
SYNERGISM IN POLITICAL DISCOURSE: THE SPEECH OF PALESTINIAN AMBASSADOR TO THE UN IN 2023 AS AN EXAMPLE: A POSITIVE DISCOURSE ANALYSIS STUDY

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ABSTRACT

Positive discourse uncovers hidden facts, commands attention, and galvanises support. This study examines such methods in the speech of Palestinian Ambassador Riyadh Mansour, focusing on how positive direction in rhetoric drives synergy. Synergy often surfaces in political speeches, especially during crises. Therefore, the emphasis on positive language to boost public support highlights the study's significance. Thus, the research explores how positive discourse strategies foster synergy during crises, analysing the chosen speech from linguistic, emotional, and evaluative angles. Moreover, the study applies Hymes' Text Analysis Theory (1972), Seligman's PERMA-Model (2012), and Martin and White's Evaluation Theory (2005). Utilising a mixed-methods approach, both quantitative and qualitative methods are integrated. The findings show that many discourses arising during political crises frame positive concepts and illuminate essential issues constructively rather than critically. Such positive discourse shifts audience perspectives, sparks enthusiasm, and creates synergy, engaging listeners and making them feel valued and involved.

Keywords: Positive discourse, synergism, political speech.

INTRODUCTION

Speeches, whether political, religious, or economic, are crafted to achieve a specific goal and deliver a targeted message. Politicians often use these speeches to shape their audience's beliefs and influence their actions. In this process, the audience's engagement and solidarity with the speaker's goal are crucial.

Regardless of purpose, effective speeches rely on linguistic and non-linguistic strategies to create change. Martin and Rose (2005) argue that focusing on valued or positive aspects is key to influence. The present study applies this lens to the 2023 United Nations speech by Palestinian Ambassador Riyad Mansour. In his address, he highlighted the suffering in Gaza, especially among children and adults, and emphasised the sincerity of his message to lend authenticity, thus making it a compelling subject for analysis. Positive discourse analysis, emerging from Martin's 1990 work, marks a shift from critical to positive perspectives in discourse studies. This study aims to demonstrate the value of positive discourse analysis in highlighting beneficial aspects of public speeches and directing audience attention to positive messaging—the key goal for speakers.

2. Literature Review

2.1 Discourse Analysis (DA)

Snap and Spencer (2003) define discourse analysis as the examination of knowledge through discourses, linguistic patterns, and rhetorical strategies in narratives. Likewise, Jankowicz (2005) highlights its importance for analysing individual discourses in context, calling it the autobiographical method. Discourse analysis first emerged in 1952, when linguist Zellig Harris introduced it as a method for examining coherent speech or writing. This expansion of descriptive linguistics extended analysis beyond single sentences (Liu, 2023). Discourse analysis clarifies the meaning of language by considering its complexities within a specific context. It focuses on how meaning is created through social interactions. Linguistic analysis encompasses both verbal and nonverbal forms, accounting for cultural, historical, and contextual influences (Bekouche, 2024). Since then, the field has evolved, developing new analytical techniques, theoretical foundations, and applications across various domains.

Linguistic analysis examines language as a social activity, highlighting the connection between language and societal power dynamics (Speed, 2023). This analytic approach examines written and spoken communication to reveal underlying ideologies and social structures (Mandavelli 2024). Discourse analysis impacts society by shaping public perception and behaviour. As a result, various methodologies are employed, including critical and positive discourse analysis. While distinct, each reveals social implications of language use and shows how discourses reflect and shape societal norms (Murtadha 2023). Critical discourse analysis is employed in various sectors, including education, politics, and health, providing insights into how language influences perception and behaviour (Speed, 2023; Mandavelli, 2024). It also helps distinguish between reliable and unreliable materials in scientific discourse (Mandavelli 2024).

2.2 Critical Discourse Analysis (CDA)

A multidisciplinary approach to discourse analysis, known as critical discourse analysis (CDA), focuses on examining the language strategies employed in discourse and identifying the specific linguistic methods speakers use to achieve a particular purpose, alter the ideologies of others, or reveal their own ideology (Fairclough, 1985). Critical discourse analysis studies emerged in the late 1980s. It is a study that draws on linguistics, critical theory, and sociology. Many linguists played a prominent role in the development of this theory, most notably Norman Fairclough, Teun van Dijk, and Worth Wodak (Ghanizyadeh et al., 2020). The development of CDA has had a prominent feature in focusing on studying the role of language in highlighting the challenge of social inequality, examining power, and clearly critiquing problems (Riyannti, 2023). It is worth noting that critical discourse analysis is not limited to studying the linguistic strategies employed but rather extends to examining how speakers use language to reveal political, economic, and historical aspects and positions (Doshi, 2024).

