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Exploring Persuasive Strategies Used in the Political Speeches of Sub-continent Leaders in United Nations General Assembly

Abstract: *The purpose of this study is to analyse the persuasive strategies used by political leaders of the sub-continent in their speeches at the 74th session of the UN General Assembly held in 2019. The researcher adopted a mixed-method approach to analyse the data. The sample of this study was the political speeches made by Imran Khan, Narendra Modi and Sheikh Hasina Wajid in UN GA to represent their countries as Prime Minister. All of the Sub-continent leaders employed more or less persuasive strategies to convince their audiences such as allusion, contrasts, rhetorical questions, statistical figures and inclusive language.*

Key Words: Persuasive Strategies, Political Speeches, Sub-continent Leaders, UN General Assembly

Introduction

Persuasion is a powerful technique which is most skillfully used by political personalities to entice their audience. These persuasive strategies are the part and parcel of political speeches. Politicians double the speed of their election campaign by convincing their voters' attention through these techniques. The significant part played by persuasive techniques in attaining political goals is unavoidable. The strong base for any narrative and counter-narrative is most often provided by persuasive strategies. Political leaders appreciate their supporters and disparage their opposition by adopting persuasive strategies (Azin & Roodi, 2007).

The central point in psychology is to discover human nature to explore those factors that are responsible for encouraging members of a society to help and assist others in difficult times (Roberts, 2019). Political leaders win the

trust of their voters by making them realize that they are the only solution to their problems.

There are numerous persuasive strategies which cannot be identified with any of the available stylistic devices which are frequently implemented for initiating the persuasion process.

According to Johnstone (1989) *quasi logic*, *presentation* and *analogy* are the three very powerful tactics for persuasion. In order to produce rhetorical impact by implementing lexical items along with sound logic, the *quasi-logic strategy* is adopted by the political leader or speaker. The reason behind endorsing presentational strategy is being carried forward by the pulsing beat of vocabulary and its sounds (ibid: 149). Lastly, the analogy method is employed to draw parallels between present occurrences and historical events (ibid.)

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In view of Aristotle (trans. 2007) and Lucas (2007), the three types of persuasive strategies are *logos*, *pathos* and *ethos*. *These persuasive techniques can be employed independently or in combination. As reported by Sanddell (1977) that the common stylistic device used for persuasion is the frequent repetition of words or phrases by political leaders. The identical tactics that Aristotle mentions are referred to as Lucas' techniques (2009).*

Research Methodology

It was descriptive research with a mixed-method research design. The population in this study was all the political speeches of Sub-continent leaders in UN GA. The sample was chunks representing persuasive strategies from political speeches of sub-continent politicians which they delivered in the 74th session of UN GA held in 2019. The Socio-cognitive model of Van Dijk (2004) was adopted to analyse data.

Persuasive Strategies by Sub-continent leaders

Persuasive methods are used by political figures to back up their assertions. In fact, these tactics assist politicians in addressing complicated situations.

Imran Khan often uses persuasive techniques to persuade his audience. Mr Modi and Sheikh Hasina used a variety of persuasive techniques to win over the world community. Alliteration, anaphora, analogy, anecdotal record, contrast, Allusion, rhetorical questions, and statistical data are examples of persuasive methods.

These tactics are discussed below.

Tone

Politics is all about resolving conflicts with words and picking the proper terminology for the occasion may make or break a politician's career. The positive lexical elements go hand in hand with the tone of the political discourse. It enhances the effectiveness of the speech's substance. Imran Khan's tone was serious and offensive throughout his address. He emphasized his worry about all of the important worldwide challenges that need immediate attention in order

to be resolved. When he mentions the injustices perpetrated by European countries against the Muslim minority, his tone becomes aggressive. In his speech, Prime Minister Modi struck an optimistic tone. He sought to portray his successes, future ambitions, and anti-terrorist position firmly and effectively in order to project a favourable picture of himself and his nation. He attempted to entice his listeners from the start of his speech.

