

Attitudinal Analysis of Business Executive’s Public Speeches in English and Central Kurdish: A Comparative Study

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ABSTRACT

This research compares business communication in English and Central-Kurdish from the perspective of the Attitudinal mode in Interpersonal language meta-function. Researchers use content analysis, a descriptive and qualitative method, to examine public speeches given by business executives. This research tool is a qualitative exploratory analysis of English and Central-Kurdish business executives' public statements. The following are the questions that are addressed in the paper: What is the dominant attitudinal mood type among the business executives in English and Central-Kurdish? How does the selection of the attitudinal mood by business executives in English and Central-Kurdish impact the interpersonal meta-function? and lastly, what are the frequency of Polarities of Attitudinal choices in the public speeches of business executives? The findings show the information about the distribution of the results in regard to the *attitude* types, the use and selection of the attitudinal subcategories and the frequencies of each attitudinal mode in business executive’s public speeches in English and Central-Kurdish quantitatively. The results of the study shows that the most selected choice of *attitude* is *affect* in English, Whereas in Central-Kurdish *Judgment* is

predominantly selected, besides the use of the *attitudinal* subcategories significantly affect the interpersonal meaning through which the speaker expresses his attitude, and influencing friendship and intimacy with the audience. The prominent attitudinal polarity is positive in the English language. Conversely, in Central-Kurdish negative polarity is mostly used by the Central-Kurdish business executive.

1. Introduction

Business language refers to the language used in the business world. Many factors affect the language used by businesspeople. Applied linguistics, genre theory, discourse analysis, and organizational communication are all part of what is known as "corporate discourse." Due to the rise of interdisciplinary research, there are now many different schools of thought regarding the nature of business language and the factors that influence its use in the workplace. Business talk has been impacted by fields including organizational communication, discourse analysis, conversation analysis, interactive pragmatics, ethnography, and genre theory. Studying business discourse has some parallels to studying business communication in North America. Research into business discourse is not as popular as that into business communication (Bargiela-Chiappini, Nickerson and Planken, 2007, Pp. 3-4). This paper aims at employing a framework which is known as appraisal framework, which is regarded as the extension of Interpersonal meta-function in the level of lexical items. In the same vein, this paper focuses on the central area which are attitude and its sub-categories such as; 'affect', 'judgement' and 'appreciation', in this paper, around 626 clauses in both English and Central Kurdish (Hereinafter CK) speeches are drawn and analyzed accordingly.

In the analysis of Business Executive's Public Speeches, the researchers have employed descriptive and qualitative approaches. The instrument used in this study is the qualitative exploratory method to analyze data from entrepreneurs' public speeches. The data were extracted from two speeches; one of them is an English Business Executive and the other is a Kurdish one. The English speech was that of Elon Musk, titled "Think Big and Dream even Bigger" and the Kurdish one by Dr.

Muhamed Ismael, “Dr. Ismael’s speech in TEDx conference”, (please check the appendix for the links). After reading, listening and examining the speeches, the clauses are extracted and drawn; later, the texts are divided into clauses and then numbered. Finally, the clauses are placed into categories according to Attitudinal choices, the usage of positive and negative Attitudes to reveal the most selected types of attitudes as well as to investigate the influence of all attitudinal sub-categories and the polarity of all the choices in both English and CK.

2. Previous Studies

This section is dedicated to summarizing the studies that have implicated the Appraisal model. Many studies and researches on the model will be explained and reviewed in the following paragraphs in anticipation of showing the significance of the current study.

