

Engagement in Obama's Speech in Cairo

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Abstract

In order to start a new beginning with the Islamic world, the American President Barak Obama delivered a historic speech at Cairo University on June 4, 2009. In this speech, Obama tried not only to reconcile with the Islamic world, but also to set out his new agenda as President of the United States. The purpose of this article is to investigate how Obama interacts with his audience through the system of Engagement as outlined in the Appraisal theory. Two research questions were raised in this study: 1) what options of monoglossic and heteroglossic functions did Obama use in his speech? 2) what does the use of certain options over others reveal about Obama's ideology? Findings indicate that most of Obama's propositions carry a monoglossic function, which, contrary to some previous linguistic studies discussing this speech, implies the same American ideology of ruling the world and working for America's interest.

Key Words: appraisal, engagement, heteroglossic, ideology, monoglossic

Introduction

After almost ten years of delivering this speech, and after leaving presidency, Obama's speech in Cairo in 2009 is still one of the remarkable speeches in history. This speech has been subject to ample research in the vein of investigating lexical choices, "modality", "coherence and cohesion", "generic structure" (e.g. Syarifuddin, 2017) and examining the American political ideology towards the Middle East, North Africa and Islam from a critical discourse analysis (CDA) perspective (e.g. Aschale, 2013; Gadallah, 2012; Obaid & Fahad, 2012). The speech has also been subject to translation studies to explore any translation shifts in tenor as an interpersonal function that deals with the "mood structure", "modality" and 'attitude" in terms of "affect", "judgment" and "appreciation" (Priyanto, 2014). Quantitative analysis has also been applied to this speech to study the frequency of its main key concepts ("Discourse analysis", n.d.). Obama's speech in Cairo has also been compared to President Sadat's speech in the Knesset as a means of describing reconciliation in political speeches (El-Shazly, 2011).

Furthermore, Obama's rhetoric has been subject to a plethora of linguistic research. Many studies have compared Obama's oration, style

and discourse to other presidents whether American like Bush (Ghazani, 2016; Lausten, 2014; Lodhi, Mansoor, Shahzad, Robab, & Zafar, 2018; Sarfo & Krampa, 2013) and Trump (Mettomaki, 2017; Suhadi & Baluqiah, 2017), or French like Sarkozy (Bonnetille, 2011) or Nigerian like Jonathan (Josiah & Johnson, 2012). Also, Obama's lexis has been compared to McCain as both being candidates to the US presidential elections from a corpus-based perspective (Savoy, 2009) and from the perspective of "the language of evaluation" (Soroor, n.d.). Additionally, Obama's inaugural speech has been the focus of linguists from many perspectives as investigating persuasive strategies (Dastpak & Taghinezhad, 2015; Horváth, n.d.), identifying metaphors (Qaiwer, 2012), analysing the speech from a discourse analysis, cultural perspective (Shenghua, 2015) and examining the linguistic and grammatical elements in the speech (Mohamed, 2016). The inaugural speech together with Obama's victory speech constitute the data for a systemic functional analysis from the perspective of transitivity and modality (Wang, 2010), and the victory speech has been investigated from an interpersonal metafunction viewpoint (Ye, 2010) and from the view of "pragmemes" and "polyphony" (Capone, 2010). Two speeches for Obama regarding ISIS have been examined to discuss persuasion in political speeches (Alemi, Latifi, & Nematzadeh, 2018), and after bin Laden's death, Obama gave an important speech that was analyzed using Van Dijk's discourse analysis theory (Antari, 2016). Different types of conjunctions have further been investigated in Obama's farewell speech (Sulistyaningsih & Slamet, 2018). "Intertextuality" has also been applied to Obama's speeches inside America (Yu, 2017).

Many topics discussed by Obama have also been subject to linguistic analyses. Race, for example, has been tackled from a textual analysis perspective (Andrews, 2011), from a Critical Discourse Analysis (CDA) viewpoint (Boyd, 2009) and from framing as presented in the discourse of presidential speeches (McDougal, 2013). Obama's ideology towards the Middle East and the Muslim World has been investigated from a CDA perspective (Sajjad, 2015). "Fairclough's three-dimensional model" was used to analyze Obama's speech on climate change (Rukman, 2016), and a semiotic analysis was deployed to examine Obama's 2008 Philadelphian speech (Catalano, 2011).

On the other hand, studies on the Appraisal theory with its three sub-systems: Attitude, Engagement and Graduation, have been the interest of many researchers. This theory has been used as a tool of analysis in history textbooks (e.g. Otieza & Pinto, 2008), in social reports of corporations (e.g. Fuoli, 2012), in English and Italian news reports (e.g.

