

Power, Power in Language and its Signs

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Abstract

Power is a social phenomenon. It refers to the ability of its holders to compliance or obedience of other individuals to their will. This superiority is caused by different factors including social role, sex or even special style of speech. This study aims at presenting comprehensive definition of power, its role in terms of different speech styles of language and its signs. Therefore we can measure power in language more carefully, recognizing new signs.

Actually, there are special linguistic signs which distinguish powerful speech style from powerless speech style. These signs are linguistic factors which play role in making these styles. Powerful speech style means to influence and persuade others. This kind of speech style is produced by avoiding linguistic uncertainty variables (filler, pause...) and using some linguistic signs (like following standard accent, etc...). Powerless speech style (it is produced by using linguistic uncertainty variables like filler, pause, etc...) does not have this effect. In fact power in language means using powerful speech style or avoiding powerless speech style. Most linguistic uncertainty variables were introduced by Lakoff, Cameron, Holmes....But "lengthening", "tag question (hear-oriented, speaker-oriented)" and "use of English word" are studied for the first time. In fact, we want to know if these three factors can be considered as linguistic uncertainty variables showing powerless speech style. Our sample research is 30 male managers at the age of 30-40. The informants were interviewed and their speeches were analyzed, helping statistical analysis (SPSS), that is, the uncertainty linguistic variables were recognized in the interviews and analyzed if these mentioned signs can be considered as uncertainty linguistic variables. The research results showed "lengthening" and its different kinds are

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one of the uncertainty linguistic variables showing powerless speech style. Tag question (speaker-oriented like (مگه نه؟) shows uncertainty or powerless speech style, but was not found in our informants' speeches. We can claim this kind of tag question is not a linguistic uncertainty variable in Persian language among managers. However, tag question (hear-oriented like (درسته) shows certainty or powerful speech style and was found in the interviews we had with managers. "English words" was also recorded in the interviews, but this sign can not be one of the signs showing powerless speech style or uncertainty. The authors guess "Use of English word" can be jargon of our informants, managers.

Key Word: power, power in language, Linguistic uncertainty variables (lengthening, tag question, filler, pause...)

1-Introduction

Power is a so known concept that most people think they understand it's meaning intuitively, however they can not represent a comprehensive definition. Power is a social phenomenon which has relation with language. The concept of "power in language" is defined by introducing linguistic signs which avoidance of them cause speech to seem more fluent and effective, therefore its effect on the audience is increased.

Therefore, Power in language is defined on the basis of influence and effect of our speech on the audience. When we talk about power of language, it is necessary to refer to powerful speech style and powerless speech style. Actually the linguistic signs cause speech to seem effective. These signs are called linguistic certainty variables or linguistic uncertainty variables according to their role. In other words, powerful speech style/effective speech is distinguished from powerless speech style by these variables. The main question is: what are these signs which bring about such a distinction?

2- Power

"Power is a complex and abstract concept, and an infinitely important influence on our lives. Power is defined in The New Fontana Dictionary of Modern Thought (1999, p.678) as: 'The ability of its holders to compliance or obedience of other individuals to their will'." (Thomas, Linda et.al, 2004, P.10)

Hung and Bradac in their book "Power in Language" (1993, p.3) defines power as follows:

"Power is a widely used concept for the analysis of human social behavior (Sik Hung Ng, 1980, in press). It is the kind of concept that most people think they understand intuitively- until somebody stops and asks them to define it. At the simplest level, one can distinguish between two senses of the concept: power to and power over. Russell (1938) captured the "power to" meaning very well by defining power as the production of intended effects. We can differentiate these effects into the following. In the positive sense, "power to" is the realization of personal or collective goals. In the negative sense, it is the hindering of other individuals' achievement of goals for the sake of hindering. "Power over", on the other hand, is the relational facet of power. One person has power over another person when the two stand in a relationship of dominance and submission; this may occur in institutional (e.g., the military) or non-institutional (e.g., a hostage situation) settings, legitimately or illegitimately, between friends or between enemies".

Fairclough (2001, pp.36-57) classified power in the topic "discourse and power". He says power manifests itself into two ways: "power in discourse" and "power behind discourse". "Power in discourse" is concerned with discourse as a place where relations of power are actually exercised and enacted. The participants are unequal. The relationship between a doctor and a group of students is an example of this relationship. "Power behind discourse" shifts from the focus to how orders of discourse, as dimensions of the social

orders of social institutions or societies, are themselves shaped and constituted by relations of power. The relationship between a doctor and his patient is an example."

3-The relation between power and sex, power and social role

Power and "power in language" are studied in two major view points, though these view points are really close to each other. Lakoff studied power on the basis of biological aspect between men and women. He argues that women do not access to power in society so this can have effect on their language. He adds the women's speech is not as effective as men's speech. The women use the signs which show uncertainty like **tag question**. Actually he describes the role of power with the help of biological differences and he talks about power in language from this point of view.

