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RESEARCH PAPER

Analysis of Simile and Personification used by Imran Khan at 76th Session of UNGA as Rhetorical Stylistic Device in Speech

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ABSTRACT

Rhetoric is primarily the art of persuasion through speech and the skillful application of vocabulary by individuals to influence the behavior or attitudes of others. A rhetorical analysis, on the other hand, necessitates the use of critical reading skills and aims to describe how the speaker delivers speeches rather than what he actually says. This study investigates Imran Khan's attempts to persuade the audience by employing figures of speech like simile and personification. His personification and simile were examined during analysis. It is asserted that figures of speech like simile and personification are used to mobilize the audience and persuade them to adopt particular ideas, in addition to being used as ornamentation to make speeches appealing to the audience. According to the study's findings, political speeches often employ rhetorical devices like personification and similes to persuade their audiences. To analyze the speech stylistically, the researcher chooses the Perrine Laurence theory of figurative language Through this theory, the study examines the use of stylistic devices to create a rhetorical impact in the speech. To determine whether the data could be trusted, triangulation was used.

| **KEYWORDS** | Imran Khan, Personification, Political Speech, Rhetoric, Smile |

Introduction

The rhetorical skill of persuasive argumentation, or the politician's ability to persuade listeners through communication, is a crucial component of political speeches. Politicians' ability to research and capitalize on public expectations, fears, hopes, and beliefs is key to effective political rhetoric. By selecting a discourse style that will be appealing to both supporters and potential opponents, persuasion is accomplished in political speeches. Politicians may play on the audience's emotions by instilling fear or even euphoria in them in order to linguistically manipulate the audience in order to persuade them to support unsupportable policies and issues. Finding out what rhetorical acts are frequently used in different registers, how they fit together to form composite communication units, and what language tools are used to denote them are the best and possibly only ways to characterize each register. Because linguistic indicators of rhetorical acts typically take a backseat to use conventions associated with particular types of discourse (Widdowson, 1979). Unquestionably, such conventions in the text type we are addressing are the traditional elements of "rhetoric" itself.

Rhetoric is the use of words and expression by people to influence other people's behavior or attitudes (Charteris-Black, 2005). Prayers, sermons, sports commentary, presentations, interviews, and speeches that use actual communicative texts or products

in connection with various situations where it is desired to use creative language usage (Crystal, 2002). Politicians use a variety of rhetorical strategies to set themselves apart from the general public. The main figures, as well as the most popular ones, are simile, personification, metaphor, parallelism, and repetition (Devlin, 2008).

The fundamental unit of human thought and creativity is the figure of speech. Politicians frequently convince their supporters to support a political position. In other words, they utilize speech numbers to back up their actions. If accepted as such, personification and simile are minor premises that serve to illustrate the main assumption. The conclusion determines the action to be taken. Political reality can be created by figures of speech. If accepted, they have the power to alter our perception and produce logical conclusions.

The current study, which attempts to analyze the rhetorical stylistic devices (simile and personification) in Imran Khan's speeches, is framed within this line of inquiry. In light of this, the objective of the current study is to identify some of the rhetorical devices and devices Imran Khan used in his writing. We'll make the case that using these tools enhances the persuasiveness of his speech.

Literature Review

Simile

Simile is the first figure of speech, which compares one thing to another. The simile is occasionally regarded as a subtype of metaphor, in the context that it explains an instance when things are compared metaphorically. However, similes are the only one in which such as or as are used. It is a statement of the likeness of things, actions, or connections in terms of their form, function, activity, appearance, impact, etc. This figure of speech lessens, plains, contrasts, and more strongly imprints the primary object on the mind than it would otherwise (Devlin, 2008).

