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Effective Metadiscourse Strategies in Texts of English and Arabic Trade Agreements to attain persuasion

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Abstract

Persuasion is a process studied by many scholars from the Greek time until the present. One persuasion strategy is metadiscourse, which refers to the writers' awareness of their text, the way they present themselves to the readers. The writers use metadiscourse markers to help the readers understand the real meaning of the text (Hyland 2005). The paper carries out a qualitative and quantitative analysis of the employment of persuasive metadiscourse markers in two English trade agreements and two Arabic agreements has provided interms of Hyland's (2005)model of interactive and interactional markers. The aim is to find out whether all types of metadiscourse markers are used or not, and also to see whether English or Arabic employs more markers in their agreement texts. At the end, the analysis shows that Arabic agreements employ more metadiscourse markers than English agreements.

Keywords: metadiscourse markers, interactive markers, interactional markers, trade agreements, persuasion.

1. Theoretical Background:

The origin of persuasion goes back to the Greek time. Aristotle was one of the most important philosophers who had dealt with persuasion and its relation to Rhetoric. He encouraged all educated people to study rhetoric, mainly orators who were used to deliver speeches to the public people in variant occasions. The public speeches at the Greek time were very effective for their influence on the people who should be convinced with certain idea, or warning them from others. Aristotle believed that what should be cultivated in individuals is rhetoric and persuasion strategies (Jamie, 2015, p. 10).

Persuasion has been defined as “as a symbolic process in which communicators try to convince other people to change their own attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice” (Perloff, 2017, p. 22). While Halmari and Vertanen, have made different definition of persuasion, “all linguistic behavior that attempts to either change the thinking or behavior of an audience, or to strengthen his beliefs, should the audience already agree. Yet, the audiences – visible and invisible, actual and implied, interlocutors and onlookers – also contribute to the process of persuasion” (Halmari and Vertanen, 2005, p.5).

Definitions of persuasion are not limited to these two definitions, many scholars made their own definitions and there have been no consensus on it.

1.1. Aristotle Appeals:

Aristotle classified three pillars of persuasion as Ethos, Pathos and Logos.

1. **Ethos** reflects the character of the writer and his/her credibility. Writers may have credibility before writing their texts, like their reputation, experience. Still, they shall always work on enhancing their credibility to be more persuasive to their readers

2. **Pathos** reflects the effect of the emotions of the readers, like the characteristics of the audience, their education, gender, religions and background.

3. **Logos** reflects the logical and evidential information in the text, (Hyland, 2005, P.77).

Hyland (2005) indicates that all metadiscourse markers reflect one of Aristotle's pillars of persuasion, and that metadiscourse markers represent one of the strategies of persuasion (Hyland, 2005, P.77).

1.2 Metadiscourse:

Metadiscourse is one of the linguistic features that refers to the interaction between the writers and the readers. The expression 'metadiscourse' was coined by Zellig S. Harris (Harris 1959) to refer to text components which comment on the main propositional content of a text, still they contain no propositional content. It is defined by Hyland as: "the linguistic expressions which refer to the evolving text and to the writer and imagined readers of that text" (Hyland, 2005, p.Viii). Accordingly, metadiscourse markers are those elements that establish the relation between the writers and the readers.

The current research conducts an analysis for the employment of the metadiscourse markers and the distribution of interactive and interactional markers in the texts of two English trade agreements published in the website of World Trade Organization and two Arabic trade agreements obtained from Iraq ministry of trade, to figure out which language uses more markers than the other. The problem of the research is to make a comparison for the distribution of persuasive metadiscourse markers of English and Arabic trade agreements.

Generally speaking metadiscourse is discourse about discourse (Hyland, 1999, p. 5); it is used by writers to refer to themselves, and represent the personality of the writers who are keen to make their texts understandable to the readers, taking into consideration the level of education and contexts of the readers (Hyland, 2005, p.xi).

Many scholars have tackled the subject of Metadiscourse; everyone has made his/her own classifications and definitions to the field, Vandekopple (1985) adopted Halliday's metafunction classification, the textual

category and interpersonal category (John, 2015 p.18). Crismore, Makenen and Steffenson(1993)changedthe classifications of Kople by adding another category to the textual categoryto have textual and intertextual classifications.