Furthermore, the focus of CDA studies focuses on several aspects. Important aspects include inequality, power, and ideologies, which work to reveal the relationships and linguistic links between these aspects (Ghanizyadeh et al., 2020). It also examines the social practices and sovereignty that are linguistically evident, and how these practices are embedded in discourse, influencing society to construct social reality (Fairclough and Chouliaraki, 2000). In addition, the study of critical discourse analysis focuses on highlighting the ways in which the speaker's

ideologies appear as sound reasoning to be accepted by others (Fan, 2019). It is worth noting that this critical analysis is an interdisciplinary approach that combines linguistics, psychology, sociology, and politics, in addition to many other disciplines that overlap in the linguistic construction of the text, and helps achieve social change through direct criticism, intervention, and identifying and transforming unjust social practices (Statham, 2022).

2.3 Positive Discourse Analysis (PDA)

Among discourse studies, positive discourse analysis has emerged as an approach that reframes the study of texts to highlight empowerment, agency, and critical social change. Unlike traditional critical discourse analysis, which focuses on oppression and injustice, positive discourse analysis aims to identify how language constructs positive social realities, fosters solidarity, and drives constructive transformation (Hughes, 2018; Jiaqi, 2019). Its main argument centers on studying how discourse produces and sustains positive outcomes within society.

As a result of the limitations of critical discourse analysis in linguistic studies, its focus on criticism, and its emphasis on aspects related to domination and inequality, a new field of study has emerged that sheds light on the positive aspects of discourse. It is worth noting that many researchers have focused on ensuring that positive analysis is balanced with a critical perspective (Jiaqi, 2019). The linguistic study of discourse from a positive analysis perspective sheds light on discourses that enable agency and enhance it. Unity, responsibility, and social activity demonstrate justice and equality, yielding synergies. It is worth noting that this positive study of texts demonstrates how language drives social transformation, fosters positive identities, maintains unity, and mobilizes collective action (Holmes, 2023).

2.3.1 Fields of Positive Discourse Analysis

The emergence of positive discourse analysis is considered a significant development in the study of text analysis. It is an advanced approach that focuses on studying the language used in discourse, which plays an important role in promoting empowerment, social change, and effectiveness. Therefore, this positive perspective can be applied in various linguistic fields according to specific goals and orientations.

1. Social Activism and Social Change

Text analysis is connected to several fields, including psychology. This relationship is evident in the application of

psychological analysis to understand the personalities of both speakers and recipients. Such analysis supports the effective use of language strategies in positive speeches to mobilize social action, frame issues in a positive light, and build alliances (Hughes, 2018).

2. Education and Teacher Agency

Roger and Wetzel (2013) explore that the field of positive text analysis is used to study the language used by educators between themselves and their students for the purpose of building the ability to act and lead, and to study the language strategies followed in teaching that play an important role in creating and building the ability to lead and build a positive personality. This study includes the study of workshops, curriculum, and classroom interactions.

3. Media and Public Discourse

Positive discourse analysis is applied to several fields, including the media, through the analysis of media texts and the discovery of ways to integrate opposing viewpoints or marginalized opinions into the discourse. This study examines the linguistic strategies used to reformulate issues and enable counter-discourses or alternative news coverage (Macglichris, 2007).

4. Argumentation and Communication Ethics

At the forefront of discourse analysis research is the study of arguments and communication strategies. Positive discourse analysis focuses on the linguistic methods and argumentative styles employed to reach consensus among differing viewpoints and enhance public discourse. This includes analyzing metonymic methods, the pragmatic dialectical approach, and social and ethical considerations (Radlović, 2021).

2.3.2 Strategies of Positive Discourse Analysis

Positive discourse analysis is an analytical framework that focuses on the positive aspects of texts, highlighting the linguistic strategies employed to achieve and facilitate social transformation, empowerment, and cooperation, thereby promoting collective action and synergy. Therefore, this positive study necessitates the implementation of various strategies to achieve the text's goal. The following is a summary of the key strategies employed in positive text analysis.

1. Syntactic Approaches

Positive discourse analysis is applied in many studies, including media reports and political speeches. Al-Mammoury and Al-Obaidy (2024) indicated that discovering multilingualism in texts helps highlight the linguistic strategies used and the material processes in the discourse. Such language empowers and encourages active social participation. Additionally, lexical choices are a grammatical tool for highlighting positive language in presidential speeches. For example, speakers use personal pronouns to promote cohesion and optimism, reinforcing collective identity (Ernanda 2023). This strategy also seeks to achieve agreement, reduce conflict, and foster cooperation in media discourse (Satria and Tania, 2024).

