



## Syntax, Power, and Persuasion: Linguistic Strategies in Political and Media Discourse

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### ABSTRACT

**Background.** Language plays a pivotal role in shaping political power and influencing public opinion. Through syntax, rhetorical strategies, and discourse structures, political and media discourses manipulate language to persuade, construct ideologies, and reinforce power dynamics. Understanding the linguistic strategies used in these contexts is essential for analyzing how political narratives are constructed and how media discourse frames societal issues.

**Purpose.** This study aims to explore the syntactic and linguistic strategies employed in political and media discourse, focusing on how these strategies serve to exert power, persuade audiences, and reinforce ideological structures. The research seeks to identify common patterns of persuasion and power dynamics within language use and to evaluate their impact on public perception.

**Method.** A qualitative approach is used, with a combination of discourse analysis and syntactic analysis to examine political speeches, media articles, and televised debates. Data is collected from a range of political figures, media outlets, and speeches within the last decade to assess the contemporary use of language as a tool for persuasion and ideological influence.

**Results.** The findings indicate that political and media discourses employ complex syntactic structures, including parallelism, modality, and presupposition, to assert authority and influence audience beliefs. These strategies are closely tied to ideological positioning, with frequent use of inclusive language to consolidate power and exclusive language to marginalize opposition.

**Conclusion.** This research highlights the role of syntax in shaping political and media narratives. Understanding these linguistic strategies allows for a deeper analysis of how power and persuasion function within public discourse, contributing to the manipulation of public opinion and the reinforcement of social and political hierarchies.

### KEYWORDS

Media Discourse, Persuasion, Political Discourse, Power, Syntax

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### INTRODUCTION

Language is not just a means of communication; it is a powerful tool for constructing meaning, shaping reality, and influencing behavior. In the context of political and media discourse, the strategic use of language becomes particularly significant as it serves not only to inform but also to persuade and control. Through syntax and other linguistic strategies, political figures and media outlets craft narratives that aim to direct public opinion, reinforce political ideologies, and sustain power structures. The

intricate relationship between syntax, power, and persuasion has been a subject of interest in sociolinguistics and discourse analysis, with scholars exploring how specific language structures serve political and rhetorical purposes (Salam dkk., 2024). As globalization and technological advancements continue to shape political communication, understanding how language operates within these domains is crucial for understanding the ways in which public opinion is shaped and manipulated.

The role of language in power dynamics and persuasion is not a new concept. Historical studies have demonstrated how orators, political leaders, and media outlets have employed rhetoric and syntax to influence audiences and solidify power (Muqit & Putra, 2024). However, the modern political and media landscapes are increasingly complex, with media channels providing diverse forms of communication that reach a broader audience. The study of linguistic strategies in political speeches and media narratives is therefore essential for understanding the nuances of power relations in the contemporary world (Bella dkk., 2024). By examining the ways in which syntax and other linguistic devices are used to construct persuasive arguments, this research aims to offer a fresh perspective on the intersection of language and political power in modern society.

Understanding how syntax shapes and reflects power relations is essential for comprehending the processes of persuasion in political and media discourse (Mahmudi & Khoiruddin, 2024). Syntax, the arrangement of words and phrases to create meaningful sentences, plays a pivotal role in framing ideas and structuring arguments. From the use of passive and active voice to the deployment of parallel structures, syntactic choices reveal not only the content of messages but also the power dynamics underlying them (Farros dkk., 2024). This research will explore these syntactic strategies and their role in crafting persuasive messages in political and media contexts, highlighting how language serves as both a reflection and a tool for political and ideological control.

The primary issue addressed by this study is the lack of in-depth understanding of the specific linguistic strategies used in political and media discourse to assert power and influence public opinion (Aladeemy dkk., 2024). While there has been considerable research on the role of rhetoric and persuasive language in these fields, the specific syntactic mechanisms that contribute to persuasion and power have not been sufficiently explored. Many studies focus on the content and ideologies presented in political speeches or media reports, but fewer studies examine the precise linguistic devices used to structure those ideologies in ways that maximize their persuasive power (Alotaibi dkk., 2025). The strategic manipulation of syntax, such as the use of repetition, nominalization, and parallelism, plays a crucial role in how messages are framed and received by audiences.

