Intonational patterns of persuasive strategies in Blair's speech: A socio-cognitive phonological analysis

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Abstract

This study aims at investigating qualitatively and quantitatively the intonational patterns of power abuse and manipulation in Blair's speech regarding legitimating the Iraq war on. It focuses on examining the representative tonal contours in Blair's speech, particularly the persuasive strategies of inequality and dissimulation. The major findings have shown that the signs of power are more than the signs of manipulation in Blair's speech. This is because Blair took the role of an omnipotent character when asserting his truth claims, and attributed that to having a reputed status as a prime minister when accessing information. The most common contours used by Blair's speech are "(H* L-L%) and (L+H* L-L%)". The simple high tone "(H*)" reflects Blair's assertion when he emphasized the information to convince the parliament to take decision about war against Iraq. By contrast, the complex fall-rise tone "(L-H*)" has been invested when Blair defocused and blurred the information, using lies and distorted or unclear arguments. Besides, the "(L-L%)" contour has been commonly invested in the power and manipulative strategies to express the representative speech act. This connotes the idea that the most of Blair's speech is representative; it contains declarative statements. Such a study helps to enhance learners' understanding of speakers' intended meaning, since it focuses on showing the tonal types of the social and cognitive traits of the politician in the discourse.

Keywords: AM phonology; critical discourse analysis; Intonational patterns; manipulation; PIMI instrument; power; TOBI

1. Introduction

One of the most important reasons behind using political language is that it focuses on how power is used to organize and shape people's mind. Generally, power is regarded as an instrument that controls and convinces the society. Power, ideology and manipulation are three concepts that have dominated the literature of critical discourse analysis recently. However, still much needs to be clarified about the interrelationship among these three concepts (Chartesis-Black, 2014; Chilton & Schäffner, 1997; Dahl, 1957; Foucault, 1980; Fowler, 1985; Gramsci, 1980; Kress, 1985; van Dijk, 1996, 1998, 2006; Wodak, 1989).

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Since actors, authors, and politicians represent the main components of various discourses, their language is highly examined (Chilton, 2004). The language of politicians, for instance, has been the concern of many recent studies in political discourse, and discourse-analytical research. This is because politicians have already been paid to play their primary roles in politics. However, on examining any political discourse, all participants should be taken into consideration, such as the public, people, and citizens, since they can participate actively in political discourse (Van Dijk, 1997).

The present work adopts an eclectic model of both 'power, Ideology and manipulation Identification' (PIMI) by Vadai (2017) and Autosegmental-Metrical (AM) phonology by Pierrehumbert (1980). That is, three aspects are to be dealt with, power and manipulation, and the intonational patterns using Vadai's (PIMI), and Pierrehumbert's (AM) phonology, respectively. Of course, dealing with phonology involves examining the pitch accents alignment of Blair's persuasive strategies used when manipulating the mind of UK parliaments in order to take the decision about the war in Iraq. However, the research questions of this study are as follows:

1. What are the persuasive strategies of power and manipulation instruments with respect to representative speech act type used in Tony Blair's speech? And,

2. What are the intonational patterns of the power and manipulation instruments with respect to representative speech act types used in Tony Blair's speech?

1.1. Literature Review

Actually, there are a very few studies which applied Vadai's PIMI model (2017) in a political discourse. In (2020), Jasim and Mustafa compared between the English and Arabic political speeches of Trump and Salih. Results stated that there were manipulation devices of positive and negative presentation of self. In his study about Blair's speech, Vadai (2017) stated that Blair used many manipulative devices as a strong persuasive tool to convince the audience about his decision about the war against Iraq. Hamdaoui (2015), and Yunisda and Firmansyah (2019) investigated the power abuse in political speeches, particularly in the speech of Obama and Trump. The major findings revealed that the speaker used deictic categories, such as requests, commands, truth claims, and announcements as convincing devices to exercise power. Here, it is noteworthy that van Dijk's (2006) study is one of the most important ones in the field of discourse. He involved both cognition and society when analyzing Iraq war in Blair's speech. The major findings showed that the instrument of power and manipulation reflected the morality of some speakers and the immorality of others.

