Systemic Functional Linguistics and Interpersonal Meaning in Business Discourse: A Comparative study between English and Kurdish

Hawsar A. Shekhani

Koya Physical Education Insinuation, Ministry of Education,
Koya KOY45, Kurdistan Region, Iraq.
Email: hawsar.shexani@gmail.com

Daban Q. Jaff

Philosophische Fakultät, Universität Erfurt, Erfurt, Germany.
Email: daban.jaff@koyauniversity.org

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ABSTRACT

The current study examines the role of the interpersonal meta-function in a commercial context among language users in both English and Central Kurdish (from now on CK). The study also aims to examine the role of the interpersonal meta-function in constructing functions in speech by business leaders. The study adopts a quantitative and qualitative approach, along with content analysis, to examine business leaders' public remarks. Two speeches from Jack Ma and Faruq Mala Mustafa ware transcribed. The methodology adopts a qualitative exploratory approach to look at public speeches by business leaders in English and CK business discourse. This paper is an attempt to understand how, and what are the most common Interpersonal meta-functions subcategories used in both speeches. The study also tries to understand how using personal pronouns affect the meta-functions used by the two speakers. The results quantitatively display information about mood types, the impact of using and selecting personal pronouns, and the frequencies of each personal pronoun in a public speech in English and CK. The study found that the most common type of mood is a positive declarative mood. In addition, the selection and use of Personal Systems have a significant impact on how the speaker displays his attitude, influences,

and maintains intimacy and friendship with the audience. The first person is the preferred personal pronoun in both English and CK.

1. Introduction

In the 1960s, Halliday developed Systemic Functional Grammar (henceforth SFG), a grammatical theory grounded in meaning. The objective of this methodology is to examine the formation and modification of linguistic structure and texts through an emphasis on language meta-functions, which refer to the roles executed by language users within the context of that language's usage. Language is perceived as a system, network, or interconnected collection of alternatives to generate and construct meaning (Halliday, 1994, p.16).

In political and business discourses, Haliday's framework is adopted to study how public speakers, especially political ones, address the audience. These studies show that public speeches primarily rely on declarative moods to convey information and imperative and interrogative moods are used for motivation and engagement. These researchers also report that median ones like "will," "would," and "should,'' play a key role in expressing viewpoints and avoiding being aggressive. Also, political characters use first-person pronouns (''we" and "I") to build bridges between audience and themselves and gain trust, also second-person pronouns are used to avoid creating distances (see Herman, et al, 2022; Nur, 2015; Feng, and Liu, 2010).

This research intends to apply the Interpersonal meta-function involving the public speeches of business leaders. Commercial discourse is the use of language in business organizations to convey a comprehensive message. The interdisciplinary approach to business discourse has produced several viewpoints on business discourse and the different contextual circumstances that can impact how people talk and write in the workplace (Bargiela-Chiappini, Nickerson, and Planken, 2007). Similarly, the current study focuses on sub-categories of Interpersonal such as mood and the personal system used in the public speeches of business leaders in the business context in English and CK. In this research, around 780 clauses from both Kurdish and English speeches are extracted and analyzed.

1.2 Previous Studies

The prospects of interpersonal meaning in functional grammar involve examining how language is used to convey and negotiate interpersonal relationships between speakers and listeners. Also, interpersonal meaning involves a comprehensive analysis of how language is used to express and negotiate interpersonal relationships, attitudes, and communicative intentions. The literature shows that Halliday's interpersonal meaning is being used to study many aspects of speeches, for example, politics, the art of speaking, and advertisement, this understanding is crucial for interpreting and producing effective communication in various contexts The literature also shows that Halliday's framework is used to study the language of advertisements. These research findings demonstrate how businesses employ diverse semiotic methods creatively to influence consumers. Additionally, these studies highlight that the text consistently appears larger and in attractive colors, overshadowing the prominence of photos. Furthermore, the research reports that the messages conveyed in the advertisements are unrelated to the activities advertised but rather concentrate on encouraging product purchases (see Ananda, et al, 2019; Yang and Gao, 2020; Tan, and Zhang, 2022). Furthermore, the literature also shows functional grammar, including interpersonal meaning, has pedagogical implications; enabling success in academia and other subjects like history and science. The researchers reported that the framework could help EFL learners, particularly when teaching text analysis. The studies reported that the framework enhances writing skills and understanding of language systems. The studies EFL emphasized that teachers should prioritize text analysis, emphasizing grammar as a meaningful resource, and draw comparisons with traditional grammar to consolidate comprehension, making language learning more engaging and meaningful (Feng, 2013; Schleppegrell, 2016). Concerning Halliday's Functional Grammar, especially the Interpersonal Meaning model of analysis, the literature is scarce; there are few attempts (Shekhani, 2022; Shekhani and Taha, 2023; Shekhani and Jaff, 2023; Shekhani and Jaff, 2024). Therefore, the current research is attempting to apply the current framework to the Kurdish language, especially Central Kurdish.

