

RESEARCH ARTICLE

Section: *Literature, Linguistics & Criticism***Discourse intonation of directive speech acts in religious and political speeches**Zainab Abbodi Ali^{1*} & Rana H. Al-Bahrani²¹Physiotherapy Department, Health and Medical Technical College Southern Technical University in Basrah, Iraq²Department of English-College of Education for Women University of Baghdad, Iraq*Correspondence: zainababudiusm@gmail.com**ABSTRACT**

This study examines the intonational realization of directive speech acts employed in the speeches of Dr. Haifaa Younis and Kamala Harris. It adopts an integrated analytical framework that combines Searle's (1976) Speech Act Theory, Bach and Harnish's (1979) taxonomy of directive speech acts, and Brazil's (1997) Discourse Intonation Model. The study employs a qualitative research design. The findings reveal that both speakers predominantly employ the proclaiming fall tone to realize directive speech acts. Younis primarily uses commands, prohibitions, and advice to reinforce her religious authority, whereas Harris frequently employs urging and warnings to persuade, motivate, and engage the audience while maintaining rhetorical force. Furthermore, the findings indicate that neither speaker predominantly adopts a dominant discourse role. Instead, Younis employs discourse intonation to reinforce Islamic religious principles by guiding the audience in accordance with Islamic moral values, whereas Harris uses discourse intonation to persuade the audience to support her political leadership and electoral campaign. It is hoped that this study will contribute to a better understanding of the interaction between discourse intonation and directive speech acts and how this interaction facilitates persuasion in religious and political discourse.

KEYWORDS: Bach and Harnish's taxonomy, Brazil's Discourse Intonation Model, Directive speech acts, discourse intonation, information tones, political discourse, religious discourse, Searle's Speech Act Theory

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1. Introduction

Language serves not only to convey information but also to perform actions and accomplish communicative goals. Within pragmatics, speech act theory emphasizes that utterances perform social functions such as requesting, advising, warning, commanding, and persuading rather than merely expressing propositional content (Searle, 1976). The interpretation of these speech acts, however, depends not only on their linguistic form but also on the way they are delivered. Consequently, the relationship between pragmatics and intonation has attracted considerable attention, as prosodic features play a crucial role in shaping speakers' intended meanings and hearers' interpretations.

Intonation is an essential component of spoken discourse that contributes to the expression of information structure, speaker attitude, interpersonal relations, and discourse organization (Brazil, 1997; Cruttenden, 2014). The same utterance may convey different pragmatic meanings depending on the information tone employed. Thus, intonation functions as a pragmatic resource that signals whether information is presented as new or shared, expresses certainty or uncertainty, and influences the speaker's degree of authority, involvement, and persuasive intent. Rather than operating independently, pragmatics and intonation interact to construct meaning in naturally occurring communication.

2. Review of Theoretical Literature

Pragmatics is a field, which focuses on studying the meaning in context, particularly on how the speakers employ language to perform communicative purposes (Levinson, 1983). It is related specifically with how the listeners can infer the intended meanings of the speakers depending on not only linguistics forms, but on the contextual interpretation, prosodic features like intonation.

Intonation has an important role in spoken language since it conveys the meanings of the speakers, which go beyond the lexical and grammatical content of an utterance. In 1969, Crystal assures that intonation is considered as one of the most successful component in communication, by which there will be a variation in pitch, attitudes, intentions, and emotions of speakers about shared knowledge. Therefore, intonation is essential as it indicates how the meaning is interpreted in context. Moreover, Halliday (1967) refers to intonation as "a resource for organizing information and managing interpersonal relations during spoken interaction". He states that speakers employ the patterns of pitch to reflect whether that information is new, given, prominent, or contrastive, which in turn this will facilitate the communication between speaker and listener.

A considerable attention has been given to investigate the directives from the pragmatic perspectives because these studies reveal how the speakers tries to influence and persuade the audience with their attitudes, beliefs, or actions. It is noted that directive speech acts are explored in various genres, such as literary works, literary works, films, and classroom interactions, and political and religious discourse. In 2018, Della & Sembiring investigate the directives in the movie of "Sleeping Beauty", where the commands are the most commonly used by the characters. By contrast, Suryanovika & Julhijah (2018) explored directives in the speeches of female characters in Jane Austen's novels. The findings show different directives are employed such as request, suggestion, and advising. In the same respect, Karo (2019) and Syarifah (2019) have investigated the directives in Louisa Clark's "Me Before You" and Fantastic Beasts and "Where to Find Them" respectively. The findings indicate different types of directives are used, which determined by the role of communication and relationship within the interaction.

In the domain of political discourse, Hashim (2015) explored the use of directives in George W. Bush and John Kerry by adopting the speech act Theory of Searle (1976), The results show that expressive speech acts are the most frequent used in their speeches, which plays an important role in persuading the audience. On the other hand, directives are essential as it contributes in guiding the behavior of the audience and enhancing the political commitment. In the same respect, studies like Sari and Utomo (2020), Chaerunnisah (2023), and Astutie (2023) show that directives are necessary for the politician to encourage the public and government officials. Besides, the politicians who use the directives in their speech are described as a powerful characters that can persuade the audience. Moreover, Pervan et al. (2025) focuses on showing the difference between political and scientific discourse. The findings indicate that both politician and scientists favor to employ the directives for solidarity, unity and scientific necessity. Ali and Abdulwahid (2022) investigate the directives and commissive types in legal discourse and it is found that directives are used most commonly than commissives

since they play a role in regulation, and legal control. More recently, Farhan (2026) conducted a pragma-critical discourse analysis of directive and commissive speech acts in selected American political speeches. This study concludes that directives are used to influence the opinion of the public legitimize political agendas.