Appropriately, over the past two decades, the majority of research on Appraisal has focused on the introduction of subsystems and their constituents in various contexts and languages, and researchers focused on identifying how interpersonal stances manifest and function across a variety of registers (e.g. Biber, 2006; Friginal, 2009). Hood (2010), studied Appraisal in graduation papers in higher education. Hao and White (2012) expanded the category of Judgment in the context of a French and English translation of a cartoon, and concentrating on interpersonal meanings within Evaluation and its Engagement subsystem. Also, Gales (2011) studied interpersonal stances in the discourse of threatening. *Hommerberg et al* (2014) studied the appraisal in the discourse around wine appreciation. Hadidi, and Mohammadbagheri-Parvin (2015) employed an Appraisal subsystem called Attitude through which the subtypes and two components, namely; Polarity and Strategy, were examined on a corpus analyzing "The Great Gatsby" from a discursive, linguistic, and stylistic perspective. Moreover, Ngo, and Unsworth (2015) studied efforts made to contribute to the continued development, specifically regarding the Attitude subsystem of the Appraisal/Evaluation framework, in settings where international students from all language backgrounds typically participate, and a resource is provided for enhancing the validity of the expressions of evaluation

stance for those who speak English as a second or additional language. While no studies have implemented the model on CK and little has been said about adopting Appraisal and its subsystems on business discourse, no studies have applied the model on the CK language.

3. Theoretical Background

3.1 Systemic Functional Grammar

Halliday created a meaning-focused grammatical theory in the 1960s called Systemic Functional Grammar (henceforth SFG). This approach aims to analyze the construction and shaping of linguistic structure and texts by focusing on language meta-functions, which are the functions performed by users of a language in the environment in which that language is used. To develop and construct meaning, language is seen as a system, network, or interrelated sets of options (Halliday, 1994, p.16). In light of references to the functional demands placed upon language by its users as well as the social functions performed by language in social contexts, SFG, the grammar model out of which *appraisal framework* by Martin and White (2005) has evolved, allows for a more in-depth exposition of linguistic phenomena. SFG classifies language metafunctions into three types. Language's "ideational" metafunction allows it to convey the whole scope of its users' experiences. As the name implies, the "interpersonal" metafunction shapes interpersonal roles and connections, whereas the "textual" metafunction shapes texts. Systemic Functional Linguistics' Appraisal is a framework for studying the mechanisms language employs in the evaluation and modification of attitudes adopted by discourse producers, and it emerges within the area of the "interpersonal" social metafunction of language.

3.2 Appraisal

The appraisal framework includes three key areas of meaning: '*Engagement*', '*Graduation*', and the center area known as '*Attitude*'. Any text may be studied using these tools (Banks, 2019, P.84). Engagement focuses on how resources like as modality and projections might be used to negotiate solidarity. At the same time,

Graduation addresses how the *judgements* of speakers and writers might be reinforced or degraded. The center section is called Attitude, and it reflects whether a speaker views a person, something, an action, an event, a circumstance, a concept, etc. to be good, bad, pleasant, or unpleasant. This will be the primary focus of the present paper. The good/bad scale appears to be the simplest and most basic scale, however there are many more assessment scales that indicate the type of established values in each given register.

According to Martin and White (2005, p.35), three key categories of Attitude have been identified: affect, judgement, and appreciation, each of which can be good or negative. Affect is the natural approach to talk about how one feels about things that comprise the term of one's emotional responses.

1-I am **delighted** with the existing scenario.

However, one might throw light on how things and events are perceived as if they were attributes of the products or occurrences themselves. The assessment is stated towards him/it in the following two cases, albeit from a different angle:

2-I like **him/it**.

3-**He/it** is wonderful.

4-**It** is interesting.

There is Affect in (example 1-2), which focuses on the appraiser's feelings, while there is Judgment in (example 3) and Appreciation in (example 4), which focuses on the attributes of the entities being appraised. As a result, judgement and appreciation are less obvious since the source of our emotional evaluations is unclear. As the examples show, the distinction between the two is determined by what is being assessed, whether it is a person (judgement) or something else-a item, an action, or an event (appreciation) (Thompson, 2014, pp. 79-82).

Analysis of the data is presented here. The study's results and accompanying discussions will then be presented.