In 2005 Hyland introducednew classifications to metadiscourse, he has indicated that metadiscourse is interpersonal by nature “ it takes account of the reader’s knowledge, textual experience and processing needs and that it provides writers with an armory of rhetorical appeals to achieve this” (Hylland, 2005, p. 41).

Metadiscourse according to Hyland is how the writers explain their text and achieve its goal. In addition, Hyland explains that metadiscourse resembles the three pillars of persuasion of Aristotle (ethos, pathos and logos). Metadiscourse represents ethos when it indicates the writers’ authority and competence, it represents Logos when represents components of arguments, and finally it represents Pathos when it shows the respect and interests in the readers opinion and relevance of the subject to the readers.

Khalil (2015) has conducted a study to investigate how metadiscourse markers attain persuasion in the inaugural speeches of American presidents. The analysis of theresearch has examined eight inaugural speeches for eight American presidents. The writer has made a statistical analysis to measure the frequency of occurrence of metadiscourse markers that aim to achieve persuasion.

The results of the study have approved that all interactive and the interactional markers have been used by the American presidents to attain their persuasive goals but, the interactional resources have been used more than the interactive ones. It was concludedthat the American presidents have used all the kinds of metadiscourse markers in their inaugural speeches to engage the audience and persuade them with the goals of the ruling party at the time.

Trade agreements are texts rich with many linguistic features, that have not witnessed attention by linguistics. Hence, this research finds it significant to analyze one of those features that is the employment of

metadiscourse markers to achieve a well comprehensible texts to the readers. Trade agreements are not written for lay people, they are not meant to be easy to be understood, still writers make many efforts to make the agreements readable, soften the legal imperative tone; and facilitate the text understanding by the audience who might be lawyers, companies, unions and investors (Tenedero, 2015, p.1).

2. Methodology:

The research analysis is based on the model of Hyland (2005), who has divided metadiscourse into interactive and interactional markers, the interactive markers include (transitions, frame markers, endophoric markers, evidentials and code glosses), while the interactional markers include (hedges, boosters, attitude markers, self-mention and engagement markers) both quantitative and qualitative analysis methods are to be conducted.

In addition, Adel (2006) has classified metadiscourse markers in a different way, his point of view focuses mainly on the interaction between the writers and the readers, and impersonal markers like phoric markers, code glosses, reference to texts and discourse labels. He has disregarded many markers classified previously by other scholars.

The importance of qualitative analysis is to assist the writers' understanding of the significance of repetition of certain terms or expressions, "Analyzing qualitative data typically involves immersing oneself in the data" (Kawulich, 2004, p.96). In other words, the qualitative analysis helps the researcher understand the reason behind the use of the targeted terms to discover the solution of the problem and the link between the repetitions of those terms.

At the same time, quantitative analysis uncovers the frequencies of occurrence of some words, strategies and procedures in the data of the research. This research uses a quantitative analysis to find out the frequencies of metadiscourse markers in Arabic and English agreements, to make a conclusion to the problem of the research, whether English use more metdiscourse markers or Arabic.

The data of the research are trade agreements, English texts have been gathered from the website of World Trade Organization and the Arabic texts have been gathered from Iraqi Ministry of Trade. Four agreements have been selected, two English agreements and two Arabic agreements, three paragraphs from each agreement is to be subjected to the analysis. Manual calculations are to be carried out with the assistance of excel program. The selected English agreements are:

- 1- General Agreement on Tarrifs and Trade (GATT).
- 2- General Agreement on Trade in Services (GATS).

The selected Arabic agreements are:

- 1- اتفاقية تيسير وتنمية التبادل التجاري بين الدول العربية
(Facilitation and development of trade exchange between Arab countries) .
- 2- الاتفاقية العربية الاطارية لتحرير التجارة في الخدمات بين الدول العربية (Framework Agreement for Trade in Services Between Arab Countries) .

3. The Analysis:

The analysis of the research is based on the model of Hyland (2005); it is applied on four trade agreements. The aim is to find out how the employment of metadiscourse markers assist the writers of trade agreements in creating more persuasive texts. First two English agreements have been selected:

3.1.English Data

3.1.1. General Agreement on Tarrifs and Trade (GATT).

GATT had been established in 1947 in conjunction with the Second World War, after that it had gone through many modifications to reach its last version in 1995, WTO adopted the GATT and made it an obligatory condition for any government that seek WTO accession. The organization continually encourages more governments to enter the agreement.

