

Positive Discourse Analysis of Selected American and British Speeches During the Pandemic of Covid-19

By

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Abstract

The present study aims at examining the positive discourse analysis that is used by the American and British doctors during the pandemic of COVID-19. It is achieved through the following two analyses; namely, the linguistic analysis and the ideological one. While the first is accomplished via analysing the four levels: the structural, lexical, rhetorical and pragmatic, the second is accomplished via analysing the revealed positive ideology of the American and the British doctors. The present study finds that the American doctor frequently employs the past simple and the present simple, while the British doctor frequently employs the present simple and then the present progressive at the structural level; verbs are frequently used by the American doctors while nouns are frequently used by the British doctors to trigger a positive presupposition at the lexical level; hyperbole and litotes are both employed by the American and the British doctors at the rhetorical level; nouns and verbs of the lexical level; and the strategy of be optimistic by the American and British doctors at the pragmatic level. It is concluded that the present and past simple tenses, hyperbole and litotes, nouns and verbs and the strategy of be optimistic are the appropriate ones to achieve the positive message in the American and British discourses.

Keywords: Positive discourse analysis, Critical discourse analysis, hyperbole, litotes, optimism and exaggeration.

1. Introduction

People's beliefs and behaviours can be affected through different speeches in a well way and this becomes apparent during the COVID-19 crisis. A landmark is addressed by American and British doctors' reaction toward the Covid-19 pandemic whereby building spirits and individual and institutional efforts are emphasized and built through communication. Since the beginning of the COVID-19 pandemic, the related discourse becomes of intense emphasis among researchers of different disciplines, and, especially, linguistics.

COVID-19 discourses are presented for the sake of enhancing and building spirit and optimism among people via communication. Thus, a call for studying the positive side of discourse is needed. Interestingly, a new shift of analysis arouses which is called positive discourse analysis which focuses on the positive side of discourse rather than the negative one (as used in CDA). 'Focusing on the construction of society and peaceful solution to the problem' is considered as its main concern. The foundation of positive discourse analysis is attributed to (Martin, 2004) who states in his paper *Positive Discourse Analysis: Solidarity*

and Change that ‘linguistic analysis should not only contain unequal news, but also peaceful and good news’ (Martin, 2004; Qi, 2017). As a branch of CDA aim at “studying the subversion of power and developing understandings which can energize social change,” PDA privileges design in the service of CDS. PDA focuses on “positive” discourses that make the world a better place and that counter oppressive social structures (Hughes, 2018). In this regard, (Gamson & Modigliani, 1989) maintain that positive discourse analysis (PDA) is fuelled by the potentiality of analysis that affects the social world. The distinction is that it analyses the discourse one likes rather than the discourse he/she wishes to criticise.

Hence, the present study attempts to achieve the following objectives:

1. Identifying the positive side of Discourse when analysing the British and the American doctor’s speeches showing the strategies adopted in for linguistics levels.
2. Finding out the ideology behind the American and British doctors’ use of positive discourses.

2. 0 Literature Review

2. 1 Discourse Analysis

(Brown et al., 1983) mention that ‘the analysis of discourse is necessarily the analysis of language in use’. Hence, examining the language in use is prioritised. Their justification behind this claim is that arriving at an adequate analysis requires the discourse analysts to combine the linguistic forms and their functions or aims rather than exclude one of them or analyse each one separately. Moreover, discourse analysis investigates patterns of speech between texts and takes into account the link between language as well as the cultural and social settings in which it is employed. Besides, it takes into account the manner in which the use of language conveys diverse ways of seeing the world and different understandings of the same thing. Hence, it examines how the use of words is impacted by the interactions that individuals have with one another, as well as the implications that language usage has on social identities and interpersonal relationships. It also explores how people’s perspectives on the world and their personalities are formed via the use of language (Gee & Green, 1998).

2. 2. 1 Critical Discourse Analysis (CDA)

(Van Dijk, 2001) identifies critical discourse analysis (from now on, CDA) as “a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context”. As such, the focus of CDA is on the way reproduction and reactivation processes of individuals’ social power, dominance, and inequality in certain contexts. In the same fashion, (Wodak, 2004) underscores that CDA is used ‘to investigate critically social inequality as it is expressed, signalled, constituted, and legitimized, and so on by language use (or in discourse)’. Thus, CDA is socially constructed and conditioned by power relations, and seeks to establish change against domination and inequality.

