

Persuasive Language in Pauline Hanson's *Speech*

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Abstract

The objective of this research is to describe and find out the kinds of linguistic tools for influence and persuasion used in Pauline Hanson speech using Mc Pheat's theory. This research used a qualitative descriptive method where the data refer from the speech and the source of data is written words and utterances in speech. The data were collected by watching the video and the transcript of speech, and selecting the related tools for persuasion. The data were analyzed by presenting, describing, interpreting and concluding the data. The results show that her speech to the Senate was a highly persuasive speech that had a significant impact on Australian politics. Hanson used a variety of linguistic tools for persuasion to appeal to her audience, especially using someone name lost performative, reframing, cause effect relationship, tag questions, presupposition and embedded commands. Her speech was particularly persuasive because it appealed to a sense of grievance and frustration that many Australians were feeling at the time. Many Australians were concerned about the country's high immigration rate, the loss of jobs to overseas workers, and the increasing diversity of Australian society and also the sensitive issue about Islam and its teachings. Her speech gave voice to these concerns and offered a simple solution: reduce immigration and Islamic teachings and return to a more traditional Australian identity.

Keywords: *Pauline Hanson, persuasion, speech*

INTRODUCTION

Language as a communication medium has an important role in human life. Language allows humans to communicate and interact with other people around us. Language allows humans to express their feelings, thoughts and ideas to others. Language and communication have a tight relation. The relations between the two are reflected in the meaning of language, namely Language is a tool or media of communication used by humans to interact with each other. On the other hand, communication needs media, that is language. Persuasion is an attempt to convince people to believe or do something by giving the reason and evidence. Basically, persuasion is a form of communication that focuses on influencing others, this can be seen in TV commercials, social media, magazines, billboards, speech, and advertisement campaigns. According to McPheat (2010) "Persuasion is convincing others to change their point of view, agree to a commitment, purchase a product or service, or take a course of action". Persuasion and speech are generally interrelated because speech can be used as a tool to achieve

persuasion goals. When delivering a speech, the ultimate goal of a speaker is often to persuade the audience to accept a certain message or idea. To achieve this, speakers may use a variety of persuasive techniques, such as appealing to audience emotions, using clear language and examples, and presenting evidence to support arguments. In a speech, a speaker will use language and speech style that will influence the audience to accept the message or idea conveyed. A good speech will contain persuasion elements, such as the use of logic and knowledge of the audience. Speech is a form of oral communication that aims to convey messages or ideas to a group of people at an event or meeting. Speech refers to formal or informal. Usually a speech is delivered by a speaker on a particular topic or issue. The speaker does not only say something but tries to communicate by giving a speech so they can express their thoughts after hearing the speech. According to McPhail (2002) Speech is a form of verbal communication that conveys to the audience with intention to influence their actions or thoughts one of speech that contains to persuade people is through this speech. Pauline Hanson also known as Pauline Lee Hanson was born in Brisbane, Queensland, on May 27, 1954. She is an Australian politician who is the founder and leader of One Nation, a right-wing populist political party. Hanson was known for his controversial views on race, immigration, Islam and other social issues. Her views are considered often radical and populist perspectives. In 2016, Muslims in Queensland judged Hanson for being racist after she called for an end to Muslim immigration in Australia towards them. Hanson itself views immigrants and refugees as a threat to security, safety in Australian culture. This can be seen when she made a speech asking to close the border for immigrants and give foreigners a choice between assimilation and repatriation. An example of this can be seen in Pauline Hanson's 2016 maiden speech on Storyful News and Weather channel: *If you are not prepared to become Australian and give this country your undivided loyalty . . . then I suggest you go back to where you came from. If it would be any help, I will take you to the airport and wave you goodbye.* The statement contains persuasive elements because it aims to influence people to take a certain action, which is to become an Australian citizen and give full allegiance to the country. This statement also has a challenging and threatening tone by stating that if someone is not ready to become an Australian citizen and give full allegiance, then they should return to their home country. The statement "If it would be any help, I will take you to the airport and wave you goodbye" also adds a stronger persuasive element, as it shows seriousness and a firm decision to encourage someone to take a certain action. Thus, the statement can be considered a persuasive attempt to influence a person's attitude and behavior. Hanson was the leader of the party from 1997 to 2002, and 2014 to the present.