Pounds, 2010) and in threatening discourse (Gales, 2011). The Engagement sub-system alone has been utilised as a tool of analysis in many researches as well: in an “internet-based advertising campaign” (Tan, 2009), in investigating the insertion of outside voices in news reports (Jullian, 2011), in creating opposite positions in argumentative essays (Mei, 2006), in realizing multimodality in EFL textbooks (Chen, 2010) and in examining the idea of “alignment/disalignment” in the patient-doctor interaction (Körner, 2010).

All that has been presented demonstrates the fact that, to the researcher’s knowledge, no study has so far analysed Obama’s speech in Cairo using the system of Engagement as presented in the Appraisal framework, the focus of the present study.

Theoretical Background

The Appraisal Framework is a development of the interpersonal metafunction of Halliday’s (1994) systemic functional grammar. Appraisal is described as the language of evaluation that encompasses attitude, engagement and graduation (Martin and White, 2005; Martin and Rose, 2007). Attitude is concerned with affect (expressing emotions), judgement (judging characters) and appreciation (valuing the worth of things); engagement is concerned with the sources of attitude, and graduation is concerned with amplifying attitude. The present article focuses on the system of Engagement in Obama’s speech in Cairo, since this system determines the positioning of the speaker towards what he is saying.

Engagement adopts Bakhtin’s (1981) notion of “dialogism” and “heteroglossia” which states that to speak or to write is “to reveal the influence of, refer to, or to take up in some way, what has been said/written before, and simultaneously to anticipate the responses of actual, potential or imagined readers/listeners” (as cited in Martin and White, 2005, p. 92).

Martin and White (2005) divide heteroglossic resources into two main categories: “dialogic expansion” and “dialogic contraction” (p. 102). Dialogic expansion opens the space for different dialogic positions by “distancing” the speaker’s voice from the proposition. Dialogic contraction, on the other hand, closes this space by aligning the speaker’s voice with the voice previously introduced as the source of the proposition. The terms “entertain” and “attribute” comprise dialogic expansion, and the terms “disclaim” and “proclaim” represent the resources of dialogic contraction.

A dialogic proposition is said to “entertain” when “the authorial voice indicates that its position is but one of a number of possible positions and thereby... makes dialogic space for those possibilities” (Martin and White, 2005, p. 104). Entertaining dialogic alternatives is realised through

modal auxiliaries (*may, might, could, must*, etc.), ... modal adjuncts (*perhaps, probably, definitely*, etc.), ... modal attributes (*it's possible that ..., it's likely that ...* etc), ... circumstances of the *in my view* type, ... certain mental verb/attribute projections (*I suspect that ..., I think, I believe, I'm convinced that, I doubt*, etc.). [Entertaining] also includes evidence/appearance-based postulations (*it seems, it appears, apparently, the research suggests ...*) and certain types of ‘rhetorical’ or ‘expository’ questions (those which don't assume a specific response but are employed to raise the possibility that some proposition holds) (Martin & White, 2005, p. 105).

Dialogic “attribution” associates the authorial voice to external source not to that of the speaker, and it is realized through grammatically reported speech. When there is no explicit indication as to where the speaker's voice stands with respect to the proposition, the term “acknowledge” as a subcategory of “attribute” is used, and this is realized by “the domain of reporting verbs such as *say, report, state, declare, announce, believe* and *think*.” (Martin & White, 2005, p. 112, *italics in original*). In contrast, when there is an explicit distancing of the speaker's voice from the proposition, the term “distance” as a second subcategory of “attribute” is used (for more details, see Martin and White, 2005).

Dialogic contractive meaning, on the other hand, falls between two main categories: “disclaim” and “proclaim”. When the dialogic alternative is directly rejected or represented as inapplicable, the term “disclaim” is used, and it comprises “deny” or negation and “concession/counter expectation”. When the dialogic alternative is limited, the term “proclaim” is used and it encounters “concur”, endorse” and “pronounce. “Concur” means limiting dialogic alternatives since the proposition is universal or widely shared. “Endorse” means limiting dialogic alternatives since the proposition construed by the authorial voice is “correct, undeniable or maximally warrantable” (Martin and White, 2005, p. 126). “Pronounce” means limiting dialogic alternatives

since the authorial voice is asserting itself assuming the presence of some resistance (for more details see Martin and White, 2005).