4. Data Analysis

In the analysis of public speeches by business executives, the researchers apply the qualitative descriptive approach with content analysis. This investigation employs the qualitative exploratory method. The triangulation method is used to examine data i.e. mixed method approach by quantifying the statistics and then explaining the statistics in words. The data was collected from two business executives' public speeches in business discourse in English Elon Musk, and the Kurdish one by Dr. Muhamed Ismael were chosen to be examined from a credible website with the transcript of the speeches. Then, after hearing their speeches, the researchers were able to examine the clauses based on the criteria outlined in the theoretical background and the aforementioned section on analysis criteria. The clauses were then manually evaluated using a Microsoft Excel sheet in order to qualify the data into figures. Per Cent App is used to quantify the statistics of the number of clauses. From 251 clauses 132 attitudinal types in English are used while in CK 81 attitudinal events were used from 143 clauses. These data were then examined manually with the use of Microsoft Excel to have numbers on the frequency of each attitudinal mode with probable polarity in the public speeches in English and CK.

All the *attitude* options were picked and split up to reveal the frequency and polarity by considering the occurrences of each *Attitudinal* mode within the Appraisal model, and its major area, which is Attitude, and its sub-categories: 'Affect', 'Judgement' and 'Appreciation'.

4.1 Frequency and Polarity of the English language speech:

Examples:

5- “**there’s plenty of will**” [affect, positive]

6-“ And **we** did all that, and then, **failed** three times.” [affect, negative]

7-“ Let me tell you **he** wasn’t far **wrong**.” [Judgment, positive]

8--“ Because **people** had the **wrong impression**.” [Judgment, Negative]

9-“ **it’s** vitally **important**”. [appreciation, positive]

10-“ **it** was very **weird**”. [appreciation, negative]

4.2 Frequency and Polarity of the CK language speech:

Examples:

11-“ ئەو ئىمپاكتىكى زۆر گەورەى دەبىي لەسەر گەشە پىندان ” [affect, positive] (trans. This will have a significant impact on the development.)

12-“ لە مېدل ئىست دەسەلات دارەكان دەستيان كردوتە ناو بازار ” [affect, Negative], (trans. In Middle West, the authorities have involved to enter the market.)

13- “ تاجر ئەو كەسەيە كەوا لە كۆست و فاينست تىگەشتوو ” [Judgment, positive] (trans. Business man is someone who has understood costs and finance.)

14-“ مەعمەلەچى و كاسبەكە شۆرت تىرم پلانيان هەيە ” [Judgment, Negative] (trans. Workers and labors have short term plans.)

15-“ لەهەر جىيەك كوالىتى هەيى گەندەلى نابى ” [appreciation, positive], (trans. When there is quality, there is no corruption.)

16- “ فەسادى ئەو هاوسەنگىە تىك ئەدا ” [appreciation, Negative] (trans. Corruption destroys such balance.)

5. Results and Discussions

In this section, the results of the study will be demonstrated in figures, and pertinent discussions will be offered by addressing the research questions that explore the attitudinal choice features of public speaking by business executives.