Similes come in a specific format. The simile is used when a noun is compared to another noun that is typically followed by something similar, as in Harris's example, "The soul in the body is like a bird in a cage," or when a verb or phrase is compared to another verb or phrase that is generally followed by "as," as in the following example: "Here is your pencil and paper. I want you to run the race of your life like the greatest hero (Harris, 2002). This demonstrates very clearly the specific format for establishing simile. Devlin notes that it's important to keep in mind that "mere similarities do not comprise a simile." For instance, when comparing two cities, there is no simile. A rhetorical simile requires that the objects being compared belong to different classes. 43 (Devlin, 2008)

Political speeches frequently employ similes. They are used to vividly describe the situation and to characterize characters and events to create an environment that enables the listeners to experience the speaker's experience firsthand. Politicians use metaphors to illustrate the nature of their conversations (Obeng& Hartford, 2008). Additionally, similes have the power to sway the opinions and behavior of readers and listeners (Kuypers, 2009).

Personification

Personification is a figure of speech in which things are given human characteristics. According to Perrine (1974), personification is "the comparison of a human being's traits to those of an animal, thing, or concept. Actually, it's a metaphor that suggests a contrast, and the figurative subject of the contrast is always a person." Both in English and Arabic, personification is frequently used in political debates and other genres. "Personification is a form of speech in which human characteristics (i.e., honesty, emotion, etc.) are attributed to animals or items that are inanimate. These expressions are used in political discourse as rhetorical stylistic devices to provide a livable and sustainable picture and an expressive and emotional significance. They are a simile and personification of Imran khan's English speeches.

The most common definition of personification is a speech figure that associates inanimate objects or abstract concepts with human characteristics. According to Lakeoff and Turner (1989), personification enables humans to make the most of their understanding of themselves and to use that understanding to help them comprehend things like abstract concepts, common events, natural forces, and inanimate objects. According to Kress & Fowler (1979), personification enables us to use an awareness of ourselves to comprehend various aspects of the outside world, such as time, natural forces, inanimate objects, death, etc. And personification encourages people to look at their surroundings differently (Nordquist, 2012).

It's interesting to note how personification has been conceived philosophically at length by several philosophers, rhetoricians, and linguists. They all, however, have one similar theme: personification refers to the concretization of the abstract, giving life to the inanimate, a voice to the voiceless, a shape to the formless, a body to the bodiless, a soul to the spiritless, a speech to the silent, etc. Personification is the action of imputing human or almost human attributes to inanimate things, abstract concepts or acts in speech or writing (Cuddon,1982:112).

Material and Methods

This study, which is a descriptive one, employed a qualitative research design. Bogdan and Biklen assert that descriptive research is qualitative (1982: 28). The information gathered is represented by words or images rather than numbers. Data quotes are included in the written research findings and are used to support and enhance the presentation. Descriptive research, according to Selinger and Shohamy (1989: 124), involves a range of techniques used to identify, categorize, or describe naturally occurring phenomena without the aid of experimental manipulation.

The researcher chooses the Perrine Laurence theory of figurative language Through this theory, the study examines the use of stylistic devices to create a rhetorical impact in the speech. To determine whether the data could be trusted, triangulation was used.

Additionally, Bogdan and Biklen (1982: 39–48) contend that a qualitative research procedure is one that yields descriptive data from the research subjects under investigation, whether those data are verbal or written. In other words, qualitative research actually pays attention to data that are described in words rather than focusing on data that are represented by numbers or measures. As a result, the goal of qualitative research is to describe particular phenomena or situations that the study focuses on.

Research Instruments

Since this was a qualitative study, the researcher was the primary tool. Bogdan and Biklen (1982: 27) assert that the analyst is the main tool in qualitative research, with the immediate source of data being the natural environment. A researcher in qualitative research is an organizer, receiver, researcher, information observer, and journalist of the research findings, according to Moleong (2001: 121). In qualitative research, it can be assumed that the person conducting the study is the human instrument. In order to help the researcher, collect and analyses data for this study, secondary instruments included a document, a video player, and the official transcript of Imran Khan's speech. Imran Khan's words, phrases, clauses, and sentences from his address to the General Assembly's 76th session served as the research's primary source of information. The context for the data, which were utterances, was Imran Khan's speech at the 76th meeting of the United Nations General Assembly. The data were based on the speech's script, which is available at https://arynews.tv/pm-imran-unga-speech-76-session/.