Moreover, various linguistic models have been adopted to examine the implied signs in "power, ideology and manipulation" in political speech (Chilton & Schäffner, 1997; Fowler, 1985; Fairclough & Wodak, 1997; Kress, 1985; Seidel, 1985; van Dijk 1996, 1998, 2001, 2006, 2011; Wodak, 1989, 2007). For example, Fairclough's Power in Discourse theory (1989), and Barsalou's Frame Theory (1992b) were used to investigate the instruments of power and manipulation (as cited in Rozina & Kapetjana, 2009; Abu el Naga, 2018; Nuriana, 2019). Besides, Adday (2017) researched the differences and similarities between the linguistic choices and rhetoric devices in two of Blair's selected speeches and statements in 2002-2003 about the war on Iraq. The study found out that the discourse reflects many manipulative techniques used by Blair for justifying, legitimizing and convincing. Generally speaking, Rozina and Karapetjana (2009), and Imani and Habil (2015) maintained that most of the results of the studies done in political discourse emphasized the use of manipulative devices by political speakers for the purpose of persuading the audience.

To the best of the researchers' knowledge, a very few researchers used Pierrehumbert's (1980) AM model in various studies' investigations. Most of these studies examined different languages, such as Dutch, Greek, Spanish, Italian, Japanese, Finnish, Korean, and others. Generally, the outcomes of most

of these studies showed similarities and differences between these languages and English language with respect to the placement of pitch accent and boundary tones (Agarwal & Jain, 2010; Veysi, 2004).

At the pragmatic level, Mahadin and Jardat (2011) studied the intonational variations of Irabid dialect in relation to directives and commissives illocutionary forces. Therefore, this study investigated the power and manipulation instruments in Blair' selected political speech on "March 18, 2003 in the House of Commons", focusing on their intonational patterns in relation to the representative speech acts types. To achieve these two objectives, two models were adopted, Vadai's (2017) PIMI model and Pierrehumbert's (1980) AM model. Findings showed the significance of intonation in changing the interpretation of the utterance and determining its illocutionary function in case there are no other illocutionary markers.

Speaking of the present work, it fills a research gap, as it investigates the intonational patterns of persuasive strategies in power and manipulation used in Blair's speech. This can reflect the way Blair manipulates and controls the minds of the UK parliament to take a decision about the war on Iraq. The study helps via using these two models to make the invisible devices of power and manipulation visible in Blair's speech. It further seeks to show how these people's mind can be linguistically controlled via adopting some strategies like using the "inequality socially and politically", "power abuse", and "mental dominance".

1.2. Research questions

In the light of the objective in the study, the research questions are as follows:

1. What are the persuasive strategies of power and manipulation instruments with respect to representative speech act type used in Tony Blair's speech? And,

2. What are the intonational patterns of the power and manipulation instruments with respect to representative speech act types used in Tony Blair's speech?

2. Vadai's (2017) power, ideology, and manipulation identification model

The model of Vadai's (2017) PIMI was formed by connecting between two analytical models of Chilton & Schäffner (1997) and van Dijk (2006). The former model connects between the functions of strategies and text linguistic analysis. The latter, on the other hand, links between discourse, cognition, and society. Dijk's framework (2006) is triangulated, since it is concerned with examining discursively the politicians' manipulative communicative forms with the voters or readers in the media, taking into account both cognition and society (Dijik, 2001). Therefore, manipulation is regarded as a social phenomenon, since "power abuse" can be reflected through the interaction between the groups and social actors. Besides, it is regarded a cognitive, since it dominates the participants' minds. It is also a discursive-semiotic phenomenon, since it can be expressed through texts, speech, or visual messages. Figure 1 shows the both the analytical models of Chilton & Schäffner (1997) and that of van Dijk (2006).
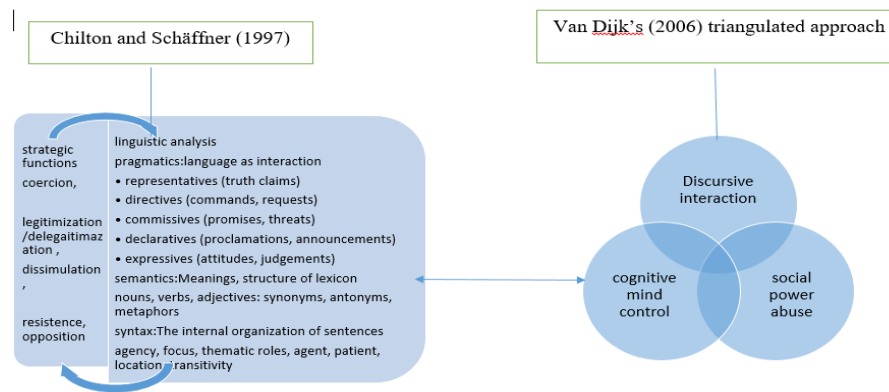
Figure 1. Analytical models of Chilton & Schäffner (1997) and van Dijk (2006)

