Diplomatic Language: An Insight from Speeches Used in International Diplomacy

HAFRIZA BURHANUDEEN

ABSTRAK

Makalah ini mengemukakan satu kefahaman mengenai bahasa diplomasi melalui dokumentasi dan perbincangan pilihan bahasa yang digunapakai dalam ucapan yang disampaikan sempena Sidang Kemuncak Ke XII Gerakan Negara-negara Berkecuali (NAM) dan Sidang Kemuncak Islam (OIC) Ke 10. Kedua-dua majlis tersebut telah berlangsung pada tahun 2003 di Kuala Lumpur. Dengan menumpukan perhatian kepada kedua-dua konteks tersebut, makalah ini bertujuan mengenalpasti dan memperlihatkan norma-norma dan kelaziman yang dipamerkan oleh teks-teks terpilih supaya dapat membantu dalam menghadapi cabaran menjadi diplomat sejati, iaitu diplomat yang mempunyai kemampuan berkomunikasi berpadanan dengan tatacara yang diingini diplomasi antarabangsa melalui pemilihan bahasa yang sesuai. Perbincangan menunjukkan bahawa terdapat keselarasan pilihan bahasa yang digunapakai dalam teks-teks ucapan yang diteliti berhubung diplomasi antarabangsa.

ABSTRACT

The paper provides an insight into diplomatic language through the documentation and discussion of the language choices used in speeches on the occasion of the XII Summit Conference of the Non-Aligned Movement (NAM) and the 10th Islamic Summit (OIC). Both occasions were held in 2003, in Kuala Lumpur. By focusing on the two contexts aforementioned, the paper aims to identify specific conventions and norms present in the texts selected that can assist in the challenging art of becoming a true diplomat, that is, the ability to communicate in a manner conforming to the desired style in international diplomacy through the appropriate language choices. Discussion of the research findings indicate that the language choices used, with regard to international diplomacy, are consistent across several speeches that were examined.

INTRODUCTION: THE IDEA OF DIPLOMATIC LANGUAGE

Readings in research on diplomatic language (Rommetveit (1974), Cohen (1995), Jonsson and Hall (2002), Hofstede (2004) and Matos (2004) strongly suggest

that the essence of diplomatic language is the use of language in a manner conducive to the construction and sustenance of consensus and collaboration among nations. In this paper, Matos's (2004) notion of diplomatic language is used to ground the discussion of aspects of diplomatic language in speeches. According to Matos (2004:283), diplomatic language can be described as a "peace-building, peace-making and a peace-promoting force." Consonant with the primary findings in Rommetveit (1974), Cohen (1995), Jonsson and Hall (2002) and Hofstede (2004), the description of diplomatic language aforementioned includes five main features (Matos (ibid: 283-285). These five main features, to be discussed further in the later section of this paper, are: (i) Emphasize "what to say" constructively. Avoid "what not to say;" (ii) Think of the language you use as a peace-building, peace-making, peace-promoting force; (iii) Learn to identify and to avoid potentially aggressive, insensitive, offensive, destructive uses of language; (iv) Communicate both tactfully and tactically; and (v) Adopt a constructive perspective, for expressing your attitudes, beliefs, and emotions. Educate yourself in identifying "ositivisers" in spoken and written texts and encourage yourself to make increasing use of such constructive, human-dignifying adjectives, verbs and nouns.

The objective of this paper is twofold: firstly, to document and describe diplomatic language through language choices used in speeches on the occasion of the XII Summit Conference of the Non-Aligned Movement (NAM) and the 10th Islamic Summit (OIC). Both conferences were held in 2003, in Kuala Lumpur. By doing so, the paper not only fulfills a research gap on diplomatic language but also enlarges the corpus of words and phrases regularly used in international diplomacy. The third section of this paper fulfills the aims of the first objective. The second objective of the paper, discussed below is to expand the concept of genre and register to include the specific language choices that are regularly used in international diplomacy.