3.1.1.1. Preface, 2nd paragraph:

“The General Agreement is applied “provisionally” by all contracting parties. The original contracting parties, and also those former territories of Belgium, France, the Netherlands and the United Kingdom which, after attaining independence, acceded to the General Agreement under Article XXVI:5(c), apply the GATT under the Protocol of Provisional Application, the text of which is reproduced in this volume. Chile applies the General Agreement under a Special Protocol of September 1948. The contracting parties which have acceded since 1948 apply the General Agreement under their respective Protocols of Accession”.

3.1.1.1.1. Self-mention:

Trade agreements refer frequently to the parties of the agreement, who have participated in writing its provisions or parties who have acceded to the agreement after completing the final version of the text. The above extract employs ‘self – mention’ marker three times through ‘the contracting parties’. This marker embodies the pillar ‘ethos’ of Aristotle’s three pillars of persuasion. The significance of Self-mention marker is to clarify who is the writers and how credible are they.

3.1.1.1.2. Hedges markers:

Writers use hedges to reduce the power of provisions, to establish a space of flexibility in the middle of accumulated imperative tone. Hedges reflect the pathos pillar because it tries to affect the readers, and convince them that this provision is applied temporarily and they can abandon it later.

3.1.1.1.3. Endophoric markers:

When Writers refer to other parts of the same text, they are guiding the readers to the location of certain information without rewriting them. This marker indicates the logos pillar because it provides the readers with logical evidence to the entrance of the mentioned members.

3.1.1.1.4. Reference to text / code:

The writers refer to the current text through ‘the general agreement’ and ‘the GATT’, to emphasize its application by the contracting parties.

3.1.1.2. Article 1, paragraph 2:

“2. The provisions of paragraph 1 of this Article shall not require the elimination of any preferences in respect of import duties or charges which do not exceed the levels provided for in paragraph 4 of this Article and which fall within the following descriptions:

- (a) Preferences in force exclusively between two or more of the territories listed in Annex A, subject to the conditions set forth therein;”*

3.1.1.2.1. Endophoric markers:

Three occurrences of endophoric markers have been used in this paragraph, first through the reference to paragraph 1; second through the reference to paragraph 4; and lastly, through the reference to Annex A in the agreement. This marker enhances the connection between parts of the agreement. Endophoric marker represents logos pillar, because it adds logical reasons for certain provisions when linked to other paragraphs of the agreement.

3.1.1.2.2. Reference to text code:

Reference to the subject of the text or its chapters illustrate the use of text code marker according to Adel (2006). Writers of the current paragraph refer to the current article ‘this article’ twice.

3.1.1.2.3. Transition markers:

Transition markers facilitate the shift between parts, paragraphs, phrases and sentences of the text. The word ‘the following’ in the third line, illustrates this marker to connect the first paragraph with the descriptions mentioned later.

3.1.1.3. Article 50, paragraph 1,

“The judicial authorities shall have the authority to order prompt and effective provisional measures... including imported goods immediately after customs clearance”.

3.1.1.3.1. Boosters:

The above paragraph has three instances of boosters: first the employment of ‘prompt’ and ‘effective’ to characterize the measures. Later, in the last line, it highlights quick entrance of imported goods through ‘immediately’. The employment of boosters express certainty and avoid any alternative options when conveying critical information.

3.1.1.3.2. Code glosses:

‘including’ represents the employment of code glosses marker to elaborate the information mentioned to the readers.

3.1.2. General Agreements on Trade in Services (GATS):**4.1.2.1 Article IV**

“The increasing participation of developing country Members in world trade shall be facilitated through negotiated specific commitments, by different Members pursuant to Parts III and IV of this Agreement,”

3.1.2.1.1. Self-Mention marker:

GATS writers encourage the developing countries members from around the world to participate in the agreements, and facilitations has been granted to them. Hence, ‘members’ in this extract refer to readers of the text.

4.1.2.1.2. Endophoric markers:

The writers refer to a different parts from the same text, ‘parts III and IV’, two endophoric markers have been employed in this extract to guide the readers to the location of the facilitation granted to developing countries.

4.1.2.1.3. Engagement markers:

The modal verb ‘shall’ represents an engagement marker; this marker addresses the readers directly to engage them with the text. Engagement markers echo the credible appeals (logos) because it engages them with text through evidence or facts that support the position of the writers.