1.3 Significant of Study

Recently, some scholars have started comparing discourse, whether written or oral, between two individuals in the same language (Jin & Lu, 2013; Ping & Lingling, 2017) or similar types of discourses but from two different individuals and languages (see Shekahni, 2022). Through this comparative approach, these researchers aim to study how two different people or languages establish a trusting bridge between the speaker and the audience.

The current study represents an attempt to compare the discourse of two individuals from the same background delivering similar speeches but in different languages. To achieve this, the research seeks to answer two main questions: firstly, what is the dominant mood type among business leaders in English and CK in business discourse? And secondly, what is the most frequently used personal pronoun in English and CK? Furthermore, how does the selection of the personal pronoun in English and Central Kurdish influence the interpersonal meta-function meaning of public speeches? Before delving into the analysis, a theoretical background of the study is necessary, which will be the topic of the next section.

2.THEORETICAL BACKGROUND

Halliday proposed three language meta-function under Systemic Functional Grammar (henceforth SFG): interpersonal, textual, and ideational. Halliday (1970) posits that these meta-functions play a crucial role in constructing any text and are considered fundamental language properties across different languages.

According to SFG, the clause is identified as the most basic and fundamental unit of any text, representing the highest level of analysis where meaning is intricately woven with the three meta-functions in a non-hierarchical manner. Halliday (1970) emphasizes three types of contexts: Field, Tenor, and Mode. Moreover, he categorizes language meta-function into three types: textual, interpersonal, and ideational.

Specifically, speakers use the clause as a representation to convey their innermost thoughts and feelings to the world. 'Field,' acting as a contextual element, illuminates the text's topic. The matching tenor explains the mood and residue in a

phrase, indicating the relationship between language users. The interpersonal meta-function, or clause as an exchange, is concerned with the social status and relationships among participants and language users.

Halliday notes that "the Subject provides the remainder of what is required to create a statement, namely a reference to which the proposition can be asserted or rejected" (1994, p. 76). The textual meta-function involves the creation and organization of a spoken or written text. To illustrate the organization of linguistic information within a clause, it is likened to the way theme and rhyme are portrayed.

2.1 Interpersonal Meta-Function

According to Halliday (1994:68), the Interpersonal Meta-function pertains to the exchange of clauses, and language users establish, negotiate, and adopt their position within social relationships through this function. Additionally, Halliday and Matthiessen (2006) argue that grammar should be viewed as a practical approach rather than a theoretical construct in interpersonal interactions. It represents the way in which we construct social relationships, encompassing those defining society and our position within it, as well as those pertinent to the current dialogic context. The term "interpersonal" meta-function of language refers to this; it is through it that we construct ourselves and our social group.

When discussing the Interpersonal Meta-function of a speech, it goes beyond the language employed to establish and maintain relationships between speakers and listeners; it also includes the means by which that language influences the actions of listeners and expresses our own perspectives and values. Consequently, the Interpersonal Meta-function, as per Halliday (2009), places particular emphasis on the relationship between the speaker's role and the listener's disposition, the role of the audience, and the modality in use. The MOOD grammar serves as the primary linguistic system in the interpersonal meta-function. Therefore, sub-categories of interpersonal such as Mood and the personal system are the analysis criteria in the speeches by business leaders in English and CK.

2.2 Mood System and Types of Mood

Halliday's functional grammar effectively describes language via a system of choice. This doesn't mean speakers choose each option knowingly. Each option affects what is said and meant. Unravel how language resources are employed to create meaning. Clauses feature three main interpersonal structures: an interrogative mood in the form of a Finite^Subject: question;

3-Has he arrived?

Declarative mood by expressing 'Subject^Finite'; like:

4-Sam attended school.

An imperative mood lacks a Subject or Finite:

5-Shut the door!