2. Rhetorical Strategies

Ernanda (2023) explained that personal pronouns like "we" build unity and shared responsibility. Rhetorical devices, such as metaphors and parallel structures, inspire audiences to pursue common goals with optimism. Political speakers frequently employ metaphors to convey peace during crises, promoting calm and resilience (Efendi, 2023). Positive interactive discourse demonstrates that speakers utilise markers to engage their audiences and establish a shared purpose (Hammad, 2024).

3. Emotional Effect

Reassurance and empathy in dialogue help create a supportive and open environment (Kosovets, 2023). Positive discourse analysis highlights empowerment and social change. Critical discourse analysis challenges prevailing discourses, addressing power and inequality. Each approach uses a different methodology (Mahboob and Mallet, 2023).

2.4 The Shift from Critical Discourse to Positive Discourse

Bertlett (2012) states that the transition from critical discourse analysis to positive discourse analysis indicates the occurrence of numerous major changes in discourse analysis and the understanding of language, as well as its applications to achieve positive interaction between the speaker and the audience, and for the purposes of social empowerment as well. Critical discourse analysis focuses on revealing and analysing the power disparities and injustices that appear in discourse, while positive discourse analysis prioritises promoting positive narratives and encouraging social transformation.

It is worth noting that this shift can be observed in many cases, such as empowerment through positive narratives, which aims to emphasise discourses that empower individuals and communities (Mahboob and Mallet 2023). Furthermore, the application of positive discourse in public discourse is used to attract the attention of audiences and motivate constructive action, demonstrating the effectiveness of language in influencing attitudes (Hammad, 2024). Pouton (2023) examines migration discourse through a study of positive migration narratives, arguing that inclusive stories can help mitigate negative preconceptions and suggesting that positive framing can benefit both migrant audiences and host communities. Previously, some studies neglected to analyse the positive aspects of discourse and focused on critiquing the various linguistic aspects and strategies used in conducting critical discourse analysis. Given the numerous positive aspects that discourse presents, and in order to shift the focus from negative aspects to more positive and meaningful ones, the conflict between criticism and optimism has emerged as a significant topic in linguistic studies.

2.5 Synergism

Synergy in discourse drives audience interaction. It is fundamental in all aspects of politics, economics, society, religion, and other spheres. Synergy emerges from the integration of linguistic elements, yielding a meaning that exceeds the sum of individual contributions. In modern linguistics, multiple perspectives study synergy, underscoring its role in understanding complex communication (Corning, 2017). The following sections outline the essential elements of synergy in discourse:

1. Synergy Properties of Language

First, language operates as a self-organising system. Elemental interaction produces emergent meanings that surpass mere combination (Ponomarenko, 2018). Texts obey ordering criteria. Deliberate breaks from tradition yield novel meanings, as demonstrated in postmodern literature (Akopova, 2023).

2. Interdisciplinary Methodologies

In this regard, synergy in linguistics promotes an interdisciplinary view by integrating methods and concepts from related fields. This helps researchers study discourse as a complex system (Manaxsoba 2021). Studies of advertising have shown that metaphors and stage features make communication more effective in several languages (Stwora, 2023).

3. Pragmatic Implications

Understanding synergy sharpens communication. It explains the significance of context and linguistic adaptability in achieving communication goals (Ponomarenko, 2018). Emphasising synergy in speech reveals how speakers enhance both comprehension and creativity. Yet, some researchers note that ambiguity emerges when structure and flexibility clash, highlighting the underlying complexity.

2.5.1 Types of Synergism

1. Synergistic persuasive discourse

This is one of the most prominent types of synergies in discourse. It is commonly used in many fields, including media and advertising. It is formed when different rhetorical and linguistic techniques are deliberately combined. This creates a message with an emotional and psychological impact on the audience that far exceeds the sum of its parts. In political speeches, many speakers employ metaphors, repetition, and emotionally charged vocabulary. They utilise these tools to convey a specific political stance and evoke a strong sense of national pride or urgency in the audience (Kramchenko 2023).

Kramchenko (2023) claims this linguistic influence is a deliberate strategy to shape public opinion. It creates a unified and powerful impression that resonates with the intended audience. These synergies extend beyond the meanings of the words to trigger a coordinated emotional response.

2. Functional synergy

This approach is rooted in the principles of functional linguistics. This perspective views discourse as a self-organising system whereby each linguistic element (individual words, grammatical structures, intonation, and pauses) cooperates to achieve the speaker's communicative goal. As indicated by Ponomarenko (2018), all discourse components, whether verbal or nonverbal, combine their potential to contribute to a unified semantic and structural field.

3. Creative or generative synergy

This type of synergy occurs when people engage in dialogue to generate new ideas, knowledge, or solutions through collaboration. Teams often experience this synergy in brainstorming sessions, radio seminars, or high-level power meetings. Participants intentionally structure the dialogue to be

non-hierarchical and non-competitive, allowing everyone to build in unexpected ways (Fischer, 2025). This synergy unites the group, enabling results that no single person can achieve alone. It arises from dynamic interactions among different perspectives, where one person's idea sparks another's inspiration, leading to a series of innovations and ultimately a more authentic final result.