5.1 RESULTS

5.1.1 English Attitude Choice Distribution

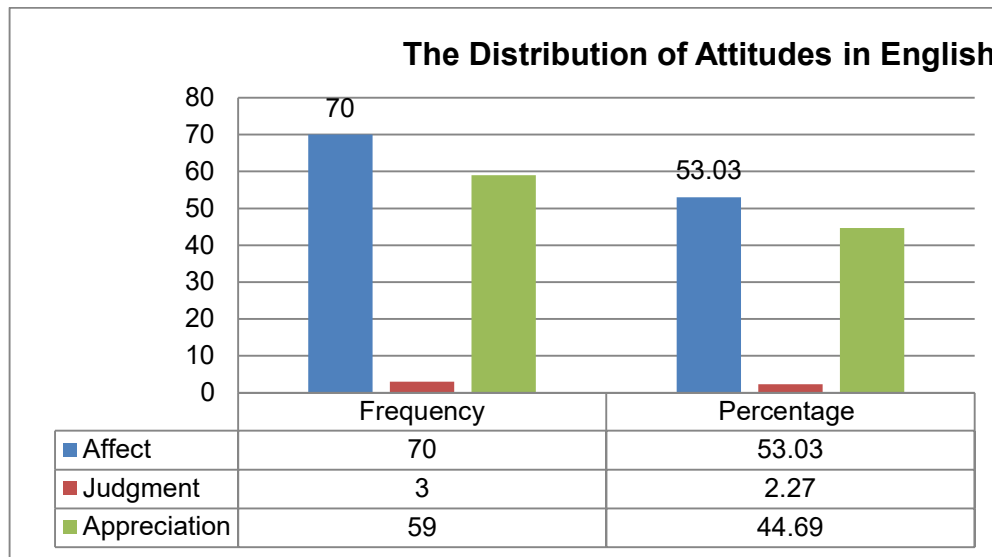


Figure-1- English Attitude Choice Distribution

Figure-1 demonstrates that *Affect* is the most prevalent of the different attitudinal modes utilized in English speech, accounting for 70 occurrences. Affect accounts for about 53.03% of the modal inclination in the speaker's words. The second most common attitude is appreciation, which accounts for 59 occurrences and roughly 44.69 percent of all Attitudinal resources. Only three instances of "judgment" appear in the English language, making up only 2.27 percent of all possible attitude selections.

5.1.1.1 Distribution of Attitude Polarities in the English Language

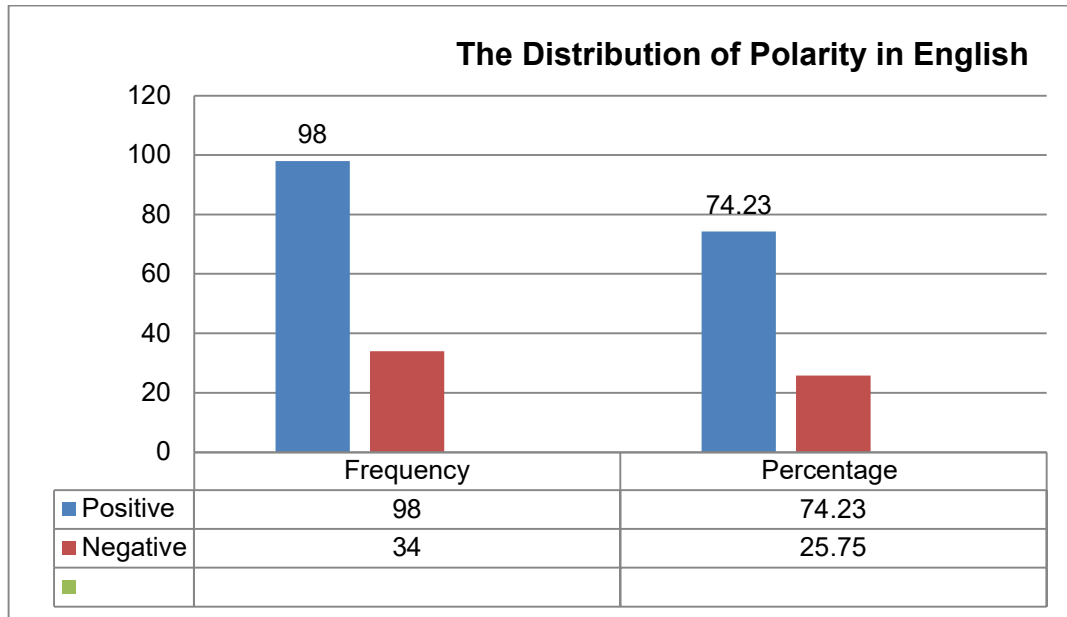


Figure-2- Distribution of Attitude Polarities in the English Language

Figure 2 depicts the polarity of attitudinal resources in English, showing that the positive one predominates 98 times, or 74.23% of the total. Conversely, the amount of negative polarity, expressed as a number, is 34 times, or around 25.75 percent.

