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## Critical Discourse Analysis of the Speech of Recep Tayyip Erdogan at the United Nations General Assembly

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**Abstract:** *The research study entitled “Critical Discourse Analysis of the Speech of Recep Tayyip Erdogan at United Nations General Assembly” aims to analyze and find out the ways used by Recep Tayyip Erdogan in delivering his political speech using the Critical Discourse Analysis theory proposed by Fairclough and the theory of Persuasion postulated by Aristotle. During a political speech, the leader tries to express, declare, commit, emphasize, or motivate the listeners by using one’s ideology and power. Critical Discourse Analysis (CDA) is considered an effective approach to exploring the use of power and hidden ideologies in a text. The method applied in this research is the descriptive qualitative method. The transcript of Erdogan’s speech was taken from the mentioned web page (America Times News Service September 21, 2022) and the video (with subtitles) from YouTube, which has 30 30-minute time duration. Both the transcript and video of the speech were used in the investigation of the data. His speech of Erdogan has been analyzed to show how, using language, he motivated and persuaded his followers to comply with his cause. Based on the study's findings, it can be concluded that figurative language, modal auxiliaries, and personal pronouns are used very efficiently and widely in the persuasive discourse of Erdogan, and the rhetorical elements that most frequently have been applied are a combination of appealing using ethos and pathos.*

**Key Words:** CDA, Erdogan’s Speech, Rhetorical Devices, Qualitative Method, Aristotle Theory, Fairclough Theory

### Introduction

Leaders employ discourse or communication to spread their philosophy, culture, fundamental values, or any other important messages to gain the trust and support of their audience. The use of language in leadership has always been crucial. Leaders frequently use discourse-based language manipulation to get the desired effects. There can be no doubt that political leaders frequently use language to spread their views. Politicians succeed because of their "ability to use rhetoric," according to Jones and Peccei (2004); by using appropriate, compelling language, they achieve their goal of persuading their audience of the veracity of their viewpoints (Bayram, 2010).

### Background of the Study

Communication is brought about through various means, i.e. verbal communication, written communication, using gestures (sign language), etc. Various means of interaction have been developed so far. It may not only help people to communicate face to face but also use technology to interact with their family members, friends, neighbours, and even the person on the other side of the globe through several

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social media applications like Whatsapp, Facebook, Instagram, Twitter, Telegram, YouTube, we chat, etc., naming a few. People express their thoughts and feelings through speech, especially those people who influence others, like leaders, presidents, or motivational people. They prefer speech to deliver their ideas to the public so that they may easily understand their point of view (Laclawati). In political speeches, speakers should choose the words wisely to attain their desired aims, and the correct choice of words is related to grammar (Bayram, [2010](#)).

### Significance of the Study

This study helps in terms of practical, pedagogical, and theoretical aspects. Practically, it paves the way for those students/researchers who are interested in text and discourse analysis. It helps them, especially concerning Fairclough's three-dimensional framework for future research. Pedagogically, it is beneficial for those English language learners who want to become English language teachers. So that they can help the ESL learners to know the features of rhetoric in the language they use. Theoretically, it is of great help for the speakers to know that their words carry power. They have some meaning, which they mean or not, but the listeners mean it.

### Theoretical Framework

The discourse analysis of Tayyip Erdoğan's speech necessitates a multifaceted theoretical framework to comprehensively dissect this prominent political figure's linguistic and rhetorical strategies. Critical Discourse Analysis (CDA), as proposed by Fairclough, serves as a foundational approach for unravelling how Erdoğan wields language to convey power dynamics, ideological stances, and social relations within his speeches (Janks, [1997](#)). Additionally, Framing Theory, following Entman's insights, offers a lens to discern how Erdoğan frames issues and events, shedding light on the underlying ideological perspectives and strategic framing devices he employs (Macgilchrist, [2007](#)).

### Research Objectives

1. To identify the persuasive strategies employed by Tayyip Erdogan in his speech at the U.N.
2. To find out the ideology through rhetorical techniques of Critical Discourse Analysis

### Research Questions

1. How has Tayyip Erdogan employed persuasive strategies in his speech at UNGA?
2. Which type of ideology is used in the political discourse of Tayyip Erdogan?

