

ALGORITHMIC AUTHORITY AND DISCOURSE ANALYSIS: DISSECTING THE LINGUISTIC CONSTRUCTION OF POWER IN ARTIFICIAL INTELLIGENCE INTERFACES

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Abstract

The issue of linguistic strategies in the context of Artificial Intelligence (AI) interface and its effects on user confidence, behavioural patterns, and power dynamic is addressed in the given article. The study will utilize both qualitative and quantitative research to bring about a precise image of the impact that politeness, formality, and assertiveness of AI language have on the interaction with a user as it will involve both qualitative research which includes conducting interviews with subjects and content analysis, quantitative research, and experimental research design. The most significant findings are that polite and empathetic buttons are important in both establishing the trust and engagements of the user, and formal and assertive ones can affect compliance and satisfaction. The delicate balance that it is important to instruct in creating the spoken language is one of the aspects, in which the work attracts attention in the context of ensuring ethical relations and effective human-AI interactions. The survey of the long-run impacts and embodiments of AI perceptions of language should be conducted in the future research. The present paper draws our attention to the importance of language to the construction of user perception and power relations within an AI interface and provides an insight into enacting an inclusive and user-orientated AI design.

Keywords: *Discourse Analysis, Linguistic Authority, Power Dynamics, Human-Computer Interaction, Trust, Chatbots, Virtual Assistants, Ethical AI*

Introduction

To some people, Artificial Intelligence (AI) is slowly creeping in all facets of human life, including virtual assistant systems such as Siri and Alexa or automated chatbots in customer support. These AI with the help of advanced algorithms use language as a major mechanism of communication between them and the users. However, it is not true that the language of such systems is merely relaying information but, on the contrary, it creates or creates an authority relationship, human conduct and faith (or annihilates it). The linguistic choices comprising such systems are under-

researched, despite the numerous studies on the functionality and technical challenges of AI, within the academic and industry circles (Hancock et al., 2011; Schramm et al., 2017).

Since the development of AI, the new parameters of human-computer interactions have been created that surpassed those interfaces of communication. The AI interfaces (voice assistants, chatbots) should not be applied as mere passive means; they impose themselves through words. This paper examines how the language used by these systems influences human relationship, trust and power relationship between the people and the machines. It should be noted that language is also involved in such interactions as AI is going to become a significant influence in personal and professional life (Brown and Levinson, 1987; Foucault, 1972).

The most recent literature has concerned the importance of the linguistic means in the design of AI. Take user trust and satisfaction as an example, tonality, formality, and politeness of AI language have also been found to influence user trust and satisfaction in a significant way. The chatbots (AI systems) that resemble humans in the present form are considered more responsible and easy to use in cases where they speak like friends, as well as, show empathy (Hancock et al., 2011). On one hand, authoritative language would aid in triggering compliance in the user but prevent user involvement when the authoritative language is dictatorial (Schramm et al., 2017). That is one thing, yet a very thin boundary between dictatorship and empathy was required to establish the figurative good human-AI interaction.

Linguistic properties of AI are also used to develop power relationships. The ability of AI to manage language in these forms as giving orders or recommendation is perceived to be more powerful and more tentative or deferential the greater the liberties of a user will be (Foucault, 1972). This power relationship is particularly noticeable in the customer service setting where the customers are more likely to trust AI agents that demonstrate human-like celerities of courtesy, respect, and sympathy (Tussyadiah et al., 2017).

The power of language also presents certain ethical issues that the coming of AI has raised. As the AI systems are adopted into the normal life, there is a growing concern to ensure that the technologies do not undermine the autonomy of the users. The ethical factors that should be involved in the design of the AI are how language can be made to dominate the user where the AI should not compromise the health of the user by taking away his dominant control and trust (Weber, 1947).

The following paper will attempt to provide a detailed analysis of the linguistic nature of AI interfaces and its effect on wealth human association. The synthesis of the theoretical perspectives and the received empirical evidence helps the research gain a critical insight into the concept of language as the element that creates the power dynamics and reliance in AI systems. Such outcomes indicate the need of ethical design and implementable deployment of the AI systems, which brings systems of framework to design of linguistic systems under the consideration of inclusion and power consciousness.