5.1.2 CK Attitude Choice Distribution

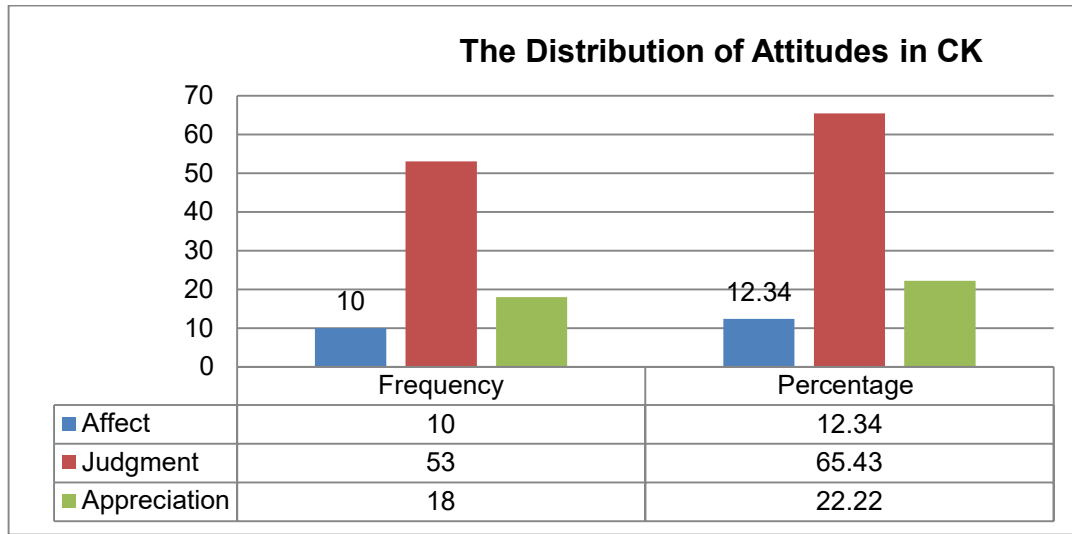


Figure-3- CK Attitude Choice Distribution

Figure 3 demonstrates that, among all the possible attitudinal modes, Affect is the one that is utilized the least, accounting for only 10 instances in total. It represents 12.34% of the CK form of attitude. Judgment, which is used 53 times, or 65.43 percent, is the most popular attitude. The second most common attitude in CK is appreciation, which is expressed 18 times and accounts for 22.22% of all attitudes.

5.1.2.1 Distribution of Attitude Polarities in the CK Language

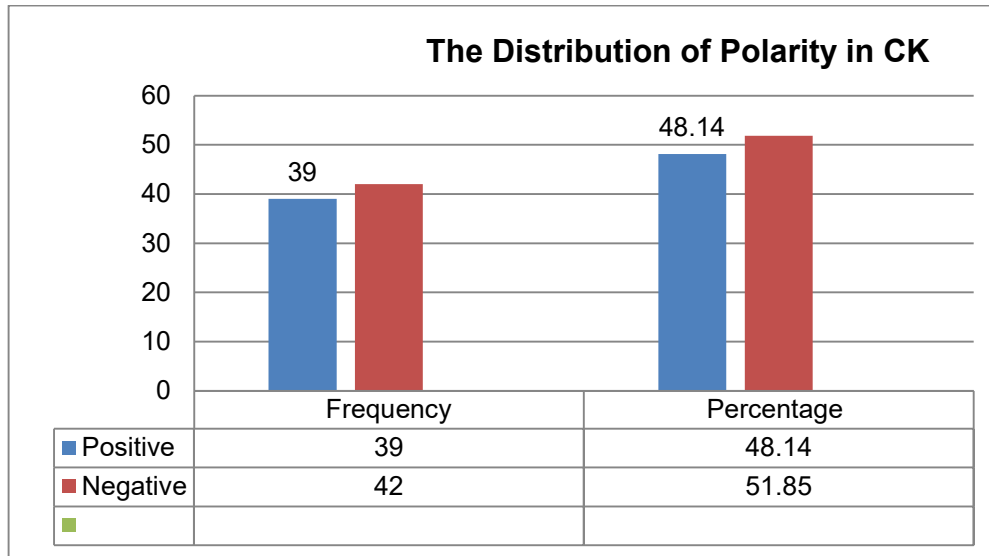


Figure-4- Distribution of Attitude Polarities in the CK Language

As can be seen in Figure-4-, the positive polarity accounts for about half (48.14%) which is 39 occurrences of all attitudinal resources in CK discourse. Conversely, the amount of negative polarity, expressed is 42 times larger, or 51.85%.