4. Cognitive Synergy

This type of synergy focuses on mental linguistic processing when delivering a speech to an audience. It happens when elements of the speech or message work together to make information easier to understand, more memorable, or more impactful. This principle is important for comprehension. It also involves adding movements or images to the speech, which stay in the mind longer and have a greater impact. Linguistic and non-linguistic strategies are combined (Mayer, 2009).

2.6 Political Speeches

Political speeches are a crucial aspect of communication and a means of highlighting the democratic aspects of governments, as they serve multiple roles and employ rhetorical techniques to capture the attention of listeners. They serve as a means of communication and a mechanism for shaping public opinion and influencing the masses, thereby positively impacting political outcomes. Moreover, there are many complex characteristics of political speeches, including their rhetorical components and societal impact. Dimino (2023) explained the purposes of political speech and the informational function that supports these speeches, facilitating informed support and civic engagement.

Similarly, the persuasive function that appears in political speeches often uses rhetorical techniques and is supported by events drawn from reliable historical and political figures. Furthermore, political speeches employ cognitive techniques, such as conceptual metaphor, to effectively communicate complex concepts (Tinceva, 2022). Thus, the use of rhetorical techniques, as clearly demonstrated by Yu (2023), refers to the interactive elements used in crafting speeches to engage the audience and gain their support for the speaker, which sometimes manifests through applause or other important and often fateful reactions. In terms of dialogical references, speakers often use previous speeches or common knowledge to support their arguments and engage the audience.

Furthermore, political speeches have a societal impact related to the extent to which these speeches influence social values, highlighting them and facilitating communication between leaders and citizens (Saidolimov & Ulugov, 2024). Moreover, speechwriters play a significant role, as effective speeches require skilful writing, which necessitates an awareness of public opinion and the ability to formulate topics that resonate with the audience. Political speeches can strengthen democratic processes, although they may pose a risk of misinformation and manipulation, which underscores the need for critical engagement in political discourse (Saidolimov & Ulugov, 2024).

2.7 Synergism in Political Speeches

Synergy in discourse refers to the strategic combination of rhetorical techniques to enhance influence and shape audience perception (Khranchenko, 2023). In politics, speakers demonstrate synergy by weaving euphemisms, hedging, style, and evaluative syntax into their language to influence recipients (Larysa and Maksym, 2024). When politicians achieve a positive synergy in language style, they can draw public attention, add emotional appeal, and promote their agendas by blending logic, emotion, and culture (Baghdasaryan, 2020). This interplay of rhetorical approaches lays the groundwork for understanding the broader context in which political language operates.

When blended with other factors, such as metabolic factors that trigger cognitive responses, linguistic strategies in political discourse employ metaphors, irony, and rhetorical questions (Kashiha, 2022). When speakers understand these mechanisms, they can harness them for specific goals; at the same time, audiences gain tools to identify synergistic language, potentially revealing ideological manipulation (Martynyuk et al., 2018).

