AN ANALYSIS OF SELF-REFLECTIVE PRONOUNS IN POLITICAL SPEECHES: A CASE STUDY OF PAKISTAN

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Abstract
Pronouns play a pivotal role in political discourse, functioning as powerful tools for constructing identities, conveying ideologies, and shaping public perception. This mixed-methods study explores the strategic use of personal pronouns in 65 political speeches delivered in the Pakistani Senate between 2014 and 2020 by prominent figures, including prime ministers, the chief of army staff, and senators. By combining qualitative discourse analysis with quantitative corpus methods (e.g., AntConc), this research examines how pronouns serve as rhetorical instruments to negotiate power dynamics, foster solidarity, and frame political agendas. The analysis reveals that the first-person plural pronoun "we" predominates in political rhetoric, strategically emphasizing collective responsibility, unity, and shared national goals. The invocation of "we" positions government actions—such as economic stimulus packages, development projects, and social welfare policies—as collaborative efforts, aligning with studies that highlight its role in promoting solidarity during crises. In contrast, the first-person singular "I" introduces a personal dimension, enabling speakers to assert authority, express individual commitments, and humanize their messages. However, excessive use of "I" risks accusations of self-promotion or evasion of collective accountability, particularly in contentious contexts. Quantitative findings from AntConc demonstrate varying patterns of pronoun usage over time, with "we" peaking during national policy debates and "I" surging in speeches focused on leadership accountability. Thematic analysis reveals that pronouns reinforce institutional roles: "we" consolidates government actions as collective endeavors, while "I" emphasizes individual agency among high-ranking officials. Grounded in Critical Discourse Analysis (Fairclough, 2019) and Systemic Functional Linguistics (Halliday & Matthiessen, 2020), this study shows that pronoun choices are not incidental but strategically deployed to build credibility, foster trust, and secure public support. This research contributes to political communication by demonstrating how pronouns shape collective identity, signal authority, and align messages with audience interests. It underscores the duality of "we" and "I" in balancing unity and individuality, offering practical insights for speechwriters and strategists crafting persuasive narratives. By contextualizing the analysis within Pakistan's dynamic political landscape—characterized by populist rhetoric and institutional diversity—the study highlights the cultural specificity of pronoun usage and advances global discourse on the intersection of language, power, and ideology. Future research could explore how these strategies evolve in response to changing socio-political contexts, including digital communication and cross-cultural comparisons.
Keywords: self-reflective pronouns, Pakistani political speeches, corpus-based study, gender

1. Introduction
Political speeches serve as a vital medium for politicians to communicate their ideas, intentions, and visions to the public. Effective political communication is essential for gaining public support, shaping public opinion, and influencing political outcomes. Among the various linguistic tools used in political discourse, personal pronouns hold significant rhetorical power. Pronouns such as "I," "we," and "you" play a crucial role in establishing a connection between politicians and their constituents while also demonstrating inclusivity and authority.

1.1 Purpose of the Study
This study aims to explore the strategic use of personal pronouns in political speeches. Politicians employ pronouns to foster rapport with their audiences, evoke trust, and create a shared sense of identity. The use of "we" can encourage a feeling of unity and collective responsibility, which is particularly effective during election campaigns. Conversely, first-person singular pronouns like "I" allow politicians to assert their authority and present themselves as decision-makers and problem-

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solvers. Moreover, third-person pronouns such as "they" serve as rhetorical tools to distance speakers from opposition parties or unfavorable events.

1.2 Problem Statement

Despite the crucial role of pronouns in political communication, limited research has comprehensively analyzed their quantitative and qualitative elements in political speeches. Previous studies have largely focused on qualitative assessments of linguistic elements in political discourse while overlooking systematic, large-scale quantitative analyses. This gap in research necessitates a more structured investigation into the patterns and functions of personal pronoun usage across diverse political contexts.

