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PHONOPRAGMATIC MEDIATION OF MEANING IN DAVID CAMERON'S 2014 NEW YEAR SPEECH BROADCAST

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Abstract

This study focuses on Phonopragmatics, which is a multidisciplinary and methodological approach that involves a pragmatically-adaptedphonological deliberation of a speaker's speech acts. Within the ambits of formal communication (the 2014 New Year speech of the then Prime Minister of UK, David Cameron),the aim is to demonstrate the relationship between prosody and pragmatics.This studythus exploresthe ways, phonology is influenced by pragmatic locutionary, illocutionary and perlocutionary objectives and how specific phonological features enhance meaning.Thus, we see the multifarious interactions concerning prosodic activities in utterance interpretation. This is achievable through the methodological qualitative or descriptive research analysis ofvariational patterns that arise from prosodic processes like speech rate, pitch and prominence, all of which suggest speaker attitude and intentions.A phonopragmatic theoretical model of analysis aligns with our methodological approach of an amalgam of Austin(1962) and Searle's (1969) theory of speech acts and an introspective-based prosodic approach (i.e., analysis by introspective transcription) using transcription notations from Edwards (1997).Findings reveal that analysing formal speech data from pragmatic and phonological perspectives activate meaning, perception and locutionary content and thus validates the point that prosody has the ability to provide pragmatic anchorage to utterances (Navarro & Nebot, 2014). In other words, this study establishes that there is, undeniably, mediation between pragmatic functions and prosodic cues concerning communication attitudes and that such a utility stimulates the process of meaning interpretation.

Keywords: Phonopragmatics, prosody, speech acts, pragmatics, locutionary

Introduction

The objective of this study is to examine the engagement of phonological patterns, specifically prosodic strategies or correlates, regarding the production of speech acts. Consequently, investigating the significant role that prosody has to present regarding the pragmatic function of a message and addressing the problem of accurately decoding a speaker's intended meaning is what this investigation aims to achieve. Specifically, the intention of this paper is to offer intuitive explications of the intended meaning behind the 2014 New Year speech of David Cameron in order to demonstrate the pragmatic function of prosody as it relates to formal discourse. This study analyses speech data from a Phonopragmatic dimension, and automatically, accentuates Mey's (2001) perspectivist's view that emphasizes the pragmatic aspects of all subdivisions of linguistics. Using a phonopragmatic model

to investigate how a speaker makes use of pitch variations to convey meaning is therefore necessary in defining the relationship between prosody and pragmatics. While pragmatics refers to "aspects of meaning that depend on or derive from the way in which the words and sentences are used" (Kroeger, 4), prosody simple means characteristics of speech, that are properties of much larger units.

Prosody, Pragmatics and Review of Recent Works

Clark & Yallop (1990) describe prosody as having "Features of spoken language which are not easily identified as distinct segments are variously referred to as prosodic features, non-segmental features or suprasegmentals" (276). Prosody therefore, is a suprasegmental aspect of phonetic and phonological studies. Generally, it refers to variables that are devoted in analyzing units that are larger than segments. Corroborating this fact, Ulrike Gut points out that "prosody or suprasegmentals deals with all units that are much higher than the segment, that is, syllables, feet, prosodic words and the higher levels of intonation phrase, utterance and discourse" (Gut, 105).

The linguistic functioning of such variables includes the "speaker's use of voice quality, pitch range, pitch movement and articulation rate which all indicate a general attitude" (Clark &Yallop, 277). Collectively, prosodic features refer to "variations in pitch, loudness, tempo and rhythm ... [sometimes] used loosely as a synonym for suprasegmental" (Crystal,419).Such features must have some level of linguistic significance before they can be classified as prosodic in nature. Prosody, which John C. Wells describes as a mostly neglected aspect of linguistics, is usually described in close relation to other items in an utterance and are seen to be modifications to segments. Such modifications expressively aid meaning differentiation. Length, pitch and loudness which are prosodic features originally are not part and parcel of meaningful speech configurations. Hence, Anthony Fox submits that modification of utterances by these features are merely secondary in quality.