Hanson was reportedly a member of the Australian House of Representatives for Oxley, Queensland in 1996. Hanson was also briefly elected to the Senate for Queensland in 2016, and re-elected in 2022. This research focuses on the linguistic tools for persuasion use by Pauline Hanson in her speech. The linguistic tools for persuasion include reframing, using someone's name, mind reading, lost performative or stating a value judgment that omits identifying the person who is doing the judging, cause and effect relationship, presupposition, universal beliefs, tag questions, and embedded commands or a command in language without actually commanding someone to do something based on McPheat (2010) theory. These linguistic tools for persuasion need to be investigated because they have not been investigated in previous research.

The researcher chooses Pauline Hanson's speech because there are many persuasive elements that have not been clearly revealed and require in-depth research. The reason for using McPheat's theory in this research is that the theory uses several aspects that can help when persuading someone and to solve the problems in this research. And the theory is rarely used in previous research. Furthermore, this speech contains linguistic tools for persuasion intended for influencing the audience.

RESEARCH METHOD

The design of this research is a qualitative descriptive method, because the data of this research are in form utterances and words. The writer analyzes the utterance in the video of youtube.com and the transcript of the speech. The writer analyzes through describing and explaining the data based on McPheat's theory. To gain information about tools for persuasion use in Pauline Hanson's speech. In this research, the writer uses qualitative descriptive design in order to describe the typical characteristics of tools for persuasion use in Pauline Hanson's speech. The reason why choosing a qualitative descriptive research type is because first, the data are in qualitative form, and second, in order to describe the tools for persuasion used in Pauline Hanson's speech.

FINDINGS AND DISCUSSION

This chapter discussed the data analysis used to answer the research questions raised in Chapter One. This research aims to analyze the use of persuasive language in Pauline Hanson's speech. All research questions are expected to be answered in data analysis based

on the McPheat approach of linguistic tools for influence and persuasion (2010). This section provides a description of the findings from the examination of instances of persuasion in Pauline Hanson's speech, which will be presented qualitatively. Pauline Hanson is an Australian politician who is the founder and leader of One Nation, a right-wing populist political party. Hanson was known for his controversial views on race, immigration, Islam and other social issues. Her views are often considering radical and populist perspectives. On 14 September 2016, Hanson made a speech to Australian parliamentarians about banning Muslim immigration and said the country was in danger of multiculturalism as expressed in his famous 1996 speech. Muslims in Queensland judge Hanson for being racist after her call for an end to Muslim immigration in Australia towards them. Hanson itself views immigrants and refugees as a threat to security, safety in Australian culture. Based on the explanation above, in the simple way, persuasiveness are linguistics tools which are divided into nine aspects as follows: reframing, using someone's name, mind reading, lost performative, cause effect relationships, presupposition, universal beliefs, tag questions, embedded commands. (mcpheat 2010).

Linguistic tools for persuasion in aspect using someone's name

"Using someone's name" in a speech refers to using the name of a particular individual or figure in a speech to pay tribute, honor, or provide a more specific context to the message to be conveyed. Using names in speech can have effects such as: Using someone's name specifically shows appreciation and respect for their contribution or support. Can provide context about the important role of an individual or group in the situation described. Helps bring authenticity to the speech and helps the audience feel more connected to the story or message being conveyed. Can indicate support, agreement, or belief in the views or case described. (McPheat: 2010)

(Using someone's name)

Data 1

(2 : 06 / 30 : 13)

*I cannot begin to express the pride and honour I have in being joined in this place by three of my colleagues — **Senator Malcolm Roberts, also representing Queensland; New South Wales Senator Brian Burston; and Western Australian Senator Rod Culleton** — elected under Pauline Hanson's One Nation. As a strong, united team I guarantee we will make a difference.*

The excerpt above depicts how Hanson mentioned three of his colleagues : Senator Malcolm Roberts, Senator Brian Burston, and Senator Rod Culleton. By mentioning their names, it can give the impression that Senator Malcolm Roberts, Senator Brian Burston, and Senator Rod

Culleton are members who support and are part of the same team, show unity because they are in the same party, and can also convey confidence in the use of sentence **"I cannot begin to express the pride and honor i have"** indicates the level of pride and honor felt by the speaker in the presence of his colleagues. This can give the impression that the speaker has full confidence and support for his or her teammates. The use of names in this speech aims to impress unity, pride, and support in order to achieve common goals under the same political flag. The explanation above shows that the speech delivered by Pauline Hanson contains elements of the linguistic persuasion tools part of using someone's name.