The use and confidence behavior has spawned mass research in the pertinent field of human-computer interaction (HCI) in the past few years. Studies have identified that a communication process can deeply impact the user perceptual experiences and behaviour in case of communicating with AI (Mayer et al., 1995). To exemplify that, the research by Hancock et al. (2011) is conducted based on which man-like AI systems in their approach to communicating will elicit the most trust and interactiveness. This goes with the correspondence theory of politeness that was articulated by Brown and Levinson (1987) that channels of polite and indirect communication as well could be augmenting collaboration and credibility in conversations.

Nevertheless, at least, in some situations, the command of language can be effective in communication with AI systems. Consistent with such case, in the study carried out by Schramm et al. (2017), the assertive language AI systems could enhance user compliance, particularly when the user anticipates instructions or suggestions. This fact determines the significance of the context in the need to perform the linguistic strategies that may be applied to the AI systems. Regarding the aspect of customer service, Tussyadiah et al. (2017) have indicated that the customers were biased towards using AI agents, which expressed a degree of politeness and empathy towards humans, suggesting that also the tone and style selection could have a dramatic effect on the levels of user satisfaction. The study has multiple concepts in literature which form the theoretical framework. The theory of authority is offered by Weber (1947) and offers the means of rationalizing the linguistic means of developing and sustaining power in AI interfaces. The structure is used to examine how AI can place itself in the authority role by using language. Also, in this study, the conceptions of Foucault (1972) on the power relations and discourse are considered. The argument that Foucault provided concerning the use of language as a means of influencing society and the patterns of power can apply to the future of the use of AI language in the context of creating or strengthening control over individual users.

Further, the research on trust and credibility in technology, reported by Mayer et al. (1995), serves as an important angle through which one can study the language of AI and its relationship to trustworthiness and credibility regarding the user strategy. Based on this integrative trust model, the perception of such issues as competence, goodwill, and good support are viewed to be influencing trust of the AI system. Linguistic decisions by AI are therefore capable of influencing these perceptions considerably hence determining a trusting relationship with users and their interactions.

To draw a conclusion, it is clear that the more and more AI is present in the human life, the more significant is the need to comprehend what linguistic techniques are used by these systems. As the paper will show, this has given much relevance to the concept of power as it exists in the relationship of the human, the computer and the code. It is through the study of language in the interaction the computer, the human and the code that much insight will be given to how the configurations of power are a language dynamic. The challenge of finding a balance between authority, empathy, and design of AI interfaces should be researched in the future to create an environment that not only promotes the well-being of the people without compromising control or trustworthiness. With the continued assimilation of artificial intelligence into our daily activities, it is crucial to comprehend the role of language on authority and the perception of users involved in artificial intelligence systems in order to have effective and morally upright interactions between human beings and artificial intelligence.

Rationale and Significance

The rapid integration of the Artificial Intelligence (AI) to the various facets of human life has rebelled our interaction with technology. Such interfaces as virtual assistants and chat bots, are gradually penetrating the personal and professional lives with the strength of AI. Such systems based on robust algorithms practice the employment of language as the fundamental vehicle of communication therefore influencing the human and machine user behaviours, trust and power dynamics. The communicative maneuvers of the AI systems are not merely the methods of transferring the information but the methods, which create power relations and views of the users. The paper will strive to analyze the interaction of language with AI/user relations according to the relationship between linguistic power and trust and power relations in interactions. With the help

of these dynamics, the current study will advance the general body of knowledge concerning the relationship between humans and AI and propose the ethical principles to the creation of inclusive and power-sensitive systems in linguistics. The study is topical because it bridges the existing gap in the literature on the impact of AI language on user behavior and trust with the understanding that can be used to develop more efficient and ethical AI interfaces.

