

## Neuro-Linguistics Programming Techniques as Manipulative Moves: Critical Discourse Analysis of Pakistani Politicians' Speeches

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### *Abstract*

*Political leadership behavior is a crucial area of study in political science. It is one field that focuses on how political leaders tend to affect, manipulate, and influence the people to win their vote, support, and trust and how they outline the public psyche. Neuro-Linguistic Programming is developing as a set of methods that utilize the intensity of words in impacting others. This multidisciplinary study combines both disciplines to investigate the types of verbal repetition utilized to have Neurolinguistic Programming impact in the political initiative and speeches and how it controls individuals' psyche. Two persuasive speeches of two political leaders, Imran Khan and Shahbaz Shareef, were picked to serve the purpose of this study. The textual analysis was directed to break down the substance of the two talks, quantitatively and qualitatively. The outcomes showed that the two political leaders did utilize Neurolinguistic programming procedures to impact the general population perhaps unconsciously. The two leaders used various types of verbal repetition to brace the manipulative and influential forms of the utilized neuro-phonetic programming procedures. Lexical repetition was the most widely recognized type of repetition in the two leaders' political addresses. The study has implications for anyone striving to be a successful public speaker, especially in the socio-political sphere.*

**Keywords:** *Neuro-Linguistic Programming, Repetition, Political Leadership, Manipulation.*

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### **Introduction**

Language plays a vital role in communication. Sometimes it has a conjuring effect on people's thought processes if spoken or written in a well-structured way. The influence of words on the neurochemistry of the human mind is the core element in neurolinguistics. Neuro-linguistics programming (henceforth NLP) methods primarily tend to get reasonable goals, but this technique works as a manipulative move. Manipulation is an action that controls the behavior of a person by forcing him unconsciously to act the way the manipulator wants. Politics is one major field where politicians aim to influence the public and convince them to a pre-conceived point through arguments and prove their sincerity. The fundamental goal is or should be to resolve conflicting issues to bring all to one agenda: society's welfare. Thus,

neurolinguistics is a handy tool that works closely with psychology to study manipulative moves on how politicians can positively or negatively influence others.

Political leaders always want to influence the public one way or another (Brower, Fiol & Emrich, 2007). This attempt is most evident in their public speeches in which they usually use various NLP techniques to achieve their purpose. Increased awareness of NLP's use and benefits has led researchers to evaluate NLP in different aspects and fields. However, very few researches focus on the manipulative aspects of politicians' linguistic features for public influence. There is a need to analyze the political speeches to study NLP techniques to understand how language as a tool for communication can be used to convert and influence the human mind—a complex phenomenon.

The study aims to re-analyze previous research papers on the topic at hand to form relative views about manipulation, politics, and public opinion to identify the NLP based manipulation exerted on the human mind. It also intends to investigate the technique of repetition used by the political leaders to manipulate and impact Pakistani public cognition. Thus, the study's objective is to highlight politically manipulating statements using the NLP technique of repetition. In order to achieve the objectives, the study attempts to find answers to the following research questions:

- 1- What the NLP repetition techniques the Pakistani political leaders employ in their speeches for manipulative purposes?
- 2- How frequently do these politicians use the NLP repetition techniques in their political speeches?

It is hoped that this study helps create awareness among the public and the political leaders about the effective use of repetition (NLP technique): how to achieve their positive goals and how to shape and manipulate others' minds through language.

## **Literature Review**

Neuro-linguistics programming is a combination of three words: 'neuro' that means brain, that is directly linked with our thinking pattern (Stephens & Skinner, 2003); 'linguistics' that means language in use and 'programming' that refers to pragmatic, syntactic, semantic, morphological and phonological structures. In other words, NLP refers to the functioning of the brain in relation to language (Clabby, 2002). NLP, thus, provides a very structured approach to reach socio-political realities or versions of reality in psycho-cognitive perspective.