4.1.2.1.4. Reference to text code:

It is important to notify the readers that parts III and IV are from the current agreement not an external agreement, because agreements by nature may interfere with each other mainly if the subjects or provisions are similar. Adel (2006) has classified this reference as a metadiscourse marker because it assists the writers organize their text.

4.1.2.2. Article VII:

“A member that is a party to an agreement or arrangement of the type referred to in paragraph 1, whether existing or future, shall afford adequate opportunity for other interested Members to negotiate their accession to such an agreement or arrangement or to negotiate comparable ones with it. Wherea Member accords recognition autonomously, it shall afford adequate opportunity for any other Member to demonstrate that education, experience, licenses, or certifications obtained or requirements met in that other Member's territory should be recognized”.

4.1.2.2.1. Self-mention Markers:

The marker of self-mention refers to the writers or readers depending on the context of selected paragraph, the current one refers to the readers five times through the word ‘member’ to clarify the expected treatment with other members. Self-mention marker illustrates the credibility of the writers and reflect the ethos pillar.

4.1.2.2.2. Endophoric Markers:

One instance of endophoric marker has occurred in this paragraph, through the reference to paragraph 1, to guide the readers to the kinds of agreements that members may enroll to.

4.1.2.2.3. Engagement Markers:

The modal verb ‘shall’ represents an engagement marker, that functions as a tool in the hand of the writers to engage the readers with the text.

4.1.2.3. Preamble:

“Members Desiring to facilitate the increasing participation of developing countries in trade in services and the expansion of their service exports including, inter alia, through the strengthening of their domestic services capacity and its efficiency and competitiveness; hear by agree as follows:”

4.1.2.3.1. Self-mention: The first part of any agreements clarifies who is writing the agreement; therefore, the first in the above paragraph uses the word ‘members’ to indicate the parties of the agreement. The members who negotiate their interests in trade in services, ‘members’ in the current paragraph resemble the self-mention marker.

4.1.2.3.2. Attitude markers: This paragraph employs two attitude markers, first through ‘Desiring’; to indicate the attitude of the parties, and their goals to write the provisions of the agreement. They are interested in increasing the participation of developing countries who may face difficulties to compete the developed countries. Hence, the provisions of the agreement have some exclusive benefits to developing countries that accede GATS. Second, the verb ‘agree’ represents the use of attitude marker to express the attitude of the parties who have written the following provisions.

4.1.2.3.3. Transition markers: The frequent connector ‘Inter alia’ is used in trade agreements between parts of the text, to express plenty of facilitations granted to the developing countries. Another transition marker has been registered at the end of the paragraph through ‘here by’.

4.2. Arabic Data:

4.2.1. اتفاقية تيسير وتنمية التبادل التجاري بين الدول العربية

(Facilitation and development of trade exchange between Arab countries)

4.2.1.1. المادة الاولى.

يقصد، لأغراض هذا الاتفاقية، بالكلمات والعبارة الواردة أدناه المعاني المبينة إزاءها إلا إذا دل السياق على غير ذلك:-

1- الاتفاقية:

اتفاقية تيسير وتنمية التبادل التجاري بين الدول العربية المعقودة بين دول جامعة الدول العربية .

2- الدول العربية :

الدولة العضو بجماعة الدول العربية

First Article:

“For the purpose of this agreement, the following words and phrases, mean the terms placed against them, unless the context referred to something else.

1- *The agreement:*

Agreement of Trade Facilitation and development of trade exchange between Arab countries.

2- *Arab countries: Members of League of Arab countries.”*

4.2.1.1.1. Frame markers:

The current extract has used the frame marker ‘for the purpose of this agreement’ to inform the readers that the later explanation applies to this agreement only, and the writers are clarifying the meaning of these terms in the current agreement not any external agreement. Accordingly, the writers are framing the explanation of the selected terms within the GATS agreement.

4.2.1.1.2. Code glosses:

The first article represents the code glosses marker, it is dedicated to elaborate the meaning of certain terms and expressions. When the writers insert the verb ‘means’ it is meant to explain the selected terms in the article, the research has selected two expressions only to reflect the employment of this marker.

There is another instance of code glosses in the current paragraph, the points 1 and 2 are an elaboration to the meaning of the terms ‘agreement’ and ‘Arab countries’ to ensure full understanding of the texts by the readers, to avoid any confusion that may occur later. Therefore, the paragraphs signals three instances of code glosses.