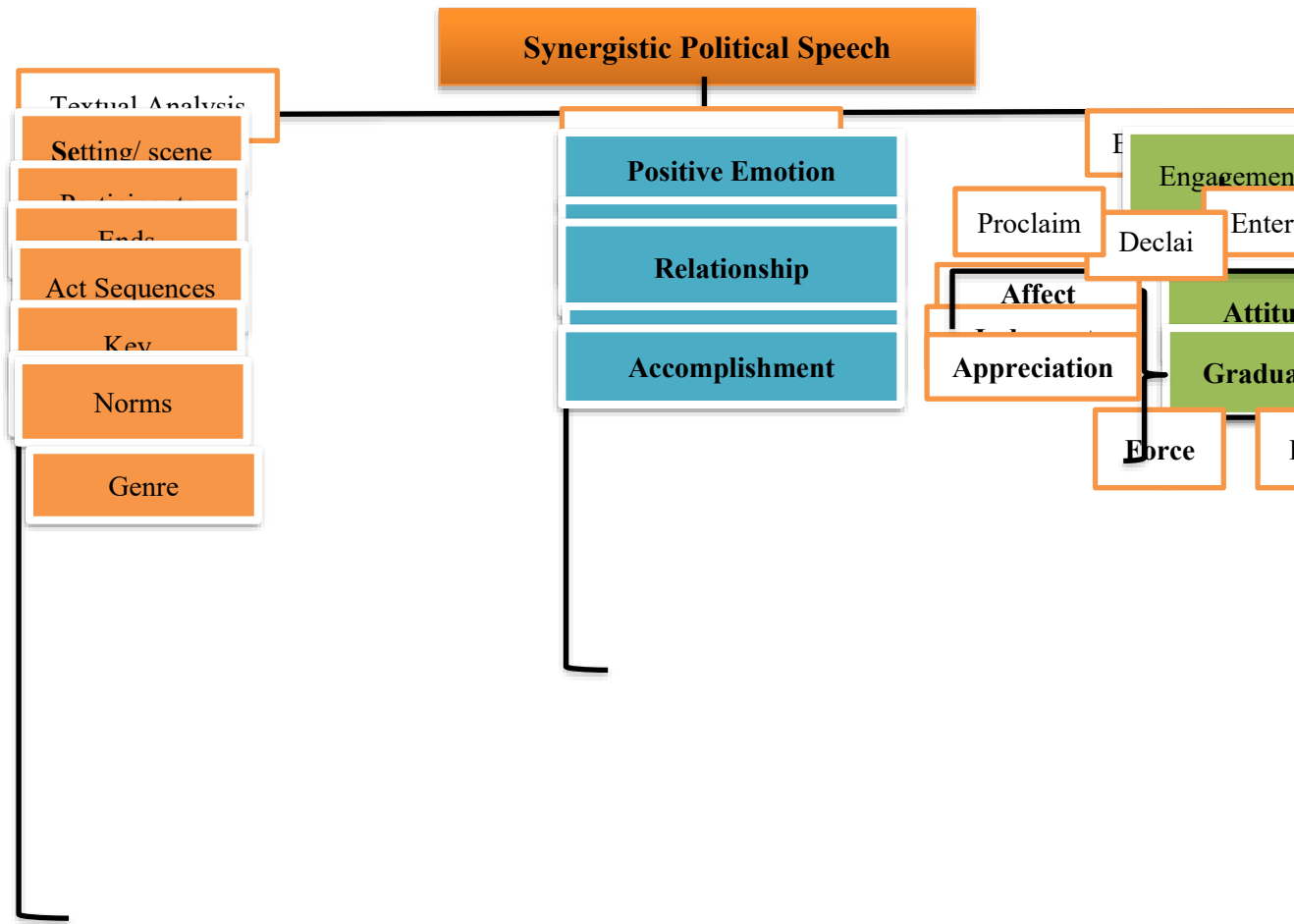
3. Methodology

The current study examines the synergy in the speech of Mr. Mansour, the representative of the State of Palestine at the 2023 United Nations meeting, and how targeted linguistic strategies foster a positive, synergistic discourse, despite underlying sentiments of sadness, blame, and disappointment in response to specific events. The interplay of language with psychological and social contexts significantly shaped this discourse.

Quantitative and qualitative methods were used to detail sample selection and message formulation. Quantitative analysis identified discourse patterns and outcomes, while qualitative

analysis uncovered context and implicit meanings. The researcher applied Hymes' speaking model, Seligman's PERMA framework, and Martin and White's appraisal theory to show how the speaker integrates language with social and psychological factors, creating synergy between the speaker and their cause.

3.1 Theoretical Framework of the Study



The Theoretical Framework of the Study

4. Data Analysis

4.1 Textual Analysis

4.1.1 Setting and Scene

The speech by the representative of the State of Palestine took place at an emergency special session of the United Nations General Assembly focused on the crisis in Gaza and the protection of Palestinian civilians “*emergency special session at the United Nation..*”. The session highlighted the official responsibility of states and the significance of the request made by Mr. Riyad Mansour, the representative of the State of Palestine, during this crucial time, as Palestinians in Gaza are under bombardment” *While Palestinians in Gaza are under the bombs*”.

4.1.2 Participants

The speaker is Mr. Riyad Mansour, the Palestinian Ambassador to the United Nations. The audience is the members of the United Nations, who are the primary target group because they have the right to vote. The secondary audience comprises international leaders, ambassadors, and the broader international community, represented by the global public that is informed through the media. “*My colleagues, let us all remember we are meeting here while the Palestinians...*” There are also participants mentioned in the speech to humanise the crisis: the victims of Gaza. The Palestinian Ambassador constantly addresses the participants and politicians, referring to the suffering of civilians to evoke empathy and moral responsibility.

4.1.3 Ends (Goals)

The primary goal of this speech was to persuade, i.e., to raise awareness of the humanitarian crisis in Gaza, to persuade the Assembly to vote in favour of the draft resolution calling for a ceasefire, to provide humanitarian aid, and to mobilise international action. The secondary goals were to officially document the suffering of the Palestinian people on the international stage and to demand justice. “*Finally, I appeal to all of you: vote to stop the killing, vote for humanitarian*”

4.1.4 Act Sequence

Mr. Riyad Mansour's speech advanced a main argument: Israel's actions in Gaza constitute a grave humanitarian crisis that

demands urgent international intervention. The speech opened by grounding the audience emotionally in the crisis. He then recounted civilian suffering, including specific references to children, families, and hospitals. Statistical evidence, such as “3000 children in Gaza were killed by Israel,” bolstered its credibility. The speech condemned Israel's conduct and concluded with an explicit call for collective action, support, and the pursuit of justice.