As an important aim of CDA, disclosing the manipulation and dishonesty underlying the texts and discourses is considered the main purpose of CDA, according to (Fairclough, 1993) Fairclough. That is, CDA aims at exposing the unrecognizable and manipulated matters that are conveyed by dominated people. In the same vein, (Van Dijk, 1993) states that CDA aims to highlight the critical ways that are adopted to identify factors such as power, inequality and abuse that are exploited by dominated people so as to achieve their interests and desires. Hence, CDA aims at studying the way powerful people employ discourse to influence the behaviours of less powerful people.

2. 2. 1. 2 The Main Approaches of CDA

2. 2. 1. 2. 1 Fairclough's Socio-cultural Approach

According to (Fairclough, 1993), three dimensions for analysing a discourse are proposed, that is, (i) the dimension of text; (ii) the dimension of text production and consumption as well as discourse practice; and (iii) the dimension of socio-cultural practice, On the one hand. Each dimension requires a certain type of analysis. The description analysis is the first type of analysis that is concerned with the 'formal properties of the text' (i.e., vocabulary, grammar and textual structure). The interpretation analysis is the second type of analysis which is concerned with 'the relationship between text and interaction-with seeing the text as the product of a process of production, and as a source in the process of interpretation'. The explanation analysis is the third type of analysis through which interpretation and social context are concerned (Fairclough, 1989).

2. 2. 1. 2. 2 Van Dijk's Socio-cognitive Approach

In Van Dijk's viewpoint, discourses are analysed or examined in accordance with the three levels; namely, the social cognitive level and discourse levels. Whereas the social constructions (i.e., power, inequality, etc.) are approached via using the social level, the constructions that are related to mind and cognition is approached via using the cognitive level. In addition, the major discourse tasks are approached via using the discourse level. Due to the discourse level, van Dijk insists that analysts have to exploit the social and cognitive levels so as to conduct not only the micro-level matters of discourse (i.e., verbal interaction, language use, etc...), but also the macro-levels ones (i.e., the reproduced power, dominance, biases, etc... in a discourse) (Van Dijk, 2009).

2. 2. 1. 2. 3 Wodak's Discourse-historical Approach

The foundation of the discourse-historical approach is attributed to Ruth Wodak and other researchers (2001; 2009) in Vienna. The discourse-historical approach is characterised as being multi-methodically in nature. That is, it depends on various empirical data and information. This can be achieved via merging the background knowledge that is related to the historical data of political and social matters. Besides, this approach takes into account the four levels of contexts; namely, the co-text level, the intertextual level, the extra linguistic social/sociological level, and the broader socio-political and historical level (Wodak, 2004). (Reisigl, 2009) claim that there are three interrelated perspectives included in the notion of 'social critique' of the discourse-historical approach, that is, socio-diagnostic critique, text/discourse immanent critique and prospective critique. Whereas the latter is concerned with the action dimension of discourse, the two formers are concerned with the 'recognition dimension of discourse'.

2. 2. 1. 3 Criticisms of CDA

CDA has been criticized in many ways. Researchers examine CDA epistemology, method, ideology, context, and concept. For (Fairclough, 1989), CDA analysts prefer to employ the theoretical practice rather than employ the practical anxieties of the discourse in question. As a result, theoretical, categorical and historical concerns are what CDA analysts are occupied with when dealing with a certain discourse. It criticises the methodology that is adopted in CDA by describing it as an 'odd combination of theoretic heterogeneity and unreflective originality'. In this regard, (Widdowson, 1998) describes the CDA analysts' process as the employment of unbeneficial concepts. (Van Dijk, 2001) mentions that what makes the nature of CDA as dissent is because of being biased and subjective, has an

unprivileged methodology and is based on multidisciplinary fields. Further, CDA is criticised as being biased in nature, and, thus, analysts implement preconceptions and prejudgements on the selected data. In other words, the results of analysis are previously confirmed to what analysts have expected, (Blommaert, 2005; Schegloff, 1997), so they prefer to choose texts that are much more likely to support up what they already think, and that is called selectivity.

To sum up, CDA is criticised by different linguists. The frequent criticised matters are related to the methodology, the fields that are based on, the nature, theories and the analysts' ways of selecting and analysing data, which it is being tackled by a complementary strand aspect of discourse known as positive discourse analysis.

2. 2. 2 Positive Discourse Analysis (PDA)

The emergence of Positive Discourse Analysis (henceforth PDA) is firstly attributed to (Bartlett, 2017; Martin, 2004). Martin's inspiration for this term is drawn from (Kress & Van Leeuwen, 1996) who criticises the focus of CDA by saying that 'inequitable, dehumanising and deleterious states of affairs' are revealed, and, thus, the shift from the 'deconstructive activity' to the 'productive activity' is called for. Accordingly, Martin (ibid) insists that PDA is very important ideological and oriented perspective of analysing a discourse since it is 'focusing not only simply on deconstructing of language in the service of power but focusing in addition on analysis of and participation in sites of successful social change'. In other words, the new orientation of analysing discourse uncovers language both in the service of power and success in societies.