1.3 Research Gap

While existing research acknowledges the rhetorical function of pronouns in political speeches, there is a lack of empirical studies that quantitatively analyze their frequency, distribution, and contextual usage. Previous studies, such as Kaewrungruang and Yaoharee (2018), have examined the use of pronouns in U.S. presidential debates, highlighting how candidates use "I" and "we" for persuasion and political positioning. Similarly, Håkansson (2012) analyzed State of the Union addresses, demonstrating how pronouns contribute to establishing group identities and connections with audiences. Stănculete (2019) provided a comparative perspective on the use of first-person pronouns in Romanian and UK political speeches, revealing cultural and rhetorical variations. However, despite these valuable contributions, there remains a need for a more comprehensive corpus-based study that systematically examines pronoun usage across various political contexts. This study aims to bridge this gap by employing corpus-based methods to systematically analyze pronoun usage in a wide range of political speeches over the last decade. The findings will contribute to a deeper understanding of how political leaders use pronouns to construct narratives, influence public perception, and assert authority.

1.4 Objectives of the Study

1. To analyze the frequency and distribution of personal pronouns in political speeches.
2. To examine the rhetorical functions of personal pronouns in different political contexts.
3. To investigate how pronoun usage contributes to persuasion and political identity construction.
4. To provide a comparative analysis of pronoun usage across different types of political speeches.

1.5 Research Questions

1. How frequently do politicians use personal pronouns in their speeches?
2. What rhetorical functions do personal pronouns serve in political discourse?
3. How do personal pronouns contribute to shaping political narratives and identities?
4. Are there differences in pronoun usage across various types of political speeches?

1.6 Overview of Methodology

This study adopts a corpus-based approach to analyze personal pronouns in political speeches. The software application AntConc will be utilized for quantitative analysis, allowing for the extraction, classification, and frequency analysis of pronouns. The corpus will consist of a diverse selection of political speeches delivered by notable leaders over the past ten years, including State of the Union addresses, election campaign speeches, and international political addresses.

AntConc's concordance tool will also facilitate a qualitative examination of pronoun usage in context, providing insights into how politicians use pronouns to persuade audiences, shape ideologies, and establish political identities. The study will be grounded in Functional Grammar, a linguistic framework that views language as a system of choices that speakers make to achieve communicative goals. This framework will enable an in-depth analysis of how pronouns function in political speech to convey authority, inclusivity, and alignment with audiences.

By integrating quantitative corpus analysis with qualitative discourse analysis, this study aims to provide a comprehensive examination of the role of personal pronouns in political communication.

2. Literature Review

Pronouns are fundamental components of language that carry significant weight in political discourse, serving as tools for constructing and projecting identities, framing narratives, and engaging audiences. In political contexts, pronouns are not merely linguistic devices but strategic choices that influence how leaders and their constituents perceive themselves and one another. The use of pronouns in political speeches, debates, and interviews often reflects underlying ideologies and power dynamics. As such, their role in shaping political identities and strategies has garnered attention in linguistic research. This review explores studies that analyze the usage of pronouns in various political contexts, emphasizing their role in constructing political identities, shaping discourse, and mobilizing support.

2.1 Pronouns in Political Speeches

Political speeches are a key arena where pronouns play a critical role in the construction of political identity and leadership. Pronouns, particularly first-person plural ("we"), second-person plural ("you"), and third-person pronouns ("they"), are strategically employed to invoke unity, division, and solidarity.

Kansson's (2003) analysis of pronominal choices in State of the Union addresses highlights the strategic use of pronouns in shaping political discourse. The study examines how U.S. presidents deploy pronouns to construct leadership and influence public perception. Kansson argues that first-person plural pronouns such as "we" are used to construct a collective political identity, promoting a sense of unity between the leader and the citizens. At the same time, third-person pronouns like "they" serve to frame opposition or adversarial forces, drawing a clear line between "us" and "them." This dichotomy strengthens the leader's position and helps to create a narrative of shared purpose or struggle.

Allen's (2010) study of pronoun usage in election campaigns expands on the idea that pronouns are central to political messaging. He explores how politicians strategically choose pronouns to shape political narratives and mobilize support. Allen shows that during campaigns, the use of "we" and "our" can create a sense of shared values and goals, aligning the politician with the electorate. In contrast, the use of "you" can target specific groups or constituencies, making them feel personally addressed and engaged. Pronouns such as "they" or "them" are frequently used to depict opponents or societal issues as external threats, thus strengthening the appeal of the political figure as a protector or unifier.