Vadai's (2017) PIMI model merges the strategic functions with all linguistic elements in a triangulated approach. It involves using a syllogistic structure, where all the levels in this model are established in autonomous and self-reliant basis. That is, all levels can be treated separately, or combined. All the linguistic levels of pragmatics, semantics, and syntax can be considered in order to explore intensively the features of power, ideology, and manipulation. Thus, all the instruments are examined through these linguistic levels lenses (Vadai, 2017).

At the pragmatic level, Vadai (2017) clarified the relationship between speech act categories and the instruments of power and manipulation. For him, primary and secondary signs of power can be captured by their coercive force, and the omnipotent orator polarization, respectively. As for the coercive force of power, directives, such as begs, requests, and commands; commissives, as promises, and threats; and declaratives like announcements are the most important coercive features of power in political speeches (Chilton & Schäffner, 1997, p. 219). The most powerful linguistic realization of the coercion function is through directives, which can be seen in the form of begs and requests. As for the secondary signs of the power, representatives and expressives are clearly represented in the form of truth claims and positive/negative other-presentations, respectively.

Furthermore, the signs of manipulation are polarization and dissimulation in political speeches. They can be captured clearly through the use of expressive, representative, and commissive speech act categories. However, expressives are apparent through polarization strategies, which can be represented in a positive self-presentation, .i.e., 'our good acts', and in a legitimization negative other-presentation, as in 'their bad acts' delegitimization. On the other hand, representatives and commissives are evident in dissimulation. The former can occur in lying, blurring, and defocusing, whereas the latter occurs in fake promises and threats. Table 1 summarizes the signs of "power and manipulation" instruments in a political discourse using Kata Vadia's model (2017).

Table 1. Power and manipulation signs and speech act types according to Vadai's model (2017)

Instruments	Strategies	Speech Act Types and their Functions
Power	Coercion	Directives
		(begs, requests, commands)
		Declaratives
		(announcements)
	Inequality	Representatives
		(assertions, truth claims)
		Expressives

Manipulation		(Positive & negative self of other presentation)
		Commissives ((promises, threats)
	Polarization / emotional utterances	Expressives
		(positive self-presentation 'our good acts' and legitimization negative other-presentation 'their bad acts' delegitimization)
	Dissimulation /fact or opinion	Representatives
		(lying, blurring, defcusing)
	Dissimulation	Commissives
		(fake promises, irrational threats)

Moreover, Dahl (1957) mentioned that the concept of power has various interpretations like 'influence', 'control', 'authority'. Despite the various definitions for the concept of power, Fowler's (1985) definition expresses clearly the relationship between power and critical discourse analysis. It reads, power is "a transitive concept entailing an asymmetrical relationship, and these power relationships are not natural and objective, but rather artificial and socially-constructed realities" (p. 61). Fowler further stated, power refers to the people and institutions ability to dominate the behaviour and material lives of other people. For many theorists, power is a type of relation, where the asymmetry and control are linguistically apparent through texts or speeches (Gramsci, 1980; Fowler, 1985; van Dijk, 1996).

Manipulation, on the other hand, is a sophisticated concept; it includes the abuse of social power, the cognitive dominance of the mind, and a discursive interaction. For Van Dijk (2006), manipulation is a "communicative and interactional practice, in which a manipulator exercises control over other people, usually against their will or against their best interest" (p.360). Here, manipulation integrates with the power abuse that is a kind of dominance, reflecting as a result the practice of illegitimate effect discoursally.