According to George Yule, the scrutiny of"invisible meaning or how we distinguish what is meant when it isn't basically what is said or written ... what speakers mean or "speaker meaning" is called pragmatics" (125-126). It can be described as language use in situation based on salient common or shared dynamics. Hence, Jacob Mey explains that pragmatics is "the way human beings make use of language in communication ...as determined by the conditions of the society" (6). She submits that there are dual ways in which pragmatics can be regarded. Either as

an independent constituent co-operating with otherentities or as a new way of looking at things, rather than marking off distinct boundaries to other disciplines. This study adopts the latter view. Consequently, there isprominence lain on investigating the pragmatic quality of other subdivisions of linguistic studies, in this instance, phonetics and phonology. That is, pragmatics being seen as "a 'perspective' percolating other linguistics units, namely, phonetics and phonology and giving them a pragmatic accent" (Mey, 6-7).

In reviewing several recent works, it is observed that, there are definite areas of distinction between our study and previous ones concerning theoretical foundations and methodological approaches,which help justify our investigation.For instance, in a phonopragmatic investigation, Shitwi et al. attempt to provide solutions regarding the pragmatic function of intonation tone types used in Obama's speech regarding the termination component and the pragmatic function of the proclaiming and referring tones employed in his speech about (non)dominance factors. Adopting Brazil's model of discourse intonation, their findings reveal that "all the information tones types are actually used in Obama's speech with the high termination being the most common, which emphasizes the provided information and captures the attention of the interviewer" (Shitwi et al., 284). The dominance factor is also found to be higher than the non-dominance factor, which shows that Obama was indeed in charge of the dialogue. This present study adopts a phonopragmatic model that presents a more explicit interpretation of a message that goes beyond the prosodic cues of intonation and embraces other aspects of prosody.

In a related pragmatic study, Crepin Loko analyses linguistic features from speech extracts from Donald Trump's 2016 acceptance speech delivered at the Republican National Convention, in an effort to uncover the manner in which the subject encodes his intentions and his party's expectations. Methodologically, the study adopts both qualitative (descriptive) and quantitative analytical approaches. Applying the Searle's 1969/1979 theory of Speech Acts reveals that Trump "has mainly expressed his personal beliefs, on the one hand, and displayed his truth engagement to lead his party to the White House, on the hand other" (Loko, 233). His study clearly demonstrates how adopting Searle's five acts of directives, declarations, commissives and expressives makes it easy for one to understand President Trump's acceptance speech. His results also show that the speech has a preponderance of assertive, commissive and expressive acts while directives and

declaratives are low. While Loko only adopts Searle's theory of Speech Acts, this present investigation examines how words are used, by combining Searle's five speech acts with a composite of prosodic signals to present a more explicit interpretation of the message.

Delineating the significance of the relationship between prosody and pragmatics, with special reference to (im) politeness, Antonio Navarro &Adrian Nebot provide clarifications on the possibility of phonetic variants being responsible for (im) polite meanings. In other words, prosody is presented as an aspect of language and an empirical method that seems to serve as an indicator or a pointer of an additional meaning in a communicative context. In their study, several works are reviewed so as to demonstrate "the principal role that prosody has to play in the interpretation of (im) polite intentions" (22). They submit that an interdisciplinary method towards the study of (im) politeness would reveal the connection not just between prosody and pragmatics, but also, prosody and other areas of linguistic studies. While Navarro and Nebot's study focuses on phonetic variants, this present analysis involves examining intonation, length, pauses and pitch duration.

This study fills a gap in the already existing knowledge on meaning decoding in the sense that it brings to the fore, how a blend of multiple prosodic cues and locutionary content can account for the overall message in the speech of an individual. Therefore, this investigation emphasizes that speaker meaning and prosody, which denotes expressiveness in speech through the function of appropriate pauses, voice and pitch modulations, assist in meaning interpretation.

Theoretical Approach

In recent times, several multidisciplinary studies have undertaken empirical investigations in order to show the association between prosody and pragmatics and in what ways they both combine to provide an explicit interpretation of a message. The specificity of adopting a phonopragmatic model for analysing speech data is therefore imperative in this study. That is, applying prosodic cues in the interpretation of pragmatic speech acts. Hence, Wharton posits that "the way we say the words we say helps us convey the meaning we intend … and is capable of conferring on words entirely new layers of meaning" (Wharton, 578).