Research on religious discourse has likewise indicated that directives is regarded as one of the most dominant communicative strategies employed in the speech of the preacher. Mahdi and Dawood (2022) show that directives is used more frequently in Arabic Islamic sermons than Christian Easter sermons for guiding and instructing the audience depending on the perspectives nature of such sermons. Similarly, studies like Noor Be (2024), Sari and Utomo (2020), and Al-Ardawi (2024) emphasize on the preacher's role using the directives such as advising, commanding, etc to instruct the audience according to the Islamic moral and social values. Finally, a study is done by Haq, Nasri, and Hafiz (2025) to investigate the directives in the speeches of an Indonesian Islamic leader (Tuan Guru). The study concluded that directive speech acts are important for religious leaders to influence the behavior of the audience and enhance shared values.

Overall, previous studies demonstrate that directive speech acts are central to both political and religious discourse. However, their communicative purposes differ according to discourse type. Political speakers generally employ directives to persuade audiences, mobilize political support, and construct ideological positions, whereas religious speakers use directives primarily to provide moral guidance, encourage religious commitment, and promote ethical conduct. Despite these contributions, previous research has largely focused on identifying directive types and their pragmatic functions. Relatively little attention has been devoted to examining how directive speech acts are realized through intonation, particularly from the perspective of Brazil's (1997) Discourse Intonation Model. This gap provides the rationale for the present study, which investigates both the pragmatic realization of directive speech acts and their intonational patterns in political and religious speeches. More particular, this study particularly focuses on identifying the tones types of directive speech acts in the speeches of Dr. Haifaa Younis and Kamala Harris.

2.1 Research Framework

The present study adopts an integrated analytical framework that combines Searle's (1976) theory of speech acts, Bach and Harnish's (1979) taxonomy of directive speech acts, and Brazil's (1997) Discourse Intonation Model. This framework facilitates a systematic analysis of both direct and indirect directive speech acts employed in the speeches of Dr. Haifaa Younis and Kamala Harris. It further enables the investigation of the intonational realization of these directives through Brazil's information tones, with particular emphasis on the discourse functions of dominance and non-dominance.

2.1.1 Directive Speech Acts: Searle (1976) and Bach and Harnish (1979)

Initially, the theory of speech act developed by Austin (1962) and then it is refined by Searle (1969, 1976). In terms of Searle, language is viewed as an act, in which the speaker performs various communicative functions. The integration of both Searle's (1976) general classification and Bach and Harnish's (1979) detailed taxonomy, helps in providing analytical framework for the present study. In this study, Searle's model used to identify the function of an utterance to whether it's a directive speech act or not. Then, each directive speech act is classified into the appropriate subtype based on the speaker's communicative intentions according to Bach and Harnish's (1979) taxonomy. This combined approach is suitable for identifying the directives in discourse since the speakers often rely on applying a wide range of directive strategies like advising, commanding, urging, warning, recommending, and inviting in order to persuade audiences and mobilize public support

In terms of Searle (1976), there are five major categories: representatives, directives, commissives, expressives, and declarations. This study focuses exclusively on identifying directive speech acts in the speeches of Dr. Haifaa Younis and Kamala Harris. The former represents a religious speech, whereas the latter represents a political speech. In directives, the speaker tends to make the listener do something, that may be physical, verbal, or cognitive. However, directive speech acts can be performed either directly using imperative structures or indirectly through declarative or interrogative forms based on the communicative purpose of the speakers and contextual variables that surrounds the interaction. It is noticed that Searle did not cover completely the various directives, which the speakers employ in actual communications. Therefore, Bach and Harnish (1979) further classified the directives into more other categories, which are: requesting, urging, advising, warning,

recommending, inviting, instructing, ordering, commanding, demanding, insisting, begging, pleading, permitting, and prohibiting. Table 1 shows Bach and Harnish's (1979) directive categories, which includes each subtype and its communicative purpose.

Table 1 Bach and Harnish's (1979) directive categories

1. Table 1	Directive Type	Illocutionary Purpose
	Request	Ask the listener to perform an action
	Urge	Strongly encouraging the hearer to perform an action because it is considered important or beneficial.
	Advice	Recommend an action that is useful for the hearer
	Warn	Advise against danger or undesirable action.
	Recommend	Suggest an action as desirable or appropriate action
	Invite	Request the hearer to participate in an event or activity
	Instruct	Provide guidance or directions on how to perform an action
	Order	Direct the listener to perform an action based on the speaker's institutional or social authority
	Command	Direct the listener to do something with authority
	Demand	Insisting that the hearer to perform an action immediately or without refusal.
	Insist	urging the hearer to perform an action despite hesitation or resistance.
	Beg	Request an action from the hearer
	Plead	Making an emotional or urgent appeal for the hearer to perform an action.
	Permit	Granting the hearer authorization to perform an action.
	Prohibit	Forbid the hearer not to perform a particular action.

2.1.2 Discourse Intonation proposed by Brazil's (1997)

One of the discourse-based approaches to intonation is called Brazil's model (1997) of Discourse Intonation. This approach provides an explanation about the interaction between intonation and pragmatics. In this respect, Brazil (1997) argues that intonation reflects different meanings pragmatically according to the tone selection because speakers select different patterns of intonation based on how they believe information should be interpreted by listeners. According to Brazil (1997), discourse intonation comprises four interrelated components, which are tone, prominence, key, and termination. All these work together to convey meanings through the interaction between the speakers and hearers. Moreover, the tone is central in discourse intonation because it indicates the movement of the pitch on the tonic syllable of the intonation unit.

Two important information tones are important in discourse intonation, which are called the proclaiming and referring tones. The proclaiming tones (fall and rise-fall) refers to the present information, which are new, informative, or contrastive showing that speakers producing new information for the hearer. On the other hand, the referring tones (rise and fall-rise) indicate that the speakers produce and share information, which is already known by the hearer. In addition, there is what is called the level tone when the speaker used a neutral or routine level in discourse. Accordingly, the difference between the key and termination is the first shows the beginning point of the relative pitch level of the tone unit, while the termination refers to the final pitch level of the tone unit, specifically where the tone unit ends. Brazil (1997) proposes that speakers signal either a dominant or a non-dominant discourse role through their choice of information tones. A dominant role is typically realized by the rise and rise-fall tones, whereas a non-dominant role is expressed through the fall and fall-rise tones. The selection of these tones reflects the speaker's assumptions about the informational and interpersonal relationship with the hearer. Table 2 summarizes the information tones in Brazil's (1997) Discourse Intonation Model and their associated discourse functions of dominance and non-dominance.