The above is the English mood system. Above may seem straightforward, yet rearranging this message with all the pieces always results in one of these clauses. The correct order of elements in the English language is subject-verb-object (SVO). Contrarily, the Subject-Object-Verb (SOV) order predominates in CK (Dzayi, 2014, p.194). The order of subject, verbs—which in mood structure, Subject and Finite perform the majority of the clause's interaction—and the residual part, which consists of the elements predicator, complement, and adjunct, determines the mood structure of a clause could change as a result of the different elemental arrangements in English and CK.

2.3 Personal Pronouns

Halliday (1994) argues that interpersonal meta-functions relate to the terms of interaction through which language users build, compromise, and assume their social positions in interaction (p. 68). Subjects fall into two categories: those that pertain to an individual and those that do not. "Personal" refers to pronouns that identify the speaker, such as "I," "you," "he," and "she." Pronouns like "it" and "they" are examples of non-personal subjects, while terms like "this study," "history," and "the economy" are examples of non-personal subjects.

Individual subjects suggest a closer interpersonal meaning since personal pronouns stand in for the speaker's world in the context of verbal communication (Halliday,

1994, p. 189). All pronouns are independent in the English language; however, in CK, there are two types of personal pronouns: pronominal clitics and independent pronouns (Dzayi, 2014, p.107). In CK, the position of pronouns is not fixed; for example, the personal pronoun might come either before or after the verb.

In the analysis of business leaders' public speeches, the researchers have applied quantitative and qualitative methods. The qualitative exploratory method is utilized in this study to analyze data from entrepreneurs' public talks. The information was extracted from two speeches, one by an English business leader named Jack Ma titled "NEVER GIVE UP!" and the other by a Kurdish leader, an interview with Faruq Mala Mustafa (Rudaw TV documentary; the life of Faruq Mala Mustafa). After reading, listening to, and analyzing the speeches, the texts are then separated into clauses and marked. Finally, the clauses are categorized into mood types, and Personal Pronouns selected by speakers to reveal the predominant type of mood as well as to probe the influence of using Personal Pronouns in the selected business leaders' speeches.

3. Data Analysis

This section provides a data analysis, and the results of the study, along with the accompanying discussion, will be presented subsequently.

For assessing the public speeches of business leaders, the researchers employ a qualitative descriptive method combined with content analysis. The research methodology follows a qualitative exploratory approach, utilizing the triangulation technique, a mixed-method approach that involves quantifying and then describing the statistics. Two public talks by business leaders in business discourse are chosen for analysis: Jack Ma in English and Faruq Mala Mustafa in Central Kurdish (CK). The transcripts are sourced from a reputable website, and after listening to the speeches, phrases are examined to identify interpersonal meta-function elements such as mood type and personal pronoun. Subsequently, the clauses are manually examined using Microsoft Excel to organize the data into charts. The Percentage App is used to quantify the clause count information. In total, two public remarks resulted in up to 780 utterances. These data are then analyzed manually with

Microsoft Excel to create charts depicting mood types and the choice of personal pronouns in the public speeches of business leaders in English and CK.

Based on the clause function, the researchers identify the mood of each clause. In functional grammar, there are two main mood classes in English: the indicative mood and the imperative mood. The indicative mood includes declarative and interrogative types. An interrogative clause has the order Finite^Subject, a declarative clause has the order 'Subject^Finite', and an imperative clause has neither a Subject nor a Finite, as described by Thompson (2014). Three primary mood types exist in English (Thompson, 2014, pp.35-37). After considering all the clauses, listening to all the speeches, and considering the context and functions, the clauses are divided and labeled according to the three basic mood structures: interrogative, declarative, and imperative.

Tables (1, 2, and 3) provide the classic English mood analysis, while tables (4, 5, and 6) show the CK analysis, emphasizing clauses without context. It is important to note that readers should focus on the forms rather than the functions when interpreting these passages, in stark contrast to the roles these clauses play. The researcher interprets an example as a declarative clause when considering the context and tonal attitude. According to Eggins (1994), in Systemic Functional grammar, function should be prioritized over form, and context should be considered in great detail. The following examples are considered Finite^Subject orders and suggest interrogative clauses, but they are functionally declarative since the addresser is not actually requesting information from the addressee; rather, he is informing the audience indirectly:

1- "Jack, how can you speak English like that?"

2-"Why do you sometimes talk like the western guys?"