Leepman (1984, p.4) in a part "the power relationship symbolized by gender¹ roles" of her book puts: the difference between male and female continue to hold center stage. The fact that difference exists often seems more important than their specific nature. This concern with differences points to an underlying phenomenon" the existence of differences suggests that one member of the relationship is more, has more, deserves more of what is defined as desirable in that society. This differentiation provides one rationale for the veiled power relationship linking women and men."

In here we refer to four main approaches about language, sex and power:

1) dominance approach:

Dominance approach was proposed by Robbin Lakoff (1973). His work "Language and women's status" attracted others views. "He

¹ - Gender and sex are used in the topic of power with almost the same concept.

used Jespersen's views in his book, maintaining women's language is deviated from men's language. His work is based on this point that the women have the submission role in the society and this determines their behavior in the society. He believes women language is other's language. He explored different observations and found there is an in common root in all these observations in that feminity equals with powerlessness. (Cameron, 1998, p.216)

Lakoff also continues that men and women use language to get special aims and as long as sexual differences play role In accessing to power in society, we can expect these differences bread the lingual differences between men and women.

2) cultural approach:

The most famous researcher of this approach is Debora Tannen. In her 1993 article bearing the title of "relativity of language", she contents when disagreement occurs in conversation between women and men, definitely there is not the problem of hierarchical status and lack of equality. She compares the difference in women and men's language with cultural differences. She also believes that it is wrong and unfair to say men are always superior to women in speech; however she does not deny the sexual inequality. For the first time *international sociolinguistics* was introduced by Camperz. "He believes social relation such as dominance and subordination are made in communication. In this approach the criteria are as following:

- a. In communication, role is not given but made.
- b. Situation is not given but made by speech and performance.
- c. Anything that occurs in communication is not only related to one conversation, but it is a shared product and result of a communication in which different people participate.

d. Linguistic factors like interruption, volume of talk, indirectness can not bear a special meaning. " (Tannen, 1993, p.11)

According to Tannen, difference between dominance approach and cultural approach is that in the latter, one participant can be superior to another while communicating but it does not mean participant wants to be superior in any situation of communication.

3) Action approach:

One of the new approaches which has been recently attracted by linguists is Action approach. Actually, in this approach there is no constant entity for sexism. The women always play their feminine role and follow the feminine prescription.

Coats (1996), the pioneer of this approach, believes feminity is not a constant concept. He says: in this developed world, feminity has numerous prescriptions accessible to us. Different discourses bring different types of feminity for us. The concept of feminity has changed during the course of time. The meaning of feminity depends on the context in which this concept is used. (MehdiPur, 1378/2000)

4) Tabbo approach:

Jespersion (1992) gathered linguistic differences in a book under the title of "Language, its entity, its change and its root". He explores linguistic variation. He quotes from Lyons (1724) who lived in Caribs that the women were not allowed to call their husbands' name, or some words or phonemes, so they used different elements. Therefore, linguistic variations between men and women were made. Actually, "Tabbo words" is a source of linguistic difference between men and women. (MehdiPur, 1378/2000)

However, O'Bar refers to social role and studied power and power in language on the basis of the social status. He also talks about the styles of language with the help of this status. (We talk about it more in the *Powerful and Powerless Speech styles Part*).

The relation between language and non linguistic (social) factors attracted the linguists' attention who thought just geographical factors can have effect on language. It is worth pointing to William Labav's study. He showed that sound /t/ has less social validity in American English in comparison with /θ/, and the social low class use /t/ in stead of /θ/ in the words like "through and thing" more than other social classes. Modarresi (1365/1987, pp.147-252) numerates social factors which have effect on language. With the help of Labove and other studies he concludes: Generally there is certain relationship between linguistic factors and social class as non-linguistic factor, therefore, a number of linguistic variations in one society are justified by social class. He also refers to sex, ethnicity, age, style, education, religion and occupation ... (In order to know more about these factors, refer to Modarresi, Yahya, 1365/1987).

4- Back Ground

Power as a social phenomenon has effect on language. Various linguists and socialists talked about it and its role in language. The relation between language and social factors are so strong that Foucault says: there is a correlation between discourse, power, wisdom and reality.

Various linguists state that some people like John F. Kennedy, Margaret Thatcher, and etc. can influence and persuade others. The linguists believe these leaders' persuasion is not just resulted from their social role. It is their language which leaves an impression on others and persuades them. (e.g., Hung and Bradac, 1993; Beattie, 1982; Bull and Mayer, 1988; Burke, 1941; Duncan, 1962). Different studies show the relationship between power and language. For the

first time Lakoff (1973) talked about power and power in language in the topic of "language and gender". O'Barr (1978) also argued about power, powerful style and powerless style in language with the help of social factor.

In this essay, we aim at studying the signs of powerless style and powerful styles.

Hypothesis: signs of powerless style include tag question¹, use of English word in Persian language and lengthening; use of these signs causes speech to be less effective (powerless style) and avoidance of these signs causes speech to be more effective (powerful style).

Principally the author aims at studying **lengthening** and **use of English word** and if they can fall in the group of powerless style signs².