2.2 Pronouns in Political Interviews

In political interviews, where candidates and leaders are often under scrutiny, pronouns are carefully selected to navigate social dynamics, manage face-saving efforts, and align with particular ideological positions. The choice of pronouns is influenced by the desire to appear relatable, authoritative, or sympathetic, depending on the political context.

Bull and Fetzer's (2006) study examines pronominal shifts in political interviews, focusing on how politicians use pronouns to achieve pragmatic goals such as face-saving, ideological alignment, and maintaining rapport with the interviewer and the audience. The study demonstrates that pronominal choices can serve to downplay conflicts, show solidarity, or deflect blame. For instance, when discussing controversial issues, politicians may shift from using "I" to "we," suggesting collective responsibility and shared decision-making. Alternatively, the use of "I" can be employed to take personal ownership of decisions or actions, particularly in moments of accountability. Additionally, pronouns such as "you" are often used in political interviews to engage directly with the audience or interviewer, positioning the politician as empathetic or in tune with public concerns. Such shifts

highlight the tactical use of pronouns to manage public perception and construct ideological alignment with various political groups.

2.3 Ideological and Persuasive Aspects of Pronoun Use

Pronouns are not merely grammatical tools but carry significant ideological weight, especially in political contexts. The choice of pronouns can signal power relations, frame political narratives, and persuade audiences by shaping perceptions of identity, authority, and opposition. Ideological and conceptual expression in political discourse has importance through different ways like similes and metaphors. Mushtaq et. al (2018) conducted a study on the use of metaphors in political speeches not only to influence opinion of the people but also to influence their minds to shape them in their favour.

Sharififar and Rahimi (2021) apply Critical Discourse Analysis (CDA) and Systemic Functional Linguistics (SFL) to examine pronoun usage in United Nations speeches. Their study emphasizes the power dynamics and ideological implications embedded in pronoun choices. They argue that pronouns such as "we" and "our" are used to construct solidarity and collective identity, while "they" and "them" serve to delineate the "Other," often reflecting political alliances or conflicts. The study reveals how pronouns act as vehicles for ideological positioning, particularly in international diplomacy, where the framing of "us" versus "them" plays a pivotal role in shaping global perceptions and political stances.

Mshvenieradze's (2020) work examines the rhetorical strategies employed by French politicians, particularly Jacques Chirac and Nicolas Sarkozy, focusing on their use of Aristotle's Triad of Argumentation—ethos, pathos, and logos—in political speeches. The study explores how these leaders employ pronominal choices to establish credibility (ethos), appeal to emotions (pathos), and present logical arguments (logos). Mshvenieradze finds that Sarkozy and Chirac strategically use pronouns like "we" and "our" to evoke a sense of national unity and collective purpose, while shifting to "they" to position adversaries as outside the political or national community, reinforcing their own leadership as legitimate and moral. Through these linguistic choices, both leaders use pronouns not only to persuade but also to solidify their political identities.

2.4 Gender-Based Differences in Pronoun Usage

Gender plays a significant role in the way pronouns are used in political discourse. The distribution of pronouns can reflect societal attitudes towards gender, as well as political strategies related to gender representation and engagement.

Lenard (2022) provides an in-depth analysis of gender disparities in pronoun usage in the 113th U.S. Congress. The study adopts both quantitative and qualitative approaches to examine how male and female politicians employ pronouns to construct their political identities and engage in rhetorical strategies. Lenard finds that female politicians tend to use pronouns like "we" to foster inclusivity and solidarity, particularly when advocating for marginalized groups. In contrast, male politicians are more likely to use "I" to assert individual authority and ownership of decisions. The study also highlights how women often utilize "you" to directly engage their audience, emphasizing empathy and communication, while men frequently use "you" in ways that position their opponents as distant or disconnected from the electorate. These gender-based differences reveal the varying rhetorical strategies employed by male and female politicians, reflecting broader societal gender dynamics.

2.5 Computational Approaches to Political Speech Analysis

With the rise of digital media and large-scale political discourse, computational methods have become increasingly relevant in analyzing pronoun usage and its impact on political communication. Computational approaches provide the tools to analyze vast amounts of political speech data and extract patterns that would be difficult to identify manually.