Another Bakhtinian term used in the appraisal framework is “monoglossic” or “undialogised”. Monoglossic utterances are “[b]are assertions [that] contrast with ... heteroglossic options in not overtly referencing other voices or recognizing alternative positions” (Martin and White, 2005, p. 99). Within the monoglossic bare assertions, there are propositions that are “taken-for-granted” and propositions that are “currently at issue or up for discussion” (p. 100). “Taken-for-grantedness” means that the proposition “is not up for discussion and which accordingly can be treated as a ‘given’”; whereas “currently at issue or up for discussion” means that the “monoglossically asserted proposition is presented as very much in the spotlight – as very much a focal point for discussion and argumentation” (Martin and White, 2005, p. 101).

Research questions

The purpose of this article, as mentioned above, is to investigate how Obama interacts with his audience through the system of Engagement as outlined in the Appraisal theory. Two research questions have been raised to aid in this investigation:

1. What options of monoglossic and heteroglossic functions did Obama use in his speech?
2. What does the use of options over others reveal about Obama’s ideology?

Methodology

Data

The data used in this article is President Barak Obama’s speech in Cairo on June 4, 2009. The full text was downloaded from www.msnbc.msn.com/id/31102929/. *The speech is analysed using the Engagement system in the Appraisal framework (Martin & White, 2005). The overall organizational structure has been tackled in previous studies that have divided the speech into an “opening”, “issues of concern” and “closing” (Aschale, 2013; Syarifuddin, 2017; Obaid & Fahad, 2012). The overall structure is initiated in the current study for the sake of making the analysis well designed, clear and easy. The current study divides the speech into an opening, a body and a closing. It, further, divides the opening into five sections, as illustrated in the following section. The basis on which the analysis lies is the communicative context of Obama’s utterances.*

Overall Organizational Analysis

Before applying the appraisal framework to Obama's speech, the overall organization of the speech is presented to determine the different sections of the speech. Obama's main aim in this speech was to set out his agenda as a new President of the United States concerning seven issues: "violent extremism in Afghanistan and Iraq", "the situation between Israelis, Palestinians, the Arab world and America", "nuclear weapons in Iran", "democracy", "religious freedom", "women's rights" and "economic development". These seven issues comprise the body of Obama's speech. What precedes these issues is the opening of the speech, and what follows the seven issues is the closing.

The opening of Obama's speech is divided into five sections: greeting the audience, referring to the tension between Muslims, on the one hand, and the United States and the West, on the other, reason of Obama's visit to Cairo, Obama's experience with Islam and a call to work together to eliminate all sources of tension. The closing of the speech includes a call to unite together to face any challenges and a call to forget about any past tension and move on. In what follows, the engagement system is applied to each of the structural sections of the speech.

Engagement Analysis, Results and Discussion

To find out how Obama aligned himself to his propositions, each structural section is investigated to find out the different options of monoglossic and heteroglossic functions.

Opening.

As mentioned above, the opening of Obama's speech is divided into five sections: greeting the audience, referring to the tension between Muslims, on the one hand, and the United States and the West, on the other, reason of Obama's visit to Cairo, Obama's experience with Islam and a call to work together to eliminate all sources of tension. Table 1 shows the frequency of monoglossic and heteroglossic options in each of the Opening sections.

Section one: Greeting the audience.

Monoglossic Propositions.

In this section, all of Obama's propositions are monoglossic of the taken-for-granted function, since he is describing how proud and grateful he is to be in Cairo, and how great Al-Azhar and Cairo University are. An example of this is when saying, "Al-Azhar has stood as a beacon of Islamic learning; Cairo University has been a source of Egypt's

advancement”. His utterances are bare assertions of an actual status quo, so monoglossia (taken-for-granted) is much suitable.

Heteroglossic Propositions.

There are no heteroglossic propositions in this section.

TABLE 1. The Frequency of Monoglossic and Heteroglossic Propositions in the Opening of the Speech

Section of Obama’s Speech	<u>Monoglossic</u>				<u>Heteroglossic</u>																		
	Taken for granted		Up for discussion		Expansion						Contraction						Hybrid						
	# ¹	% ²	#	%	Entertain	Attribute				Disclaim				Proclaim									
						Acknowledge	Distance	Deny	Counter	concur	Endorse	Pronounce	#	%	#	%							
Section 1	6	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Section 2	10	58.82	3	17.65	3	17.65	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	5.88
Section 3	3	15.8	4	21.05	5	26.3	1	5.3	0	0	2	10.5	0	0	0	0	0	0	0	0	0	4	21.05
Section 4	46	70.77	0	0	7	10.77	1	1.54	1	1.54	5	7.7	1	1.54	0	0	1	1.54	0	0	3	4.6	
Section 5	1	2.56	19	48.72	11	28.22	0	0	0	0	0	0	1	2.56	1	2.56	0	0	1	2.56	5	12.82	
Total	66	45.21	26	17.81	26	17.81	2	1.37	1	0.68	7	4.8	2	1.37	1	0.68	1	0.68	1	0.68	13	8.91	

Section two: Referring to the tension between Muslims, on the one hand, and the United States and the West, on the other.