As far as the significance of the present work, it is an attempt to clarify the difference between power and manipulation. Power is related to the coercive force, which is clearly used to in influence the audience in order to make somebody do something. Manipulation, on the other hand, refers to the process in which the audiences are influenced in a disguised way through the speaker's intention. Vadai (2017) summarized the differences between power and manipulation as explained in Table 2.

Table 2. The difference between the power and manipulation

Power	Manipulation
Authority's force, which can change the recipient's behaviour	Hidden ability with no clear force in which it can change the recipient's behaviour.
Entails force, which makes the recipient obey the command from stronger speaker	The recipient behaves according to his/her own beliefs.
Authority only rather than emotions that causes action.	Manipulated recipients usually behave according to their own beliefs, not interests, and they are not influenced by authority.
Positional, which is associated with high position.	Personal in which the personal traits are important more than the status of the position.
It can force the recipients to do things	It can change recipients' beliefs
It requires authoritative figures	It does not necessarily need authority, but the

emotions

Furthermore, Van Dijk (2006) made a clear distinction between manipulation and persuasion. The former means an illegitimate effect with a negative stigma because the interlocutors do not have true and necessary information and knowledge, which enable them to resist manipulation. Conversely, persuasion shows a legitimate effect, and is socially accepted because the interlocutors own the necessary information and knowledge to accept or refuse the persuader's arguments. Therefore, it is clear that manipulation serves for the purpose of the manipulator, whereas persuasion has a clear purpose.

2.1. Pierrehumbert's (1980) autosegmental-metrical phonological model

One of the most important discoveries about the work of intonation is that the tones used in intonational languages are related to either pitch accents, which have metrically prominent syllables, or to boundary tones with prosodic edges. In this regard, various theories on intonational phonology showed the difference between the tones, related to the prominent or metrically strong syllables, and those related to the prosodic edges.

In 1980, Janet Pierrehumbert developed the intonation phenomenon in her model. Her work indicated the establishing of a recent era of intonational investigation. This term has a reference to Ladd's (1996) devised term, AM (Gussenhoven, 2002). Examining the intonation in American English, Pierrehumbert and Hirschberg (1990) proposed that the differences in "pitch accents" and "phrase accents", and "boundary tones" can show different pragmatic meanings. In terms of AM approach, the tune in each intonation phrase is specified by the specific sequence in "pitch accents" and "phrase accents", and 'boundary tone'. They added that the meanings of these tones are compositional; each includes meanings of their components, and dominate their particular domains. Therefore, the function of the boundary tones shows a relevance among the intonation phrases, whereas the phrase accents show their relevance for the preceding or succeeding intermediate phrases. On the contrary, the function of the "pitch accent" reflects information about the intention of the speaker, concerning his/her shared knowledge and successive utterances (Erteschik-Shir, 1997).

Pierrehumbert argued that the system of English intonation involves tonal units. These tones include one and two tones: either "high (H) or low (L)". The two tones can be marked by a '%, i.e., H% and L%' to indicate that they are metrically strong syllables (Prieto, 1995). Tonal units are composed of either "monotonal or bitonal pitch accents", that are related to the prominent syllables. Pierrehumbert suggested six shapes of "pitch accents: (H*, L*, L*+H, L+H*, H*+L, H+L*)" (Ladd, 1996, p.79). Mainly, the notation of star (*) used in "bitonal pitch accents" in AM model, denotes the tonal relationship with metrically strong syllables and the relevant alignment (Prieto, 1995). Figure 2 clarifies the autosegmental representations of bitonal pitch accents (L+H*) in two different alignments: (L*+H) in (a) includes a "low tone (L) on the stressed syllable', and a 'high tone (H) trailing it', whereas '(L+H*)' in (b) includes a 'tone on the stressed syllable with a low tone leading it":

Figure 2. The Autosegmental-Metrical representations of two different "bitonal pitch accents (L*+H) and (L+H*)"

In addition, the diacritic, (-), (e.g., L-) indicates the "intermediate phrase boundaries (accents)", whereas the diacritic (%) (e.g., "H% or L%") denotes a "boundary tone". The syllables which are unaccented are left with no markings (Fletcher, 2004).