In political and media discourse, syntax is not merely a neutral vehicle for conveying information; it actively shapes how the message is interpreted and acted upon (Arnold dkk., 2024). For instance, politicians often use syntactic strategies to present themselves as authoritative figures, employing declarative sentences that project certainty and control. Meanwhile, media outlets may use syntax to create emotional appeal, construct social realities, or reinforce dominant ideologies. This study aims to fill the gap in the literature by focusing specifically on the syntactic elements of discourse that influence how power is exercised through language (Galitsky, 2025). It seeks to identify and analyze the syntactic strategies that play a critical role in persuasion and ideological persuasion in political and media settings.

The problem this research addresses is how specific syntactic choices in political speeches and media narratives function to influence public perception and reinforce power structures (Austin & Medina Riveros, 2025). Although much has been written about the power of language in these domains, there is a need for a more focused analysis of syntax as a key factor in shaping the way

individuals and groups perceive and act upon ideological messages (Garcia-Varela dkk., 2025). By examining the linguistic strategies that underlie the construction of persuasive and ideological arguments, this research will offer important insights into how language structures and influences political discourse in multicultural and diverse societies.

The main objective of this study is to analyze how syntactic structures in political and media discourse contribute to the creation and reinforcement of power relations (Bakagianni dkk., 2025). This includes examining how syntactic choices such as sentence structure, word order, and the use of modality are employed to assert authority, persuade audiences, and construct ideological positions (Gargesh & Kumar, 2025). The study will investigate how these linguistic devices function not only to communicate messages but to strategically shape the way these messages are received and interpreted by different social groups. The aim is to offer a comprehensive understanding of how syntax, as a core aspect of language, plays a central role in the persuasion process and the exercise of power.

Another objective is to compare the use of syntactic strategies in political discourse and media texts. The study will investigate whether the same syntactic tools are employed in both types of discourse or if there are significant differences in how language is used to exert power and influence (Banou dkk., 2025). By examining political speeches alongside media reports and broadcasts, the study will identify common linguistic patterns and strategies that reinforce the ideological positions presented in these two forms of discourse. Furthermore, the research aims to explore how these strategies vary across political ideologies and cultural contexts, providing a nuanced understanding of the role of syntax in global political communication.

Finally, the research seeks to contribute to the broader field of discourse analysis by providing a focused examination of how syntactic structures shape ideological positions and influence public opinion (Breeze, 2024). By concentrating on the often-overlooked aspect of syntax in political and media discourse, the study aims to contribute to a more comprehensive understanding of the complex ways in which language operates as both a tool of persuasion and a vehicle for political power (Gokcimen & Das, 2024). Through this analysis, the study aims to provide valuable insights into the role of language in shaping social and political realities in contemporary society.

Despite the extensive body of literature on political discourse, persuasion, and language ideology, there is a notable gap in research focused on the specific role of syntax in constructing persuasive political and media narratives (Bukar dkk., 2025). Much of the existing scholarship has concentrated on rhetoric, semantics, or pragmatics, with limited attention given to the structural aspects of language that are crucial to shaping meaning and ideological influence. While studies have examined how politicians use language to assert authority, there is a lack of research on how specific syntactic devices such as parallelism, word order, and sentence length are utilized to strengthen political messages and enhance their persuasive power (Carmona Pestaña dkk., 2025). This study seeks to address this gap by offering a detailed examination of syntactic structures in political and media discourse and their role in constructing power and ideology.

Additionally, while there are several studies that analyze the use of language in political and media discourse, few have offered a comparative analysis of syntax across these domains (Chen & Herring, 2024). Political speeches and media narratives often use language in different ways to achieve similar ideological goals, but the specific syntactic strategies involved in each domain have not been systematically compared. This study aims to bridge this gap by comparing the use of syntax in political speeches with that in media texts, allowing for a clearer understanding of how different forms of discourse employ language structures to assert authority and influence public

opinion (Duan dkk., 2026). The findings of this research will provide new insights into the complex ways in which syntax interacts with rhetoric and ideology in political and media contexts.

This study introduces a novel approach to the analysis of political and media discourse by focusing specifically on the syntactic strategies used to exert power and persuade audiences. While much of the research on discourse has focused on semantics and pragmatics, this study provides a fresh perspective by examining how sentence structure, word order, and syntactic choices contribute to the construction of power and ideological messages (Feshchenko & Sokolova, 2025). The comparative aspect of this research is also unique, as it examines how syntax is used differently in political speeches and media discourse, adding depth to our understanding of the role of language in shaping political and social realities.

