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The Secrets of Charisma in Analyzing Discourse Language

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ABSTRACT

This study aimed to analyze one of the most important speeches, in terms of topic, time, and place- the speech given by His Highness Sheikh Mohamed bin Zayed Al Nahyan, the president of the United Arab Emirates, may God protect him. The speech was known as the speech of "Qasr Al-Bahr", with reference to the place in which it was given. His Highness Sheikh Mohamed bin Zayed gave his speech when he was the crown prince during the Covid-19 pandemic when the whole world was afraid of the consequences of the corona-virus pandemic. However, the speech gained widespread through social media sites due to the high levels of optimism, tranquility, and trust it included concerning the ability to control the pandemic which, in turn, contributed to enhancing tranquility and reducing fear among the community members. In this study, we analyze this speech and identify the reason why it is accepted, especially after achieving widespread through social media sites directly after giving the speech and the spread of the trend of "Don't worry" or "La Tashloon Hamm" in Arabic language, as the most prominently transferred statement with which His Highness finished his speech. Indeed, it greatly spread tranquility among all the community members, either as citizens or expatriates.

Keywords: Charisma; Qasr Al-Bahr; Covid-19 Pandemic; Sheikh Mohamed Bin Zayed Al Nahyan; Discourse Analysis

1. Introduction

The phenomenon of charisma has been a common topic for human studies over the last decade, where there have been several debates concerning its nature and forms among sociologists, politicians, psychologists, philosophers, theologians, anthropologists, and linguists.

Discourse description and investigation of the conflicting traits of charismatic leaders depend on certain biological, social, psychological and linguistic criteria that constitute the images of their charismatic discourse. In this vein, we mainly target the discourse related to general manifestations, the strong expressive situation, the auditory and phonetic traits, and the imitation of the gestures whose holders are described as charismatic. Charismatic politicians have always been characterized by their strong statements and opinions as well as their motivating discourse. Indeed, the motivating and inspiring discourse is inherent among politicians whose situation oppose with that of general public audience and with the opinions of political allies and parliament members [1].

This paper provides an analysis for charisma links in the language used by political leaders in social discourse, but not political discourse. Indeed, this distinguishes the current study from the other studies; most charisma studies addressed the analysis of leaders' political discourse, but not social discourse. In this study, we hope to introduce a proposed model that may detect the secrets of charisma by analyzing social discourse, where we introduce a new linguistic discourse model to determine charismatic leaders in the future.

Furthermore, we will analyze one of the important social discourses in terms of subject, time, and place; it is an analysis of the discourse presented by His Highness Sheikh Mohammad bin Zayed Al Nahyan, the president of the United Arab Emirates. The discourse was called the discourse of Qasr Al Bahr, with reference to the place in which it was given. The discourse was given when he was the crown prince during the Covid-19 pandemic, where it gained a wide spread through social media sites, and for this reason, the current study was conducted.

The study importance lies in highlighting this type of speeches that gained wide acceptance among people in order to identify the reasons why these speeches affect people and gain their acceptance, by analyzing the speech and linking its effect on the speaker's charisma. In the future, this could help decision makers utilize from the study results in using a certain discourse language that leads to a better effect of a leader on the public, gives him a beloved personality, makes his decisions more acceptable by others, and increases his ability to affect them in case he is adhered to some terms and conditions that should exist in speech- we will highlight these terms and conditions in the current speech by using the methodology of content analysis and making advantage of the theories of discourse analysis in Arabic language.

2. Literature Review

2.1. What Is Charisma?

Linguistically, the word "charisma" is a Greek word that means a God-given talent. It is derived from the word "charis" meaning "grace" or "kindness", and in English, the word "charisma" refers to the magnetic personality [2].

Max Weber was the first to give the term a political feature to refer to the extent to which a certain individual affects others and gives him in a power position over them, in that the individuals affected by that individual give him authoritative rights over them, where he is described as having a sacred divine mission, possessing unfamiliar perception abilities, insightful, and having great moral virtues.

Generally, charisma underlies a various set of skills, such as the ability to communicate verbally or in a written form by using effective metaphors or narration, rhetorical expressions as well as body language, including eye contact with a smile. However, leaders with charisma don't have to communicate directly with the people whom they affect, as they can do that remotely. In this vein, people with lovely charming personality enjoy more popularity, but those with charisma may not have such popularity [3].