### Literature Review

Language is a vital instrument for idea expression and communication. People who communicate well employ a variety of rhetorical strategies and lexical elements to persuade and meaningfully engage their audience. Politicians employ a variety of language strategies and rhetorical tactics to persuade the public. These techniques are essential to communicating the speaker's point of view to the audience. The primary goals of a Linguistic study are to investigate and unearth the political personality's intents and to examine the language elements that are employed to communicate ideology. The linguistic components of political language have an impact on people's attitudes and behaviours. Given that political discourse has its topics and standards, it serves a variety of purposes. Political speech performs many functions as it has its themes and criteria. Political speeches can be studied through culture and history (Janks, [1997](#)).

### Discourse Analysis

Discourse analysis (DA) can be described generally as the study of language in communication. Alternatively, DA investigates language forms employed in social interactions as well as situational and cultural settings (Janks, [1997](#)). According to (Hemmati, [2011](#)), as referenced by (Bernad-Mechó, [2015](#)), "The ultimate goal of language patterns is to demonstrate the ways language users may communicate in context by using the linguistic aspects included in language".

## Critical Discourse Analysis

One of the linguistic fields that makes use of DA is Critical Discourse Analysis (CDA). The foundation of CDA is the idea of combining ideology and language analysis, an established region in contemporary linguistics. It intends to demonstrate power and ideological relationships. Political speech analysis has been the main use for it. According to (Haider & Gujjar, 2021), from a linguistic perspective, critical discourse analysis reveals social relationships and identities using certain techniques, such as textual and stylistic characteristics. Text analyses can address discourses centred on official documents and educational institutions like schools, as well as discourses highlighting societal concerns like hegemony and dominance.

## Three-Dimensional Framework of Fairclough

According to (Abdulmajeed & El-Ibiary, 2020), Fairclough thought that "CDA is a kind of discourse analysis that creates strange relationships between different social and cultural groups." According to him, the three components of discourse analysis should be text, discursive practice, and social practice (Xie et al., 2023). According to (Hassan, 2022), the text dimension refers to "the beliefs of the authors or speakers of the texts or talks." According to (Hassan, 2022), discursive practice is the study of text development and interpretation that includes acceptance, production, and communication. Discursive practice, on the other hand, is dependent upon social practice, and it is discursive practice that may refer to the relationship between text and social practice. Social practice is the study of social context, encompassing discourse, economy, culture, politics, and other factors. Based on the theoretical foundation of CDA, there are three different stages, including description, interpretation, and explanation (Fairclough, 1992).

"The stage that addresses the prim features of a content is called description. That is to say, the descriptive stage should focus on the text's linguistic properties" (Poole, 2010). The description stage involves describing the text in detail, paying attention to its linguistic features, as a model, its style, grammar, and vocabulary.

Fairclough emphasizes situational context in his second level of process analysis or interpretation of a text and suggests posing questions like "Who? Why? and What? Topic, purpose, and activity are three variables that these queries may centre on (Fairclough, 1992). As a result, language is used as a tool for comprehending the writing process. Interpretation also contains two processes, including the institutional process and the discourse process (Sheyholislami, 2001).

The third dimension of Social Analysis or Explanation of a text refers to the use of a language in a social context (Fairclough, 1992) or in "areas of social practices" (Ahl, 2007). However, both Fairclough and Foucault differentiated between discourse and language. Language is merely a manifestation of a discourse, which in turn is a form of knowledge about society and culture and social events. Sociocultural practice refers to aspects of context that are external to the text. It refers to the context of the situation and entities that directly interact with the community, such as cultural, political, and social facets.

It is proved that the text can be analyzed at the first stage. The interpretation, communication, and consumption of the discourse can also be discussed in the second stage. The social factors can also be analyzed at the last stage.

## Rhetoric

Rhetoric is an ancient technique that is used for communication. It was believed to be connected to misleading others and engaging in abstract, manipulative thinking (Schneider et al., 2008). Rhetoric has evolved into a useful weapon for persuasion in modern times. There are no rules about it, and rhetoricians need to be aware of the communication's context and circumstances to determine how persuasion occurs. Speeches spoken during wedding ceremonies differ from those given during sorrowful or urgent occasions. It's because the rhetoric is influenced by the discourse or speaking environment.

