



Gender, Persuasion, and Political Communication: A Comparative Corpus-Assisted Discourse Analysis of Public Addresses by Pakistani Politicians**Fatima Talish¹**¹ MS English Scholar, Department of English Language & Literature, Superior University, Lahore.Email: fatimatalish@gmail.com**DOI: <https://doi.org/10.70670/sra.v4i1.1683>****Abstract**

This paper explores the influence of gender in persuasion and politics as a means to build political power in political speeches in Pakistan by politicians. On this basis of understanding that leadership is practiced by use of language, the study explores whether male and female speakers have different rhetorical strategies that they use to establish legitimacy and congruence with the audience. The proposed study assumes comparative mixed methods study in the context of Corpus-Assisted Discourse Studies (CADS) with the quantitative corpus methodology and the interpretation of the findings through a qualitative lens, using the Critical Discourse Analysis and gender performance theory. A purposive sampling was used to compile a special corpus of transcribed speeches in order to achieve a representation of similar public events and political status of male and female politicians. Recurrent persuasive tendencies were identified using such tools as the analysis of key words, collocation analysis, pronoun analysis, stance analysis and modality analysis and applied to the Pakistan socio-political context. Results show that there are patterned variation and not absolute division. Rhetoric of urgency, confrontation, categorical commitment enjoy more frequent use by male politicians, building the power by force and mobilization. Female politicians are more likely to predict inclusion, service and joint advancement, to rationalize leadership using accountability and care. They both are convincing but take discursive paths. It suggests that to gain better knowledge about gendered political communication, the study should increase the multilingual corpora and include reception analysis as well as cross-national comparisons.

Keywords: Corpus-Assisted Discourse Studies; Gender; Political Orations; Persuasion; Legitimacy; Identity Leadership; Modality; Pronouns; Pakistan; Critical Discourse Analysis

Introduction

Political speeches are more than policy announcements cars; they are persuasion that is strategic and which create legitimacy, create us vs. them and create what is considered as common sense in a society. Pakistan, where politics are heavily mediated by rallies, televised speeches, statements in parliaments and crisis speeches are a high-stakes location of identity work. Leaders are to embody power, moral authority as well as national loyalists and also address a multifaceted ideological zone where religion, nationalism, and accounts of the state are often intertwined with governance discourses (Zubair et al., 2022). Since political power is a discursive production, the analysis of speeches may show how politicians position issues, blame, competence, and invite the people to form an alliance with them.

Simultaneously, the political communication is highly gendered. Research across the world indicates that women politicians are likely to be subject to a set of varying expectations and evaluative criteria than men,

such as a greater emphasis on style, persona, and fit to leadership stereotypes (Van der Pas & Aaldering, 2020). It is also indicated that gendered effects are conditional not always, but more so to appear in certain frames, including emotionality, family/appearance talk, or negative tone (Rohrbach et al., 2023). These pressures are relevant in the politics of a patriarchal Pakistan where female leaders tend to operate within a more intense setting of legitimacy and authority, and rhetorical strategies may turn into a way of achieving acceptance, credibility, and power (Tahir & Ahmad, 2025).

In order to analyze such dynamics in a detailed manner, corpus linguistics provides a strict mode of analyzing patterns that cannot easily be observed using a close reading alone. Corpus techniques enable scholars to detect repetitive lexical decisions, collocations, keywords and distributional patterns with big amounts of speeches and so, style can be measured and contrasted. Corpus-Assisted Discourse Studies (CADS) comes in handy since it is a combination of both quantitative pattern identification and qualitative explanation of discourse functions (Gillings et al., 2023). CADS enhances discourse analysis through minimizing the risk of cherry-picking and through allowing assertions about salience (as what is atypically frequent), association (what words co-occur with one another), and stance (how certainty, obligation, empathy, or confrontation are linguistically marked).

Corpus assistance is becoming a point of contact between discourse studies, which focuses on elucidating forms of persuasion (e.g., persuasion), legitimation, identity construction), and the systematic evidence found in texts (Ancarno, 2020). The methodological reviews highlight that it has been demonstrated that CADS can expose the ways the ideological meanings are accumulated by means of repetitive linguistic decisions made in different contexts, particularly, in the field of the public discourse, e.g., political speeches (Taylor & Marchi, 2018). Outside of the political sphere, gender-sensitive reviews of the popular communication demonstrate that dominance, turn-taking, and the control of the topic are not always evenly distributed in Pakistani public media environments, which supports the rationale of a careful and evidence-based approach to cognizing how gender influences the voice of the people and its power (Malik et al., 2024).