Monoglossic Propositions.

In this section, monoglossic propositions of the taken-for-granted function are more frequent than the monoglossic propositions of the up to discussion function. Whenever Obama discussed the current tension between the United States and Muslims, he used monoglossic propositions that are the focus of argumentation and discussion, e.g. "We meet at a time of great tension between the United States and Muslims around the world". Whenever he described the origins and the causes of this tension, he uses monoglossic propositions of the taken-for-granted function, e.g. "tension rooted in historical forces".

Heteroglossic Propositions.

*Three of Obama's propositions (underlined) are heteroglossic: "by our differences we will empower those who sow hatred rather than peace, those who promote conflict rather than cooperation that can help all our people achieve justice and prosperity. And this cycle of suspicion and discord must end". All three utterances **entertain** a dialogic alternative. In "we will empower", Obama is giving space for audience to share his negative views that result from having bad relations. In "cooperation that can help", Obama is also giving space for his audience to regret the tension between Muslims and the West because if this tension were not there, the world would be prosperous. In the third heteroglossic utterance "this cycle of suspicion and discord must end", the utterance is not a command to the audience, but an obligation he wished all people to undertake.*

Starting from this section, Obama started to combine different options of heteroglossia in one proposition. These combined heteroglossic propositions are labelled "hybrid" in this study. Examples of these hybrid propositions are: "the continued efforts of these extremists ... [have] led some in my country to view Islam as inevitably hostile not only to America ... but also to human rights" where he combined contraction, disclaim (deny) in "not" with contraction, proclaim (pronounce) in "only" and contraction, disclaim (counter) in "but", denoting the justified distorted image of the world towards Islam as a result of the acts of the extremists.

Section three: Reason of Obama's visit to Cairo.

Monoglossic Propositions.

Monoglossic propositions that carry an up to discussion function are more frequent than those of the taken-for-granted function. When Obama presented a status quo "I've come here to Cairo", the monoglossic proposition is taken-for-granted, and when he mentioned the relationship he sought to exist between the United States and Muslims "one based on mutual interest and mutual respect", the monoglossic proposition is up for argumentation.

Heteroglossic Propositions.

Some of Obama's propositions in this section entertain a dialogic expansion. For example, "And this cycle of suspicion and discord must end" stressing the fact that doing so is an obligation to be undertaken by everyone. Another heteroglossic expansion is found in this section; "As the Holy Qur'an tells us, Be conscious of God and speak always the truth". This proposition is an attribute expansion (acknowledge) where Obama used a highly credible source to make his audience align to the proposition he is presenting.

Dialogic contractions are also present in this section. For example, the statement "America and Islam are not exclusive" is a dialogic contraction "disclaim" of the "deny" function, and hybrid propositions are present in examples like: "But I am convinced that in order to move forward, we must say openly to each other the things ... that too often are said only behind closed doors" where there is a combination of contraction, disclaim (counter) in "But" with expansion (entertain) in "I am convinced" and "must" and contraction, proclaim (pronounce) in "only".

Section four: Obama's experience with Islam.

Monoglossic Propositions.

In this section, all of Obama's monoglossic propositions are of a taken-for-granted function, since he is presenting his past experience with Islam. For example, "But my father came from a Kenyan family that includes generations of Muslims".

Heteroglossic Propositions.

Some of Obama's propositions in this section entertain a dialogic expansion. For example, "I also know civilization's debt to Islam".

Another heteroglossic expansion is found in this section; "our second president, John Adams, wrote, ...". This proposition is an attribute expansion (acknowledge) where Obama associated the proposition to an external voice and engaged himself with this voice. Moreover, an attribute expansion (distance) is implied in "That experience guides my conviction ..." where Obama attributed his position to a faraway experience by using "That"; thus, leaving it to the audience to determine his position.