GENRE, REGISTER AND DISCOURSE COMMUNITY

In relation to the second objective aforesaid, and in tandem discussing a suitable framework to couch the discussion of diplomatic discourse in speeches Swales (1990), describes in some detail the sometimes unclear distinction between genre and register, by quoting discussion from scholars such as Halliday (1978), Martin (1985), Bhatia (1993) and Couture (1986). In tandem with Swale's insights Lee (2001) also refers to the 'confusion' that arises from the use of the terms 'genre, register, style, text type, domain and sublanguage (pg1)' due to 'arious linguists and literary theorists working under different traditions or orientations (ibid).' Here, the understanding of genre and register as espoused by Martin (1985) and Couture (1986) is borrowed. According to Martin (1985 in Swales (1990:40), … "Genres are realized through registers and registers in turn are realized through language. Genres are how things get done, while language is used to accomplish

them. They range from literary to far from literary forms: poems, narratives, expositions, lectures, seminars, recipes, manuals, appointment-making, service encounters, news broadcast and so on. The term genre is used here to embrace each of the linguistically realized activity types which comprise so much of our culture." Couture (1986 in Swales (1990:41), on the other hand, indicates that … "the two concepts need to be kept apart: genres (research report, explanation, business report) are completely structured texts while registers (language of scientific reporting, language of newspaper reporting, bureaucratic language) represent more generalized stylistic choices (emphasis mine) in a specific domain. Given the information above, the paper focuses on presenting some of the language choices (registers ala Couture (1986)) in the genre of speeches typically found in international diplomacy. In tandem with the former, however, the notion of discourse community as espoused by Bizzel (1987) and Williams (1998) has to be an essential backdrop accompanying the understanding of specialized language choices used as it allows a researcher to tie down a more precise community and to justify the content used in the context specified.

According to Bizzel (1987 in Swales (1990:29), … a "discourse community is a group of people who share certain language-using practices. These practices can be seen as conventionalized in two ways: Stylistic conventions regulate social interactions both within the group and in its dealings with outsiders ..." Swales (*ibid*: 29), in addition, emphasises that members of a discourse community has … "mechanisms of intercommunication among its members, has acquired some specific lexis, possess one or more genres in the communicative furtherance of its aims and has a broadly agreed set of common public goals." These aspects of a discourse community can, according to this writer's on-going research in language and diplomacy as well as being a participant-observer as the spouse of a foreign-service officer, be extended to the international diplomatic domain. In this type of domain, words and phrases used in the selected speeches chosen can also be freely utilized in non-diplomatic domains unlike words such as 'yellow card' 'red card' and 'offside' as primarily predictable registers in football. In this paper then, the writer would like to add to the plethora of existing categories and insights for the term 'register' by arguing for a broader treatment that allows language choices, that is choices that can also generally be used in other contexts. However, here it is to be regarded as registers due to it being used in a specific situation, addressing a specific audience and wanting specific goals to be attained and goals that can only primarily be accomplished by the same specific audience. Such is the context of international diplomacy where conscious language choices, carrying significant communicative intent, are regularly made to galvanize the audience to achieve a commonality of purpose through the enactment of brotherhood among member states. This commonality of purpose and orientation as members of a discourse community can lead to the construction of a self-sustaining group identity and become part and parcel of why particular registers abound in many genres in international diplomacy.

SPEECHES IN INTERNATIONAL DIPLOMACY:
A CASE STUDY METHODOLOGY

Data for this paper was gathered from 25 selected speeches from the XII Summit Conference of the Non-Aligned Movement (NAM) and the 10th Islamic Summit (OIC), 2003, held in Kuala Lumpur. These conferences involved world leaders and diplomats from around the world. In this paper, an investigation into the language choices used in eight illustrated examples indicate a consistency in language form and function across all speeches despite the speeches having been written from far flung corners of the globe. This can be attributed to the fact that even though the leaders of said countries delivered the speech, the speech was written by members of their diplomatic corps familiar with the discourse of international diplomacy; - documenting similar goals in international diplomacy. Due to the consistency aforesaid, this paper will only illustrate the regular and salient sociolinguistic and sociopragmatic features found during the research through relevant excerpts (full appendix available by request) from the eight selected speeches.

Descriptive adequacy of the data found will be the primary concern in this paper as its main purpose is to document the language of the speeches selected. The inclination towards descriptive adequacy and where necessary, explanatory adequacy, will be augmented by the feedback by some experts in the field viz senior foreign-service officers from the Ministry of Foreign Affairs, Malaysia, through interview data. The senior foreign-service officers were provided with all 25 speeches for their perusal and comments. Indeed, their summation on the types of language choices expected in the speeches will be an integral part of the data description and discussion.

DISCUSSION OF LANGUAGE OF SPEECHES

Speeches in the international diplomacy domain generally have four sections. First section is the opening salutation. This section is then followed by the greetings and praise section, the summoning cooperation section, and finally the conclusion. These sections will be described in turn below.

