

A Pragmatic Analysis of Persuasion of Receiving COVID-19 Vaccine

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ABSTRACT:

The aim of this paper is to investigate the speech acts which convey persuasion of receiving COVID-19 vaccine, and to examine the utilization of the strategies of persuasion. Documents or written texts have been collected as a data source in the current qualitative study. The data of this study includes ten extracts drawn from public health reports that has been obtained through purposive sampling from the official site of the World health organization (WHO), medical journals and websites. Content qualitative analysis was employed depending on Bach and Harnish's (1979) Model of Speech Acts, and Breuer and Naphthine's (2008) and Huggard, Leonie & Iris's (2006) strategies of persuasion. The findings indicated that the argument presented in reports on COVID-19 vaccine was developed persuasively using various persuasive strategies. The findings revealed that doctors, writers, medical organizations and journals had shown extraordinary abilities in using persuasive strategies. They tended to employ speech acts as persuasive strategies in their efforts to make their arguments more convincing to their audience. Notably, the application of speech acts and persuasive strategies was connected to the social interaction and contexts, and a reflective of the situation of pandemic and the hesitation about vaccine.

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1. Introduction:

The world is in midst of the pandemic of Coronavirus Disease (COVID-19), caused by Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2). The World Health Organization declared the outbreak of the disease a global pandemic on March 11th of 2020 (Halim, 2021). With the fast spread of Covid-19 from China to the world, the virus has become one of the most widely discussed topics by journalists, politicians, health officials, and various organizations (Sonasi & Kuhi, 2021). Since its emergence at the end of 2019, the coronavirus disease (COVID19) pandemic has continued to impact many aspects of human life. Urgently, vaccination has become the most anticipated way to minimize the spread of COVID-19. Despite the fact that the development of COVID-19 vaccines has been progressed globally, some people are still apprehensive to receive the vaccine. (Wang, Ahorsu, Lin, Chen, Yen, Kuo, Griffiths, and Pakpour, 2021). This involves presenting evidence on the vitality of Vaccine and supporting experiences. All these can be functioned in the language used to persuade people to receive the Vaccine. However, one contributing factor to vaccine hesitancy is the spread of misinformation and rumors.

Accordingly, the study imports its significance from the importance of language in conveying the message intended by the users of language. Thus, the present study focuses on the role of language and how persuasive strategies are employed to urge people to receive Covid-19 vaccine. It concerns the investigation of persuasion strategies employed within language to convey information on COVID-19 vaccine. In this regard, it can be said that language is used as a means of communicating all that concern COVID-19 vaccine and health all over world. Health is an area where effective communication is particularly important, as good communication contributes virtually to all aspects of healthcare.

In short, to achieve their goals, people do not only say something but also insert an action embedded in their utterances. For this reason, speech acts cannot be separated from conversation. In terms of speech acts, persuasion always deal with the process of changing someone's idea, thought, believe or act. In doing the persuasion in the communication, people try to attain the goal of the communication without any hard pressure, intimidation and with a smooth way.

However, there are strategies of persuasion which may not be comprehended by people as they are employed implicitly. Medical experts or medical organizations used pragmalinguistic strategies to convince people to receive the vaccine. On the other hand, as health information is now widely available on social media platforms, people can utilize social media to know more about the disease, how it spreads, and how to control it. Online health information is frequently bolstered by rumors and conspiracy theories that are not necessarily supported by scientific data. Users who seek health information on the internet run the risk of being exposed to false information implied within language, which could endanger public health. People frequently express their fears, mistrust, and suspicions regarding vaccines on social media before traditional surveillance systems catch them. All these aspects and issues are reflected in the speech acts employed in the language used, which, in turn, might influence people's mind thoughts and decisions.

2. Literature Review

A great deal of studies (Stjernswärd, & Glasdam, (2021); Hammad & Hussein (2021); Scannell, Desens, Guadagno, Acker, Sheridan,... & Fulk, (2021); Damayanti, & Ariatmi; (2020); GEÇİKLİ, (2021); Alkhawaldeh, (2021); and Ndiritu, & Maina, (2021) has been conducted to investigate how language is employed to convey information, results, and reports in different forms on how COVID-19 is risky and threatens people's life, little might be said on how language is functioned to perused people to receive COVID19 vaccine.

However, Scannell, et al. (2021) tackled the persuasion techniques used in Twitter posts about COVID-19 vaccines by the different vaccine sentiments (i.e., Pro-Vaccine, Anti-Vaccine, and Neutral). A content analysis was conducted on a data set of 1,000 Twitter posts. The results of this study and the HIPE framework can inform a national COVID-19 vaccine health campaign to increase vaccine adoption. This study tackled different discourse techniques of persuasion but not from a pragmatic view point.

The study entitled "Delivering COVID-19 Containment Measures: A Case of Persuasion and Power" was undertaken in Kenya by Ndiritu & Maina (2021) to investigate the use of rhetorical strategies and rhetorical devices to persuade the citizenry to strictly follow the executive measures to curb the spread of Covid-19 pandemic. The study has employed a phenomenological qualitative design underpinned by the Language Expectancy Theory. Data were drawn from the speeches of the heads of state on COVID-19 pandemic obtained through purposive sampling. The data were analysed descriptively and the various strategies identified and discussed. The findings of the study showed that the speeches on the COVID-19 control employed oratory well as directives to get the citizens adherent to COVID-19 protocols.