Sheikh Hasina spoke in a serious and solemn tone. In her address, she emphasized her government's main goals and accomplishments. She elicited a wide range of reactions from the audience. Her major priority seems to be amazing facilities and future plans for the prosperity of her country. She frequently praised the UNGA's importance in keeping the peace, which increased her audience's trust.

Allusion

Imran Khan employed the allusion method frequently in his speech. In his remarks, he brought up the subject of 9/11. The September 11 attacks, sometimes known as 9/11, were a string of four well-planned terrorist assaults on the United States on September 11, 2001, carried out by the Al-Qaeda organisation. The assaults resulted in 2,977 deaths, 25,000 injuries, and serious long-term health effects. Additionally, he alludes to the Holocaust. "The Holocaust is dealt with sensitivity in western society because it harms the Jewish community," he said. Therefore, we want the same respect in return; refrain from offending our feelings by disparaging our Holy Prophet (PBUH). All that we ask is that.

Holocaust was a World War II event in which Nazi Germany and its allies killed 6 million Jewish children, men and women, as well as millions of others.

In addition, Imran Khan alluded to the incident that sparked the Second World War. Munich, Czechoslovakia has been taken, and I feel like we're back in 1939. Hitler's troops invade and conquer Czechoslovakia on March 15, 1939, murdering a country that had signed the Munich Pact in a futile effort to prevent Germany's imperial ambitions. Regarding India's crimes in Kashmir, he said, "If a conventional

war breaks out between two nuclear-armed nations, anything is possible."

Mr Modi used the reference to historical personalities several times in his address. In his speech, Prime Minister Modi mentioned Gautama Buddha, the founder of Buddhism. Siddhartha Gautama, who preached peace, was born at Lumbini, Shakya Republic, in the year 573 BCE. As a result, in his speech, In reference to him, Modi said, "We belong to a country that has given the world the message of peace from Buddha, not the message of conflict." Then he mentioned Swami Vivekananda, a historical figure born in 1863, who was known as a yogi and was regarded by Indian history as a link between East and West. This message was conveyed to the world by Swami Vivekananda, the Great Spiritual Guru, during the World

Parliament of Religions in Chicago 125 years ago.

Harmony and Peace were his messages to the world." Mr Modi referred to his message at the end of his speech.

Sheikh Hasina used the tactic of allusion to influence the masses. In her speech, she alluded to the conflict between Pakistan and Bangladesh. She chose this technique in order to have a large impact on international society. "The Pakistan Occupation troops and their local supporters carried out a genocide that killed 3 million innocent people during the liberation struggle of 1971," she stated. 200,000 women were raped in all. To fulfil her political ambitions, she gave a more comprehensive portrayal of Bangladesh's independence war.

Table 1. Use of allusions by subcontinent leaders

Name	Number of Allusions	Percentage %
Imran Khan	3	2.1
Narendra Modi	3	2.6
Sheikh Hasina Wajid	1	0.81

This table shows the use of allusions by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Analogy

The analogy is used by Imran Khan to highlight the lack of funding for climate change. He claims Fighting climate change without financial

support is a "hallucination", which is a mental illness in which a person experiences non-existent objects, things, or events. As a result, he compares a lack of finances to delusion. It implies that merely thoughts will not be sufficient to combat climate change. Imran Khan stated that international leaders are avoiding their responsibilities in this regard.

Table 2. Use of analogy by subcontinent leaders

Name	Number of Analogy	Percentage %
Imran Khan	1	0.72
Narendra Modi	0	0
Sheikh Hasina Wajid	0	0

This table shows the Use of analogy by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Alliteration

Mr Modi's persuasive strategy for emphasizing the significance of the public in his country is alliteration. He wanted people to think that his government truly represented democracy. In

order to best serve the public, he added, "public welfare through public involvement is the fundamental basis of our strategy, and this public welfare is not just for India but for the entire world." Modi employed alliteration in repeated words to enhance rhythm and make sentences more captivating. He asserted that Our efforts are neither a show of sympathy nor a pretence. They are motivated solely by a sense of obligation

Table 3. Use of alliteration by subcontinent leaders

Name	Number of Alliteration	Percentage %
Imran Khan	0	0
Narendra Modi	10	8.6
Sheikh Hasina Wajid	0	0

This table shows the use of alliteration by subcontinent leaders in the UN General Assembly's seventy-fourth session.