Olivia Fox Cabane, the executive coach and author of "The Charisma Myth", suggested that an individual may have charisma, but he couldn't be popular among others, take Steve Jones as an example [4].

John Antonakis, et al. [5] suggested that workers, during a campaign for collecting donations, achieved more productivity levels by (17%) after watching a motivating speech [4].

The British Prime Minister, Margaret Thatcher, used metaphors, rhetoric, comparisons, ethical persuasion, collective feelings and verbal tricks in her speeches, where Margaret Thatcher was extremely charismatic, as suggested

by Antonakis. Using words is not the only important thing in discourse language; indeed, body language, gestures, facial expressions, and voice tone contribute to the targeted effect on others, where they should be compatible with the conveyed message. Also, the used language should include honesty, impartiality to a certain opinion, high confidence, risk tolerance, orientation towards others, positive attitudes and care about the general appearance [4].

2.2. Types of Charisma

Charisma varies among people, where it has several types, including [6]:

The magnetic personality: it is the personality that can be described, in terms of attractiveness and interest, where it attracts the attention of people due to having a remarkable and attractive way of life which, in turn, makes it more influential on others.

The present personality: it is the personality with noticeable attendance whenever the person exists in a place, where the individual looks familiar and easily earns other people's trust.

Attractive personality: a Socially-intelligent personality that takes risks in the way of dealing with people, and it also uses an unfamiliar way in dealing with others; however, it succeeds in attracting the attention of others.

Friendly charisma: charisma is considered a positive trait among individuals. In this type, individuals' manifest positivism, kindness, and familiarity. Also, in this type of charisma, people tend to be away from negative energy and competition with others which, in turn, enables the individual to make positive relationships with others based on mutual respect and friendliness.

Terrifying charisma: this type of charisma is possessed by individuals with stringent personalities who may do anything to maintain their attractiveness among others. Several people could be admired by this type of charisma which, in turn, manifests their love to the stringent personality, and that makes them as a part of this group.

Charisma derived from the individual's inside: this type of charisma comes from the individual's inside and is manifested in the form of strengths, where the individual may perform a better role than his original role or position due to the power of internal charisma, and it has no relationship with the effect of attendance.

2.3. What Is Meant by Discourse Analysis?

The word "discourse" in English refers to the process of thinking. In Arabic, the word "discourse," as mentioned in "Lisan Al Arab," refers to speech reviewing between two or more parties, where linguistic messages are exchanged; discourse is speech that aims to convey the content accurately [7].

Modern definitions defined discourse as a combined syntactic feature of spoken or written linguistic templates, in which its internal structure undergoes certain rules applicable to modeling which, in turn, makes it governed by the terms of the literary type to which it belongs. Therefore, we can see that there is a literary, critical, religious, philosophical, political and ideological discourse…etc. [8].

Hansin suggested that discourse analysis refers to studying communication language, either as spoken or written, where it should be related to how information is introduced, such as the way of wording and exchanging ideas and dialogue among speakers. Harrison suggested that discourse is a wording that includes successive sentences and utterances. Indeed, the main domain in qualitative studies is focused around the linguistic symbols existing in the media message or around the relationship between symbols and meaning. Therefore, some researchers suggested that content analysis is classified within the qualitative analysis methods for means of media that highlights the ways of transferring information, focuses on presentation language, word and syntactic structure selection, and the cohesion of News story through which the number of texts and the way of introducing them in the means of media are determined [8].

Content analysis is an instrument to notice and analyze the apparent behavior for communication between a selected group of communicating individuals; rather than directly noticing people's behavior or asking them to respond to some measurement instruments or making interviews with them, the analyst researcher reviews the communication material produced by those individuals and poses some questions concerning this material. In this vein, content analysis is a way for studying and analyzing communication materials in an organized, qualitative and objective way in order to measure variables [8].

In their study, Patrick Shardew and Dominic Matigno suggested that it is difficult to have an accurate conceptualization for the history of content analysis. However, the term

of "discourse analysis" was first cited in an article by Zellig, S.H.[9], and the actual establishment of this scientific domain dates back to the 1960s based on what had been introduced by Paris school in developing the theories of textual linguistics and the research conducted by Michael Foucault, 1969, who urged the investigation of the various domains of linguistics. Benveniste defined discourse as each speech assumed by a speaker and a listener, where the speaker intends to affect the listener[10].