Linguistic tools for persuasion in aspect cause effect relationship

Cause effect relationships aim to convey arguments about the impact of various policies and social problems. This is one of the techniques often used in speeches to clarify or strengthen a message, as well as to convince the audience that the problem identified is worthy of attention and action. However, you need to remember that cause-and-effect relationships must be supported by strong evidence or data to guarantee accuracy and trust in the statement. (McPheat: 2010)

(Cause effect relationship)

Data 2

(03 : 10 / 30 : 13)

This is due to foreign takeover of our land and assets, out-of-control debt, failing infrastructure, high unemployment or underemployment and the destruction of our farming sector. Indiscriminate immigration and aggressive multiculturalism have caused crime to escalate and trust and social cohesion to decline. Too many Australians are afraid to walk alone at night in their neighbourhoods. Too many of us live in fear of terrorism.

The excerpt above connect of economic and social problems (causes) with a consequences, such as a decline in trust and structural damage in society, stating that non-selective immigration policies and an aggressive approach to multiculturalism (causes) have led to an increase in crime and a decline in trust and social coherence (consequences). It then links rising crime rates and fear of terrorism (effect) to the previously mentioned immigration policies and multiculturalism (cause).

The speech above shows there is a cause-effect relationship in Hanson's speech ***"This is due to foreign takeover of our land and assets, out-of-control debt, failing infrastructure, high unemployment or underemployment and the destruction of our farming sector."*** In this speech the speaker explained that some of the problems mentioned are the cause of the situation faced by the country. The speaker connects the cause with the situation that

happened, by creating a causal link between the problem and the impact it causes. Cause-effect relationship is a way to describe the relationship between an event or condition (cause) and the results or impacts that arise as a result (consequence).

Data 3

(10 : 26 / 30 : 13)

“Muslims want to see sharia law introduced in Australia. This law is a totalitarian civil code which prescribes harsh feudal rules imposed on everything, firstly for Muslims, later for everyone. As long as Islam is considered a religion, sharia conflicts with our secular state”.

In the excerpt above, Pauline Hanson claims that Muslims want to see sharia law introduced in Australia, and that this law is a totalitarian civil law that establishes harsh feudal rules that apply to everything. She also claims that sharia is at odds with Australia's secular state. Hanson's claims are not supported by evidence. There is no evidence that Muslims in Australia have any desire to implement sharia law. In fact, the vast majority of Muslims in Australia are law-abiding citizens and respect Australian values and the Australian legal system. Hanson's claim that sharia is totalitarian civil law is also false. Sharia is a complex legal system that is based on Islamic principles, but is not totalitarian. Sharia law includes provisions on religious freedom, human rights, and the supremacy of law.

Hanson's claim that sharia is inimical to Australia's secular state is also false. Australia is a secular country, but this does not mean that religion is excluded from public life. Muslims in Australia are free to practice their religion and live according to their beliefs, as long as they do not violate Australian law.

Important to remember that the vast majority of Muslims are peace-loving, law-abiding citizens who respect Australian values and the Australian legal system.

In terms of linguistic tools for the persuasion aspect above uses the principle of cause and effect relationships. This helps us get the message across when we want others to see the impact of what we are talking about. In this case Hanson wants to say that it is Islam that will cause conflict or discord with Australian society, especially if *sharia law* is introduced among them.

Linguistic tools for persuasion in aspect Tag Question

Tag question is a short type of question that is usually added at the end of a sentence to confirm or get agreement from the listener. In speeches, tag questions can be used for a variety of purposes, including engaging the audience, strengthening an argument, or direct attention to an important point. (Mc pheat: 2010)

(Tag Question)

Data 4

(29 : 26 / 30 : 13)

*I will never take my position as a senator in this place for granted and nor should I. To the people of Queensland and Australia who voted for me and my party: thank you. You have given me a great honor. Now it is up to me to prove my worth to you. I can guarantee Pauline Hanson is a name that carries with it independence, honesty, assurance, quality and reliability — things the Chinese can never buy. Also, Halal snack packs are never provided — **isn't that right, Sam?***

In the excerpt above, Hanson expressed his gratitude to his voters and promised to carry out his duties well. Hanson stated that now his job is to prove value or benefit to his voters. She feels has a responsibility to produce a good performance. She considers this is a great honor and committed to never belittling his position as a senator and reminding him that no one should underestimate him either. And guarantee that Pauline Hanson is a symbol of independence, honesty, assurance, quality and reliability even the Chinese side cannot buy.

