Using Lexical Items for Achieving the Impression of Self-promotion and Self-supplication: A Critical Pragmatic Analysis

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Abstract

　　The present study deals with the use of lexical items by Tom Hardy for self-promotion and Self-supplication. It deals with the use of different lexical items as a micro level device by Tom Hardy to be viewed as the successful Hollywood actor who acts in successful films besides being viewed as the helpless young man who made illegal actions for being immature to gain more fame, wealth, new turns in films and passing the ideology of Americanism to the audience. The problem of this study is that the use lexical items by Tom Hardy for gaining the impressions of self-promotion and supplication has not been tackled within the field of critical pragmatics. This study aims at finding out the types of lexical items used by Tom Hardy in Jonothan Ross Show for self-promotion and self-supplication. This study hypothesizes that Tom Hardy uses mainly lexical items with experiential value to be viewed as a successful actor and helpless young man. This study is significant since it deals with the use of social psychological strategies by an actor for influencing the audience from a critical pragmatic perceptive.

Key words: Critical pragmatics, self-promotion, self-supplication, social psychology, lexical items.

استخدام المفردات من أجل تحقيق الانطباع الخاص بالترويج للذات واستجداء شفقة الآخرين: دراسة تداولية نقدية

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المستخلص

　　تتعامل الدراسة الحالية مع استخدام توم هاردي للمفردات من أجل تحقيق الانطباع الخاص بالترويج للنفس واستجداء الشفقة للذات. تتعامل هذه الدراسة مع استخدام توم هاردي مختلف المفردات أداة في مرحلة على مستوى المايكرو؛ لِيُنظر إليه بوصفه ممثل هوليوود الناجح الذي مثل في أفلام ناجحة، وكذلك لينظر إليه بوصفه شابا عاجزا الذي ارتكب أعمال غير قانونية لكونه غير ناضج للحصول على الانطباع الخاص بالترويج للذات واستجداء شفقة الاخرين. مشكلة هذه الدراسة هو استخدام توم هاردي للمفردات اللغوية لتحقيق الانطباع الخاص بالترويج للذات واستجداء شفقة الآخرين، لم يتناوله من وجهة نظر تداولية نقدية. تهدف هذه الدراسة إلى إيجاد أنواع المفردات اللغوية التي استخدمها توم هاردي في عرض جوناثان روس للترويج للذات واستجداء شفقة الآخرين. تفترض هذه الدراسة أن توم هاردي استخدم بشكل أساسي المفردات اللغوية التي تحمل المعنى التجريبي لينظر اليه بوصفه ممثلا ناجحا و شابا عاجزا. هذه الدراسة مهمة؛ لأنها تتعامل مع استخدام الاستيراتيجيات التي تخص علم النفس الاجتماعي من ممثل للتأثير على الجمهور وتناول هذه الدراسة من وجهة نظر تداولية نقدية.

الكلمات الدالة: التداولية النقدية، الترويج للذات، استجداء شفقة الاخرين، علم النفس الاجتماعي، المفردات اللغوية.

Introduction

self-promotion is the practice of trying to present one's self as a highly competent for other people. individuals make self-promotion to be viewed by others as capable, intelligent, or talented even if this means losing the impression of being liked by others[1]. Self-promotion is very useful when a person competes with others limited resources like a good job or an attractive partner. Tom Hardy uses different lexical items for being as a talented, hard-working actor, a person who makes achievements in different areas, working in a successful foundation, and helping the young kids and dedicated for his career. Supplication on the other hand can be defined as the strategy in which people view themselves as weak, helpless, and needy and try to gain people's help. In this case, people advertise their weakness and dependence on others to gain their help and sympathy [2]. Tom Hardy uses this strategy by showing himself as a helpless, immature young man who stole cars when he was young because of being unable to think clearly. This study is concerned with the use of lexical items with different values in his interview with in Jonothan Ross Jonthan Ross Show. This study answers the following question: 1-What are the types of lexical items used by Tom Hardy for achieving the impression of self-promotion and self-supplication? 2- How does Tom Hardy use lexical items with experiential, relational and expressive values for achieving the impression of self-promotion and self-supplication? The current study aims at: Finding different types of lexical items used by Tom Hardy for achieving the impression of self-promotion and self-supplication. 2- Describing the ways in which Tom Hardy uses lexical items with expressive, experiential and relational values for achieving the impression of self-promotion and self-supplication. This study hypothesizes the following:1-Tom Hardy uses lexical items with expressive, experiential, and relational values for achieving the impressions of self-promotion and self-supplication. 2-Tom Hardy uses mainly the experiential value for convincing the audience that he is a hard working and dedicated actor besides convincing them that he was a helpless young kid who stole cars for unknown reasons. He uses the relational value to refer to his family and his friendship with Christian Bale. He also uses the expressive value by expressing his feelings about the issues of acting and meeting Christian Bale. This study follows these procedures for fulfilling its aims and test its hypotheses: 1- presenting a theoretical back ground about critical pragmatics, self-promotion, self-supplication, and Tom Hardy, 2- explaining the model used for the analysis of Tom Hardy's discourse in this show and the methods followed for the analysis of this data, 3- presenting conclusions based on the results of data analysis.