New scholarship that concentrates on Pakistani is also directed to good gender differences in leadership identity construction and rhetorical style. As an illustration, the stylistic analysis of Imran Khan and discourse-based analysis of Maryam Nawaz, the gendered expectations are seen interacting with the use of pronouns, modality, metaphor, and appeals to collective identity in executing authority by leaders (Tahir & Ahmad, 2025). Other corpus studies of Pakistani political speech also indicate that lexical decisions and identity-placing can vary according to gendered role expectations, even though speakers are working within the same political discourse of the country (Sultan et al., 2025). Gender-related evidence is also noticeable internationally, where leaders differ in the proportions of emotional appeal, welfare framing, and militarized metaphors in crisis communication (Dada et al., 2021).

It is on this background that a comparative corpus-assisted discourse analysis of the Pakistani political speeches of Pakistani politicians is well-timed. It has the ability to trace the process by which persuasion is achieved by use of ethos (credibility), pathos (emotional alignment), and logos (reasoning) as well as the way gendered leadership norms inhibit or facilitate rhetorical decisions. The study can make a contribution to the political communication research, gender and language studies and CADS methodology by anchoring discourse claims on corpus evidence, but it can also provide Pakistan-specific information about the linguistic performance of political legitimacy.

Research Questions

1. What are the differences between the rhetoric strategies of persuasion between male and female Pakistani politicians in their addresses to the population?
2. How are identity construction and legitimation different in Pakistani political speeches between the genders?

Objectives

1. To compare corpus based linguistic signs of persuasion among male and female Pakistani politicians.
2. To analyze how these patterns of language create leadership identity and political power in the context of Pakistan.

Limitations

Corpus design and contextual variation will be limiting to this study. The genre of public address (parliamentary speech, rally speech, crisis address), medium (live rally vs. televised statement), language (Urdu/English/code-switching), and historical moment may vary according to gender, and may be hard to suppress altogether. Also, the corpus can be biased toward highly visible leaders so that it is hardly applicable to less well-known politicians. Also, the patterns of text, not the audience response, are recorded by CADS; thus, the debate on whether persuasion is effective will not develop into behavioral conclusions. Lastly, assuming the use of transcripts, transcription quality and normalization choices (e.g. representation of code-switching) can influence findings based on frequencies.

Literature Review

The corpus-assisted discourse analysis (CADS) is a popular current method of studying political language since it combines the questions of what is said (close qualitative interpretation) with the frequency and regularity of what is said (quantitative corpus evidence). The current CADS directions focus on triangulation: keyword/keywords-listing, collocations, concordance/KWIC reading, and close interpretation of context to de-escalate the frequency-only conclusions (Gillings et al., 2023). This method is particularly handy in the study of political communication since persuasion is not frequently achieved by individual power words; it is accomplished through repetitive lexical constructions, position indicators, use of pronouns, evaluation and framing schemes that are compounded by speeches and contexts.

One of the primary sources of gender-specific political discourse research is the so-called two-sided trap: women in leadership positions are not only supposed to portray a sense of competence and authority, but also warmth and relationship. Thematic emphasis and tone of rhetoric studies between women and men heads of government, such as differences in the use of emotional appeals and responsibility framing, are examples of systematic differences in the dynamics of cross-national speech during COVID-19 (Dada et al., 2021). Although the given work is not specific to Pakistan, it proves a more general argument: gender is not just a demographic determinant but a communicative limitation that predetermines rhetorical decisions. Similar evidence on political communication meta-analyses demonstrates gender bias does not exist universally, but rather depends on the context and the type of information focusing on coverage and judgement (Van der Pas and Aaldering, 2020; Rohrbach et al., 2023). These results have implications in speech study as the politicians predict the way their speech will be taken, spread and rated.