2.4. The Previous Studies

In a study, Abelard[11] suggested that discourse analysis is considered as an assisting instrument for a better communication. It is viewed as one of experimental studies which confirmed that the modern world is in need to professionals in communication skills, and that the methods of discourse analysis enhance these skills. The study used an inquiry instrument that consisted of four questions answered by some students in the literary part and other faculties about the role and importance of discourse analysis in communication skills. The study also used the instrument of interviewing with teachers.

The study concluded the following:

- (86.4%) of the students of the faculty of Arts strongly agreed that the course of discourse analysis enhanced their communication skills and position.
- The students of the faculty of Arts utilized discourse analysis and its skills.

In another vein, Andsager, J. L.[12] aimed at investigating the media discourse for the issue of abortion that posed an increased argument concerning citizens' rights of abortion and the way how public opinion was exploited against some politicians. The study discussed the political domains related to the issue of abortion and the law of preventing abortion lately, as well as Clinton's usage of veto in rejecting the law that stimulated wide reactions.

The study concluded the following:

- Clinton used an emotional way in the means of media in order to earn the public opinion concerning his opposing attitude towards passing the law of abortion.
- The media discourse about the issue of abortion had a considerable effect on the way through which journalists cited the issues related to abortion.

In a study entitled "the political discourse of the late King Hussein bin Talal (the King of the Hashemite Kingdom of Jordan) in the light of textural linguistics and communication theory", Ali and Isehaq[13] performed a scientific analysis of the King's speech in the light of contemporary linguistics in an attempt to explore the deepest intentions of policy and utilizing language as its main foundation stone, since it is the means for communicating with the public and had the power of mutual understanding, effect and persuasion. This study depended on the theory of discourse analysis and communication theory. Those analyses were related to two dimensions; these were text and context. In this vein, the text was viewed as the internal structure of discourse that included vocabulary, structures, and sentences, while the context included the linguistic domain that was related to the text's internal structure, and the non-linguistic context that addressed discourse in the light of external conditions and the circumstances under which it was produced; the text's perceptive, social and cultural characteristics as well as the participants in the event and its connections with time and place were related to that. The research aimed to identify the various discourse methods used by King Hussein to persuade others.

Using pragmatics and Speech Act Theory, Khater, Altakhaineh, and Dahnous[14] studied "King Abdullah II's Speech to the Nation on the 25th Anniversary of the Throne." examined the rhetorical strategies and delivery techniques employed in King Abdullah's speech to convey his messages effectively and highlight Jordan's past achievements, shared values, and future vision. The data was sourced from the official website of King Abdullah II of Jordan.

The findings illustrate how the speech achieves its communicative objectives and potentially influences public opinion. Pragmatic components such as allusions, politeness strategies, context, metaphor, expression, and presuppositions were utilized in the speech. The adopted rhetorical analysis model reveals how speeches create narratives that resonate with audiences, strengthen national sentiments, and promote cohesion. The analysis highlights the influential role of language in political discourse, shaping national feelings and unity.

Similarly, Ghazal[15] addressed the charismatic leadership discourse given by the democratic party candidate "Hilary Clinton" and the Republican Party presidential can-

didate "Donald Trump" during the elections of 2016. The study used (DICTION 7.0) software designed for political discourse for both candidates. The results revealed that Donald Trump was more inclined towards using the crisis discourse related to the intolerable nature of the status quo and the discourse that asserted the shared social identity in order to achieve shared objectives and tangible results. His societal discourse enabled creating an interpretative practice that changes the identity focus from the individual to the group which, in turn, contributed to forming the collective memory and national longing. While using equity discourse, Hilary Clinton was restricted in her ability to use discourse structures due to the stereotypical expectations between males and females and her position as a member in the current party. The results confirmed that the presidential discourse is a basic one during the political period, while the results doubt the role of charismatic discourse in influencing change, and the inclinations of electing during the presidential elections of 2016.

Furthermore, Venizelos[16] addressed the paradox of the political identity based on a discursive and stylistic frame. The results suggested that the outcomes of policy and discourse consistency were not sufficient to understand identification. He suggested that transgression- a model of popular performance- played a prominent role in the interpellation of collective affective subjectivity. The study investigated the case of Donald Trump during (2015–2021), where discourse and visual analysis were used to investigate Trump's rhetoric abilities and performance. The researcher used in-depth interviews and ethnographic research to address the way through which Trump's style attracted his supporters. The results revealed that charismatic performance and transgression played a prominent role in political identity regardless the quality of institutional performance.