In this present study, the phonopragmatic paradigm of investigation is founded on a complex, multi-layered parallel of prosodic variables like length, prominence, tones, pauses, pitch, voice quality and the Speech Acts theory as propounded by Searle (1969) and Austin (1962). This multifaceted analysis will

provide understanding into the prosodic features that have been utilized by the speaker to suggest meaning.

Speech Acts refer to statements that appear to serve a communicative function. That is, the act executed by simply uttering statements in a specific context of situation or "the action performed bya speaker with an utterance" (Yule, 131). Correspondingly, a speech act can be labelled as "verbal actions happening in the world" (Mey,95). Austin's (1962) posits that it is "the act of saying something; ... the study of locutions, or the full units of speech" (94). He draws a distinction between three classes of acts namely, locutionary (sense), illocutionary (force) and perlocutionary (result) acts. Performing a locutionary act refers to the meaning or sense of an utterance; performing an illocutionary act refers to the use or the speaker's intentions of an utterance and performing a perlocutionary act refers to the consequence of an utterance upon the comprehension of a listener.In other words, illocutionary act is the action that is accomplished *in* saying something; locutionary is the act of *uttering* to some extent some form of meaning and perlocution is the action achieved *by* saying something. According to Yule, a speech act can also be described as direct, that is, when a syntactic structure is used with the function; or indirect, that is, when a syntactic configuration is used with a totally different function.

Searle's (1969/1979) classification of speech acts is into five broad divisions that facilitate meaning interpretation in various context of situations. Mey provides clear explanations on all five categories. For instance, we have the representatives or what is referred to as assertives, which are subjective in nature and are basically assertions (claiming the truth) about a state of affairs. Directives or what Searle refers to as 'exercitives' or 'behabitives' are utterances that attempt to get the listener to get something done. For instance, appealing and requesting. Commissives is the speaker's obligation to do something in the future rather than the hearer (directives). Examples are promises, threats and offerings. Expressing the inner state of the speaker is what is referred to as expressives. Apologies, congratulatory messages and greetings are instances of expressives which are subjective. Finally, declaratives show the change in the state of affairs in the world. Austin (1962) opines that this category seems to "clarify the dichotomy between illocutionary and locutionary acts in the sense that while the former is performative, the latter is constantive"(122-123). That is, the difference lies between what was said and meant (locution/constantive) and what was actually done (illocution/performative).

The objective of a phonopragmatic framework is to decode the meaning of utterances by examining at the relationship between the way words are used and a

composite of prosodic signals attached to such utterances. Speech prosody analysis in this study is dominated by a descriptive method of introspective transcription. In other words, prosodic activities as regards the 2014 New Year speech of the former Prime Minister of UK, David Cameron, adopts transcription notations as proposed by Edwards (1997). Thus, intonation, length or duration includingpitch representations are portrayed by a transcription system consisting of symbolic representations for prominence. Furthermore, such a notation system is convenient and it accompanies transcripts by adding marks. Accordingly, prosody involves investigating significant characteristics of utterances that cannot be easily grasped by simply observing segments in their linear sequence. What we see rather, is the regulation of larger phonological domains as it relates to linguistic functions like intonation, tone, stress, pauses, speech rate and prominence. The table below which is modified and adapted from Sperti (2017) indicates Edwards' (1997) transcription notations and basic markup system:

Notations	Description and Function
[ ]	Onset and End of Utterance
<>	Reduction in Speech Rate
≍	Increase in Speech Rate
Hhh	Aspirated Segment
::	Vowel Lengthening
(.)	Micropauses
(..)	Pauses/Hiatuses
Uppercases or Capitals	Loudness/Intensity
Underscoring in Bold	Prominence Associated to Pitch Accent
0 0	Raised Circles enclose quieter Speech