Tone Type & notation	Symbol	Pragmatic function	Role of the speaker
Proclaiming (P)	Fall ↘	Shared information (convergence between participants)	Non-dominance
Proclaiming plus tone (P+)	Rise-fall ↗↘	Shared information (convergence between participants) and dominance	dominance
Referring (r)	Fall-rise ↘↗	Unshared information (divergence between participants)	Non-dominance
Referring plus tone (r+)	Rise ↗	Unshared information (divergence between participants) and dominance	dominance
Level tone	o	Formulaic situation	

Table 2 The information tones in Brazil's (1997) Discourse Intonation Model and dominance and non-dominance

3. Research Methodology

This study adopts a mixed-methods approach, in which qualitative analysis is supported by quantitative analysis to investigate the relationship between directive speech acts and discourse intonation in the speeches of Dr. Haifaa Younis and Kamala Harris. The analysis is based on an integrated analytical framework that combines Searle's (1976) Speech Act Theory, Bach and Harnish's (1979) taxonomy of directive speech acts, and Brazil's (1997) Discourse Intonation Model.

The data consist of two speeches: a religious speech delivered by Dr. Haifaa Younis and a political speech delivered by Kamala Harris. The speeches were retrieved from YouTube and selected because both speakers are female public figures who employ a wide range of directive speech acts to achieve different communicative purposes. To ensure comparability, speeches of similar duration were chosen. Younis's speech lasts 21 minutes and 13 seconds, whereas Harris's speech is approximately 35 minutes long.

The selected excerpts were transcribed and segmented into tone units according to Brazil's (1997) model. The tonic syllable of each tone unit was identified by locating the primary pitch movement using PRAAT software. Directive speech acts were identified and classified according to Bach and Harnish's (1979) taxonomy, while their illocutionary force was interpreted with reference to Searle's (1976) Speech Act Theory. Quantitative analysis was employed to calculate the frequencies and percentages of directive speech acts and their associated information tones, whereas qualitative analysis was used to interpret their discourse functions, particularly in relation to dominance, non-dominance, persuasion, and audience engagement. Finally, a comparative analysis was conducted to identify the similarities and differences in the rhetorical and persuasive strategies employed by the two speakers.

4. Findings and Discussion

This section presents the analysis of selected data, that includes direct and indirect directive speech acts in the speeches of Dr. Haifaa Younis and Kamala Harris. This study adopts an analytical framework that integrates Searle's (1976) theory of directive speech acts, Bach and Harnish's (1979) classification of directive speech acts, and Brazil's (1979) model of discourse intonation. It compares the speeches of Dr. Haifaa Younis and Kamala Harris with regard to the types of directive speech acts employed, the intonational patterns used in realizing these directives, and the ways in which these linguistic and prosodic features contribute to persuasion and the achievement of the speakers' communicative goals. This study focuses on showing the relationship between the intonational patterns and the role of the speaker as dominant and non-dominant according to Brazil's discourse intonation model. Besides, Both direct and indirect directive speech acts are included in the analysis. Each excerpt is segmented into tone units according to the tone-unit boundaries identified in the selected excerpts. The tonic syllable of each tone unit is then determined based on the location of the pitch movement using the PRAAT software.

Accordingly, this section addresses the following objectives:

1. To identify the types of directive speech acts used in the speeches of Dr. Haifaa Younis and Kamala Harris.
2. To identify the types of information tones used in performing directive speech acts in the speeches of Dr. Haifaa Younis and Kamala Harris.

3. To examine the roles of dominance and non-dominance in the realization of directive speech acts in the speeches of Dr. Haifaa Younis and Kamala Harris.

4.1 Analysis of the Distribution of Direct and Indirect Directive Speech Acts

To achieve the first objective, Table 3 provides a clear comparison of the percentage of direct and indirect directive speech acts in Younis's religious speech and Harris's political speech.

Table 3 The percentage of direct and indirect directive speech acts in Dr. Haifaa Younis's religious speech and Kamala Harris's political speech

Directive speech Acts	Younis's religious speech		Harris's political speech	
	Direct	Indirect	Direct	Indirect
	%	%	%	%
command	28.84	1.92	0	0
request	7.69	1.92	8.3	2.7
advice	23.07	5.76	19.4	2.7
suggestion	3.48	1.92	2.7	0
prohibition	15.38	0	0	0
warning	0	1.92	8.3	0
Urging	0	7.69	25	30.5
Total %	78.84	21.15	63.88	36.11
Total number of directives %	52		36	

Overall, the findings reveal that there is a significant difference between the uses of directives in the speech of Younis and Harris. Generally, Younis employs a higher number of directives than Harris, with (52) instances compared to (36), respectively. This difference reflects that religious speech is inherently didactic and instructional, that encourages the preacher to use directives more commonly to provide moral and spiritual guidance. In contrast, political speech tends to rely more on persuasive rhetoric, using directives mainly to motivate and encourage actions collectively instead of providing direct instruction.

In Younis's speech, direct directives constitute (78.84%), while indirect directives constitute (21.15%). This shows that Younis uses more direct forms than indirect to guide, instruct, and exhort her audience toward religious and moral conduct. In addition, commands are the most frequently used category among the direct directives, that account for (28.84%) of the total directives, followed by advice (23.07%) and prohibitions (15.38%). Direct requests account for (7.69%), while suggestions are relatively infrequent (3.48%). Notably, no instances of direct warnings or direct urging were identified.

As for indirect directives, urging is the most frequent speech act, which constitutes (7.69%), followed by advice (5.76%). On the other hand, Indirect commands, requests, suggestions, and warnings each occur at a relatively low frequency (1.92%), while no indirect prohibitions were observed. These findings reflect that Younis employs sometimes indirect strategies to motivate and enhance the religious values.