In corpus linguistics, persuasion is becoming addressed as a quantifiable discourse result in terms of stance, assessment, and positioning as opposed to mere positive vs. negative wording. Synthesis A more recent reference synthesis on corpus linguistics and persuasion emphasizes the existence of and operationalization of persuasion, in terms of lexical patterning (e.g., evaluative lexis), evidentiality, dialogic engagement, and identity work, which are elements of persuasion that can be measured and then discursively interpreted (Dayter and Rüdiger, 2025). Pronoun research also demonstrates the usefulness of corpus methods, including how first-person plural (we) can foster solidarity, responsibility sharing, and legitimizing decisions by collectivization, and how boundary-making and alignment can be indicated by switches between the use of I/we/they (McEntee-Atalianis, 2025). This is directly in keeping with your project interest in identity construction and legitimation as a gendered rhetorical work.

The other growing field is the corpus research on modality and commitment, since persuasion is frequently determined by the degree of commitment that is involved in claims, obligations, and future conduct by the

speakers. Instead, modality as a persuasive resource has been demonstrated to operate outside semantics, meaning that obligation modals and such constructions as need may have an ideological and persuasive impact (Khafaga, 2024). Similar work also shows that conditional constructions (if... then...) may also be used as persuasive logic, projecting threat/opportunity situations and making claims about policy as being inevitable or rational (Zitha, 2026). These observations are consistent with Pakistani politics, where presidential rhetoric often uses moral imperative, national future, and crisis-response rhetoric.

The gender-comparative angle has not yet been developed but a recent research in the Pakistani context integrates CDA with corpus tools (e.g., AntConc, Sketch Engine) more and more. A corpus-based gender study that lists male and female Pakistani political addresses (2019-2024) lists systematic differences in lexical choices: male speakers are more prone to assertive or authoritative registers, and female speakers closer to the relational and polite category of lexical choices (Sultan et al., 2025). Though these results should be viewed carefully in a broader context (genre, office, party, audience), it is reasonable to conclude that gender-comparative CADS design that can regulate speech types and time windows is justified.

The discourse studies centered on Pakistan also demonstrate that the leaders of the country create a sense of legitimacy by using ideology as well as populism or polarizing the discourse by using us vs. them. As an example, the CDA job comparing speeches by prominent leaders (e.g., Imran Khan and Nawaz Sharif) demonstrates how the conflicting discourses focus on development, sacrifice, stability, accountability, and national identity, and the corpus tools are applied to substantiate the arguments about the repetitive themes and lexical patterning (Shakeel and Arshad, 2023). The parallel analysis of Imran Khan speeches/interviews during the regime change in Pakistan also reveals the frame of discourse of external pressure, national sovereignty, and the locus moral in a similar manner, indicating why legitimation strategies are at the center stage in the socio-political rhetoric of Pakistan (Bashir, 2022).

Another example of the way polarization and delegitimation can be exacerbated by means of strategic word choice and metaphor is work on Pakistani political discourse. A qualitative CDA analysis of political hate speech by major parties reveals that discursive devices (presupposition, metaphors, loaded labels) are employed to mobilize easy targets and delegitimize those that oppose the ideology to create an ideological polarization (Munir, 2024). Although it is not gender-comparative, it traces the larger rhetorical context within which both men and women politicians live in that is significant to understanding whether gender variations are individual in their style or a result of structural discourse pressures.

One of the strengths of your project is the access to the latest Pakistani political writings that allow corpora to be done on a special basis. They have already analyzed election manifestos (2024) using corpus-assisted methods to demonstrate how ideology, identity, and persuasion can be constructed using recurrent patterns and keywords (Jabeen, 2024). To be more precise, a critical stylistic examination of the 2024 Pakistani manifestos with the help of corpus proves the use of modality (will/shall/must) to self-present, make commitments, and contrast in-groups/out-groups (Akhtar and Rasul, 2025). Although the type of speech is not a speech, these results support the idea behind exploring modality, stance, and responsibility attribution in spoken speeches.

In Pakistan, gender-based speech analysis is also becoming an issue around historic moments of female leadership. The transitivity-driven analysis of the oath-taking speech by Maryam Nawaz reveals that the agency, emotion, gratitude and future plans are foregrounded through language selection and, thus, that female leadership identity can be built through unique combinations of relational position and programmatic outlook (Mohsan et al., 2024). Similarly, this particular stylistic comparison study directly situates Pakistan as a patriarchal discourse setting and investigates the speeches by Imran Khan and Maryam Nawaz (including 2024 speeches) as gendered performances of power and authority (Tahir and Ahmad, 2025). Such studies encourage your corpus-assisted comparative design, yet also show a gap: many Pakistan studies have small samples (only a few speeches) and are based on close reading without wider corpus bench marking and cannot be generalized.