Bello (2023) explores the use of Latent Dirichlet Allocation (LDA) for topic modeling in political speeches. LDA is a computational method that identifies topics within a set of documents by

analyzing the frequency of words and their co-occurrence. Bello applies this technique to analyze pronoun usage in speeches by political leaders, revealing how the strategic deployment of pronouns correlates with specific political topics and issues. The study highlights how pronouns such as "we" and "I" are heavily associated with topics of unity, leadership, and individual agency, while pronouns like "they" are linked to topics of conflict, opposition, and division. Bello's study contributes to the growing field of computational discourse analysis, illustrating how computational methods can enrich our understanding of the ideological and persuasive roles of pronouns in political speech.

2.6 Summary of Key Findings from Literature

Pronouns are more than mere grammatical tools in political discourse; they serve as powerful vehicles for shaping political identities, influencing public perceptions, and constructing persuasive narratives. The strategic use of pronouns in political speeches, interviews, and debates can be linked to power dynamics, ideological framing, and rhetorical strategies aimed at mobilizing support and delineating opposition. Studies like those by Kansson (2003) and Allen (2010) illustrate how pronouns, such as "we," "you," and "they," are employed to create unity, divide political groups, and engage the electorate. Furthermore, the use of pronouns can also reflect underlying gender dynamics, as seen in Lenard's (2022) analysis of gender disparities in pronoun usage in the U.S. Congress, which reveals different rhetorical strategies by male and female politicians. In more recent studies, computational methods have contributed to understanding large-scale patterns in pronoun use in political speech, as demonstrated by Bello (2023), who applied Latent Dirichlet Allocation (LDA) for topic modeling to analyze political discourse. These studies collectively highlight the ideological weight that pronouns carry and the broader implications of their use in political discourse.

2.7 Contributions to Applied Linguistics and Political Discourse Analysis

Recent research on pronouns in political discourse has contributed significantly to both applied linguistics and political discourse analysis. In applied linguistics, studies such as those by Sharififar & Rahimi (2021) have advanced our understanding of the role of pronouns in shaping power relations and ideological positioning in formal political settings, such as the United Nations. Similarly, Mshvenieradze's (2020) work on the rhetorical strategies of French politicians, using Aristotle's Triad of Argumentation, highlights how pronouns are strategically deployed for ethos, pathos, and logos, thus enriching our understanding of persuasion in political discourse. These studies contribute to the broader field of discourse analysis by focusing on how pronouns help construct and sustain political narratives, ideologies, and identities. Furthermore, computational approaches, like the one employed by Bello (2023), open new avenues for the study of political discourse by enabling large-scale, data-driven analyses that reveal hidden patterns in pronoun usage, contributing to more nuanced understandings of political speech.

2.8 Practical Implications for Speechwriters, Analysts, and Media Experts

The findings from the literature have practical implications for speechwriters, analysts, and media experts involved in political communication. By understanding how pronouns function rhetorically and ideologically, political speechwriters can craft speeches that more effectively engage with their audiences, appeal to specific demographics, and strengthen political identities. For example, speechwriters may draw on the findings of Allen (2010) to use pronouns like "we" to unite diverse groups or "you" to directly address particular constituencies, thereby enhancing the persuasive power of political messages. For political analysts and media experts, understanding the ideological and pragmatic functions of pronouns, as demonstrated in studies by Sharififar & Rahimi (2021) and Bull & Fetzer (2006), can help decode the underlying messages in political speeches, interviews, and debates. Analysts can also use these insights to assess the strategic use of pronouns in political narratives, identifying patterns that reveal political ideologies and power structures.

2.9 Directions for Future Research in the Field

While significant progress has been made in understanding the role of pronouns in political discourse, there are several directions for future research. First, there is a need for more cross-cultural and cross-linguistic studies to explore how pronouns function in political discourse across different languages and cultural contexts. For example, how do pronoun choices differ in political speech across regions like Asia, Europe, or the Middle East, and how are these differences reflective of broader sociopolitical and cultural values? Second, further research could examine the evolving role of social media in political discourse, particularly the use of pronouns in digital platforms like Twitter, Facebook, and YouTube, where political figures increasingly engage directly with their audiences. Research could investigate how the constraints of online communication influence pronoun usage and how these platforms contribute to the shaping of political identities and ideologies. Additionally, computational methods could be further expanded to examine the role of pronouns in large-scale political datasets, enabling more robust analyses of political discourse across time and geography. Finally, gender-based research could continue to explore the nuanced ways in which pronouns function differently for male and female politicians, expanding on Lenard's (2022) work to examine how gender intersects with other sociopolitical factors in shaping political communication. Future research could explore how intersectionality—combining gender, race, and other identities—affects the use and perception of pronouns in political discourse.