In the Jordanian context, an important study was implemented by Alkhawaldeh, (2021) to explore the common linguistic strategies used by the Jordanian government to enhance its credibility and convince the public of the importance of effective adherence to Covid-19 related policies (e.g. social distancing, face mask wearing, and self-hygiene). The data for the study were obtained from TV and radio interviews with the Jordanian government's officials. Those interviews concerned the COVID-19 situation in Jordan and other related matters, released between March and August 2020. They are drawn from local media sources, namely Al-Mamlaka TV, Jordan TV, Roya TV, and Hala Radio, which are prominent and most popular in Jordan (Ipsos, 2020). In this study, the findings showed that the persuasive strategies are used by the Jordanian government to convince people about COVID-19 and how the people can overcome this pandemic. However, this study focused on the role of language in protecting people from COVID-19 but neglected to shed light on the importance and necessity of persuading people to receive vaccine.

Moreover, two studies have been allocated to tackle COVID-19 health advice pragmatically. Raheem & Nehal's (2021) study intended to shed light on the notion of the pragmatics of communication of health advice in COVID -19, while El-Dakhs (2021) aimed to examine how the government departments of health in Saudi Arabia and Australia provided health advice to the public through Twitter during the COVID-19 crisis. The results showed a general tendency to use direct advice-giving strategies among Saudis and Australians, while

the results of Raheem & Nehal's study has shown that the subjects can understand the advice, but they don't know their implied meaning. They use the speech act of advice directly and indirectly, while the current study used the speech act of advice as a strategy of persuasion.

However, the current study attempted to investigate the speech acts and strategies employed to express persuasion of getting COVID-19 vaccine. Accordingly, this study adopted Bach and Harnish's (1979) speech acts theory and Breuer and Naphthine (2008) and Huggard's et al. (2006) strategies of persuasion as a theoretical formwork, to pragmatically analyze the types of speech acts and the strategies of persuasion in COVID-19 vaccine reports. Thus, the aims of the study is: To investigate the speech acts which convey persuasion to receive COVID-19 vaccine and to examine the utilization of the strategies of persuasion. Therefore, the value of this study lies in highlighting the contribution of the fields of linguistics, namely pragmatics, in conveying the hidden meaning behind the language of reports written on COVID19 vaccine. Particularly, the study is hoped to enrich people's awareness via investigating the pragmalinguistic strategies used to convince people to receive COVID19 vaccine as soon as possible.

3. Materials and Method

This section discusses the research design and method adopted in the current paper. It also shows sampling of the study. Besides, it illustrates how data was collected. It moreover covers the coding scheme used and how the data was analyzed. The parts that follow go through these points deeply.

3.1 Research Design and Method

The present paper adopted the exploratory design proposed by Creswell, Clark, Gutmann and Hanson (2003) to collect and analyze the data collected qualitatively. It is defined as that design which draws on depending one method in data collection and analysis (Creswell, 2003). Content analysis was adopted to analyze the qualitative data collected via document instrument. The design is used to obtain data of persuasion strategies from public health reports that has been obtained through purposive sampling from the official site of the World health organization (WHO) and medical journals and websites.

Based on the aforementioned design, the current study used qualitative method to seek how persuasion is expressed pragmatically. This is to probe into the dominant speech acts in the texts of COVID-19 vaccine when analyzing the data, and to investigate the strategies of persuasion used in COVID-19 vaccine texts., The qualitative aspect of the study involved the use of content analysis approach to elucidate the pragmatic and underlying message reflected in the speech acts and strategies employed in conveying the texts of medical experts. In this sense, the qualitative aspect of the study provides a critical understanding of the power of language embedded in the medical texts.

3.2 Sampling and Data Collection instrument

Documents or written texts were used as an instrument to collect qualitative data source. In particular, COVID-19 vaccine texts, the present study employed the purposeful sampling of texts to obtain information-rich data that conform to the area and nature of the problem statement and any posited question. The texts posed from January 2020 to January 2022.

The data of this study includes ten extracts drawn from public health reports that has been obtained through purposive sampling from the official site of the World health organization (WHO) and medical journals and websites to be analyzed pragmatically. The data selected for a period of four months extending from October 1, 2020 up to February 1, 2022. The idea is to find out the speech acts strategies of persuasion employed when persuading people to receive COVID-19 vaccine.

3.3 Coding Scheme and Data Analysis

After data collection, the extracts were coded accordingly. The current study used content analysis to analyze the qualitative data collected via document instrument. Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding (Berelson, 1952; GAO, 1996; Krippendorff, 1980; and Weber, 1990 in Stemler, 2001). In conducting the present study, the content analysis was used in analyzing the data under investigation. Content analysis focuses on the analysis of textual data. It concerns going deeply into the implied meaning and structure of a message or communication. The message may be implied or intended within document, a communication broadcast, film, song and video or an actual human behavior observed.