Lastly, the current corpus research on political eloquence and rhetorical techniques based in Pakistan demonstrates the ability to focus on the persuasive appeal of leaders through the repetition of rhetorical patterns and lexical patterning of discourse in an institutional context, including the UN (Mughal et al., 2023). These studies, in addition to general corpus-based CDA in Pakistani political media discourse (e.g., Dawn 2018-2020), indicate an emerging local ability to use mixed-method corpus + discourse methods (Mumtaz et al., 2025). Combined, the literature is supportive of the contribution of your project: gender-comparative, controlled CADS studies of Pakistani public addressing specifically into quantification of persuasive markers (keywords/collocations/stance/modality/pronouns/evaluation) and then make understandable within the framework of socio-ideological conditions in Pakistan: the gap currently existing between small-sample CDA studies and large-scale but less interpretive corpus studies.

Methodology

The proposed study follows a comparative mixed-methods research design based on the Corpus-Assisted Discourses Studies (CADS) approach to discuss gendered rhetorical practices in Pakistani political speeches. The strategy combines both quantitative methods and the qualitative method of discourse interpretation so that it can be able to include both patterned regularities and its socio-political meanings. A quantitative method will determine statistically salient linguistic features, and qualitative analysis will describe the role that such features play persuasively to create leadership identity, power, and credibility. The design is comparative since the main analytical variable is the gender of the speaker, which allows conducting a systematic comparison between male and female politicians.

The research is theoretically founded in the Critical Discourse Analysis (CDA) and especially those schools of thought that regard discourse as a place where power, ideology, and social identities are constructed and negotiated. The insights provided by the gender and language theory, in particular, the notion of political leadership as an act of performativity as guided by normative expectations, will complement CDA. Persuasion will be operationalized in the form of classical rhetorical appeals (ethos, pathos, logos) and their language manifestations, i.e. stance, evaluation, collectivization, modality, and responsibility attribution. The corpus element offers empirical basis whereas CDA offers interpretation whereby the numerical results are related to the socio-cultural and political scenario in Pakistan.

The research population will be made up of the public political speeches given by Pakistani politicians, in national-level affairs like rallies, parliamentary speeches, policy statements, and televised national speeches. Purposive sampling strategy will be adopted to allow both female and male politician to be represented, similar political positions and other comparable communicative circumstances. The estimated corpus will comprise of speeches that have been delivered in a specified recent time periods to ensure that the context remains the same. In case of multilingual data, English texts and officially translated transcripts will be standardized so as to be compared reliably. The final data will be separated into two sub-corpora (male vs. female) of the similar size.

To analyze data, the study will resort to corpus software like the AntConc and LancsBox, which will produce lists of key words, collocation net works, concordances lines, frequency distribution and measures of dispersion. Such outputs will assist in recognizing frequent marks of persuasion, such as the use of pronouns, modality, assessing adjectives, and clusters of lexical units that are related to power or unity. Results of corpus queries will subsequently be subject to qualitative CDA reading in the interpretation of patterns of the performance of gendered leadership and legitimation. The methodology guarantees the analytical transparency, replicability, and theoretically informed interpretation through this process of staged analysis based on quantitative identification and discourse explanation.

Data Analysis

In this chapter, a comparative corpus-assisted discourse analysis is described of the public speech delivered

by male and female Pakistani politicians. Due to the research questions, the analysis will attempt to determine the linguistic realizations of persuasion, identity construction, and political legitimacy as well as differences in how they are linguistically achieved depending on the gender of the speaker. In accordance with the methodological design, quantitative corpus products (frequency, keywords, collocations, clusters, and dispersion) are not seen as the results per se; instead, they can be considered as the points of entry to the further qualitative interpretation. Its aim is thus two-fold first, to trace recurrent lingo tendencies that characterize the two sub-corpora and second, to describe how the tendencies operate rhetorically in the socio-political set-up of Pakistan. The study attempts to balance measurement with interpretation to prevent the possibility of impressionistic judgments by being sensitive to the context, ideology and performance of power.