3.1 English Mood Analysis:

Examples:

6- "We should spend more time". (declarative mood)

Table -1- (Declarative Mood Analysis)

Mood	Residue
We should	spend more time

7- "Don't trust them" (imperative mood)

Table -2- (Imperative Mood Analysis)

Mood	Residue
Don't	trust them

8- "Do you know about Alibaba?" (Interrogative mood)

Table -3- (Interrogative Mood Analysis)

Mood	Residue
Do you	know about Alibaba

3.2 CK Mood Analysis:

Examples:

9- "من به جەنتایەک دەستم پێکرد" (declarative mood) (trans. I started with a bag.)

Table -4- (Declarative Mood Analysis)

پێکرد	م	دەست	به جانتایەك	من
Res-	Mood	-idue	-idue	Mood
	Conflate			

10- "جادەکەی سلێمانیمان بۆ پان بکەنەوه" (imperative mood) (tans. Widen our Sulaimany road)

Table -5- (Imperative Mood Analysis)

ه	بۆ پانکردنەو	مان	جادەکەی سلێمانی
Moo d	Res-	-due	-due
	Conflate		

11- **"ئەزانی له ساڵێکا چەنێک ئەکات؟"** (Interrogative mood) (trans. Do you know how much does it for a year?)

Table -6- (Interrogative Mood Analysis)

له ساڵێکا چەنێک ئەکات؟	ئەزانی
Residue	Mood

Following the analysis of mood types, in the interpersonal meta-function, the speaker's choice of pronouns plays a crucial role in conveying interpersonal meaning within public speeches. This is because the interpersonal meta-function is expressed through the use and selection of person systems. The utilization of a diverse range of personal pronouns has various effects on the listener. Through the use of personal pronouns, speakers can convey their attitude to the listener in a clear and concise manner. Personal pronouns are classified into three distinct systems: the first, the second, and the third personal pronoun system.

3.3 English Personal System:
Examples:

12- " And then **I** told **myself**."(1st+1st person)

13- **" We** created 14 million jobs for China."(1st person)

14- "Do **you** want **your** husband to be a rich person?"(2nd+2nd person)

15- " If **you** want to go university."(2nd person)

16-" **It** was such a horrible scene" (3rd person)

17-" Four of **them** were accepted" (3rd person)

3.4 CK Personal System:
Examples:

18- **"دەزانن هەموو برادەرەکانم"**(1st+3rd person) (trans. All my friends know.)

19- **"لەمن داوایان کرد"**(3rd + 1st person) (trans. They asked me.)

20- **"کە تۆ ئەچی بە دوکان، کابینەیەک دەگری"**(2nd +2nd person) (trans. When you go to Dukan, you rent a cabinet.)

21- **"ئەوان کردیان بەزمانی خۆیان"**(3rd+3rd person) (trans. They made it their

guarantee".)

4. RESULTS AND DISCUSSION

In this section, the results of the study will be reported, and pertinent topics will be offered by addressing the research questions that explore the interpersonal meta-functional aspects of public speaking by business leaders.

4.1 Prominent Mood Type

Answer to Research Question 1 (What is the dominant mood type among the business leaders in English and CK in business discourse?)

The dominant mood type among business leaders in public speeches is the declarative mood. Out of the 780 clauses examined in the two speeches, statistically using Percent App, 92.28% of the clauses in English and 93.88% in CK are declarative. The second most common mood is the interrogative mood, constituting 6.64% of all English clauses and 1.98% in CK. The imperative mood is the least used, with 1.06% in English and 4.2% in CK.

In English, business leaders predominantly express their perspectives through declarative clauses. This mood type allows speakers to provide information and assume the role of the "declarer," prompting the audience to assume the complementary role. The preference for declarative sentences in business leaders' speeches may stem from the need to convey precise messages in professional settings, motivate the audience, and illustrate the path to success.

Imperative clauses play a significant role in business discourse as well, serving as motivational messages that require the listener to take action. According to Halliday (2004, p. 78), imperative clauses convey demands or invitations for the audience to do something. Business leaders use imperatives not only to give instructions but also to inspire the audience, narrow the gap between speaker and listener, and create emotionally charged speeches.