However, in order to analyse speech acts used to convey persuasion and its strategies, the researcher selected ten extracts from medical tests taken from World Health Organization (WHO), Media Websites (FDA, CDC, Cnn, BBC news), transcripts of press briefings and press conferences held by WHO, reports delivered by medical experts, doctors and Prime Ministers of some countries. After a close examination of selected material, data which carries the elements of persuasion, was identified. The analysis of the speech acts of persuasion was conducted adopting Bach and Harnish's (1979) theory of communicative speech act, while persuasion and strategies were carried adopting Breuer and Napthine's (2008), and Huggard's (2006) theory of persuasion strategies.

The approach of Bach and Harnish to Speech Act is intention-inference-based. They argue that it is intended for listeners to understand illocutionary acts through MCBs when speakers make illocutionary acts (mutual contextual beliefs). Their theory is that conversation, or interactional speaking, requires an inferential process. "Speech Act Schemata (SAS)" is their name for an inevitable aspect of the inferential process in a communicative event. They propose that mutual contextual beliefs between a speaker and his hearer facilitate the inferential process because the inference made or expected to be made by the hearer is based on the contextual knowledge shared by the speaker and hearer in discourse rather than what the speaker says (Bach & Harnish, 1979). According to SAS, every communicative speech

act is made up of four sub-acts as its constituents (where S is the speaker, H is the hearer, e is an expression in language, C is the context of utterance).

Utterance Act: S utters e from L to H in C

Locutionary Act: S says to H in C that so-and-so

Illocutionary Act: S does such-and-such in C

Perlocutionary Act: S affects H in a certain way

The theory of Bach and Harnish emphasizes the importance of the hearer recognizing a speaker's intention, which they refer to as "Reflexive intentions" (R-intentions). According to them, communicating entails expressing an attitude such as belief, intention, desire, etc, and "for S to express an attitude is for S to R-intend the hearer to think S has that attitude." (Bach & Harnish, 1979). The theory distinguishes between communicative and non-communicative illocutionary acts. While the former demands that S's R-intention be recognized, the later does not (Acheoah, & Olaleye, (2017). According to their theory, communicative illocutionary acts can be classified into four categories:

A- Constatives express the speaker's belief and an intention that the hearer has or forms a like belief.

B- Directives express the speaker's attitude towards a future action by the hearer and his/her intention that the utterance be taken as a reason for the hearer's action.

C- Commisives express the speaker's intention that the utterance obligates the hearer to do something. And finally,

D- acknowledgements reflect the feeling towards the hearer, or in the case of formal utterances, the speaker's intention that his/her utterances fit particular social expectations for the expressing of certain feelings.

Based on the theoretical and conceptual frameworks adopted in this study and the objectives of this study, the first step focused on the types of speech acts conveying persuasion while finding the strategies of persuasion was the second step. The speakers/writers tend to use a variety of techniques that contribute to the affection of reader/listener's attitudes towards their argumentation and finally altering even their behaviour.

Table 1: Overview of persuasion strategies

Strategies	Definition	Example
1. Breuer and Napthine's Strategies		
1.Connotations (Associations)	Persuasive speakers are known for carefully selecting their words, which they do by considering the emotional meanings of the words.	An everyday noun such as 'mum' carries different associations from 'mother'.
2.Generalisation	A general statement is used by the writer and this statement claims that whatever is being asserted	Australian children see too much violence on television

	is true for most people or majority because it is true in one or some cases.	
3. Inclusive and Exclusive Language'	represented by using words like (we, our and us) to create the impression that the writer and the reader are on the same side of the issue. Exclusive language, on the other hand, is shown by the use of "them" which is used to persuade by including the reader only.	'We must all think about this...'
4. Adjective'	The speaker uses this strategy to describe a noun by using adjectives that are closely related to it.	The bright red house
2. Huggard's strategies		
1. Attacks/ Praise	The writer/ the reader sometimes attacks or praises a particular idea. This technique is actually an assertion of the writer's/ speaker's view point.	attacking the person who is unreliable, dishonest, unqualified etc.
2. Exaggeration	The speaker in this technique states the case too strongly; such exaggeration is used to mock opposing opinions, as a shock tactic technique, or an appeal for fears	"Every weekend, the city is overrun by beggars"
3. Language Style	The kind of language used to suit the speaker's purpose is one of the techniques used to fulfill persuasion in argumentation. It may be formal, informal, poetic, literary, informative, plain, ornate, reasoned and so on.	Formal, informal, plain, etc.
4. Repetition	The speaker can reinforce an argument by repeating letters, words, phrases and sentences. Such device is helpful as it lets the speaker's point of view stays in the audience's mind.	"Now is the time to make real the promises of democracy. Now is the time to raise from the dark".
5. Metaphor	A comparisons of one thing in terms of another. Without 'like' or 'as'.	this new road is a stake through the heart
6. Reason and Logic	Argument may be developed step by step through using reasonable and logical justifications. In doing so, the speaker will support each main point and appeal the listener's mind rather than emotions.	onStar service inside your car is better than carrying a cell phone because a cell phone can't call for you when you're injured."
7. Evidence / Proof	It refers to presenting an evidence of what other people think as a reason for accepting a proposition or going along with the recommended course of action.	Examples of this technique are using statistics, expert opinions, research findings, and anecdotal evidence.
8. Simile	One thing is likened to another using 'like' or 'as....as'	(a new road will be like a stake through the heart...

