EMOTIVE SPEECH

ACTS IN WARTIME RHETORIC: A COMPARATIVE ANALYSIS OF PRESIDENTIAL SPEECHES

ACTOS DE DISCURSO EMOTIVOS EN LA RETÓRICA DE TIEMPOS DE GUERRA: UN ANÁLISIS COMPARATIVO DE DISCURSOS PRESIDENCIALES

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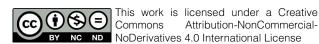
ABSTRACT

Emotive speech acts form the foundation of human communication, enabling individuals to effectively convey emotions, attitudes, and perspectives. During times of conflict, the strategic deployment of emotional language can significantly influence public opinion, strengthen national identity, and mobilize collective action. This study examines the war rhetoric of President Ilham Aliyev during the Second Karabakh War of 2020, analyzing the linguistic and extralinguistic mechanisms underpinning emotive speech acts. Through an analysis of pivotal speeches delivered at critical moments of the conflict, this research investigates how linguistic features—including tone, word choice, and sentence structure—shape emotional responses and reinforce national narratives. The study employs a mixed-methods approach, combining qualitative discourse analysis with quantitative frequency analysis to examine the prevalence and function of emotive language patterns. The results reveal that Aliyev's rhetoric is characterized by high-frequency commissive and expressive speech acts, which evoke strong emotional responses and foster national unity. It is also highlighted the role of cultural references and historical symbols in shaping the emotional impact of political rhetoric. By comparing Aliyev's speeches with those of other wartime leaders, we identify cross-cultural patterns and unique rhetorical strategies employed in conflict communication. It contributes to the growing body of research on political discourse by offering an understanding of how emotive speech acts function during periods of conflict. It also emphasizes the importance of considering cultural and cognitive factors when analyzing political rhetoric. The findings have implications for political communication, discourse analysis, and international relations, providing valuable insights for policymakers, linguists, and communication scholars.

Keywords: Emotive speech acts, Political discourse, Karabakh War, Wartime rhetoric, Intercultural communication.

RESUMEN

Los actos de habla emotivos constituyen la base de la comunicación humana, permitiendo a las personas transmitir eficazmente emociones, actitudes y perspectivas. En tiempos de conflicto, el uso estratégico del lenguaje emocional puede influir significativamente en la opinión pública, fortalecer la identidad nacional y movilizar la acción colectiva. Este estudio examina la retórica bélica del presidente Ilham Aliyev durante la Segunda Guerra de Karabaj de 2020, analizando los mecanismos lingüísticos y extralingüísticos que sustentan los actos de habla emotivos. Mediante el análisis de discursos clave pronunciados en momentos críticos del conflicto, esta investigación indaga cómo las características lingüísticas "como el tono, la elección de palabras y la estructura oracional"configuran las respuestas emocionales y refuerzan las narrativas nacionales. El estudio emplea un enfoque de métodos mixtos, combinando el análisis cualitativo del discurso con el análisis cuantitativo de frecuencias para examinar la prevalencia y la función de los patrones de lenguaje emotivo. Los resultados revelan que la retórica de Aliyev se caracteriza por actos de habla comisivos y expresivos de alta frecuencia, que evocan fuertes respuestas emocionales y fomentan la unidad nacional. También se destaca el papel de las referencias culturales y los símbolos históricos en la conformación del

impacto emocional de la retórica política. Al comparar los discursos de Aliyev con los de otros líderes en tiempos de guerra, se identifica patrones interculturales y estrategias retóricas únicas empleadas en la comunicación de conflictos. Esto contribuye al creciente corpus de investigación sobre el discurso político al ofrecer una comprensión de cómo funcionan los actos de habla emotivos durante períodos de conflicto. Asimismo, enfatiza la importancia de considerar factores culturales y cognitivos al analizar la retórica política. Los hallazgos tienen implicaciones para la comunicación política, el análisis del discurso y las relaciones internacionales, proporcionando valiosas perspectivas para legisladores, lingüistas y académicos de la comunicación.