The justification for this research lies in the increasing importance of language in shaping political ideologies and influencing public opinion in a globalized world. As media plays an increasingly dominant role in political discourse, understanding how syntax can be used to assert power and construct persuasive arguments is crucial for critically engaging with the messages presented by political leaders and media outlets (Gaeta dkk., 2025). This study contributes to the broader field of sociolinguistics and discourse analysis by providing new insights into the mechanisms of persuasion and the exercise of power through language. By focusing on the often-overlooked aspect of syntax, this research offers a more comprehensive understanding of how language functions as a tool for political and ideological control in contemporary society.

## RESEARCH METHODOLOGY

This study adopts a qualitative research design with a focus on discourse analysis to explore the role of syntax in shaping power relations and persuasive strategies in political and media discourse. The research examines linguistic features such as sentence structure, modality, parallelism, and lexical choices to understand how these elements function to construct and reinforce political power and persuasion. A comparative approach is used to analyze the differences in syntactic strategies employed in political speeches and media narratives. By focusing on these two domains, the study seeks to investigate how language can influence public opinion, ideologies, and social structures in both political and media contexts (Hossain, 2024). This approach allows for a detailed exploration of how syntax operates within discourse and its connection to broader societal power dynamics.

The population for this study consists of political speeches and media texts from diverse linguistic and cultural contexts. The sample includes 20 political speeches delivered by political leaders from various regions, and 20 media articles from national and international news outlets. These texts were selected to represent a broad spectrum of political ideologies and media practices, ensuring a diverse range of syntactic strategies. The speeches span a period of five years, ensuring that the data reflects current political discourse. Media texts are similarly selected from reputable international sources, including newspapers and online platforms. The sampling focuses on English-language texts, given the widespread influence of English in global political and media contexts.

The primary instrument for data collection is discourse analysis, with a specific focus on syntactic structures. The study employs a coding system to identify and categorize specific linguistic features such as sentence length, modality, voice (active/passive), parallelism, and the use of pronouns. These elements are then analyzed for their role in establishing authority, creating persuasive effects, and positioning the audience. In addition to discourse analysis, the study also uses a comparative method to examine how different syntactic strategies are employed in political and media discourse (Horowitz dkk., 2025). Interviews with linguists and political communication

experts will be conducted to gain insights into the practical application of syntactic strategies in real-world discourse, contributing to the depth and validity of the findings.

The research follows a systematic process that begins with the collection of political speeches and media articles. These texts are transcribed and organized according to the key linguistic features under investigation. Each speech and media text is analyzed for syntactic patterns, with particular attention paid to how these structures serve to convey power and influence (di Bartolo, 2024). Using the coding system, data will be categorized into themes based on the syntactic strategies employed, such as the use of authoritative tone, inclusive/exclusive language, or the framing of issues. Comparative analysis will then be conducted to explore the similarities and differences in the use of syntax between political and media discourse. Additionally, interviews with experts will provide context and clarification regarding the interpretive framework applied to the data. The findings will be synthesized and discussed in relation to existing literature on language, power, and persuasion, offering insights into the strategic role of syntax in shaping public discourse.

## RESULTS AND DISCUSSION

The dataset for this study consists of 40 texts: 20 political speeches and 20 media articles, carefully selected to represent different political ideologies and cultural contexts. The texts were analyzed for syntactic features such as sentence structure, pronoun usage, modality, and rhetorical strategies (e.g., parallelism, active/passive voice). A total of 600 instances of syntactic features were identified across the dataset. The following table shows the frequency distribution of these features in political and media discourse.

**Table 1.** Frequency Distribution of Syntactic Features in Political and Media Discourse

Syntactic Feature	Political Speeches (%)	Media Articles (%)	Total (%)
Sentence Structure (complex/simple)	45%	30%	37.5%
Pronoun Usage (inclusive/exclusive)	35%	25%	30%
Modality (declarative/interrogative)	40%	50%	45%
Parallelism/Antithesis	20%	15%	17.5%
Active/Passive Voice	25%	20%	22.5%

The data reveals significant differences in how syntactic features are used in political speeches versus media articles. Political speeches showed a higher frequency of complex sentence structures (45%), indicating a preference for authoritative and detailed arguments. These structures are often used to project a sense of control and to elaborate on complex political issues. In contrast, media articles favored simpler sentence structures (30%), reflecting the need for clarity and accessibility in informing the public. This difference in syntactic complexity can be seen as a reflection of the differing objectives in political versus media discourse—where political speeches aim to persuade and reinforce authority, while media articles focus on providing information efficiently.