NLP was formed by two professors from the University of Santa Cruz, California- Bandler and Grinder, J.T, who initially worked to maintain interpersonal communication during the 1970s. However, it got researchers' attraction from different fields such as psychology, educational learning, business, marketing, and politics or leadership because of its effectiveness (Bashir & Ghani, 2012). Ever since, it has got popular in conducting qualitative research in social sciences.

NLP is usually taken as a technique that considers listeners' subconscious and molds it according to the desire, needs, motives and inner urges of the users. It is mainly a combination of techniques that helps make the impossible possible (Khalifa, 2019). The present study focuses on the use of repetition as an NLP technique in the Pakistani Politicians' speeches. However, it is pertinent and desirable to describe some other essential NLP techniques before explaining repetition.

### **i) Reframing**

Reframing is a technique of reinterpreting the statement that poses a different viewpoint. It enables re-analyzing it in different directions. Words are wont to reframe meaning or content and alter the realization of anything (Wilimzig & Nielsen, 2017). Reframing enables leaders and politicians to position the content

of a situation in a new frame: they handle objections, change the angle of a problem, make people respond differently, and retrieve acceptance of the general public (Zulkifli, 2015). Thus, it works as an effective technique to position the opponent's stance in a new self-favoring perspective.

#### **ii) Anchoring**

Anchoring is a hypnotic technique that helps influence the behavioral response and form a specific response in return. It associates a selected internal response with an external or internal anchor (Oberholzer, 2013). Anchoring originated when Milton Erickson used his hypnosis model in which he used cues as anchors to make people alter their internal state (Ready & Burton, 2010). This hypnotic technique uses linguistic cues as anchors to bring about a specific change in people's responses.

#### **iii) Rapport**

Rapport also works as an NLP technique that is used to form mutual understanding and respect. It is essential for successful communication flow between the speaker and the listener (O'Connor & McDermott, 2013). Rapport is formed when positive feelings and confidence coexist, and no resistance to the ideas of the opposite occurs (Hejase, Tartozi & Hashem, 2015). Politicians largely depend upon rapport to enhance communication, calm situations down, resolve conflicts, and enhance the negotiation ability (Oberholzer, 2013). Rapport is a persuasive technique based on mutual respect to influencing the listener's mind to change according to the speaker's point of view.

#### **(iv) Pacing and Leading**

Pacing and leading, a catalyst in communication skills mainly refers to leaders' pliability to correspond to people's exclusive insight, conduct, and jargon (O'Connor, 2013). Pacing and leading are achieved by carefully selecting vocabulary and gestures that show consideration and responsiveness to others' perspectives (Khalifa, 2019). Thus, language plays a vital role in this technique too.

#### **(v) Modeling**

It is a technique in which one adapts another person's successful behavior; it can be implicit and explicit (Zulkifli, 2015). Implicit modeling could be a subconscious process during which the individual tries to know others' subjective experience. A third person dispenses explicit modeling to structure the other person's subjective experience. The modeling method may start implicitly by identifying an exemplar, and then explicit modeling is applied to what makes a human behavior distinctive.

#### **(vi) Mirroring**

It is a technique of creating a mirror image of a situation or other person's behavior, movements (Casale, 2012). Mirroring is analogous, reflecting on a situation or a different person's behaviors, words, tones, visual communication, and voice patterns. To copy someone's behaviors, movements, and postures means creating a robust non-verbal reference to people and paving "the thanks to accepting gradual changes" attitude (Vickers & Bavister, 2010). Thus viewed, mirroring gains the status of a major manipulative move made by politicians.

#### **(vii) Repetition**

Repetition is a core element of NLP. Neurolinguistics works mainly on repeating and sequencing a sentence's components to create a specific functional form to achieve a particular goal (Welyczko, 2016). Repetition plays a vital role in the neuro-linguistics as it strengthens anchoring (Casale, 2012), underpins reframing (Oberholzer, 2013), withstands tougher rapport (Clabby, 2002), provisions modeling and

mirroring (Casale, 2012), and sanctions the pacing and leading (Gibson, 2011). Repetition helps us understand and clarify ideas and clarify the conversation.

