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Convincing approaches in the Holy Text -

Analysing Text and Discourse

By

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Abstract

This paper aims to explore some convincing approaches used in the Holy Text. It answers the following: 1) what are the convincing approaches used in the Holy Text? and 2) How can the approaches be conducted to attain the intentions of the speaker? The approach followed in the explanation and discussion of this research is the theory of Speech Acts. It is found that various approaches are used in the Holy Text. Employing these approaches, speakers attain their goals and plans for convincing the participants in a conversation.

Keywords: Convincing; Holy Text; discourse; speech acts.

Introduction

Convincing, which relies on verbal language, needs tools, approaches, methods, or means through which a contributor achieves his or her goals out of a conversation or a dialogue. Choice of language, style, and tone also play an essential role in the creation of a successful convincing attitude. Also, humans are more likely to believe people that they know, trust, and respect.

Context of the study

The Holy text contains many approaches to convince the participant in a conversation. In a conversation, we can find the speech gradually develops to attain the purposes of the speaker which is convincing.

Convincing

Convincing refers to the art of using language to influence the judgments and behavior of others. Speakers tend to use such approach to attain some goals. The goals are various. When he knows the various approaches of convincing, a speaker may use them and achieve his or her goals.

In the Holy-Text dialogues, People use words and approaches to convince other people. They tend to do so through attempts to change actions and facts.

Convincing is an important approach itself. It is used in the Holy text in various contexts.

Several methods to change and influence others' attitudes are used in Holy Text. However, many of these methods and approaches of convincing have got a little amount of scientific research, however, most of them, if not all, increase the effectiveness in controlling the actions, behavior and judgment of others.

Objectives of the study

This study explores the convincing approaches found in some of the verses in the Holy Text.

Statement of the Problem

The problem that this research tackles is about the convincing approaches and methods found in some verses in the Holy text to explore the process of influencing others in the divine texts.

Background

Below is the background of the research. It introduces an illustration of the methods that are maintained to analyse the text of this research.

The Method of Analyzing Data

To analyse data, Locutionary acts is used to deal with the actual or the literal meaning of words. Also, Illocutionary acts are handled which deal with the speaker's intended meaning. These are promises and orders. Perlocutionary also are those that deal with the effect of the utterance on the listeners such as to convince. These are used too.

Searle (1978) classifies illocutionary acts into five; 'assertive speech acts, directive speech acts, commissive speech acts, expressive speech acts, and declarative speech acts.'

Literature Review

Some research has been done in the field of convincing approaches in the Holy text. Some of them are stated below.

Eid (2012), presented a developing method in the procedure of convincing in speeches of the Holy text. He argued that there is a gradual development in the convincing matter by a speaker. This research said that a speaker may repeat some of the historical events in front of his listeners to help in influencing them. He also, may show compassion towards the listeners. He may Just as he retold the participants by some talk about torture and pain now and afterwards.

Eid has given some findings: The speaker progressively supports his views in a debate for the purpose of convincing. The belief of the speaker plays a role in convincing participants.

Hemily (2018), presented a research about the convincing process in the Holy text too. He put some points about the convincing process in the Holy text about the participants (speaker and listener), the closeness of the participants, the believing in the topic of the debate, The state of the speaker or his position, the very skilful begin on behalf of the speaker, reason, elucidating an overall umbrella to cover all the participants, the results or effects, evidence, passion, giving stories and real events, emphasis, and finally concluding the speech in an emotional way.

Methodology

To handle this topic, theory of the speech acts is adopted. Then data were categorized and discussed according to their functions and the tools used.

Results and Discussion

يَا قَوْمِ ‘O my people’

This word is repeated many times for presenting and emphasizing the closeness of participants. Then, advice comes next. Therefore, listeners are proposed to be convinced.

أَدْعُوكُمْ إِلَى النِّجَاةِ I invite you to salvation,

This is the state of the speaker. He calls for a good thing as he proclaims.

وَتَدْعُونَنِي إِلَى النَّارِ you invite me to the Fire!

This is the state of the addressees. They call for a bad thing. This is a contrast which helps in convincing the participants.

وَأُفَوِّضُ أَمْرِي إِلَى اللَّهِ I entrust my affairs to Allah.

In the end of the discourse, the speaker concludes in a passionate way; He is disappointed with his participants and feels pity that they cannot understand or follow him.

Therefore, the speaker uses several methods and approaches to convince the participants to believe in Allah. He uses the speech acts to attain his goal. He repeats some emotional words to get the audience passion and feelings. He advises his participants to follow him in his proclaim. Then, he uses contrast to show the difference between his and their attitudes. Finally, he concludes in a passionate way to let them think again with passion in his speech.

Conclusion

Findings of this research have shown that a speaker may use several approaches to convince his or her participants to adopt his or her thoughts. This is found in the Holy Text. A speaker can use the speech acts in his or her process of convincing; Repeating some passionate\emotional words to get the audience passion and feelings, advising the participants to follow his or her thoughts smoothly, using contrast to show the difference between good and bad attitudes, and concluding the speech in an emotional way to let the participants think again with passion in his or her speech. If speakers learn these approaches, they may achieve their goals and convince their addressees.

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