Data Analysis Technique

Since this study dealt with language and symbols, the researcher applied textual analysis to it (Vanderstoep and Johnston, 2009:210). To analyze the speech stylistically, the researcher chooses the Perrine Laurence theory of figurative language. Through this model, the study examines the use of stylistic devices to create a rhetorical impact in the speech. As a result, the theory described in the preceding section provided direction for analyzing the data. The following is a presentation of data analysis procedures:

   i.   Gather the data by reading the speech's script.

   ii. Choose the data by entering it into the data sheet.

   iii. Gather the data by reviewing the speech's script.

   iv. Assessing credibility by consulting with friends and other related lecturers.

   v.   Recitation, interpretation, and explaining of the data.

   vi. Making judgments from the research's finding

Trustworthiness

Trustworthiness is a good way to gauge a research's value. The validity, replicability, consistency, and conformability are the four components of trustworthiness (Moleong, 2001: 171). They make in-depth, meticulous observations which will be utilized to support the validity of the study. To ensure the validity of the data in this study, the researcher used triangulation.

No	Categories	Types	Functions
1	By Comparison	Metaphor	Bringing additional imagery
			Increasing emotional intensity
			Saying much in brief compass
		Simile	Saying much in brief compass
		Personification	Saying much in brief compass
2	By Association	Synecdoche	Saying much in brief compass

3	By Contrast	Paradox	Saying much in brief compass
		Irony	Saying much in brief compass
		Hyperbole	Increasing emotional intensity
			Saying much in brief compass

Triangulation, according to Moleong (2001: 178), is a method for determining the veracity of the data using something unrelated to it. As a result, it served as a method to evaluate the accuracy of the data. The reliability of the data obtained for this study was determined by triangulating it with theories and sources. Additionally, the researcher used three different methods to triangulate the data: peer corrections, advisor consultations, and inquiries of well-known lecturers with an interest in stylistics.

Results and Discussion

As was stated in the research's background, the goal of this study is to categorize the different kinds and purposes of similes and personification used in Imran Khan's speech in the seventy-sixth session of the United Nations General Assembly. Additionally, this study aims to show how using figures of speech affects how effectively information is conveyed during speech. The research findings are presented in this chapter in 2 sections, namely findings and the second one is discussion. The 1ˢᵗ and 2ⁿᵈ objectives are presented in the findings section in a data sheet that lists the kinds and purposes of figurative language used by Imran Khan in the seventy-sixth session of the United Nations General Assembly, First and second objectives are explained in greater detail in the discussion section, which also includes information on the third objective.

Simile

A simile is a crucial kind of literary device that compares two things in an entertaining way by using the utterances "like" or "as." In order to capture the reader's or listener's attention, a simile must create an intriguing analogy. The simile is among the most widely used forms of figurative language. Similes can also be found in many different contexts, such as poetry, music lyrics, and sometimes even in everyday speech.

Similes are the least common form of figures of speech in Prime Minister Imran Khan's speech in the seventy-sixth session of the United Nations General Assembly. The address only contains one occurrence. Imran Khan seldom directly explains how two things resemble one another, so to speak. He hardly ever directly compares two things by using a connector like "like" or "as." On either hand, he enjoys using metaphor, which was covered in the previous portion of this section, to compare 2 things indirectly.

The following list of similes from the speech is provided.

*"I fear a few "wealthy islands" in the sea of **poverty** will also turn into a global calamity*, *like climate change."*

Using words like "like," "as," "than," "similar to," or "seems" to compare two things that are completely different but share a characteristic is known as a simile. In these lines by Imran Khan the indirect comparison by using the word "like" can be seen between **poverty** and **climate change.** The expression was uttered by Imran Khan in the middle of the speech. In this part of the speech, Imran Khan discussed deforestation,

global responsibilities, and its effects. He told the audience that climate change is one of the greatest existential dangers to the future of our planet.