The ability to use language such that the listener voluntarily agrees to act according to the addresser's goals is known as persuasion (Shah, 2020). Corax and Tisias described rhetoric as the "artificer of persuasion" (Huckin, 1997). According to Aristotle, rhetoric is the most powerful instrument to persuade



others. " Human agents' use of language to influence other agents' attitudes or behaviours" is how Burke defines rhetoric (Huckin, [1997](#)).

These definitions highlight the following important aspects of rhetoric:

- 1) The ability to use language effectively is known as rhetoric.
- 2) convincing the addressees is the goal of rhetoric and
- 3) rhetorical language is employed to influence or reshape the behaviour of others.

## Elements of Rhetoric

Rhetoricians research and talk about the condition of the rhetoric regarding the surroundings of interaction. The three spoken word persuasion techniques identified by Aristotle are as follows. At first, Ethos depends on the character of the addressee. The speaker's personality affects the ethos. Secondly, Pathos uses emotions for persuasion and is related to the audience. Thirdly, Logos depends on the speech's language as it relates to the audience and how they are persuaded to think a specific way. The speakers choose their appropriate gestures and terminology to establish their authority (Aristotle, 1941). The speaker makes effective use of each of these elements in an inaugural address.

## Use of Rhetoric for Persuasion in the Political Discourse

In rhetorical analysis, linguists and scholars seek to identify the speaker, as well as the speaker's personality, philosophy, political affiliation, etc. A speaker's particular tone, words, phrases, and delivery style are all part of rhetoric. The topic of a conversation hints in the speech regarding the issue and its expression are all included in the analysis of rhetoric. Every effective politician is convincing, and each speech is tailored to the audience and the situation. Ethos can also be expressed using personal pronouns. Significantly, it is the most effective approach to communicate one's personality to the discussion's participants (Kamalu & Agangan, [2011](#)). The solitary and plural pronouns "I" and "we" can assist the speaker in accepting responsibility for any argument or remark and in delegating responsibility to the audience. Auxiliaries in the modal language aid in expressing the speaker's individuality. Speakers' personalities will be negatively impacted by the audience if they utilize modal auxiliaries that highlight the gap between them and the audience.

## Relevant Studies

Since we were little children, language has been fundamental to the construction of our society, our cognitive growth, and our sense of who we are. The language we utilize discloses a lot about ourselves, involving who we are and where we come from. Just as our surroundings affect us, so can our language choices be used to influence others around us. In the hospitality sector or even at one's own home, persons (hosts) achieve the purpose of entertaining guests by using courteous and respectful language (Blue & Harun, [2003](#)).

(Wang, [2010](#)) undertook a study. His research targeted a very important issue. He used CDA theory SFG to examine Barack Obama's speech from the point of transitivity and modality of his slogan "Change has come" to restore the public's faith in him. His use of simple language and the inclusion of a religious theme helped to reduce the distance between him and the audience. He was able to get the support of the public and boost their confidence with this political speech.

A study was undertaken by (Bayram, [2010](#)). The link between language and perception served as the main foundation for this essay. This study work focused on the discursive tactics of Turkish Prime Minister Tayyip Recep Erdogan to analyze the ideological component and linguistic foundation. This essay demonstrates how language proficiency aids in understanding both oneself and others. Any text or message must be understood in its context (Van Dijk, [2015](#)).

In 2014, Memon, Ali, and Bux conducted research on Benazir Bhutto's final address. The fundamental ideology driving this election campaign was examined severely in the article. The study focuses on the substance of discourse to examine how linguistic devices are applied to promote ideas. A socio-cognitive approach has been taken to CDA. The study shows that political rhetoric is employed to sway people's opinions.

## Methodology

This section has clarified the purpose of the study and the methodology that has been used to conduct this analysis.

## Type of Research

To persuade the audience and advance their political, economic, and social beliefs, politicians employ a variety of political approaches and strategies (Shopen, 2013). Furthermore, it is impossible to deny the influence of language on political decisions and how the public thinks (Saragih & Arika, 2020). This study adopts a qualitative methodology because it seeks to understand the fundamental questions of what, when, where, and how the issue arises and why it does so.