Methodology

This study is qualitative in nature,in the sense that there is the assessment and description of patterns of speech observed in the speech production of David Cameron as he presents a text of one hundred and eighty (180)word 2014 New Year speech broadcast. Data is drawn from David Cameron's 2014 New Year speech broadcast, delivered on the 1ˢᵗ of January 2014, 12:14PM GMT 01. The choice of speech for this investigation is based on the fact that this was a time in Britain when the citizens were faced with making significant decisions just immediately after a tumultuous year of recession and as such, the intended meaning in the speech of the then Prime Minister was very significant. The speech is downloaded from the internet (YouTube) and examined to demonstrate speech acts manifested by the speaker by means of prosodic cues. Consequently, there is a deliberate attempt made towards generating non-numerical data in a bid to presenting insights into this multidisciplinary study on Phonopragmatics.

While speech act features arebeing analysed in relation to the context in which the speech was delivered, several aspects of prosodic cues are concurrently identified and phonological explications aregenerated. All these procedures are executed in order to project and interpret the meanings and intentions of the utterances (i.e., acts performed) produced by the speaker.

All of these cues and indications help in signalling emotions and attitudes in meaning interpretation. This is what makes prosodic information significant in meaningportrayal. As earlier stated, symbols used are adaptations from Edwards' (1997) transcription notations and basic markup system.

Data Presentation and Analysis

The overall analysis of data in this study demonstrates several functions which prosodic patterns perform. Such utilities are geared with respect to the pragmatic implementation of meaning. Grammatically, according to Crystal, prosody signals contrasts like singular\plural or question\statement; semantically; it indicates the weight of portions of an utterance through emphasis; attitudinally, it suggests emotions regarding the speaker and context of an utterance and socially, prosody signals the sociolinguistic characteristics of the speaker, altogether expressing the illocutionary force of a speech act. Consider the excerpts below:

Pragmatic Perspective of Speech Excerpts

1. Locution – *"It is a new year and for Britain, there can only be one New Year resolution"*
   Illocution – Assertive or Representative (Informing)
   Probable Perlocutionary Result – Optimistic

2. Locution – *"To stick to the long-term plan, that is, turning our country around"*
   Illocution – Directive or Behabitive (Appealing)
   Probable Perlocutionary Result – Assured

3. Locution – *" When we came to office, our country was on its knees"*
   Illocution – Assertive or Representative (Claiming)
   Probable Perlocutionary Result – Concerned

4. Locution – *"The plan is working"*
   Illocution – Assertive or Representative (Reporting)
   Probable Perlocutionary Result – Emboldened

5. Locution – *" We will continue on the vital work on the deficit"*
   Illocution – Commissive (Promising)
   Probable Perlocutionary Result – Assured

6. Locution – *" We have reduced it by a third already"*
   Illocution – Assertive or Representative (Informing)
   Probable Perlocutionary Result – Motivated

7. Locution – *"And this year, we will continue that difficult work, to safeguard our economy"*
   Illocution – Commissive (Promising)
   Probable Perlocutionary Result – Reassured

8. Locution – *"Those who run our small-scale businesses are heroes and heroines"*
   Illocution – Declarative (Pronouncing and declaring)
   Probable Perlocutionary Result – Enthused

9. Locution – "*2014 is also an important date in the history of our United Kingdom*"
   Illocution –Assertive or Representative (Announcing)
   Probable Perlocutionary Result –Aroused

10. Locution – "*We will carry on building our economy for people who work hard and play by the rules*"
    Illocution –Commissive (Promising)
    Probable Perlocutionary Result –Motivated

11. Locution – "*A referendum vote will be the biggest decision Scotland has ever been asked to make*"
    Illocution –Assertive or Representative (Reporting)
    Probable Perlocutionary Result –Motivated

12. Locution – "*We are going to keep on delivering the best schools and skills for our children*"
    Illocution –Commissive (Promising)
    Probable Perlocutionary Result –Expectant

13. Locution –"*Let the message go out from England, Wales and Scotland*
    Illocution –Directive or Behabitive (Assigning)
    Probable Perlocutionary Result –Encouraged

14. Locution –"*So that is what our long-term plan is about*"
    Illocution –Assertive or Representative (Stating or Revealing)
    Probable Perlocutionary Result –Expectant