4.2.1.2. المادة الثالثة عشر.

“تعرض المنازعات الناشئة عن تطبيق هذه الاتفاقية على المجلس لفصلها وإليه
إنيحائها للجنة أو لجنة أو لجان فرعية يفوضها بعض اختصاصاتها كما هي المنطبق
بشأنها أحكام تسوية المنازعات الواردة في الفصل السادس من الاتفاقية الموحدة لاستثمار
رؤوس الأموال العربية في الدول العربية وملحقاتها ويحدد المجلس في كل حالة طريقة تسوية النزاع”

“Disputes resulting from applying this agreement shall be submitted to the council to make its judgement or the council may transfer it to a committee or subcommittee, some of his duties to be delegated to the committee, besides he can apply the provisions of disputes settlement mentioned in chapter six from the united agreement for Arabic capitals investment in the Arab countries and its annexes, each case shall be appointed the way of disputes settlement by the council”.

4.2.1.2.1. Frame markers:

Frame Markers reflect structures of the text or its boundaries. The word ‘تعرض’ translated into ‘submitted’ indicates the beginning of article thirteen. At the same time, it represents the ‘logos’ pillar because this word is assisting the writers to explain the legal procedures, that occur in case of disputes between the parties of the agreement.

4.2.1.2.2. Reference to text/code:

Implementing any agreement may be accompanied with disputes between its parties, the writers clarify to the readers that disputes arising from ‘this agreement’ or ‘هذه الاتفاقية’ are to be submitted to the council.

4.2.1.2.3. Evidential markers:

The above extract proves, to the readers, that the council implements the conditions of dispute settlement, stipulated in chapter six of the united agreement for Arabic capitals investment agreement and its

annexes. This reference to chapter six illustrates the employment of Hyland evidential markers and represent the logos pillar of persuasion, because it provide the readers with evidence to the accuracy of disputes settlement procedures adopted by the council.

4.2.1.2.4. Hedges Markers:

Hedges markers reflect the writers' cautious language when they list the rights or provisions of an article. The bundle 'فان له ان يحيلها الى لجنة' translated into 'the council may transfer it' which means that the council shall decide if it will settle the dispute by itself or transfer it to a committee. Hedges illustrate respect to the readers' comprehension of the provisions and their implementation by the parties.

4.2.1.3.16 المادة

'تتولى أجهزة الأمانة العامة لجامعة الدول العربية تجميع المعلومات اللازمة وتحليلها والتعرض لعمسار التبادلات التجارية بين الدول لأطر افو بينها وبين الدول الأخرى، وتلتزم بالدول لأطر افيتو في جميع البيانات التي تراها الأمانة العامة ضرورية لحسن تطبيق الاتفاقية' .

Article sixteen:

"Departments of league of Arab countries undertake collecting the required information, and analyzing them to recognize the path of trade exchange between members themselves and between the other countries. And members take over signing all the data found necessary by the league to apply the agreement."

4.2.1.3.1. Transition markers: this paragraph uses two instances of transition markers, to facilitate the movement between phrases.

4.2.1.3.2. Boosters: the word 'ضرورية' translated into 'necessary' resembles the employment of booster marker; it decreases the data by only the necessary ones, parties are not forced to sign all the data, but only those considered necessary data and this represents eliminating any alternative options.

4.2.1.3.2. Self-mention markers:

‘الدول الاطراف’ translated into ‘members’ this word has been used twice in the above paragraph to reflect the use of self-mention markers.

4.2.1.3.3. Engagement markers:

The verb ‘تلتزم’ translated into ‘take over’ engages the members of the agreement within the text, and attract their attention to the commitments of the provision, like signing the data. Accordingly, this verb represent the marker of engagement marker.

4.2.2.

(الاتفاقية العربية الاطارية لتحرير التجارة في الخدمات بين الدول العربية Framework Agreement for Trade in Services Between Arab Countries)

4.2.2.1.

1- "تقوم الدول الاطراف بتحرير التجارة في الخدمات فيما بينها تماشياً مع احكام المادة الخامسة من الاتفاقية العامة لتجارة الخدمات الغاتس الملحقة باتفاقية مراكش المنشئة لمنظمة التجارة العالمية. وتراعى في ذلك الاحكام المتعلقة بالمعاملة الخاصة والتفضيلية للدول النامية الواردة في الفقرة 3(أ) من المادة الخامسة من اتفاقية الغاتس".