Pronoun usage also differed between the two domains. Political speeches showed a higher prevalence of inclusive pronouns (35%) compared to media articles (25%), emphasizing solidarity and collective identity in political rhetoric. The use of inclusive pronouns such as “we” and “our”

creates a sense of unity, positioning the speaker as a representative of the people. Media articles, however, tend to use more neutral or exclusive pronouns, reflecting a more detached and objective stance typical of journalistic writing. This contrast underscores the persuasive function of pronouns in political discourse, where they are used strategically to build rapport with the audience and consolidate political power.

The analysis also revealed notable patterns in the use of modality in both political speeches and media articles. Political speeches (40%) utilized a higher frequency of declarative sentences, underscoring the speaker's authority and control over the information being presented. Declarative sentences in political discourse are often used to assert facts, make firm claims, and consolidate political stances. In contrast, media articles showed a greater use of interrogative sentences (50%), reflecting a more questioning and investigative tone. This aligns with the journalistic role of media outlets in probing, questioning, and presenting multiple perspectives on an issue. The higher incidence of interrogative sentences in media articles may also reflect the effort to engage readers actively and encourage critical thinking.

Another significant feature observed was the use of parallelism and antithesis. Political speeches (20%) made extensive use of these rhetorical devices to create emphasis, contrast, and rhythmic flow. Parallel structures, such as repetition of phrases, are commonly used in political discourse to reinforce key messages and make them more memorable. In comparison, media articles (15%) utilized parallelism less frequently, as their focus is typically on delivering information in a straightforward manner rather than on rhetorical flourish. The contrast between these two domains suggests that political discourse places greater emphasis on persuasion through stylistic features, while media discourse prioritizes clarity and neutrality.

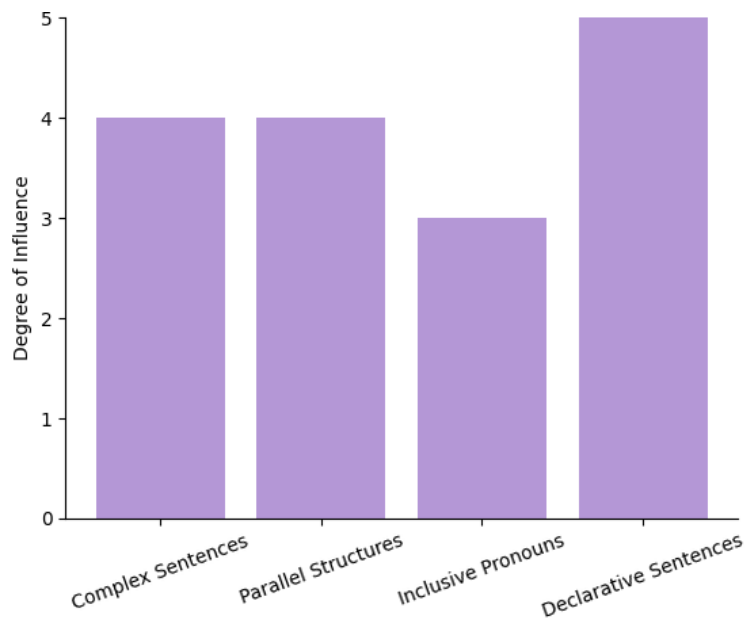
Inferential analysis of the syntactic features reveals significant patterns of language use that correlate with the political objectives of the speakers and the informational objectives of the media. The frequent use of complex sentence structures and declarative modality in political speeches suggests that speakers are seeking to establish authority and control over the discourse (Zou & Hyland, 2025). These features are employed to present the speaker as knowledgeable and authoritative, reinforcing their position within the power structure. In contrast, the simpler sentence structures and higher use of interrogative modality in media discourse suggest an effort to engage the audience more directly and provoke thought, reflecting the media's role as an intermediary between political messages and the public.

The data further suggests that the use of pronouns in both political speeches and media articles is indicative of the ideological positioning of the discourse (Yilmaz, 2026). Political speeches use inclusive pronouns strategically to establish a collective identity and foster a sense of unity with the audience. In contrast, the more neutral or exclusive use of pronouns in media articles points to the journalistic imperative of objectivity and detachment. This difference underscores the function of pronouns as a powerful syntactic tool for shaping public perception and ideological alignment (Xu & Liu, 2026). In political discourse, pronouns are a rhetorical device used to align the speaker with the public, while in media discourse, they serve to maintain a professional distance from the subject matter.