Anecdotal Record

Another effective tactic used by Prime Minister Imran Khan was a story in which he described his experiences with India as a cricketer and as Prime Minister. Imran Khan spoke about his friendship with India throughout his speech. He said that because he has many friends in India as a cricketer, he approached Mr Modi after he became Prime Minister to discuss problems between India and Pakistan. Mr Modi, a zealous nationalist, has never responded favourably, and after winning the 2019 election, he has been even more combative.

Meanwhile, in Pulwama, a Kashmiri youngster radicalized by India exploded a bomb on an Indian convoy. This event was blamed on

Pakistan by India. She failed to give proof when Pakistan asked for it. Despite the evidence, India attacked Pakistan, and Pakistan in response, imprisoned Wing Commander Abhinandan Vartman, an Indian pilot. Imran Khan told the United Nations General Assembly that Pakistan returned the pilot the next day because it didn't want to worsen the situation. He was emotionally upset when he recalled the scene of the Pulwama assault. He went on to say that India was working hard to place Pakistan on the FATF's blacklist in order to economically isolate her. He said then we realized their rigidity was due to a hidden objective. In Kashmir, India preempted their violation by revoking Article 370. She enforced a curfew on 8 million people and revoked the UN General Assembly's special status for Kashmir. This anecdotal method not only clarified the reality but also helped Imran Khan capture millions of hearts.

Table 4. Use of anecdotal Records by subcontinent leaders

Name	Occurrences	Percentage %
Imran Khan	6	4.3
Narendra Modi	0	0
Sheikh Hasina Wajid	0	0

This table shows the use of anecdotal records by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Contrast

To make his point of view more obvious, Imran Khan used the contrast method. Women are permitted to take off their clothing in several European nations, but they are not allowed to put on more, according to him. To strengthen his argument, he employed binary opposition. He chastised European societies for their hypocritical standards. He says that Muslim women who wear the hijab have become a nuisance. Since some Western politicians have

connected Islam to terrorism, her hijab is seen as a weapon. In his address, Imran Khan made a comparison between Islam and other religions. "There is no such thing as extreme Islam," he said, "but there are extremist edges in every community." When it comes to suicide assaults, he uses the contrast tactic as well. He said that suicide bombings are solely associated with Islam, but why not with any other religion? "No one bothered to look into the Japanese Kamikaze bombers and Tamil Tigers," he observed. Except for Islam, he claimed, no one blames other religions for suicide attacks. He came to the conclusion that no religion, including Islam, preaches violence. In his address, he alluded to

another difference by mentioning Jews. "The holocaust is addressed with care in Western society because it harms the sentiments of the Jewish community," Therefore he advocated that we ask for the same respect; do not hurt our sentiments by maligning our Holy Prophet (PBUH). In his remarks, Imran Khan made another stark comparison between animals and the Kashmiri people. He clarified what kind of mentality imprisons 8 million individuals. women, kids, and individuals who are ill. According to what I understand of the west, they wouldn't tolerate locking up 8 million animals. These are humans". He made a comparison between the West's attitude toward caged animals and imprisoned persons who had committed no crime. He said that if Western society cannot support such treatment of animals, how can they remain passive in the case of humans? In this way, Imran Khan asked for help from mankind. The use of contrasts is also evident in Indian Prime Minister Narendra Modi's speech. The goal of this strategy was to make his views crystal clear and persuade the public by appealing to their emotions. He mentioned, "Our endeavours are neither an

expression of pity, nor pretence. They are inspired by a sense of duty, and duty alone". On the one hand, he linked his fight to sympathy and pretence; on the other, he related it to a sense of obligation. He said that his endeavour was not only a simulation or an attempt to gain sympathy from the audience, but rather a duty to his country. Mr Modi was fortunate enough to transfer his views into the minds of listeners due to the successful application of this technique. He purposefully contrasted the words "war" with "peace," which immediately draws people's attention. he said, We live in a nation that has spread Buddha's message of nonviolence throughout the world". He utilised courteous language to inspire feelings of satisfaction and trust among advanced nations about India's policies. He ended his address by quoting Swami Vivekananda's message. "Harmony and Peace and NOT Dissension". Harmony and peace are positive connotations used to convey stability; on the other hand, the negative connotation of conflict was employed to convey instability. Mr Modi purposefully endorsed quotes in his speech that carry a contrast.