3. Method

This study focuses on investigating the power and manipulation instruments in Blair's selected political speech. It is specifically concerned with exploring these instruments in relation to the representative speech act types, particularly the intonational patterns used by the UK Prime Minister Blair in his speech about the war on Iraq on "March 18, 2003 in the House of Commons". In this study, Vadai's (2017) PIMI model and Pierrehumbert's (1980) AM model have been adopted in data analysis.

The present study used a mixed research design, i.e., qualitative and quantitative methods of data collection. It is particularly a qualitative study, as it involves sixty collected excerpts. Blair's 2-hour speech has been download from the YouTube via the following website (https://www.youtube.com/watch?v=Pg9aEV9bcxs). PRAAT program has been used to analyze acoustically the transcribed excerpts in order to show the pitch accents values, and identify their shapes, as well as the boundary tones, which are very important in the identification of the intonational patterns of the persuasive strategies in power and manipulation. On the other hand, the study is quantitative, since it implies percentages and frequencies of the strategies involved in power and manipulation instruments. Such statistics provides a comprehensive understanding of the political discourse, and reinforces the qualitative discussion of this study.

3.1. Data Analysis and Discussion

3.1.1. Examining the persuasive strategies in power and manipulation instruments in Blair's speech

Table 3 below illustrates the percentages and frequencies of the persuasive strategies of power and manipulation instruments in relation to the representative speech acts used by Tony Blair in his speech about the war against Iraq:

Table 3. The percentages and frequencies of the persuasive strategies of power and manipulation instruments used by Blair's speech

Instruments	Strategies	Forms	Total%	
Power	Inequality	Assertions	30	77
		Truth Claims	47	
Manipulation	Dissimulation/ Fact or Opinion	Lying	4	
		Blurring	13	
		Defocusing	2	23

It seems from Table 3 that inequality and dissimulation are obviously used in Blair's speech in the instruments of power and manipulation with respect to the representative speech acts. Generally, it is clear that the signs of power are more than the signs of manipulation, since the percentages are (77%) and (23%), respectively. This shows that Blair used more power strategies, as expressed in the form of assertions and truth claims, to convince the UK parliament to take the decision about the war on Iraq.

As for power strategy of inequality, assertions and truth claims are apparent in Blair's speech, with the truth claims. This is because their values are (47%) and (30%), respectively. These percentages connote Blair's attempt to take the role of an omnipotent character to assert his truth claims, investing as a result his reputed status as a prime minister when accessing information. Blair claimed that his

action is legally authorized by the security council to gain the agreement and proceed with the war decision on Iraq. In this context, he highlighted certain facts to gain the agreement. He, for instance, clarified that there are negative results for his action in addition to the positive ones "That is our legal base; and in this dilemma no choice is perfect; no choice is ideal".

Blair behaved as if he was the one who knows the information and who predicts about the future. He either asserted the credibility of his action, giving remarks about the bad consequences of refusing his decision about war in Iraq, or portrayed the future of the world with the threat imposed on the lives of other countries, including Britain, as represented in his speech, "this is what it means - what then? What will Saddam feel? Strengthened beyond measure? What will the other states who tyrannize their people the terrorists who threaten our existence? What will they take from that?"

Moreover, Blair pointed to the sides that will get benefits from stopping the peace process against the war on terror. He meant, the tyrant countries will get benefits from this withdrawing. He asserted his intention by presenting the bad consequences that might occur when refusing such a decision. One of these consequences is the effect of getting back on the unity within the European Union, as stated in his following quote: "who will celebrate? Who will weep if we take our troops back from the Gulf now? Will our retreat make them multilateral".