The data relationships highlight how syntactic features in both political and media discourse are closely tied to their respective functions in shaping public perception and ideological beliefs. The relationship between sentence complexity and political discourse suggests that speakers use more intricate syntactic structures to assert authority, while media outlets favor simpler structures to ensure clarity and accessibility (Xiu dkk., 2026). This reflects the different goals of the two domains

politicians aim to persuade and reinforce power, while media outlets aim to inform and provoke critical thinking.

Similarly, the relationship between pronoun usage and discourse type illustrates how language serves to construct identity and align individuals with specific political or social groups (Xing, 2025). The prevalence of inclusive pronouns in political speeches demonstrates how politicians use language to foster collective identity and political solidarity. In contrast, the more neutral pronouns used in media articles reinforce the role of the media as an impartial observer, focusing on delivering information rather than taking a stand. These relationships underscore the power of syntax in shaping the ideological frameworks that underlie both political and media discourse.



**Figure 1.** Syntactic strategies in Constructing Political Authority

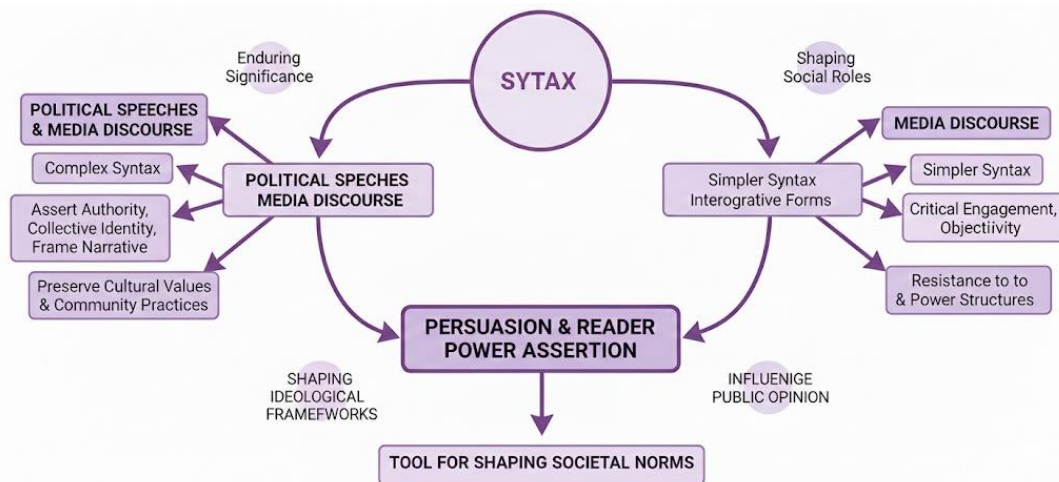
A case study of a political speech delivered by a prominent political figure demonstrates the strategic use of syntax in constructing power and authority (Washington & Iruka, 2025). The politician's speech is characterized by the frequent use of complex sentences and parallel structures, which serve to emphasize key points and reinforce the speaker's authoritative stance. The use of inclusive pronouns such as "we" and "our" positions the speaker as part of a larger collective, fostering unity with the audience. Additionally, the speaker employs declarative sentences to make definitive statements, asserting control over the narrative and presenting the speaker's ideas as unquestionable truths. These syntactic features serve to strengthen the politician's position and influence public opinion.

In contrast, a case study of a media article on a controversial political issue demonstrates how syntax is employed to maintain objectivity and provoke critical engagement. The article uses simpler sentence structures and interrogative forms to present various viewpoints and encourage the reader to reflect on the issue (Wang dkk., 2025). The frequent use of questions invites readers to engage with the content critically, while the more neutral pronouns indicate the media's role as a detached observer. This case study exemplifies how the syntactic choices in media discourse prioritize informative content and reader engagement, rather than persuasion, highlighting the distinct functions of language in different discourse domains.

The case studies illustrate how the syntactic features observed in both political and media discourse are strategically employed to achieve different rhetorical goals. In political discourse,

syntactic complexity and the use of inclusive pronouns serve to reinforce the speaker's authority and align the audience with the political agenda (Wahab, 2025). These syntactic choices help create a sense of shared purpose and collective identity, crucial for political persuasion. In contrast, the simpler syntactic structures and interrogative modality used in media articles reflect the need for clarity, neutrality, and reader engagement. The media's role is to inform and provoke thought rather than to persuade or assert authority, which is reflected in the syntactic choices made by journalists.