The interrogative mood, the second most common, occurs when the speaker takes on the role of an information seeker or wants to motivate the listener. Quantitatively, the results are summarized as follows:

4.1.1 Mood Types in English

Mood Types in English

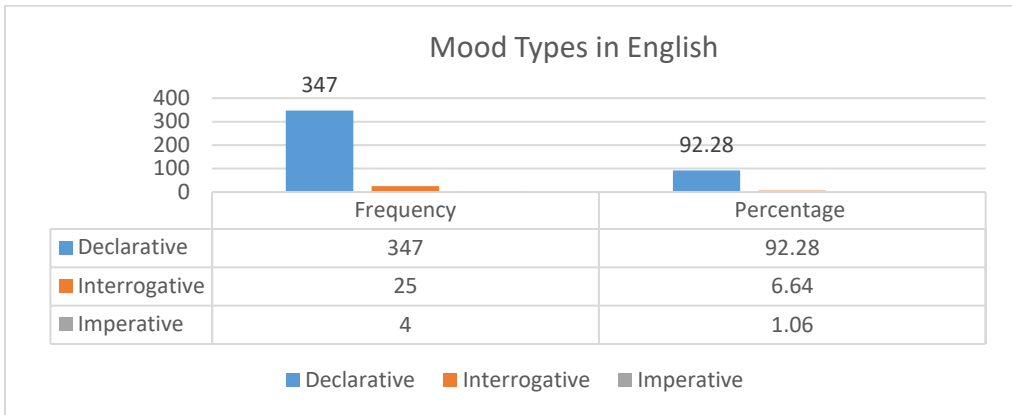|	Frequency	Percentage
Declarative	347	92.28
Interrogative	25	6.64
Imperative	4	1.06

Figure-1- Mood Types in English

The general distribution of the various types of moods in English speech is illustrated in Figure 1. Out of a total of 376 instances, the declarative mood type is the most prevalent, constituting 92.28% of all occurrences in entrepreneurs' public speech, with 347 instances. Following the declarative mood, the interrogative mood accounts for 25 instances, or 6.64% of the total. The imperative mood is the least utilized in spoken English, with only four examples, making up 1.06% of all imperative sentences.

4.1.2 Mood Types in CK

Mood Types in CK

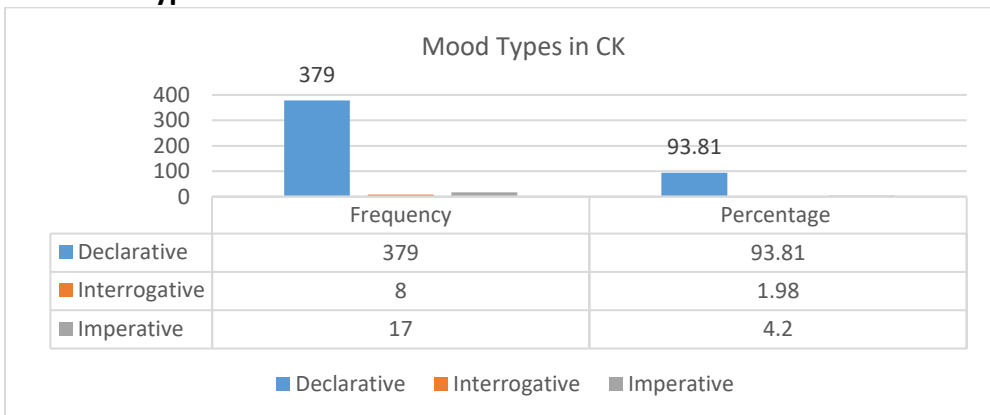|	Frequency	Percentage
Declarative	379	93.81
Interrogative	8	1.98
Imperative	17	4.2

Figure -2- Mood Types in CK

Figure -2- gives an explanation of how the different mood types are distributed in CK. The mood type that predominates in this speech is the declarative one; there are 379 instances of it, accounting for 93.81% of the total. The imperative mood ranks second, which has 17 occurrences and accounts for 4.2% of the total. The usage of the interrogative mood occurs the fewest times, totaling only eight instances and making up 1.98% of the sample.

4.2 The Personal Pronoun
The Selection of the Personal Pronoun System of the Speeches:
Answer to Research Question **2** (What is the most used personal pronoun in English and CK? And how does the selection of the personal pronoun in English and Central-Kurdish influence the interpersonal meta-function meaning of public speeches?)
First-person, second-person, and third-person pronouns are the three main classifications of personal pronouns.

