

Mobilization Strategies: Evidence from King Abdullah II's Speeches during COVID-19 Pandemic in Jordan

Hanan Al-Madanat¹, Ala Yaghi¹, & Khaled Aldheisat²

¹ Faculty of Languages and Communication, American University of Madaba, Madaba, Jordan

² Higher Education Accreditation Commission, Amman, Jordan

Correspondence: Ala Yaghi, Faculty of Languages and Communication, American University of Madaba, Madaba, Jordan.

Received: September 5, 2022

Accepted: October 15, 2022

Online Published: October 25, 2022

doi:10.5430/wjel.v12n8p326

URL: <https://doi.org/10.5430/wjel.v12n8p326>

Abstract

This paper studies three of the Jordanian king's speeches during the peak of Covid-19 in the country in order to see what kinds of mobilization strategies are used and why they were employed. Searle's (1969) speech act theory was employed to classify and analyze the mobilization strategies used in the speeches, and then a quantitative and qualitative analysis was made to find which was most commonly used. The study found that the representative speech acts were the most frequent, followed by the directives, expressives, commissives, and declaratives respectively. It was noted that representative speech acts were used when talking about the health situation in Jordan, while directive speech acts conveyed the king's orders, to the government and his people, to curb the spread of the virus.

Keywords: commissives, directives, expressives, mobilization strategies, performativity, speech acts

1. Introduction

Leaders and powerful figures throughout history have used language as a tool for persuasion and mobilization. Skillful orators are often able to influence their audience's preconceptions, beliefs, aspirations, and fears merely through the use of language. Some have even used it to convince people that untruths are truths or to have them support policies that are not in their best interest. Adolf Hitler is an infamous example as he managed to build quite a following for the Nazi Party despite their horrific policies and ideologies. According to Wilde (2021) he was not widely seen as a power-hungry racist but rather as someone putting Germany and Germans first.

An important aspect of political speeches is the 'rhetorical art of persuasive argumentation'. Political rhetoric relies heavily on the ability of politicians to explore and exploit the hopes, expectations, fears and beliefs of people. They use a form of discourse that will appeal to supporters as well as potential opponents and linguistically manipulate them.

King Abdullah II of Jordan understood that putting the country into lock down and requiring that people quarantine themselves was not going to be well-received and that there would be serious ramifications. The country's economy was going to take a hit with every sector in society being affected in some way. People, especially those who worked for an hourly wage, were going to feel the backlash of the policies passed to keep the virus at bay. It was crucial that when the king addressed his people that he did so with tact and with a great deal of persuasion so they would be supportive of the defense laws being put in place. He was successful in doing so as the majority of people did abide by the laws and were extremely supportive of the police enforcing these laws. One such example is when citizens, through social media, spread the word across the country that people should go out on their balconies or look out of their windows and at a certain hour in the evening clap and cheer as loudly as they can to show their support for the police and medical staff who were risking their health and their lives to ensure that the majority of the population remained safe.

Another example that shows the king's persuasive oration was successful was when it was recognized worldwide that Jordan was among the top countries to pass effective policies to curb the spread of the pandemic. This was due to people's conviction that the policies being passed by the government were in their best interest. According to the Jordanian Ministry of Health, on April 17th 2020, a month after the country had gone into lock down, there was a total of 401 cases and 7 deaths. This number only began to rise when the government made policies more lax as they decided the country could not suffer the economic consequences of remaining in lock down much longer. On May 17th, 2020 the number of total cases had gone up to 613 and 9 total deaths.

One method of characterizing different registers is to study what rhetorical acts are commonly used, see how they combine to make composite communication units, and what linguistic devices are used to indicate them.

Linguists have examined the ways in which people articulate utterances when requesting, offering, or thanking. John Austin, a British philosopher, developed the Speech Act Theory in 1962 and he believed that language is not used only to convey information or describe things, but to also do things. This can be done by using utterances that perform actions (Austin, 1962). An example of this is "You're fired!"