Three primary areas of research in this thesis include modality, personal pronouns, and rhetorical techniques. Since they are fundamental elements of rhetoric, they shall be discussed one after the other. This chapter's first section will be devoted to rhetoric and the art of persuading others via the use of rhetorical tactics. The primary theoretical foundations are Fairclough's three-dimensional model and Aristotle's theory of rhetoric (Schneider et al., 2008).

## Sampling and Population

The transcript of the speech of the President of the Republic of Turkiye, Recep Tayyip Erdogan, to the 77<sup>th</sup> session of the United Nations General Assembly on 20 September 2022, New York, is taken as a data sample from <https://www.pbs.org/newshour/world/watch-turkish-president-recep-tayyip-erdogan-addresses-the-2022-united-nations-general-assembly>. Both written transcript and video has adopted for study. Firstly, watch the video of Erdogan's speech. After transcribing the utterances in the video, classify the speech and analyze the hidden meanings in the speech.

## Data Collection

The data was collected from the historical speech of Recep Tayyip Erdogan, which was delivered on September 20, 2022, at the United Nations General Assembly. The duration of the speech was 30:56 minutes, and its source was YouTube.

The process of gathering the data involved two parts. Choosing relevant lines and clauses from Erdogan's speech was the first stage. The second phase involved coding the chosen phrases and clauses using Fairclough's three-dimensional model and Aristotle's persuasive theory. Fairclough (2012) suggests the researcher collects the data depending on the project and object of the research.

## Data Analysis

The analysis employs Fairclough's Critical Discourse Analysis (CDA) model (1995), utilizing linguistic tools such as modal verbs, word choice, personal pronouns, and rhetorical devices. These techniques are selected based on their relevance to the study's goals and appropriateness for the analysis. The chosen phrases and clauses from the speech are coded to unravel the underlying persuasive strategies employed by President Erdogan.

## Data Analysis and Discussions

This section provides the answers to the queries of this research, which aim to examine the vocabulary choices as well as the syntactic constructs that make known the concealed tendencies and ideologies.

Researchers have gathered data from Recep Tayyip Erdogan's speech on the 77<sup>th</sup> session of the United Nations General Assembly on 20 September 2022, 'A watershed moment: transformative solution to interlocking challenges' and it has been analyzed and interpreted by applying Fairclough's 3D model. The text is subjected to a critical examination based on three main perspectives: the analysis of language choices made in the text, discourse practices occurring behind the scenes in that specific text, and sociocultural practices, with a focus on social, economic, and political variables.

The examination of language choices made in the text, discourse practices occurring behind the scenes



in that specific work, and socio-cultural practices with a focus on social, economic, and political concerns. Fairclough's methodical technique sheds light on every facet. For example, it begins by describing the linguistic elements employed in that specified text. Secondly, it endeavours to decipher in which ways that peculiar text is associated with intercommunication, and thirdly, it elucidates how intercommunication is connected to more general socio-political factors.

### Textual Analysis

This section of the research focuses on the coherence, grammar, and vocabulary that Erdoğan used in his address. Studying vocabulary involves looking at word meanings and frequencies. The selection of pronouns, modal verbs, tenses, and sentence forms are all addressed in grammar. Analyzing the cohesive devices and the overall text structure allows one to study cohesion.

### Type of Vocabulary, Grammar, and Sentences Used in Erdogan's Speech

The research explores Erdogan's vocabulary choices and syntactic constructs, revealing a deliberate use of formal language befitting the formal event and audience. Strong adjectives and verbs, technical terms, and emotional language create a vivid portrayal of Erdogan's perspectives, showcasing a dichotomy between positive portrayals of Turkey and negative depictions of adversaries. Positive: "Constructive," "reasonable," "fair," "proactive," "decisive," "strong," "committed." Negative: "Inhumane," "cruel," "unlawful," "hypocritical," "biased," "nonsensical," "aggressive."

This choice of strong adjectives and verbs paints a clear picture of the speaker's perspective. He portrays Turkey's actions as positive and necessary while framing his opponents' actions and motivations as negative and harmful.