*"Our **capital** was like a **fortress.**"*

The expression was stated by Imran Khan in the second last part of the address. In this part of the address especially in this line, there we can see the indirect comparison between **capital** and **fortress**. He attempts to discuss the state of Afghanistan in this section of his speech. Apart from Afghanistan, he claimed that Pakistan suffered the most when we entered the United States War against Terrorism after 9/11. He also said that people, including those like us, once questioned whether they would survive this. The entire country of Pakistan was being bombarded. Our nation's **capital** resembled a **fortress**.

Similes are figurative language devices that compare two unrelated things, much like metaphors. The simile's use of indicating words when comparing things is the primary difference. Similes make a comparison between two or more than two different things by using words like, as, similar to, etc. Similes are easier to understand than metaphors because they use indicating words to compare; as a result, similes are regarded as overt comparisons, whereas metaphors are regarded as covert comparisons.

Personification

Personification is an existential metaphor in which inanimate objects and other nonhuman beings are given humanistic qualities and traits to make them seem more like people. "Personification is a different linguistic concept, even though it corresponds to the group of existential metaphors," claim Lakoff and Johnson. To be more precise, personification is the speaking of something non-human as if it were human.

A personification is a form of a figure of speech that is distinguished by the addition of some human characteristics to an inanimate object. Following are some examples of how personification was used in Prime Minister Imran Khan's speech at the UN General Assembly's 76th session.

*"The worst and most pervasive form of **Islamophobia** now **rules India**"*

In this statement Khan used personification by giving the human quality of ruling to an idea of **Islamophobia**. As personification is a type of figure of speech in which inanimate objects, abstract concepts, or non-human things are described in terms of humans. It's applied to make scenes or characters more captivating and interesting. Imran Khan made this statement at the opening of his address. Imran Khan was explaining to the audience during this section of the speech that In India now, the ugliest and most ubiquitous type of Islamophobia is in power. The 200 million-strong Muslim population in India has been subjected to a reign of terror and violence thanks to the hate-filled "Hindutva" ideology that is promoted by the fascist RSS-BJP administration. This criminal business includes mob lynchings by cow vigilantes, recurrent pogroms like in New Delhi last year, discriminatory citizenship legislation to rid India of Muslims, and a push to demolish mosques across India and erase its Muslim history and traditions.

*"The **virus** does not **discriminate** between nations and people"*

Imran Khan applied personification by referring to human quality "**discrimination**" against virus. He tries to through light on the disastrous condition of the world due by the Covid-19, He also tries to mark the efforts that Pakistan has made during covid. He said that the virus has no bias toward any one person or nation. Disasters brought on by irregular weather patterns also don't. Covid-19 is associated with the economic crisis, and the dangers posed by climate change provide the globe with a triple problem.

Then he marked the efforts made by Pakistan in this regard he said that by the grace of Allah, Pakistan has so far been effective in containing the COVID pandemic. Our method of "smart lockdowns" spared lives and means of subsistence while maintaining the economy. More than 15 million households received assistance from our social welfare program, Ehsaas, to survive.

Saying Much in Brief Compass

The final effect of Perrine is a compass or simplifying function that conveys a lot of information quickly. Perrine (1969: 72) asserts that using figurative language can help you express yourself intensely and succinctly. The audience is better able to comprehend the idea when figurative language is used in this manner.

By making this statement, he **conveys a lot in a brief amount of time**, emphasizing the significance of global warming to the audience as the world's temperature rises day by day while also emphasizing that Pakistan's contribution to this is very small and that, despite this, we Pakistanis are working to combat global warming.

Pakistan's two hundred million people were among the most vulnerable global victims of the escalating effects of climate change despite producing less than 1% of the greenhouse gas emissions blamed for contributing to global warming. Ever-rising temperatures, droughts, and flooding are threatening the country's health, agriculture, water supplies, and hopes for the development of a society that is among the least developed in the world in terms of per-capita income. According to the German watch public policy organization's 2017 - 18 Global Climate Risk Index, Pakistan is one of the ten nations most impacted by climate change. Pakistan, which connects the Middle-East and South-Asia, is situated in a region where the average temperature is expected to rise 7.2 degrees Fahrenheit faster than elsewhere (4 degrees Celsius).

"Our capital was like a fortress."