SECTION 1: OPENING SALUTATIONS

According to the interview data, opening salutations in speeches are a must in the diplomatic discourse community. Knowledge of protocol is also essential in determining the rank and file of addressees present to ensure the order of salutations in the opening is proper and correct.

The typical registers expected here can be encapsulated in H.E. Thabo Mbeki's (President of South Africa) opening address during the Non-Aligned Movement conference, 24 February 2003:

Your Majesties
Your Excellencies, Heads of State and Government
Your Excellencies Ministers, High Commissioners and Ambassadors
Distinguished Delegates, Observers and Guests
Ladies and Gentlemen

The example above shows that royalty is always given precedence followed by Heads of State, Ministers, Ambassadors, High Commissioners and finally all others as *ladies and gentlemen*. This is the expected convention when there are too many dignitaries to mention by name. As indicated above, members of royalty are usually collectively honoured with *Your Majesties*, Heads of State and Government, Ministers, High Commissioners and Ambassadors collectively as *Excellencies*, followed by the conventional use of Distinguished for members of the audience not royal nor possessing high government or ministrial posts. Finally, the use of the very conventional and also frequently used in all speech genres; *Ladies and Gentlemen*.

The expected language choices in the opening salutations above was the norm for many of the speeches thus surveyed, acknowledging membership and knowledge of diplomatic conventions.

A speaker, however, can have the flexibility to acknowledge the host by name eventhough other dignitaries outrank him to show respect to the representative of the host country. This can be seen in H.E. Hamid Karzai's (President of the Transistional Islamic State of Afghanistan) opening salutations during the 10th Session of the Islamic Summit Conference (OIC) where the leader of the host country, the Honourable Prime Minister, Mathathir Mohammad, is acknowledged prior to other members.

Our Gracious host, Honourable Prime Minister, Mathathir Mohammad, Chairman of the 10th Session of the Islamic Summit Conference

Your Majesties
Your Royal Highnesses
Your Excellencies
Brothers and sisters
Assalam o Alaikum ! (Peace be upon you).

The example above has *brothers and sisters* instead of '*ladies and gentlemen*' and a greeting common in the Islamic world, *Assalam o Alaikum ! (Peace be upon you)*. These registers were considered unconventional for general use in the diplomatic discourse community internationally as although the OIC conference was largely made up of Muslim delegates, there were also those of the non-Islamic faith attending. It is, however, accepted in the Islamic discourse community. Thus, the Islamic discourse community within the larger diplomatic

discourse community made the last two phrases acceptable for use and especially and only during such conferences as the OIC Summit. The speaker has also included the salutation of *Your Royal Highnesses*, in addition to *Your Majesties*. Here, the speaker is seen to exercise the proper form of addressing Crown Princes, Princes as *Royal Highnesses* and reigning monarchs as *Majesties*. However, in the context of the OIC Summit, the interview data suggest that the use of *Majesties* could be adopted if the presence of Crown Princes was on behalf of the reigning monarchs from their respective countries.

The language of salutations below as used by President Vladimir Putin, President of Russia, during OIC, was regarded as not conforming to diplomatic discourse conventions in the genre of speeches due to the absence of protocol with regard to the type of dignitaries present. President Putin's opening salutation was simply.

Mr. Chairman
Meeting Participants

President Putin's opening salutation, thus, acknowledged the Chairman, the Prime Minister of Malaysia in this case, followed by Royalty, Ministers, High Commissioners, Ambassadors and Heads of state all subsumed under *Meeting Participants*. Although this type of salutation was regarded by the interview team as unconventional in the international diplomacy context, it reflects the vestige of an egalitarian communist society where everybody is considered equal. Hence, possibly, the salutation *meetings participants* as transposed from *comrades*.

Variations such as those mentioned above are very minimal in terms of language behaviour in the next three sections (4a, 4b and 4c); attesting to consistency in form and function.

SECTION 2: GREETINGS AND PRAISE

The international diplomatic discourse community also demands that appropriate language choices be used in the obligatory section following the salutations. The language choices used in this section are expected to convey praise for the host country's leader in addition to extending greetings from the peoples of the speaker's country.

Here, for instance in examples 1 and 2 below, the aspect of praise can be seen in the use of the underlined words and phrases.