Erdogan has used Technical and Specific Terms such as: "Joint Comprehensive Plan of Action," "Territorial integrity," "Humanitarian aid," "Security umbrella," and "pushbacks." The use of technical and specific terms demonstrates Erdogan's knowledge of the issues at hand and his desire to be seen as a credible and informed leader on the global stage. It also adds a layer of authority and seriousness to his message.

Examples of Emotional and Evocative Language: "Graveyard for refugees," "Innocent babies," "Oppressed Palestinians," and "Show of force." Erdogan employs vivid and emotionally charged language to evoke empathy and outrage in his audience. He describes the suffering of civilians and the injustices they face in stark terms, aiming to sway public opinion and garner support for his positions.

Erdogan frequently uses active voice constructions, placing himself and Turkey at the centre of the action and emphasizing their agency. For example:

### "Türkiye Supports the Efforts of the United Nations in this Direction"

This creates a sense of proactive leadership and determination, making Turkey appear as a driving force for positive change.

The grammar used in Erdogan's speech is complex and uses a variety of sentence structures.

### "We are always Underlining the Significance of Diplomacy in the Settlement of Disputes Through Dialogue Once and for All"

Erdogan utilizes both subordination and coordination in his sentence structures. Subordinate clauses add detail and nuance, while coordination clauses present ideas with equal weight.

In his speech, Tayyip Erdogan has primarily employed the present tense. When he wishes to convey the circumstance and his point of view, he uses the simple present.

### "We Need a Dignified Way out of this Crisis"

The president describes the accomplishments created by his nation and the globe using the past and present perfect, which are notably employed to allude to previous acts or items.

The simple future tense appears in locations of optimism and in sections where he enumerates his promises.

The vocabulary, grammar, and sentences used in Erdogan's speech are appropriate for the occasion and the audience. However, the use of formal language and complex sentences can make the speech difficult to understand for some listeners.

## Pronouns

The research on pronominal choice has shown how the use of personal pronouns as a tool to influence and convince an audience has occurred. As was previously said, the relationship a speaker has to the circumstance or subject being addressed, as well as the connection between the speaker and the addressee, may be inferred from the usage of these pronouns. Personal pronouns have been employed as a *pathos* element, as a means of enhancing *ethos*, and as a clause substitute. The study has demonstrated the purposes of the pronouns in the various settings in which they have been employed.

Erdogan uses the pronoun "I" to convey a great deal of personal connection and dedication. The pronoun "I" is crucial since it lends personalization to the claims. Since he refers to his personal opinions, the utilization in these instances might be examined as a component of *ethos*. Second-person pronouns are used when addressing the delegates and the international community.

### "I Call Upon International Organizations and all Countries"

This directly challenges and engages the audience, demanding action and support for Turkey's initiatives. This reinforces key points, drawing attention and encouraging the audience to remember Turkey's stance. Third-person pronouns that appear sporadically in the speech are used to refer to external entities or groups.

### "Those Trying to Legitimize this Terrorist Organization"

This critiques specific actors without directly naming them, maintaining diplomatic caution while expressing disapproval. Understanding the use of pronouns reveals deeper layers of meaning and intention in Erdogan's speech, providing insights into his diplomatic strategy and his attempt to connect with the audience on a personal level.

## Use of Modal Verbs or Modality

A speaker's posture, attitude, or viewpoint on what they are saying—and especially the degree to which they think it to be true, essential, required, desirable or undesirable—are indicated by their modality. Studying modal auxiliaries in political speeches can provide details about a speaker's public image and position (*ethos*), as well as how they convey meaning and negotiate facts.

Recep Tayyip Erdoğan used modal verbs while delivering his address at the UN General Assembly on September 20, 2022, to express his opinions, beliefs, and intentions. He used modal verbs such as "can", "could", "may", "might", "should", "would", and "must" to convey a sense of ability, possibility, necessity, or obligation.

The most common models in the text are *can* and *could* combined. Quirk et al. define *can* and *could* as having four primary meanings: request, permission, ability, and possibility. (1985:222–223). *Can* has primarily been used to express ability and possibility.

For example, he used the modal verb "can" to express his belief that the international community "can and must" work together to address the challenges facing the world.

Erdoğan also used modal verbs to express his opinions on specific issues. For example, he used the modal verbs "need to" and "must", indicating necessity.