Repetition is defined as the act of doing things more than once. It relates to the replication of elements and part relations within the identical written/spoken items. It can be of two types: verbal and non-verbal. Verbal repetition is the repetition of words or ideas, while non-verbal repetition is the repetition of body language and gestures, and voice pitch (Katrandjiev, 2016). A linguistic analysis of repetition as an NLP technique works at various levels, namely lexical, syntactical, semantic, morphological, and phonological.

Table 1: Types of Repetition in NLP

Types of Repetition				
Lexical	Structural	Semantic	Morphological	Phonological
Single Item	Anaphora	Binomial	Same root	Vowel Alteration
Whole Phrase	Epiphora	Synonym	Suffix	Consonance
	Epanalepsis	Antonym	Same pattern	Assonance
	Anadiplosis	Hyponym		Alliteration
	Antimetabole			Onset Alteration
	Parallelism			
	Antithesis			

These types are discussed below.

#### a) Lexical Repetition

Lexical repetition is the repetition of identical words or phrases. Lexical repetition occurs in two ways: repeating a single lexical item or repeating the whole phrase (Khadair, 2016). The repetition of a single lexical item can be simple or complex. Simple lexical repetition occurs when there is a minor or no prodigious difference between two lexical items like *work* and *works* (Adorján, 2013). Complex repetition occurs when repeated items have the same lexical unit but are different somehow, for example, *move* and *movement*. Another complex lexical repetition is where the lexical unit is the same but is grammatically different in the repeated occurrence, like *debate* and *meeting* (Mahlberg, 2006). The second type of lexical repetition is the repetition of the same lexical phrase, like "*When I went there, he was asleep,*" and "*when I visited him, he was asleep.*"

#### b) Structural Repetition

Structural repetition occurs when there is a reoccurrence of syntactic constructions in a sentence. Sentence structures can also be repeated by including anaphora, epiphora, epanalepsis, anadiplosis, and antimetabole. It contains parallelism and antithesis (Cui & Zhao, 2016). **Anaphora** refers to the relapse of the beginning of consecutive sections or verdicts (Webber, Stone, Joshi & Knott, 1994); for example, "*what we need in the United States is not division; what we need in the United States is not hatred; what we need in the United States is not violence.*" **Epiphora** or **Epistrophe** stands as the reappearance of an expression or phrase at the termination of repeated sentences or clauses (Lawrence, Visser & Reed, 2017); for example, "*If you are not free to take a decision by yourself, that's slavery. If you follow someone and you cannot move away of his shadow, that's slavery.*" The third sort of structural repetition is **epanalepsis** named as **echo**. **Epanalepsis** denotes the repetitive habit of a term or group of words at the foundation and at the culmination of a stroke, sentence, or clause (Katrandjiev, Velinov & Radova, 2016); for example, "*Revenge begets revenge.*" Another form of structural repetition is **anadiplosis** which means reiterating a word or phrase which arises at the culmination of a clause or sentence at the opening of the next clause or sentence (Essam, 2014); for example, "*Friendship is a kind of eternal love, and eternal love lasts forever.*"

**Antimetabole** is another form of structural repetition that denotes the relapse of a set of words in successive sentences or clauses but with overturned order of words; for example, "*ask not what your country can do for you, ask what you can do for your country.*" Another type of structural repetition is **parallelism**, which denotes the replication of the same grammatical structure of strings of allied words, phrases, or clauses (Mehawesh, 2013); for example, "*We have to bear burdens, meet hardships, face troubles and carry responsibilities.*" The last sort of structural repetition is **antithesis**, which means to put two opposing ideas using parallel structures (Cui & Zhao, 2016); for example, "*committing a mistake is human, unconditioned forgiveness is Divine.*"

### c) Morphological Repetition

Morphological repetition refers to the reappearance of word construction. **Repetition of the word root** is a type of morphological repetition. In this type, the twig of the word is repeated (Khadair, 2016), for example, *approach, approachable, approachability, approached and approaching.* **Suffix repetition** relates to repeating the suffix of words (Najjar, 2015), for example, *suicide, matricide, infanticide, and patricide.* The third type of morphological repetition, mostly found in the Arabic language, is **pattern repetition**. It refers to the repetition of the same pattern (Khadair, 2016). This sort of repetition is habitually used in a mixture with other recurrence types, such as semantic repetition (Najjar, 2015).