4.2.1 First Personal System
The first-person pronoun is the most common form of the personal system in both English and CK. It appears 269 times out of a total of 432 instances, corresponding to a frequency of 62.26% in English. Similarly, the first-person pronoun is the most common one in CK, accounting for 53.84% of the total number of personal pronouns used, which is 312.

The choice and use of personal systems, especially the first-person pronoun, significantly impact the speaker's expression of attitude, influence, and the ability to maintain friendship and intimacy with the audience. Business leaders consciously utilize the pronoun "I" and its variants to convey their viewpoints and goals in written or spoken communication.

While the pronoun "we" is infrequently but consciously used by business executives, it serves to excite and convince the audience that the speaker is on their side. "We" is one of the most used pronouns, typically indicating an exclusive implementation in commercial communication. In contrast, in political discourse, inclusive performance, where "we" includes both the speaker and the audience, may be

more common (Nur, 2015). The purpose of inclusive performance is to strengthen the relationship with the audience and reduce the distance between them.

Since "we" and its other forms have both inclusive and exclusive implementations, inclusive implementation refers to the speaker and the audience together, while exclusive implementation refers to the speaker and excludes the audience. The speaker aims to demonstrate that they and their companions are capable of achieving great things through the use of "we" and its various forms.

4.2.2 Second Personal System

The second-person pronoun has the lowest frequency among all personal system types in English, constituting only 66 instances, or 15.27%, of the total 432 instances. Similarly, the second-person pronoun is the least used in CK, with 24 instances out of the overall usage of the personal pronoun system, which is approximately 7.69% of the total 312 instances.

According to Ai and Lu (2013), the use of "you" in reference to the audience can be seen from two different perspectives. The first perspective is used to capture the attention of the audience, and the use of "you" can often create a barrier between the speaker and the audience. By maintaining this division, the speaker is able to establish their own status and control over others (Ai and Lu, 2013, p. 82).

4.2.3 Third Personal System

Both in English (22.45%) and CK (38.56%), the third person singular pronoun is the second most popular personal system. In English, there are 97 instances, while in CK, there are 120 instances. Opting for the third-person pronoun system, successful businesspeople demonstrate appreciation and gratitude to those who contributed to their success and provided the material for their use.

Among the 432 instances being analyzed, a variety of personal pronouns have been examined, suggesting that the study question is exploring the selection of personal pronouns in spoken English. The data is categorized into first-, second-, and third-

person   pronouns.

Personal Pronoun in English

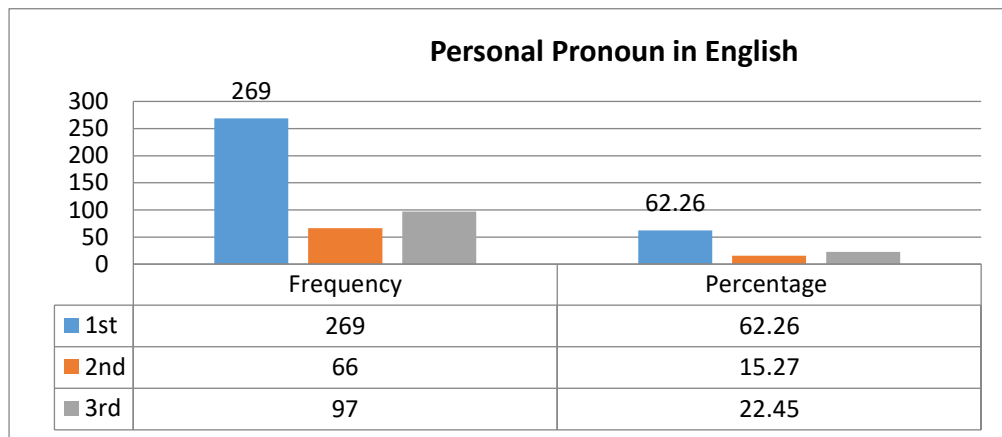|	Frequency	Percentage
1st	269	62.26
2nd	66	15.27
3rd	97	22.45

Chart-3- Personal Pronoun in English

The prevalence of the personal system in English discourse is illustrated in Figure 3. The first-person pronoun is the most prominent, used 269 times, constituting 62.26% of all personal pronoun occurrences in the entire corpus. The third-person pronoun follows with a score of 97, equivalent to 22.45%. The second-person pronoun is the least utilized and chosen, with a total of 66 occurrences, representing 15.27% of the total utilization of the personal pronoun.