### "We Need to Assume a Just and Fair Approach"

(Crookes, 1988) discoursed that modals that convey hesitancy or politeness include *could*, *may*, *will*, and



would. The most repeated use of *would* in the content is the tentative volition, where *would* is used to convey a polite request.

### **“We Would Like to Ask International Community to Stop Imposing Sanctions Upon Turkish Cypriots”**

Erdogan's use of modal verbs helped him to make his speech more persuasive and engaging. He used modal verbs to express his views and to challenge the views of others. This made his speech more thought-provoking and interesting to listen to. These modal verbs serve to articulate intentions, commitments, and predictions and emphasize the ongoing relevance of certain actions and beliefs. They contribute to shaping the tone and conveying the speaker's perspective on various issues.

### **Rhetorical Devices**

Rhetorical devices are language elements employed in rhetoric to convince, as rhetoric is about persuasion. Public speakers use a variety of rhetorical techniques and tactics in their presentations to engage their listeners. Additionally, rhetorical techniques are sometimes polyvalent, fulfilling many communication purposes at once (Price-Thomas & Turnbull, 2018). This is how rhetorical devices are arranged by the purpose of the speech, such as affecting the audience or persuading them first. Erdogan employs a range of rhetorical devices, including greetings, metaphors, three-part lists, contrastive pairs, repetition, and religious allusions. Greetings convey unity, while metaphors and contrastive pairs amplify the impact of his message. Three-part lists foster a sense of oneness, and repetition emphasizes key themes. Religious allusions serve specific purposes, connecting with diverse audiences.

### **Greetings**

As explained by (Sharndama, 2016), “Greetings also function as a persuasive strategy to show solidarity, oneness and a sense of national belonging”. It is also a powerful rhetorical tool that leaders employ to convey unity with other individuals or leaders, which is the greeting. In the given text, Recep Tayyip Erdogan used greetings to represent solidarity with other leaders. Such as Distinguished Heads of State and Government, Dear delegates, on behalf of myself and my nation, I greet you with my most heartfelt feelings and respect. He also congratulated Mr Kerosi, who completed his term as president of the 77th General Assembly of the United Nations and wished all the success to Mr Francis, who is taking over his duties.

### **Metaphors**

Tayyip Erdogan employed several metaphors throughout his speech at the UNGA on September 20, 2022. These metaphors served to enhance the impact of his message and make his speech more engaging and memorable for the audience.

### **"The Aegean Sea is Turning into a Graveyard for Refugees"**

This metaphor uses strong imagery to describe the dangers faced by refugees crossing the sea. It paints a stark image of a dangerous and deadly situation, suggesting that the Aegean Sea has become a perilous path for refugees. It emphasizes the human cost of certain policies.

### **Three-part Lists**

According to (Mabela et al., 2020), three-part lists are applied to illustrate an idea utilizing three elements, and since they are ingrained in the culture they belong to, they foster a sense of oneness.

### **“We are Ready to Work with Everyone Willing to Contribute to the Security, Stability, Peace and Prosperity of the Region.”**

This three-part list outlines the fundamental principles necessary for a fair and sustainable world order.



## Contrastive Pairs

Since the fundamental goal of contrastive pairings or antithesis is the occurrence of a lexical opposition of opposite meanings, they are conveyed by the concepts that contradict one another or by pairing two words. Tayyip Erdogan uses frequent opposition as an examples to show how he appeals to the people. He encourages his audience to agree with his point of view by presenting a figure that contrasts a positive and a negative aspect, with the reverse representing a negative element.

### “War has no Winners. A Just Peace has no Losers.”

Contrasting war with the possibility of peaceful resolution and advocating for diplomacy over violence. This emphasizes the contrasting outcomes of war and peace, appealing to the audience's desire for stability and shared prosperity.

## Repetition

Erdogan has used a variety of repetition techniques, ranging from basic repetition—repeating a word several times, to more intricate repetitions repeating whole phrases.

- Repeated mentions of "international cooperation" and "the United Nations": This highlights the speaker's belief in the importance of working together to address global challenges.
- Repeated mentions of "terrorism" and "security": This emphasizes the speaker's view of these issues as major threats to global peace and stability.
- Words like "crisis" and "need" evoke concern and empathy, highlighting the urgency of addressing the issues discussed.
- Words like "peace," "solution," "right," and "support": These evoke positive emotions and inspire confidence in the possibility of overcoming challenges.