5- Power of Language to Impress and Influence

In order to influence and impress others, the people use different means; their facial expression, actions and personalities. Perhaps the only shared thing that every one can enjoy to leave an impression on others is use of language. How the language should be used to impress others is an important question which will be explained about.

¹ - Tag question and its different kinds were introduced as a sign of powerless style by Lakoff , but Janet Holmes(1999) rejected such a claim . She argued that the women use tag question because they want to give their addressee a chance to present their ideas and went on to say, if the women use tag question or rising intonation for declarative sentences, they would want to pave the path for continuing the topic. The author thinks Holms's argumentations seems to be right, because the women's aim to talk is mostly to have interactional function while men's aim is to have transactional function. Any how, in order to remove the doubt, the author chose just male informants.

²- The signs of powerless and powerful styles were some how introduced but it is for the first time that lengthening and its different types and use of English words have been studied. These two new signs were recorded in the interviews the author had with the informants. The informants participated in this research were male managers.

"The use of language in everyday life contributes to the realization of goals - this is "power to." Specifically, we should examine first how language can be used to impress and influence people. What a person says and how he or she says it leaves an impression on hearers. (Hung NG, Bradac, 1993, P.5)

The particular interest lies in the power dimension of impression formation: How to measure the power dimension of processes underlies the formation of a powerful or powerless impression, and how these processes are related to speech features.

Language provides a conventional resource for influencing people's attitudes and behavior.

Influence – attempts may take the form of persuasion, argumentation, or use of threats, promises, requests, demands, orders, and such like. By conventional, Bradac and Hung (1993, p.5) mean to underscore the fact that it is customary for humans to use language for enacting these influence attempts.

Linda Thomas and et.al (2004, P.45) describe the persuasive language -the power of rhetoric- as follows:

"Rhetoric is the skill of elegant and persuasive speaking, perfected by the ancient Greeks. The Oxford English Dictionary defines it more precisely as 'the art of using language so as to persuade or influence others; the body of rules to be observed by a speaker or writer in order that he may express himself with eloquence'".

Aristotle and other classic scholars recognized a long time ago that facts and logic alone are often insufficient for persuasion. Facts and logic - the prescribed bases of persuasion-must be adapted to the situation, and it is language and language style that will bear the burden of this mission.

6-Powerful and Powerless Speech styles

The question now arises, what features of language, either spoken or written, affect persuasive outcomes. Perhaps a useful starting point is

recognizing the variables of powerful versus powerless style, because research on the variables purports to be exclusively focused on language and power.

The powerful versus powerless style variables emerged from the empirical work of anthropologist O'Barr and associates (Erickson, Lind, Johnson, & O'Barr, 1978; O'Barr 1982), although a case could be made that an earlier point of origin was linguist Lakoff's (1973) intuitively derived essay. It is worth reiterating that Lakoff was primarily interested in connections between gender and language, whereas O'Barr focused on more general aspects of social power.

Many signs showing uncertainty and are used in measuring in power in language are stated by Lakoff (1973, p.53) like "tag question and question intonation, rising, for declarative sentences". He also continues these two factors are found in women's speech. What Lakoff refers to as women's speech is what we talked about in *dominance approach*. He also continues that the reason of uncertainty in the women's speech is that they do not access to power in the society.

Though, Janet Holms (1999, pp.86-96) states these signs and fillers (e.g. you know,...), uncertainty verbs (e.g. I think,...) as well do not show uncertainty but admit politeness in language.

Hung and Bradac (1993, p.19) in their book "Power in Language" say: O'Barr initially recorded and later transcribed verbal communication transpiring over many hours in an American courtroom in North Carolina. Examination of the transcripts revealed a cluster of linguistic features that certain speakers used frequently and that others did not. The speakers drawing from this cluster tended to be uneducated witnesses, i.e., inexpert testifiers, defendants, and so on, people viewed by O'Barr and associates to have one thing in common: low social power. The speakers who avoided using linguistic forms from this cluster tended to be lawyers, judges, expert witnesses, and so forth - individuals with relatively high social power. The low-power forms were these:

- 1-Hedges: "I *sort of* liked it"
- 2-Intensifiers: "I *really* liked it"
- 3-Tag questions or declaratives with rising Intonation: "*I liked it?*"
- 4-Hesitations: "I... *uh*... liked it."
- 5-Deictic phrases: "That man *over there* liked it."
- 6-Polite forms: " *Yes sir*, I liked it."

The nonuse of these forms by ostensibly high-power speakers resulted in speech that was comparatively direct, fluent, and terse.