In contrast, Harris's speech comprises (63.88%) direct directives and (36.10%) indirect directives. Unlike Younis, Harris employs more indirect directives, that shows a greater reliance on persuasive and inclusive rhetorical strategies. It is clear that urging is the most dominant subtype (25%), followed by advice (19.4%). Direct requests and warnings each constitute (8.3%), whereas suggestions represent only (2.7%). No direct commands or prohibitions were identified, that indicate the politician avoids overtly commanding their audience. As for indirect directives, urging is the most common subtype, which constitutes (30.5%). Indirect requests and advice each occur at a relatively low frequency (2.7%), while no indirect commands, suggestions, prohibitions, or warnings were observed.

In summary, this comparison reflects that Younis and Harris utilizes different types of directives to attain their communicative purposes. Younis depends mainly on direct directives, namely commands, advice, and prohibitions, which highlights the instructional nature of religious discourse. On the other hand, Harris prefers urging, specifically indirect urging, to enhance the collective action and solidarity. This in turn reflects the persuasive role of the politician to foster a sense of shared commitment among the audience rather than relying on explicit commands.

4.2 The Tones Types of Directive Speech Acts in Younis's and Harris's Speech

To identify the second objective, the types of tones of the directives (direct & indirect) in the speeches of Younis and Harris are analyzed and discussed in the following sections.

4.2.1 Tones Types of Direct directives in Younis's and Harris's speeches

Table 4 provides the percentage distribution of tones types associated with direct directive speech acts in the speeches of Younis and Harris.

Table 4 The percentage distribution of tones types associated with direct directive speech acts in the speeches of Younis and Harris.

Directive Type	The speaker	Types of Information Tones %				
		Direct directives				
		Proclaiming		Referring		level
		Fall	Rise-fall	rise	Fall-rise	
Command	Younis	30.76	1.92	3.84	0	0
	Harris	0	0	0	0	0
Request	Younis	7.69	0	0	1.92	0
	Harris	5.55	3.70	0	0	0
Advice	Younis	26.92	1.92	1.92	1.92	0
	Harris	9.25	1.85	3.70	0	0
suggestion	Younis	5.76	0	0	0	0
	Harris	1.85	0	0	0	0
prohibition	Younis	11.53	0	1.92	1.92	0
	Harris	0	0	0	0	0
warning	Younis	0	0	0	0	0
	Harris	7.40	3.70	0	11.11	0
urging	Younis	0	0	0	0	0
	Harris	38.88	3.70	7.40	1.85	0
Total	Younis	82.66	11.24	7.68	5.76	0
	Harris	62.93	12.95	11.10	12.96	0

Generally, the findings reveal clear differences in using the tones of direct directives in the speeches of Younis and Harris. Younis relies more heavily on the proclaiming fall tone, whereas Harris exhibits greater variation through the use of referring tones, reflecting the differing communicative purposes of religious and political discourse. It is noted that the proclaiming tones are the most frequently used in both speeches, whereas the referring tones are less commonly. Besides, the level tone is absent in both speeches, which indicates that both speakers don't use neutral or routine information when performing direct directives. Younis employs the fall tone considerably more frequently (82.66%) than Harris (62.93%). This indicates that Younis adopts more new, definite, and authoritative information than Harris in performing direct directives to capture the attention of the audience. In contrast, Harris employs the proclaiming rise-fall tone (12.95%) and referring tones, particularly the fall-rise tone (12.96%) and the rise tone (11.10%), more than Younis showing that Harris emphasized on sharing previous information or inviting the listeners to the significance of what is coming next. Moreover, other tones (rise-fall), (rise), and (fall-rise) occur relatively infrequently in Younis's speech since the values are (11.24, 7.68, 5.76)% respectively.

More particular, the proclaiming fall tone is the most frequent tone used in performing commands in the speech of Younis, which constitutes (30.76%), followed only by a very limited use of the rise-fall (1.92%) and rise (3.84%) tones. Unlike Younis, No commands are realized in the speech of Harris.

The second directive category is the advice, which is also dominant in the speech of Younis and it is realized with a fall tone (26.92%), while rise-fall, rise, and fall-rise tones each occur only marginally, accounting for 1.92% of the data. This suggests that Younis performed advice as a firm guidance rather than optional recommendations. In contrast, Harris performed advice through the fall tone (9.25%), smaller proportions of rise (3.70%) and rise-fall (1.85%).

In addition, prohibition is the third directive type produced with a fall tone (11.53%) in the speech of Younis, and rise and fall-rise each occur only marginally, accounting for 1.92% of the data, while no prohibition is detected in the speech of Harris.

Gradually, request constitutes (7.69%) with a proclaiming fall tone in the speech of Younis and it constitutes (1.92%) with a fall-rise tone. On the other hand, Harris produced request through the fall (5.55%) and rise-fall (3.70%) tones only.

Suggestion is the least frequent type performed in both the speech of Younis and Harris with a fall tone, where it constitutes in the former (5.76%) and in the latter is (1.85%) respectively.

Finally, Harris produced urging and warnings almost with all tones while they are absent in Younis's speech. Therefore, urging is realized through the fall tone (38.88%), followed by the rise (7.40%), rise-fall (3.70%), and fall-rise (1.85%) tones. As for the warning, it is realized through fall (7.40%), rise-fall (3.70%), and especially fall-rise (11.11%).

In summary, it is evident that both speakers predominantly employ the proclaiming fall tone, reflecting their certainty, confidence, and authority in performing direct directive speech acts. However, Younis's speech aims at providing the audience with the guidance and moral instruction in religious discourse because her speech is dominated by commands and advices, while Harris's speech aims at persuading, mobilizing and encouraging the audience to engage in a collective action by supporting her leadership because her speech is dominated by urging and warnings in political discourse.