Personal Pronoun in CK

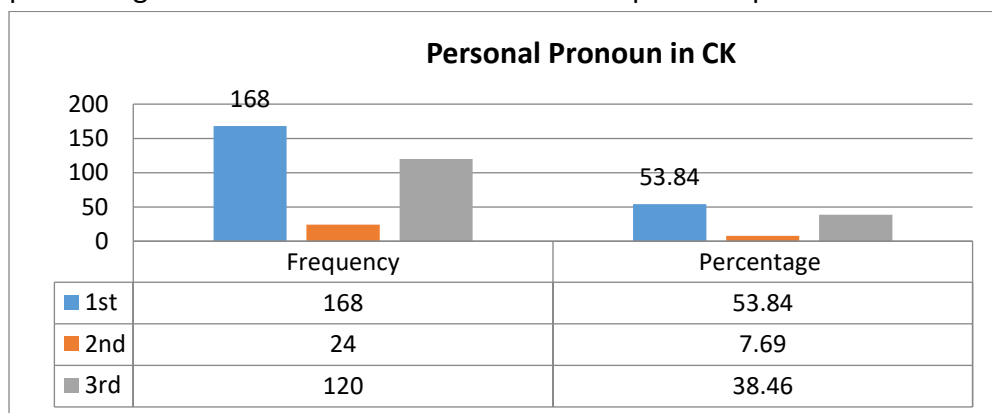|	Frequency	Percentage
1st	168	53.84
2nd	24	7.69
3rd	120	38.46

Chart-4- Personal Pronoun in CK

The distribution of personal pronouns in CK is depicted in Figure 4. The first-person pronoun is the most prominent, used 168 times, equivalent to 53.84% of the

total occurrences of personal pronouns, which is 312. The third-person pronoun follows with a count of 120, representing 38.46% of the total usage and making it the second most common personal pronoun. The second-person pronoun is the least used and chosen, with a total of 24 occurrences, accounting for 7.69% of the total number of times the personal pronoun is utilized.

5. CONCLUSIONS

Based on the research questions, the study draws two major conclusions:

Mood Types:

The declarative mood is the most prevalent in business leaders' public statements. In English, there are 347 declarative clauses out of 376, and in CK, there are 379 declarative events out of 404, out of a total of 780 clauses examined in the two speeches.

The interrogative clause is the second most prevalent mood in English, while CK contains only eight interrogative clauses, making it the least frequent. In English, there are only four imperative clauses, while in CK, there are seventeen, out of a total of 404 clauses, making imperative the second most common mood. These findings suggest that the declarative mood is the prevalent mood type in English, followed by the interrogative mood, and the imperative mood is the least common. Similar patterns are observed in CK.

Personal Pronouns:

In both English and CK, the first-person pronoun is the most common form of the personal system, appearing 269 times out of a total of 432 times in English and 312 times in CK.

The second-person pronoun has the lowest frequency among all personal system types in English, with only 66 occurrences out of a total of 432. Similarly, the second-person pronoun in CK is the least frequent, with 24 occurrences out of the total 312 times the personal pronoun system is used.

The third-person singular pronoun is the second most common personal system in both English and CK, with 97 occurrences in English and 120 in CK.

These findings emphasize the role of personal pronouns in assuming, constructing, and negotiating social positions within the context of social communication. They also highlight the impact of personal pronouns on the interpersonal meaning of business discourse in both English and CK.

6. RECOMMENDATIONS AND FURTHER STUDIES

This attempt is a preliminary effort to study and compare English and CK in the lens of Systemic Functional Grammar. Therefore, the data examined was relatively small. Therefore, to have a better understanding of the utilizing meta-functions across languages and within the same language, we recommend a larger sample across genera as a baseline to study Systemic Functional Linguistics. The study found that there are similarities, sometimes discrepancies, in the use of meta-functions, personal pronouns and even mood types between CK and English. We highly recommend comparing different discourses across languages and within the same language to better understand if any sort of generalization governs the use of the meta-functions, personal pronouns and even mood types across discourses within the same language and cross-languages. In light of the fact that the present study examines three criteria for analyzing interpersonal meta-function in the context of business, specifically: the predominant mood type, the utilization and choice of personal pronouns in the public discourse of an entrepreneur in English and Central Kurdish. Further investigation is suggested concerning additional language meta-functions in SFG and other interpersonal meta-function categories, including modality.