Example 1
Text by H.E Seyed Mohammad Kahtami, President of the Islamic Republic of Iran during OIC, October 16, 2003. His statement reads

<u>I avail myself of this opportunity to express my deep satisfaction</u> for attending this august gathering of the Honourable Heads of State and Government of the States Members of the Organizaton of the Islamic Conference and <u>to offer the warm fraternal greetings of the Muslims in Iran to all of you and all Islamic nations. I would like to seize the moment to express our heartfelt felicitations to Datuk Seri Dr. Mathathir Mohamad</u>, distinguished Prime Minister of Malaysia on his deserved assumption of the chairmanship of the 10th Islamic Summit Conference and wishing him every success in discharging the formidable task ahead.

Example 2
H.E. President General Pervez Musharraf of Pakistan, October 17, 2003.

<u>It is a pleasure and an honour to be here in fraternal Malaysia, together with so many great leaders from the Islamic world. Our welcome has been warm and gracious.</u> We express our gratitude to H.E. Prime Minister Mathathir Muhammad, and to the government and people of Malaysia. <u>The enterprise, energy, progress and prosperity achieved by Malaysia under Prime Minister's sagacious leadership, is an example and beacon for the entire Islamic world</u>.

I also wish to thank our outgoing chairman, His Highness Sheikh Hamad bin Khalifa Al-Thani. <u>We are grateful for his wise guidance of the OIC since our ninth summit in Doha</u>.

<u>Allow me to pay rich tribute to the Kingdom of Saudi Arabia</u>. We are confident that the Kingdom, under the Kahdim al Harmain Sharifain, will continue to provide its invaluable support to the OIC, which has its home in Jeddah.

Words and phrases used above (see underlined sections) and also in examples 3 and 4 below is typical of the effusive 'gushing' style of praise in the diplomatic discourse community. The language of greetings in examples 3-4 (as in examples 1 and 2) below is similarly extended in a cordial and warm manner. According to interview data, the language choices used (see underlined sections for examples) in said section is also concerned with building and reenacting rapport through praise, niceties and accolades.

Example 3
Text from speech by President Zine El Abidine Ben Ali, President of the Republic of Tunisia.

<u>It is my distinct pleasure to express to His Excellency Dr. Mathathir Mohamad and through his people and the government</u> and the people of sisterly Malaysia, <u>my most sincere thanks and consideration for hosting the 10th Session of the Islamic Summit Conference and for providing it with optimum conditions for success (sic)</u>.

While congratulating Dr. Mathatir Mohamad for being elected chairman of this conference, <u>we would like to express our conviction that his wisdom and knowledge of the problems of the Islamic Ummah can certainly offer us much assistance in our proceedings</u> whose results we hope will be up to our aspirations and ambitions.

We avail ourselves of this opportunity to express to his Highness Chiekh (sic) Hamad Bin Kahlifah Al-Emir of sisterly Qatar, our deep considerations for the great efforts that His Highness has exerted during his chairmanship of the 9th Islamic summit, to serve the causes of our Ummah.

Example 4
Text from Shri Atal Bihari Vajpayee, Prime Minister of India, X111 NAM Summit Conference, 2003.

As a number of distinguished colleagues before me have already done, I congratulate Malaysia on its assumption of the Chairmanship of the non-aligned Movement. We are at a critical point in international relations. Perhaps we are also at a defining moment in the life of this movement itself.

Prime Minister Mathathir Mohamad has presided over the destinies of Malaysia as it transformed itself from underdevelopement into an economic powerhouse of Southeast Asia. We hope he will bring the same sure hand and deft touch to the transformation of NAM.

I would also like to warmly compliment South Africa for chairing the Movement with such distinction during a period of flux in international relations. President Mbeki has invested considerable energy in guiding the Movement towards a new equilibrium between the interests of developed and developing countries.

The underlined words in examples 1-4 above (emphasis mine) are also language choices found in written genres in the diplomatic discourse community to establish rapport (Hafriza 2003a, 2003b). These words include *avail, august, fraternal, heartfelt, pleasure, pleased, honourable, warm greetings, warm and gracious (greetings)* and *honour*.

SECTION 3: SUMMONING COOPERATION

The mandatory praise and warm fuzzy greetings over, the middle section of the genre of speeches in international diplomacy focuses the goal of summoning a sense of commonality, of cooperation, of compromise, of consensus over differences among peoples. This is where conventional diplomatic language is at its best, with the deliberate use of words and phrases so pregnant with meaning and reflection to achieve the primary purpose of continually enacting mutual goals in international diplomacy. These aspects, so important, to the survival of the diplomatic discourse community are often repeated and emphasized in various ways throughout the text.