1- “The contracting parties shall liberalize trade in services between them according to provisions of the fifth article of the General Agreement for Trade in Services attached to the Marakish agreement of establishing World Trade Organization. The provisions related to special and preferential treatment for developed countries in item 3(A) of the fifth article from GATS agreement shall be put in consideration.”

4.2.2.1.1. Self-mention:

The ‘contracting parties’ or ‘الدول الاطراف’ represents the usage of self-mention marker, since they resemble the governments agreed to write down the provisions of the agreement.

4.2.2.1.2. Evidential markers:

Evidential markers have been repeated three times in this paragraph: twice with the fifth article of General Agreement of Trade in Services, hereinafter (GATS), and once with the Marakish agreement. This marker

empowers the credibility and acceptability of the text between Arab countries, as well as guarantee them that it follows the international agreements, and commit itself to the international provisions and does not violate any international commitments.

4.2.2.1.3. Engagement markers:

The modal verb 'shall' translated into 'تقوم' in the Arabic agreement indicates the employment of engagement marker to engage the readers with the text.

4.2.2.2.

المادة السادسة والعشرون:

أ- "يجوز للطرف المشار إليه في هذه المادة بتعبير "الطرف المعدل" أن يعدل أو يسحب أي التزام مدرج على جدولته متى شاء بعد انقضاء ثلاث سنوات على موعد بدء سريان الالتزام، وفق احكام هذه المادة."

Article twenty six:

"The party referred to in this article as "the modifying party" may modify or withdraw any commitment listed in his schedule whenever he wants after three years from the commitment entry into force date, according to the provisions of this article."

4.2.2.2.1. Self-mention markers:

The marker 'الطرف' translated into 'the party' resembles the employment of self-mention marker and it reflects the presence of the readers in the text, the writers tell the readers that they can make modifications to their commitments.

4.2.2.2.2. Code glosses:

It is worth mentioning that the word 'الطرف', translated into the parties, has been named "الطرف المعدل" / 'the modifying party', in this article. Accordingly, the writers explain that it is only in this case the parties can make modifications to the schedules.

4.2.2.2.3. Hedges:

Hedges markers are frequently used in the texts of trade agreement, writers use this marker to give a space of freedom to the readers to make their decisions according to their needs and requirements. The verb 'يجوز', translated into the modal verb 'may', represents the employment of hedges markers to clarify that the parties are not forced to make the modification, but it is the decisions of the parties themselves.

4.2.2.2.4. Reference to text / code:

The writers refer to the article itself in total through 'هذه المادة' translated into 'this article', this reference represents the usage of the marker of

4.2.2.3.

المقدمة:

"ان حكومات الدول العربية الموقعة على هذه الاتفاقية، انطلاقاً من الروابط التاريخية والعلاقات الاخوية التي تجمع بين شعوبها، وادراكاً منها لحيوية التكامل الاقتصادي العربي كخطوة نحو الوحدة الاقتصادية العربية وكوسيلة اساسية لتعزيز التنمية العربية الشاملة في اطار اقتصاد عربي متحرر متطور مترابط ومتوازن... اتفقت على ما يلي:"

Introduction

"The governments of Arab countries who have signed this agreement, starting from the historical ties and brotherly relations that gather between their people, realizing the vitality of Arabic economic integration as a step towards the Arabic economic unity and as basic means to strengthen the total Arab development in the frame of free developed interconnected and balanced Arabic economy... have agreed on the following:"

4.2.2.3.1. Self-mention:

'The governments of Arab countries' reflect the use of self-mention markers, it refers to themembers who are writing the provisions of the agreement.

4.2.2.3.2. Frame markers:

This paragraph employs two instances of frame markers, 'انطلاقاً' / 'starting' and 'ادراكاً' / 'realizing' to start two phrases to illustrate the

beginning of new phrase, and new reason to write the agreement, to the readers.

4.2.2.3.3. Transition markers:

Two transition markers have been used in this paragraph, First 'and' to bind the third phrase with the second phrase. 'The following' or 'ما يلي' in the paragraph, to bind all the introduction with the following provisions.