According to (Martin, 2004), PDA fulfils the request for "a complementary focus on community, which takes into account how people get together and make place for themselves in the world-in a way that redistributes power without necessarily struggling against it." As a reason, PDA and CDA are still not synonymous since 'deconstruction of social justice issues' varies from 'reconstruction and betterment of society.' Besides, social actors are given presence and voice via employing PDA. Thus, the areas of discourse that are marginalised by the traditional dominant discourse actions are prioritised and given place since the emergence of PDA (Waugh et al., 2016).

According to (Hughes, 2018), PDA relies on the 'positive discourses' through which the world becomes a good place since the 'oppressive social structures' are countered. In doing so, societal issues such as racism, extremism, and inequalities are not solved but rather are marginalised. Thus, PDA and CDA are complementary rather than contradictory. The justification behind Martin's creation of PDA is to look at the discourse from the positive point of view of CDA. Besides, PDA is regarded as the other side of CDA whereby the positive matters are analysed in discourse. Instead of scrutinising and deconstructing the dominant struggles to no end, PDA positively looks at successful works.

As for the relationship between PDA and CDA, (Macgilchrist, 2007) states that PDA 'analyzes the discourse we like rather than the discourse we wish to criticise'. In the same fashion, (Bartlett, 2012) describes the relationship between them as 'yin and yang approach'. Launching this approach indicates that both the deconstruction and construction of social

activity is called for so as to interpret, show and resist social inequality via examining the positive aspect of discourse and the negative as well.

2. 2. 2. 1 Criticism of PDA

Despite its growing popularity, increase across fields, and efforts to address CDA concerns, PDA has faced some criticism. That according (Bartlett, 2012), there's a risk in concentrating solely on and praising the positive without 'due consideration of the social factors that created the conditions for such texts to exist at the local level and how structural features within the broader socio-political context may enable such positive change to take hold and spread'.

Additionally, it is asserted that PDA frequently lacks a detailed context analysis that explains how hegemonic discourses continue to circulate and whose interests they serve, as well as an examination of the tensions that exist and how emergent reconfigurations of power relations at the local level can exploit these tensions to 'reorient existing structural conditions of domination within the broader society'. Consequently, PDA's inability to address how the sociocultural backgrounds of both creators and receivers influence the interpretation of writings, linguists are often assigned to analyse these materials rather than members of the target populations. To address this issue, researchers have advocated for the inclusion of the 'oppressed' voices in addition to the analyst's and for a comparison of the analyst's conclusions to what members of the target community believe and say (ibid: 8).

PDA faces criticisms although it provides a valuable model in analysing the positive discourse. The goals of PDA, as well as CDA, are underestimated when using the terms 'positive' and 'negative', and, thus, the critiques in CDS are misrepresented. In addition, it is mentioned that when adopting a PDA analysis, the result will be: the context is not analysed in a detailed manner, the ways of 'the social positioning of communicators affect the meaning of texts' are not explained well enough, 'the potential for the uptake if resistant texts' are abandoned and the focus on the 'analyst's evaluation rather than community members' assessments' (Bartlett, 2017).

In spite of different critiques, it is important to shed light on progressive discourses that analysed the development of resistance in well-effected speeches as offering a sense of optimism, power in use, and inspiration, it is very necessary to examine the function of positivity that discourse carries in order to achieve social changes.

2. 3. The Model

As far as doctors' positive discourse is concerned, certain theories are adopted so as to develop an eclectic model of PDA. Hence, the present study is drawn on the approaches of CDA, (Van Dijk, 1998) ideological square. In addition to (Brown, Levinson, & Levinson, 1987) positive politeness strategies is also included. As such, the model is divided into two kinds of analyses; namely, the linguistic and the ideological. While, the first analysis is concerned with four levels, namely, structural, lexical, rhetorical and pragmatic, the second analysis is concerned with the positive ideology which is concerned with emphasizing the goods of the addressees (as schematised in Figure 1. below:

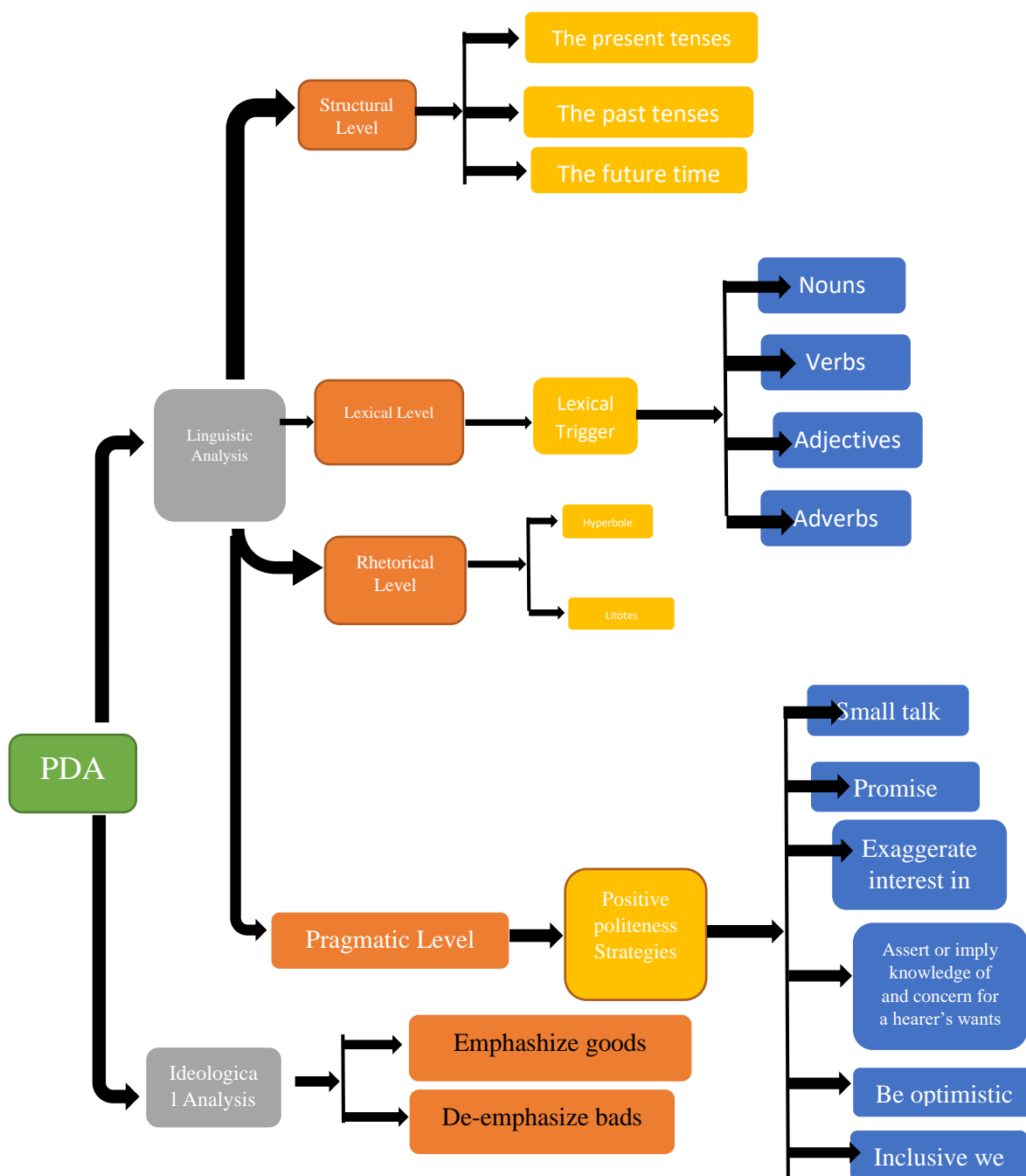


Figure 1. The Eclectic Developed Model of PDA in Doctors' Speeches

3.0 Data Analysis

3.1 Data Description and Selection

The present study is concerned with analysing the positive discourse that is spoken by doctors during the pandemic of Covid-19. The selected data consists of two speeches (American and British in a written format) that are taken from websites (see appendices). The reason behind choosing this data is because it represents a fertile ground for analysing PDA data, and, thus, achieving the required purposes that are conducted by the present study.

3. 2 Method

The present study employs two methods; namely, the descriptive and statistical. Whereas the first is achieved via using the model, the second is achieved via using frequencies and percentages.

3. 2. 1 The Descriptive analysis

Doctor Carissa F. Etienne's Positive Discourse

Extract 1.

Weekly COVID-19 cases in the Americas reached 901,000 last week, a 19% overall decrease compared to the previous week. While most parts of the region showed decreases, in the Caribbean and Atlantic Ocean Islands, cases increased by 56.6%.