7- Signs of Power I

After definition of power, it is important to say what signs of power in language are. Signs of power are classified into two parts, those which are countable and power of language is measured by them and those which are not as countable as the first ones. **The first group is composed of linguistic uncertainty variables and called signs of power I and the second one is called signs of power II.**

Some people exude power. One would guess that they get their way more often than not, that they are not typically vulnerable, and that their ideas carry a lot of weight. It seems that these people can persuade others. In the United States, President John F. Kennedy appears to have been such a person, and in Britain, Prime Minister Margaret Thatcher appears to have been one as well. Even Adolf Hitler is one of them. These individuals, and countless famous others from a variety of countries and cultures, to a large extent achieved or continue to achieve their power- or at least the appearance of their power – on the basis of their communication in interpersonal or public contexts. A significant feature of this power – inducing communication, is the speech or language style such people employ. Hung and Bradac (1993, p.12) say: "That there is something distinctive about the styles of the three famous people mentioned above has been suggested by various scholars (e.g., Beattie, 1982; Bull & Mayer, 1988; Burke, 1941; Duncan, 1962)."

As we saw in the previous section, low power forms are composed of some linguistic variables (hedge, filler...) showing uncertainty. Since they are used in measuring power in language, they are called signs of power. The less they used, the more power in language is proved. But there are more signs (low-power forms) showing uncertainty. In here the author tries to numerate the most important ones.

8- Signs of power II

In the preceding section, it was shown that virtually all of the research on power of style has focused on the powerless, or low-power, style. That is, research on the powerful or high power, style has been framed not on its own terms but, rather, always with reference to powerlessness. If the people avoid the low-power style (linguistic uncertainty variables), they have more power in language. However, signs of power II focus on positive aspect of power in language, in a way that *use* of these factors show powerful style. As signs of power II have qualitative properties more, they are not used to measure power in language. Actually they are not as countable as the first ones. Since the signs of power I are focused in this research, the author just touches the second group, signs of power II. These are as follows:

1-Nonstandard ness and Status Rating: Hung & Bradac (1993, pp.40-41) conclude: Standard ness or nonstandard ness of speech, or more generally regionalism, may be a factor in persuasion. So accent and pronunciation are considered as language variables to show persuasion.

2-Lexical Diversity: Hung and Bradac (1993, p.42) contend that a high-diversity message produced more positive attitudes toward a proposed tuition increase than did its low-diversity counterpart. A low level of diversity may violate valued norm of linguistic expression in the same way that use of a broad nonstandard accent dose.

3-Speech Rate: Hung and Bradac (1993, p.43-45) point to another language variable, speech rate. They continue that an increased rate of

speech facilitates persuasive effectiveness, probably because it functions as a credibility cue.

4-Language Intensity: Bowers (1963, p.345) defined intensity as “the quality of language which indicates the degree to which the speaker's attitude toward a concept deviates from neutrality”. Hung and Bradac (1993, p.45) admit "a speaker can be weakly positive toward a concept, approaching neutrality, or extremely positive; the same logic holds for negative views that a speaker might have. They add sex can be still one of the ways to have more power to influence on others and males have this chance more because of their roles in society.

9- Effects of Powerful and Powerless Styles

Now a question comes to the mind about what O'Barr and associates did in a courtroom and led to classification of powerless and powerful style: Dose the low-power style reduce the effectiveness of persons testifying in a courtroom setting?

Hung and Bradac (1993, p.25) put: To explore this question Erickson, et.al. (1978) conducted an experiment to examine the consequences of power of style for both a male and a female when testimony was both heard (via a tape recording) and read (via a transcript) by male and female respondents.

The major finding was this: Both the male and the female testifier were judged as more credible and more attractive by both male and female respondents when they used the high –power style.

10- Linguistic uncertainty variables

In order to analyze power in language, at first we should know which variables confirm uncertainty. As mentioned in previous sections, Bradac introduced six uncertainty variables as low-power style including; hedges, intensifiers, tag question, hesitation, deictic phrase and polite forms. It means power in language is measured by the signs

which show low-power style in a way that, the less these signs are used, the more power in language is proved.

Here according to the hypothesis, the mentioned linguistic factors will be introduced. These linguistic factors are the uncertainty variables which are introduced below. The more these factors are used, the less rhetorical and fluent the speech will be, therefore, the persuasion of the speech will be lowered and as the power in language (in the previous section) is defined as influence and persuasion on the hearer, these factors are playing an important role in measuring power in language. The examples which are given before each linguistic factor are the products of the interviews which have been taken.

1) Filler

Fillers are the words or phrases which are devoid of their real meaning and fill the empty positions (Mehdipur, 1378/2000, p.75). In English the fillers are as follows: you know, I mean, you see, etc.

In Persian language fillers cover a wide range, though some of them are in common among many people such as:

ب... به اصطلاح، مثلا، به قول معروف، بعد، عرض به حضورتون، حالا، خ

- به قول معروف حتی اگه خیلی هم مشکل داشته باشن می یان سرکارشون می یان مگه

که مثلا دیگه موارد خاصی باشه نیان.

- As people say, if they have many problems, they'll go to their work. If, for example a special problem occurs, they won't go.

Occurrence frequency of fillers is too high and people usually use one or more words as fillers.

2) Uncertainty adverb

"These words are usually adverbs showing doubt, uncertainty and probability. They lower the effectiveness of other words. (MC Fadyen, 1992, p. 355)". Maybe, probably, perhaps... fall in this group in

English language. In Persian language uncertainty adverbs have the same role; in fact they lower the certainty of a sentence. These words are as follows; شاید، احتمالاً، ممکنه، گویا، پنداری...