Palabras clave: Actos de habla emotivos, Discurso político, Guerra de Karabaj, Retórica en tiempos de guerra, Comunicación intercultural.

INTRODUCTION

Emotive speech acts constitute fundamental aspects of human communication, allowing speakers to express emotions, attitudes, and intentions in ways that resonate with audiences. The strategic deployment of emotional language plays a critical role in political discourse, particularly during times of conflict, by shaping public opinion, mobilizing support, and reinforcing national identity (Wierzbicka, 1999). Despite its importance, emotive speech acts remain relatively underexplored territory, especially in non-Western context (Abdurehmanova, 2025). This study addresses this gap by examining the linguistic and extralinguistic factors that influence the perception of emotive speech acts in President Ilham Aliyev's war rhetoric during the Second Karabakh War of 2020. President Aliyev's speeches during this period provide a unique opportunity to explore how linguistic features such as tone, word choice, and sentence structure contribute to the rhetorical effectiveness of political discourse. By analyzing key speeches delivered at critical moments of the conflict, this research aims to uncover the rhetorical strategies employed to shape public opinion and national identity.

The Second Karabakh War, which lasted from September 27th to November 10th, 2020, represented a pivotal moment in Azerbaijan's modern history. This 44-day conflict between Azerbaijan and Armenia over the disputed Nagorno-Karabakh region concluded with Azerbaijan reclaiming significant territory previously under Armenian control (Lantsov, 2022; Markitantov & Vinnichuk, 2024). Throughout this period, President Aliyev delivered numerous addresses to the nation that served both to inform citizens about military developments and to cultivate a sense of national purpose and solidarity. It is known that political communication during wartime operates under distinctive conditions that intensify its emotional impact (Chen et al., 2020; McGregor et al., 2025). The heightened stakes of armed conflict, concerns for national security, and collective identity formation create a communication environment where emotional resonance becomes particularly significant. In such contexts, presidential rhetoric serves not merely to inform but to inspire, console, mobilize, and legitimize governmental actions—functions that rely heavily on the effective deployment of emotive speech acts.

Speech Act Theory, pioneered by Austin (1975) and also developed by Searle (1969, p. 23), provides the foundation for understanding how language performs actions beyond mere description. Within this framework, emotive speech acts function as expressive utterances that reveal speakers' emotions and attitudes (Bhatia, 1993). Searle categorized speech acts into five types: assertive (statements of fact), directives (commands or requests), commissive (promises or commitments), expressive (expressions of feelings), and declarations (statements that change reality). In political discourse, these categories often overlap and interact in complex ways. Consequently, in the context of wartime rhetoric, commissive speech acts—such as promises to achieve victory or pledges to protect citizens—take on heightened significance. When a leader declares, "We will liberate our country," they are not merely describing a future action but committing themselves and their government to that course of action. This commitment creates expectations and influences public perception of leadership during critical periods.

On the other hand, Grice's (1975, pp. 41–58) cooperative principle and theory of conversational implicature emphasize the importance of context in language interpretation. In political speeches, the interpretation of emotional language depends not only on the literal meaning of words but also on shared knowledge, cultural assumptions, and the immediate political context. During wartime, audiences interpret political messages through the lens of heightened emotional states and national concerns (van Dijk, 1997). The maxims of quantity, quality, relation, and manner proposed by Grice help explain how political leaders calibrate their messages for maximum effect. For instance, when a leader emphasizes certain emotional aspects of a conflict while downplaying others, they are strategically managing information to shape public perception in alignment with national objectives.

Additionally, Fairclough's (1992, p. 112) approach to discourse analysis emphasizes that language in political settings not only reflects but actively constructs social reality. Political discourse shapes ideology and public

perception through deliberate linguistic choices. This perspective allows us to understand how wartime speeches function as instruments of power, legitimizing certain actions while delegitimizing others (Chilton, 2004; Duranti, 1997). In analyzing political rhetoric, it becomes essential to consider the three-dimensional framework proposed by Fairclough: text analysis (examining linguistic features), discursive practice analysis (interpreting production and consumption of text), and social practice analysis (explaining broader social implications). This comprehensive approach reveals how emotional language in wartime speeches contributes to national narratives and political objectives.

