

# Investigating University Leaders' Identity: A Pragmatic Study.

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- **Abstract:** This study deals with the pragmatic features of workplace identity, the interpersonal features. Therefore, it investigates the pragmatic features of university leadership identity through their daily interaction with others. The study aims to find out the pragmatic features of university leaders' communication and thence giving the general features of workplace identity. A questionnaire has been given to some of the administrative leaders' at Thi-Qar University. It includes (16) pragmatic strategies that are expected to be used in their daily interaction. It is hypothesized that university leadership identity tends to have pragmatic features that facilitate and success interaction with others. The findings of the study present an overall review of the pragmatic features of university identity as well as prove the hypothesis of the study.
- **Keywords:** pragmatic features, hypothesis, investigates