At the end of the sentence the statement "**isn't that right, Sam?**" it was addressed to Sam regarding the use of halal snacks packs. This is a form of tag question that seeks confirmation or agreement from the listener to the statements made in the speech. In this context, the speaker identified by the name "Sam," uses a tag question to seek approval or confirmation from Sam about a previously made statement, namely that "Halal snack packs are never provided".

Linguistic tools for persuasion in aspect lost performative

Lost performative or a way of expressing a value judgment that eliminates identification of the person making the judgment. This makes it a neutral statement and easy to agree with. It is called a lost performative because the source of the information is not stated. (McPheat: 2010)

(Lost performative)

Data 5

(06 : 45 / 30 : 13)

*"Why then has Islam and its teachings had such an impact on Australia like no other religion? **Islam sees itself as a theocracy. Islam does not believe in democracy, freedom of speech, freedom of the press, or freedom of assembly. It does not separate religion and politics. It is partly a religion, but it is much more than that. It has a political agenda that goes far outside the realm of religion. It regulates Muslims' social and domestic life, their legal system and politics—their total life**".*

The excerpt from Hanson's above is about her views on the existence of Islam and its teachings and their impact on Australian society. Pauline Hanson's speech on Islam and its

impact in Australia has been widely criticized for being Islamophobic and inaccurate. Hanson's claim that Islam is a theocracy is not supported by evidence. In fact, Islam is a religion that has lots of different thoughts, and not all Muslims agree on the role of religion in government. Hanson's claim that Islam does not believe in democracy, freedom of speech, freedom of the press, or freedom of assembly is also false. There are many Muslim-majority countries that are democracies, and many Muslims support these values. Hanson's statement that Islam does not separate religion and politics is also incorrect. There is science about separation of religion and country.

Hanson's speech had a negative impact on the Australian Muslim community. Many Muslims feel that they are being targeted and excluded. This has led to an increase in Islamophobia and hate crimes. Hanson's speech also damaged Australia's reputation as a tolerant and multicultural country. It is important to note that Hanson's views are not shared by the majority of Australians. Only 25% of Australians believe that Islam is a threat to Australia. The majority of Australians support the right of Muslims to practice their religion freely. Hanson's speech is a dangerous example of Islamophobia. It is important to challenge its views and to increase understanding and tolerance between different religions and cultures.

In terms of linguistic tools for the persuasion aspect, the above uses the principle of lost performative or a way of expressing a value judgment that eliminates identification of the person making the judgment. This makes it a neutral statement and easy to agree with. It is called a lost performative because the source of the information is not stated. In this case, she does not mention valid sources of information especially when she claims that “*Islam sees itself as a theocracy*”. Theocracy means a state or government led by religious leaders. The use of "lost performative" is also clearly visible when she states “*Islam does not believe in democracy, freedom of speech, freedom of the press, or freedom of assembly. She does not separate religion and politics. It is partly a religion, but it is more than that. She has a political agenda that goes far beyond the realm of religion. It regulates the social and domestic life of Muslims, their legal and political systems—their life as a whole*”. All of his claims are not supported by legitimate sources of information that Islam does not embrace democracy, freedom of opinion, freedom of the press, freedom of assembly, and other claims.

Data 6

(11 : 43 / 30 : 13)

“Therefore, I call for stopping further Muslim immigration and banning the burqa, as they have done in many countries around the world. **Burqa is not a religious requirement. Most Australians find them confronting, as did two of our former prime ministers.**”

His remarks above reflect his attitude towards Muslim immigration and the usage of burqa is type covering clothing almost all over part body, except eyes.

"Therefore, I call for stopping further Muslim immigration"

This Part of statement reflects Pauline Hanson's call to stop the immigration of Muslim individuals to Australia. This shows his belief that Australia should limit or limit the entry of Muslim immigrants into the country.

"Banning the burqa, as they have done in many countries around the world"

Here, Hanson advocates a ban on burqas, which are the clothes worn by some Muslim women to cover their entire face, leaving only gauze for sight.

She justified this by pointing out that many other countries have implemented such bans.