### d) Semantic Repetition

Semantic redundancy alludes to rehashing words, expressions, or provisions with related semantic significance or rehashing a line's similar importance by different wording (Nadarajan, 2006). There are various sorts of semantic repetition. One sort is the utilization of binomials. A **binomial** is at least two words having a similar structure, organized linguistically and connected semantically; for instance, the informal English articulations *odds and ends, merchandise, and materials* (Norrick, 1988). The second sort of semantic repetition is the utilization of word relations, for example, synonyms, antonyms, and hyponyms (Kuhl & Anderson, 2011). A case of rehashing similar words is "*he is cheerful, happy and euphoric.*" Rehashing antonymous or dumbfounding words resembles "*he is glad however his partners are miserable,*" and rehashing hyponymous words resembles "*bed, wardrobe, furniture.*"

### e) Phonological Repetition

Phonological repetition alludes to rehashing at least one phoneme in at least two words (Vaden, 2010). Phonological redundancy may happen as vowel adjustment or beginning change (Nadarajan, 2006), similar sounding word usage, sound similarity, or consonance (Rieschild, 2006). Similar sounding word usage alludes to the consonants' reiteration toward the start of words; for instance, *firm/star/gaze.* The sound similarity is the reiteration of the vowel sounds inside syllables like *free/insect,* though consonance alludes to the redundancy of consonance, which comes before by various vowels like *fish/tissue* (Zhang, (2005).

## Methodology

Two speeches of two Pakistani leaders are analyzed to reach the answers to the research questions. The first speech chosen for this study was delivered by Imran Khan Niazi, the 22<sup>nd</sup> and current Prime Minister of Pakistan and the chairman of Pakistan Tehreek-e-Insaaf (PTI). The second speech is that of Shahbaz Shareef, the current opposition leader in the National Assembly of Pakistan; he is the Ex-Chief Minister of Punjab. These two leaders have been influential on the cognition of very significant masses of people.

The first speech analyzed is Imran Khan's public speech delivered in Swabi, a city of Khyber Pakhtunkhwa, Pakistan, during his election campaign, on July 14, 2018. The second speech is that of Shahbaz Sharif addressed to the public in Dera-Ghazi Khan, a city of Punjab, on July 23, 2018.

The chosen speeches are analyzed based on content analysis and textual analysis to identify the repetition techniques, hidden significance and manipulation through specific linguistic features. The content analysis and textual analysis help gather and analyze information related to the chosen content and reach the most likely interpretations drawn from that text (Mckee, 2003).

## Data Analysis

### Imran Khan's Speech July 14, 2018

On July 14, 2018, Imran Khan gave a fiery and forceful speech in Swabi, a city of Khyber Pakhtunkhwa, Pakistan, during his election campaign. In the speech of 2424 words, he gave a detailed description of corruption in Pakistan. In this speech, Imran Khan employed different NLP techniques such as rapport, anchoring, reframing, and pacing and leading. He used these techniques to connect and strengthen the effects of NLP. Imran Khan employed different types of repetition. These repetitions are explained below:

#### a) Lexical Repetition

Imran Khan used mainly two types of lexical items: single lexical item repetition and phrase repetition. The frequency of the use of the single lexical item repetition is shown in table 2.