Dialogic contractions "disclaim" are present in this section. For example, "The United States has in itself no character of enmity" is "disclaim/deny", and "but its promise exists" is "disclaim/counter". Dialogic contraction "proclaim" are also present in this section in "Islam has demonstrated" (endorse). Hybrid propositions are also present in examples like: "But my personal story is not so unique" where there is a combination of contraction, disclaim (counter) with expansion, entertain and contraction, disclaim (deny).

Section five: A call to work together to eliminate all sources of tension.

Monoglossic Propositions.

Most of Obama's monoglossic propositions, in this section, are up to discussion, since he calls upon his audience to think carefully and eliminate tension, "the challenges we face are shared", "When a new flu infects one human being, all are at risk". Only one proposition is monoglossic of the taken-for-granted function when Obama states an assertion "for human history has often been a record of nations and tribes".

Heteroglossic Propositions.

In this final section of the Opening, Obama entertains a dialogic expansion and opens space for alternative positions in propositions like, "our failure to meet them will hurt us all".

Dialogic contractions are also present in this section. For example, "Yet, in this new age, ..." is "disclaim/counter". Contraction, proclaim (concur) is also present in "and yes, religions subjugating one another in pursuit of their own interests", and proclaim (pronounce) is present in "Indeed, it suggests the opposite". Hybrid propositions are also present in examples like: "Of course, recognizing our common

humanity is *only* the beginning of our task” where he combined contraction, proclaim (concur) in “Of course” and expansion entertain through using a mental gerund “recognizing” and contraction, proclaim (pronounce) in “only”.

All that has been presented in the above analysis, together with the frequency of the monoglossic and heteroglossic propositions displayed in Table 1, reveal that 63.02% of Obama’s propositions in the Opening are monoglossic. Most of these monoglossic propositions (45.21%) are of the taken-for-granted function, which is in accordance with the function of the Opening of this speech where Obama described the greatness of Al-Azhar and Cairo Universities, presented his experience with Islam and asserted an actual status quo.

Heteroglossic expansions (entertain) follow in frequency resulting in 17.81% in the Opening (Table 1), and hybrid heteroglossia follow with 8.91%. All the remaining heteroglossic propositions do not exceed 1.37%. These small percentages imply that even whenever Obama recited verses from the Holy Qur’an, he did so just to attract his audience’s attention and make them align with what he was saying and not to show his true colonizing ideology towards Muslims and the Middle East, which agrees with Cox (2009).

Body.

As mentioned above, the body of the speech discusses seven issues: violent extremism in Afghanistan and Iraq, the situation between Israelis, Palestinians, the Arab world and America, nuclear weapons in Iran, democracy, religious freedom, women’s rights and economic development. Table 2 shows the frequency of the monoglossic and heteroglossic propositions in the Body of the speech. The number placed next to “Body” in the table is the order number of the issues discussed by Obama.

Section one: violent extremism in Afghanistan and Iraq.

Monoglossic Propositions.

In this first section of the Body, Obama used many monoglossic propositions of the “taken-for-granted” function, since he was talking about Al Qaida. For example, “They have killed in many countries”. He also used “taken-for-granted” monoglossic propositions when he was discussing America’s presence in Afghanistan and Iraq. For example,

“We went because of necessity”, “America has a dual responsibility to help Iraq forge a better future and to leave Iraq to Iraqis”.

Obama used monoglossic propositions that are “up to discussion” when saying that Al-Qaida “have affiliates in many countries and are trying to expand their reach”. He is trying to put this issue in focus and attract his audience’s attention to the fact that their danger is not away from anyone.

TABLE 2. The Frequency of Monoglossic and Heteroglossic Propositions in the Body of the Speech

Section of Obama’s Speech	<u>Monoglossic</u>				<u>Heteroglossic</u>																	
	Taken for granted		Up for discussion		Expansion						Contraction										Hybrid	
					Entertain		Attribute		Disclaim				Proclaim									
	#	%	#	%	#	%	Acknowledge	Distance	Deny	Counter	concur	endorse	pronounce	#	%	#	%					
Body (1)	44	44.9	11	11.22	10	10.2	3	3.06	1	1.02	10	10.2	5	5.12	2	2.04	1	1.02	0	0	11	11.22
Body (2)	37	36.3	28	27.45	19	18.62	0	0	0	0	7	6.86	1	0.98	1	0.98	0	0	2	1.95	7	6.86
Body (3)	14	43.75	6	18.75	6	18.75	0	0	0	0	2	6.25	1	3.125	1	3.125	0	0	0	0	2	6.25
Body (4)	8	27.58	0	0	5	17.24	0	0	0	0	5	17.24	4	13.8	0	0	0	0	1	3.44	6	20.7
Body (5)	7	26	5	18.5	10	37	0	0	0	0	0	0	1	3.7	3	11.1	0	0	0	0	1	3.7
Body (6)	2	12.5	0	0	8	50	0	0	0	0	2	12.5	0	0	0	0	0	0	0	0	4	25
Body (7)	9	31	3	10.5	11	38	0	0	0	0	1	3.5	0	0	0	0	0	0	0	0	5	17
Total	121	36.34	53	15.91	69	20.72	3	0.9	1	0.3	27	8.12	12	3.6	7	2.1	1	0.3	3	0.9	36	10.81