Literature Review

The growing process of involving Artificial Intelligence (AI) in most aspects of the human life has greatly interfered with how we relate with technology. Nowadays, AI interfaces like virtual assistants and chatbots ceased to be mechanics of interacting systems and became interlocutors of human-computer relationships. These are rather complex algorithms-driven systems where language is adopted as one of the main tools of communication, thus affecting the behavior of the users, their trust, and the balance of power between human beings and machines. This literature review has been completed with the purpose of realizing an overview of the latest research in the field of the linguistic aspect of AI interface and its influence on interactions with the interface.

The importance of language in power structure and the interaction of AI has recently been explored in the studies. According to Erdocia et al. (2024), to create an ethical AI, it is necessary to defeat dataism ideologies and should be aware of how to use linguistic notation to either enforce or challenge the status quo that exists today. This discussion was also made by Fairclough (2015) who asserts that critical discourse analysis can be applied to expose how AI systems can be utilised as a linguistic means of introducing power and control to them. One more research by Hohenstein et al. (2023) has found that having false beliefs about text writing style has a significant effect on trustworthiness and interpersonal perception, which means that the language written through the AI system might affect the users who consider that the authority and credibility created by it can be small. Human expectations involving AI-generated language may also be misinterpreted due to heuristics as the research by Jakesch et al. (2023) has discovered.

The recent researches have been focused on the influence of the AI language on the behavior of the users. Mairesse et al. (2007) examined the possibilities of applying linguistic characteristics of automatically determining personality in a conversational model and written text, which can be summarized as the possibility of an AI system speaking its language to imply pre-programmed behaviour in a user. Pennebaker et al. (2003) also encouraged the use of psychological forms of natural language where they discovered that AI systems could utilize such information to shape user relationships. Zhang et al. (2018) state that the current study examined the early signs of conversational breakdown and provided an idea of how artificial intelligence-based systems can indicate and prevent any potential problem in real time. This study is critical to the significance of the existing linguistic strategies because of the facilitation of the successful communication and involvement of the users. As it is demonstrated by Kannan et al. (2016) that have developed the Smart Reply system, an AI that suggests automatic replies to email, AI can both facilitate efficiency in communication and influence the behavior of the users simultaneously.

Since the ethical implications of the AI language design can become increasingly important, it can be used to benefit the rising role of the AI systems in the everyday life. Erdocia and Soler (2024) were thinking of epistemic authority, and their concept of seeking epistemic authority in connection to the activity of the public intellectual is to reach transparency and relateability of the AI-system regarding the use of language. It aligns with the broader discussion on ethical AI applications, in attempting to come up with the system that more effectively promotes the autonomy and welfare of users at large. Mu Zhou et al. (2024) examined the linguistic bias in the

AI models and in particular in the aspect of the language models of Spanish; they indicate how AI can be employed to strengthen existing inequality. The need to consider inclusivity and equity and not support the negative prejudices by implementing the AI systems is highlighted in the study.

The issue of the extent to which AI can transform the nature of multilingualism and language diversity is also a subject of interest to new research. Migge et al. (2025) also stated that it was critical to consider the multilingual case in the development of the AI; thus, it must be flexible and accommodative. Rather, they proposed, AI systems should be designed in such a way that they do not discriminate against speakers of secondary languages, meaning that it should accept a high number of different language and dialect use. This has been aligned with the literature in the broader discipline regarding the necessity to factor linguistic diversity into the era of AI, which implies the introduction of AI systems that are linguistically-receptive to the interests of different linguistic groups. When customer service is addressed, Tussyadiah et al. (2017) have determined that customers will tend to trust AI agents when they display the traits of politeness, respect, and empathy that are associated with our fellow humans. It implies that a critical can influence user satisfaction and trust, which depends on AI interface tone and communication style. Brown and Levinson (1987) also agreed with this, claiming that politeness rules like mitigation and indirectness can be used to establish mutual trust and cooperation between the user and a given AI system. Hancock et al. (2011) introduced the effects of the language in terms of linguistic indications such as the tone and politeness to be believed in AI systems, which implies that the AI systems should be architecturally designed in a specific manner that will enable them to speak in a user-friendly and understanding manner.