Weekly COVID-19 deaths also fell, with 15,523 new deaths reported, an 18.4% decline. All parts of the region reported declines in deaths, ranging from a 6.9% drop in the Caribbean to a 27.9% decrease in Central America. (Web 1.)

The Linguistic Analysis

At the structural level, extract 1. shows that Dr. Carissa employs the past simple when she declares the statistics of Covid-19 cases and deaths as well. In doing so, the speaker tries to send a positive message, that is, the number of infected and dead people is decreased. Hence, people must be optimistic and exercise their ordinary lives as safely and normally as possible.

At the lexical level, the addresser employs the verbs 'decrease', 'fell', 'decline' and 'drop' that carry the positive meaning in extract 1. Employing such words in this speech reflects that the doctor intends to send an optimistic message to the addressees, the medical personnel and ordinary people, that the spread of the virus becomes under control and starts to be decreased with regard to the statistics that are mentioned in the extract 1. Thus, a positive presupposition is triggered via using these lexical words.

At the rhetorical level, it is found that the doctor exploits the rhetorical device of litotes in which matters that are related to the spread of the virus, deaths and infections are given less emphasis or intensity than it deserves. Hence, the words 'decrease', 'fell', 'dropped' and 'decline' are used to launch the rhetorical device of litotes. In doing so, it is the lessening of the danger of the virus that is intended to be achieved.

At the pragmatic level, Dr. Carissa uses the positive politeness strategies of be optimistic and imply or assert knowledge of and concern for a hearer's wants. The reason behind employing the first strategy is to tell the addressees that since the statistics of deaths and infections begin to decrease so there is no need to panic and worry about the virus. Thus, it is important to be as optimistic as possible because all the accurate precautions, protocols and other safety procedures are under action. In doing so, the American addressees are acknowledged that the American authorities (medical, civil and military) are working hard to decrease the spread of the virus, and, thus, they should be hopeful.

The Ideological Analysis

A positive ideology is revealed in extract 1. when giving such a speech. The positives and goods of the American medical personnel and organisations, scientists, regular people and police officers are emphasized due to the positive message. This positive emphasis reflects that the American authorities are working hard to stop the spread of the virus via following appropriate protocols and precautions. In doing so, solidarity, unity and optimism are strengthened among the American addressees.

Extract 2.

Sustained investment and commitment at the highest levels helped us get COVID vaccines into millions of arms. They are also key to protect our children, family and friends from vaccine preventable diseases. (ibid)

The Linguistic Analysis

It is the present simple and the past simple that are used in extract 2. in order to fulfil the structural level of the linguistic analysis. Using these tenses indicates that the speaker attempts to send hope and positivity among the ordinary people and medical staff of America as well by saying that millions of people get vaccines as far as the investment and commitment under a high level of consideration which in turn will support our generations' immune systems to defeat diseases. Hence, the positive message is achieved.

In relation to the lexical level, it is found that Dr. Carissa uses the verbs 'get', 'protect' and 'helped' and the nouns 'vaccines' and 'key' for the sake of achieving the positive message to the addressees. In doing so, the a positive presupposition is triggered which means that generations are protected and supported since diseases are under intense consideration and the vaccines will be given to millions of people. Accordingly, the positive message is declared.

At the rhetorical level, the doctor mentions the words 'sustained investment and commitment', 'the highest level' and 'millions of arms' so as to launch the rhetorical device of hyperbole. Using this device indicates that the danger of COVID-19 is vitally important, and, thus, it must be overestimated. As such, the positive message is received due to the positive discourse that is transmitted through using hyperbole.

Getting the addressees to understand the intended positive message requires Dr. Carissa to launch various positive strategies. Among these strategies which are only concerned with the positivity of the discourse come the positive politeness strategies: exaggerate interest in, be optimistic, assert or imply knowledge of and concern for a hearer's wants and promise. The expressions that are used to approach these strategies are 'Sustained investment and commitment', 'the highest levels', 'helped', 'get COVID vaccines into millions of arms', and 'protect our children, family and friends from vaccine-preventable diseases'. The main reasons behind exploiting these strategies in extract 2. are to make the addressees (regular people and medical staff) feel comfortable and safe about the virus in question since all the appropriate precautions and protocols are cautiously followed, acknowledge the addressees about the American achievements and promise the addressees that vaccines are the solution to save young and old lives. Thus, an optimistic message is transmitted.