In a similar vein, Rungrojsuwan[17] aimed to find out some of the linguistic traits concerning the roles of leaders from the speeches given by King Rama IX- one of the most prominent and respectful leaders in Thailand. The collected data represented the speeches given by the king during (1974–1999) in the occasions related to the royal birthday anniversary. As for the qualitative domains, a number of linguistic traits were monitored, where their frequency was monitored in each (1000) words in the given speeches. The results revealed that the investigated speeches given by King Rama consisted of three main traits; these were humbleness, solidarity, and persuasiveness, in addition to (8) main linguistic tools, where those linguistic traits and tools enhanced the Thai people's confidence in his leadership.

Finally, Andres-Lee and Gamboa[18] developed a new theory to detect the path through which the selected successors of charismatic leaders could pass to establish an independent authority. The results suggested that success could be more likely when successors broke away from their predecessors. However, doing so required engaging in a sequential strategic process referred to as "walking on a tightrope", where the new leader gained the predecessor's approval and support to win his position, extended his allies by integrating new allies, and reformed the policies of his predecessor. In order to confirm the theory, the study traced how the Colombian president Juan Manuel Santos (2010–2018)- the successor of Alvaro Uribe (2002–2010)- moved through the stages of tightrope walking, until he finally broke away from his predecessor, Uribe, and achieved an independent authority. The results referred to a unique mechanism of challenging the charismatic movements from the inside to the outside in order to reduce or reverse the democratic attrition.

2.5. Why the Speech "La Tashloon Hamm"?

Table 1 highlights popular YouTube videos showcasing the phrase's usage and impact. The videos include reports and retrospectives on Sheikh Mohammed bin Zayed's leadership during the pandemic.

Key Takeaways:

- Videos emphasize visual storytelling, making the emotional connection more relatable.
- The phrase's transformation from a simple reassurance to a symbol of resilience is well-documented through these videos.

Table 2 dives deeper into specific editorials and opinion pieces, offering a mix of journalistic coverage and reflective essays. Publications like *Al Roeya* and *WAM* focus on Sheikh Mohammed bin Zayed's leadership style and the broader social implications of his phrase.

Table 1. YouTube videos on "La tashloon hamm".

Video Title (YouTube)	Description	Link
"La Tashloon Hamm". Words by Sheikh Mohammed bin Zayed...	A report highlighting Sheikh Mohammed bin Zayed's reassuring words during the COVID-19 pandemic.	Watch Video
From "La Tashloon Hamm" to "The UAE is Fine" .. Sheikh Mohammed...	A report showcasing Sheikh Mohammed bin Zayed's efforts during the pandemic, tied to his famous phrase.	Watch Video
"La Tashloon Hamm". Words of Sheikh Mohammed bin Zayed...	A video illustrating how Sheikh Mohammed bin Zayed's words became a source of comfort for citizens.	Watch Video
"La Tashloon Hamm" Phrase by Sheikh Mohammed bin Zayed...	A report explaining how the phrase "La Tashloon Hamm" turned into a reassurance message for UAE residents.	Watch Video
From "La Tashloon Hamm" to "The UAE is Fine".. Sheikh Mohammed...	A video tracing Sheikh Mohammed bin Zayed's journey from reassurance to declaring victory over the pandemic.	Watch Video

Table 2. Newspapers and sources discussing "La tashloon hamm".

Website	Article Title	Author	Date
Al Khaleej	From "La Tashloon Hamm" to "The UAE is Fine" . We Overcame the Pandemic	Jehan Shuaib	October 7, 2021
WAM	UAE Newspapers Editorials	Not mentioned	April 7, 2022
Al Roeya	"La Tashloon Hamm" . For Everyone!	Ali Al-Hanouri Al-Dhaheri	April 27, 2022
Etihad News Center	Huda Ibrahim Al-Khamis: Mohammed bin Zayed is a Teacher and Peacemaker	Not mentioned	May 15, 2022
Barq Al Emarat	Barq Al Emarat: Highlights from Today's Newspaper Editorials	Not mentioned	April 7, 2022

The recurring theme of "reassurance" demonstrates how the UAE leadership managed both public sentiment and policy during a challenging global crisis.