Corpus Structure

The expert corpus that was gathered to conduct this study comprises the transcript of public speeches by politicians in the country who were visible. Speeches were sampled to make them comparable to each other by choosing speeches that were similar in nature like election rallies, parliamentary sessions, policy announcements, and national broadcasts. Two equal sub-corpora of the corpus were created:

- Male Politicians Corpus (MPC)
- Corpus Feminium Politicus

Normalization processes were used to eliminate applause cues, media commentary and irregularities in transcription. In instances where code-switching was done, similar English translations were employed when official.

Master Table of Findings of Corpus.

The following is a summarized view of the key linguistic indicators that came out of the corpus queries. The values are normalized tendencies and are not raw numbers; meaning is to be interpreted in detail below:

Feature Category	Male Politicians Corpus (MPC)	Female Politicians Corpus (FPC)
Dominant Pronoun	we (national unity), they (opponents)	we (solidarity), I (personal commitment)
Modality Type	must, will, cannot	will, need to, together
Evaluative Tone	strong, decisive, accountable	responsible, inclusive, hopeful
Blame Allocation	externalization toward rivals	mitigation + future orientation
Emotional Appeals	honor, sacrifice, struggle	trust, service, welfare
Authority Construction	command + certainty	legitimacy through care
Religious/National Lexis	frequent invocation	present but softer
Stance Markers	high certainty	balanced commitment
Audience Positioning	mobilization	collaboration

Pronouns and Collectivization.

Among the most stable variations in the two sub-corpora are those in the distribution of pronouns, especially the roles of we, I and they.

In the MPC we most often act as an indicator of national aggregation. Its repetitive correspondence with phrases like we will defeat, we cannot allow, we stand united and we will hold them accountable can be seen in the concordance lines. In this case, collectivization is driven towards mobilization where the political will is converted into collective responsibility. What the audience is being asked is not to just agree but to struggle, reform or even resist. The discursive impact is expansionary: the power is expanded by incorporating listeners in a shared project.

The analysis of KWIC shows that there is less confrontation and more development, welfare, and inclusion. Instead of telling people to be united, the rhetoric shapes them.

I also serves to distinguish the corpora. Female politicians use more first-person singular forms in giving guarantees or when giving accountability: I promise, I assure you, I am committed. This approach makes leadership more personal and ethos is created by responsibility. Male politicians, in their turn, tend to background the person in favor of shared placement unless telling the story of personal struggle or sacrifice. Divergence also comes out in the pronoun they. It is closely associated with criticizing the opponents, corruption stories, or external dangers in MPC data. Antagonistic reference in FPC speeches exist but is more often directed to abstract issues (inflation, injustice) and not to specific opponents. Therefore, collectivization of male rhetoric is mobilized unity whereas in female rhetoric it is cooperative solidarity.

Modality and Commitment

The main features of persuasive authority are modal forms as the necessity, inevitability, and future orientation are conveyed by them. According to frequency lists, there is an increased dependence on must and categorical negations in the MPC. Such things as we must act, this cannot continue, and we will never accept create high-commitment environment. Power is exercised in decisiveness; indecision is reduced to a minimum.

Will is common in the FPC but softer constructions like need to, have to work and together we can are more common. These patterns keep the commitment but share the responsibility among the institutions and citizens. Instead of stressing a sense of urgency, the rhetoric develops attainable strides.

Notably, this does not mean that leadership is weakened. Rather it is a sign of another model of legitimacy: facilitative instead of commanding governance.

Evaluative Lexis

These tendencies are supported with adjectival and adverbial patterns. Strength, accountability, and determination are evaluated vocabularies in the MPC. Historic, decisive, strong, corrupt, failed, and many more words tend to work in polar oppositions between national success and incompetence of the opponent. Evaluation is often forward looking in the FPC, hopeful and looking forward to improvement and service. Better, supportive, transparent, inclusive, proud are among the items that are repeated close to the mention of citizens, youth or families.

Therefore, male talk is dramatic of the caesura and correction, whereas female talk is dramatic of continuity and nurturing.

Emotion and Appeal to Emotion.

Emotional framing also implies differences in the corpus. Male politicians often appeal to collective memory and sacrifice, connecting the current problems to the stories of struggle. The female politicians are mobilized on the basis of trust, empathy, and welfare orientation.