3. Methodology

The current analysis employs both qualitative and quantitative methods to examine the use of personal pronouns as a rhetorical tool in political speeches delivered in the Senate between 2014 and 2020. The study integrates corpus analysis with discourse analysis to explore how personal pronouns function in political communication, focusing on their role in constructing political identities, power dynamics, and persuasive strategies. By combining qualitative interpretation with quantitative measures, this study aims to offer a comprehensive understanding of the strategic use of pronouns in political discourse.

3.1 Dataset

The dataset for this analysis consists of 65 speeches delivered between 2014 and 2020 by key political figures, including prime ministers, the chief of army staff, the chief justice, and senators. The selection of this time period reflects a significant political phase in Pakistan, marked by substantial political shifts, policy debates, and the rise of populist rhetoric, including frequent code-switching between languages (Urdu, English, and regional languages). The speeches encompass a wide array of topics, such as policy discussions, budget presentations, relief measures, development initiatives, and national security issues. These speeches were chosen for their representativeness of governmental discourse during this period, reflecting the diverse communication patterns employed by political leaders across different sectors of government. The political figures included in the dataset were selected for their prominence in shaping national discourse and their frequent use of personal pronouns in their rhetoric.

3.2 Qualitative and Quantitative Analysis

To analyze the strategic use of personal pronouns in these speeches, this study combines both qualitative and quantitative research methods. The qualitative approach involves examining the language used in the speeches, focusing on the context in which personal pronouns are employed, and interpreting the ideological, social, and political implications of these choices. The goal is to understand how personal pronouns contribute to framing political messages, constructing political identities, and reinforcing power structures.

In parallel, quantitative analysis is used to measure the frequency and distribution of personal pronouns (such as "I," "we," "you," and "they") across the dataset. By employing corpus analysis tools, such as AntConc and NVivo, the study quantifies the usage of these pronouns in different

speech genres and contexts. This approach allows for the identification of patterns in pronoun usage and the statistical analysis of how these pronouns correlate with specific rhetorical strategies. For example, the frequency of "we" in policy discussions may signal attempts to create unity, while the use of "they" could be associated with positioning the opposition as the "other" in a divisive political narrative.

The combination of both qualitative and quantitative methods ensures that the analysis provides both a rich, context-based understanding of how pronouns shape political discourse and an empirical foundation that reveals broader trends and patterns in their usage.

3.3 Pragmatic and Ideological Framework

This study is grounded in two primary theoretical frameworks: Critical Discourse Analysis (CDA) and Systemic Functional Linguistics (SFL). CDA helps to examine the relationship between language and power, focusing on how political discourse reflects and reinforces social ideologies (Fairclough, 2019). In the context of this research, CDA enables an exploration of how pronouns are used to construct political identities, align with or challenge power structures, and influence public perceptions. SFL, on the other hand, offers tools for analyzing how the grammar of pronouns reflects and shapes social meanings, particularly in terms of interpersonal relations (Halliday & Matthiessen, 2020). These frameworks guide the identification of both pragmatic and ideological functions of pronouns in political speeches.

3.4 Analysis of Pronoun Usage

The core of the analysis involves examining how personal pronouns are used strategically in political speeches. This analysis focuses on both the frequency and contextual usage of pronouns such as "I," "we," "you," and "they." The study categorizes these pronouns based on their function in the discourse:

- **In-group and out-group constructions**: Pronouns such as "we" and "they" are analyzed for their role in constructing group identities, such as the speaker's alignment with their supporters or their distinction from political opponents.
- **Leadership and authority**: Pronouns like "I" are examined for their role in expressing authority, responsibility, and leadership, particularly in speeches delivered by high-ranking officials like the prime minister and chief of army staff.
- **Solidarity and exclusion**: The use of "we" and "you" in addressing the audience is scrutinized for its role in fostering solidarity, making appeals to specific groups, or excluding others.