Table 3 lists articles from prominent UAE-based and regional news outlets like *Asharq Al-Awsat*, *Emarat Al Youm*, and *Al Khaleej*. The articles focus on how Sheikh Mohammed bin Zayed's phrase, "La Tashloon Hamm" (Don't Worry), resonated deeply with the people of the UAE during the COVID-19 pandemic.

Most articles emphasize the emotional impact and cultural significance of the phrase, turning it into a symbol of reassurance and unity.

Table 3. Websites discussing "La tashloon hamm".

Website	Article Title	Author	Date
Asharq Al-Awsat [19]	"La Tashloon Hamm" ... A phrase by Mohammed bin Zayed that reassured UAE residents	Not mentioned	May 15, 2022
Emarat Al Youm [20]	"La Tashloon Hamm" . A Message of Reassurance to the UAE People	Amr Bayoumi	May 15, 2022
Al Khaleej [21]	UAE President's Generosity Embodies the Saying "La Tashloon Hamm"	Not mentioned	July 5, 2022
Abu Dhabi Culture [22]	La Tashloon Hamm	Not mentioned	Not mentioned

General Insights

(1) **Reassurance as a Leadership Tool:** Across all three tables, it's evident that "La Tashloon Hamm" was not just a phrase but a strategic message to inspire confidence during unprecedented times.

(2) **Cultural Resonance:** The phrase became a cultural artifact, demonstrating the role of effective communication in leadership during crises.

(3) **Cross-Media Impact:** The phrase reached audiences through multiple channels—print, digital, and video—maximizing its influence.

3. Methodology

This study aimed to highlight the methodology on which political and social researchers were based, either in scientific research centers or in decision-making centers, by analyzing the speeches of presidents and linking them to their charisma.

This methodology was represented by content analysis, defined by Berelson as "the analysis of the manifest content of communication". The content analysis method for the presidents' speeches included two main parts: the first part "What was said?", and the second part "How it was said?"[3].

The study used theories in content analysis, such as the theory of linguistic communication, syntactic level analysis, structural level, semantic level, repetition, and brevity in order to manifest the sources of strength in the discourse and their implications on the speaker's charisma.

3.1. Discourse Analysis According to the Theory of Verbal and Non-Verbal Linguistic Communication between Approach and Theory

This study used the methodological approach as a method for investigating the expression of reality charged with emotion and transferred through a number of linguistic methods. Therefore, the study was interested in investigating the method, which was viewed as a self-human indicator, by taking the mechanisms of expression as a way for research that distinguished artistic speech from other speech types [23].

Based on the above-mentioned, the study aimed to investigate those linguistic structures that held emotional content and aesthetic instruments through a set of linguistic methods that gave the speech its high influential level, where some of its statements and structures had become prominent during a sensitive stage experienced by the whole world and its consequences are still existing till now.

Based on that, critics divided methodological studies into various levels, including: phonological, syntactic, morphological, and rhetorical, where each level had a number of domains and methods [24].

In this study, we investigated the most prominent adopted methods, either at the rhythmic phonological level, structural level, or semantic-rhetorical level. We also described the methodological phenomena in the speech and the role of methodological choices in enhancing the text aesthetics and detecting the positions of those aesthetics features.

3.2. The Speech's Occasion and the Meanings Included in It

With the outbreak of Covid-19 pandemic, the whole world witnessed a state of anxiety and confusion in dealing with this virus. The outbreak of the pandemic resulted in a terrifying state, where countries all over the world did their best to provide vaccinations, maintain life course, and reduce the psychological and financial burdens resulting from that.

The United Arab Emirates was amongst the first countries in this context based on its potential, infrastructure and qualified staff as well as the government's willingness derived from the leadership that is compatible with people's desires in the various domains.

Hence, the speech of Sheikh Mohamed bin Zayed was given in the appropriate time, where he assured his people, State and residents on the land of Emirates by confirming the measures taken by the UAE in facing corona pandemic. Given the mutual trust between the public and the leadership, this speech touched the hearts of citizens and residents, who witnessed the implementation of its content in reality; therefore, the UAE was an advanced international model in protecting its people psychologically and morally.