More important, Blair presented his argument about Iraq as a threat using factive verbs, which represent knowledge rather than opinions of others. He used words like 'recognize' to declare his argument and get MPs endorsement about the war; consider the following extract from his speech "If this house now demands …..that at this moment faced with this threat from this regime". This phrase can also imply that Iraq has indeed WMD, particularly when Blair said that these weapons have been used against Iran and his own people. He further maintained that the Iraqi issue can specify various aspects of international politics when he said, "But on this decision …….hangs the fate of many things of whether we summon the strength to recognize the global challenge of the 21st century …….and meet it of the Iraqi people". This means that determining the stance towards the Iraqi issue will also help specify the future of the next generation, etc. However, Blair emotionally manipulated and controlled the minds of the members of Parliaments using factive verbs to indicate knowledge. Identifying beliefs, like having knowledge about the facts is considered one of the most important persuasion and manipulation strategies. That is, having knowledge of the event solidifies the basis to legitimate the war officially in Iraq. In other words, it is the knowledge rather than the goals that was determined for the final motion to help achieve the democracy and peace in Iraq and Middle East. However, it was noted later that Iraq has no WMDs.

Here, one should shed light on the idea that it is very difficult to know whether the assertion is true or not. This is because the speaker is the only person who knows that he is lying (Bolinger, 1980). In the same line, Urchs (2007) highlighted the importance of having background knowledge to identify liars, assuring that "it may be the poverty of knowledge that makes you fall victim to liars" (p. 43).

Speaking of the dissimulation strategy of manipulation, three forms have been found in Blair's speech, lying, blurring, and defocusing. It seems that the blurring forms have been the most commonly used in Blair's speech. Their percentage value is 13%, which is higher than that of lying and defocusing forms, which occupied 4% and 2%, respectively. This shows that Blair used fake or incorrect information to persuade the parliament to take decision about the war on Iraq. Many fake ways were used in Blair's speech; cases in point are the following: when he described how the bad life of the Iraqi people will be changed for the better when the dictator is removed; consider the following part of his speech:-

> leave Saddam in place …..and the blunt truth is that…… is how they will continue to be
> forced to live; for them the darkness was simply closed back over), warns the members of

House of Commons that the pulling back of the British groups from the war on Iraq claiming that make the situation of Saddam is stronger (that British troops are pulled back ……..that we turn away at the point of reckoning and this is …..what it means).

Moreover, there are some critical issues which are concerned with western people are mentioned in Blair's speech. One of these issues is the UN rule and its influence on the Middle East future. Blair enumerated a list of pieces of proof regarding the existence of WMD in Iraq. One of them is the deeds of Saddam against his own people, as stated in his speech:-

turn the United Nations back into a talking shop stifle the first steps of progress in the Middle East;   ……the brutality of the repression the death and torture camps, …..the barbaric prisons for political opponents ,the routine beatings for anyone or their families suspected of disloyalty,…..all of that is well documented.……Four million people out of a population of just over 20 million living in exile).

In many cases, Blair deceived the public by telling lies when he mentioned that he would like to go to war legally rather than disarming Iraq peacefully, "I've never put the justification for action as regime change". That is, his main goal behind this war is to change the regime though such a goal violates the articles of the international law. Blair merged his goals of military action and disarming Iraq in one proposition. For him, to change the regime is a strategy used by Blair to disarm Iraq of WMD through a military action. Blair lied when he stated that such a decision is based on the international law to convince them, "the house wanted this discussion before conflict; that was a legitimate demand". In this regard, Blair distorted and disfigured the facts when he hid the main purpose behind the invasion of Iraq by intertwining the regime change with the existence of WMD in Iraq. He further asserted the necessity of toppling Saddam from his power- regardless the means of this toppling-claiming that he is the source of threat in the world, "But it is the reason; I accept fully that those opposed to this course of action, share my detestation of Saddam".

3.1.2. Examining the intonational pattern of the persuasive strategies of power and manipulation instruments used in Blair's speech

It is worth mentioning that the analysis of each of the selected excerpt in Blair's speech is based on using PRAAT software computer program acoustically (version 5.3.59). This is important to investigate the values of pitch in the prominent syllables in the words in order to identify their "pitch accents and boundary tones" in each excerpt. Tone height shows that prominent syllable that includes the pitch height in the vowel (measured in Hz). PRAAT program has been employed to indicate automatically the transcriptions and text grids with words and phoneme tiers separately.