This paper aims to study three addresses made by King Abdullah and present a speech act analysis of them as well as pragmatically

examine his mobilization strategies to see which explicit and implicit acts are used. It will also be looking at the frequency of the speech acts.

2. Theoretical Background

Austin (1962) classified utterances into two major types – constative (describing something) and performative (doing something). Constative utterances are fact-stating utterances which can be true or false and include reports, statements, descriptions, and assertions, among others, while performative utterances are actions we commit ourselves to through words. The example of “You’re fired!” mentioned above commits the speaker to ending the services of their employee.

Austin (1962) goes further and says each utterance realizes three kinds of actions:

1. Locution: the actual production of the utterance.
2. Illocution: the act realized in the utterance.
3. Perlocution: the produced effect of both locution and illocution.

Among the many scholars who attempted to classify illocutionary acts, Searle’s taxonomy (1969) was the most prevalent. Searle identified five types of illocutionary forces as illustrated in the table below:

Type	Illocutionary force	Example
Representative	Commits the speaker to the truth of the utterance.	The sky is overcast.
Directive	Directs the hearer to do something for the speaker.	Open the door.
Commissive	Commits the speaker to future action.	I promise I’ll pick you up.
Expressive	Reflects the speaker’s attitude towards a situation.	I welcome you to my house.
Declarations	Brings about immediate change to the world.	I hereby pronounce you husband and wife.

Searle also introduced the concept of illocutionary force indicating devices (IFID) which means that the locution itself could be indicative of the implied illocution. IFIDs include performative verbs, word order, intonation, and accent, among others. For example, “I refuse to answer your question.”

Here, the performative verb *refuse* clearly indicates a commissive speech act. Utterances which include IFIDs are said to explicitly express the illocution, while sentences that lack IFIDs are seen to have implicit illocution.

3. Previous Studies

The current section was allocated to critically review the previous work in the area of speech acts in different contexts such as the speech acts of presidential speeches, movies, short stories, advertising ads, news headlines, social media, in addition to experimental speech acts and speech acts cross culturally. Thus, it offered a synthesized piece that led to the research problem.

Presidential speeches are seen as a site for speech acts analysis. Safwat (2015) investigated the speech acts in the speeches made by John Kerry in his 2004 presidential campaign and George Bush’s 2001 inaugural address. The researcher selected a total of 20 sentences, 10 from each speech, and analyzed them quantitatively under the pragmatic framework of Austin (1962) and Searle (1969). The study revealed two major findings. On the one hand, the commissive speech act was the most frequent in Kerry’s speech, conveying his intentions to carry out future actions and promises. On the other, Bush’s most recurrent speech act was the assertive which acted to affirm the truth values of his propositions. In general, the two speeches were characterized by the prevalence of the commissive and assertive speech acts which are common traits of the mobilization strategies used to persuade people. One major drawback to this research however is that the entire speeches were not studied.

Khawaldeh and Abu Hatab (2018) investigated the anti-terrorism ideology in speeches made by King Abdullah of Jordan in 2015. Three speeches were analyzed from a socio-cognitive perspective. The critical discourse analysis of the speeches found that the choice of lexical items and propositions, presupposition, and repetition were used to affect recipients’ cognition and perception of the terrorists’ acts. The study also found that the anti-terrorism ideology is constructed and expressed mentally by activating the audience’s cognitive processes to see terrorists as a threat so their mental image of terrorists is shaped and formulated by having terrorists depicted as killers who must be defeated.