In a speech, the middle section has two phrases. The introductory phase needs to present a particular situation of mutual concern to justify the second phase, the building of mutual cooperation and collaboration to overcome the situation presented. Excerpts of these phrases can be seen in examples 5-7 below. First, a discussion of the examples 5 and 6.

Example 5
Text from President Pervez Musharraf, Pakistan during OIC.

We meet in a turbulent and troubled moment in history. The world is in turmoil. Reliance on military action and force define solutions to world disputes. Foreign occupation persists. Supression of people has instensified. Power asymmetries are widening. Terrorism has spread. Economic recession threathens. Poverty is growing. Inequality is increasing ....

We must recognize that, unfortunately, the crisis confronting the Islamic world is not only external, it is also internal. It is rooted in our weaknesses and vulnerability. It flows from our economic, social and human underdevelopment; from our dependencies and vulnerabilities; from the divisions and differences within, and amongst our societies and states...Excellencies, we are at a defining moment in history, we can either seize the moment and define history or we can let the moment define destiny. We must turn challenge into opportunity. We must reflect and act quickly and collectively - for the sake of our suffering peoples and of our future generations. We must act to keep alive the immutable message of Islam and the glorious legacy of which we are the heirs. We can also help each other. Collectively we can, and must, assist the poorest amongst us.

... The time has come to rise above our differences, build on our convergences and create a bright image for our nations. We will give our people the dignity, fulfillment and development that they aspire for. And we will speak to other nations of the world with confidence and ask them to join us in our quest to ensure justice, to wipe out poverty and spread enlightenment.

Example 6
Taken from Thabo Mbeki's speech at the Non-Aligned Movement Conference, 24 February, 2003.

The murderous outrage of September 11, 2001, preceded by the 1998 massacres in Nairobi, Kenya and the Dar-es-Salaam, Tanzania, and suceeded by the slaughter of the innocents in Bali, Indonesia last year, have seemed to confirm that terrorism was set to become the final arbiter with regard to the central matter of the safety and security of all human beings.

Our obligation to defend what we stand for requires that we reassert and vigorously defend our commitment to the peaceful resolution of international conflicts. Inherent to this is the absolute necessity that we, who proclaim these positions, must not hesitate to act to ensure such peaceful resolution, even in instances that affect our member states.

It demands of us that we do everything we can to protect and advance the principle and practice of multilateralism, against the tendency towards unilateralism. This requires that we fight even harder for the democratisation of the internal system of governance. For us to do all this requires we respect both the decisions we take collectively as well as governments, states and peoples. Our resolution must have greater meaning than the mere fact that we adopted them. Cooperation, unity and solidarity among ourselves as like-minded countries and movements, remain the only way to guarantee the effectiveness of the voice of the developing countries in global affairs.

Example 5 above is taken from parts of speech by President Pervez Musharraf of Pakistan during the 10th Session Islamic Conference (OIC) on October 17, 2003. Based on the interview with senior foreign service officers, this section typically begins with highlighting the general and specific problems plaguing the world, in this case, *terrorism, foreign occupation, economic recession*, and *widening power asymmetries*. These in tandem with words such as turbulent, *troubled, turmoil, spread, disputes* and *threatens* serve to intensify the state of the situation highlighted.

From the section of 'this -is-what-is-happening-in-the-world , the language of this section is then regularly infused with the rhetoric of 'we' 'our' versus 'them.' The data suggest that the use of 'we' and 'our' alternate between the 'we' the international diplomatic community and 'we' the national identity belonging to the speaker and the citizens of his country. Similarly, the use of 'our.' Then the use of 'they' and 'them' as natural contrasts to 'we' the former being a 'burden' in some way to both 'we-s.' Certainly, also, a sense of unity and collaboration in both uses of 'we' against 'them' is felt.