To provide a clearer understanding of the analysis, selected examples accompanied by their corresponding PRAAT pitch contours are presented below to illustrate the information tones associated with the direct directive speech acts extracted from the speeches of Younis and Harris. Figure 1 presents the pitch contours of the tones extracted from a command and urging direct directive in the speech of Younis and Harris respectively. In her speech, Younis realizes the direct command as in “**go to your home, Sit down with Allah**” through a sequence of information tones consisting of fall tone followed by another fall tone as she tends to guide the listeners towards religious commitment and spiritual purification as well as encourage them adopting behaviors consistent with Islamic principles. On the other hand, Harris realizes the direct urging as in “**Never complain about injustice, but do something about it**” through a sequence of information tones consisting of fall tone followed by a rise and fall tones. She urges the audience to take an action and responsibility toward the social injustice to achieve a better political change instead of remaining passive observers.

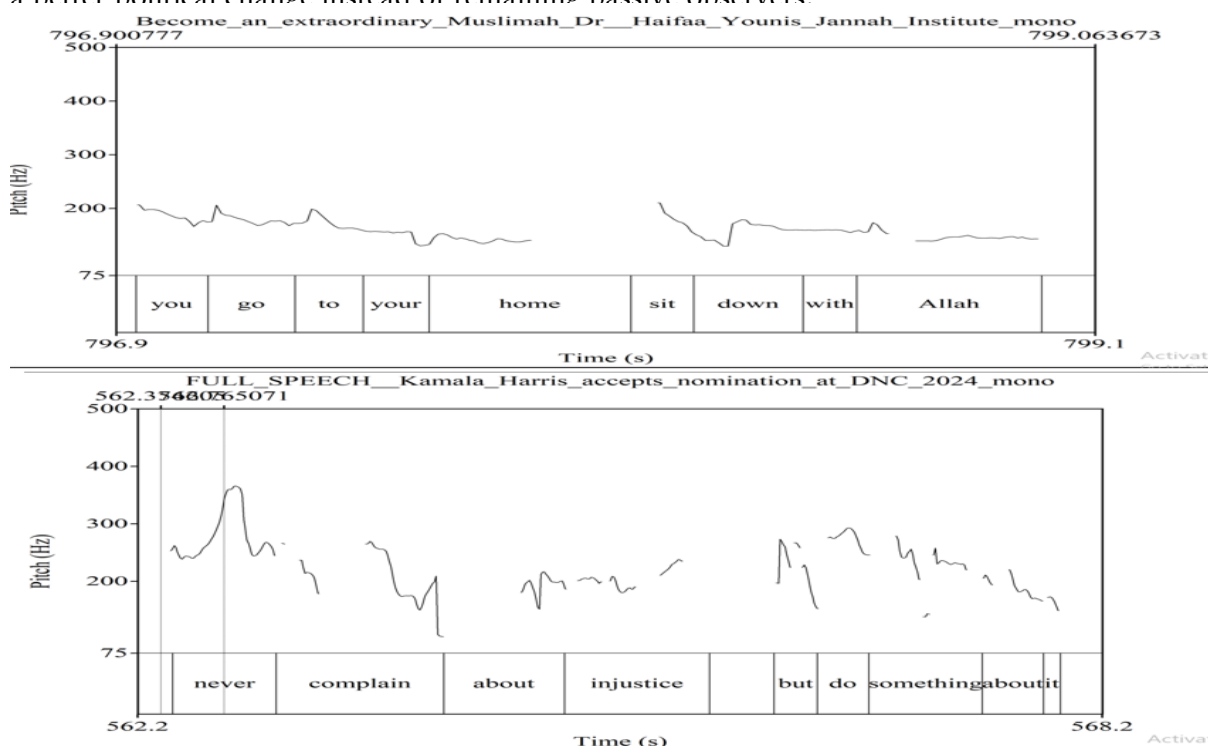


Figure 1 The pitch contours of direct commanding and urging in the speech of Younis and Harris

Figure 2 below is another example shows the pitch contours of the tones extracted from advice and warning direct directive in the speech of Younis and Harris respectively. In her speech, Younis employs the direct advice as in “**Analyze yourself, and if someone comes, and gives you a feedback, take it**” through a sequence of information

tones consisting of successive fall tones as she encourages the listeners toward moral refinement by encouraging continuous self-evaluation and the acceptance of sincere advice from others. On the other hand, Harris realizes the direct warning as in “**Consider what he intends to do, if we give him power again.**” through a sequence of information tones consisting of successive fall-rise tones followed by fall tone. She warns the audience about the consequences of returning Trump to power before making their political decisions.