In the same vein, Koutchadé (2017) examined the speech acts in the Nigerian president’s address at the 71st session of the United Nations General Assembly in 2016. The aim was to shed light on the way in which the president expressed his concerns regarding his country. The researcher made use of a quantitative approach in order to identify the recurrent types of the speech acts. He categorized the utterances according to Searle’s (1969) classification of speech acts. The analysis showed that there were 52.56% representative speech acts used by the president to articulate his attitudes towards the assembly, 19.23% directive acts used to offer suggestions, 16.66% expressive acts which expressed the president’s state of mind while addressing other members of the assembly, and 11.53% commissive acts which indicated the difficulties in the face of the president. However, one downside is that the researcher mentioned in the methodology section that he adopted a descriptive approach, but he did not provide information to how he used it.

In an attempt to apply Searle’s classification of speech acts in the context of historical movies, Syukri and Golubović (2020) examined the utterances of Omar Mukhtar in the movie *Lion of the Desert*. Data was collected from the actual movie itself and its script and then a quantitative analysis was conducted. The study found that four types of speech acts were used: representative, directive, commissive, and

expressive. Additionally, it found that the representative speech act was the most frequent with occurrences in 56 utterances, and the least frequent was the expressive repeated only 7 times.

With regards to literary discourse, Altikriti (2011) carried out a study that attempted to examine short stories pragmatically in the frame work of speech act theory and direct/indirect speech acts. The data was sampled from three short stories, namely 'Acme' by Colin Galsworthy, 'Post Haste' by Colin Howard and 'The Happy Prince' by Oscar Wilde. The study came to the conclusion that the quantity and type of speech acts varied according to the author and theme.

Concerning speech acts with respect to advertisements, Saputri et. al. (2021) attempted to examine the types of illocutionary acts found in beauty product advertisements. The purpose of the study was to diversify the literature on speech acts theory. The data was gathered from advertisements on YouTube such as shampoo advertisements, cosmetic advertisements and other related types of products. In terms of data analysis, the data was descriptively analyzed. Firstly, the researchers downloaded the advertisements from their relevant channels on YouTube. Secondly, they classified the utterances according to Searle (1976) theory of illocutionary acts. The study concluded that the assertive function is the most widely used function in beauty product advertisements while the commissive function was rarely used.

With acknowledging news headlines as revelatory and analyzable discourse units, it follows that Chilwa (2007) conducted a study aimed at investigating news headlines with respect to speech act theory. The study wanted to find the types of illocutionary functions used in the Nigerian press and how the Nigerian political and socio-cultural experience is represented. The study takes on a qualitative methodology in which the researcher analyzed 8 news headlines, covering the period of 1999 to 2002, from 3 prominent newspapers, namely Tell, The News and Newswatch. The analysis showed that the selected news headlines fell into three categories: (1) commissive speech act, (5) representative speech acts and (2) expressive acts. Furthermore, the meanings of the headlines were not obvious when merely considering words. As a limitation of the study, it was noted that the researcher did not gather enough data to make his study representative and support his claims.

In the same vein, Al-Saedi and Jabber (2020) examined newspaper headlines in Alsbah Newspaper. In a quantitative attempt, the researchers applied Searle's taxonomy (1976) to 50 news headlines, which covered the Iraqi – ISIS conflict, to reveal the types of speech acts as well as how these acts were being used, i.e., explicitly or implicitly. The study showed that expressives and declaratives were the dominant speech acts. In addition, all speech acts were employed explicitly and implicitly to invoke a sense of achievement and victory in the reader.

Since its inception, social media has been a great source of data for research. In a study Rababah (2020) aimed to examine the common topics and types of speech acts used in WhatsApp statuses by Jordanians. The study adopts a quantitative approach in which 200 statuses were sampled from 50 students in the department of English Language and Literature at Jadara University. The researcher used the taxonomy proposed by Searle (1976) and found that religious and social topics were the most common representing 30% and 22% of the data respectively. In addition, the expressive speech act was the dominant among the other types of speech acts, representing 37% of the total. The expressive speech act followed with 25% of directive speech acts, 23% of assertive speech acts and 15% of commissive speech acts.