Table 2: IK's Lexical Repetition as an NLP Technique

Lexical Item	Repetitions	Lexical Item	Repetitions
Rupees/ روپے	24	Kg/ کلو	4
Pakistan/ پاکستان	20	Paisa/ پیسہ	4
Country/ ملک	20	Dollar/ ڈالر	3
Billion/ ارب	18	Vote/ ووٹ	3
People/ لوگ	16	Fazal-al-Rehman/ فضل الرحمن	3
Money/ پیسہ	16	PTI/ پی ٹی ائی	3
Corruption/ بدعنوانی	12	Force/ قوت	2
Nawaz Shareef/ نواز شریف	9	Adyala/ اڈیالہ	2
Election/ الیکشن	8	Bankruptcy/ دیوالیہ	2
Leader/ لیڈر	6	MMA/ ایم اے	2
InshAllah/ انشاء اللہ	6	ANP/ این پی	2
Shahbaz Shareef/ شہباز شریف	6	Money laundering/ منی لانڈرنگ	2
Poor/ غریب	6	Assad Qaiser/ اسد قیصر	2
Business/ بزنس	5	Zardari/ زرداری	2
Damage/ نقصان	5	Air-conditioned/ اینر کنڈیشنڈ	2
Youth/ نوجوان	4	Property/ پراپرٹی	2
Airport/ ایئر پورٹ	4	Finished/ ختم	2
Paisa/ پیسہ	4	Theory/ نظریہ	2
Theft/ چوری	4	Bandit/ ڈاکو	2
Government/ حکومت	4	Road/ سڑک	2

Imran Khan also used phrase repetitions in this speech. He used " *from 10 years* /دس سال سے" eight times in his speech and " *from twenty-two years* /بائیس سال سے" two times in his speech and " *These are the people,*" three times in his speech and, " *He says*" /وہ تو کہتا ہے" twice in his speech.

### b) Structural Repetition

Imran Khan used different types of structural repetition. He used **anaphora** three times " یہ وہ لوگ ہیں جو " / "These are the people who want ..... " and " یہ وہ لوگ ہیں جو دیکھنا نہیں چاہتے پاکستان کو آگے بڑھتے " / "These are the people who do not want to see Pakistan moving forward ..... " Imran Khan used **Epanalepsis** in the sentence " اگر ملک نیچے جاتا ہے تو میں بھی ملک کے ساتھ نیچے جاتا ہوں۔ گر ملک کا دیوالیہ نکلتا " / "If the country goes down, I go down with the country. " If the country goes bankrupt, then we are among the people who will go bankrupt." **Parallelism** is used 18 times; for example, "Never accept a leader who does not have money, property, business in Pakistan." Furthermore, " ان کا مقصد ہے الیکشن کو خراب کرنا, " / "Their aim is to spoil the election, to postpone it, they aim to damage this country"; " / "سارے ملک کے ادارے تباہ کر دیئے، مفلوج کر دیئے " / "Destroyed, paralyzed the institutions of the whole country"; " / "یہ نظریاتی الیکشن ہے، یہ پاکستان کا فیصلہ کن الیکشن ہے " / "This is an ideological election, this is a decisive election for Pakistan." Imran Khan used **antithesis** once: " میں آپ سے پوچھتا ہوں آپ سے کہ وہ لیڈر جو " / "I ask you when Pakistan goes down, the leader goes up, how can he feel your pain?"

### c) Morphological Repetition

We also observe root word repetition in the speech in which stem is repeated; for example, **کریپشن/corruption** and **کریپٹ/corrupt**, **قرضہ/loan** and **مفروض/debtor**, **غریبوں، غریب غربت /poor, poverty**, **نظریاتی/theoretical**, **نظریہ/ideology**, **سیاستدان / politician**, **سیاست / politics**. Suffix repetition is also seen 16 times **کرنا** with the suffix "نا" and **فوتوں، لوگوں، لاکھوں، اربوں، حکومتوں، سکولوں** with suffix "وں" and **پاکستان، ریستوران، نقصان** with the suffix "ن" and **دینے، کسنے، خریدنے** with the suffix "نے".

### d) Semantic Repetition

Different types of semantic repetitions are used in Imran Khan's speech. In this speech, he repeated antonymous or paradoxical words six times; for example, **اچھے اور برے / good and evil**, **اوپر جاتے اور پھر نیچے / going up and then down**. Synonyms were utilized twelve times, for example, **فساد ہو انتشار، بوجھ / corruption and anarchy**, **تینشن ہو مشکل ہو / tension and difficulty** and **خراب، نقصان، / loss, bad**. Hyponymies were used 12 times, for example, **لاکھوں، اربوں، روپے، پیسے / Lakhs, billions, rupees, money**, **دھماکے، بمباری، اٹیکس / explosions, bombings, attacks**.