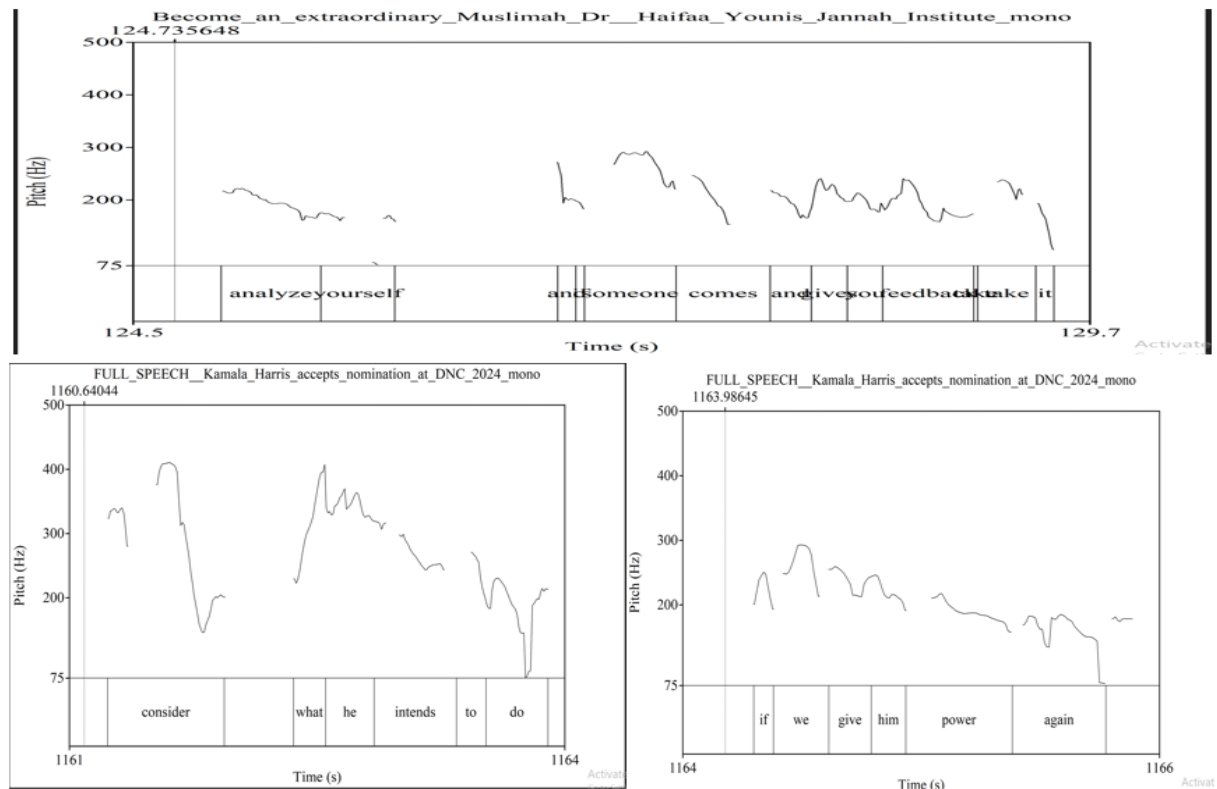


Figure 2 The pitch contours of direct advising and warning in the Speech of Younis and Harris

4.2.2 Information Tones of Indirect directives in Younis’s and Harris’s speeches

Table below presents the percentage distribution of information tones associated with indirect directive speech acts in the speeches of Younis and Harris.

Table: The percentage distribution of information tones associated with indirect directive speech acts in the speeches of Younis and Harris.

Directive Type	The speaker	Types of Information Tones				
		Younis Indirect (11 excerpts , TUs=24)				
		Harris Indirect (13 excerpts , 30 tone units)				
		indirect directives				
		Proclaiming		Referring		level
		Fall	Rise-fall	rise	Fall-rise	
Command	Younis	12.5	4.16	0	0	0
	Harris	0	0	0	0	0
request	Younis	8.33	0	4.16	4.16	0
	Harris	3.33	0	0	0	0
advice	Younis	8.33	0	4.16	4.16	0
	Harris	10	3.33	0	3.33	0
Suggestion	Younis	4.16	0	0	0	0
	Harris	0	0	0	0	0

warning	Younis	4.16	0	0	0	0
	Harris	0	0	0	0	0
urging	Younis	25	0	16.66	0	0
	Harris	43.33	26.66	0	10	0
Total	Younis	62.48	4.16	24.98	8.32	0
	Harris	56.66	29.99	0	13.33	0

Generally, the findings show that Younis adopts a wide range of persuasive strategies than Harris to influence the audience since Younis employs more indirect directives than Harris. In her speech, Younis uses indirectly six directive speech acts, which are command, request, advice, suggestion, warning, and urging, while Harris employs only request, advice, and urging. In respect to Younis's speech, the proclaiming fall tone is the most dominant information (62.48%), followed by the referring rise tone (24.98%), the referring fall-rise tone (8.32%), and finally the proclaiming rise-fall tone (4.16%). By contrast, the proclaiming fall tone is also the most frequent information used in Harris's speech, which constitutes (56.66%) followed by the rise-fall tone (29.99%), while the fall-rise tone represents only 13.33%. In both speeches, the level tone is absent, which shows that the speakers avoid presenting a neutral information.

It is worth mentioning that urging is the most frequent indirect directive used in both speeches. Younis employs urging less commonly than Harris through the fall tone since it constitutes (25%) in the former, and (43.33%) in the latter. However, urging is also produced with a referring rise tone (16.66%), which indicates that Younis urges the audience politely in order to emphasize on previous information or encourage continuation to attract the attention of audience. Also Harris employs the rise-fall tone (26.66%) and the fall-rise tone (10%). More particular, command is used only in the speech of Younis with a fall tone (12.5%), followed by a very low values of rise-fall tone (4.16%). The proclaiming fall tone shows that commands are produced with certainty and authority, while the rise-fall tone helps in reinforcing the emphasis on performing the action. Unlike Younis, Harris does not employ indirect commands.

As for the second category, Younis and Harris employ the request, through the fall tone, which constitutes (8.33%) and (3.33%) respectively. Besides, the referring tones (rise, fall-rise) tones are used in Younis's speech, where it constitutes (4.16%) for each. Here, the referring tone indicates that Younis shares a previous information by emphasizing on a significant information.

Similarly, Advising appear in both speeches, in which Younis employs the fall tone (8.33%), followed by rise and fall-rise tones, that constitute (4.16%) for each. In contrast, Harris employs more advices with a fall tone than Younis because its percentage is (10%), while the rise-fall and fall-rise tones are used less frequently, which constitute (3.33%) for each.

Suggesting and warning are other types used only with a fall tone in Younis's speech, which constitute (4.16%) for each. In contrast, suggesting and warning are not used as indirect directives in Harris's speech. Overall, the predominant information in both speeches of Younis and Harris is the proclaiming tone, which is used to perform indirect directives. More specifically, Younis addresses the audience mainly through indirect commands, advice, and urging, while occasionally employing warnings and suggestions to instruct and guide listeners in accordance with Islamic teachings. These directive types are particularly appropriate for religious discourse, where the speaker aims to promote moral values and religious principles. In contrast, no instances of indirect commands or warnings are identified in Harris's speech. As a political speaker, Harris relies predominantly on indirect urging, more than any other directive type, to persuade the audience not to vote for Donald Trump. Rather than issuing direct instructions, she presents reasons and consequences that implicitly encourage the audience to reject Trump in the election.