In an experimental study to investigate the non-verbal illocutionary force identifying devices (IFIDs), Domaneschi et. al. (2017) conducted a study that aimed at examining upper-face action units (AUs) that facilitate comprehending different types of illocutionary forces, e.g., assertions, questions, and orders. The experimental study attempted to find whether some UNs are indicative of certain speech acts or whether they do not relate to any particular speech act. The study goes further to pinpoint what UNs or group of AUs are associated with particular speech acts. The results were concluded from one production and two comprehension experiments which showed that (1) some upper-face UNs are indeed related to the illocutionary force of questions and orders; (2) the illocutionary force of assertions is not associated with any UNs; (3) some AUs can be associated with both questions and orders.

In a cross-cultural study, Al- Mansoob et. al. (2019) highlighted a number of differences in the speech act of compliments among Yemeni Arabic native speakers and American English native speakers. The researchers sampled data from the two main participating groups in the study, i.e. 30 Americans and 30 Yemenis. As a means of data collection, the researchers made use of a Discourse Completion Test which presented the participants with six hypothetical compliment scenarios. The study offered 380 Arabic compliments and 338 English compliments to be codified according to Enssaiif's (2005) coding scheme of compliments. The study came to the conclusion that there are both similarities and differences between the two groups. In terms of similarities, the groups showed inclination to use the Admiration strategy. However, Arabic speakers' compliments were characterized by the utilization of different types of strategies, namely Exaggeration, Gratitude to God and Metaphor. In addition, the study revealed that the Americans participants used compliments that were considered to be more formulaic while Arabic utterances were featured by various and long formulas.

This study is conducted with the aim of revealing some insights about the mobilization strategies used during the exceptional time of the pandemic in Jordan. The study clarifies the interdependence between Speech act theory and mobilization strategies used by public orators specifically his majesty King Abdullah II. The next section describes the method adopted in this study.

4. Method

In order to answer the research questions, this study adopted a mixed approach method where it qualitatively analyzed the speech acts used by his majesty, then it quantitatively calculated their frequencies to reveal the discursive mobilization strategies in the selected king's

speeches. The section below describes the sources from which data was collected, in addition to the data analysis procedure adopted throughout the study.

4.1 Data Collection

The data of this study was elicited from three of King Abdullah II’s speeches that were broadcast by the Hashemite Royal Court to the nation regarding the condition of COVID-19 in Jordan. The analyzed addresses were delivered on the following dates: The first video message was on March 23rd 2020, the second message was on April 10th 2020, and the last one was delivered by his majesty on the nation’s 74th Independence Day on May 25th 2020. All speeches were delivered live in Arabic but their English versions, which were translated by the Royal Court, were made available on the king’s official website.

4.2 Data Analysis Procedures

All the selected utterances were qualitatively analyzed according to the classification of speech acts by Searle (1969) showing their locutionary, illocutionary and perlocutionary force. Then, a statistical analysis was provided to reveal the ratios and the frequencies of each speech act that was used to reinforce the pragmatic interpretation offered.

5. Results and Discussion

For the purpose of answering the first research question, the present researcher provided a critical analysis of the utterances utilized by the king in the three speeches examined in the study.

Speech: 1 (Video message by His Majesty King Abdullah II)

No.	Utterance	Speech Act type
1	In these days, our nation, like the rest of the world, is going through difficult, extraordinary circumstances, which call for extraordinary measures, commitment and cooperation.	representative
2	I trust that you, my brothers and sisters, can rise to the responsibility, as you have always proven to be up to the challenge.	expressive
3	We will overcome these circumstances.	commissive
4	I directed the Government, our armed forces, and security agencies to maintain maximum readiness in countering this threat, and form a crisis cell before a mass outbreak or, God forbid, losing control.	directive
5	Over the past weeks, we have all seen our dear Jordanian brothers and sisters, each in their own capacities, rise to the challenge, working day and night to counter this threat.	representative
6	I ask of you, as a father asks of his children, to avoid going out and to abide by official regulations.	directive
7	Let us rise to the responsibility of protecting the nation we love.	directive
8	Let us act with dedication and sacrifice, as all the mothers we are celebrating do.	directive
9	I recall the saying of my ancestor, Al Mustafa [Prophet Mohammad], peace and blessings be upon him: “One believer stands by another like a sturdy structure, each bolstering the other.”	representative
10	I pray that God Almighty will protect you and protect Jordan, and bless the efforts of this country’s loyal servants in all their posts.	commissive