2- Theoretical Background
2-1 Self-promotion and Self-Supplication

Jones [3] explains that self-descriptions can be utilized not only for enhancing individual's charm but also for gaining the attribution of competence. Within, the general self-presentation classification, there is a type of self-characterizing when a person describes him or herself for the aim of enhancing self-attractiveness. The actor makes self-promotion when he or she intends to show his competence and the general ability

level of intelligence, athletic capability or speaking of a specific skill like typing ability and flute playing skills.

Self-promotion gathers features of both ingratiation and self-promotion. For example, people may have the desire to be admired for their qualities and also respected for their abilities and skills. Besides, people like to appear competent for getting the social advantage of being feared. There are different cases for people who are eager for impressing others by their talents and competence like the students who face a teacher, applicants who apply for a job, actors playing in a film and athletes playing in a team[2, p.241]. Within the present study, Tom Hardy uses different lexical items for being viewed as a highly skillful actor who acts in many films and get the main role in highly successful films like *The Dark Night Rises.*

Self-supplication on the other hand is used by people who intends to make use of their own weakness and dependence. Some people shed light on their inability to defend themselves and emphasize their dependence on others. So, the human supplication sheds light on the principle of obligation or social responsibility [4]. Supplication is also defined as the strategy of shedding light on individual's dependence to seek help. A good example of self-supplication is the is the image of the helpless sexist female which reflects the image of a classical female supplicant who can not order for a drink, change a tire and can not read a legal document. Her classic male who must have these capacities harry to assist her and help in the survival of such woman. Regardless of any kind of the psychological and social consequences related to using this energy, the supplicant helpless female leads the male to lose his energy to do the things that she is supposed to do. She gains all of these services by the small cost of being viewed as helpless by her husband or her suitor [2,p.248]. Within the present study, Tom Hardy uses the self-supplication strategy for gaining the benefits of being viewed as a helpless young man who commits wrong actions for no specific reason to save his public face.

2-2 Critical Pragmatics

Critical pragmatics is rooted in the field of socio-pragmatics. It is also related to social dixies, social conventions of speech acts, and the social strands that are reflected in the use of language. One of the main topics in socio-pragmatics is the social struggle that is dealt with within language and which the main concern for the field of critical pragmatics. Critical pragmatics is the work that is done within socio-pragmatics but follows the path of critical linguistics and critical discourse analysis. This field emphasizes the association between language, power and ideology. The notion of critical pragmatics is rooted in an essay by Mey [5] which is title Toward a Critical Theory of Language in which variant problems related to language are dealt with from a Theoretical-Marxian perspective. In the same year, Roger Fowler and his colleagues including Robert Hodge and Gunther Kress developed the field of critical linguistics University of East Angelia. Besides, this work is associated to the Marxian perspective that is bound to sociological and pragmatic issues [6,p.147-148].

2-3 Tom Hardy

Edward Thomas Hardy was born in September 15, 1977, London, England. He is a British actor who was identified for his appearance , personality, cerebral performances in both cult films and mainstream blockbusters. Hardy was expelled from school,

joyriding while in possession of a gun, and became addicted to drugs and alcohol while he was still teenager. He began his acting studies at Drama Centre London but was again expelled. However, Hardy appeared in a number of plays and British TV miniseries like Oliver Twist (2007; as Bill Sikes) and Wuthering Heights (2009; as Heathcliff). He then appeared in many films like *The Dark Night Rises*, *Warrior*, *Tinker Taylor Solider Spy, This Means War* and *Mad Max: Fury Road* [7].

3- Methodology

Fairclough [8] approach of vocabulary analysis is used for the lexical analysis of the expressions used by Tom Hardy for gaining the impression of self-promotion and self-supplication.

In Fairclough [8] three-dimensional model, vocabulary analysis is handled in the first level which is the discourse as text level. In the textual analysis level, texts are analyzed on the grammatical, sentence, vocabulary and cohesion levels. The present study deals only with the vocabulary analysis. According to Fairclough [8] words have their experiential values and themes in themselves. Any specific word that can be noticed immediately in the text is ideologically loaded. The present study deals with the most frequent words used by interviewees in the selected British and American interviews for creating their desired images. Interviewees utilize selected expressions for influencing people and convincing them to accept certain ideologies.

Fairclough [8] state that words are classified according to three values that are experiential, relational, and expressive values.