4. Results and Discussion

4.1 The Analysis of Extracts

Extract No. 1: "A year ago, vaccine drives against COVID-19 were just beginning. Now, more than 4.4 billion people have had one or more dose — about 56% of the world population. The vaccination of so many in such a short space of time, so soon after the unparalleled rapid development of the vaccines, has saved huge numbers of lives and is a triumph for science and research. (nature, 16 December 2021)

Speech Acts

These lines are published by 'nature' journal about COVID vaccines. In this extract three speech acts were used to convey how COVID-19 vaccine is important. They imply different intentions in their illocutionary acts. The illocutionary act of the first speech act is 'informative' by which the speakers, (Mallapaty, Callaway, Kozlov, Ledford, Pickrell, and Van Noorden), would like to inform people about vaccines one year ago. This is to elaborate on the large number of people who have got vaccine during only one year. The illocutionary act of the second speech act, "Now, more than 4.4 billion people have had one or more dose — about 56% of the world population", is 'Confirmative' as the speakers verified people who got vaccinated and gave percentage. This is to urge and persuade people to receive vaccine and feel safe. The illocutionary act of the third speech act, "The vaccination of so many in such a short space of time, so soon after the unparalleled rapid development of the vaccines, has saved huge numbers of lives and is a triumph for science and research", is 'descriptive' because the speakers categorize the vaccine "as a triumph for science and research". In this sense, they would like to give a vivid idea or information on the vitality of vaccine and that it is the only solution that controls the spread of COVID-19.

Strategies of Persuasion

The strategy of persuasion applied in aforementioned lines is 'Evidence / Proof', as Chris McGrath gives a statistical evidence in her speech to persuade people to get the vaccine. She used numbers and percentages by saying 'more than 4.4 billion people have had one or more dose, about 56% of the world population' to support her speech and make people feel more confident about the vaccine. This goes in line with 'Social proof strategy' used by Hussein and Nasef (2105), which means that people commonly base their actions and opinions on what others around them are doing, how others act, or what others believe. It's very effective, as Cialdini puts it by saying "the power of the crowd." Because we all want to know what other people are doing, we try to imitate what they are doing.

Extract No. 2: More than 560,000 Americans have died from covid-19. Vaccines protect us against this deadly disease and are our pathway back to pre-pandemic life. Science has delivered a remarkable breakthrough, and all of us — from the medical establishment to the government to the media — should be putting the minimal risks into perspective while celebrating the vaccines' overwhelming benefits. (The Washington Post, April 20, 2021)

Speech Acts

In these lines Leana S. Wen talked about recent news of getting a covid-19 vaccine.

Three speech acts corresponding to three messages are employed in this extract. The first speech act illustrates the application of 'constatives' speech act by Leana S. Wen. Using this speech act, she wants to inform people all over the world about the number of deaths in America to persuade them to get the vaccine. The illocutionary act of the second speech act, "Vaccines protect us against this deadly disease and are our pathway back to pre-pandemic life", is 'Confirmative', as Leana appraises vaccines and confirms that they are the only solution to go back to the life before pandemic.

The illocutionary act of the third speech act, “Science has delivered a remarkable breakthrough, and all of us from the medical establishment to the government to the media should be putting the minimal risks into perspective while celebrating the vaccines’ overwhelming benefits”, is ‘directive, requirement’ as Leana S. Wen instructs all people, and includes herself, to put the risks of vaccine into consideration and get the vaccine.

Strategies of Persuasion

A persuasive strategy used in this message is ‘Connotations (Associations)’. In this extract Leana S. Wen used the words ‘deadly’ and ‘risks’ to frighten people and make them realize or imagine the risk and horror of situation. Through careful selection of words different effects are gained and different readers’ responses are generated. This finding is consistent with that of Rusu, (2019) in which She stated that “persuasion connotations get a meaning when they engage one of the six weapons of conviction: sympathy, reciprocity, social proof, commitment, authority and rarity” (p.41). Furthermore, the word “all” implicitly suggests an exaggeration hidden in the generalization used by Leana S. Wen as an attempt to persuade the audience that vaccination is not restricted to some people but for all people without exception.

Extract No. 3: -“Vaccines save 2 to 3 million lives each year and are amongst the greatest advances of modern medicine. The development of safe and effective COVID-19 vaccines is a huge step forward in our global effort to end the pandemic”. (UNICEF, 2021)

Speech Acts

The speech acts employed by this extract which is part of UNICEF’s report are to persuade people to get the vaccine. This extract contains only one type of speech act which is Constative. Using this speech act, “the speaker expresses a belief and an intention that the hearer form, or continue to hold, a similar belief” (Bach & Harnish, p. 44). In this case, UNICEF declared that vaccines save lives of millions of people and are ‘greatest advances of modern medicine’. In this respect, the UNICEF intended to persuade people to get the vaccine by declaring that vaccine succeeded in saving the lives of millions of people.

Another speech act employed in the second statement of this extract “The development of safe and effective COVID-19 vaccines is a huge step forward in our global effort to end the pandemic” is Constative. Here the writer asserts that vaccine is a huge step to end the pandemic, this is a claim to convince people to get the vaccine. Moreover the writer describes vaccine as ‘safe’ and ‘effective’ as he wants to appraise vaccine to persuade people to get it.