As can be seen from the table above, King Abdullah II uttered a representative speech act in 1. The Illocutionary force of the utterance indicates that his majesty commits himself to the truth of the proposition expressed in the utterance about the pandemic. The perlocutionary effect of this speech act is seen as a strategy to inaugurate his speech about Covid-19 and introduce its danger. In utterance 2, the king makes a conversational contribution that carries the illocutionary force of an expressive. He attempts to reflect his attitude towards his people, which is based on trust and their sense of responsibility, to overcome this pandemic. The intended perlocutionary force in the utterance is understood as an act to inspire Jordanians. Through his speech the king attempts to mobilize his people and fuel them with positive feelings required to face and challenge this pandemic.

In the third example, the king’s utterance holds an illocutionary force of a commissive where the king commits himself, along with all Jordanians, to some future action where together they would defeat the pandemic. This is intended to achieve the perlocutionary effect cheering Jordanians and raising their morals during this pandemic which is perceived as being involved in a state of War.

In the fourth instance the king makes an utterance which carries the illocutionary force of a directive. He directs and instructs the armed forces and governmental agencies to do something for the nation. The perlocutionary effect resulting from this is that the government and armed forces have started implementing his majesty’s instructions to contain the spread of the virus.

The fifth utterance is seen as a representative speech act. The illocutionary force indicates the king reporting how Jordanians at all levels are doing all they can to best fight Covid-19. This is seen as a token of appreciation and praise made by the king towards his subjects where he commits himself to the propositional content encoded in the utterance.

In the sixth utterance the king utters a directive. The intended meaning of this utterance is a request whereby the king directs his people to abide by social distancing rules made by the government. The perlocutionary effect resulting from this utterance is that Jordanians are being more compliant with the social distancing rules during the lockdown. Again, in utterances (7 and 8) the king performs directive speech acts with the illocutionary force of requesting. He urges Jordanians to take responsibility for their actions in facing the threat imposed on them by Covid-19. The perlocutionary effect of the utterance is used as a strategy to mobilize Jordanians to be committed and to raise their level of awareness about the threat upon them as a result of Covid-19.

In utterance 9 the king performs an expressive speech act where he reports one of the Prophet's sayings in which he describes the solidarity of the Muslim society. The king commits himself to truth expressed in the utterance; as he is one of the prophets' ancestors. The perlocutionary effect of the utterance is that of inspiration and encouragement to Jordanian citizens.

In the last utterance the king performs a commissive in which he commits himself to some future action. The illocutionary force of the utterance is an invocation to achieve the perlocutionary effect of appealing to Allah in order to save Jordan and the Jordanians from the evil of the pandemic.

Speech: 2 (King Abdullah II's address to the nation)

No.	Utterance	Speech Act type
1	I am not speaking to you today to give advice or directives, but to tell you that you have proven, as always, that you are giants among nations.	representative
2	I say, I stand confident, strong, and proud, because I am in the company of a great people	representative
3	Let me tell you, you are giants because you achieve great things in the toughest circumstances.	representative
4	Yes, my family, my source of fortitude, we will overcome these conditions, God willing.	commissive
5	Yes, soon, prayers will be held in mosques and churches, streets and markets will be bustling, workers will return to their factories, employees will return to their offices	commissive
6	I wish you all health and wellbeing, for 'God is best at guarding, and He is the Most Merciful of merciful ones'.	expressive

The king in the first, second, and third instances makes representative speech acts where he commits himself to the truth of the proposition expressed in the utterances. The illocutionary meaning for these utterances is that Jordanians are responsible people who are up to the challenge imposed on them by the pandemic and they have proven themselves as such by showing to the world their high sense of commitment during the lockdown period. The perlocutionary effect of the utterances is that Jordanians were praised by their king, leading to uplifted spirits during a difficult time.