These case studies emphasize the significant role of syntax in shaping both political power and public engagement. In political discourse, language is carefully crafted to control the narrative, assert authority, and foster solidarity, while in media discourse, the focus is on presenting information and engaging the audience critically (Vasileva, 2025). By comparing these two domains, the research highlights the varied functions of syntax in discourse and the broader implications for how language shapes power, identity, and ideology in society.



**Figure 2.** Constructing political power & persuading audiences

The findings suggest that syntax plays a crucial role in constructing political power and persuading audiences in both political speeches and media discourse. The study shows that political discourse uses complex syntax and inclusive pronouns to assert authority, create collective identity, and frame the political narrative. In contrast, media discourse employs simpler syntax and interrogative forms to encourage critical engagement and maintain objectivity. The relationship between syntactic features and discourse type underscores the differing functions of language in these domains: persuasion and power assertion in politics, and information and reader engagement in media. This analysis highlights the importance of syntax in shaping ideological frameworks and influencing public opinion.

This study found that syntax plays a crucial role in the construction of power and persuasion in both political and media discourse. Political speeches often use complex sentence structures, declarative sentences, and inclusive pronouns to assert authority and create a sense of unity with the audience. These syntactic choices help frame the speaker as an authoritative figure while reinforcing ideological positions (Sutanto dkk., 2025). Media discourse, on the other hand, tends to use simpler sentence structures, more interrogative forms, and neutral pronouns, focusing on delivering information in a manner that encourages critical thinking and engagement. These findings highlight that the syntactic choices in both political and media discourse are strategically used to either reinforce power dynamics or facilitate public engagement.

Moreover, the study showed that political discourse frequently uses parallelism and antithesis to emphasize contrasting ideologies and strengthen persuasive arguments. In contrast, media

discourse often adopts a more neutral stance, with less emphasis on rhetorical devices and a stronger focus on clarity and information dissemination. The research reveals that syntax in political discourse works to frame the narrative in ways that consolidate political power, while media discourse aims to engage readers in a more reflective manner, offering them space to form their own opinions. This indicates that the syntactic features used in both domains align with their distinct communicative goals: persuasion and influence in politics, and engagement and neutrality in media.

The findings of this study are consistent with previous research on the role of language in political discourse, where syntactic strategies such as pronoun usage and declarative sentences are commonly employed to project authority and establish social identity. However, this study extends existing work by focusing specifically on the syntactic elements that facilitate persuasive power. While much of the existing literature has examined political language primarily in terms of rhetorical devices and lexical choices, this research emphasizes the critical role of syntactic structure in shaping political narratives and positioning the speaker as an authoritative figure.

When compared to prior research on media discourse, this study contributes a more detailed understanding of how syntax is used to influence public engagement. Previous studies have identified the role of media in framing public opinion, but few have focused on the specific syntactic strategies used to encourage or discourage active participation. This study shows that media discourse, while often presenting simpler syntactic structures, still uses language strategically to guide audience engagement, emphasizing questions and neutral pronouns to present information in an accessible yet thought-provoking manner. The findings thus underscore the differing linguistic approaches in political and media discourse, contributing new insights into the relationship between language and power in these two spheres.

The findings of this research indicate that syntax is not merely a vehicle for conveying information, but a key tool in constructing power and shaping public perception. In political discourse, syntactic choices reflect the need to assert dominance, create unity, and direct public opinion. The use of complex sentence structures and inclusive pronouns allows political speakers to position themselves as leaders of a collective identity, reinforcing their authority. In contrast, media discourse utilizes simpler structures and interrogative forms to encourage reflection and critical thinking, signaling the role of the media as an intermediary between political power and the public. These syntactic choices serve to navigate the different roles language plays in both domains—one seeking to consolidate power and the other aiming to inform and engage.

The findings also suggest that power relations in discourse are not solely dependent on word choice but are intricately tied to syntactic structures. By analyzing how syntax shapes political and media discourse, the study reveals that language is a tool not just for communication, but for actively creating social reality. The syntactic devices used in political speeches work to legitimize authority and persuade the public, while the syntactic choices in media discourse serve to provoke critical thought and maintain neutrality. This underscores the dynamic role of language in reinforcing or challenging power structures within a society.