The Ideological Analysis

In extract 2. the speaker employs the positive and the appropriate speech about Coronavirus in particular and diseases in general so as to emphasize goods of the American medical staff and organisations, scientists, police officers and regular people during their fight against the virus. Using this ideology reflects that the powerful people and all health organizations prioritize the vaccines, protocols and precautions for COVID-19 and preventable diseases. Thus, solidarity, togetherness and optimism are boosted among the American population.

Doctor Sajid Javid's Speech Positive Discourse

Extract 3.

According to the ONS data which was published just yesterday there are encouraging signs that infections are falling in London and the East of England. (web 2)

The Linguistic Analysis

Extract 3. shows that Dr. Sajid employs the positive discourse by using the linguistic analysis. Two tenses are used to achieve the structural level of this analysis; namely the present simple and progressive. Calling for these two tenses in extract 3. Proves that the doctor emphasizes the positivity of the discourse that he is giving and, thus, the optimistic message is conveyed.

Besides, the lexical level is approached due to Dr. Sajid's employment of the adjective 'encouraging', and the verb 'falling'. In doing so, the speaker triggers a positive presupposition which reads that people and medical staff should be hopeful since the data of ONS (Office for National Statistics) is encouraging and because it shows lower infections of the virus. Hence, the positive message is delivered.

Moreover, the rhetorical level is approached by using litotes in which the doctor underestimates while speaking about the condition of the virus and the falling of the infection's numbers due to the statistics of ONS by saying '...infections are falling in London and the East of England.'. Employing this device in this extract means that Dr. Sajid plans to make the addressees optimistic and believe in the British authorities since the condition of the virus is under control.

Launching the pragmatic level requires Dr. Sajid to employ the positive politeness strategies in extract 3. as such, the positive politeness strategy of be optimistic is performed to make the addressees hopeful and calm as far as they can since the statistics of ONS shows a decreased infection. Besides, the positive politeness strategy of imply or assert knowledge of and concern for a hearer's wants is activated to inform the addressees about the lower data of COVID-19 infections. Thus, the positive message is delivered.

The Ideological Analysis

As far as the ideology is concerned, extract 3. authenticates that it is the positive ideology that Dr. Sajid aims to achieve when declaring such speech. The reason behind this speech is to emphasise the goods of the British health workers and organisations, scientists, police officers and regular people since they become capable of decreasing the COVID-19 infections. In doing so, solidarity, unity, positivity and optimism are aimed to be fulfilled among the addressees.

Extract 4.

But we can be sure that our pharmaceutical defences – vaccines, testing and antivirals – are the best way to protect our health and our freedoms as we learn to live with COVID. (ibid)

The Linguistic Analysis

Dr. Sajid employs four levels in order to accomplish the linguistic analysis in extract 4 when he declares his discourse.

Firstly, the present simple tense is used to represent the structural level. The positive message is delivered via using this tense in which the speaker emphasises the role of pharmaceutical defenses, vaccines, antivirals and testing so as to arrive at the high level of freedom and health protection.

Secondly, the lexical level is accomplished of the linguistic analysis in extract 4 due to the employment of the positive nouns ‘freedoms’, ‘testing’ ‘defenses’, ‘vaccines’ and ‘antivirals and ‘way’ and the adjective ‘best’ and the verb ‘protect’. Using these lexical words triggers a positive presupposition which reads that British people can get their freedoms if they apply the safety pharmaceutical defences to defeat the virus. Accordingly, the positive message of his discourse is spoken.

Thirdly, the rhetorical device of hyperbole is used to achieve the rhetorical level of the linguistic analysis in extract 4. Speaking about the highest precautions of pharmaceutical defenses exaggeratedly launches the rhetorical device of hyperbole by saying ‘vaccines, testing and antivirals – are the best way to protect our health and our freedoms as we learn to live with COVID’. Accordingly, the positive message is conveyed due to Dr. Sajid’s speech.

Fourthly, when speaking about the positive discourse, it is found that the pragmatic level is achieved due to the doctor’s employment of the positive politeness strategies in his speech. As such, four positive strategies are used in extract 4.; namely, inclusive we strategy, be optimistic strategy, promise strategy and exaggerate interest in strategy. The achievement of these four strategies is attributed to the doctor’s higher emphasis on saying that they (medical organisations and staff, and regular people) are sure to defeat coronavirus since they possess high and qualified types of equipment and protocols in the form of vaccines, antivirals and the like.

The Ideological Analysis

As for the ideology, it is revealed that the speaker sheds light on the good and appropriate roles of British people, medical associations and personnel in defeating and fighting the pandemic of coronavirus. Thus, Dr. Sajid’s positive discourse aims at sending a positive message to his country and the world that they are qualified and ready to protect their citizens to defeat the virus with reference to their efficient pharmaceutical defenses. Hence, solidarity, togetherness and optimism are enhanced among the British population.