In the next two utterances (4 and 5), the king makes an implicit commissive where he commits himself as a leader of the nation to overcome the pandemic. The perlocutionary effect of the utterance is to provide hope in the hearts of Jordanians in order to be able to continue in their act of resistance and struggle against the pandemic. However, utterance 6 has the illocutionary force of being an expressive which reflects the speaker's positive attitudes towards the situation. The perlocutionary effect of the utterance serves as a marker of the king's love towards his people as their protector and guardian.

Speech: 3 (King Abdullah II's address to the nation on the 74th Independence Day)

No.	Utterance	Speech Act type
1	In these blessed days of Eid Al Fitr, we mark the anniversary of our beloved Kingdom's independence, as we witness exceptional circumstances that have compelled us to change the way we celebrate this occasion.	declarative
2	I speak to you today as if I see your bright faces before me, with your voices saying, 'we are here'.	representative
3	You are indeed ever-present, with your spirit, your faith, and your joy.	representative
4	You are present with the spirit of Jordanians who have placed their faith in God, and in their nation and its capabilities.	representative
5	You are present with your joy over our nation's celebration, for you are our independence, as were our ancestors	representative
6	This country, whose journey has charted a story of success, continues to win the admiration of others, despite all the exceptional regional conditions that have surrounded it	representative
7	All must rise to the responsibility.	directive
8	Let this crisis be one of the milestones we pass successfully, having turned its threats into points of strength and resilience.	directive
9	Although this Eid may have lacked the lively visits of relatives and loved ones, let its story be one we tell our children and grandchildren	directive
10	I wish you good health and wellbeing, as you move forward to achieve your aspirations.	expressive
11	God willing, may Jordan continue to celebrate these occasions with His blessings?	expressive
12	Happy Eid and happy Independence Day!	expressive

In the first utterance the king produces an implicit declarative which is meant to bring about an immediate change to the world of Jordanians in the way they celebrate the religious holiday of Eid Alfiter during the pandemic. Celebrations usually center around a communal prayer and then families visiting each other, which Covid-19 defense laws for the most part prohibited. The perlocutionary effect of the utterance is manifested in the way Jordanians committed to abiding by the defense laws. This is seen as maximizing the good of the public at the expense of personal or individual interests.

In the following instances (2, 3, 4, 5, and 6) the king produces four utterances in a row that function with an illocutionary force of a representative. The perlocutionary effect for these occurrences reflects the praise and approval of the king towards Jordanians where he shows his trust in their behavior and praises their high spirits in fighting the virus.

These three utterances (7, 8, and 9) serve the illocutionary force of directives in which the king brings about immediate change to the world of Jordanians by ordering them to adhere and abide by the rules of the lockdown. He also urges them to make a role model and

heroes of themselves as they would be remembered for generations to come in the Jordanian and world history. The perlocutionary effect establishes a sense of encouraging Jordanians to be determined in their challenge and fight against Covid-19.

These utterances (10, 11, and 12) have the illocutionary force of an expressive. He wishes his people happiness during Eid. The perlocutionary force of the utterances establishes a close relationship between the king and his people. This shows the solidarity between the monarchy and the people of Jordan during the exceptional time of the pandemic.

After analysis was conducted on the speech acts mentioned above, the study proceeds to examine the number of occurrences of each speech act. Firstly, three tables were provided to represent each of the king’s addresses individually. The three tables were preceded by an additional table that combined the three addresses altogether.