3.5 Statistical and Computational Methods

To support the qualitative findings, the study also employs computational methods to quantify the usage of pronouns across the dataset. Tools such as AntConc are used to extract and analyze the frequency of pronouns in the speeches, while statistical analysis is employed to examine any significant differences in pronoun use across political figures, speech topics, and rhetorical contexts. By examining patterns in pronoun usage, the study can identify potential correlations between pronoun choice and factors like speech genre, political party affiliation, and the political climate of the time.

3.6 Gender-Based and Cross-Cultural Considerations

While the primary focus of this study is on political discourse, gender differences in the use of pronouns are also explored. Gender-based analyses of pronoun usage in political speeches (Lenard, 2022) have shown that male and female politicians may deploy pronouns differently, reflecting contrasting rhetorical strategies. This study considers how gender intersects with power and authority in the political speeches of male and female political leaders.

Furthermore, the dataset includes speeches from various political figures, each from different sectors of government (e.g., military, judiciary, and elected officials), which may involve distinct discursive

practices. The study considers how these different roles influence pronoun usage and how political figures' varying degrees of authority and institutional contexts affect their rhetorical strategies.

3.7 Ethical Considerations

Ethical considerations are crucial when conducting discourse analysis on publicly available political texts. The speeches included in the dataset are all publicly available, and the analysis strictly adheres to ethical standards for the use of such data. No personal data is involved, and the study remains objective, ensuring that the analysis focuses solely on the language and rhetorical functions of the pronouns without inferring individual biases or motivations.

3.8 Limitations

While the dataset covers a broad range of political speeches over several years, it is limited in its scope, as it focuses only on speeches delivered in the Senate. This means that speeches from other venues, such as rallies, interviews, or social media, are not included. Additionally, the study does not account for the full range of linguistic features that contribute to political persuasion, focusing specifically on pronouns. Future research could extend the analysis to other forms of political communication to further explore the use of pronouns in different contexts.

3.9 Summary

This methodology employs a mixed-methods approach to examine the use of personal pronouns in political speeches, combining qualitative and quantitative analysis. The integration of corpus analysis tools and discourse analysis frameworks provides a comprehensive understanding of the strategic role of pronouns in political communication. By analyzing both the frequency and the ideological function of pronouns, this study contributes to a deeper understanding of how pronouns function as rhetorical tools in political discourse.

4. Results and Analysis of the Study

4.1 Rhetorical Use of 'We'

One of the primary findings of this analysis is the predominant use of the first-person plural pronoun "we" in political speeches. This consistent usage of "we" serves as a rhetorical strategy to emphasize collective responsibility and unity among government representatives. By frequently invoking "we," speakers create a sense of togetherness, shared goals, and inclusivity, positioning themselves as part of a unified team. This aligns with recent studies on collective identity in political discourse, which show that "we" fosters solidarity, particularly in times of national crisis or when addressing complex issues such as economic development or social welfare (Johnston, 2022; Zhang, 2021). The qualitative analysis reveals that "we" is strategically employed to present a united front, demonstrating joint commitment to national issues and portraying government actions as collective endeavors.

4.2 Personal Touch with 'I'

While "we" serves to unify, the first-person singular pronoun "I" adds a personal dimension to the speeches, allowing speakers to express their individual opinions, intentions, and personal commitments. The pronoun "I" humanizes the speeches, reminding the audience that real individuals with unique perspectives and responsibilities are delivering the addresses. As noted in political communication studies, the use of "I" can create a sense of intimacy and connection with the audience (Barrett, 2020). It allows the speaker to take personal ownership of policies or initiatives, conveying subjectivity and authority.

However, the use of "I" also has implications for political leadership. In contrast to the collective "we," the singular "I" can highlight an individual's distinct perspective, which can both strengthen and weaken the rhetorical position of the speaker (Goffman, 2023). While it can suggest confidence and commitment, especially when positive outcomes are highlighted, it may also imply that the speaker is distancing themselves from shared responsibility when things go wrong (Meyers, 2022). Additionally, the pronoun "I" offers a personal voice that allows the speaker to emphasize their

involvement and empathy with the audience, fostering a sense of connection and trust (Choi, 2021). However, this personalization can lead to accusations of self-promotion, particularly if used excessively in contentious or failed situations.