## References to Religion and God in Erdogan's Speech

One typical rhetorical device is the employment of religious allusions. References to God and religion in Erdogan's UNGA speech are present but subtle, serving specific purposes in shaping his message and connecting with diverse audiences.

### “We Consider Hatred against Islam as a Crime against Humanity”

This statement appeals to Muslims concerned about Islamophobia. This condemns a specific form of religious discrimination without framing it as an attack on Islam itself, aiming to garner support from all those who value tolerance and respect for diversity.

### "We are Sensitive to the Protection of the Fundamental Rights and Freedoms of the Muslim Uyghur Turks."

This shows empathy towards the Uyghurs and reinforces Erdogan's image as a defender of Islam. This could be interpreted as a religious obligation to help those in need. It's important to note that the interpretation of these references can vary depending on the individual and their religious beliefs. Some may see them as explicit appeals to God's authority, while others may interpret them as references to shared values and principles. Regardless of the interpretation, it's clear that religion and God play a role in shaping Erdogan's worldview and rhetoric.

## Questions

Asking questions is a well-known tactic that's utilized both in the political sphere and in daily life and could be one of the most often employed by political speakers. A close reading was done to look at every incidence of a query in the text.

### "Why are One-fifth of the World's Population Still Suffering from Hunger and Poverty"?

This question challenges the audience to acknowledge and address the issue of global poverty and hunger. By using these rhetorical questions effectively, Erdogan engages his audience, raises critical issues,



highlights Turkey's contributions, and persuades them to support his positions. The questions serve as powerful tools for communication and advocacy, allowing Erdogan to shape the narrative and influence the audience's perceptions.

### Which Type of Ideology is used in the Political Discourse of Tayyip Erdogan?

According to Fairclough (2001), an important basis that is always attached to political work or active politics is ideology. It is the device through which beliefs, traditions, and the system of values are transferred or conveyed. Based on Fairclough's model of analysis, the third stage explains the relationship between discursive practice and social practice. It aims to extract the social determinant and unearth the hidden ideology and its social effect (Fairclough, 1989, p.166). Erdogan's speech at the UN presents a blend of several ideological elements, but the dominant ones can be described as:

#### Turkish Nationalism and Exceptionalism

This highlights Turkey's proactive humanitarian efforts, positioning it as a leader and provider in international crises. Erdogan emphasizes global solidarity and potentially aligning with humanitarian and cooperative ideologies.

#### Islamism and Muslim Solidarity

"We had called for the 15th of March, the date at which the terrorist attack against Muslims in New Zealand took place, to be declared as the 'International Day to Combat Islamophobia'" This demonstrates support for the global Muslim community and positions Turkey as a champion of their rights.

#### Anti-Western Sentiment and Criticism of Global Power Structures

"The Security Council must fulfil its responsibility..." This challenges the authority of a key Western-dominated institution, implying its inadequacy or bias. This suggests that Erdogan believes that the current international order is no longer fair or just and that it is being manipulated by a small number of powerful countries. Erdogan is concerned that these countries are not playing by the same rules as the West and that this is creating a more unstable and dangerous world.

The main ideology of the speech is international cooperation. The speaker emphasizes the importance of working together to solve global challenges, such as climate change, poverty, and terrorism.

### Conclusion

This study aims to provide a comprehensive analysis of President Erdogan's 2022 UN General Assembly speech, shedding light on the rhetorical techniques used to persuade and influence the audience. By adopting a qualitative approach and utilizing established theoretical frameworks, the research aims to contribute to the understanding of political discourse and its impact on public perception and decision-making.

President Erdogan's UN General Assembly speech emerges as a rich tapestry of linguistic choices and rhetorical strategies. Through a critical analysis, this article illuminates the ideological underpinnings, providing valuable insights into Erdogan's political discourse and its impact on shaping public perceptions on the global stage.

### Recommendations

There is a margin for research scholars to explore this area further. The use of discursive practices by one head of state can be studied in comparison to the other with a diverse agenda to find out the impact of ideology and culture in their choice.

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