Table 1. address no. 1

Speech act	Occurrences	Percentage
Directive	4	40%
Representative	3	30%
Expressive	1	10%
Commissive	2	20%
Total	10	100%

Table 2. address no. 2

Speech act	Occurrences	Percentage
Representative	3	57%
Commissive	2	28%
Expressive	1	14%
Total	6	100%

Table 3. address no. 3

Speech act	Occurrences	Percentage
Representative	5	41%
Directive	3	25%
Expressive	3	25%
Declaration	1	9%
Total	12	100%

Table 4. A combination of the three addresses

Speech act	Occurrences	Percentage
Representative	11	39%
Directive	7	25%
Expressive	5	18%
Commissive	4	14%
Declaration	1	4%
Total	28	100%

The analysis revealed that the Representative speech act was the most commonly used in King Abdullah II’s three addresses. It had a frequency of 11 occurrences - 39% of the overall percentage. Since this type of speech act has a proposition of truth (Searle, 1969), it was mainly used to state and report on the situation of COVID-19 in Jordan. It had the effect of encouraging people to take the needed precautions and praise those who abided by the country’s instruction to limit the spread of the disease.

The second most common speech act was the Directive speech act. It made up 32% of total utterances. The Directive speech act demonstrated the king’s directives to both the government and people. It showed the determination and necessity of each person acting responsibly and thinking about the well-being of the community in the situation.

One of the less frequent speech acts was the Expressive speech act. It appeared 4 times making up 14% of the total percentage. It served to convey the king’s feelings towards the nation and its people as well as congratulating them on Eid and Independence Day.

The second least and the least occurring speech acts were the Commissive and Declaration speech acts appearing 3 times and only once respectively. The Commissive speech act was used to convey the king’s promises to overcome the crisis at the time, while the Declaration speech act was used once to mark Jordan’s 74 years of independence.

The discussion below is allocated to answer the second research question. This was done by means of providing a table that accounted for the frequencies of explicit and implicit speech acts. In addition, a pragmatic interpretation was provided afterwards to elucidate the table’s percentages.

Table 5. A calculation of explicit and implicit speech acts

Speech act	Explicit act	Implicit act
Representative	6	5
Directive	3	4
Expressive	3	2
Commissive	4	0
Declaration	1	0
Total	17	11
Percentage	61%	39%

In these calculations, the table revealed that the king's three addresses featured more explicit acts appearing 61% of the time, whereas implicit acts made up 39% of the total number. A breakdown analysis of the speech acts showed that 6 explicit representative acts were used to describe the health situation in Jordan and around the world, while 5 implicit representative acts described the satisfaction of curbing the spread of the coronavirus, especially in the last address.

Furthermore, there were 3 explicit Directive speech acts related to the king's precautionary instructions to the government. These acts had the effect of reassuring people and convincing them that the situation was under control. However, the other 6 implicit Directive acts were used to ask citizens to act responsibly and praying to God to protect the nation. Such implicit acts exhibited a sort of politeness.

The last three types of speech acts were mainly used explicitly. In particular, 3 Expressive speech acts expressed feelings of intimacy and inspiration as well as celebrations. Additionally, 3 commissive speech acts reflected the King's positive attitude and eagerness to safely overcome the situation. Generally, this analysis indicated that the King's approach in dealing with the crisis was clear and straightforward.

6. Conclusion

In conclusion, the study revealed that the Representative speech act was the most frequent making up 39% of the data analyzed. This type of speech acts was used to portray the health situation during the pandemic. Less in frequency were Directive, Expressive, Commissive and Declaration speech acts in which each of these made up 25%, 18%, 14%, and 4% respectively of the data. In addition, the three addresses were characterized by sincerity and clarity due to the prevalence of explicit speech acts constituting 61% compared with 39% implicit speech acts.