Strategies of Persuasion

The first persuasive strategy applied in this extract is ‘Evidence / Proof’, as UNICEF gives an evidence to support his persuasion when indicating that ‘Vaccines save 2 to 3 million lives each year’. This message is an evidence to support his claim that vaccine saves millions of lives each year. Evidence is one of the persuasive strategies used in such field to achieve the act of persuasion. In the same vein, Sallomi and Nayel, (2017) used this strategy in their

study, they think that using such social proof makes the audience see him as a knowledgeable person and the argument seem more logical and reliable.

“Attacks/appraise” is the second strategy applied in this extract. The writer appraises vaccines when he said that vaccine saved millions of people and also when he described them as ‘safe’ and ‘effective’. Praising a person or idea is about creating a strong sense of positivity, so the hearer will feel good about this idea or action. For Mulholland (2005), cited in AlKhwaleh (2021), Praising is a commonly seen as manifestation of positive evaluation that can be used as a persuasive strategy.

Extract No. 4: "You choose, vaccine or I will have you jailed," Duterte said in a televised address late on Monday, following reports of low turnout at several vaccination sites in the capital Manila. (Reuters, June 22, 2022)

Speech Acts

In this extract which is part of the President of Philippine's speech, there are two implicit messages: one is implied in the act of directive requestive expressed in “You choose, vaccine” while the second is intended in the act of commissive and directive as in “or I will have you jailed”. Request, according to Bach and Harnish (1984, p.48), is a speech act which is used to express the speaker's desire so that the hearer does what the speaker wants. The president here wants people to get vaccinated by requesting (in a way of order) them to get the vaccine and by threatening them to be jailed if they refuse that. When the speaker expects compliance from others, direct request can be applied. The speaker tends to have a higher position than the hearer. Therefore, the request can sound authoritative to the hearer. In this extract, president has the authority to use his power to force people to receive vaccine as the situation is so risky and threatens people's lives. As for the second message, the president used the acts of the direct commitment and indirect warning using his power expressed in his speech. This is by warning people indirectly and getting them committed to the order of being vaccinated against COVID-19.

Strategies of Persuasion

The persuasive strategy used here is “Language Style”. The president of Philippine Rodrigo Duterte used this strategy in the way of threatening to oblige people to be vaccinated. Because of the ‘reports of low turnout at several vaccination sites in the capital Manila’, he used a threatening speech as he threatens people to be jailed if they do not get the vaccine. Thus, he used formal style to change the peoples' mind about getting the vaccine. In consequence, the sentence ‘You choose, vaccine or I will have you jailed’, when uttered by a president to his people, represents a threat rather than a promise simply because the president makes commitment to bring about a negative state of affairs for the people and intimidate them. This indicates the authority of the president, which enables him to use this style of threatening and force people to get the vaccine. In the same vein, Hussein and Nasef, (2015) used terror Strategy which means as Richardson (2007, p.160) explains fear as a way of persuasion achieved through pathos which are excited explicitly or implicitly in an argument. Audience can be moved from one emotional state to another through pathos which are intentionally used in an argument as a rhetorical means: "pathetic arguments may move an

audience to anger or pity, fear, etc.; alternatively, pathetic argument can be used to calm an audience down”.

Extract No.5: “Other threatening variants could emerge — and populations that resist vaccinations not only will see high ongoing infection rates but will also present ripe breeding grounds for such hardier or more infectious strains, even if herd immunity is reached in many areas. And since Covid-19 might return seasonally, like influenza, new or more frequent vaccinations and boosters could be needed”. (Knowable Magazine, 03.31.2021)

Speech Acts

This extract is written by John H. Tibbetts who is a freelance writer based in Charleston, South Carolina. In this extract, constative speech acts was employed using various acts to indicate the risk of COVID-19. In this regard, direct constative is expressed in “Other threatening variants could emerge” to inform people that the situation might become worst and uncontrolled. This is also clear when predicting that “populations that resist vaccinations not only will see high ongoing infection rates but will also present ripe breeding grounds for such hardier or more infectious strains,”. In this respect, direct commitment and indirect warning were employed to urge people to be vaccinated and to pay attention to the risk of rapid spread of COVID-19 to the extent that “even if herd immunity is reached in many areas”. Accordingly, using Constative, predictive in “And since Covid-19 might return seasonally, like influenza, new or more frequent vaccinations and boosters could be needed”, Tibbetts predicts that COVID-19 may continue, the matter which could not be controlled.

Strategies of Persuasion

The strategy of ‘Exaggeration’ is used here to enhance the act of persuasion. In this strategy John H. Tibbetts overstated his expressions too strongly. For instance, he used the expressions ‘threatening variants’ and ‘will also present ripe breeding grounds for such hardier or more infectious strains’ to influence people's minds and not to resist vaccine. imply. This goes in line with the strategy of ‘hyperbole’ used by Rohach and Rohach, (2021) in their study of manipulation. They defined this strategy as “a deliberate overstatement or exaggeration of a feature essential to the object or phenomenon”. Thus, hyperbole adds emphasis and gives clear picture, helps remember a point or situation, and is usually a part of a cumulative effect.

The other strategy of persuasion used, is the strategy of ‘language style’. Tibbetts used a kind of deliberate language which is reasoned or informative to influence the target people. He also manipulated people by using emotive language to persuade them to get vaccination. He plays on people’s emotions using words and expressions like ‘Other threatening variants could emerge — and populations that resist vaccinations not only will see high ongoing infection rates’ which imply fears, insecurities, hopes, desires and things that are valued. All these were functioned to go deeply the people's minds and get them convinced to receive vaccine.