Table 5. Use of contrast by subcontinent leaders

Name	Number of Contrasts	Percentage %
Imran Khan	6	4.3
Narendra Modi	0	0
Sheikh Hasina Wajid	0	0

This table shows the Use of contrast by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Repetition

Prime Minister Modi used the strategy of repetition throughout his speech to make a big impression on the audience. Because it appeals to inspiration, motivation, and emotions, this strategy is highly beneficial in political speeches. He used superlative adjectives to describe his country and its accomplishments. He remarked, "This year saw the biggest election in history in the largest democracy in the world". He employed a superlative degree of adjective once again in his address to tell the General Assembly

about the benefits his government provides to people like "The world's biggest sanitation campaign", "The world's largest financial inclusion programme," "the world's largest health assurance programme," and "the world's largest digital identity programme." After quoting the message of Swami Vivekananda, he concluded his address by saying that the message from the "world's greatest democracy" remains the same for the rest of the world the world. He used the same pattern at the beginning of several lines to draw the attention of foreign communities. "When a developing country," he said frequently. He mentioned India, saying that despite being a developing nation, it had attained the pinnacle of achievement in numerous initiatives. Mr Modi

used the same words several times when discussing his intentions, saying, "We are going to ensure, we are going to build." He used repeated words and phrases to increase the

likelihood that the public would remember them. They are motivated solely by a sense of obligation.”.

Table 6. Use of repetition by subcontinent leaders

Name	Number of Repetition	Percentage %
Imran Khan	0	0
Narendra Modi	45	39.1
Sheikh Hasina Wajid	0	0

This table shows the Use of repetition by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Rhetorical Questions

Imran Khan used rhetorical questions frequently throughout his address. By posing the question, "How can poor nations meet the United NationsSDGs when money for human development can simply leave our countries?" he put this tactic into practice. Why are tax shelters permitted where there are numerous hidden accounts? Imran Khan expressed his desire to teach the rest of the world about Islamophobia. He wanted to utilise this platform to help Muslims regain their self-respect, so he said, "What is radical Islam? Why does Islamophobia exist? How can a typical American tell a moderate Muslim from a radical Muslim?" Imran Khan stated that Modi should be prepared for the reaction of the people of Kashmir after the Indian government imposed a curfew on them. "When he lifts the curfew, what does he anticipate will happen? Upon the lifting of the curfew, what will happen? What will happen when 900,000 troops and 8 million Kashmiris emerge from a lockdown?" He said that every action had a reaction, thus he said, "Why would we ever want

to disrupt peace? Don't you believe that 180 million Muslims in India will become radicalised as they witness the imprisonment of 8 million Kashmiris? He saw a striking variation in how different groups responded to the same humiliation. How will they proceed? He asked inquiries such as "If only 8000 Jews were placed in lockdown, how would the Jewish community respond? What would the response be in Europe? What response would any human society have? Do we belong to a lesser God? What has the international community done in reaction to any atrocities committed in the Muslim world? Would I be able to endure this humiliation? He makes a guess. Will multinational communities give up financial gains in favour of a greater moral obligation? "Will the word community placate a market of 1.2 billion?".