"Burqa are not a religious requirement"

Hanson's assertion that the burqa is not a religious requirement implies her belief that wearing burqa is not an important or obligatory practice in Islam. She argued that burqa is a cultural or personal choice, not a religious obligation.

"Most Australians find them confronting, as did two of our former prime ministers"

In this part of her statement, Hanson claims that the majority of Australians find burqa confrontational or disturbing. She also noted that two former Australian prime ministers shared similar sentiments, indicating that there was a level of discomfort or concern regarding burqa among the country's political leadership. This statement is very controversial and divisive. Critics argue that it could be considered discriminatory against the Muslim community, violating religious freedom and cultural practices. Proponents of this view often raise concerns regarding security, integration and women's rights. On the other hand, opponents argue that banning religious clothing such as burqas is a violation of personal freedom and the expression of religious identity. In Australia and other countries, debates regarding immigration, cultural diversity, religious freedom, and social cohesion are ongoing, and views on these issues can vary widely. Pauline Hanson's statement is just one perspective in this larger and complex discussion. Public opinion and government policies on these issues may change over time, reflecting changes in the social and political landscape.

In terms of linguistic tools for the persuasion aspect above uses lost performative principles which are lost because the source of the information is not mentioned. She improved his ability to control the conversation without taking on and misinterpreting other people's points of view As he said “ ***Burqa is not a religious requirement. Most Australians find them confronting***” in fact, she’s using lost performative because his statement is not supported by

valid data. His opinion is in a way a personal target that burqa is something against Australian society.

Linguistic tools for persuasion in aspect reframing

Reframing in speech is a communication technique that involves changing the way a message is presented or altering the perspective through which a particular situation, idea, or concept is viewed. (Mc pheat: 2010)

(Reframing)

Data 7

(10 : 52 / 30 : 13)

“Islam cannot have a significant presence in Australia if we are to live in an open, secular and cohesive society. Never before in Australia's history have we seen civil unrest and terror associated with a so-called religion, or from followers of that faith. We have seen the destruction that it is causing around the world”.

Pauline Hanson is an Australian politician known for her anti-immigration and Islam phobic views. His statement that *“Islam cannot have a significant presence in Australia if we are to live in an open, secular and cohesive society”* is a reflection of these views. Hanson argues that Islam is incompatible with Australian values such as openness, secularism and cohesion. She also claims that Islam is associated with civil unrest and terror, and it's causing destruction throughout the world. This claim is not supported by evidence. There is no evidence that Islam is incompatible with Australian values. In fact, Australian Muslims have made significant contributions to Australian society in all areas, including business, academic, arts and sport. There is also no evidence that Islam is linked to civil unrest and terror. In fact, most Muslims have nothing to do with violence or terrorism. Lots Muslims who are victims of violence and terrorism. Therefore, Hanson's statement is dangerous and misleading. Hanson perpetuated stereotypes negative against Muslims and encouraged intolerance and discrimination.

Australia is a multicultural country with religious tolerance. The majority of Australians accept and respect Muslims as fellow citizens. From the linguistics tools for persuasion aspect above uses the principle of exploring the consequences of reframing because she uses conditional sentences marked with "if" which indicate that Australia will not live in an open, secular and cohesive society as expected. As far as Islam still exists (in Australia). This is a typical reframing technique in an attempt to convince the Australian public that Islam is radical and dangerous and they can be hostile to each other.

Data 8

(10 : 08 / 30 : 13)

*“Halal certification tax has been forced upon us, costing Australians approximately \$10 million a year. Halal certification is not a religious requirement but a money making racket, and certification is unnecessary for Muslims' welfare because **non-halal products can be consumed, provided the word 'Bismillah' is said over the food and a prayer is recited**”.*

In his statement above, she states that halal certification has been forced on Australians, which halal certification is a money-making scam, and that it is not necessary for the welfare of Muslims. Hanson's statement is not supported by evidence. Halal certification is a voluntary system used by businesses to ensure that products fulfill Islamic requirements. Halal certification is not required by law, and is not forced on anyone. Hanson's claim that halal certification is a money-making scam is also false. Halal certification bodies charge a fee for their services, but this fee is usually very small. Most of the funds collected from halal certification fees are used to fund the certification process itself. Hanson's claim that halal certification is not necessary for the well-being of Muslims is also false. Halal certification is a way for Muslims to ensure that they are consuming food that is permitted under Islamic law. For many Muslims, this is a very important religious requirement.