President Musharraf's speech is in actuality four and a quarter pages long. The three final pages are filled with the rhetoric of 'we' 'us' and 'our', suggesting an emphasis on the building of mutual cooperation and solidarity. Altogether, there are 16 instances of the use of 'we' and 25 instances of the use of 'our.' As mentioned earlier, the use of the 'we' and the 'our' can alternate between 'we' the diplomatic discourse community and 'we' the Pakistan people. Similarly, the use of 'our,' 'the fate of our collectively world' versus 'the thoughts and concerns of the Pakistani people.' This is also typical in international diplomacy where the speaker, on behalf of the national 'we' constructs ultimately the collective 'we' for the purposes of cooperation, consensus and collaboration and solidarity. This can be seen in the fact that the 'we' of the diplomatic discourse community is more pronounced than the Pakistani 'we' or 'our'. An example of this is reflected in the second paragraph of example 5 above. Here, the shift to encourage collectivism and action can also be seen through the sense and meaning inherent in use of the following words, *opportunity, quickly and collectively, act to keep alive, help, assist, convergences, bright image, dignity, fulfillment, aspire, confidence, justice, enlightenment* further *progress, revival, reform, tolerance, emancipation* and *human exultation*. Compare this with words used earlier, *terrorism, foreign occupation, economic recession, widening power asymmetries, turbulent, troubled, turmoil, spread, disputes, wanton, threatens* and the following words also in the text but not mentioned below; *discrimination, clash, confrontation, division, hatred, tarnish, hijack, vengeance, violence* and *anger* - the latter are all used to persuade collective action by portraying negative images.

As in example 5 above, the presence of words to inspire cooperation are also visible in example 6 below as consistent persuasive strategy to initiate mutual action. Negative images typically dominate the first few paragraphs with

words such as *murderous outrage, massacres, slaughter, terrorism, safety and security* further from text, *destroy, undermine, instability, deadly blow, pain*, and *growing impoverishment* followed by inspiring positive images during the call for rapport, cooperation and collaboration; *defend, reassert, peaceful resolution, hope, reaffirm, dialogue, like-minded countries, cooperation, unity, solidarity* and *victory*. According to interview data, the italicized words in examples 5 and 6 are also used in other genres in the diplomatic discourse community in concordance with the normal practice of sounding the clarion call for collective responsibilities and actions. Thus, similar and familiar words are often deliberately chosen to help achieve the goal desired.

The final example 7 below shares with examples 5 and 6 above the language expected in speeches in international diplomacy with the tendency towards wordiness, embedding, and complex construction on the phrasal and sentential level. It also contains the norm of presenting a contrast of images in the selection of words and phrases. Here, in example 7 below, for example, we have *challenging, sidelined, conflict, war*, against *manage, resolve, prevent, peace, understanding, tolerance, accommodation, constructively, just, fairer, commitment, common purpose and coordinated action* and *benefit*. In addition, as with the earlier examples, the use of the collective 'we' is regularly used in tandem with 'our' both to encourage collective responsibility, concern, collaboration, consensus and action.

Example 7
Taken from speech of then Deputy Prime Minister of Malaysia, OIC, October 16, 2003.

The summit is taking place at a most challenging time for our organization. We continue to come to grips with the issues of poverty, social and economic development and political stability externally, the developing world continues to be sidelined by the wealthy, industralized countries, which have tremendous influence over global affairs.

...We should be actively involved in efforts to manage, resolve and prevent conflicts in the world. We should substitute the culture of conflict and war with that of peace based on understanding, tolerance and accommodation. ...We must work constructively to shape the future of a just world order. We must therefore continue to exert our combined efforts to ensure that globalisation works for the benefit for all.

The developing countries through NAM, the G77, the OIC ... must step up the fight for a fairer deal in international trade in which we are pitted against the biggest, richest and most powerful. We must demonstrate increased faith and commitment in south-south cooperation whole maximizing north-north cooperation. But as with the political challenges we face, we will only succeed if there is common purpose and coordinated action.

SECTION 4: CONCLUSION

The final part of any speech is the conclusion. In the diplomatic discourse community, speeches are expected to end with a final emphasis on cooperation among member states. A classic example is presented below. Example 8 below was taken from the speech of the Prime Minster of the People's Republic of Bangladesh, Begum Khaleda Zia, 2003. Here, the presentation of long, complex sentences and the use of inspiring (*cooperation, determination, unity, solidarity, resolve, revitalize, vision, positive returns*) language prevail. However, in contrast to earlier sections, words or phrases that portray negative images are absent in the conclusion. (Please refer to example 8 below).