5.2 DISCUSSIONS

5.2.1 THE PROMINENT ATTITUDINAL MOOD TYPE

Answer to Research Question 1 (What is the most used attitudinal mode type among the business executives in English and CK in business discourse?)

In the public speeches by business executives, the prominent attitudinal type is *affect* in English. Using Per cent App statistically, in 251 clauses in the English speech 132 attitudes have been drawn; *Affect* is the most prevalent of the different attitudinal modes utilized in the English speech, accounting for 70 occurrences. *Affect* accounts for about 53.03% of the modal inclination in the speaker's words. The second most common *attitude* is *appreciation*, which accounts for 59

occurrences and roughly 44.69 percent of all Attitudinal resources. Only three instances of "*judgment*" appear in the English language, making up only 2.27 percent of all possible attitude selections. Whereas, in CK, among all the possible attitudinal modes, which is 81 used attitudes in 132 clauses, *Affect* is the one that is utilized the least, accounting for only 10 instances in total. It represents 12.34% of the CK form of attitude. Judgment, which is used 53 times, or 65.43 percent, is the most popular attitude. The second most common attitude in CK is appreciation, which is expressed 18 times and accounts for 22.22% of all attitudes.

5.2 THE IMPACT OF THE ATTITUDINAL CHOICE ON THE INTERPERSONAL MEANING:

Answer to Research Question 2 (How does the selection of the attitudinal mood by business executives in English and CK influence the interpersonal meta-function?)

Through the use of and selection from the various *attitudinal* subcategories, the speaker is able to demonstrate his attitude and influence, as well as maintain a close and pleasant relationship with the audience. *Affect* is frequently utilized by executives in the corporate sphere to communicate the profound thoughts and feelings they have regarding their own personal life journeys. On the other hand, they deliberately picked "*Judgment*" so that it would show that they were better than their classmates. The word "*judgment*" is frequently utilized in public speeches in order to forge stronger connections with the audience and narrow the gap that exists between the speaker and the listener. This is due to the fact that many different people can contribute to the success of a company while it is also working toward its goals. In conclusion, the choice of *appreciation* is significant, because it is used to captivate and capture the attention of the audience, that how the surrounding situation and things may be beneficial as well as barriers, and that how its use frequently closes the distances that exist between the speaker and the audience.

5.3 POLARITIES OF ATTITUDINAL CHOICE

Answer to Research Question 3 (What are the frequency of Polarities of Attitudinal choices in the public speeches of business executives?)

Regarding the polarity of attitudinal choices in English, the positive polarity predominates 98 times, or 74.23% of the total. Conversely, the amount of *negative polarity*, expressed as a number, is 34 times, or around 25.75 percent. However, the positive polarity accounts for about half (48.14%) which is 39 occurrences of all attitudinal resources in CK discourse. Conversely, the amount of negative polarity, expressed is 42 times larger, or 51.85%. Business executives choose to embrace optimistic attitudes that allow them to preserve optimism and believe the best in others even in the face of hardship. These attitudes help them to believe that people can change for the better. In addition to this, they make use of pessimistic outlooks in order to demonstrate to viewers that success can still be achieved in spite of hurdles. Business executives also make use of positive appreciation and judgment in order to examine and evaluate things, acts, and events, as well as to express gratitude to anything or everyone who played a vital role in the success they have accomplished. That is to say, they highlight the context that played a crucial role in their accomplishment through positive evaluation and judgment in order to fully enjoy the fantastic experience and foster lasting connections. Further, with the selection of the negative attitudes they illustrate and inform their audience that success is rarely easy by employing criticism and condemnation (Shekhani, 2022).