The integration of a sequential structure of events with statistics and moral appeals achieved maximum impact: “*Stop the bombs and save the lives.*” The speech's narratives played a crucial role in humanizing the message. Real-life stories of children, parents, and doctors were used to evoke sympathy. “*A young man wrote We will not leave Gaza, we will not leave Gaza to join heaven.*” Shocking statistics on Palestinian martyrs and wounded were presented, helping the audience appreciate the magnitude of the tragedy: “*While families are being killed...*”. Direct confrontational phrases stood out as the speaker challenged the arguments of opposing countries. He accused them of hypocrisy and double standards: “*explanation of some leaders...*”. The speech cited international law, justice, and the founding principles of the United Nations. The conclusion was moving, ending with a repeated and clear call to action: “*Save lives, save lives: vote for our draft resolution.*”

4.1.5 Key

Mr. Riyadh Mansour's speech was somber, urgent, and accusatory in tone. The ambassador's voice faltered, underscoring his genuine grief and the severity of the crisis: “*Shame on this reality where Gaza is being slaughtered again.*” He shifted from appeal to condemnation, from mourning to demand. His style combined narrative, moral urgency, emphatic repetition, and pointed rhetorical questions: “*Is this the war some of you are defending? Can this war be justified?*” This tone sought to elicit moral and emotional reflection from the audience.

4.1.6 Instrumentalities

Mr. Riyadh Mansour's oral speech, broadcast by media, combined formal English—the United Nations' official language—with occasional Arabic words like “*Malish*” and “*Shame on this reality.*” This blending of diplomatic and local language aimed to clarify his message, connect emotionally with listeners, and reinforce his cultural identity.

4.1.7 Norms (Social Rules/ Conventions)

The speaker adhered to the formal protocols at the beginning of a speech, which in the UN are typically addressed as “*Mr. President*” or “*Colleagues*.” The speech raised many social norms and rules, including those related to international humanitarian law and moral responsibility. “*We do not need you to offer us semantic assurances about IHL civilians. We need you to honor these norms.*” The reference to established norms was a clear criticism of the enemy's violation of these norms.

4.1.8 Genre

Mr. Riyad Mansour's speech is a compelling political and diplomatic discourse centered on urgent humanitarian advocacy and moral persuasion. By blending real personal stories, credible statistics, and powerful appeals—“*Choose justice, no vengeance. Choose to defend the law, not justify its breach. Choose peace, not more wars,*”—he emphasizes an immediate call for justice and action. The core message underscores the reality of the Palestinian cause and demands global accountability, exposing the gap between international law and global inaction.

Table 1: The Quantitative Analysis of the Data

Component	Frequency count	Percentage	Synergistic indicators	Positive discourse markers
Setting (S) UN General Assembly Context	8 references	3.2%	Formal diplomatic context, global audience	Authority Legitimacy International platform
Participants (P) Speaker-audience dynamics	45 direct addresses	18.1%	Colleagues, Mr., President, inclusive pronoun	Collective responsibility, shared humanity
Ends (E) Goal and outcomes	32 action calls	12.9%	Stop the bombs, save lives and vote.	Life preservation, peace-building, justice.
Act sequence (A) Message structure	156 narrative segments	62.9%	Personal stories, statistics, moral	Humanization, empathy, generation,

			appeals.	truth- telling
Key (K) Tonal, manner	28 emotiona l markers	11.3%	Urgency, compassio n, moral authority	Authentic emotion, moral clarity, hope
Instrumentalit ies (I) Communicati on channels	12 linguistic devices	4.8%	Repetition, metaphor, numerical precision	Memorable messaging clarity, affect
Norm (N) Interaction rules	18 protocol reference s	7.3%	Diplomatic courtesy, legal framework s	Respect for process, rule of law
Genre (G) Speech event type	1 formal address	10%	Emergenc y session, humanitari an appeal	Institutional legitimacy moral urgency

4.2 Discursive Analysis

4.2.1 Positive Emotions

Mr. Riyad Mansour's speech combined sorrow with a hopeful call to action. Despite highlighting immense tragedy, it urged hope, moral responsibility, and the pursuit of justice: "*The only path forward is justice... uphold it for the sake of all nations, for the credibility of the United Nations.*" He encouraged optimism and stressed international action to help the Palestinian people and prevent further suffering: "*Finally, I appeal to you all: Vote to stop the killing...*" The lack of joy deeply affected the audience, as the speech was filled with sadness, fear, destruction, and suffering. Mr. Mansour focused on positive outcomes, underscoring the power of collective action and hope even amid devastation.