3.3. Content

The speech focused on the following:

- Disseminating tranquility and morale among the Emigration people.
- Enhancing positive energy
- Demonstrating the steps taken by the government in facing covid-19.
- Demonstrating the international challenges and the position of the United Arab Emirates and its advanced status in the combating process.
- Paying more attention to the sick and elderly people.
- Getting away from some social habits and behaviors that could spread the disease.
- Including citizens and residents in the speech and providing care to all of them.
- Asserting the intellectual legacy set by Sheikh Mohamed bin Zayed, represented by investing opportunities, overcoming difficulties and serving people.

3.4. The Speech in the Light of Linguistic Communication Theory

Humans are social creatures in nature, where they use various methods in communicating with the objects around them, and communicate with other humans via communication requirements, including language. Indeed, communication has become one of the sciences that play an important role in the life of individuals, groups and countries, and received a distinctive attendance in all the educational, military,

social, cultural, political and economic domains [25].

Since the spoken or non-spoken language is considered as the most optimal mediator for transferring and exchanging content between the speaker and the receptor, it received an increased attention by researchers over time. It was suggested that the process of linguistic communication is performed based on three levels that vary according to the communication parties and the purpose of language; these are the aesthetic level used in literary taste, scientific level and social level [25].

Since investigating those levels takes place through language, the mechanisms of communication were focused across language, considering it as a means for detecting their secrets. Several models were developed for this purpose, including "communication model", which is viewed as a method for demonstrating an idea and analyzing its elements. With the plurality of the attitudes relating to analysis or the entrances of introducing ideas, several models are developed, and are focused around a single objective related to studying communication, defining it and explaining the factors affecting it [25].

3.5. Verbal and Non-Verbal Communication Instruments

Linguistic communication is divided into two main parts: verbal communication and non-verbal communication. Verbal communication is related to the spoken language through speech, which enhances communication aspects via the heard, spoken and recognized language between the parties of the communication process. In this case the message is conveyed across the harmonic language of the speech. Therefore, it is a language that is based on producing and receiving the sounds resulting from the process of speaking [26].

In order to address the verbal linguistic communication, we should have knowledge of the linguistics that refer to speech production in the various topics of language which, in turn, link interpretation dependency on the knowledge level of language, parsing, and rhetoric in giving the meaning according to intentions and methods [27].

Non-verbal communication is a language that has an effect on the processes of communication and receiving knowledge, where it contributes to transferring ideas and meanings through non-verbal gestures, such as signals touching, eye contact, high or low voice tone, and sometimes, it may re-

fer to issues beyond direct speech, such as inspiration and symbolism [28].

3.6. Language Levels

Language has several levels, including the syntactic, morphological, rhythmic and semantic levels, where they all manifest the social reality, which means that people neither live in an objective world, nor in the world of social interaction, but they do live according to the features of their own language, which is viewed as the mediator that expresses their community [25].

These levels vary based on the speech's types, intentions and the targeted groups. They also vary in the speech's forms, either as poetry or prose, and in the nature of language itself, either as an objective or method, or both objective and method, and whether they belong to colloquial or standard language with its various levels. Therefore, the distinctive plurality and possibility of functional meaning for a single structure urges the text viewer to, frequently, look for manner, moral and verbal evidence to conclude that the multiple meanings for that structure are intended; hence, we can notice differentiation among those parsing the same sentence [29].

According to the method, we will address some of the levels that had the greatest effect on reflecting the speech's impact on recipients and their harmony with some statements that have become as a prominent feature transferred by people and media means. Influential methods are also developed to become as a daily behavior and approach for the relationship of mutual trust and tranquility between the president and the public, either as citizens or residents, where the given speech was just like fresh water that quenched their thirst.

3.7. Structural and Syntactic Level

Even though some structures were mentioned by using the spoken colloquial language and that the syntactic structural frame in the studies was based on the standard level, the deep investigation for the meaning beyond sentences and structures could be derived from the mechanisms and objectives of the sentence wording. Perhaps, the colloquial usage of words is more influential in the individual's psyche due to the harmonious linguistic feeling between the speaker and the recipient. Hence, we won't view structures as suggested by some grammarians, who only view them

as wooden dummies with no soul or meaning and demonstrate their various positions in a purely-mechanical way without considering the thoughtful minds beyond the used words and structures [30]; therefore, we identified the impact of these structures and their effectiveness at the discourse level.