In terms of linguistic tools for the persuasion aspect, the above uses the principle of reframing in context to explore consequence Because word “*provided*” (used to state what must happen or be done for something else to happen). Used to indicate the element of exploring consequences. In this case, she wants to say, halal certification taxes are not needed because non-halal products can be consumed, as long as the word ' *Bismillah*' is said over the food and a prayer is said.

Data 9

(11 : 15 / 30 : 13)

“If we do not make changes now, there will be no hope in the future. Have no doubt that we will be living under sharia law and treated as second-class citizens with second-class rights if we keep heading down the path with the attitude, 'Should be right, mate.'

In his remarks above, she claims that if Australians do not change, Australians will live under sharia law and be treated as second-class citizens with second-class rights in the future. She also called for a halt to further Muslim immigration and a ban on the burqa. Again, his claims are not supported by evidence. There is no evidence that Muslims in Australia are interested in implementing sharia law or treating non-Muslims as second-class citizens. In fact, the vast

majority of Muslims in Australia are law-abiding citizens and respect Australian values and the Australian legal system.

From linguistic aspects of persuasion above uses the principle of reframing, especially exploring the consequences. This can be seen from the use of conditional sentences "*If we do not make changes now, there will be no hope in the future*" and "*Have no doubt that we will be living under sharia law and treated as second class citizens with second class.*" - *Rights if we keep heading down the path with the attitude.* With reframing, she tries to persuade the audience to agree with it that sharia law is said to be dangerous so that Australians will become second class citizens in their own country.

Linguistic tools for persuasion in aspect embedded commands

Embedded commands in speech are a form of covert communication where a speaker includes a directive or command within a sentence in a subtle, indirect manner. The goal is to influence the listener's thoughts or behavior without making it obvious that a command is being given. This technique is often used in persuasion, sales, hypnosis, and various forms of interpersonal influence. Embedded commands typically rely on the use of specific linguistic patterns or emphasis to make the command stand out. (McPheat: 2010)

(Embedded commands)

Data 10

(11 : 52 / 30 : 13)

"I am sure a lot of the women forced to wear them would love to cast them aside but live in fear to do so. In addition, no more mosques or schools should be built, and those that already exist should be monitored with regard to what they are teaching until the present crisis is over. Sharia law should not be acknowledged or allowed and Australian companies should be banned from paying for halal certification".

First, it is necessary to outline the statement and discuss the meaning and implications of each part:

Forced Wearing of Religious Clothing : When Hanson says, "*I am sure a lot of the women forced to wear them would love to cast them aside but live in fear to do so* ," she probably means the hijab or another form of clothes Islamic . This statement suggests that she believes some Muslim women in Australia may wear such clothing against their will due to cultural or family pressure. Important to note that using a headscarf is a personal choice for Muslim women and not something to force.

Opposition to Mosques and School Construction: Hanson's statement also called for a halt to the construction of new mosques and schools and increased monitoring of existing ones. This

reflects his long-standing rejection of the growth of Islamic institutions in Australia. Critics argue that this position is discriminatory and violates religious freedom, as other religious groups are not subject to similar restrictions.

Monitoring Islamic Schools: Calls to monitor what is taught in Islamic schools are likely linked to concerns about potential radicalization or teachings that are inconsistent with Australian values. This is a sensitive issue because it raises questions about how to balance national security concerns with religious freedom and cultural diversity.

Rejection of Sharia Law: Pauline Hanson vehemently opposes the recognition or acceptance of Sharia law in Australia. Sharia law is a system of Islamic jurisprudence that regulates various aspects of a Muslim's life. Many Muslims view it as a guide to personal morals and ethics, while others interpret it as a legal code. Critics like Hanson often equate Sharia law with extremist interpretations, which they believe pose a threat to the country's legal system and social norms.

Halal Certification Ban: Lastly, Hanson called for Australian companies to be banned from paying for halal certification. Halal certification is a process that ensures that products are prepared and produced in accordance with Islamic food laws. Some critics argue that this is a form of "tax" that funds Islamic organizations, while supporters of halal certification argue that it allows Muslim consumers to make informed choices regarding their food. Hanson's call for a ban is seen by many as targeting the Muslim community's religious and business practices.