6. Conclusions

Considering the study's main objectives, there are three main conclusions;

1. The frequency of the attitudinal selection in the executives public speeches, affect is the most common sort of attitude that can be found in the public speech given in English by a high-level business executive. Among the various kinds of attitudes that can be applied in the English public speaking, affect is the one that is used the most frequently. Appreciation is the sub type that comes in a close second. There are a total of three occurrences of the category "judgment" in the English language. On the other hand, in CK, among all of the several possible forms of attitude, the one that is utilized the least is the one relating to affect. The most common type is judgment. Appreciation is the selected subcategory that is seen the second most frequently in CK.

2. *Attitudinal* choices significantly influence the *Interpersonal* meaning in business executives public speeches: The speaker displays his attitude and influence, and keeps the audience feeling close and friendly, through the usage and selection of the *attitudinal* subcategories. Executives in the business world often employed *affect* to convey their deep thoughts and emotions about their own life journeys. Whereas, they chose "*Judgment*" on purpose to demonstrate their superiority to their peers. Given that many people can both help and hinder a business on its path to success, the "*judgment*" category is often used in public speeches in order to strengthen connections with the audience and reduce the gap between speaker and listener. Finally, the choice of *appreciation* is significant since it is used to captivate and capture the attention of the audience, that how the surrounding situation and things may be beneficial as well as barriers and its use frequently closes the distances between the speaker and the audience.

3. Regarding the *polarity* of *attitudinal resources* in English, the *positive* one predominates. Conversely, the amount of *negative polarity* is the least expressed one. However, in the CK speech, the *positive polarity* accounts for about less than half occurrences of all *attitudinal resources*. That is to say, the amount of *negative polarity* expressed in CK is dominant. Successful business executives choose to embrace optimistic *attitudes* that allow them to preserve optimism and believe the best in others even in the face of hardship. These *attitudes* help them to believe that people can change for the better. In addition to this, they make use of pessimistic outlooks in order to demonstrate to viewers that success can still be achieved in spite of hurdles. Executives in the business world frequently use *affect* to communicate their profound thoughts and emotions regarding their own life experiences. Business executives also make use of *positive appreciation* and *judgment* in order to examine and evaluate things, acts, and events, as well as to express gratitude to anything or everyone who played a vital role in the success they have accomplished. Further, they use *Positive appreciation* and *judgment* to savor the wonderful experience and build strong relationships by drawing attention to the surrounding that was helpful in accomplishing goals and success. As well as *negative*

appreciation and *judgment* were selected to tell their audience that achieving success is never without difficulties. In other words, successful business owners use *negative appreciation* and *judgment* to show and tell their audience that to dream success, obstacles and difficulties are always expected.

APPENDIX

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شیکردنهوهی باری هه‌لۆه‌ستگه‌ری له وتاری گشتی به‌رۆبه‌رانی کاری ئینگلیزی و

کوردی: تووژینه‌وه‌یه‌کی به‌راوردکاریه.

پوخته:

ئهم تووژینه‌وه‌یه به‌راوردی زمانی ئینگلیزی و کوردی ناوه‌پاست له وتاری بازرگانان له روانگهی باری هه‌لۆه‌ستگه‌ری ده‌کۆلێته‌وه. تووژهره‌کان رێچکهی شیکردنه‌وه‌ی ناوه‌پۆکی وتار به‌کارده‌هین بۆ لیکۆلێنه‌وه له دوو وتاری دوو که‌سایه‌تی بازرگانی له زمانی کوردی و ئینگلیزی. تووژینه‌وه‌که میتۆدی شیکاری چه‌ندایه‌تی بۆ شیکردنه‌وه‌ی وتاره کوردی و ئینگلیزیه‌که به‌کارده‌هین. تووژهران هه‌ول ده‌ده‌ن کۆمه‌لیک پرسیار وه‌لام بدنه‌وه وه‌ک: چ جۆره باریکی هه‌لۆه‌ستگه‌راییی له‌م دوو وتاره زالن؟ به‌کاره‌ینانی هه‌لۆه‌ستگه‌رایانه چۆن کاریگه‌ریان کردۆته سهر میتافه‌نکشی نیوتاکه‌سه‌یه‌کان؟ ئایا رێژه‌ی پۆلاره‌تی باری هه‌لۆه‌ستگه‌راییی له وتاری بازرگانان چۆنه؟ ئه‌نجامه‌کانی تووژینه‌وه وه‌لامی ئهم پرسیارانه‌ی سه‌ره‌وه له‌ رووی چۆنایه‌تی و چه‌ندایه‌تی ده‌ده‌نه‌وه. ئه‌نجامه‌کانی تووژینه‌وه‌که ده‌ریده‌خه‌ن باری هه‌لۆه‌ستگه‌راییی زال له‌ زمانی ئینگلیزی کاریگه‌ریه (Affect)، به‌لام هوکمدان (Judgment) باری هه‌لۆه‌ستگه‌راییی زاله له‌ زمانی کوردی. له‌گه‌ل ئه‌وه‌شدا، قسه‌که‌ره‌کان کۆمه‌لیک باری هه‌لۆه‌ستگه‌راییی تر به‌کارده‌هین بۆ ئه‌وه‌ی په‌یامه‌کانیان بگه‌ین بۆ ئه‌وه‌ی په‌یوه‌ندی نیوان خۆیان و گوێگره‌کانیان نزیکتر بکه‌نه‌وه. جگه له‌مانه‌ش، باری هه‌لۆه‌ستگه‌راییی زالی پۆلاره‌تی له‌ زمانی کوردی نه‌رینه‌یه و به‌لام له‌ ئینگلیزی ئه‌رینه‌یه.

تحليل المواقف في الخطب التنفيذي للأعمال التجارية باللغة الإنجليزية والكردية الوسطى: دراسة مقارنة

الملخص:

يقارن هذا البحث التواصل التجاري باللغتين الإنجليزية والكردية الوسطى من منظور الوضع السلوكي لما وراء المعرفة الوظيفية في اللغة الشخصية. يستخدم الباحثون تحليل المحتوى، وهو طريقة وصفية ونوعية لدراسة الخطابات العامة التي يلقيها رجال الأعمال التنفيذيون. ان أداة البحث هذه هي عبارة عن تحليل استكشافي نوعي للتصاريح العامة لرجال الأعمال التنفيذيون باللغة الإنجليزية والكردية المركزية. تهدف الدراسة الى الاجابة عن الاسئلة التالية: ما هو نوع المزاج السلوكي السائد بين مديري الأعمال في اللغة الإنجليزية والكردية المركزية؟ كيف يؤثر اختيار المزاج السلوكي من قبل مديري الأعمال في اللغة الإنجليزية والكردية المركزية على ما وراء المعرفة الوظيفية الشخصية؟ واخيرا معرفة ما هي تواتر استقطاب خيارات المواقف في الخطب العامة لرجال الأعمال التنفيذيين؟ تظهر الدراسة معلومات حول توزيع النتائج فيما يتعلق بأنواع المواقف، واستخدام واختيار الفئات الفرعية للمواقف وتكرار كل وضع في المواقف العامة في الخطابات العامة لمدرء الأعمال التنفيذيين باللغتين الانجليزية والكردية المركزية من الناحية الكمية. تظهر نتائج الدراسة أن الاختيار الأكثر انتقانا للموقف هو الشعور في اللغة الإنجليزية، بينما في الكردية المركزية فان الاختيار في الغالب يكون للحكم، بالإضافة الى ان استخدام الفئات الفرعية السلوكية تؤثر بشكل كبير على المعنى الشخصي الذي يعبر من خلاله المتحدث عن موقفه، ويؤثر على الصداقة والعلاقة الحميمة مع الجمهور. الاستقطاب البارز في المواقف يكون إيجابي في اللغة الإنجليزية. على العكس من ذلك، في اللغة الكردية المركزية يستخدم الاستقطاب السلبي في الغالب من قبل رجال الأعمال التنفيذيين الأكراد.