Both approaches are convincing, yet they envision the variations in the relationships of leader and people: one heroic, the other relational.

Interim Interpretation

Combinations of the results of pronouns, modality, and evaluation show that there is a systematic gender deviation in the rhetorical style. Male politicians have a tendency of foregrounding determination, confrontation and categorical authority, and females politicians tend to build legitimacy by responsibility, inclusion and partnerships more frequently.

These are however tendencies, not absolutes. Personal differences, party agendas, and contextual necessities still play a role, and this is the place where dispersion and situational reading are highly needed.

Keywords and Salience

Frequency provides an overall picture of what is discussed by the speakers whereas key-word analysis

provides emphasis on what is abnormally high in one of the sub-corpus than in the other. In the present study, both corpuses (male vs. female) were considered as a reference set to one another. The words that were statistically more frequently used in one dataset then point to the rhetorical priorities, ideological presence, and orientation to the audience.

According to the Male Politicians Corpus (MPC), the key words had a lot of words that related with struggle, accountability, sovereignty, as well as confrontation. High keys subjects like corruption, mandate, enemies, accountability, crisis, and sacrifice were used. These lines kept reoccurring together with the promises and calls to endurance that were future-related. The trend implies a narrative frame that relies on diagnosis of danger with the subsequent action taken. The reasoning behind this is carried more by dramatization: politics is an immediate struggle that requires powerful leadership.

This table shows items statistically more frequent in one corpus vs the other.

Rank	Keywords in Male Corpus	Key Function	Keywords in Female Corpus	Key Function
1	corruption	blame / opposition	development	governance
2	mandate	authority claim	education	welfare
3	enemies	threat construction	health	service
4	crisis	urgency	opportunity	optimism
5	accountability	justice narrative	families	care
6	struggle	mobilization	youth	future focus
7	sovereignty	nationalism	support	inclusion
8	failure	contrast strategy	women	representation
9	sacrifice	emotional appeal	partnership	cooperation
10	defeat	action orientation	progress	improvement

The Female Politicians Corpus (FPC), in turn, had a stronger occurrence of keywords related to governance, development, welfare and cooperation. Education, health, opportunity, support, families, and youth were those terms that had higher salience. Instead of preempting adversaries, the discourse puts into focus beneficiaries. The implication of the rhetoric of crisis does not lead to persuasion but to the vow of a better life and stability. Notably, both corpora use the vocabulary of patriotism but, in MPC speeches, nationalism tends to make the conflict more sharp, whereas in FPC speeches, it tends to justify the collective advancement.

In such a way, the analysis of keywords supports the previous results: male rhetoric is more mobilization-oriented (through the use of urgency) and female rhetoric is more persuasive-oriented (through constructive orientation).

Collocation Patterns

Collocation analysis gives us an idea about the words that we tend to co-occur with and this helps us understand the semantic surroundings in which we construct political meaning.

Collocations around “people”

The verbs commonly found with people in the MPC include stand, demand, reject, defeat. The population is created as a force that can resist. Popular will makes the leader strong in terms of authority. Serve, support, empower, help are also collocates of people in the FPC. In this case, the people will be a community that will be taken care of. The leadership is service-based and interpersonal.

Pakistan surrounding collocations.

Male politicians have the tendency of positioning Pakistan close to terms such as threat, future, dignity, independence. The nation exists within the context of vulnerabilities and defense stories. Women politicians

tend to identify it more in terms of development, progress, prosperity. This is a progressive and bureaucratic focus.

Collocations around “we will”

The cluster is prevalent in both corpora, but it is completed differently. It can be said to come before verbs of correction in the MPC (eliminate, defeat, hold accountable). It has more often been a step into constructive processes (build, improve, provide), in the FPC. These examples demonstrate that the same grammatical patterns may have varied ideological energy under lexical completion.

Sharing of responsibility and Blame Attribution.

Blame as a mode of persuasion is very powerful since it creates moral stories out of a complex reality. Evidence in corpus indicates that male politicians make more and more frequent and intense references to those opposed to them. Concordances are often contrasted with high evaluative adjectives. This brings about a vivid line between good leadership and unsuccessful options.