Extract No. 6: *“Vaccines strengthen the body’s immune response to a particular pathogen,” said Ambrose. “When the body’s immune system needs to fight pathogens, having a vaccine is like having body armor. I don’t know of a Soldier that would prefer to be without body armor when heading into a battle.” (Army Public Health Center October 25, 2021)*

Speech Acts

This extract is said by Dr. John Ambrose, Army Public Health Center senior advisor for Clinical Public Health & Epidemiology after The death of former U.S. Secretary of State. Colin Powell of complications related to a COVID-19 breakthrough infection which led some people to criticize the effectiveness of COVID-19 vaccinations.

There are three speech acts corresponding to three messages implied in this extract. First, 'informative' speech act was functioned to inform people about the benefit of vaccine. Second, 'assertive' was used in the expression 'When the body's immune system needs to fight pathogens, having a vaccine is like having body armor' to assert that vaccine strengthens the immune system of the body to resist COVID-19. Third, 'Predictive' is another speech act which is used by Dr. John Ambrose in: 'no Soldier that would prefer to be without body armor when heading into a battle' to convey his intention of persuading people to get the vaccine.

Strategies of Persuasion

The strategy of persuasion used here by Dr. John Ambrose is 'Simile'. He used this technique to show how the vaccine can reduce the risk of the disease. 'simile' is used by Ambrose to argue that 'having the vaccine' is just like 'having body armor'. He used the word 'like' to make a similarity between having the vaccine and 'having body armor', when the person wears a body armor, he reduce the risk of death.

The second strategy of persuasion applied in this message is 'metaphor'. Dr. John Ambrose here also used the strategy of metaphor when he compares vaccination with 'body armor' and he compares the whole situation with the battle like 'Soldier that would prefer to be without body armor when heading into a battle'. He used images of war to refer to vaccination, he wants to persuade people to get the vaccine by imagination of these images. Ndiritu and Maina, (2021) also used this strategy as a strategy of persuasion. They used some rhetorical devices to deliver messages that would appeal to their people to adhere to the Covid-19 protocols in their respective countries. "A metaphor is an implied comparison that compares two things by stating one is the other".

Extract No.7: *“Despite the virus now appearing to evade vaccines more than it used to, ongoing commitment to global COVID vaccination is definitely still key. The number of times the virus gets to replicate overall will be reduced by a tiny fraction for every single person that is vaccinated, and this has to be our best option for managing the threat of future variants” (World Economic Forum, 11 Feb 2022)*

Speech Acts

In this extract stated by Ivan Diaz on 'World Economic Forum', there are various speech acts. First, 'constative' (informative) is clear when Ivan Diaz advises people to get the vaccine by informing them that 'vaccination is definitely still key'. Second, "the number of times the virus gets to replicate overall will be reduced by a tiny fraction for every single person that is vaccinated" carries direct constative, predictive which predicts that vaccine reduces the replication of virus. The speech act in "this has to be our best option for managing the threat of future variants" is indirect directive as there is indirect Requirement. The writer requires people to get the vaccine as it is the best option to control disease.

Strategies of Persuasion

The strategy of persuasion applied in this extract is 'Inclusive and Exclusive Language', since Ivan Diaz includes himself in speech. Inclusive language is represented by using words like (we, our and us) to create the impression that the writer and the reader are on the same side of the issue. In this sense, by including himself in the issue, he makes the reader feels confident and gives him an impression that vaccine is safe. Here the writer used the word 'our' to improve that vaccination is important for all people, and the option of vaccination is important for future variants not only this pandemic. In the same vein, Rohach and Rohach, (2021) confirmed that the inclusive language includes the reader/audience altogether by assuming that 'we all agree or disagree'. It is usually very friendly, and as a result, it elicits sympathy or persuades readers to reject an idea, proposal, or other idea.

The other strategy used in this extract is 'generalization', which realized through the use of the expressions 'global COVID vaccination', 'overall', 'every single person'. All these general statements infer that whatever is being said is true since it is true for most or the majority of people. This indicates that vaccination should be something general.

Extract (8) "The COVID-19 vaccines are a marvel of modern science and what this research shows is that they're doing what they promised, that is saving lives, offering very high protection against severe illness and death. In some countries, the death toll would have been double what it is now without the vaccines". (European Centre for Disease Prevention and Control, ECDC, 25 Nov 2021)

Speech Acts

These lines are said by Dr. Hans Henri P. Kluge, WHO Regional Director for Europe, about a new study by the WHO Regional Office for Europe and European Centre for Disease Prevention and Control (ECDC) published in Eurosurveillance.

In this extract there are two types of speech acts. The illocutionary act of the first act is 'Confirmative' since Dr. Kluge appraises vaccine when he said 'marvel of modern science', 'save people lives' and 'offering very high protection against severe illness and death'. He appraises vaccines and expresses the belief that vaccines save people's lives.

In general, constatives are the expression of a belief, together with the expression of an intention that the hearer form, or continue to hold, a similar belief (Bach & Harnish, 1979). The illocutionary act of the second act is constative, predictive, which predicts that without

the vaccine the death toll would have been double. Dr Hans Henri expresses his belief to persuade people to get the vaccine.

