosper!
Whoever we may be
whatever our immediate
interest. however much
We carry baggage from
Our past however much
We have been caught
By the fashion of

Cynicism and loss of
Faith in the capacity of
The people let us err
Today and say-nothing
Can stop us now

The concern in this paper is reveal Thabo Mbeki used emotive language in the above speech and persuasive around manipulative and he get.

The speech can be persuasive of the listener agree with the speaker but if the listener does not agree with all that the speaker said, he may argue that the speech is manipulative. Examples of how emotive language was used in the speech.

The use of **This Thing** as in signing the new construction in the law he talks about South African to be **small corner of a great continent** to create an image for people of how South Africa fit into the continent of Africa as a hole, he also talks about the new construction in spite of evolution of humanity and ii reaffirms Africans rise from the ashes. This word create powerful images in people's minds about how the new constitution shows that South African is a Progressive Democratic Country that has been able to rise about the legacy of a bad time.

Using imagery is another pover1u1 emotion tools as it gets people to see things in their imagination which the speaker wants them to see. In this parts of the speech Mbeki uses Repetition whatever, whatever to make his message clear that despite setbacks and difficulties, Africa will be at peace and will prosper, by repeating himself and using the same pattern in all the three lines. Mbeki sounds very sure of himself.

Repetition is another techniques for emotive of language tools if we hear a message often enough. We start to believe that it must be true, Mbeki also uses repetition in the last line of the speech to reinforce that **nothing can stop us now!** His help to convey the spirit of optimism that Mbeki truly believe that no one or nothing can stop the progress of Africans.

The pronoun that is use we and US also create idea that all African will support what he is saying. The use of personal pronoun is another techniques of emotive of language by talking about we and us, the speaker connect himself/herself to the listener and make ii seem that the share common views.

Words with strong connotations are used throughout this speech e.g. Mbeki make contrast between setbacks and difficulties, improbabilities and skeptics that African faces and the [act that despite this, Africa will be at peace and will prosper. These are not neutral \\urds the\ are strong connotation that have been deliberately chosen to get any emotive to the responds to the listener.

Techniques that can be used to create emotive language

i. Imagery
ii. Personal pronouns
iii. Repetition
iv. Words with emotive of connotation

These techniques can be inspirational as in the following speech. There are also element of persuasion.

The first element of persuasion is the speakers credibility which is call 'ethos' the recipients tend to accept the message if they accept the speaker. Most of the followers of president Mbeki, x ill accept his speech because of their belief in his credibility.

The second element of persuasion is 'pathos' which affects the audience emotionally. It urges listeners to believe in the proposed ideas as it appeals to their emotion. Therefore, a talented speaker is one ho is able to play on the right emotions, controlling them as hi desires.

'The third element of persuasion is 'logos' which stands for logic and reason as it appeals to minds of the audience and has a great persuasive role.

Findings

The findings show that neither persuasion nor manipulation constitute a linguistically separate type of communication. Rather, the extent that information

differs from persuasion or manipulation is based on non-linguistic features such as trust, hones be1ieve and religion.

Conclusion

This study was revealed that application of relevance theory to persuasion and manipulation is of importance in addressing multiple audience suggested a basis for expanding the domain Relevance theory to communicative situations that are only partially ostensive of that may not even be ostensive at all.

In cases ‘f multiple audiences, however, this presents a problem because the hearer does not always expect that the speaker is attempting to be optimally relevant specifically to him.

In such instances, the hearer expects that the speaker is attempting to offer him some, but not optimal, relevance. As a result, the hearer places some level of responsibility on the speaker and considers the speaker to be communicating poorly or deceptively if his expectations of relevance a e not satisfied. However, because he recognizes that the speaker is offering him only some (not optimal) relevance, he takes responsibility for some t his own expectations of relevance.

Further, by appealing to the role of internal evidence, the paper emphasized that the hearer adjusts his expectations of relevance throughout his processing of the utterance. The hearer revises his expectation of relevance in real time along with his attempt at inferring meaning, adjusting both the expectation of relevance and the recovery of relevance until the hearer gains sufficient benefits and then stops processing. In addition to promoting additional applications to Relevance Theory, will have attempted to provide a model for analyzing communicative situations across multiple audiences. The descriptions of persuasion and manipulation ought to be of value to anyone who is studying how persuasion and manipulation communication can function across multiple audiences.

Recommendation

The researchers recommend that hearers adjust their expectations of relevance throughout their processing of an utterance. The hearer revises his expectation of relevance in real time along with his attempt at inferring meaning. adjusting both

the relevance and recovery of relevance until the hearer gain sufficient benefits and then stops processing.

Whenever one feels or thinks he/she has manipulated, they should listen careful1ly, find out the facts, and ask questions to try and get a more balanced view, so they can make their minds on issues.

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