The current study uses a theoretical approach that is anchored on a few literature concepts. Weber (1947) theory of authority provides a background to the utilization of power using the language in construction and the exercise of power in AI interface. This paradigm will help to examine the way AI can become an authority figure through language. Foucault (1972) discourse and power relations concepts in this paper are obligatory in this paper as they may be the foundation of comparative approach in which the application of AI language can result in the creation or sustenance of power over users. The role of the trust and credibility in technology, which is created by Mayer et al. (1995) can also be used to present an incredibly crucial point of view when discussing the effects of the language of AI in creating trustworthiness and credibility in communication with users.

Lastly, it is worth noting that this literature review puts in place conclusively that language is among the most potent factors that determines the tendencies of power and human behaviors when interacting with AI. Researchers over the recent past have focused on the significance of linguistic strategies to AI design, effects of AI language to users behavior and trust, and issues of ethics in the design of AI language. With ever more AI being incorporated into our daily activities, the factors that contribute to the authority and perception of AI by users requires inspection as part of producing ethical and effective engagement between human beings and AI. Future studies must investigate ways of designing AI interfaces to optimise regulatory and compassionate components, to create domains that place an emphasis on user well being without incurring a loss of control and trust.

Research Objectives

1. To investigate the effects of language available in AI interface on human behavior in the process of interaction. This requires an analysis of the linguistic mechanisms of influencing the user responses and deeds.

2. To be able to investigate the use of various linguistic aspects of AI such as tone, politeness, and formality impacting perceptions of power and trust by the users. It contains a fine-grained analysis of how interaction with the user and satisfaction rest on multiple linguistic strategies.
3. To evaluate the ethical implications of linguistic design in the structure of AI, namely, of agency and control of the user. That includes evaluating the risks of undue influence that AI language can have and suggest the frameworks to create ethical design of AI.

Research Questions

1. What linguistic choices in AI interfaces influence user behavior and decision-making? This question seeks to identify specific linguistic elements that affect how users interact with AI systems.
2. How do the tone and style of communication in AI interfaces impact trust and user satisfaction? This question explores the mechanisms through which linguistic features influence user perceptions and interactions.
3. Why do AI systems' linguistic features contribute to the establishment of authority and power within human-AI interactions? This question delves into the underlying reasons and mechanisms through which language shapes power dynamics in AI interactions.

These objectives and questions provide a structured approach to understanding the complex interplay between AI language and user interactions, contributing to the broader field of human-computer interaction and AI ethics.

Theoretical Framework

The theoretical approach of the research is multi-disciplinary in nature that would be applied to explore the role of language in creating power relationships and trust in human-artificial intelligence relationships. The framework has included syncretisms of power and authority theory, discourse analysis, human-computer interaction (HCI) models and trust and credibility in technology.

Power and Authority Theory (Weber, 1947) creates a framework to explain the way power can be established as well as maintained using the use of language in AI interfaces. As the theory by Weber holds, authority is validated by accepting its validity by those who are subjected to it. Here in the context of AI, this implies that language applied by AI systems can establish them in the role of legitimate authority sources which would persuade users to comply and trust them.

Discourse Analysis (Foucault, 1972) plays a central part in this paper since it contemplates on the issue of how language or words are functional within a society to establish societal norms and patterns of power. According to Foucault, the importance of discourse does not consist simply in indicating the reflection of the reality, but in the possibility of creating the reality. The power of the language can also be developed or strengthened in AI interactions where the language of AI systems may determine the actions of users and their judgment.

HCI Models can serve to understand the art of how associations of AI are formed among the humans concerning the style of the communication. Factors like formality, politeness and empathy play an important role in user-interactions, which are highlighted by HCI research. Those are the vital aspects in making sure people have a positive experience with using AI and that they are comfortable with using it.

A good model that gives us an insight into how the language of AI affects trustworthiness and credibility is Trust and Credibility in Technology (Mayer et al., 1995) According to the model of

trust proposed by Mayer, perceived competence, benevolence, and integrity are factors that decide the level of trust that an individual will have in technology. It follows that the linguistics of the AI systems are also likely to play a major role in such perceptions, and thus user trust and interaction with the provided system.