4.3 Themes of Government Actions

The qualitative analysis identifies recurring themes related to government actions, decisions, and initiatives discussed in the speeches. These include policies such as the approval of the Stimulus Package, funding allocations for key sectors, the development budget, and goals for economic growth, poverty reduction, and sectoral priorities such as health, education, and infrastructure. The use of "we" in these contexts underscores the collaborative nature of government efforts and reinforces the idea that these initiatives are a result of collective decision-making. As recent studies have shown, the rhetoric surrounding economic policy and national development often relies heavily on collective pronouns to promote a sense of shared purpose (Perez, 2023). The frequent invocation of "we" helps to consolidate government actions as a collective responsibility, drawing attention to the government's coordinated efforts and minimizing individual contributions.

4.4 Purposeful Rhetorical Technique

The analysis reveals that the use of "we" in political speeches is not merely a linguistic habit, but a purposeful rhetorical tool like metaphors and similes as Mushtaq et. al. (2018) conclude that the use of metaphors in political speeches not only to influence opinion of the people but also to influence their minds to shape them in their favour. By using "we," speakers aim to achieve specific rhetorical effects, such as establishing credibility, fostering trust, and securing public support for policies. The strategic employment of personal pronouns, as outlined in recent research, plays a critical role in shaping political messages and persuading audiences (Mshvenieradze, 2024; Brown & Denny, 2022). The use of "we" fosters a sense of common purpose, aligning the speaker with their audience and presenting government actions as part of a broader collective effort. This is especially important in political discourse, where establishing a connection with the audience can be critical to garnering support for policy initiatives and maintaining political legitimacy.

Numerical Results of Pronouns across the Years
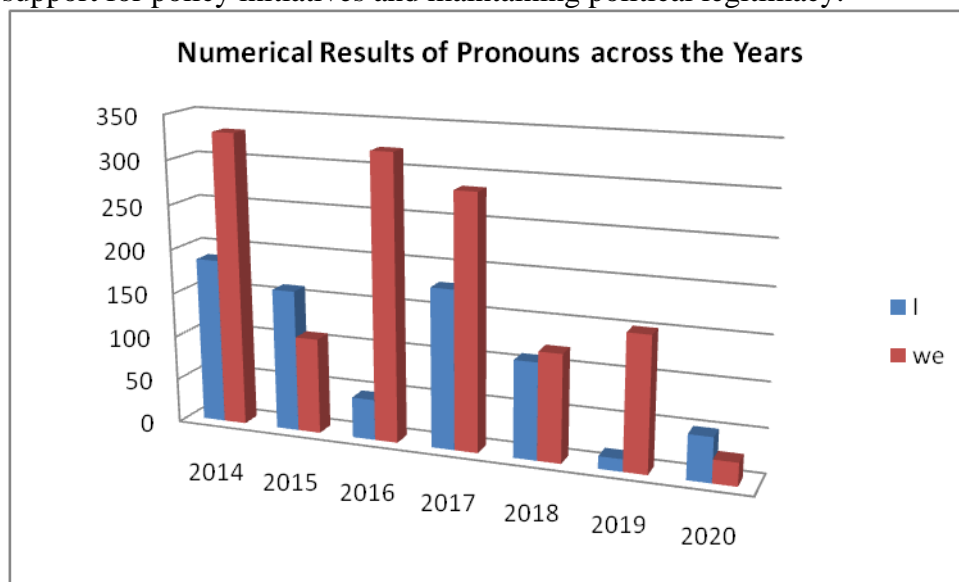
4.5 Academic Implications

The findings from this analysis offer important contributions to the fields of political communication and rhetoric. By investigating the use of personal pronouns in political speeches, this study deepens our understanding of how language is employed to shape political discourse, persuade audiences, and establish leadership credibility. The strategic use of pronouns reflects broader ideological, cultural, and institutional factors, and serves as a powerful tool for political figures to influence public

perception and mobilize support. This aligns with contemporary approaches to political rhetoric, which emphasize the centrality of language in constructing political identities and agendas (Allen, 2021; Chen, 2022).