- شاید مثلا کسی که بالا دست من باشه در سطح من نباشه.

- Perhaps, for example my superior one is not at my (scientific) level.

Intuitively some Persian native speakers like some experts say the phrases such as به نظرم، به گمان من، به نظر من fall in this category. (Shariat, 1372/1993, p. 315)

باشه. - به نظر من مدیر باید بتونه برنامه ریزی داشته

- In my opinion, a manager should be able to plan.

3) Pause

Pause can be divided into two groups; filled pause and unfilled pause. "Filled pauses (Hung & Bradac, 1993, p.19 call it hesitation) are the linguistic factors devoid of meaning and are produced in order to fill the pause in the speech. Erickson (1978), Watkins (1980), MC Fadyen (1996) consider filled pause as one of the linguistic factors showing uncertainty" (Mehdipur, p.75). Occurrence of frequency of filled pause is too high in Persian language. In other words, the speech of speakers usually have short pause filled by meaningless sounds. In the public, filled pause is considered as stumbling. Any way, it is believed that filled pause show uncertainty of the speaker.

- ... مجبور شدم که خروجیها را در قالب ... مصادیق قابل شمارشی تعریف کنم.

- mhum, I was forced to define the out put data mhum in terms of countable sense.

Unfilled pause is total silence without producing any sounds, whereas, filled pause is accompanied with meaningless sounds. "Unfilled pause like filled pause in English language is considered as one of the linguistic factors showing uncertainty. These two factors (filled and unfilled pause) not only can show uncertainty of the speaker but also they provide the speakers the chance of choosing the best answer, word or idea." (Mc Fadeyn, 1996, p.355). Any role they have, they lower the fluency and the persuasion of the speech and consequently power in language.

- برای ترقی حالا... (سه ثانیه) اول این که آدم باید... (دو ثانیه) شانس داشته باشه.
- To promote, now... (3 seconds) first, one should have... (2 seconds) a chance.

The author considers those silences which last minimally one second as unfilled pause. Brown and Yule (198, pp.162-163) classify pause into three groups. Extended pauses are long pauses which extend from 3.2 to 16 seconds (which occur at points where the speaker has provided sufficient information for the hearer to draw or write what has been described). They show such pauses by ++. Long pauses range from 1 to 1.9 seconds. They show such pauses by +. Short pauses range from 0.1 - 0.6 seconds. They show such pauses by _.

4) Repetition

MC Fadeyn (1996) refers to repetition as one of the linguistic factor showing uncertainty. Repetition can be composed of repeating of one syllable or more of a word, one complete word or even a chain of words. In Persian language three mentioned factors, filled pause, unfilled pause and repetition show uncertainty, though they have different roles like providing the chance to think and concentrate. Any way, they lower the effectiveness of speech, in other words, the less

they are used in some one's speech, the more the speech seems to be effective and powerful. Besides, the central message can be conveyed to the addressee without these interfering factors, therefore, the speech can have better and faster effect. It is worth pointing that, the context is very important to account repetition and pause as linguistic uncertainty factors. In the classroom a teacher might repeat something to convey what he wants to teach or leaves pause between sentences in order to let the students think about what ever said. What has been considered in this research is not the this kind of context but those kind of contexts in which one person is forced to speak like the interview, especially when the interviewee is not aware of the questions previously. In this kind of context repetition and unfilled pause represent low-power style.

- تو جامعه ما با توجه به پیشرفتی که تو این ده سال اخیر خانوما تو جامعه ما داشتن...

- In our society, considering the progress the women had in last ten years in our society...

5) Tag question

Some linguists especially Lakoff (1975, p.57) emphasizes on this point that tag question is one of the linguistic factors showing uncertainty, though, it is a controversial issue. Mehdipur (p.76) quotes sentences from Coates & Cameron (1988), Holms (1984) and says some linguists believe that there are different kinds of tag questions but just some of them show uncertainty. In Persian language there is no exact equivalent for these features. There are some structures which can have the same role meaningfully and pragmatically. Some words or phrases as a question following a declarative sentence can have the same function such as:

"نه؟" "نیست؟" "مگه نه؟" "اینطور نیست؟" "اینطوره؟"

Mehdipur (p.76) went on to say: "It is worth pointing that tag questions do not always show uncertainty and being admitted. According to Holmes (1984) tag question can be divided into two major groups: speaker-oriented and hearer-oriented tag question. The first one shows uncertainty because the speaker wants to be admitted by the addressee. The second one has a communication function and shows power in language.

The mentioned Persian phrases fall in the first group and confirm uncertainty.

Among all the interviews the author did not find any tag question such as: "نه؟" "نه؟" "اینطوره؟" "مگه

But the author found the words like *چرا*, *دیگه* and *درسته* with falling intonation. The author guesses they can be considered as the second kind of tag question and confirm power in language. The author thinks "that's it" is a suitable equivalent for *چرا*, *دیگه* and "that is right" for *درسته*.