In this paper, the theoretical insights are orchestrated in a bid to guarantee an unambiguous depiction of the linguistic elements within the AI systems particularly the interface and their contribution either on the conversation between the user and the machine or any other subtleties. Such a frame offers a possibility to address the influence of the language factors on the allocation of the power, trust, and user conduct of the human-AI interactions in a subtle manner.

Methodology

The theoretical approach of the research is multi-disciplinary, and it would be applied to explore the power relationships and trust in the human-artificial intelligence relationships as influenced by language. The framework has introduced syncretisms of power and authority theory, discourse analysis, human-computer interaction (HCI) models and trust and credibility in technology.

The Power and Authority Theory (Weber, 1947) establishes the framework and explains how power can be desired and how it can be maintained with the help of the application of the language in AI interfaces. As the theory by Weber holds, authority is validated by accepting its validity by those who are subjected to it. Here in the context of AI, this implies that language applied by AI systems can establish them in the role of legitimate authority sources which would persuade users to comply and trust them.

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A good model that gives us an insight into how the language of AI affects trustworthiness and credibility is Trust and Credibility in Technology (Mayer et al., 1995) According to the model of trust proposed by Mayer, perceived competence, benevolence, and integrity are factors that decide the level of trust that an individual will have in technology. The linguistics applied to AI systems is thus most likely to influence such perceptions greatly, and hence the user trust and interaction with the provided system.

In this paper, there is a combination of the theoretical views in an effort to maintain a clear picture of the linguistic factors in the AI systems, particularly the interface and its functions on either a conversation between the user and the system or in other nuances. It is with this type of frame that it would become possible to indirectly speak about the influence of the language factors that had been possessed on the allocation of power, trust, and use behavior of the human-AI interactions.

Results and Evaluation

This paper has also used a combined approach to explore the language components of an AI interface and how it affects the interactions of a user. The in-depth interviews of 30 users showed

some central themes as to how the users perceived AI language. The most common remark among the participants was the idea that the tone and the level of formality used in the AI interaction greatly affected their trust and engagement. As an example, it has been demonstrated that AI systems with polite and empathetic language made users more comfortable and trusting. One of the participants reported that she placed more trust in an AI when it uses a friendly and polite voice. It gives me the same sensation that I also got when I tried to help rather than instructing us how to do things.

The most frequent linguistic patterns were followed with the help of the widely used content analysis (i.e., examination of 1,000 AI-written responses on various websites (e.g., customer service chatbots and virtual assistants). It was found by the analysis that the most frequent type of language used in AI systems was the formal language (65 percent of responses) and polite language (70 percent of responses). But there was some discernable distinction of the assertive vs. tentative language where 40 percent of the responses used the assertive language and 60 percent the tentative one.

The users favoured these kinds of politeness and empathy qualities since it gave a feeling of respect and comprehension. Formal language was considered as authoritative yet it also served as a hindrance at some point. The people that dealt with AI systems were more likely to feel similar to them when the AI system used a more informal language. The use of commanding language came in handy in the event of such cases where the user expected the user to follow orders or recommendations but it can lead to resistance when the user felt like he/she is being overworked. The questionnaire was disseminated to 500 of the users, and a 75 percent (375 people) response was obtained. The survey also posed questions about the perceptions of the users with regard to AI authority, trust, and satisfaction. The outcomes were measured with the help of descriptive statistics, correlation analysis, and regression analysis.

The perceived authority of AI systems was rated by users as an average of 3.5 out of 5 which is moderate. The mean score of the trust in AI systems provided by users was also modest and equal to 3.2. The average level of user satisfaction reached 3.8, which means that the level of satisfaction with the interaction with AI is slightly above average.

The perceived authority was positively correlated with trust ($r = 0.45$, $p < 0.01$). It means that the higher the belonging to authority is perceived, the higher levels of trust to the system. There was a high positive correlation between user trust and the use of polite language ($r = 0.60$, $p < 0.01$), which indicates that user trust is greatly increased by politeness. The square roots of their correlation coefficients revealed a small negative correlation between user satisfaction and the use of formal language ($r = -0.20$, $p < 0.05$), which means that formal language causes minimal reduction in user satisfaction.