Example 8
She said:

This must change. As a first step, we *must strengthen cooperation*-within ourselves. *We must strive* to follow the code of Islam to help our less fortunate brother countries. I would therefore, urge upon wealthier members to set up joint ventures in OIC countries that offer cheaper labour. This would ensure *positive* returns. It will also generate much needed employment in the lesser developed countries. Liberalization of trade and easier access of goods and services into the markets within the member countries will also serve to *strengthen* the Ummah's position in the global context.

In this historic gathering of leaders of the Islamic countries, I would urge that we respond to the hour by sending out a very <u>strong message of our determination, unity and solidarity. We must stick to our original resolve to speak in one voice</u>. In this regard, our first task is <u>to revitalize</u> the Organization. It is meaningless to adopt resolutions that ultimately go unimplemented. It is a waste of time to debate on issues, which go unheeded. We need to do some good housekeeping. <u>We must, therefore, make every effort to revitalize the Organization's new vision and a target-oriented agenda</u>.

The second and final example below, example 9, is taken from the speech of H.E. Hamid Karzai, President of the Transitional Islamic State of Afghanistan. Here, motivation towards collective action is expressed through the use of such words as *positive steps, work together, collective responsibility, collective well-being, engage constructively, opportunity, advocate, dialogue and cooperation*.

Example 9

While challenges remain, I would like to think that the opportunity is there for <u>us</u> all to reverse negative trends by taking positive steps. Let's work together to project to the world the true face of Islam. Self-interests, pursued by wrong methods, must not pervade <u>our</u> collective responsibility to the Ummah. <u>We</u> must also realize that <u>our</u> collective well-being as the Ummah depends on <u>our</u> capacity to engage constructively with the outside world. Let <u>us</u> advocate for a dialogue and cooperation among civilisations.

The paper would also like to highlight the constant use of other linguistic devices such as 'we' 'our' 'must' 'can' and 'will' to stir up a sense of cooperation and collective action among member states. Two examples are given below.

It demands of us that <u>we</u> do everything <u>we</u> can to protect and advance the principle and practice of multilateralism, against the tendency towards unilateralism. This requires that <u>we</u> fight even harder for the democratisation of the internal system of governance. For <u>us</u> to do all this requires <u>we</u> respect both the decisions <u>we</u> take collectively as well as governments, states and peoples. <u>Our</u> resolution must have greater meaning than the mere fact that <u>we</u> adopted them.
(Example 6)

...<u>We</u> should be actively involved in efforts to manage, resolve and prevent conflicts in the world. <u>We</u> should substitute the culture of conflict and war with that of peace based on understanding, tolerance and accommodation. ...<u>We</u> must work constructively to shape the future of a just world order. <u>We</u> must therefore continue to exert <u>our</u> combined efforts to ensure that globalisation works for the benefit for all.
(Example 7)

Other specific examples from the speeches in this paper are given below. Here, like above, the function of the repeated use of words such as *must, will, can* is to support the objective to galvanize cooperation by using language that demonstrate necessity, optimism and confidence to achieve a *common purpose and coordinated action* to *shape the future of a just world order* and provide what peoples of the world aspire for viz *dignity, fulfilment and development* (words in italics above from examples listed below).

We <u>must</u> reflect and act quickly and collectively
We <u>must</u> act to keep alive the immutable message of Islam…
We <u>must</u> demonstrate increased faith and commitment
We <u>must</u> work constructively to shape the future of a just world order
Collectively, we <u>can</u>, and <u>must</u> assist the poorest amongst us
We <u>will</u> give our people the dignity, fulfillment and development they aspire for
We <u>will</u> speak to other nations of the world with confidence and ask them to join us
We <u>will</u> only succeed if there is common purpose and coordinated action
We <u>can</u> seize either the moment and define history or we can let the moment define destiny
We <u>can</u> also help each other

CONCLUSION

The paper focused on the language of speeches used in the genre of speeches in the arena of international diplomacy. It has also highlighted the obligatory sections a speech must contain in an international diplomacy. These sections are naturally, part of every speech in any context, with the opening salutations, the introduction, the body and the conclusion. However, what distinguishes speeches in the diplomatic context from the business, military, education or legal

context is the content that is required in each section of the speech compared to speeches in other domains where the speaker can vary the language, style and substance of their speeches in differing contexts. In diplomacy, diplomatic language is expected to consistently contain language that promotes mutual cooperation over conflict and divisiveness even if no specific outcome is ultimately achieved despite the mooting of several plans of action. So far, all these could suggest a confirmation of the challenging art of becoming a true diplomat, - that is having the ability to cajole and manipulate language to achieve the goals of the community. Indeed, such linguistic norms and values force diplomats to communicate amicably despite issues of ethnolinguistic vitality, cross-cultural differences as well as to soften sharp differences in opinions between the political leaders of their nations.