References

- Al-Mansoob, N., Alrefaee, Y., & Patil, K. (2019). A Cross-cultural Study of The Speech Act of Compliments in American English and Yemeni Arabic. *Journal of the Association for Arabic and English*, 5, 1-12. <https://doi.org/10.31332/lkw.v5i1.1271>
- Al-Saedi, H., & Jabber, K. (2020). A Pragmatic Study of Newspaper Headlines in Media Discourse: Iraq as a Case Study. *International Journal of Linguistics, Literature and Translation (IJLLT)*, 3, 48-59. <https://doi.org/10.32996/ijllt.2020.3.3.6>
- Altikriti, S. (2011). Speech Act Analysis to Short Stories. *Journal of Language Teaching and Research*, 2, 1374-1384. <https://doi.org/10.4304/jltr.2.6.1374-1384>
- Austin, J. (1962). *How to do things with words*. Oxford university press.
- Chiluwa, I. (2007). News Headlines as Pragmatic Strategy in Nigerian Press Discourse. *The International Journal of Language Society and Culture*, 27, 63-71.
- Domaneschi, F., Passarelli, M., & Chiorri, C. (2017). Facial expressions and speech acts: experimental evidences on the role of the upper face as an illocutionary force indicating device in language comprehension. *Cognitive Processing*, 18. <https://doi.org/10.1007/s10339-017-0809-6>
- Enssaif, Z. (2005). *Compliment Behaviour: Strategies and Realizations in English and Arabic: A Case study of female of the English Department, King Saudi University*. MA Thesis.
- Khawaldeh, S., Abu Hatab, W. (2018). King Abdullah II Anti-Terrorism Ideology: A Critical Discourse Analysis Perspective. *International Journal of Linguistics*, 10(6), 97-115. <https://doi.org/10.5296/ijl.v10i6.13202>
- Koutchad é I. (2017). Analysing Speech Acts in Buhari's Address at the 71st Session of the UN General Assembly. *International Journal of Applied Linguistics and English Literature*, 6(3), 225-233. <https://doi.org/10.7575/aiac.ijalel.v.6n.3p.226>
- Ministry of Health The Hashemite Kingdom of Jordan, (2020 April 17). *COVID-19 Updates in Jordan*. [Press Release]. Retrieved from <https://corona.moh.gov.jo/en/MediaCenter/1084>
- Rababah, L. (2020). Speech Act Analysis of WhatsApp Statuses Used by Jordanians. *Review of European Studies*, 12, 28-32. <https://doi.org/10.5539/res.v12n2p28>
- Renkema, J., & Schubert, C. (2018). *Introduction to Discourse Studies*. John Benjamins Publishing Company. <https://doi.org/10.1075/z.219>
- Safwat, S. (2015). Speech Acts in Political Speeches. *Journal of Modern Education Review*, 5, 699-706. [https://doi.org/10.15341/jmer\(2155-7993\)/07.05.2015/008](https://doi.org/10.15341/jmer(2155-7993)/07.05.2015/008)

- Saputri, N., Hidayat, D., Alek, A., & Eviyuliwati, I. (2021). An Analysis of Illocutionary Acts in Beauty Product Advertisements in Television Broadcast. *Journal of English Language Teaching and Linguistics*, 6(1). <https://doi.org/10.21462/jeltl.v6i1.483>
- Searle J. R. (1969). *Speech Acts*. Cambridge University Press. <https://doi.org/10.1017/CBO9781139173438>
- Syukri, R., & Golubović, J. (2020). An analysis of speech act of Omar Mukhtar's utterances in lion of the desert movie. *Journal of language, education, and humanities*, 7, 195-210. <https://doi.org/10.22373/ej.v7i2.6358>
- Wilde, R. (2018). "Who Were Hitler's Supporters? Who Backed the Führer and Why." ThoughtCo, Feb. 16, 2021. Retrieved from www.thoughtco.com/who-supported-hitler-and-why-1221371

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).