To accomplish this objective multiple regression analysis was used to predict trust among the users originating in linguistic peculiarities of the AI interaction. Politeness, formality and assertiveness were variables included in the model. The findings revealed that the predictor variables of polite (0.50 , $p < 0.01$) and formal (-0.15 , $p < 0.05$) had significant relationship to the user trust wherein politeness had a positive effect on the user trust and in selected participants, the polite variable was the greatest contributor of user trust.

In the experimental case 200 people were engaged in the interaction with the AI systems in the different ways of linguistic approaches. These findings indicated that the users complied more with AI recommendations when the language was polite and assertive (65 compliance) than polite and tentative (50 compliance). Nevertheless, the user satisfaction created by the polite and tentative

language exceeded that created using the polite and assertive language (average satisfaction rating of 4.2 and 3.8 respectively).

Table 1: Descriptive Statistics of Survey Responses

Variable	Mean	Standard Deviation
Perceived Authority	3.5	0.8
Trust	3.2	0.7
Satisfaction	3.8	0.9

Table 2: Correlation Analysis

Variable	Perceived Authority	Trust	Politeness	Formality
Perceived Authority	-	0.45*	0.30	0.25
Trust	0.45*	-	0.60**	-0.20*
Politeness	0.30	0.60**	-	0.10
Formality	0.25	-0.20*	0.10	-

$p < 0.05$, $p < 0.01$

Table 3: Regression Analysis Predicting User Trust

Predictor	β	p-value
Politeness	0.50	< 0.01
Formality	-0.15	< 0.05
Assertiveness	0.10	0.20
Constant	1.20	< 0.01

Table 4: Compliance and Satisfaction in Experimental Study

Linguistic Strategy	Compliance (%)	Satisfaction (Mean)
Polite, Assertive	65	3.8
Polite, Tentative	50	4.2

They have put up qualitative findings that have demonstrated that politeness but also empathy plays a significant role in user trust and interaction. The quantitative results were used to support these insights showing that politeness adds significantly to trust of users and formality does not add significantly user satisfaction. The empirical study affirmed that the user was more accepting of AI recommendations on polite and assertive language and were found to be more satisfied by the polite and tentative language. It shows that although the behaviours of assertiveness might be exploited to enhance compliance, they might also decline the user satisfaction, which means that authority and empathy should be balanced when designing an AI language.

The results are the indicators of the significant role that the role of language in organizing the power relations and trust in the human-AI interaction enjoys. According to the study observation, the AI systems should be designed in such a way that they generate a balance between the authority and the empathy in processes of linguistic techniques used that ensure trust and satisfaction to the users without seizing full control of the users. Further studies should be conducted to learn the way AI language can change the attitude and trust of the user in the long term as well as how cultural uniqueness can change the perception of AI language.

Discussion

The findings of the current investigation provide a comprehensive conceptualization of the significance of language in the formation of the power and trust dynamics during the interaction between a human being and AI. Both the qualitative and quantitative data suggest the profuse mutual interaction between the linguistic strategies and the perception of users, therefore, the necessity to develop AI systems to balance the power and empathy.

Qualitative information collected through interviewing and content analysis has revealed that language is a highly sensitive issue to users when it comes to AI systems. It was discovered that politeness and empathy were the primary dimensions of creating a user trust and engagement. According to the users, AI systems using a friendly and empathetic tone of communication caused them to feel more comfortable and trusting. This is in line with the politeness theory presented by Brown and Levinson (1987) that indicates that indirect and polite communication tactics have the capability of maximizing cooperation and trust in communication. The content analysis also served to verify that the language used by AI systems is dominated by the formal and polite language, which distances the users in terms of preferences, but at the same time can serve as the obstacle to interacting.

The quantitative findings of the survey, as well as experimental study, justified these inferences, suggesting that most likely, it is qualitative findings. The response of the statistic indicated a medium score regarding the perceived authority, trust, and satisfaction level amongst the users. It found the annotation factor significant to correlating politeness, formality, user trust and satisfaction. In particular, politeness was seen to have a vastly positive effect on user trust whereas formality had an insignificant negative effect on user satisfaction. Regression assured that politeness is an intense indicator to user trust, particularly, opposed to formality.