Strategies of Persuasion

The first persuasive strategy applied in this message is 'Metaphor'. In this regard, Dr Hans Henri used some artistic images to draw pictures for some words or concepts and make their points be visual. Through comparison and appealing to the audience's emotions and feelings, these images show how the writers are sophisticated and well educated. He used the image of 'marvel of modern science' to explain how 'vaccines are something supernatural so that to persuade people to get the vaccine.. By referring to vaccines, he is applauding vaccines for their firmness in fighting the pandemic while the sentence 'they're doing what they promised' refers to the personification of vaccines.

The second persuasive strategy applied in this message is 'Exaggeration'. Dr. Hans Henri P. Kluge wants to convey a persuasive message that virus cannot be countered without the vaccine. He wants to convince the target audience that the vaccine goal is to reduce disease and death and that the vaccines save Hundreds of lives. He used words that convey a strong state and fear like 'marvel of modern science', 'severe illness and death', 'the death toll'. Furthermore, he would like to pay attention and arouse strong emotional responses such as anxiety to persuade people. This agrees with the use of the strategy of persuasion 'Enumeratio' used by Ndiritu & Maina, (2021). They showed that this strategy means a sort of amplification that involves a list of details. Enumeratio, in other terms, proves a point with details or evidence.

Extract No.9: "Vaccines do not cause sterility. This inaccurate rumor was started by two German pseudo-scientists and spread further on the internet. According to verified data, infection with the virus can harm male fertility, and that is another reason why vaccination is needed to protect against such effects from coronavirus"(UNICEF, 14 April 2021)

Speech Acts

This is a replay of Dr. Milos Babic for the publication "Science in Serbia", a molecular biologist and neurobiologist, he answered some of the frequent questions related to coronavirus and the vaccine, among which was: "Do vaccines cause sterility?"

This extract is constructed pragmalinguistically by employing different speech acts carrying various intentions. The illocutionary act of the first speech act is 'Constative, Dissentive' as Dr. Milos Babic dissented the claim that vaccine causes sterility. In this extract, he confirmed by disputing this claim that vaccine is safe to protect people from COVID-19 and it does not cause sterility. The illocutionary act of the speech act employed in "this inaccurate rumor was started by two German pseudo-scientists and spread further on the internet", is confirmative, in which Dr. Milos confirmed that this claim is made by some people on internet and social media. Dr. Milos Babic confirms that this speech is rumor and spread on social media, the case which can be taken seriously and authentically into consideration. Confirmative was again employed in the same extract in "according to verified data,

infection with the virus can harm male fertility, and that is another reason why vaccination is needed to protect against such effects from coronavirus". This proves that vaccine is necessary and important as it prevents COVID-19 and its effects, namely the harm of male fertility.

Strategies of Persuasion

The first persuasive strategy used in these lines is 'Attacks/ Praise', which is used by Dr. Milos Babic to attack the 'inaccurate rumor' said on internet about the vaccine. He tended to prove and assure his own thoughts about the necessity of vaccine. This goes in line with the recent study conducted by Natsheh and Atawneh (2021) in which the strategy of contrasting was used. By showing the different viewpoints, they showed that they are fair honest and trustworthy

On the other hand, 'Adjective' strategy is the second strategy used here. Dr. Milos Babic used this strategy to persuade people that vaccine cannot be harmful. He used the adjective 'inaccurate' to describe the rumor about the vaccine. This use of adjective adds emphasis to the persuasion, that is when he said 'inaccurate rumor' is more emphasis than rumor.

Extract No.10: "Vaccines against COVID-19 cannot have any long-term consequences. These vaccines have all passed clinical studies that have proven that this vaccine is not harmful to the human body. For now, there is no study or any research that confirms that these vaccines can have such an effect on our health," said Dr. Djordje Krnjevic of KCCG. (UNICEF, 14 April 2021).

Speech Acts

This message was given by doctors from the Clinical Centre of Montenegro (KCCG). There are three speech acts corresponding to three messages outlined in the extract above. The illocutionary act of the first speech act is to inform people that vaccines have no long consequences. Dr. Djordje Krnjevic informs people that 'Vaccines against COVID-19 cannot have any long-term consequences'. This help people feel confident in the vaccine. The illocutionary act of the second speech act, "These vaccines have all passed clinical studies that have proven that this vaccine is not harmful to the human body", is 'confirmative', as Dr. Krnjevic confirmed that vaccine is proved to be safe by many clinical studies. The illocutionary act of the third speech act, "For now, there is no study or any research that confirms that these vaccines can have such an effect on our health", is assertive, since Dr. Krnjevic asserted that all that said about the said effects of vaccine is not right and without any scientific evidence. This was clear when he asserted that "there is no study or any research that confirms that these vaccines can have such an effect on our health",

Strategies of Persuasion

The first strategy of persuasion used in this message is Reason and logic'. Dr. Krnjevic used this strategy because he might feel that his audience need the facts about this vaccine or he wants to attract their attention that this information is logical. He said 'These vaccines have all passed clinical studies that have proven that this vaccine is not harmful to the human

body' this is a logical reason for his claim *'that vaccines don't have 'long-term consequences'*.