Prime Minister Modi only used the rhetorical question approach once throughout his whole address. He used this strategy after listing a long list of his country's unrivalled achievements. He made his country out to be a role model for both developed and developing countries. "The issue that comes is basically, how" he declared. The obvious question is how we were able to accomplish all of this and why India is undergoing such rapid development

Table 7. Use of rhetorical questions by subcontinent leaders

Name	Number of Rhetorical Questions	Percentage %
Imran Khan	21	15.3
Narendra Modi	2	1.7
Sheikh Hasina Wajid	0	0

This table shows the Use of rhetorical questions by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Inclusive language

In political speeches, the use of inclusive language is highly noticeable and crucial. The leaders of the Subcontinent adopt inclusive language to convey respect and solidarity with their audience during the UNGA's seventy-

fourth session. They spoke to a global audience that includes individuals of many religions, languages, genders, races, and countries; therefore they used inclusive language to integrate the public's views. To include the audience, Prime Minister Imran Khan, Narendra Modi, and Sheikh Hasina Wajid used pronouns. In order to gain support from his country, Mr Modi employed culturally unique vocabulary in his address.

Table 8. Use of Inclusive language by subcontinental leaders

Name	Occurrences for Inclusive Language	%
Imran Khan	64	48.9
Narendra Modi	31	26.9
Sheikh Hasina Wajid	54	43.9

This table shows the Use of Inclusive language by leaders of the subcontinent in the UN general assembly's seventy-fourth session.

Statistical figures

Politicians' technique for demonstrating their knowledge is to use statistical figures. In his address, Imran Khan also employed this strategy. He argued climate change has wreaked havoc on Pakistan. He mentioned "One of the top ten countries in the world affected by climate change is Pakistan. Other statistical information, such as the statement that "80% of our water originates from glaciers," served to highlight his point. He claimed "We discovered 5000 glacial lakes in our mountains,". To combat global warming, he predicted that "In KPK, a Pakistani province, In five years, we planted one billion trees. He further added, " We've set a new goal of ten billion dollars." Imran Khan also briefed the United Nations General Assembly on the financial situation of poor countries. He accused corrupt political elites in western empires of having illicit accounts. Their countries are crumbling due to their unbridled corruption and illegal accounts. He stated every year, Mr President, billions of cash leave poor nations and travel to affluent countries,". Corrupt politicians funnel billions of money to tax havens." As a result of the corruption and parochialism of politicians. He said in Pakistan, effective governance has been eroded. He said that a year

ago when I became the leader of my country's government, our overall debt had increased many times in ten years. As a result, the overall revenue has doubled. How would we spend on our 220 million people when the governing class has looted our money?" He stated that rules protect corrupt politicians who have plundered money from Pakistan and transferred it to their foreign accounts. He admitted that Pakistan is a developing country that cannot afford to hire attorneys for such situations since it cannot pay millions of rupees. " Million-dollar lawyers are out of our financial reach," he said. According to Imran Khan, 1.3 billion people in the world are Muslims, who are victimised by European countries due to Islamophobia and terrorism. There are 1.3 billion Muslims worldwide, he continued. He gave the General Assembly a briefing regarding Pakistan's devastation as a result of the fight against terror Pakistan lost not just valuable lives but also suffered severe economic damage as a result of the horrific strikes. "When Pakistan joined the fight on terror, it went through one of its worst moments," he said that conflict cost us 70,000 lives and \$150 billion in the economy. 70,000 Pakistanis died as a result of a conflict that Pakistan had nothing to do with. He conveyed to the world the Indian government's obstinate stance on the Kashmir problem. "On 0 reaction from India, he said, "We felt that, given the nationalist nature of the BJP, we ought to wait until the Indian elections." He

exposed the prejudice and misinformation spread by Modi and his fellow party members in India towards minorities. He claimed that the hatred philosophy of the RSS empowered the goons working for Modi as Gujarat's chief minister to slaughter 2000 Indian Muslims. He criticised India's atrocities in Kashmir. What kind of reasoning, he questioned, keeps 8 million people in prison? including the sick, mothers, and kids. He mentioned Western principles, implying from what he knows of the West, that they would not support locking up 8 million animals. He stated that the Indian army had killed 100,000 Kashmiris and raped thousands of women in Kashmir.