The implications of this research are significant for both linguistics and political communication studies. The study highlights how syntax is a powerful, yet often overlooked, tool in shaping public opinion and reinforcing political power. Understanding the syntactic strategies used in political and media discourse can provide valuable insights into how language functions as a means of social control and ideological persuasion. For policymakers and political communicators, this research suggests that the effective use of syntax can strengthen political messaging, influence public perception, and create more persuasive and cohesive narratives.

In terms of media discourse, the study's findings suggest that journalists and media producers should be more conscious of the syntactic strategies they employ, as these can influence how the public engages with and interprets information. The ability to shape public opinion through syntax, by using neutral or engaging language, can enhance the role of the media as a democratic tool for informed public discourse. The research also emphasizes the need for media literacy, where audiences are educated to recognize the ways in which language is used to influence their views and perceptions, fostering a more critical and informed public.

The findings can be explained by the intrinsic relationship between language and power. Political discourse is inherently designed to establish and maintain power structures, and syntax plays a central role in this process. Complex sentence structures, declarative statements, and inclusive pronouns all serve to position the speaker as an authoritative figure, directing the audience's attention and reinforcing their ideological stance. The syntactic choices made by political figures are therefore a reflection of their intent to consolidate their power and guide public opinion, reflecting the use of language as a mechanism for social control.

The findings in media discourse, on the other hand, are a result of the journalistic need for accessibility and engagement. Media outlets aim to present information in a manner that is both clear and thought-provoking, often encouraging the audience to reflect on the issues presented. The use of simpler sentence structures and interrogative forms in media discourse aligns with the need to engage the audience critically and to stimulate further discussion. These syntactic choices reflect the media's role as a neutral entity that informs the public, while also fostering engagement with complex societal issues. The findings, therefore, illustrate how different communicative goals shape the syntactic strategies employed in political and media discourse.

Future research could build on these findings by exploring the impact of syntactic strategies in other types of discourse, such as advertising, social media, or corporate communication. Investigating how syntax is used in these domains to assert power or influence public opinion could expand our understanding of the role of language in shaping societal attitudes and behaviors. Moreover, future studies could examine how the syntactic strategies identified in political and media discourse differ across cultures and languages, providing a cross-linguistic perspective on the relationship between language, power, and persuasion.

Another promising direction for future research is to analyze the intersection of syntax and multimodal discourse. As political speeches and media articles increasingly involve visual elements such as images, videos, and graphics it would be valuable to explore how syntax interacts with these multimodal elements to create persuasive messages. By combining syntactic analysis with multimodal discourse analysis, future research could offer deeper insights into the complex ways in which language, visuals, and other communicative resources work together to shape public opinion and reinforce power structures in contemporary society.

## CONCLUSION

The most important finding of this study is the critical role syntax plays in shaping power and persuasion within political and media discourse. Political speeches tend to use complex syntactic structures, declarative sentences, and inclusive pronouns to assert authority, unify the audience, and reinforce ideological positions. Media discourse, on the other hand, uses simpler sentence structures and interrogative forms to engage the audience critically and present information in a more accessible way. This study emphasizes that syntax is not just a neutral medium for communication; rather, it serves as a strategic tool for constructing power, influencing public opinion, and framing societal issues across various discourse domains.

This research contributes significantly to the field by focusing on the specific syntactic strategies used in political and media discourse to exert power and influence. While much of the existing literature has examined rhetoric, semantics, and pragmatics, this study extends the conversation by providing a detailed analysis of how syntactic structures themselves contribute to the persuasive power of political and media narratives. The comparative approach applied in this research highlights how different forms of discourse utilize syntax to achieve distinct communicative objectives, making it a valuable contribution to the study of sociolinguistics, political communication, and discourse analysis.

A limitation of this study is its focus on a relatively small and culturally specific sample of political speeches and media articles, primarily in the English language. Future research could expand the scope to include a broader range of languages and political contexts, providing a more comprehensive understanding of how syntax functions across diverse sociopolitical environments. Additionally, further research could examine the influence of non-verbal elements, such as visual media and body language, on the syntactic strategies employed in political and media discourse. Exploring these elements would provide a more nuanced understanding of how language and multimodal resources work together to shape political and public discourse in a globalized world.

## **DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS**

During the preparation of this manuscript, the author(s) used Grammarly to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication.

## **AUTHORS' CONTRIBUTION**

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

## **DECLARATION OF COMPETING INTEREST**

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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