It is important to note that indirect directives are employed frequently in both speeches of Younis and Harris. Younis indirectly refers to the good qualities of Al-Sayyida Maryam and Al-Sayyida Aisha, presenting them as role models of faith and virtue for the audience to emulate in their lives. She advises the audience to adopt their values and behaviors. Likewise, Harris indirectly refers to her mother's words of advice, presenting

her as a source of moral guidance and encouragement and inspiring the audience to adopt the values and actions she advocates.

To provide a clearer understanding of the analysis, selected examples accompanied by their corresponding PRAAT pitch contours are presented below to illustrate the information tones associated with the indirect directive speech acts extracted from the speeches of Younis and Harris. Figure 3 below shows the pitch contours of the tones extracted from urging indirect directive in the speeches of Younis and Harris respectively. In her speech, Younis employs the indirect urging as in “**There’s a reason Allah is sending you a message before Ramadan**” through the rise tone as she shares an important religious occasion with her audience and she encourages them to recognize the significance of the message and prepare spiritually for Ramadan. On the other hand, Harris employs the indirect urging as in “**One must ask why exactly they don’t trust women.**” through a sequence of information tones consisting of rise-fall tone followed by a successive rise tone. Here, she indirectly urges the audience not to vote for Trump by sharing and emphasizing on some policies and actions that trump may perform if he re-elected like the motives behind trump’s policy in restricting women’s rights as this policy reflects distrust of women’s autonomy and decision-making.

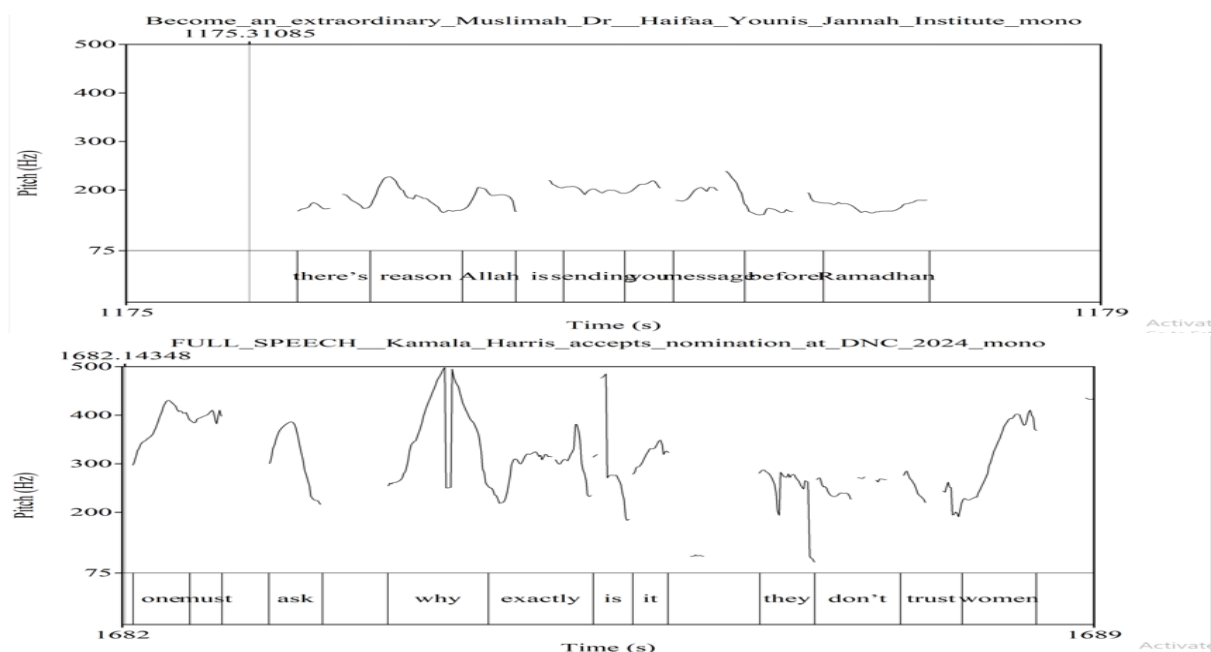


Figure 3 The pitch contours of indirect urging in the Speeches of Younis and Harris

Figure 4 below is another example shows the pitch contours of the tones extracted from indirect advices in the speeches of Younis and Harris respectively. In her speech, Younis employs the indirect advice as in “**Because when someone gifts you your shortcomings, it’s a gift.**” through a sequence of information tones consisting of referring rise and fall-rise tones. Here, Younis indirectly advice the audience to accept the criticism positively and consider feedback as a valuable opportunity to develop the personality, which in turn this can encourage the self-reflection and openness to correction. By contrast, Harris employs indirect advice as in “**She expected us to make the most of the opportunities that were available to us and to be grateful for them.**” through a sequence of information tones consisting of an initial rise-fall tone, followed by successive fall tones, a fall-rise tone, and a final fall tone. Throughout this excerpt, she encourages the audience to adopt the same values of her mother.