He predicted this harshness would have very significant repercussions. He said what will happen when 8 million Kashmiris emerge from the lockdown and confront 900,000 troops. He cited 13,000 boys kidnapped and transported to unknown destinations as another example of Indian barbarism. He criticized the Indian FM News, which said that 500 Pakistani terrorists were on the border. He mocked the news that how will 500 terrorists fight against a force of 0.9 million soldiers. He claimed that India is forcing Kashmiris to become radicals. He asserted that Kashmiris are being pressured by India to turn extremist. Don't you think that seeing 8 million Kashmiris in prison would radicalise 180 million Muslims in India? he asked. What about the 1.3 billion Muslims who are watching, aware that this only affects Muslims in Kashmir?

He demanded compassion from other religions by asking, "How would the Jewish community react if even 8000 Jews were under lockdown?" To evoke a response, he aroused the morals of the audience. "Don't you think that when they saw 8 million Kashmiris in prison, 180 million Muslims in India will become radicalised?" asked him. What about the 1.3 billion Muslims who are watching and are aware that this is a problem for the Muslims of Kashmir? "He questioned, pleading for compassion from other faiths. He appeals to the audience's morals to respond to this critical situation. He piqued the audience's morals by asking them to choose between materialism and humanism. He asked, "Will the word community appease a 1.2 billion market or will it stand up

for justice and humanity?". He stated that while India is seven times larger than Pakistan, both nations have nuclear weapons and can fight to the death. He suggested, "Assume a country that is 7 times smaller than its neighbour and is asked a question." He stated, mentioning the duties of the UNGA. "Now is the moment for you, the United Nations, to urge India to lift the curfew and free the 13,000 Kashmiris who have vanished in the interim," the UN statement reads.

Mr Modi From the start of his address employed statistical data. He said, "Speaking in the United Nations' seventy-fourth session on behalf of 1.3 billion Indians is a big honour for me." He utilised this strategy to demonstrate his worth to the vast number of people he represented. He was meticulous in his description of all of his campaigns and strategies. One of his biggest successes, he said, was "building over 110 million toilets in only 5 years" as part of the Clean India Mission. He boasted that He was implementing the "world's largest health assurance system, providing 500 million people with a free yearly health cover of 500,000 rupees." He also boasted that he was executing the "biggest financial inclusion programme in history," claiming that he had opened over 370 million bank accounts for the underprivileged in only five years. He said that his country uses his digital identity scheme. His country "saves more than 20 billion dollars by combating corruption" as a result of the identification scheme. He spoke on his country's future goals, saying, "In the next five years, we will secure water supply to 150 million houses, in addition to encouraging water conservation." Furthermore, he said, "In the next five years, we will construct almost 125,000 kilometres of new highways." He told his audience "By the year 2022 when India celebrates its 75th Independence Day, we want to build 20 million homes for the needy". He said all of our efforts are focused on 1.3 billion Indians, but the fruit is for the entire globe. He said in reference to climate change "We are working towards meeting the aim of 450 Giga Watts of renewable energy". He also used statistical quantities to show that India's customs date back to ancient times and are quite trustworthy. He argued that India is a magnificent civilization with a thousand-year

history, a dynamic culture, and a culture that has accepted global ambitions. Its principles and morals acknowledge everyone's divinity and strive for their happiness. He emphasised his argument on cultural trustworthiness by citing a poet from an Indian language who, in his poems, emphasised the universality of Indian people and customs. He said that 3000 years ago, a renowned Indian poet named Kariyan Pungundra-naar stated that we belong to everybody, not just to India, and wrote in Tamil, the world's oldest language. He emphasised his point by referencing another Indian figure, Swami Vivekananda, the Great Spiritual Guru, who presented this message to the world at the World Parliament of Religions in Chicago one hundred and twenty-five years ago. "Harmony and Peace.... NOT Dissension," was the message. He stated that despite the passage of time, India's message to the world remains unchanged.

In her address, Shaikh Hasina Wajid expertly exploited the tactic of presenting statistical data. She told her audience "Bangladesh continues to prosper during the previous 10 years". Bangladesh has had the most economic growth among a list of 26 nations in the previous ten years, according to the Spectator Index 2019, with a 188 per cent increase in the

gross domestic product (GDP) at current prices. From \$102 billion in 2009 to \$302 billion this year, our GDP has risen. She gave a quantifiable account of the successes of her nation. "From 2005–06 to 2017–18, our exports more than tripled to US\$37 billion,". The income per person increased by 3.5 times. Currently, the annual growth rate of our GDP is 8.13 per cent. She told the UN General Assembly "Our investment increased from 26% to 31.5 per cent of GDP between 2005-06 and 2018-19; private sector investment increased fivefold to US\$ 70.8 billion, and foreign exchange increased fivefold. The reserve has increased ninefold to US\$ 33 billion."