REFERENCES

Texts

Bhatia, V.K. 1993. *Analysing Genre: Language Use in Professional Settings*. Longman Press.

Cohen, R. 1995. *Diplomacy 2000 BC to 2000 AD*. Paper presented at the Annual Conference of British International Studies Association, Southhampton.

Coulthard, C.R. and Coulthard, M. 1996. *Texts and Practices: Readings in Critical Discourse Analysis*. New York: Routledge.

Couture, B.1986. Epistemologies and Methodologies: Research in Written Language Function. In *Functional Approaches to Writing: Research Perspectives.* Norwood, N.J.: Ablex Publishers. Pp 1-10.

Hafriza Burhanudeen. 2003a. Course Materials for Diplomats: Essential Guidelines. In *Readings on ELT Material*. Jayakaran Mukundan (ed). UPM: UPM Press. Pp 32-45.

_____. 2003b. Language of Diplomacy. In *Journal of the Materials Development Association (MATSDA)*, vol. 8/1 & 8/2, Nov. 2003. Pp 32-37.

Halliday, M.A.K. 1978. *Language as Social Semiotic*. London: Edward Arnold.

Hofstede, G. 2004. Diplomats as Cultural Bridge Builders. Paper presented at the Second International Conference on Intercultural Communication and Diplomacy, Malta, 13-15 February.

Jonsson, C & Hall, M. 2002. Communication: An essential Aspect of Diplomacy. Paper presented at the 43rd Annual ISA Convention, New Orleans, March 23-27.

Lee, D. 2001. Genre, Registers, Text Types, Domains and Styles: Clarifying the Concepts and Navigating a Path Through the BNC Jungle. *Language Learning and Technology*, vol. 5, No. 3. pp.37-72.

Martin, J.R. 1985. Process and Text. In *Systemic Perspectives on Discourse*, J.D. Benson and W.S Greaves (Eds.). Norwood, N.J.: Ablex Publishers.

Matos, F.G. 2004. Applying the Pedagogy of Positiveness to Diplomatic Communication. Paper presented at the Second International Conference on Intercultural Communication and Diplomacy, Malta, 13-15 February.

Rommetveit, R. 1974. *On Message Structure. A Framework for the Study of Language and Communication*. London: John Wiley.

Swales, J.M. 1990. Genre Analysis: English in Academic and Research Settings. Cambridge: Cambridge University Press.

Williams, G. 1998. Collocational Networks: Interlocking Patterns of Lexis in a Corpus of Plant Biology Research Articles. International Journal of Corpus Linguistics, vol 3/1:151-171.

Speeches

Speech by Deputy Prime Minister of Malaysia, Dato Seri Abdullah Ahmad Badawi (2003-Prime Minister), at the 10th Summit Islamic Conference, 11-18 October, 2003, Kuala Lumpur.

Speech by Begum Khaleda Zia hon'ble (Bangladesh), at the 10th Summit Islamic Conference, 11-18 October 2003, Kuala Lumpur.

Speech by President Hamid Karzai (Transistional Islamic State of Afghanistan) at the 10th Summit Islamic Conference, 11-18 October 2003, Kuala Lumpur.

Speech by Prime Minister Mathathir Mohamad (Malaysia), at the 10th Summit Islamic Conference, 11-18 October 2003, Kuala Lumpur.

Speech by President Mbeki (South Africa), at the XIII Non-aligned Movement Conference (NAM), 24 February 2003, Kuala Lumpur.

Speech by President General Pervez Musharraf (Pakistan) at the 10th Summit Islamic Conference, 11-18 October 2003, Kuala Lumpur.

Speech by President Seyed Mohammad Khatami (Islamic Republic of Iran) at the 10th Summit Islamic Conference, 11-18 October 2003, Kuala Lumpur.

Speech by President Vladimir Putin (Russia), at the 10th Summit Islamic Conference, 11-18 October, 2003, Kuala Lumpur.

Hafriza Burhanudeen, PhD
Pusat Pengajian Bahasa dan Linguistik
Fakulti Sains Sosial dan Kemanusiaan
Universiti Kebangsaan Malaysia
43600 UKM, Bangi
Selangor DE, Malaysia.