Because the word "was" and "like" explicitly compare capital to the fortress, this expression is categorised as a simile. When trying to convey a lot of information in a **brief compass**, similes are often used. Khan wants to say a lot in a **brief compass** because, in his opinion, the Afghan Taliban have turned against Pakistan. For the first time, the hostile Taliban called Pakistan home. They also made government of Pakistan attacks. When our Army tried to enter the tribal areas for the first time in history, there were innocent casualties because there are always innocent casualties when an army enters civilian areas. There were more militants looking for retaliation as a result. But it's not just that. The fact that the US launched 480 drone strikes in Pakistan must be known to everyone. And everyone is aware that drone attacks lack accuracy. They kill more innocent people than the terrorist organisations they are after.

"Islamophobia now rules India"

Islamophobia was given the human quality of rule, so this expression is regarded as a personification. Imran Khan wants to explain the current scenario of Muslims in India, so he used an expression that was meant to convey a lot in a short amount of time.

India is currently ruled by the worst and most prevalent form of Islamophobia. The 200 million-strong Muslim community in India has been subjected to a reign of terror and violence thanks to the hate-filled "Hindutva" ideology that is promoted by the Nazism RSS-BJP regime. This criminal enterprise includes mob lynchings by cow vigilantes, frequent pogroms like the one in New Delhi last year, exclusionary citizenship laws to rid India of Muslims, a campaign to demolish mosques across India and erase its Muslim history and heritage.

*"The virus does not **discriminate** between nations and people. Nor do the catastrophes imposed by uncertain weather patterns"*

The expression seems saying much in a brief range because Imran attempts to alert people to COVID-19 and changes in the earth's natural weather. Imran Khan used personification when he used the term "discrimination" against viruses to describe a human quality. He makes an effort to shed light on the disastrous state of the world as a result of the Covid-19. Additionally, he makes an effort to highlight Pakistan's participation in COVID. The virus, he claimed, has no preference for any one group of people or country. Neither do catastrophes brought on by erratic weather patterns. A triple problem faces the world as a result of COVID-19, the economic crisis, and the dangers posed by climate change.

Then, after highlighting Pakistan's efforts in this area, he stated that, by Allah's grace, Pakistan has so far been successful in containing the COVID pandemic. Our "smart lockdown" strategy preserved lives and means of habitation while preserving the economy. Our social welfare program, Ehsaas, provided support for more than 15 million households to live.

CONCLUSIONS

The researcher presents the findings and analysis from the previous chapter's discussion in this final chapter. On Saturday, September 25, 2021, Prime Minister Imran Khan spoke to the 76th session of the (UNGA), as written in Chapter I. One of the objectives of the research is to classify the kinds of figures of speech used in that speech. The other is to analyze that speech. to demonstrate the results of the use of figures of speech in the speech and to demonstrate the efficacy of such use. As a result, the researcher bases his or her conclusions on these two research goals. The first conclusion provides an answer to the research's primary goal. When Prime Minister Imran Khan spoke at the 76th General Assembly, he used eight different types of figures of speech.

The most prevalent figurative language used in the speech by Imran Khan is simile and personification, which suggests that he prefers indirect comparison to direct comparison. Imran Khan helps the audience better digest his ideas and gives them a more striking meaning in his address to UN General Assembly (UNGA).

Imran Khan is capable of making his ideas more understandable to the audience by indirectly contrasting two ideas within his speech, which aids the audience in doing

the same. Personification is another technique used in speech to make abstract ideas or medical conditions more relatable. Imran Khan is capable of making his ideas easier for the audience to understand by using personification.

The second conclusion provides an answer to the second research goal. That personification and simile used by the Imran Khan in at 76th session of United Nations General Assembly is used to say much in brief compass. Since the address, which is a political address, seldomly deals with the audience's use of imagination, the role of proposing imagery can be carried by simile and personification. saying a lot in a short amount of time—is the one that is used the most in the speech. It appears in all forms of figurative language used in speech because figure of speech allows ideas to be expressed in unconventional ways without losing the intended meaning.

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