-. والا قاعدتا نباید اینجوری باشه ولی تو مملکت ما خوب این باور غلط هست دیگه

- By God, it should not be so, but there is this wrong belief in our society, that 's it.

. مثلاً یه پروژه‌هایی هستش درسته -

- For example there is a project, that is right.

- تبعیض جنسی که داره، صد در صد تبعیض جنسی داره توی جامعه ما چرا.

- There is sexual discrimination, definitely there is in our society, that's it.

6) Incomplete sentence

The author found incomplete sentences as the linguistic factor showing uncertainty. Incomplete sentences are the sentences which are not finished because of the speaker's doubt about their truth or when there is not a precise thought behind the sentences to continue and the speaker has not previously thought about the message he wants to convey, he is not able to find appropriate words to complete his message. It is important to reiterate that incomplete sentence or other signs lower the fluency and consequently the persuasion on others, and since the power in language is defined as persuasion on others, the power in language is decreased. Mehdipur (p.76) also accounts this factor as one of the linguistic uncertainty variables.

می‌زنه...^۱ - ولی چون می‌دونم که اون داره روی صداقت این حرف

- But, as I know he is speaking honesty...

7) Ill-formed sentence

Ill-formed sentences are those which can convey the message to the addressee but are not grammatically correct. Mehdipur (p.77) also refers to this linguistic factor and says: Ill-formed sentences manifest themselves in disagreement between subject and verb, subject and object or object and verb in the form of number, being animate or inanimate, inflectional ending etc. , these kinds of sentences are usually produced when the speaker changes his thought and decision. This change is the result of doubt about content of the sentence. An unexpected change from active to passive construction or a change in subject fall in this classification and are easily distinguished."

- من برای این که بتونم ضریب عملکرد ماهیانه به پرسنلم بدم که بتونم i پاداش بگیرن j...

- For giving monthly performance coefficient to my personnel whom I can be awarded...

8) Uncertainty verb

Uncertainty verbs seem to be one of the linguistic factors showing the speaker's doubt about content of a sentence. Mehdipur (p.77) also claims these verbs show the speakers' doubt and add their effect on the sentences are as the same as uncertainty adverbs. These verbs are as follows:

... به نظرم می آید فکر می کنم، گمان می کنم،

-از بخش دومش فکر کنم شروع کنیم بهتره.

- I think it is better to start from the second part.

These verbs show that the speaker has doubt about what he wants to say. The best situation to account this linguistic factor as an uncertainty variable is the classroom; when the student is asked and he continuously repeats the verb of "I think, I guess..."

9) Intensifier

Hung and Bradac (1993, p.19) say that O'Barr claimed intensifiers are one of the low-power forms.

"Intensifier is a class of words, generally adverbs, which are used to modify gradable adjectives, adverbs, verbs, or -ed-PARTICIPLES as in:

It is very good..." (Longman, 1992, p. 184)

Persian intensifiers are خیلی، کاملاً، واقعا، بسیار...

توانایی داشتن اون سابقه کاری یا دانش کاری خیلی مهمه.

- To have an experience or know-how is very important.

10) Self-correction

One of the factors which was apparently stated in Mc Fadeyn's work for the first time is self-correction. He believes the situations in which a person stops speaking and corrects himself show uncertainty. Self-

correction stalls the conversation and consequently lowers the influence and persuasion on the hearer, therefore, power in language is decreased. Self-correction can be one word or more.

Example: He thought that was a good, well fairly good idea.

This is somehow complicated in Persian language. Since it is common to use a number of synonyms in Persian language, it is so hard to consider self-correction as one of the linguistic factors showing uncertainty. However, the author considers this factor in the research. In this research the synonyms are not accounted as self-correction.

رقم ورق بزیمم...^۴ - الان ما تاریخ ایران ر

- If we rage page through the history of Iran...

11) Use of English words

During the interviews, some English words were recorded too. In order to understand if this item can be considered as a linguistic factor showing uncertainty the data should be analyzed in the next chapter.

هستش دیگه. safe بالآخره اون محیط شرکت خودش -

- The environment of the firm, itself, is safe, that is it.

12) Lengthening

One of the factors the author encounters is lengthening. It manifests itself into three forms. One is unfilled pause between two syllables inside one word. The second one, when one word is articulated longer than usual with the help of vowel inside that word and the third one is filled pause between two words of a phrase in a way there is no silence before filled pause actually filled pause is a link between the last letter of a first and the first letter, consonant, of a second word. The examples represented here show three mentioned conditions above respectively. The dots in the first example show unfilled pause

between syllables and the dots in the third example show filled pause between two words of one phrase.

دی.ریت باید تصمیم بگیره. - م

- The ma.nage.ment should make decision.

- درسته که باید انجام بشه، ولی باید ارزش گذاری بشه .

- Definitely they should be done, but (first) they should be evaluated.

... بخش مربوط نظر می ده. یریت د - م

- The related... management offers the idea.