His statement has triggered debates regarding religious freedom, multiculturalism, and the balance between national security issues and individual rights in Australia. Public opinion on the issue varies widely, with many Australians supporting multiculturalism and religious diversity, while others share Hanson's concerns. Political discourse on these topics continues to develop, and they remain a matter of debate and discussion in Australia.

In terms of linguistic tools for the persuasion aspect, the above uses the principle of *an embedded command* or an order in our language without actually ordering someone to do something. These words speak to the subconscious and are part of a larger context. When she said " *no more mosques or schools should be built, and those that already exist should be monitored with regard to what they are teaching until the present crisis is over. Sharia law should not be acknowledged or allowed and Australian companies should be banned from paying for halal certification*", this implies that she rejects everything related to Islam such as

mosques, Islamic schools, sharia law, and halal certification. These remarks represent an implied order to Australian society to prohibit everything related to Islamic teachings.

Linguistic tools for persuasion in aspect Presupposition

Presupposition in speech refers to an implicit assumption or belief that underlies the meaning of a statement or question. When someone makes a statement or asks a question, there are often unspoken or presupposed assumptions that listeners are expected to accept as true for the conversation to make sense. Presuppositions can be tricky to identify because they are not explicitly stated but are inferred based on the context and language used. (McPheat: 2010)

(Presupposition)

Data 11

(13 : 22 / 30 : 13)

*“At present, our immigration intake is 190,000 a year. **High immigration is only beneficial to multinationals, banks and big business, seeking a larger market while everyday Australians suffer from this massive intake.** They are waiting longer for their life-saving operation. The unemployment queues grow longer—and even longer when government jobs are given priority to migrants.”*

Pauline Hanson is an Australian politician known for her controversial statements and positions on immigration, among other issues. The remarks above highlight her views on immigration and its impact on Australia.

"At present, our immigration intake is 190,000 a year."

This part of her statement simply provides a fact: Australia's annual immigration intake is currently set at 190,000 people. This figure is used as a baseline for her argument.

"High immigration is only beneficial to multinationals, banks, and big business, seeking a larger market while everyday Australians suffer from this massive intake."

In this statement, Hanson makes an argument against high levels of immigration. She claims that large corporations and businesses benefit from high immigration because it increases the potential market for their products and services. This could be due to the fact that immigrants often contribute to economic growth by participating in the workforce and consuming goods and services. However, Hanson suggests that everyday Australians suffer from this high intake of immigrants. Her argument is that this level of immigration may have negative consequences for the local population. This could include concerns about job competition,

wage suppression, or strain on public services such as healthcare, education, and housing due to an increased population.

"They are waiting longer for their life-saving operation."

Here, Hanson implies that the strain on public services caused by high immigration levels, particularly in healthcare, results in longer wait times for essential medical procedures, such as life-saving surgeries. She suggests that local citizens are negatively impacted because resources are spread thin due to the demands placed on them by the growing population.

"The unemployment queues grow longer—and even longer when government jobs are given priority to migrants."

This part of Hanson's statement touches on two points. First, she argues that high immigration can lead to longer unemployment queues for Australian citizens. The idea is that more people entering the labor market can potentially increase competition for jobs, which may lead to higher unemployment rates for locals.

Second, Hanson suggests that government jobs are being prioritized for migrants over Australian citizens. This assertion implies that public sector employment opportunities are being directed towards newcomers rather than being offered to local residents. This claim, if true, could be seen as detrimental to Australian job seekers.

In summary, Pauline Hanson's remarks highlight her concerns about the impact of high levels of immigration on everyday Australians. She argues that while large corporations and businesses may benefit from immigration by expanding their markets, ordinary citizens may face challenges such as longer wait times for critical medical procedures, increased competition for jobs, and potential unfairness in government employment opportunities. It's important to note that these remarks reflect her perspective, and public opinion on immigration in Australia is diverse, with many people holding differing views on its effects on the country's economy and society.

From the linguistic tools for persuasion aspect, Pauline Hanson's speech above uses the principles of *presupposition* or something that she has not stated but that is assumed to be present or true for her statement to be understood. It can be seen in her remarks "*High immigration is only beneficial to multinationals, banks and big business, seeking a larger market while everyday Australians suffer from this massive intake*" and "*The unemployment queues grow longer—and even longer when government jobs are given priority to migrants*".