3. 2. 2 The Statistical Analyses

3.2.2.1 The Statistical Analysis of Dr. Carissa's Positive Discourse

Table 1. Dr. Carissa's Use of Linguistic Levels

Linguistic Analysis			
Structural levels		Frequencies	Percentages
Past tense	Simple	2	66.67
	Progressive	0	0
	Perfect	0	0
Present tense	Simple	1	33.33
	Progressive	0	0
	Perfect	0	0
Future time	Simple	0	0
	Progressive	0	0
	Perfect	0	0
Total		3	%
Linguistic Analysis			
Lexical level		Frequencies	Percentages
Lexical Triggers	Nouns	2	22.22
	Verbs	7	77.78
	Adjectives	0	0
	Adverbs	0	0
Total		9	%
Linguistic Analysis			
Rhetorical level		Frequencies	Percentages
Hyperbole		1	50
Litotes		1	50
Total		2	%
Linguistic Analysis			
Pragmatic Level		Frequencies	Percentages
Positive politeness strategies	Exaggerate interest in	1	16.66
	Inclusive we	0	0
	Small talk	0	0
	Assert or imply knowledge of and concern for a hearer's wants	2	33.33
	Promise	1	16.66
	Be optimistic	2	33.33
Total		6	%

According to the results that are presented in table 1, it is found that Dr. Carissa conveys the positive message of her discourse differently. As for the linguistic analysis, the four levels register different percentages.

At the structural, the past simple and the present simple tenses receive different percentages that amounts to (66.67%) and (33.33%) respectively. However, the past and present progressive and perfect are not used and record the percentage (0%). Besides, the future time is not used, and, thus, gets the percentage of (0%) in the simple, progressive and perfect forms.

At the lexical level, table 1. clarifies that verbs are highly used by the doctor and followed by the nouns to register the percentages that amount to (77.78%) and (22.22%) respectively. In contrast, adverbs and adjectives are not used, as table 1. Illustrates with the percentage (0%) for each.

At the rhetorical level, the same percentage is given to the rhetorical devices hyperbole and litotes, that is, (50%). This means that Dr. Carissa gives equal emphasis to these rhetorical devices when she understates or overstates the matters that are related to COVID—19 during her positive speech.

At the pragmatic analysis, table 1. authenticates that dr. Carissa differently employs the positive politeness strategies. The frequent use is given to the strategies of be optimistic and imply or assert knowledge of and concern for a hearer's wants with the percentage that amounts to (33.33%) for each. The less frequent use is given to the strategies of exaggerate interest in and promise with the percentage that arrives at (16.66%) respectively.

3.2.2.2 *The Statistical Analysis of Dr. Sajid's Positive Discourse*

Table 2. Dr. Sajid's Use of the Linguistic Levels.

Linguistic Analysis			
Structural level		Frequencies	Percentages
Past tense	Simple	0	0
	Progressive	0	0
	Perfect	0	0
Present tense	Simple	2	66.67
	Progressive	1	33.33
	Perfect	0	0
Future time	Simple	0	0
	Progressive	0	0
	Perfect	0	0
Total		3	%
Linguistic Analysis			
Lexical level		Frequencies	Percentages
Lexical Triggers	Nouns	6	60
	Verbs	2	20
	Adjectives	2	20
	Adverbs	0	0
Total		10	%
Linguistic Analysis			
Rhetorical level		Frequencies	Percentages
Hyperbole		1	50
Litotes		1	50
Total		2	%
Linguistic Analysis			
Pragmatic Level		Frequencies	Percentages
Positive politeness strategies	Exaggerate interest in	1	16.66
	Inclusive we	1	16.66
	Small talk	0	0
	Assert or imply knowledge of and concern for a hearer's wants	1	16.66
	Promise	1	16.66
	Be optimistic	2	33.33
Total		6	%

Table 2. shows that different percentages are recorded to the four levels of the linguistic analysis.

Concerning the structural level, it is presented in table 2. that the frequent use is given to the present tense in comparison with the past and the future. As such, the present simple receives the percentage (66.67%) while the present progressive gets the percentage of (33.33%). The present perfect, in addition to the past and future simple, progressive and perfect forms are not used by the speaker when he declares his positive message.

As for the lexical level, table 2. illustrates that Dr. Sajid frequently uses the nouns with the percentages that amount to (60%) and followed by verbs and adjectives and with the percentage of (20%) for each so as to trigger a positive presupposition during his speech.