4.2.2.3.4. Attitude markers:

The word 'اتفقت' translated in English into 'agreed', in the final line in the paragraph represents the attitude of the member to the provisions of the agreement.

5. Results:

The analysis of the research revealed the following results:

Categories		Arabic Agreements		English Agreements	
		Occurrences	Percentage	Occurrences	Percentage
Interactive	Transitions	4	1.28%	3	0.5%
	Frame markers	4	0.96%	0	1.25%
	Endophoric Markers	0		7	1.75%
	Evidentials	5	1.60%	0	
	Code Glosses	4	0.32%	1	1%
Interactional	Hedges	2	0.32%	1	0.5%
	Boosters	1	0.32%	3	0.75%
	Attitude Markers	1	0.32%	2	0.5%
	Engagement Markers	2	0.96%	2	1.25%
	Self-Mention	4	4.16%	11	0.75%
Total		27		30	

6. Conclusions:

The present research has tried to conduct a contrastive analysis for the function of metadiscourse markers, as a strategy of persuasion between Arabic and English agreements. Both quantitative and qualitative analyses have been applied to four trade agreements, two in English and two in Arabic.

The quantitative analysis has revealed that all metadiscourse have been employed in the texts of trade agreements, this answers the first question of the research. The most prominent marker used in English has been self-mention marker compared to four markers only in the Arabic agreements. On the other hand, the most prominent marker in Arabic trade agreements has been Endophoric marker, used five times in the selected extracts, for no use in the English selected extracts. These results imply that English writers prefer to emphasize the role of the writers of the text and clarify their credibility to the readers, while Arab writers emphasize the cohesion of the text itself to present a well-structured text to the readers and its adherence to other earlier more credible texts. Both results reflect the pillars of Aristotle of Persuasion strategies.

The quantitative analysis has unearthed the fact that the Arabic agreements employ 27 markers; 17 interactive markers and 10 interactional metadiscourse markers, while English agreements has contained 30 markers, 11 interactive markers and 19 interactional markers. In conclusion, the Arabic agreements employ less metadiscourse markers than English agreements. Arabic texts have depended on the interactive markers more than the interactional markers, on the other hand, the English texts have depended on interactional markers more than interactive markers, this conclusion answers the second question of the research.

The qualitative analysis revealed that every metadiscourse markers is effective in achieving persuasion; every marker reflects one of Aristotle three pillars of persuasion (ethos, pathos, logos). Hence, they assist the writers of trade agreement in writing valid persuasive texts.

7. Suggestions for further researches:

The results and conclusions of the current research may further be enriched through researching in the following topics:

- 1- A contrastive analysis for metadiscourse analysis to Iraqi and American local contracts.
- 2- A linguistic and stylistic analysis for Arabic and English trade agreements.
- 3- Persuasion strategies in round trip negotiations of world trade organization.

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استراتيجيات ما وراء الخطاب المؤثرة في نصوص الاتفاقيات التجارية بهدف تحقيق الاقناع

علياء فاروق نجيب

باحثة قطاع خاص

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المستخلص

درس العديد من علماء اللغة سياسات عملية الاقناع منذ زمن الاغريق ولغاية يومنا هذا. ويعد علم ما وراء الخطاب واحد من هذه السياسات التي تحقق الاقناع للقارئ, يُعنى هذا العلم باهتمام الكاتب بالنص والطريقة التي يقدم بها نفسه للقارئ, يستعمل الكاتب علم ما وراء الخطاب للتأكد من فهم القارئ للمعنى المقصود من النص (هيلاند 2005). يقدم البحث في البداية مقدمة عن

عملية الاقناع وعلم ما وراء الخطاب ويستعرض بعدها اهم الاعمال التي قدمها علماء اللغة وطريقة تعاملهم مع الموضوع. يليه عملية التحليل اللغوي الكمي والنوعي التي قام بها الباحث على اربعة اتفاقيات تجارية بواقع اتفاقيتان باللغة العربية واتفاقيتان باللغة الانكليزية بغية المقارنة بين اللغتين للوصول الى النتائج المطلوبة والحصول على الاستنتاجات التي تثبت اي من اللغتين تستعمل علامات ما وراء الخطاب بصورة اكبر من اللغة الأخرى.

الكلمات المفتاحية: علامات ما وراء الخطاب، العلامات التفاعلية، الاتفاقيات التجارية، الاقناع.