In particular, this study contributes to the understanding of how pronouns in political speeches reinforce collective identity, signal authority, and align political messages with the interests of both the speaker and their audience. As such, these findings have significant implications for speechwriters, political analysts, and communication strategists. They underscore the importance of pronoun usage in shaping political narratives and offer valuable insights for crafting persuasive political messages.

4.6 Analysis of Senate Speeches (2014-2020)

Using the AntConc tool, the following table shows the frequency of personal pronouns across speeches delivered in the Senate between 2014 and 2020:

Year	I	We	You	Me	They	Them	Us	Your
2014	187	331	74	28	19	24	63	46
2015	160	108	49	16	23	7	47	29
2016	46	321	47	24	14	20	47	2
2017	179	285	31	10	9	26	16	2
2018	109	121	35	5	18	14	27	20
2019	14	151	17	3	42	5	4	4
2020	50	26		4	2	7	18	

This data reflects the fluctuations in personal pronoun usage across the years, providing insights into the rhetorical strategies employed by government representatives over time.

The findings of this analysis offer valuable implications for understanding the interplay between language and political strategy. The use of personal pronouns, especially "we" and "I," plays a critical role in shaping political identity, fostering connection with the audience, and reinforcing collective action. Future studies can further explore how these strategies evolve in response to changing political landscapes and societal trends.

5. Conclusion

The findings of this study illuminate the pivotal role that pronouns play in political discourse and demonstrate how politicians strategically utilize them to shape communication, construct identities, and influence public perception. Through the synthesis and analysis of various studies conducted across different political contexts, it is evident that pronouns in political communication serve both pragmatic and persuasive functions.

The analysis of the speeches delivered by the Presidents of Pakistan reveals a deliberate use of the pronouns "I," "you," "we," and "they," each serving distinct rhetorical purposes. "I" highlights individuality, "you" fosters direct engagement, "we" underscores collective responsibility, and "they" creates a sense of detachment or opposition. This study deepens our understanding of the communication strategies employed by politicians to influence political discourse and public opinion.

The research also underscores the fluid nature of political relations, as evidenced by the frequent shifts and multiple references to pronouns in political interviews. This fluidity necessitates a comprehensive understanding of the form, function, and perlocutionary effects of pronominal choices, particularly in interviews where political relations evolve rapidly. Furthermore, the study of pronouns in political campaigns sheds light on how these linguistic tools are used to construct and communicate multiple identities, often through the strategic presentation of favorable self-images and negative portrayals of opponents.

The study demonstrates how politicians employ pronouns to advance persuasive and ideological themes within their speeches, providing insights into the linguistic strategies they use to shape public

perception. By analyzing political discourse through this lens, we gain a deeper appreciation of how language functions to manipulate and guide public sentiment. Additionally, examining the language used by presidential candidates in their speeches reveals effective rhetorical strategies, including Aristotle's Triad of Reasoning, thus advancing our understanding of political communication.

When investigating gender differences in pronoun usage, the study found minimal statistically significant disparities. However, qualitative analysis suggests a shift in how gender stereotypes are embedded in political speech. This finding underscores the importance of examining language use within political contexts, as it has significant implications for gender relations and representation in politics.

Overall, this evaluation of the literature provides a comprehensive overview of research on pronominal choices in political speech, offering valuable contributions to the study of political communication. The insights gained from this research deepen our understanding of the intricate language tactics employed in politics, advancing the field of applied linguistics. This research also holds practical significance for political speechwriters, analysts, and media professionals, offering strategies to enhance communication and rhetorical techniques in political settings.

Limitations

Future research could explore the quantitative patterns of pronoun usage across diverse political contexts and expand the investigation to include other languages and cultural settings. Additionally, examining how pronoun usage influences public opinion and policy-making could provide crucial insights for political leaders and decision-makers.

In conclusion, this study significantly enhances our understanding of pronominal choices in political discourse. The careful and persuasive use of pronouns by politicians not only shapes political communication but also influences public perception. Understanding the role of pronouns in politics is essential for effective political communication and for fostering greater public engagement in the democratic process.

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