6.1 ACKNOWLDGMENT

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واتایی ئینتەرپێرسناڵ لە گوتاری سەرکردەکانی بواری بازرگانی: توێژینەوەیەکی بەراوردکاری نێوان کوردی و ئینگلیزی

پوختە:

ئەم توێژینەوەیە هەوڵێکە بۆ لێکۆڵینەوە لە مێتافەنکشنی کەسییەکان لە چوارچێوەی ئاخاوتنی بازرگانی لە زمانی ئینگلیزی و کوردیدا. توێژینەوەکە هەوڵێکیشە بۆ لێکۆڵینەوە لە ڕۆڵی مێتافەنکشنەکان لە گوتاری سەرکردەکانی بواری بازرگانی. ئەم توێژینەوەیە ڕێبازی تێکەڵ چۆنایەتی و چەندایەتی لەگەڵ شیکردنەوەی ناوەرۆک بەکاردەهێنێت بۆ وەڵام دانەوەی پرسیارەکانی توێژینەوە کە بریتین لە: ئایا بەربڵاوترین جۆری دۆخ گوتاری سەرکردەکانی بواری بازرگانی لە زمانەکانی کوردی و ئینگلیزی چین؟ ئایا بەربڵاوترین ڕاناوی کەسی بەکارهاتوو لە زمانی کوردی و ئینگلیزی چین؟ و ئایا بەکارهێنانی ڕاناوی کەسییەکان لە لایەن سەرکردەکانی بواری بازرگانی چ کاریگەرییەکیان لەسەر مێتافەنکشنە کەسییەکان هەیە؟ گشت داتاکان بە شێوەی چەندایەتی وەڵامی پرسیارەکانی توێژینەوەکە دەدەنەوە. بە ئەنجامەکانی توێژینەوەکە، بەربڵاوترین جۆری دۆخ دۆخی ڕاگەیاندنی ئەرێنییە. هەروەها، دەستیشان کردن و بەکارهێنانی سیستەمی کەسییەکان کاریگەری بەرچاویان لە شێوازی خستنەڕووی تێڕوانین، کاریگەری و خۆنزیکردنەوەی سەرکردەکانی بواری بازرگانی هەیە بە جۆرێک ڕاناوی تاکی کەسی یەکەم لە کوردی و ئینگلیزی بەربڵاوترینە.

**المعنى النظامي الوظيفي والمعنى البيني في خطاب الرجال الأعمال:
دراسة مقارنة بين الإنجليزية والكردية**

الملخص:

الدراسة الحالية تفحص دور وظيفة الاتصال البيني في السياقات التجارية بين مستخدمي اللغة في الإنجليزية والكردية المركزية. تفحص الدراسة أيضًا دور وظيفة الاتصال البيني في بناء الوظائف في خطابات قادة الأعمال. تعتمد الدراسة على نهج كمي ونوعي بالإضافة إلى تحليل المحتوى لفحص الكلمات العامة لخطب قادة الأعمال. تعتمد منهجية الدراسة على نهج استكشافي نوعي لفحص الخطب العامة التي ألقاها قادة الأعمال باللغتين الإنجليزية والكردية المركزية في سياق الأعمال. تهدف هذه الورقة إلى الإجابة على الأسئلة التالية: ما هو النوع الأكثر شيوعًا للمزاج في خطاب قائد الأعمال بالإنجليزية والكردية المركزية؟ ما هو الضمير الشخصي الأكثر استخدامًا في خطب قادة الأعمال بالإنجليزية والكردية المركزية؟ وأخيرًا، كيف يؤثر اختيار واستخدام الضمائر الشخصية في خطب قادة الأعمال بالإنجليزية والكردية المركزية على وظيفة الاتصال البيني؟ تعرض النتائج معلومات كمية حول أنواع المزاج وتأثير استخدام واختيار الضمائر الشخصية، وتواتر كل ضمير شخصي في خطاب عام بالإنجليزية والكردية المركزية. ووفقًا للدراسة، يعد النوع الأكثر شيوعًا للمزاج هو المزاج الإيجابي المعلن. بالإضافة إلى ذلك، يؤثر اختيار واستخدام الأنظمة الشخصية بشكل كبير على كيفية عرض المتحدث لموقفه، وتأثيره، والحفاظ على القرب والصداقة مع الجمهور. الشخص الأول هو الضمير الشخصي المفضل في كل من الإنجليزية والكردية المركزية.