These two remarks clearly show that she opposes or defies any forms of immigration because she contended that migrants are only beneficial to multinationals, banks and big business

while everyday Australians suffer from this massive intake. On the other hand, Hanson said that government jobs are given priority to migrants rather than the local workers.

Data 12

(14 : 35 / 30 : 13)

*“Foreign investment and foreign ownership are great concerns. The government finally released its register of foreign ownership, which reveals that foreign interests owned 13.6 per cent of Australia's farmland. That is 52 million hectares. It includes 30 per cent of the Northern Territory's farmland and 22 percent of Tasmania's. **The register fails to show the quality of the foreign owned land.** Is it the jewels in the nation's agricultural crown?”*

Pauline Hanson's remarks above show that she also opposes foreign investment and foreign ownership. The detailed descriptions can be shown as follows: *"Foreign investment and foreign ownership are great concerns."* Hanson starts by establishing the overarching theme of her remarks: she believes that foreign investment and foreign ownership of Australian assets, particularly farmland, are significant issues that need attention. This sets the context for her subsequent arguments. *"The government finally released its register of foreign ownership, which reveals that foreign interests owned 13.6 per cent of Australia's farmland."*

Hanson references a specific action taken by the government – the release of a register of foreign ownership. This register provides data on the extent of foreign ownership of farmland in Australia. According to the register, foreign interests own 13.6% of the country's farmland, which translates to 52 million hectares. This statistics serves as a key piece of evidence in her argument, suggesting that a substantial portion of Australia's farmland is controlled by foreign entities. *"That is 52 million hectares. It includes 30 per cent of the Northern Territory's farmland and 22 percent of Tasmania's."* Hanson further breaks down the statistics to emphasize the regional impact. She highlights that foreign ownership is particularly significant in certain regions, such as the Northern Territory and Tasmania. Foreign interests own 30% of the farmland in the Northern Territory and 22% in Tasmania.

By specifying these regional figures, Hanson suggests that the impact of foreign ownership is not evenly distributed across the country, potentially leading to regional imbalances or concerns specific to these areas. *"The register fails to show the quality of the foreign-owned land. Is it the jewels in the nation's agricultural crown?"* Here, Hanson raises an important question about the nature of the foreign-owned land. She points out a limitation in the government's register: it does not provide information about the quality or significance of the

land that foreign interests have acquired. By asking whether this land represents "*the jewels in the nation's agricultural crown*," Hanson is suggesting that it's possible that foreign entities have acquired some of the most productive or strategic agricultural land in Australia. This would raise concerns about the country's long-term food security and agricultural sustainability. In summary, Pauline Hanson's remarks express her concerns about foreign ownership of Australian farmland. She uses the data from the government's register to underscore the extent of foreign ownership and its regional distribution. Additionally, she raises questions about the quality and significance of the land owned by foreign interests, implying that it may include some of Australia's most valuable agricultural assets. Overall, her remarks are intended to draw attention to what she sees as a pressing issue related to national sovereignty and the control of vital agricultural resources. From the linguistic tools for persuasion aspect above uses the principles of presupposition or something that she has not stated but that is assumed to be present or true for her statement to be understood. It can be seen in her remarks "*The register fails to show the quality of the foreign owned land*". It means that she opposes or defies any forms of foreign owned land in Australia because the data show that it has no positive impact on Australians.

CONCLUSIONS

Based on the findings on the data and discussion of the data above, the researcher draws conclusions regarding the research question to find out linguistic tools for influence and persuasion in Pauline Hanson Speech, Based on Mcpheats theory (2010) with nine aspects. Reframing, using someone name, mind reading, lost performative, cause effect relationships, presupposition, universal beliefs, tag questions and embedded commands. Based on the data analysis above, the researcher found seven aspects in this speech. Hanson used a variety of linguistic tools for persuasion to appeal to her audience, especially lost performative, reframing, cause-effect relationship, using someone's name, tag questions, embedded commands and presupposition. Hanson's speech was particularly persuasive because it appealed to a sense of grievance and frustration that many Australians were feeling at the time. Many Australians were concerned about the country's high immigration rate, the loss of jobs to overseas workers, and the increasing diversity of Australian society and also the sensitive issue about Islam and its teachings. Hanson's speech gave voice to these concerns

and offered a simple solution: reduce immigration and Islamic teachings and return to a more traditional Australian identity.

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