### e) Phonological Repetition

We found phonological repetition used twice in Imran Khan's speech, for example, "اب، آپ، ابھی" / "Now, you, right now."

### Shahbaz Sharif's Speech, July 23, 2018:

On July 23, 2018, Shahbaz Sharif gave a blistering speech of 2713 words in Dera-Ghazi Khan, the city of Punjab, the 19<sup>th</sup> populated city in Pakistan. He gave a detailed view and demonstration of the way he would take Pakistan further. Although he could not form the government later, he is the leader of the opposition now. Shahbaz Sharif employed different NLP techniques such as rapport, anchoring, and mirroring in order to achieve his target of influencing the public. Using NLP techniques, Shahbaz Sharif employed different forms of repetition to affect the audience who were there in the Jalsa significantly.

### a) Lexical repetition

Shahbaz Sharif utilized different types of lexical repetition. He repeated **single lexical items**, as shown in table 3.

Table 3: SS's Lexical Repetition as an NLP Technique

Lexical Item	Repetitions	Lexical Item	Repetitions
Pakistan/پاکستان	33	U-turn/یوٹرن	03
DG khan/ڈیڑہ غازی خان	14	Teens/نوجوان	03
Nawaz sharif/نواز شریف	14	Employment/روزگار	03
System/نظام	11	Loans/قرضے	03
China/چین	11	Peshawar/پشاور	03
Billion/ارب	08	Promise/وعدہ	03
Poor/غریب	07	Equal/ہم پلہ	03
Honor/عزت	06	Slogan/نعرہ	03
Imran khan/عمران خان	06	Hard work/محنت	03
Lahore/لاہور	06	Prosperity/خوشحالی	03
Allah/اللہ	06	India/ہندوستان	03
Letter/خط	06	Development/ترقی	03
Announcement/اعلان	06	Witness/گواہ	03
Quaid e Azam/قائد اعظم	05	Scam/جعلی	02
Country/ملک	05	Punjab/پنجاب	02
Meeting/جلسہ	05	Times/مرتبہ	02
Lotte/لوٹے	05	Developmental/ترقیاتی	02
Great/عظیم	04	Against/خلاف	02
Friend/دوست	04	Malaysia/ملشیا	02
Rich/امیر	04	Farmers/کسان	02
Road/سڑک	04	Danish/دانش	02
Insha'Allah/انشاء اللہ	04	School/سکول	02
Service/خدمت	04	Expectation/توقع	02
Campaign/کمپین	03	Adyala/اڈیالہ	02
Last/آخری	03	Doctors/ڈاکٹر	02
Maryam Nawaz/مریم نواز	03	Father/باپ	02
Jail/جیل	03	Pressure/پریشور	02
Greeting/سلام	03	Lion/شیر	02
NAB/نیب	03	Seal/مہر	02
Abuse/زیادتی	03	Scholarship/وظیفہ	02
Electricity/جلی	03	Vote/ووٹ	02
Corruption/کریشن	03	Justice/انصاف	02
Orphan/یتیم	03	Plans/منصوبے	02
Rs/روپے	03	Jail/جیل	02

He also utilized phrase repetition, as shown in table 4.