Table 4 below shows the frequencies and percentages of intonational patterns for the persuasive strategies of power and manipulation in terms of the representative speech act type used by Blair's speech as follows:

Table 4. The frequencies and percentages of intonational patterns of the persuasive strategies of power and manipulation instruments used in Blair's speech

Representative Speech Act

Instruments &strategies			Power		Total	Manipulation			Total
			Inequality			Dissimulation/fact or opinion			
			Assertions	Truth claims		lying	blurring	Defocusing	
Intonational patterns	monotonal	H* L-L%	6	11	31%	8	4		19%
			18%				13%		

	H* L-H%	1						
			1%					
	H* H-H%	1	3		2		1	
			4%			3%		
	L* L-L%	4	3			2		
			7%			2%		
	L* H-H%	1						
			1%					
	H* H-L%				1			
						1%		
bitonal	L+H*	3	4	11%	3	15	1	21%
	L-L%		7%			20%		
	L+H*	1						
	L-H%		1%					
	L+H*		3				1	
	H-H%		3%			1%		

Table 4.9 clarifies the way Blair used different patterns of pitch accent tones with various phrase tones and boundary tones. Blair used the monotonal "pitch accents (H*) and (L*)", which are related to different phrase tones and "boundary tones (L-L%, L-H%, H-H%)" when accessing the information as assertions and truth claims using power instrument. In particular, the value of "(H* L-L%)" contour is higher than that of "(H* L-H%, H* H-H%, L* L-L%, L* H-H%, H* H-L%)" contours, since the percentage in the former is (18%), whereas that of the latter is (1%, 4%,7%,1%), respectively. The use of the "high pitch accent" followed by a "low phrase tone and boundary tone" for the "(H* L-L%)" contour reflects Blair's desire to emphasize his beliefs, power, and moral superiority to persuade and make the UK parliament take the decision about the war on Iraq. In line with this, the high (H*) tone is commonly used in declarative statements, particularly in assertions for the purpose of giving new information from the background (Prieto, 1995; Gussnhoven, 1983; Pierrehumbert & Hirschberg, 1990).

On the other hand, the dissimulation strategy of manipulation shows that Blair used also both monotonal pitch accents (H*) and (L*) when he expressed his assertions using forms of lying, blurring and defocusing and these are related only to two phrase tones and boundary tones (L-L%, H-H%). It has been further noticed that the value of (H* L-L%) contour is higher than that of (H* H-H%, L* L-L%) contours, since the percentage in the former is (13%), whereas that of the latter is (3%, 2%), respectively.

Generally, it is clear that the use of simple tones in power are more than in the manipulation, since the percentages in the former are (31%) and (19%), respectively. This shows that Blair used more tonal contours, particularly the (H* L-L%) contour, as expressed in the form of assertions and truth claims, to convince the UK parliament to take the decision about the war on Iraq. This finding is supported by Wichmann (2000) and Crystal (1969) who claimed that that the fall tone is commonly used in statements and declaratives. In the same respect, Pierrehumbert and Hirschberg (1990) noted that H* L-L% constitutes the neutral declarative intonation.

Moreover, it has also shown that Blair used only the bitonal pitch accent tone (L+H*) followed by different contours of "phrase tone and boundary tone", which are "(L-L%, L-H%, H-H%)" when talking about the assertions and truth claims. In particular, the value of "(L+H* L-L%)" contour is higher than that of "(L+H* L-H%, L+H* H-H%)" contours in power instrument, since the value in the former is (7%) and of the latter is (1%, 3%), respectively. In the same line, the value of "(L+H* L-L%)" contour is also higher in manipulation than the value of "(L+H* H-H%)" contour. This is because its value in the former is (20%), whereas in the latter is (1%). Generally, it is clear that the use of complex tones in manipulation is more than in power, as the percentage in the former is (21%), whereas that of the latter is (11%). The common use of the complex tones in Blair's speech, reflected through his multiple use of a pitch that starts from fall to rise, is a way to use his manipulative effect using distorted or fake information. He presented the relevant strategies of manipulative discourse using emotional appeals. One of the most important persuasion and manipulation strategies was to identify beliefs like knowledge of facts. Therefore, the knowledge of the event was the basis to legitimate the war officially in Iraq.