4.2.2 Engagement

Mr. Mansour's speech emphasized participation and engagement in two ways. First, he made the audience active participants, drawing them into a sense of moral and humanitarian responsibility. He engaged them cognitively with facts and statistics and emotionally with stories of suffering: "*Colleagues, let us all remember we are meeting here while Palestinians in Gaza*

are under the bombs." These words drew attention to the crisis, motivating empathy and positive, effective, moral participation: *"Is this the war some of you are defending?"* Second, the speech showed that life in Gaza is abnormal. People there were not engaged in normal activities but in a struggle for survival. The speaker highlighted the loss of basic social engagements: *"There is no time for mourn; more death is on the way."*

4.2.3 Relationships

In his speech, Mr. Mansour affirms his full solidarity with the suffering of his people, as well as with international humanitarian organizations, and indirectly with the public. He achieves this by appealing to shared moral values. Specifically, he compares the collective responsibility of UN members to the suffering of civilians, thereby highlighting relational obligations: *"Remember that you are speaking while families are being killed... while people are fleeing from one place to another with nowhere safe to go."*

Consequently, the speech reinforces solidarity and moral commitment, emphasizing relational accountability between decision-makers and those affected: *"Shame on those who abandoned our people as we are reeling under massacres."* The repeated use of the pronoun "we" and the phrase "our people" further reinforces a sense of community belonging. Additionally, the speech systematically illustrates the destruction of families, which is at the heart of the conversation: *"80 Palestinian families have lost 10 or more of their members," "A wounded child with no surviving family."* Ultimately, it portrays the situation in Gaza as a source of deep sorrow and loss, not of relationships.

4.2.4 Meaning

The speech frames the conflict in terms of justice, human rights, and moral obligation. It gives existential and moral meaning to political decisions at the UN. Mr. Mansour links urgent humanitarian crises to universal principles and international obligations. He urges the audience to uphold justice: *"Choose justice, not revenge. Choose to defend the law."* The speech puts the audience's actions into a broader ethical context. It makes their votes and decisions meaningful, effective, and morally weighty. *"The answer to the killing of Palestinian civilians is not the killing of Israeli civilians."* The speaker repeats the question, *"Why?"* to highlight the double standard: *"Why some feel so much pain for Israelis and so little pain for us?"* He says that some societies and politicians have lost their principles, ethics, and humanity. As a

result of these positions, the people of Gaza have no choice but to survive or “*join heaven*.” He seeks a higher goal: to appeal to the international community to achieve justice.

4.2.5 Achievements

Mr. Mansour emphasized the practical results and tangible goals: a ceasefire, protection of civilians, delivery of aid, and respect for international law. He stated that this achievement is a moral and humanitarian one, urging, “*Vote to stop this madness. You have a chance to do something to give an important signal.*” The speech motivated the intended audience to take concrete action, placing success in terms of saving lives, preventing further atrocities, and restoring the credibility of international standards. Mr. Mansour concluded, “*Vote for our draft resolution. Lives are hanging in the balance, and every life is sacred.*”

Table 2: The Quantitative Analysis of the Data

PERMA component	Frequency count	Intensity level	Positive manifestations	Synergistic effect
Positive emotions(P) Hope, compassion, determination	22 instances	High	Hope for justice, compassion for suffering, determination for change.	Emotional resonance drives action.
Engagement (E) Active participation calls	35 engagement appeals	High	Vote, choose, honor, uphold active verbs	Transforms passive listening to active commitment
Relationships (R) Human connections emphasized	67 relational references	High	Family bonds, collective humanity, shared responsibility	Creates solidarity across boundaries
Meaning (M) Purpose and significance	41 meaning making statements	High	Justice as ultimate purpose, protection of innocent life	Provides moral framework for action
Accomplishment (A) Potential for positive change	19 achievement references	Medium	Possibility of stopping killing, saving lives, achieving justice	Motivates concrete action through achievable goals

4.3 Evaluative Analysis

4.3.1 Engagement

Mr. Mansour used interactive resources to counter all counter-narratives and delegitimize the silence of most governments and decision-makers, as well as the complicity of some. His speech was laced with phrases that negated any potential neutrality and revealed contradictions in the opposing position. This was an expression of refutation, denial, and exoneration.

"How naive one has to be to pretend they don't know Israel is voluntarily killing Palestinian civilians." The speaker expressed his position by declaring the truth of the situation, referring to those who remained silent and supported the enemy. *"Shame on those who abandoned our people..."* He forcibly closed the dialogue space and affirmed moral certainty. The rhetorical question played a crucial role in the speech, as the speaker used it to highlight alternative positions and delegitimize them, thereby calling on the audience to consider their own complicity. *"Is this the war some of you are defending?"* It is worth noting that these linguistic resources undermine the counterarguments and highlight the speaker's moral stance.