15. Locution –"*We want you to stay*"
    Illocution –Directive or Behabitive (Requesting)
    Probable Perlocutionary Result –Respected

16. Locution –"*I would like to wish everyone a happy new year and best wishes for 2014*"
    Illocution –Expressive

Probable Perlocutionary Result –Welcomed

17.   Locution –*"We can even build an even stronger United Kingdom for our children"*
      Illocution –Commissive (Promising)
      Probable Perlocutionary Result – Confidence

18.   Locution –*"A vote that could change our country forever*
      Illocution –Assertive or Representative (Notifying)
      Probable Perlocutionary Result –Obligated

19.   Locution –*"The outcome matters a lot to all of us"*
      Illocution –Assertive or Representative (Establishing)
      Probable Perlocutionary Result – Encouraged

20.   Locution –*"We will stick to that plan this year"*
      Illocution –Commissive (Promising)
      Probable Perlocutionary Result – Inspired

The speech, though delivered verbally, is neither spontaneous nor unprompted. But rather, it is rendered formally and displays a high level of preparation and organization. Hence, there are scarcely any hiatuses or exclusions of fundamental linguistic elements. From the above groupings of speech acts, several phrases indicate the result of locutionary, illocutionary and probable perlocutionary acts which assist in carrying out a phonopragmatic descriptive design of the intended message of David Cameron's speech. The locutionary act refers to the sense of an utterance; an illocutionary act refers to the speaker's intentions and a perlocutionary act refers to the consequence of an utterance upon the listener's understanding.

Phonopragmatic Perspective of Excerpts
      This section presents a qualitative approach to this study's phonopragmatic model of analysis. Our data is analysed based on inferences from the speaker as well as several significant prosodic features. For instance, features like pitch (correlate of tone and intonation), which is the relative highness or lowness of a tone that is dependent upon vocal cord vibrations.In view of the fact that this speech is not spontaneous but rather prepared and organized, expressive cues are easily

predictable. Consequent upon this, is the fact that the phonopragmatic aspect of this study's analysis isstraightforward.Thus, phonological features signalled in the transcription notations are basic and uncomplicated and distinctly show how patterns of sound are used to provide semantic and pragmatic information.

Excerpt 1 (Paragraph 1):
[It's a NEW YEAR$^{()}$ and for Britain$^{()}$ there can only be$^{()}$one$^{()}$ New Year'sresolution]$^{(..)}$
[To STICK to the long-term plan$^{()}$ that is$^{()}$ turning our country around]$^{()}$

Excerpt 2 (Paragraph 1):
[We see it in the BUSInesses$^{()}$ that are OPEning$^{()}$ the people who are getting DEcent jobs$^{()}$ the FActories that are making British goods$^{()}$ >and selling them to the world again<]$^{()}$

Excerpt 3 (Paragraph 2):
[The plan $^{(..)}$ is working]$^{()}$ That's why this year $^{()}$2014 $^{()}$ >we are not just going to s^{hhh}tick to the plan< (.) we are going to REdouble our efforts to deliver$^{(.)}$every$^{()}$part of it$^{()}$ to benefit the WHOLE country and secure a better future for everyone$^{()}$]

Excerpt 4 (Paragraph 3):
[And this year we will continue that DIfficult work to safe-guard our economy >for the long-term<$^{()}$ to keep mortgage rate LOWand to help families across Britain]$^{()}$

Excerpt 5 (Paragraph 4):
[<We are going to keep on doing everything possible< to help hardworking people feel financially secure$^{()}$ >cutting income taxes and freezing fuel duty<] [We'll keep working EVEN harder to create MORE jobs]$^{()}$

Excerpt 6 (Paragraph 5):
[> We have already<CAPPED welfare and CUT immigration]$^{()}$[And this year we will CARRY ON building our economy for people who WORK hard and play by the rules]$^{()}$

Excerpt 7 (Paragraph 4):

[They are the BACK-bone of our economy and we are supportingthem⁽⁾ everystepof theway⁽⁾]