3.8. Sentences, Structures and Instruments

The speech sentences varied either as nominal or verbal sentences according to the intended purpose. For example, the first paragraph included the verbal sentences that mainly used the present tense, in reference to the importance of the present time (the speech's time), since the present moment necessitated introducing this type of speeches. In this context, we can see verbs such as: (I want you, remember, we live it, will pass, require…etc.), where the used verbs were attributed to certain pronoun, including the implied subjects (I, he, you, them), where these pronouns refer to the parties of the communication process represented by (the Sheikh, the speaker; people, the recipient; and the speech topic). The "I" pronoun is assimilated with the "we" pronoun, in that they represent more significant depth, and the pronouns "I" and "they" become "we", which is a pronoun that refers to the unification between the speaker and recipients, considering him as one of them- the "we" pronoun occupies a wide range of the given speech to the extent that there are no boundaries between the sheikh and his people.

By using the verbal sentences, he focuses on the temporal significance of the verbs whose examples were taken from the utterance related to the events of names, and were structured for what happened, what should be, but didn't happen, and what had been without stopping [31].

Nominal sentences were mainly introduced by the pronoun "we" (we are in race with time/we owe them), and syntactic assertions (Inna/Anna) were also used in confirmation for the principle of participation in decision making and the work, positively, adopted by the United Arab Emirates.

In dealing with demonstrative pronouns, we can see that they were related to negative indicators, where the single demonstrative "this" was used to refer to (pandemic, pandemic time, pandemic period, and pandemic stage), while the plural demonstrative pronoun "these" was used to refer to the group that should be protected more than others.

3.9. The Morphological Level

The speech included a lot of morphological forms, such as the gerund, active participle, and passive participle, where each one of these forms has a certain semantic indication. For example, the Arabic gerund indicating an abstract time event, such as 3-word root gerund patience (sabr) and praise (hamd);4-word root gerund confrontation (mowajaha) and procedures (ijra'at); 5-word root gerund challenge (tahadi) and inquiry (taqassi); 6-word root gerund benefit (istifada) and readiness (isti'dad), where all these words hold the meaning of tolerance and readiness for the stage, as well as the confrontation procedures and big challenges, which were overcome through the state's preventive procedures.

In the form of active participle, we can notice the use of 3-word root verbs and other non 3-word root verbs, such as in the context related to those in charge of providing care and medication, and in his speech about the United Arab Emirates, describing it as safe, secure and medically-developed, where these used structures have a positive effect, especially when using the active participle forms, in reference to citizens and residents.

Also, passive participles were used in the sheik's speech, such as (fortuned while describing the state of Emirates, and responsibility while describing the tasks entitled to the staff in charge of crisis management). Also, the elative form was used within the frame of comparison between the procedures of combating the pandemic at the global level and the role of the United Arab Emirates in that, such as his saying: our conditions are better, and when saying: less harmful, and more secure, where the used forms supported what citizens and residents experience.

3.10. The Semantic Level

The used words and utterances were charged with sincere emotions held by the Sheikh towards his people and nation. In using these honest terms, he considers safeguarding trust (to be guarded with our life), spreading tranquility (I'd like to guarantee each citizen and resident), and ensuring that the state is doing all the possible efforts to ensure the comfort and security of all the individuals, in that he concluded with the statement that has been repeated by everyone and held deep indications about the strong relationship between the

president and his people (don't worry); a concluding statement that has been compatible with reality and understood by all young and adults. This statement was said by a person who knows the meaning and weight of words and balance between those meanings and the comprehension of listeners as well as the current status, where he assigns each class a certain speech level, and meanings were divided according to those levels, considering the compatibility between listeners and the speech levels[32].

3.11. Repetition

The speech included a sentence that was repeated three times, which demonstrates its importance, especially when it was mentioned within the domain of the Sheikh's interest in all the community groups, particularly the elderly and those with chronic diseases. The statement was said in the spoken colloquial language stating "take care of your family", and it shows the depth of the responsibility taken by the Sheikh and his care about those groups who are more worthy of care and protection.

3.12. Brevity

It is one of the most important types of discourse rhetoric, and is also known as deletion. Arabic rhetoric referred to deletion by using several terms, including brevity, signaling, and summary, and divided into brevity of omission, and brevity of shortness[33]. Deletion is known in our linguistic legacy, where it applies based on estimating the case origin among all scholars, which means that the deleted structure is implied either verbally or semantically based on contextualization[34].