Table 4: SS's Phrase Repetition as an NLP Technique

Phrase	Repetitions	Phrase	Repetitions
Heart patient / دل کے مریض	2	Want to tell / بتانا چاہتا ہوں	2
Wrote a letter / خط لکھا	2	Will fight / لڑوں گا	3
Join me / میرے ساتھ	2	PML-N / مسلم لیگ ن	2
Want to say / کہنا چاہتا ہوں	3	This is our fault	2
swear to God / خدا کی قسم	2	ہمارا یہ قصور ہے /	
My relationship / میرے تعلقات	2	Day and night / دن رات	2
		Life and death	3
		زندگی اور موت /	

## b) Structural Repetition

**Anaphora** is used eight times for example " ایک پاکستان، جہاں ظلم ہو زیادتی ہو۔ ایک پاکستان، جہاں سفارش اور پیسے " / *A Pakistan where there is oppression and abuse. A Pakistan where justice is bought based on recommendation and money.* **Epiphora** is used fourteen times, for example " اس نظام کو نیست و نابود " / *We will destroy this system. We will make Quaid-e-Azam's Pakistan inside this country.* **Anadiplosis** " لیے " / *چین سے میرے تعلقات ہیں، میرے تعلقات آپکی خدمت کے لیے* " / *I have a relationship with China, my relationship is due to my services for you.* **Parallelism** is used ten times, for example " میرے بزرگو، بھائیو، بہنو، نوجوان ساتھیو " / *My elders, brothers, sisters, young comrades.* **Antithesis** is used six times, for example " یہ عمران خان کی طرح جعلی نہیں، یہ اصلی خط چین سے مجھے بھیجا " / *This is not fake like Imran Khan, this real letter was sent to me from China.*

## c) Morphological Repetition

In Shahbaz Sharif's speech, we found **root word repetition** used six times, for example, " امیر کو امیرتر " / *Rich to richer*, and " ترقیاتی، ترقیافتہ، ترقی " / *Developmental, advanced, development.* **Suffix repetition** is used six times, for example, " امیرتر، غریب تر " / *Richer, poorer.* **Pattern repetition** is found four times in the speech, for example, " الزام خان، بہتان خان " / *Alzam Khan, Bahtan Khan.*

## d) Semantic Repetition

Shahbaz Sharif used **binomial repetition** more than eight times, for example, " بچے اور بچیو " / *Boys and girls.* We find **synonymous word repetition** four times; for example, " بیلی کاپٹر سے، ہیل، سکوٹر سے، گاڑی پی " / *On helicopters, on foot, scooters, cars I would come and go everywhere.* **Anatomous words** are used three times; for example, " دن رات " / *day and night* and " جعلی، اصلی " / *real, fake.*

## e) Phonological Repetition

Shahbaz Sharif used **alliteration** four times; for example, " عارضہ، علیل " / *illness, ill.*

## Findings and Discussion

To emphasize the effects of the used NLP techniques and direct the public, the two political leaders employed different verbal repetition forms. Imran Khan employed repetition 136 times per 1000 words. Shahbaz Sharif applied repetitive forms 153 times per 1000 words. The analysis of both speeches specified that Shahbaz Sharif employed repetitive forms more than Imran Khan.

The results uncovered that lexical repetition is the most utilized repetition in the two political leaders' talks. Excessive utilization of lexical repetition makes sense of connectedness among old and new data introduced in the discourse. This connectedness enables the crowd to focus on the proposed thoughts, and the crowd can be coordinated and guided towards the necessary choices. As for Imran Khan, the most repeated lexemes were *Rupees* / روپے , *Pakistan* / پاکستان , *Country* / ملک , *Billion* / ارب , *People* / لوگ , and *Corruption* / بدعنوانی . By repeating these lexemes, Imran Khan tried to strengthen the idea that corruption was the main culprit destroying the country of Pakistan, and he was the one who would remove all the corrupt people by winning the election. Shahbaz Sharif's most frequently repeated lexical items were *Pakistan* / پاکستان , *DG Khan* / ڈیڑھ غازی خان , *Nawaz Sharif* / نواز شریف , *System* / نظام and *China* / چین . He tried to explain the services he had done for the country. He directed his audience's attention to the valuable role he had played in making the country strong, and he made more promises to make the country proud after winning the election.

Conversely, phonological repetition was less common than any other form of repetition. This outcome was in line with Al-Gashamy's (2009) discoveries, who inferred that phonological redundancy was more

uncommon than lexical reiteration. Phonological repetition hardly occurred in Imran Khan's and Shahbaz Sharif's speeches. Imran Khan used phonological repetition 0.08% while Shahbaz Shareef used it 0.14%.