She spoke about reducing poverty to the minimum. With poverty rates dropping from 41.5 per cent in 2006 to 21.4 per cent in 2018, and severe poverty dropping from 24 per cent to 11.3 per cent, she said that Bangladesh "had accomplished one of the world's quickest poverty reduction rates."Bangladesh, she claims, outperforms all other South Asian countries in terms of development. "Bangladesh is now rated 34th in the world." She stated, "I submitted a five-point plan to address the situation of Myanmar in the 72nd UN General Assembly".

Table 9. Use of statistical figures by subcontinent leaders

Name	Use of Statistical figures	%
Imran Khan	36	26.2
Narendra Modi	24	20.6
Sheikh Hasina Wajid	68	55.2

This table shows the exploration of the Use of statistical figures by leaders of the subcontinent in the UN General Assembly's seventy-fourth session.

Conclusion

The use of persuasive methods aids subcontinent leaders in legitimizing their attitudes and decisions on a certain issue. Imran Khan has provided rational arguments to persuade the United Nations on delicate matters. He has utilised novel contrasts, such as the Holocaust, to illustrate his point. In European nations, the Holocaust is an extremely delicate topic, and

many avoid discussing it so as not to offend Jewish sensibilities. However, Imran Khan has used the Holocaust as a comparison. He has also introduced Islamic rhetoric into the political debate in order to gain Muslim acceptability. He has told his story in a narrative style, describing his relationship with India and his efforts to improve it. Address the Kashmir issue, to which India has given a negative response. He has used the exposition technique to warn about the dangers of climate change. He begins by stating that He has arrived to solve a critical problem. He used a descriptive rhetorical style to paint a clear picture of the event. Prime Minister Imran Khan

possesses exceptional linguistic skills which enabled him to convince and effectively impact the minds of the audience (Shah & Noreen, 2018). He has utilised these tactics in a political environment to help people establish opinions. He has a unique way of highlighting measured facts, calculated details, and points of significance, as well as data and trustworthy information. In view of (Higgins & Walker, 2012; Ting, 2018; Sibtain et al., 2020), Persuasive strategies are a continual source of attracting people's attention in order to spread political views.

All of the leaders of the subcontinent have used persuasive techniques such as allusion, alliteration, anecdotal record, contrasts, rhetorical questions, inclusive language, and statistical figures. Imran Khan has used seven different persuasive methods, whilst Modi has used six and Sheikh Hasina has used three. Imran Khan used allusion three times, with a percentage of 2.1 per cent, Modi 3 times with a percentage of 2.6 and Sheikh Hasina 1 with a percentage of 0.68%. The inclusive language has been employed by Imran Khan 64 times at 48.9%, Modi 31 with a percentage of 26.9% and

Sheikh Hasina 54 times at 43.9%. The utilization of statistical figures has been quite high Imran Khan 64 times with 26.2% Modi 24 times 20.6% and Sheikh Hasina 68 with 55.2%. Imran Khan and Modi have adopted rhetorical questions 21 and 2 with a percentage of 15.3% and 1.7% respectively. Imran Khan has made use of analogy, anecdotal records and contrasts. Only Mr Modi has validated the use of alliteration and repetition in his speech. Sheikh Hasina and Modi backed up their statements with quotations and verses from other politicians and poets.

Implication of the Study

This kind of strain may be further pursued by newbie researchers in the field of critical discourse analysis. This study has focused on the persuasive strategies adopted by sub-continent leaders on the international platform of UNGA so that future researchers could study them on the national level or could also investigate them as a comparison between national and international political speeches. To explore the persuasive strategies deeply, other researchers could concentrate on a single strategy in different political discourses.

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