Excerpt 8 (Paragraph 6):
[> We are going to keep on delivering< the BEST schools and SKILLS for our CHILDREN and YOUNG people⁽⁾] [So that when they LEAVE education ⁽⁾ they have a REALchance⁽⁾> to GETon in life>⁽⁾]

Excerpt 9 (Paragraph 7):
[And 2014 is also an imPORtant date in the history (.) of our United Kingdom⁽⁾] [<A referendum vote will be the biggest decision Scotland has ever been asked to make>⁽⁾]

Excerpt 10 (Paragraph 8):
[Our FAMILY of Nations >is at its best< when we work together with SHARED interest and common purpose ⁽⁾] [So this year⁽⁾ let the MEssage go out from England⁽⁾ WALES⁽⁾ and Northern Island⁽⁾ to Everyone in Scotland] [We WANT you to stay⁽⁾]

Excerpt 7 (Paragraph 9):
[<So that is what or long-term plan is about >⁽ˑˑ⁾] [And we'll STICK to that plan⁽⁾ this year⁽ˑˑ⁾]

Discussion

The analysis (phonological and prosodic dimensions) above is quite effective because it seems to expose several significant dynamics including the illocutionary aim of the core meaning which is signalled by speech tempo variation and pitch range. By speech rate alternation, we are referring to the number of words articulated per minute. Pitch range however, refers to the high and low frequency variation of voice. That is, prominence or loudness. All of these prosodic features are indicated by transcription notations and basic markup system. And they all reveal the speaker's intent and meaning.

In the first extract the speaker employs phonopragmatic strategy through the prosodic parameter of prominence, loudness and several micropauses. The speaker asserts (illocutionary act)that this is a phase for new resolutions and aspirations.

That is, a year that Britain is expected to grow and advance. This he does by effecting some form ofprominenceupon the phrase, "New Year". His primary purpose (perlocutionary act) is to stir up optimism in the minds of the listeners. Words like '*stick*', '*long*' and '*around*' in excerpt 1 all have some degrees of prominence due to the fact that the speaker's illocutionary act is not merely to inform the listeners about a plan but to let them know about the Government's intentions to finally rescue Britain from economic recession in the year 2014. This of course is expected to produce a perlocutionary act of assurance and encouragement.

The illocutionary act of the speaker is revealed by the assigning of emphasis (loudness) on; and the stressing of several syllables within words. For instance, in excerpt 2, words like "businesses", "opening", "factories" and "decent" receive their expected stress placements but additional increase in pitch measurement. Accordingly, the core of the message (illocutionary act) here is to let listeners know that businesses are on the increase, factories are fast opening up and so, in the nearest future, Britain would be seen as the enterprise capital of the entire Europe. Therefore, the speaker intends to assure listeners that sticking to the long-term plan will result in Britain coming out of recession. Just like in for instance, excerpt 1, *[It's a NEW YEAR$^{()}$ and for Britain$^{()}$ there can only be$^{()}$ one$^{()}$ New Year'sresolution]* $^{(.)}$and *[To STICK to the long-term plan $^{()}$ that is$^{()}$ turning our country around]* $^{(.)}$where we see how the micropauses (measured in seconds) are employed,ostensibly, so that listeners can have a maximum understanding of the message that is being passed across. We also see the presence of such micro pauses in excerpts 2 and several other excepts.Consequently, the perlocutionary act is to get the citizens to understand the importance of the New Year's strategy, so that they can be inspired and encouraged about the country's economic prospects.

Several words in the initial utterance within excerpt 3 have degrees of prominence indicating that the speaker's assertion (illocutionary act) or representative goes beyond the locutionary act to designate a deeper meaning. The illocutionary act therefore is an assertionthat there is a conscientious Government that is capable of leading Britain into a gloriousfuture by not only sticking to the plan but also by redoubling and intensifying its efforts. An example of such efforts being made is seen in excerpt 7, where there is some increase in pitch and loudness in the words "*capped*" and "*cut*". This emphasis is done by the speaker in order to motivate and encourage the listeners even as he promises to do more as we see in the utterance, "*And this year we will CARRY ON building our economy for people who WORK*

hard and play by the rules. The illocutionary implication of this statement, paying close attention to the emphasized words, is that, everyone is expected to work hard, both those in authority and members of the community. In other words, this year Britain can only rise when its citizens can make something of themselves and the Government can play their economic roles. Thus, the power of togetherness and team work is foregrounded even as we also see in speech excerpt 10, where the words, "*family*" and "*shared*" are given some increase in pitch range.