4.3.2 Attitude

The position reveals its emotional evaluation of affect, judgment, and appreciation. With regard to affect, the speaker balances grief by expressing it directly, evoking sympathy and compassion: *"3,000 children, an angel, killed in Gaza."* He also expresses admiration for endurance: *"Despite tremendous suffering, they are walking miracles."* As for judgment, the speech offers multiple moral evaluations of human behavior. It expresses strong negative judgment toward Israel's actions, describing them as criminal and uncivilized: *"These are crimes, this is barbarism."* The speaker also condemns states and institutions that fail to act: *"Those who abandoned our people..."* Mr. Mansour's speech also highlights appreciation by emphasizing justice as the only way forward: *"the only path forward is justice..."* He uses this moment to evoke solidarity, highlight the moral worth of victims, and condemn perpetrators and silent bystanders.

4.3.3 Graduation

Mr. Mansour's speech revealed several meanings through power and focus. Power amplified emotions. Focus sharpened categories. He exposed the accusation of intentional *"voluntarily killing of Palestinian civilians."* He also magnified the Palestinian people's suffering: *"Tremendous suffering..."* He gave a definitive and exclusive option for justice: *"the only path forward..."* For focus, he sharply categorized Israel's actions in absolute terms. He described them as crimes and barbarism. He went beyond neutral description to highlight the victims' innocence: *"3,000 children, angels..."* This concept enhances urgency, emotional impact, and moral clarity. It ensures that the evaluative position is not seen as moderate or ambiguous.

Table 3: The quantitative Analysis of the Data

Evaluative category	Count	Positive valence	Affective positioning	Stance markers
Attitude expressions value judgments	34 expressions	72%	Pro-justice, pro-life, pro-humanity	Sacred, worthy, miracle, justice
Emotional evaluations feeling-based assessment	38 evaluations	68%	Empathy, moral outrage, hope	Heart breaking, outrageous, shame, please
Moral positioning ethical stance markers	56 moral statements	89%	Clear moral authority, ethical clarity	Crimes, barbarism, justice not vengeance
Collective identity Us/ we positioning	29 inclusive reference	76%	Shared humanity, collective responsibility	We, our, all of us, together
Agency attribution empowerment markers	31 agency statements	81%	Empowerment, capability for change	You can, choose, vote, save lives

Discussion

An analysis of Mr. Mansour's speech to the United Nations revealed that political discourse operates on several textual levels. These include emotional and evaluative components, designed to mobilize sympathy, support, and action. By applying Hymes' SPEAKING model, the analysis concluded that the linguistic context is crucial for shaping communicative power. The analysis also highlighted that the speech's goal was twofold. First, it aimed to raise public awareness, including decision-makers, about the humanitarian catastrophe in Gaza. Second, it sought to secure the support and solidarity of the international community to promote positive, constructive decisions. The sequence of topics was clear: highlight suffering, condemn violence, and conclude with a call for justice, urgent action, and solidarity. The speech was not limited to diplomatic discourse; it also made profound emotional and moral appeals.

It is worth noting that the PERMA perspective shows how the speech combines criticism with positive, constructive discourse. This approach encourages hope and solidarity. References to emotions are central, especially the mention of innocent children killed: "3,000 children, angels, were killed in Gaza.". Additionally, the use of a rhetorical question in the speech—such as “Is this the war...?”—highlights key concerns on

the audience's minds. The speaker deliberately selects his phrases to clarify the crisis for everyone. As a result, the audience feels responsible for taking real and moral action.

Moreover, analyzing the text with the evaluative affective model reveals how Mr. Mansour applies linguistic techniques to deliver his message. He uses highly emotional phrases and takes a strong stance, as in "Shame of those who...". Finally, the three models of analysis show how Mr. Mansour delivers an emotional and political speech that calls for synergism.

5. Conclusion

This study analyzes Mr. Riyad Mansour's 2023 speech on the Gaza crisis to understand how political speeches can shape public perception and motivate actions with significant real-world consequences during times of crisis. The main argument is that Mansour's speech is pivotal in exposing the realities of the crisis, criticizing the silence from international actors, and rallying support for Gaza. Accordingly, this study examines the linguistic strategies the speaker employs to elicit specific effects and emotional responses from his audience.

The study finds that the cooperation of linguistic and textual elements with ideological elements in the speech creates a strong synergy with the speaker's goal. By applying Hymes' model, the PERMA model, and the Evaluation Affective model to the data, the researcher shows how the speaker balances grief with calls for support and responsibility. The speech achieves its aim through this synergy and influence, using political, diplomatic, and emotional power.

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