13) Moods of verbs

One of the ways used to show certainty or power in language is mood of the verb. Sharifi (1383/2004, pp.54-55) says: One of the linguistic factors showing modality is the mood of a verb. Different classifications of mood are represented as follows:

Declarative mood

Declarative mood is used when the speaker is sure about the falsehood or truth of the proposition.

Example: Ali went home.

- علی به خانه رفت.

Since it took different minutes for the interviewees to speak and one sentence might be declarative according to meaning or pragmatics not grammatical, declarative mood is not considered among linguistic variables in this research.

Subjunctive mood

This mood is used when there is uncertainty about the occurrence of the verb. This mood shows the speaker's interpretation and is accompanied with verb.

Example: Perhaps Amir went home

-شاید امیر به خانه رفته باشد.

Conditional mood

In order to say conditional proposition, this mood is used.

Example: If Amir has gone to home ,...

-اگر امیر به خانه رفته باشد...

Imperative mood

It is used when a speaker orders an addressee to do something.

Example: Amir! Go back home.

-امیر! برگرد برو خانه.

Among the mentioned moods, the imperative and declarative show more certainty and cognition but subjunctive and conditional show less certainty and cognition.

11- Research Method

This method is descriptive and correlative. In order to test the study's hypothesis, the author used interviews. As, there are interfering variables such as sex, education ..., the author chose 30 male managers¹ (mostly with B.A. degree) working in factories manufacturing car parts. To design an appropriate interview in order to assess *power in language*, the author used professors' and experts' suggestions. As the samples were managers, they were interviewed about the management and administration field. The reliability of measuring power in language in this research is .71 percent.

12-Data Analysis

We tested the study's hypothesis using SPSS. In here the managers' power in language were measured.

¹ - The managers who were interviewed are working in "LoLo Group Company" manufacturing car parts.

Table No. 1 shows that there is a positive correlation between low-power style and lengthening ($p < 0.01$). It means the more lengthening is used, the less power in language is proved. The analysis shows those who have more power in language, use lengthening less than others. Therefore lengthening can be one of the signs of low-power style and consequently is among the linguistic uncertainty variables.

Table No. 1: Correlation between low-power style and lengthenin

	Low-power style	Lengthening
Low-power style Pearson Correlation	1	.520**
Sig. (2-tailed)	0	.005
N	30	30
Lengthening Pearson Correlation	.520**	1
Sig. (2-tailed)	.005	.
N	30	30

** Correlation is significant at the 0.01 level (2-tailed)

Here use of English word is analyzed in order to find out if it can be among other linguistic uncertainty variables. The table No.2 shows that there is no correlation between low-power style and use of English word ($p = 0.85$). Therefore use of English word can not be one of the signs of low-power style and consequently is not among the linguistic uncertainty variables.

Table No. 2: Correlation between low-power style and use of English word

		Low power style	Use of English word
Low power style	Pearson Correlation	1	-.036
	Sig. (2-tailed)	.	.856
	N	30	30
Use of English word	Pearson Correlation	-.036	1
	Sig. (2-tailed)	.856	.
	N	30	30

Result: As the tables No. 1, 2 show, we can claim lengthening is one of the linguistic uncertainty variables and use of English word can not be considered among the linguistic uncertainty variables. Therefore lengthening was inserted in the group of linguistic uncertainty variables.

13-Discussion

13-1- Result

Since the method by which the power in language is measured focus on low-power style; in a way that the less low-power style exists, the more power in language is proved, we can say if low-power style goes up, power in language lowers. Therefore, we can say if lengthening as one sign of low-power style goes up, power in language comes down supporting our hypothesis.

That kind of tag question which is included in one of the signs of low-power style, speaker-oriented, is not applicable among managers in Persian language. But another kind of tag question, hear-oriented, is somehow used in Persian language among the managers¹.

¹ - The author thinks it is natural for the managers not to use that kind of tag question which is a sign of low power style, because their social rank cause them to

The analyzed data show at least 67 percent of the managers, use English words in their speech. Therefore, it might be possible to say English word is one of the signs of jargon¹ among managers.

13-2- Suggestion

Interfering variables including sex, social class of managers have not been included in this study; other researchers can consider these variables in their studies. During the research the author encounters with the new questions that worth studying about. Some of them are suggested here as follows:

- 1-Comparing power in language (considering these new signs) between men and women.
- 2- Studying power in language (considering these new signs) among different social classes like manager and workers.
- 3- Studying the relation between power in language and mental abilities like ²I.Q.

13-3-Limitation

In order to measure the managers' power in language, the interviews must be recorded. But it was impossible to record the interviews in the similar conditions, some of the managers were interviewed in central offices full of calmness and silence, where as some of them were interviewed in the industrial factories outside the city and there was no

speaking in a way that represents their status. Modarresi (1365/1987, p.160) contends: Generally there is a certain relationship between linguistic factors and social class as a non-linguistic factor; therefore, a number of linguistic variations in one society are justified by social class.