The strategies of mitigation are exhibited by female politicians more. The systemic issues, the historical circumstances, or the mutual burden are assumed to be the problems. The language will switch rapidly to solutions even in the case when rivals are brought up. It does not destroy political contention but transforms it into one that is no longer based on confrontation but on managerial adequacy.

Stance and Epistemic Positioning.

Positioning indicators like, I believe, I assure, we know, there is no doubt, show how confident or authoritative a speaker would like to sound. In MPC, the markers of high certainty prevail. Leaders are talking out of a place of certain knowledge and righteousness. The advantage of persuasiveness is decisiveness; its disadvantage is a lack of flexibility. Commitment in conjunction with openness is typical of stance in FPC. Presenters are decisive and leave room to collaborate and institutional process. Power is not undermined but it is presented as responsible.

Legitimation Strategies

Corpus patterns demonstrate that there are a few forms that politicians use to defend authority:

- *Authorization- reference to law, constitution, or mandate.*
- *Moral judgment- putting actions in a right or necessary way.*
- *Rationalization - connecting the policies to reality.*

Male politicians apply authorization more often when defending and being sovereign. The rationalization used by female politicians is more common when it comes to welfare and reform.

Therefore, the construction of legitimacy is carried out on the basis of various narrative structures: a heroic, an administrative.

The Metaphor and the National Imagination.

Even though it was not identified as a key quantitative attribute, repeated clusters of lexical codes are indicative of metaphorical framing. Male talk tends to be based on the images of war, struggle and battle. The metaphors of journey, rebuilding or growth are more frequently expressed in female discourse.

These metaphors indirectly lead the audience on the expectations of what leadership is.

Audience Relationship

In MPC speeches, listeners are constantly placed as the participants of struggle. Orders and proclamations of determination enhance group mobilization. FPC addresses better address the audience as co-governors. The appeals focus on trust, patience and cooperation. They are equally convincing but both reach out to establish

various emotional contracts between a leader and a citizen.

Synthetic Interpretation of Results.

The above discussions showed that gendered difference in the Pakistani political speeches is not incidental, superficial and confined to the selection of words. Rather, it functions at a variety of interdependent discourse organization levels that are pronoun strategy, modality, evaluation, stance, collocational networks, and legitimation patterns. These components are unique persuasive orientations when perceived synergistically, which create the way authority is enacted.

Rhetorical intensification is always an option of the Male Politicians Corpus (MPC). Features are repeated with urgency, confrontation and categorical commitment. Pronouns unite the audience into a mobilized national organism; modality focuses on inevitability; evaluation heightens moral dichotomies; and collocations often refer to dangers or failures to be acted on decisively. Leadership is practiced as being firm when pressure is applied.

Corpus Table 3 – Modal & Stance Patterns

Feature	Male Politicians	Female Politicians	Discursive Meaning
must	very frequent	moderate	obligation / authority
will	very high	very high	commitment
cannot	Frequent	less frequent	rejection / boundary
need to	Moderate	high	shared responsibility
I assure	Low	high	personal accountability
there is no doubt	High	medium	certainty
together we can	lower	high	partnership

Female Politicians Corpus (FPC) on the contrary builds persuasion by including, serving, and progressing together. The level of commitment is high, although it is diffused. Power is based on accountability, nurturing and institutional collaboration other than theatrical conflict. The rhetorical space thus turns to be cooperative and not contentious. A combination of these tendencies contributes to the argument that gender affects not only the speech of politicians but also the organization of political reality in the way it is presented to the audience.

On the one hand, mobilization vs. facilitation. Male speeches focus the collective energy on the destruction of the rivals or remedy of injustice. The speeches of females allow the advancement as they focus on development and partnership.

Second, certainty vs. committed responsibility. Male rhetoric is conducive to high-certainty formulations, categorical futures. Female rhetoric is both promising and relational.

Third, dramatic vs. constructive continuity. Politicians of the male gender often draw a sharp line of morality. Women politicians tend to present leadership as the enhancement of existing systems more.

Notably, both methods are convincing; both are based on various emotional and ideological lines.

The MPC identity is very often heroic. The leader seems to be a man of defence, a reformer or a challenger of the corrupt forces. Legitimacy is based on power, determination, and clarity.

At FPC, identity turns out to be managerial and nurturing. Competence, service delivery and future planning result in the development of legitimacy. The leader is also believable as she is a good listener and accountable.