Heteroglossic Propositions.

Obama's heteroglossic propositions vary between being expansive and contractive. He entertained dialogic expansions in propositions like, "We would gladly bring every single one of our troops home", and he used an expansive attributive (distance) proposition when he said, "Al Qaida ... claimed credit for the attack". He also used expansive attributive propositions (acknowledge) in propositions like, "And the Holy Qur'an also says ...".

Contractions are also present in this section. Obama used disclaim (deny) in propositions like, "We did not go by choice", and he used disclaim (counter) in propositions like, "And despite the costs involved". Obama also used proclaim (endorse) proposition when saying, "The situation in Afghanistan demonstrates America's goals and our need to work together".

Hybrid propositions are also present in this section in examples like, "But that is not yet the case" where he used contraction disclaim (counter) in "But" and "yet", and contraction disclaim (deny) in "not". Another example is "Indeed, none of us should tolerate these extremists" where he combined contraction, proclaim (pronounce) in "Indeed" with contraction disclaim (deny) in "none of us" and expansion (entertain) in "should".

Section two: the situation between Israelis, Palestinians, the Arab world and America.

Monoglossic Propositions.

In this section, most of Obama's propositions that tackled America's relation with Israel or Israeli's situation are monoglossic with a "taken-for-granted" function. For example, "This bond is unbreakable", "the Jewish people were persecuted for centuries", "Jews were enslaved, tortured, shot and gassed to death". He only resorted to monoglossic propositions with an "up to discussion" function to call for a better treatment of the Jews who have suffered much; "repeating vile stereotypes about Jews is deeply wrong". On the other hand, most of Obama's propositions that discussed the Palestinians' situation are monoglossic with an "up to discussion" function asking them to stop their violence against Israelis for the sake of peace; "violence is a dead end", "they have responsibilities".

Heteroglossic Propositions.

Most of Obama's heteroglossic propositions entertain dialogic expansions: " Hamas must put an end to violence", " And Israel must also live up to its obligation to ensure that Palestinians can live and work and develop their society".

Contractions are also present in this section. Contraction, disclaim (deny) is like, " The United States does not accept the legitimacy of continued Israeli settlements". Two propositions carry a contraction, proclaim (pronounce) function: " Threatening Israel with destruction ... only serves to evoke in the minds of the Israelis ... most painful of memories". One proposition carries a contraction proclaim (concur) function, " And that's why I intend to personally pursue this outcome with all patience and dedication that the task requires", and another proposition carries a contraction, disclaim (counter) function, " but they [Palestinians] also have to recognize they have responsibilities".

Hybrid heteroglossic propositions also exist in this section, " America will not turn our backs on the legitimate Palestinian aspiration for dignity" where Obama entertained a dialogic expansion "will" and then denied it with a disclaim (deny) contraction "not".

Section three: nuclear weapons in Iran.

Monoglossic Propositions.

Whenever Obama asserted America's decision concerning nuclear weapons, he used monoglossic propositions of the "taken-for-granted" function: "we have reached a decisive point", "I strongly reaffirmed America's commitment to seek a world in which no nations hold nuclear weapons". Obama also used monoglossic propositions of the "taken-for-granted" function when he discussed his country's position towards nuclear weapons in Iran: "This issue has been a source of tension", "For many years, Iran has defined itself, in part, by its opposition to my country". On the other hand, when Obama called for a new beginning with Iran, he used monoglossic propositions of the "up for discussion" function: "my country is prepared to move forward".

Heteroglossic Propositions.