'Inclusive and Exclusive Language' is the second strategy used in this extract. Dr. Krnjec used this strategy to persuade people to get the vaccine. He used the pronoun 'our' when he said 'our health' to improve for people that he is in the same side with them and no one can be excluded.

4.2 Findings and Discussion

The analysis revealed that the ten extracts yield a number of speech acts for persuasion. These speech acts are constative, directives, commissives, and acknowledgments. Analysis is employed to show the significance of quantitative data in describing the categorical nature of speech acts. However, results of the analysis have shown that constatives were the more frequent than other speech acts in conveying persuasion. This reflects the power of language when using such constative speech acts in conveying persuasion). On the other hand, the results showed less presence of the other types of speech acts: directives for persuasion, and very low frequency of commissives. Finally, there are no acknowledgments used in the texts. Taken together, the data suggest that COVID-19 vaccine texts are laced with a preponderance of constatives (specifically assertives and informatives) and directives. Moreover, the outcomes of the pragmatic analysis of data under investigation showed that 'Generalization' strategy assigned the highest frequency. This indicates that doctors, writers and medical experts used general statements which claim that whatever is being asserted or generalized as true for most people or a majority, it appeals to people's mind. Besides, the general attitude towards vaccines' efficacy have an impact on the willingness to vaccinate against COVID 19. Attacks/ Praise occupied the second rank of employment in COVID-19 vaccine texts.

5. Conclusion

The study aimed at investigating the speech acts which convey persuasion to receive COVID-19 vaccine, and the utilization of the strategies of persuasion. The findings revealed that the argument presented in COVID-19 vaccine's reports were developed persuasively and reinforced by various persuasive strategies. It was found that doctors, writers, medical organizations and journals had shown extraordinary abilities in using persuasive strategies. They tended to employ speech acts as persuasive strategies in their efforts to make their arguments more convincing to their audience. Notably, the application of speech acts and persuasive strategies was connected to the social interaction and contexts, and a reflective of the situation of pandemic and the hesitation about vaccine.

Two types of speech acts were employed to persuade and encourage the audience to do something. "Constatives" is one type of speech acts employed by doctors, writers, medical organizations and journals to assure true propositions. They stated some facts using "constatives" to assure their beliefs and the addressed facts, and to confirm their beliefs that COVID-19 vaccine is the only way to end the pandemic. Moreover, "constatives" was particularly used to predict and report some events which had happened in the past as a technique to manifest the impacts of social media and bad news about getting vaccination

and mobilize people to have one stance, i.e. to leave hesitation and get the vaccine. “Directives” is another type of speech acts used by doctors, writers, medical organizations and journals as an effective strategy to influence people. “Directives” was used to instruct and direct the audience to decide about getting the vaccine. Furthermore, it was also employed to convince the audience to fulfill different actions. In Extract 4, “directives” was used by the president of Philippine to encourage the audience to get the vaccine by requesting them and threatening. On the other hand, there are many strategies of persuasion used by doctors, writers, medical organizations and journals, like ‘language style, Evidence / Proof, Generalization, Attacks/appraise, Exaggeration, Inclusive and Exclusive Language, and metaphor’ which are the most types of strategies used to persuade people to get the vaccine.

the value of this study lies in highlighting the contribution of the fields of linguistics, namely pragmatics, in conveying the hidden meaning behind the language of reports written on COVID-19 vaccine. Particularly, the study is hoped to enrich people's awareness via investigating the pragmlinguistic strategies used to convince people to receive COVID-19 vaccine as soon as possible. Moreover, the study might add knowledge to the existing literature of pragmatics and medical interaction by examining the strategies used to express persuasion of receiving the vaccine.

تحليل تداولي للترغيب في اخذ لقاح كوفيد-19

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ملخص البحث:

الهدف من هذه الورقة هو التحقيق في أفعال الكلام التي تنقل الإقناع بتلقي لقاح كوفيد-19، ودراسة استخدام استراتيجيات الإقناع. تم جمع الوثائق أو النصوص المكتوبة كمصدر للبيانات في الدراسة النوعية الحالية. تتضمن بيانات هذه الدراسة عشرة مقتطفات مستمدة من تقارير الصحة العامة التي تم الحصول عليها من خلال أخذ عينات هادفة من الموقع الرسمي لمنظمة الصحة العالمية والمجلات والمواقع الطبية. تم استخدام التحليل النوعي للمحتوى اعتماداً على نموذج باخ وهارنيس (1979) لقوانين الكلام، واستراتيجيات إقناع بروير ونايتين (2008) وهوجارد وليوني وإيريس (2006). تم تطوير لقاح 19 بشكل مقنع باستخدام استراتيجيات إقناع مختلفة. كشفت النتائج أن الأطباء والكتاب والمنظمات الطبية والمجلات أظهرت قدرات غير عادية في استخدام استراتيجيات الإقناع. كانوا يميلون إلى استخدام أفعال الكلام كاستراتيجيات مقنعة في جهودهم لجعل حججهم أكثر إقناعاً لجمهورهم. والجدير بالذكر أن تطبيق أفعال الكلام واستراتيجيات الإقناع كان مرتبطاً بالتفاعل الاجتماعي والسياقات، وكان انعكاساً لحالة الجائحة والتردد بشأن اللقاح.