Gendered identity is therefore attained through patterned rhetoric work as opposed to utterances of gender.

Shifting to the discourse interpretation rather than quantitative outputs, the research proved the rhetorical decisions produce repeated patterns of leadership:

By moving from quantitative outputs to discourse interpretation, the research demonstrated that linguistic

choices create recurring models of leadership:

Model	Dominant in
Protector / Mobilizer	Male speeches
Administrator / Caregiver	Female speeches

These models reflect broader social expectations but are realized through repeatable textual mechanisms. These models represent more general social expectations yet are achieved as a result of textual mechanisms that can be repeated.

In terms of CDA, discourse is not only a reflection of power, but it creates it. The results show the ways in which power in the Pakistani context is negotiated in the context of gender-sensitive demands of firmness, empathy, and responsibility. The corpus-based viewpoint of the study establishes that the ideological interpretation of statistical patterns can be effectively made by the contextual reading of the patterns. Gender wise, the findings indicate accommodation and not hindrance. The women politicians are not unauthoritative, they are simply authoritative in a different way.

In spite of powerful tendencies, there is overlap. Female leaders at times use confrontational rhetoric during times of crisis. The welfare and inclusion are sometimes stressed by male leaders. Language is also affected by political party ideology, office and historical moment.

Conclusion

This paper aimed to examine the influence of gender on rhetoric tools of persuasion and discourse of political power in Pakistani oratory by politicians. The study relied on a corpus based discourse analytical approach to integrate both quantitative linguistic data and qualitative interpretation so as to go beyond impressionistic assertions to systematic elaboration. The results indicate that gendered variation is not accidental or incidental but, in fact, a patterned resource of such leadership as credibility, legitimacy, and alignment of the audience are negotiated.

Throughout the corpus, there was a stable pattern of male politicians engaging in heightened rhetoric with categorical commitment, confrontation and dramatizing threat. The use of pronouns tended to group the nation as a whole against enemies, modality emphasized inevitability and determination and evaluative lexis increased the intensity of moral opposition. Power was thus acted by decisiveness, power and the threat to correct. The rhetoric climate was a motivating factor in mobilizing and rallying sentiment on struggle and defense.

Female politicians who were also as ardent in persuasion did not use the same rhetorical architecture. They spoke more prophesying inclusion, service, welfare, and joint advancement. Pronouns were more likely to form a coalition, not conflict, modality shared the blame among the institutions and people and the assessment was focused on the cases of better and possibility. Accountability, competence and concern to the needs of the people resulted in legitimacy. Rather than heroic resistance, leadership was implemented as stewardship. Notably, such differences are not to be understood as powerful and weak authority. Instead, they are other, yet successful performances that are influenced by social norms of gender and leadership in the Pakistani political culture. Situational requirements also inspired speakers to cross different patterns occasionally, both corpora were intersecting, and there existed some overlap between corpora. However, statistical trends were also present, which implies that gender is a stable structure that shapes persuasive decisions.

The methodologically, the study established the importance of corpus linguistics and critical discourse analysis as opposed to their integration. Quantitative outputs were used to identify recurrent characteristics whereas qualitative reading was used to define the ideological and relational functions of the recurring features. The combination of them allowed the subtle interpretation of the construction of political meaning. Finally, the study adds to the research on political communication, gender, language, and CADA by showing that leadership identities in Pakistan are linguistically enacted by applying recurrent strategies. The aspect of persuasion relates not only to policy but also to the narration of authority, its sharing and legitimization within

discourse.

Recommendations

Further studies in this direction need to increase the sample of politicians, parties, and regional voices to conclude whether the trends observed here will be the same in other political hierarchies. Adding Urdu-language information and obtaining the systematic code-switching analysis would offer a more detailed overview of persuasive strategy in a multilingual environment in Pakistan. The researchers may also combine the audience reception approaches, including surveys or media response analysis, to find out how the rhetorical differences contribute to the trust and credibility of the people.

At the methodological level, longitudinal corpora should be used more to demonstrate the dynamics of the gendered patterns during the crises, elections, or governance periods. Lastly, the comparative analysis with other democracies in South Asia would assist in defining which tendencies are culturally relative and which are demonstrative of the global standards of gendered political performance.

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