Excerpt 8 reveals that there is also an increase in prominence in the words "*best*" and "*skills*" including a high degree of loudness in the words, "*children*" and "*young people*" which keeps listeners focused on the message by either drawing attention to certain focal words or phrases The illocutionary act of this statement is asserting thatproper education, with the introduction of a new National school Curriculum is part of what makes a nation to rise and succeed. In speech excerpt 3, vowel lengthening is observed at the terminal part of the word, "*deliver*"and the aspiration of the initial phoneme in the word, "stick" is also observed. All these prosodic features signal the intention of the speaker to encourage and reassure the listeners by being commissive to promises like cutting income taxes, freezing fuel duties, capping welfare, keeping mortgage rate low and in all, safe-guarding the economy.

In excerpt 10, the utterance, "*let the MEssage go out from England* *⁽⁾WALES⁽⁾ and Northern Island⁽⁾ to Everyone in Scotland*, has several micropauses and increase in pitch range which are an indication that the speaker intends to show the importance and severity of uniting the Kingdom by participating in a referendum vote. Thus, the illocutionary act of this utteranceis that informing listeners that the outcome of their decision has a major role to play in making 2014 a year when Britain will rise above joblessness, industrialized stagnation, recession, borrowing and debt accumulation. Hence, his strong appeal, which is fraught with rapid oscillations:*[We WANT you to stay⁽⁾]*, for members of Wales, Northern Island and Scotland to stay within the United Kingdom is observed as he increases the intensity of voice volume.Notice the use of capital letters to indicate loudness and the use of bold highlighting specifying prominence to emphasize or accentuate meaning.

Upsurge in speech rate is observed in several utterances in excerpts 5, 6 and 8. These utterances are either referring to promises that have been fulfilled or commissives and the resulting calculable speech rate measurement is for the purpose of conveying a level of excitement in the listeners (perlocutionary act) as regards the Government's long-term plan of sustainable education for future generations and

economic security for citizens all over the United Kingdom.

In an attempt to allow addressees to connect their emotions to what he is communicating, the speaker reduces his speech rate in the first utterance within speech excerpt 7: *[<So that is what or long-term plan is about >*$^{(...)}$*]* and also includes a hiatus. His intention is to get his point across and avoid miscommunicating salient issues. Consequently, on the one hand, while the illocution act here is assertive or representative (stating or revealing), on the other hand, the probable perlocutionary result is that of expectation.

From the discussions above, findings reveal that analysing speech data from both pragmatic and phonological perspectives activate meaning, perception and locutionary content; thereby validating the idea that prosody has the capacity to make available pragmatic anchorage to utterances. Consequently, we see the phonopragmatic mediation of speech acts and speech prosody in David Cameron's 2014 New Year speech broadcast and how they both contribute to meaning interpretation.

Conclusion

This study submits that there is mediation between pragmatic functions (that is, a combination of Austin and Searle's classification of speech acts) and prosodic cues (like pitch, in relation to word and syllable stress) regarding communication approaches. Such a correlation stimulates meaning interpretation. Within the 2014 New Year speech repertoire of former Prime Minister, David Cameron, several prosodic feature like volume (loudness), pitch (rise and fall), speech rate and pauses all contribute significantly to communicate meaning. Accordingly, analysing the pragmatic interpretation of a message in addition to demonstrating how a speaker varies such prosodic features and auditory attributes of sounds that facilitate meaning interpretation.

Using phonological configurations as well as pragmatic functions of a message is for the purpose of presenting explanations of the intended import behind the 2014 New Year speech of David Cameron in order to demonstrate the pragmatic operations of prosody in oral discourse. Results confirm that analyzing speech data from both pragmatic and phonological perspectives activate meaning, perception and locutionary content and consequently, corroborates the fact that prosody has the ability to provide pragmatic anchorage to utterances.

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