Table 2 shows that most of Obama's heteroglossic propositions entertained an expansive dialogic function, "I recognize it will be hard to overcome decades of mistrust". However, contractions are also used in

propositions like, “the question now is not what Iran is against”, which is a contraction, disclaim (deny), “But it is clear to all concerned” a contraction, disclaim (counter) and “And that’s why ...” a contraction, proclaim (concur). Hybrid heteroglossia are also employed in propositions like, “No single nations should pick and choose which nation holds nuclear weapons” where a contraction, disclaim (deny) is mixed with an expansion (entertain).

Section four: democracy.

Monoglossic Propositions.

All the monoglossic propositions, in this section, are of the “taken-for-granted” function, since Obama was discussing America’s view of democracy like saying, “They are human rights”, “America respects the right of all peaceful and law-abiding voices”.

Heteroglossic Propositions.

Table 2 shows that Obama’s heteroglossic propositions vary, in this section, among being expansive, contractive and hybrid. Dialogic expansions (entertain) are obvious in propositions like, “You must respect the rights of minorities”. Dialogic contractions are illustrated in “America does not presume to know what is best for everyone” as a disclaim (deny) proposition; “Suppressing ideas never succeeds in making them go away” as a disclaim (counter) proposition; and “there are some who advocate for democracy only when they’re out of power” as a proclaim (pronounce). Hybridity is also utilized in propositions like “No system of government can or should be imposed by one nation” as a contraction, disclaim (deny) with an expansion (entertain).

Section five: religious freedom.

Monoglossic Propositions.

Monoglossic propositions, in this section, go back and forth between the “taken-for-granted” function and the “up to discussion” function. Whenever Obama discussed Islam, he used the former monoglossic function like saying, “Islam has a proud tradition of tolerance”. Whenever he called for the prevalence of tolerance and for the freedom of religion in America and in the West, he used the latter monoglossic function like saying, “This tolerance is essential for religion to thrive”, “Freedom of religion is central to the ability of peoples to live

together”, “it is important for western countries to avoid impeding Muslim citizens from practicing religion the way they see fit”.

Heteroglossic Propositions.

Table 2 shows that most of Obama's heteroglossic propositions, in this section, entertain dialogic expansions. For example, “People in every country should be free to choose and live their faith”; “The richness of religious diversity must be upheld”. Contraction, proclaim (concur) follows in frequency: “And that's why we're forging service projects in America to bring together Christians, Muslims, and Jews”. Contraction, disclaim (counter) has only one occurrence in “But it's being challenged in many different ways”, and hybrid heteroglossic propositions occur only once in “We can't disguise hostility towards any religion behind the pretense of liberalism” where there is a combination of expansion (entertain) in the modal “can” and contraction, disclaim (deny) in the negation.

Section six: women's rights.

Monoglossic Propositions.

Only two of Obama's propositions, in this section, are monoglossic and of the “taken-for-granted” function, “The sixth issue is women's right” and “the struggle for women's equality continues in many aspects of American life and in countries around the world”. He resorted to this type of propositions to describe the status quo of women around the world. The rest of his propositions are heteroglossic.

Heteroglossic Propositions.

Table 2 shows that dialogic expansions are the most prevalent heteroglossic propositions in this section. For example, “Our common prosperity will be advance by allowing all humanity, men and women, to reach full potential” entertains a dialogic expansion through using the modal (will). Contraction, disclaim (deny) is also present in propositions like, “And it is no coincidence that countries where women are well-educated are far likely to be prosperous”. Hybrid heteroglossia is also present in propositions like, “But I do believe that a woman who is denied an education is denied equality” where Obama used a contraction disclaim (counter) using “But” and entertained a dialogic expansion using “I believe”.

Section seven: economic development.

Monoglossic Propositions.

Whenever Obama wanted to stress the importance of education, he used monoglossic propositions of the “taken-for-granted” function like saying, “Muslim communities have been at the forefront of innovation and education”. Whenever Obama stressed the fact that development cannot contradict faith and traditions, he used monoglossic utterances of the “up to discussion” function like saying “Countries like Japan and South Korea grew their economies enormously while maintaining distinct cultures” to set a focal model that could be followed by all nations without any fear of losing one’s identity because of development.

Heteroglossic Propositions.

Table 2 shows that most of Obama’s propositions, in this section, entertain a dialogic expansion like, “On education, we will expand change programs”. Hybrid heteroglossia follow in frequency; for example, “no development strategy can be based only upon what comes out of the ground nor can it be sustained while young people are out of work” where the speaker combined contraction, disclaim (deny) with expansion (entertain). One contraction, disclaim (deny) occurs in this section when Obama said, “There need not be contradictions between development and tradition”.