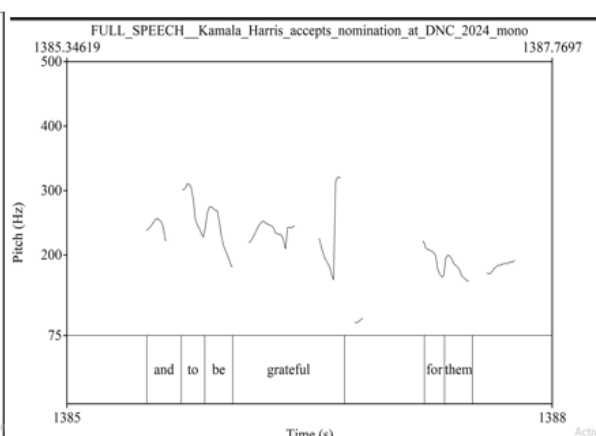
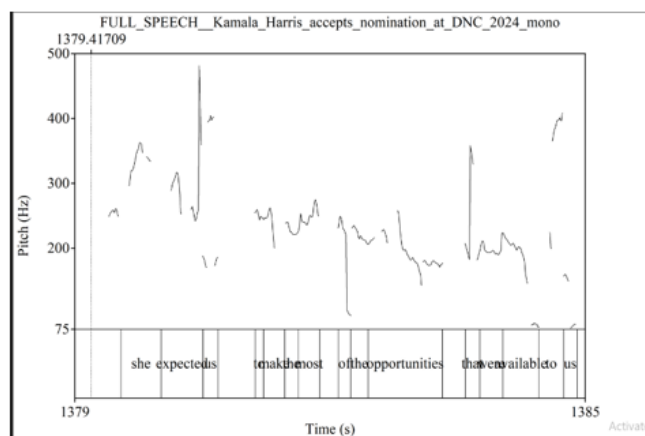
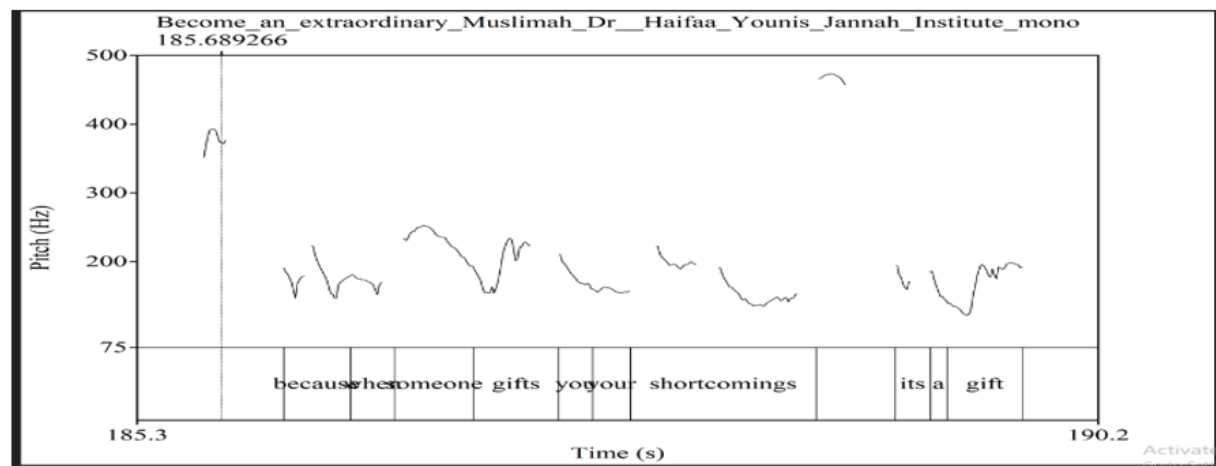


Figure 4 The pitch contours of indirect advising in the Speeches of Younis and Harris

4.3 The role dominance/non-dominance in realizing the directive Speech acts

To identify the third objective of this study, Table 5 shows the cumulative percentages values of information tones (proclaiming and referring tones) in terms of dominance and non-dominance associated with a direct and indirect directive speech act in Dr. Haifaa Younis's and Kamala Harris's speeches.

Table 5: The Cumulative percentages of information tones in terms of dominance and non-dominance in relation to direct and indirect directive speech act in Younis's and Harris's speeches

Information Tones			Younis	Total	Harris	Total
Dominance	Proclaiming	Rise-fall P+	15.4	48.06	42.94	54.04
	Referring	Rise r+	32.66		11.10	
Non-dominance	Proclaiming	Fall P	145.14	159.22	119.59	145.88
	Referring	Fall-rise r	14.08		26.29	

The findings indicate the non-dominance is frequently used in the speech of Younis and Harris in performing directive speech acts. Generally, the values of non-dominance are higher than the values of dominance in both

speeches. More particular, Younis relies more heavily on non-dominance than Harris because the values in the former is (159), while in the latter it is (145.88). As for the dominance, Younis employs (48.06), and Harris employs (54.04). This indicates that both speakers do not assume a controlling role when performing directive speech acts. Instead, they predominantly employ the proclaiming fall tone to present their messages as new and significant information, thereby attracting the listeners' attention. In the case of the preacher, this tone is used to instruct and guide the audience according to moral values and Islamic religious principles. In contrast, the politician uses the same tone to persuade the audience to support and vote for the candidate she presents as the most suitable for leadership.

5. Conclusions

In the light previous discussion, the conclusions are as follows:

1. Younis and Harris employ different types of directives in their speeches to attain their respective communicative purposes. In Younis's speech, she relies primarily on direct directives, specifically commands, advice, and prohibitions, that highlights the educational and moral guidance functions of religious discourse. In contrast, Harris prefers urging, specifically indirect urging, to enhance the collective action and solidarity. This in turn reflects the persuasive role of the politician to foster a sense of shared commitment among the audience rather than relying on explicit commands.
2. The proclaiming fall tone is the most frequent information tone used in both speeches, reflecting the each speaker's communicative intentions and rhetorical objectives. Younis employs the proclaiming fall tone in performing commands, prohibitions, and advice to reinforce her religious authority as a preacher, who guides and instructs the audience. By contrast, Harris employ the proclaiming fall tone in performing urging and warning to encourage and persuade the audience through maintaining rhetorical force. Besides, Harris employs more intonational variations than Younis in achieving persuasive political goals, whereas Younis, maintains a more authoritative and instructive intonational style.
3. Younis and Harris don't take the controller role when they performed directives. This reflects that both speakers employ either the fall or fall-rise tones to capture the attention of the audience through producing a new and significant information. Unlike Harris, Younis as a preacher tends to use these tones to reinforce the religious principles through directing the audience according to the Islamic moral values, while Harris as a politician tends to use these tones as politician to persuade the audience about their voting for the candidate, who presents herself as the most suitable for leadership.

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