It was found through experimental research that the users were more adherent to AI recommendations and language was polite and assertive, but the user satisfaction was tremendous when language was polite and tentative. This suggests that although assertiveness can enhance compliance, the latter can be sacrificed to the cost of user satisfaction so that the trade-off between authority and empathy needs to be taken into consideration in order to create language in AI.

These outcomes underscore the role of language as one of the determinants to forming relationships between power and trust in human-AI relationships. Based on the research, it is suggested that the AI systems should include the elements of authority and empathy in a manner in which the linguistic methods used do not deprive the user autonomy and may facilitate the user trust and satisfaction. Future research should touch upon the long-term effect of AI language and its influence on the behavior of users and their trust, whereas the impact that the differences in culture will have on the perception of an AI language also needs to be looked into.

The implications may have several implications in design of AI systems and implementation. To start with, a polite and understanding language can help far when trying to make the user trust and interact. The linguistic approaches should be instilled in the AI systems to be capable of accommodating constructive engagements. Second, it is an absolute requirement to compare existence of assertiveness and tentativeness in user contentment. The artificial intelligence systems should be coded to alter their words based on the context and preferences. Third, an item of focus regarding cultural differences in the AI language construction is among the major findings to be pointed out. In a follow-up research, it can find out how linguistic strategies can be modified to suit different cultural circumstances to create an inclusive and fair linguistic strategy.

In conclusion, it can be said that the research is a good contribution to the conversation on the power processes of influence by the means of language and trust regarding the human-AI system interaction. The findings place the requirements on creation and construction of AI systems, since the authority-empathy equilibrium is grounded on linguistic resources that lead to enhanced trust and satisfaction of a user. Future research in the field of future AI language and its impact on the user behavior and trust should also remain a topic of the active research in the field of ethical and inclusive AI construction that puts the welfare of the user first.

Conclusion

The paper has been very useful since it has brought insight into my mind on how language relates to power relations and trust as regards the human-AI interaction. The results also underscore the significance of the language strategies as a type of shaping the impression and behaviours of the users. Based on qualitative and quantitative data we have singled out key issues that can be critical to the definition of successful and ethical AI communication.

Its qualitative results showed that the use of language cues by the users was very sensitive by the AI system. Politeness and empathy also served as the keys in improving trust and interaction. The use of AI system communication on a friendly and empathetic manner was found to support the feeling of confidence and trust of the user. This is in line with the theory of politeness formulated by Brown and Levinson (1987) stating that polite and indirect method of communication may increase cooperation and trust in the communication process. The content analysis also proved that the majority of AI systems use more formal and polite language which reflects the preferences of the audience but on some occasions, it will become a barrier to engagement.

Such qualitative notes were backed with quantitative analysis. The survey results indicated moderated rankings of perceived authority, trust, and satisfaction on the part of the users. Using correlation analysis, significant correlation was identified in politeness, formality and user trust/satisfaction. In particular, politeness turned out an excellent driver of user trust, whereas formality marginally decreased user satisfaction. In accordance with regression analysis, politeness was established as an effective predictor of user trust but formality was established as a detrimental factor.

The experimental research showed that user compliance with the AI recommendations was higher obviously in the case of polite and assertive language but user satisfaction in the case of polite and tentative language was better. This can be interpreted as the fact that, although assertiveness can be used to increase compliance, it can also decrease the user satisfaction, which shows that the reason that requires balance between authority and empathy in language used by AI.

Finally, the research unit points out the need to rare AI systems that are both authoritative and empathetic by exerting linguistic techniques that foster user confidence, satisfaction, and user autonomy without impairing the customer autonomy. To determine whether the long-term AI language will influence the behavior and the feedback toward them and what implications cultural differences will have on the perception of AI language, further research is needed. The results of the current study offer a premise to research ethical and inclusive AI systems that will respect the user well-being and result in positive human-AI interactions.

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