More important, the contour of pitch accent "(L+H*)" is associated with Blair's positive presentation of himself and the negative 'disloyal' presentations of the others, who might represent the opposing party, who rejects his decision, as in: "the bad intention and deeds of Saddam Hussein". In his speech, Blair defended democracy and silence his oppositions when he employed a very common wrong argument of manipulation by referring to those who were against the war on Iraq. He first referred to the opinions and votes of that party as enemies and then as trailers, who might be accused of supporting Saddam Hussein. His speech was directly followed by mentioning the "British troops", who may not accept his decision, and whom he called "disloyal", as they threaten the UK, and so on. He further distorted the credit of Liberal Democrats' opposition by mocking them, and calling them opportunistic. This result corroborates the study of Erteschik-Shir (1997) who stated that the metalinguistic negation contrast can be conveyed using the fall-rise tone.

It is important to highlight that most of the "pitch accent tones" have been associated with a "low phrase accent, and a boundary tone (L-L%)". The (L-L%) contour has been commonly invested of the power and manipulative strategies to express the representative speech act. This is because that most of Blair's speech is representative; it contains declarative statements. Therefore, he used either finality or continuation when he conveyed information using (L-L%) contour.

Sometimes, Blair ended his expressions with a high-rise boundary tone (H-H%) to reflect being an omnipotent character when asserting his truth claims. He wanted to give the idea that he owns a reputed status as a prime minister when accessing information. In many times, Blair behaved as if he knew information and predicted the future. Such a sense made the parliament have confidence in his beliefs, and so get persuaded by his decision about the war on Iraq.

4. Conclusions

This study is based on a political discourse that clarifies the way power and manipulation strategies are clearly manifested in the speech of the parliament figures. The study illustrates representatively the basics of legitimate political rhetoric. It further reflects the great number of representatives used by Blair to inform the UK parliaments (recipients) about the threat and dangerous existence of Saddam Hussein, and to advise them to act and make up their minds regarding the war against Iraq. Besides, this study highlights the way Blair manipulated the recipients to the extent that only few MPs can reject, although they knew they were being probably manipulated and being lied to. Based on the previous discussion, the major conclusions are as follows:

1. The signs of power are more than the signs of manipulation, since Blair took the role of an omnipotent character when asserting his the truth claims, attributing that to having a reputed status as a prime minister when accessing information. One of the most important persuasive and manipulative strategies is identifying beliefs like knowledge of the facts when Blair presented his arguments about Iraq as a threat, using factive verbs to reflect the sense of having knowledge rather than getting the opinions of others and convincing the UK parliament to take decision about the war against Iraq. Actually, Blair's arguments about legitimating the war were not facts; instead, they were misguided beliefs or intentional lies.

2. The most common contours used by Blair's speech are "(H* L-L%) and (L+H* L-L%)". The simple "high tone (H*)" reflects Blair's assertion when he emphasized the information to convince the parliament to take decision about war against Iraq. By contrast, the complex fall-rise tone (L-H*) has been invested when Blair defocused and blurred the information, using lies and distorted or unclear arguments. He presented relevant manipulative discourse strategies using emotional appeals.

3. The (L-L%) contour has been commonly invested in the power and manipulative strategies to express the representative speech act. This is because that most of Blair's speech is representative; it contains declarative statements. Therefore, he used either finality or continuation when he conveyed information using (L-L%) contour. Besides, the fall tone is usually used to address and speak to the parliament politely and gently to control their mind and make them accept his decision.

4. Actually, the MPs were victims of Blair's policy, since they were manipulated to accept the legitimacy of the war against Iraq, i.e., they accepted his beliefs about sending troops to Iraq. It seems that both the parliament and the opposition hardly disagree with Blair's manipulative argument, as they were less powerful than the government. Besides, they had no accurate information of WMD to enable them to accept or reject the legitimacy of invading Iraq. The most important issue regarding the invasion rejection was that defending Saddam Hussein means engaging in a struggle against dictatorships.

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