As compared to structural repetition, Imran Khan used morphological repetition more often as he used 0.95% structural repetition while he used 1.07% morphological repetition. Comparatively, Shahbaz Sharif used more structural repetition, i.e., 1.4%, and less morphological repetition, i.e., 0.5%.

The two leaders focused on the use of parallelism because of its distinctive effect on people's consciousness. This result is in accordance with Mehawesh's (2013) findings, who credited the utilization of parallelism in publicizing writings to help individuals remember what was said and underscore its importance and considered parallelism responsible for making a speech cohesive.

Semantic repetition is frequently used by Imran Khan, which is 1.23%. The use of semantic repetition directly affects the short-term memory of the hearers (Meltzer, 2016). Imran Khan may have attempted to impact people in general by shifting the utilization of word relations that influence the crowd's transient memory. The most used word- relations in Imran Khan's speech were paradoxical words, synonyms, and hyponyms. On the other hand, Shahbaz Sharif used a semantic repetition of less than 0.5%. He mostly used binomial repetition, synonyms, and antonyms. The utilization of antonyms extends the expressive idea of the jargon. Hence, antonyms reinforce the introduced thoughts and improve the contention (Gjergo & Delija, 2014). The chosen speeches proved to be very influential. Imran Khan's Swabi Jalsa speech was very impactful on Pakistani people's minds and played an essential role in bringing PTI into government later.

## **Conclusion**

The current examination tried to respond to two preliminary inquiries. The principal question was, "What types of repetition techniques were employed by political leaders in their speeches for manipulative purpose?" The examination of the outcomes attested that political pioneers utilized various kinds of verbal repetition to be influential, manipulative, and to impact public cognition in general. They utilized the two types of lexical repetition viz., single item repetition and phrase repetition. Likewise, various structural repetition types were utilized, for example, anaphora, parallelism, epiphora, anadiplosis, and antimetabole. The politicians utilized the three types of morphological repetition. They emphasized words that had a similar root, a similar suffix, and a similar pattern. These two political leaders utilized unique semantic relations, like binomial, synonym, antonym, and hyponym. Concerning the phonological repetition, it was discovered that the political leaders utilized alteration, assonance, and consonance.

The second question was: "What is the frequency of repetition in political speeches of politicians? Imran Khan employed repetition 136 times per 1000 words. Shahbaz Sharif applied repetitive forms 153 times per 1000 words. Thus, the mean frequency of repetition of words is 149 times per 1000 words. Moreover, the outcomes demonstrated that lexical repetition was the standard structure in the speeches.

Conversely, phonological repetition was the less much of the time utilized kind of repetition. In contrast with structural repetition, morphological repetition is more utilized by Imran Khan. Comparatively, Shahbaz Sharif utilized more structural repetition. The two politicians concentrated on the utilization of parallelism. Imran Khan profoundly utilized semantic repetition; on the other hand, Shahbaz Sharif utilized semantic repetition less. Overall, the leaders utilized various types of repetition to reinforce the impacts of NLP methods utilized and manipulate and influence people's minds in general. There is little disparity in the rates of utilizing every repetition structure by each political leader.

## **Limitations**

This investigation concentrated on examining the types of verbal repetitions. Non-verbal repetition was not explored. This study managed just a single linguistic component, which is repetition. Other linguistic

highlights, for example, metaphors, figures of speech, and rhetoric devices were not explored. Also, exploring the use of NLP techniques in political leadership was limited to the speeches of only two leaders of Pakistan who speak only one language, which is Urdu.

## Further Research

Further research could examine the impacts of utilizing verbal repetition on the listeners/ audience by leading a research center test. Future research may also explore the use and impact of other linguistic features in NLP methods. Additionally, the use of non-verbal repetition as a method in NLP can be investigated. Moreover, an investigation of the impacts of utilizing verbal and non-verbal repetition to fortify the utilization of NLP procedures could be set. In the same way, future research may enlarge the sample of the political leaders to generalize the results to other contexts.

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