1- **Experiential Values**: these types of values emphasize the text producer's experience of natural and social world. The experiential value is classified in to Classification schemes, ideological contested words, over wordings and meaning relations. Classification schemes refer to specific way of dividing some aspects of reality which is based upon a specific ideological representation of that reality. Overwording is unusual high degree of wording that deals with many words which are near synonyms in which meaning relations consist of three parts; hyponymy, synonymy, antonymy. Interviewees in the selected British and American interviews use experiential types of words dealing with words that are ideologically loaded and different types of wording with similar meanings for emphasizing a specific idea to influence the audience and to produce a desirable impression that can help in passing different ideologies to the audience.

2- **Relational Values**: these types of values emphasize the social relationships which are represented in discourse by the text. These values emphasize relations and social relations. Euphemistic expressions, formal and informal words are regarded as sub-parts of the relational value words by means of which relational values can be investigated. The interviewees especially actors use lexical items with experiential values to shed light on their personal and social relations that can assist in gaining a desired impression related to a specific ideology.

3- **Expressive Values**: these types of values shed light on the producer's evaluation of the aspect of the reality it is associated to social and subject identities [8]. The interviewees in the selected British and American interviews utilize words with

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expressive values to emphasize their attitudes, opinions and evaluations regarding specific individuals or events. They use such expressions with ideological aims for the success of certain self-presentational strategies and forming some impressions which consequently lead to accepting and naturalizing some ideologies. The present study follows both the qualitative and quantitative methods for analyzing this data.

4- Data Analysis

The lexical items that are used by Tom Hardy are classified according to the self-promotion and self-supplication strategies impression that these lexical items are used to create as in the following:

- Self-Promotion

The lexical items that are used by Tom Hardy for producing the impression related to self-promotion self-presentational strategy are explained as in the followings:

1- Tom Hardy: *am well, I beat myself pretty badly. You know I want I strive for a certain level achievement.*

Here, Tom Hardy uses the lexical items pretty badly and level of achievement with an experiential value and specifically the classification scheme to classify people's thoughts regarding him making his best in his roles in previous films like Lawless, Tinker Taylor Soldier Spy and Warrior in which he has made his best and are regarded as his best films. He uses these lexical items to show himself as the successful actor who has acted in very good films.

2- *Tom Hardy: I wouldn't I wouldn't say tortured. Just busy. You know acting was the first thing I showed up. I was I am disciplined and I and I've loved and it gave me a practical outlet for for a lot of energy and I loved acting*

Here, Tom Hardy uses the lexical items of acting, disciplined and energy and love. He uses the lexical items *disciplined* and *energy* to classify the audience's thoughts regarding himself dedicated for his career of acting. He uses the lexical item love with the expressive value to express his attitude regarding acting and his love for this career for the audience. He uses these lexical items with these values to show himself as the successful actor who is dedicated for the career of acting.

3- Tom Hardy: *I'm yeah actually but though an ambassador for the prince's trust which is which is a really brilliant foundation for helping youth in disfranchised youth getting in what places or at least just have a mentor system or there to give them a trade or to to help them out for a situation that they are in and move them up the line.*

In this paragraph, Tom Hardy uses the lexical items an ambassador, foundation, youth and a mentor system with the experiential value and specifically the classification schemes to categorize the audience's ideas about directing his energy to helping young people in the CBE program in which he uses his past experience in addiction, homelessness and mental health struggles to help the young people to trust in themselves, acting workshops and taken part in filming with young people. He uses these lexical items to show himself as the successful actor who uses his experience in helping the young people.

4- *Tom Hardy: It depends. I have done workshops with an ambassadors' groups a group of ambassadors that young kids who are gang members or you know have been in Gail or drug addicts so what I've know had in a rough]*.

Here, Tom Hardy uses the lexical items *workshops, ambassador, young kids* and *gang members* with an experiential value and specifically classification schemes to categorize the audience's perception about him as using his past illegal actions and experiences in youth to guide the young people. He uses these lexical items to show himself as the successful actor who help the young people who were in Gail or addicted to drugs.

5- Tom Hardy: *Yea. Yea yes that is yes absolutely. He was a massive draw to work with but when I saw him first time when I got to to LA we were doing it at the screen test and he is trying on the Bane outfit and I put on some weight and I felt strong and I've been training and and I got on the trailer and I saw Christian and sat there and he didn't have a T-shirt to fist on and I looked at him and I thought yeah!*

In this paragraph, Tom Hardy uses the lexical *items a massive draw, a screen test, Bane outfit and Christian*. He uses the lexical items massive draw with the expressive value to express his opinion about Christian Bale as being a great actor. He also uses the lexical item Christian with the relational value to shed light on his relationship with Christian Bale by referring to him informally using his first name. He uses the lexical items, *a screen test, Bane outfit* with the experiential value and specifically classification schemes to classify people's thoughts regarding his playing a very important role in the new film *The Dark Night Rises.* He uses these lexical items with these values to show himself as the successful actor who acts in the new film *The Dark Nigh Rises* and working with great actor in this film.