¹ -Speech or writing used by a group of people who belong to a particular trade, profession, or any other group bound together by mutual interest, e.g. the jargon of law, medical jargon. (Longman dictionary, 1992, p.193)

² - The relation between power in language and emotional intelligence (E.I.) was studied by the author. In order to get more information about it, the readers can refer to the author's M.A. thesis.

silence. Since sex is one of the important factors leaving an important impression on language, just male managers were interviewed.

14-Conclusion

There were two main subjects in this research. First, we wanted to know: Is lengthening one of the linguistic uncertainty variables? The analysis showed if occurrence of frequency of lengthening goes up, power in language comes down. Therefore, lengthening is one of the linguistic uncertainty variables consistent with our hypothesis.

Second, we studied the relationship between use of English words and power in language. The analysis showed 67% of managers use English words and whenever power in language goes up, this variable does not come down. Therefore, there is no correlation between power in language and use of English words.

Besides, we can not strongly claim that tag question is one of the linguistic uncertainty variables in Persian language especially among managers. These results highlight the importance of concept of power in language, considering these variables.

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سلسله

قدرت، قدرت در گفتار و نشانه های آن

نگار مومنی^۱

قدرت به عنوان مقوله‌ای اجتماعی به توانایی‌ای اطلاق می‌شود که صاحب آن می‌تواند برای نیل به هدف مورد نظر طرف مقابل را مجاب به اطاعت کند. این برتری به واسطه عوامل گوناگون مانند نقش اجتماعی، جنسیت و حتی سبک خاصی از گفتار ایجاد می‌شود. هدف از این مقاله ارائه تعریفی قابل قبول از قدرت و نقش آن در قالب سبک‌هایی از قدرت موجود در گفتار است. بنابر این با شناسایی نشانه‌های زبانی می‌توانیم قدرت در گفتار را دقیقتر اندازه بگیریم. در واقع نشانه‌های زبانی خاصی، گفتار سبک قوی را از سبک ضعیف آن متمایز می‌کند. این نشانه‌ها عوامل زبانی‌ای هستند که در ساختن این سبک‌ها نقش دارند. گفتار سبک قوی به معنای تاثیر گذاشتن و متقاعد کردن طرف مقابل است. این نوع سبک گفتار با اجتناب از متغیرهای زبانی عدم قطعیت (پرکننده، مکث...) و استفاده از برخی نشانه‌های زبانی مانند داشتن لهجه استاندارد... بوجود می‌آید. سبک گفتاری ضعیف که بواسطه استفاده از متغیرهای زبانی عدم قطعیت مانند پرکننده، مکث... بوجود می‌آید داری چنین اثری نیست. در واقع، قدرت در گفتار به معنای استفاده از سبک قوی گفتار یا اجتناب از سبک ضعیف گفتار است. بیشتر متغیرهای زبانی عدم قطعیت توسط لیکاف، کامرون، هلمز معرفی شده است. اما نشانه‌هایی مانند کشش، سوال ضمیمه‌ای (شنونده محور، گوینده محور) و استفاده از واژه انگلیسی برای اولین بار در این تحقیق بررسی می‌شوند. در واقع می‌خواهیم بدانیم آیا می‌توان این نشانه‌ها را جزو متغیرهای زبانی عدم قطعیت لحاظ کرد. جامعه آماری در این تحقیق سی مدیر مذكر بین سی تا چهل سال هستند. از این افراد مصاحبه به عمل آمد و گفتار آنها با کمک تحلیل‌های آماری SPSS مورد بررسی قرار گرفت. یعنی در مصاحبه‌های صورت گرفته متغیرهای زبانی عدم قطعیت شناسایی شدند و به این منظور مورد بررسی قرار گرفتند که آیا نشانه‌های مذکور می‌توانند جزو متغیرهای زبانی عدم قطعیت لحاظ شوند. نتیجه تحقیق نشان داد که کشش و انواع آن را می‌توان جزو نشانه‌های زبانی عدم قطعیت بیان کرد که بیانگر سبک ضعیف گفتار است. سؤال ضمیمه‌ای (گوینده محور مانند مگه نه؟) نشان‌دهنده عدم قطعیت یا سبک ضعیف گفتار است اما این نشانه در گفتار جامعه آماری ما یافت نشد. می‌توان ادعا کرد این نوع سؤال ضمیمه‌ای در زبان فارسی در بین مدیران را نمی‌توان متغیر زبانی عدم قطعیت دانست. اما سوال ضمیمه‌ای (شنونده محور مانند درسته.) بیانگر قطعیت یا سبک گفتاری قوی است و این نوع سؤال ضمیمه‌ای در گفتار مدیران یافت شد. واژگان انگلیسی در این مصاحبه‌ها ثبت شد اما این نشانه را نمی‌توان جزو نشانه‌هایی دانست که بیانگر عدم قطعیت یا سبک ضعیف گفتار هستند. بنا به نظر نگارنده واژگان انگلیسی ضبط شده می‌توانند جزو واژگان حرف مدیران باشند.

واژگان کلیدی: قدرت، قدرت در گفتار، متغیرهای زبانی عدم قطعیت (کشش، پرکننده مکث...)