In relation to the rhetorical level, it is found in table 2. that the addresser equally employs the rhetorical devices of hyperbole and litotes with the percentage that amounts to (50%) for each. This means that the speaker needs to employ both of hyperbole and litotes when he wants to overstate or understate the matters that are related to COVID-19 infections, deaths and vaccines.

As for the pragmatic level, table 2. proves that Dr. Sajid differently exploits the positive politeness strategies so as to achieve his positive discourse. As such, the strategy of be optimistic occupies the highest use in comparison with the other strategies with a percentage that amounts to (33.33%). While the strategy of inclusive we, the strategy of exaggerate interest in, the strategy of promise and the strategy of imply or assert knowledge of and concern for a hearer's wants get the same percentage which amounts to (16.66%). However, the strategy of small talk is not used and, thus, get the percentage of (0%).

4. Conclusions

The present study arrives at the following conclusions:

1. PDA is accomplished by showing all constructive and solidary aspects of a discourse by using strong features throughout the extract of the discourse. Considering four different language levels, namely, the structural, lexical, rhetorical, and pragmatic.

As for the linguistic level, it is found that Dr. Carissa (the American doctor) and Dr. Sajid (the British doctor) employ them differently, as illustrated below.

a. In relation to the structural level, it is found that Dr. Sajid prioritises the present tenses rather than the past and future tenses, whereas Dr. Carissa frequently uses the past simple followed by the present simple tenses respectively. In contrast, the past progressive and perfect tenses, the present perfect, and the future simple, progressive and perfect are not employed either by the British or the American doctor. Thus, it can be concluded that the present tenses are the appropriate tenses to achieve the positive discourse by the British doctors, whereas the present and the past simple tenses are both appropriate to achieve the positive discourse by the American doctors. However, the future time is not appropriate to achieve the positive discourse since it records the percentage of (0%).

b. As for the lexical level, it is found that the emphasis is given to the nouns and followed by verbs and adjectives when they are used by Dr. Sajid to trigger a positive presupposition, while the adverbs are not used since they register the percentage (0%), on the

one hand. On the other hand, Dr. Carrisa frequent use is occupied by the verbs and followed by the nouns when triggering a positive presupposition. However, the adjectives and adverbs are not being used by the American doctor since the percentage that is registered amounts to (0%) for each. Hence, nouns, verbs and adjectives are important to trigger a positive presupposition at the lexical level of British positive discourse, whereas verbs and nouns are important to trigger a positive presupposition at the lexical level in the American discourse.

c. Concerning the rhetorical level, it is found that the British and the American doctors equally perform the rhetorical devices of hyperbole and litotes to achieve the positive discourse, whereas As such, hyperbole and litotes are important in British and American discourses when overstating or/ and understating the matters that are related to COVID-19, as seen in tables 1. and 2.

d. In relation to the pragmatic level, it is found that positive politeness strategy of be optimistic is highly used by the Dr. Sajid, followed by the strategies of exaggerate interest in, inclusive we, promise and imply or assert knowledge of and concern for a hearer's wants, while the strategy of small talk is not used. Besides, Table 1. presents that dr. Carissa frequently employs the strategies of be optimistic and imply or assert knowledge of and concern for a hearer's wants with equal percentage, followed by the strategies of exaggerate interest in and promise, while the strategies of inclusive we and small talk are not employed in the American discourse. Thus, the positive message is appropriately achieved via using the strategy of be optimistic, while the positive message is appropriately achieved via using the strategies of be optimistic and imply or assert knowledge of and concern for a hearer's wants.

2. Arriving at the high level of positivity, solidarity, unity and togetherness among addressees is the main ideology that is revealed by the American and British doctors' discourses. In doing so, the goods of the American and British medical staff and organisations, scientists, police officers and regular people are emphasised when fighting the pandemic of COVID-19.

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Appendices

No	Title	Author	Web site
1.	Weekly Press Briefing on COVID-19: Director's Opening Remarks, March 16, 2022	Dr. Carissa F. Etienne, Director of the Pan American Health Organization (PAHO) and Regional Director for the Americas of the World Health Organization (WHO)	https://www.paho.org/en/documents/weekly-press-briefing-covid-19-directors-opening-remarks-march-16-2022 (Accessed on 23/4/2022)
2.	Oral statement on the government's COVID-19 response	Department of Health and Social Care by The Rt Hon Sajid Javid MP	https://www.gov.uk/government/t/speeches/oral-statement-on-the-governments-covid-19-response (accessed on 23/4/2022)