6- *Tom Hardy: How are you good? Lovely to meet you sir. Hello Tom, how are you and I sat down and I got changed into my outfit and I went certain we were doing the turns and that's where the photo is taken from the screen test and this huge looming figure turned up on set even rain was about ten foot tall and by eight foot wide with huge pointy ears(laughing).*

In this paragraph, Tom Hardy uses the lexical items *Hello, Tom, lovely, my outfit, screen test* and *the photo*. He uses the lexical items Hello, Tom, and lovely with the relational value to emphasize his deep relationship and friendship with the well-known actor Christian Bale. He uses the lexical items *my outfit, screen test and the photo* with the experiential value and specifically classification schemes to classify people's thoughts regarding the significance of his role in the film *The Dark Night Rises*. He uses these lexical items to show himself as the successful actor who acts in a very successful film and with great actors like Christian Bale.

- **Self- Supplication**

1- *Tom Hardy: Well, yeah I am finishing, I am from a really nice sort of posh mm South West London neighborhood and and I was afforded all the privileges could you know possibly want for as a child growing up but for some reason I went of the rails and now you know and very much prefer if there is a spectacle you are what you is which is a which one defense for a car theft once was you know I would never steal a car because*

why would I steal a car. I went to a nice school you know my parents know well-to- do and and I think archers I got of that I say but]

In this paragraph, Tom Hardy uses the lexical items *South West London neighborhood, privileges, a child, some reason, steal and a nice schoo*l. He uses the lexical item *South West London Neighborhood* with the experiential value and specifically classification schemes to classify his audience's thoughts regarding his childhood as living in a very good place in London to convince them that he did not steal for having more money. He also uses the lexical items a child, a nice school, and privileges with the relational value to emphasize his relationship with his family and his family's support for him as a child. He also uses the lexical items *some reason* and *steal* with the experiential value and specifically classification schemes to classify people's thoughts regarding him stealing cars for being immature and unable to think straightly. He uses these lexical items with these meanings to show himself as the helpless, immature young person who commits illegal actions for some unknown reason.

2- *Tom Hardy: At that day, at that time, you stole that car and that makes you a car thief.*
Here, Tom Hardy uses the lexical items *at that time, stole,* and *a car thief* with the experiential value and specifically classification schemes to classify people's thoughts regarding him as being immature young man who stole cars for not thinking in the right way. He uses these lexical items to show himself as the helpless young man who stole cars for not thinking in the right way.

3- Tom Hardy: You know of having two heads on your own(laughing) in one head.
Tom Hardy: A lot of cars.
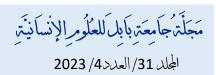*The audience laughing*
Here, Tom Hardy uses the lexical items *two heads in one head* and *a lot of cars* with the experiential value and specifically the classification schemes to classify people's thoughts regarding himself as being confused, immature young person who was unable to think or live in the right way.

Table (1) reflects the overall frequencies and percentages of the lexical items used by Tom Hardy for achieving the impressions of self-promotion and self-supplication as in the followings:

No.	The Lexical items	The Value	Frequency	Percentage
1-	Lexical items	The expressive value	2	0.3
2-	Lexical Items	The relational value	3	0.45
3-	Lexical Items	The experiential value	10	1.5
Total			15	2.25

The above table reveals that the highest value is the experiential value with (10) frequencies of occurrences corresponding to (1.5%). This is followed by the relational value with (3) frequencies of occurrences corresponding to (0.45%). This is followed by the expressive value with (2) frequencies of occurrences corresponding to (0.3%).

5- Conclusions

This study reached to the following conclusions:

1- Tom Hardy uses the experiential, expressive and relational values for achieving the impressions of being viewed as a successful actor who has made many achievements, the dedicated actor who helps young kids in their lives. He also uses these values to show himself as the helpless young teenager who made illegal actions because of being unable to think clearly.

2- He mainly uses the experiential value by classifying people's thoughts regarding himself doing his best in his films, dedicated for the acting career, dedicating his energy for helping the youth in his foundation, using his experience for guiding the youth, playing a very important role in the film Dark Night Rises, the significance of his role in the film, his childhood as living in a very good place in London, and being immature young man who stole cars. He uses the relational value by shedding light on his relationship with Christian Bale, to emphasize his relationship with his family and his family's support for him as a child. He uses the expressive value to express his attitude regarding acting and to express his opinion about Christian Bale and his friendship with him.

CONFLICT OF INTERESTS
There are no conflicts of interest

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