All that has been presented divulges that 52.25% of Obama’s propositions in the Body are monoglossic (Table 2), and that 36.34% of these monoglossic propositions are of the taken-for-granted function, which conveys the message that Obama’s ideology is a reinforcement of America’s known ideology of controlling the world, since he gave no space to other alternative voices, which complies with Aschale (2013), Cox (2009), Philips (2009) and Sajjad (2015) who assured that the speech maintains the benefits of America and her partners irrespective of what might appear on the surface. Nonetheless, this finding defies the studies that claim that Obama, in this speech, set a new ideology towards Muslims and the Middle East different from that of his predecessors (“Discourse analysis”, n.d.; Obaid & Fahad, 2012), and it also rejects studies that verify the presence of reconciliation features in the speech as that of President Sadat in the Israeli Knesset (El-Shazly, 2011).

Heteroglossic expansions (entertain) follow in frequency resulting in 17.81% in the Body (Table 2), hybrid heteroglossia follow with 10.81%, and disclaim (deny/negating propositions) are 8.12%. Other heteroglossia do not exceed 3.6% (Table 2). These small percentages reinforce the same ideology of giving very little space to alternative voices to share America in its views.

Closing.

Monoglossic Propositions.

Since this section is a call to unite together for a better life, most of Obama's monoglossic propositions are of the "up to discussion" function (Table 3). For example, "Americans are ready to join with citizens, governments ...", "All of us share this world", "we have the power to make the world we seek". He used monoglossic propositions with a "taken-for-granted" function just when he wanted to stress that some will be against development and unity like saying, "Some are eager to stoke the flames of division".

TABLE 3. The Frequency of Monoglossic and Heteroglossic Propositions in the Closing of the Speech

Section of Obama's Speech	<u>Monoglossic</u>				<u>Heteroglossic</u>																		
	Taken for granted		Up for discussion		Expansion						Contraction						Hybrid						
					Entertain	Attribute		Disclaim		Proclaim													
	#	%	#	%		Acknowledge	Distance	deny	counter	concur	endorse	pronounce											
#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
Closing	9	23.1	12	30.8	6	15.4	3	7.7	0	0	3	7.7	1	2.5	0	0	0	0	0	0	0	5	12.8

Heteroglossic Propositions.

Table 3 shows that the heteroglossic propositions in this section vary between expansions, contractions and hybrid. Expansions, entertain are like “All these things must be done in partnership”. Expansions, attribute (acknowledge) are like: “The Holly Qur’an tells us ...”. Contractions, disclaim (deny) are exemplified in “a belief that isn’t new”; contraction, disclaim (counter) is in “but we have a responsibility”. Hybrid propositions are illustrated in “But we can only achieve it together” where he combined contraction, disclaim (counter) in “But” with expansion, entertain in “can” and contraction, proclaim (pronounce) in “only”.

The analysis of the Closing displayed in Table 3 discloses the fact that monoglossic propositions are also prevalent (53.9%), but most of these monoglossic propositions (30.8%) are of the up for discussion function, which agrees with the nature of the Closing that calls for a unified action that overlooks all tension and disparities; nonetheless, they are still monoglossic propositions that give no space to other voices to be in the scene, which reinforces the typical American ideology, Obama has vowed to follow.

Heteroglossic expansions (entertain) follow in frequency resulting in 15.4% in the Closing (Table 3), and hybrid heteroglossia 12.8%. The remaining heteroglossic propositions constitute not more than 7.7% of the Closing. These small percentages show that even whenever America calls for a united action, it wants this action to be done her way, and no other alternatives are accepted.

All that has been presented respond to the two research questions upon which the study was based. It illustrates the different options of monoglossic and heteroglossic propositions in the speech, and it also confirms the continuity of the well-known American ideology of dominating the world.

Conclusion

The purpose of the present study was to analyse the speech delivered by Obama in Cairo on June 4, 2009 using the Engagement system as described in the Appraisal framework. The structure of the speech was first presented, and then the Engagement system was applied to each single part. Findings indicate that the monoglossic propositions are prevailing across the Opening, Body and the Closing, which supports the American ideology of ruling the World.

The analysis is limited to Obama's speech in Cairo. So, it is recommended to apply the same Engagement theory, which has been overlooked, to other general speeches delivered by Obama and to other speeches that address Islam and the Middle East to find out whether the monoglossic propositions are also dominant or there is more space for heteroglossic propositions. This, in turn, might expose America's ideology towards the whole world and not just towards Muslims and the Middle East.

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