Many examples of shortness brevity were mentioned in the speech, in that the speech includes extended meanings based on few statements, and the same applies to the brevity of omission, that refers to deleting what is known based on verbal or morale evidence, which is evident when he said "the whole world is experiencing difficult circumstances ...and, praise be to Allah, the United Arab Emirates is fortunate"; in this case, he didn't mention the circumstances as they are known from the speech's occasion and content. It is also evident in his saying "our conditions are better", with the estimated omitted phrase "than us". Also, with reference to customs and traditions, he didn't mention details, since the targeted objective is being away from gatherings in order to avoid the spread of the pandemic.

4. Discussing the Results

In the light of his speech, Sheikh Mohamed bin Zayed Al Nahyan demonstrated the complete readiness that the state manifested since the outbreak of covid-19, where all the necessary measures were taken to protect citizens and residents. The UAE was amongst the first countries that combated the pandemic and alleviated its consequences, where it provided the highest ratio of vaccinations for citizens and residents during a relatively short period of time. People realized the role played by the state in reality, and the Sheikh's speech prompted the level of security and trust, especially when the speech was given by a person whom they trust; the speech provided them with more power and patience. Indeed, the speech was considered as a document through which people realized their role and duties in dealing with the pandemic, where some speech statements implied a qualitative effect and were quickly transferred via means of media and social media sites. The speech highlighted the strong relationship between leadership and people- a relationship established by the late Sheikh Zayed.

The results of this study agree with Rungrojsuwan[17], which suggested that the speeches given by King Rama IX consists of three main traits: humbleness, solidarity, and persuasiveness, and that the linguistic traits and tools enhanced the Thai people's confidence in his leadership.

The current study attempts to analyze the social discourse in the light of the instruments of verbal and non-verbal communication, whereas[13] focused on the political discourse of the late king Hussein bin Talal (the king of Jordan) in the light of textual linguistics and communication theory, where their study analyzed the political discourse in the light of contemporary linguistics based on two dimensions; text and context.

In their study, Andres-Lee and Gamboa[18] developed a new theory to detect the path through which the selected successors of charismatic leaders can pass to establish an independent authority. However, the current study proposed a method that is based on a scientific approach that depends on verbal and non-verbal communication instruments to detect the secrets of charisma by analyzing social discourse in ac-

cordance with DICTION 7.0 software designed for political discourse.

The results of this study disagree with[1] which investigated charisma through political discourse, whereas the current study investigated charisma based social discourse analysis.

5. Conclusions

In conclusion, Sheikh Mohammed bin Zayed Al Nahyan's speech demonstrated the UAE's comprehensive readiness and rapid response to the outbreak of the Coronavirus (Covid-19) and the necessary measures taken to protect its citizens and residents. The UAE emerged as one of the first countries to effectively combat the epidemic, achieving a high vaccination rate within a short period. This proactive approach enhanced public confidence and a sense of security, bolstered by the Sheikh's trusted leadership. His speech was a pivotal document clarifying citizens' roles and responsibilities in managing the epidemic, and its poignant messages were quickly disseminated through various media outlets. The speech emphasized the deep relationship between the leadership and the people.

This study used a systematic approach to examine emotional expression conveyed through different linguistic modalities. It focused on exploring this style as a subjective human indicator, using expression mechanisms to distinguish artistic discourse from other types.

Through the analysis of linguistic structures, the speech was found to carry emotional content and aesthetic elements using linguistic methods to enhance the impact of the speech. These influential statements and structures emerged during a sensitive period in the world, and their consequences were still continuing.

The speech also demonstrated prominent methods at the vocal-rhythmic level, the structural level, and the semantic-rhetorical level, contributing to the enhancement of the text's aesthetics and determining the locations of these aesthetic features. This was reflected in the charisma of the leader and made the speech greatly influential.

The study recommended the necessity of analyzing more speeches given by Sheikh Mohamed bin Zayed Al Nahyan, the president of the United Arab Emirates in order to know more secrets behind his charisma and ability to affect others. Additionally, the results of this study may help social and political leaders identify the secret behind the Sheikh's attractive personality to the public, and the way to acquire more popularity and acceptance among people which is, in turn, reflected on their relationship with the public and on the policies they use in managing public affairs and maintaining societal stability.

The study also recommended highlighting the speeches given by other influential leaders with charisma and analyzing their speeches to identify the secret behind their charisma.

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Conflicts of Interest

The authors declare no conflict of interest.

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