Similarly, Hofstede's (2001, p. 147) cultural dimensions theory offers valuable insights into how cultural values influence the production and reception of political discourse. Dimensions such as power distance, individualism versus collectivism, uncertainty avoidance, and long-term orientation shape how leaders communicate and how audiences interpret their messages. In the context of the Karabakh conflict, cultural values related to national pride, historical memory, and collective identity significantly influence how emotional appeals are formulated and received. Understanding these cultural dimensions helps explain differences in rhetorical strategies across political leaders from diverse cultural backgrounds.

MATERIALS AND METHODS

This study was guided by three principal research questions. First, what linguistic and extralinguistic features contribute to the conveyance of emotional tone in political speeches? Second, how does President Ilham Aliyev's discourse during the 2020 Karabakh War utilize emotive speech acts? Third, how do cognitive processes shape the perception of political discourse in times of conflict? This research contributes to existing literature in several significant ways since it extends speech act theory by examining its application in non-Western political contexts, specifically during periods of armed conflict. Besides, it provides insights into the strategic use of emotive language in political discourse, highlighting how linguistic choices influence public perception and national identity formation. By employing a comparative framework that includes speeches by leaders from different cultural backgrounds, it illuminates cross-cultural patterns and distinctive rhetorical strategies in wartime communication.

A mixed-methods approach was used to analyze emotive speech acts in President Aliyev's wartime rhetoric. The research design integrates qualitative discourse analysis with quantitative frequency analysis to understand how emotional language functions in political communication

during conflict. Regarding data collection, three key speeches by President Ilham Aliyev were selected based on their significance during critical moments of the Second Karabakh War. The first speech, "Address to the Nation," was delivered on September 27th, 2020, at the commencement of military operations. The second, "Continuing the Fight," was presented on October 4th, 2020, during the ongoing conflict. The third, "Victory Speech," was delivered on November 10th, 2020, following the ceasefire agreement.

For comparative analysis, selected speeches from other leaders during periods of conflict were also examined. These include Volodymyr Zelenskyy's "Address to the Nation" delivered on March 4th, 2022, and "Defending Our Freedom" presented on March 12th, 2022. Additionally, George W. Bush's "Address to a Joint Session of Congress" from September 20th, 2001, and "Combat the Terrorist Evil" from November 6th, 2001, were analyzed. These speeches were chosen because they were delivered at important moments during respective conflicts—declaring war or rallying support—and address similar thematic elements such as national identity, resilience, and the justification of military action.

The analysis focused on several dimensions of language use. Using sentence structure analysis, it was examined the distribution of declarative, interrogative, and imperative sentences to understand how sentence types contribute to the overall emotional tone. Through word choice analysis classified emotionally charged words according to Plutchik's (1980, p. 58) wheel of emotions, categorizing terms into emotions such as anger, fear, joy, and trust. Also, it was addressed tone analysis assessed vocal qualities (as described in transcripts or evident in recorded speeches), including volume, pace, and intonation patterns, and speech act analysis served to identified and classified speech acts according to Searle's taxonomy, with particular attention to commissive and expressive acts. Finally, rhetorical devices were analyzed, including repetition, metaphor, direct address, and other rhetorical devices that enhance emotional impact.

The coding process involved both automated and manual techniques to ensure comprehensive analysis and reliability. To establish inter-coder reliability, two independent coders analyzed the speeches, achieving a Cohen's Kappa score of 0.85, which indicates high inter-coder agreement. Subsequently, emotional words were categorized using existing dictionaries based on Plutchik's (1980, p. 58) emotional wheel, with verification by the coding panel to ensure accuracy and consistency. Frequency analyses were then conducted to measure the occurrence of key emotional expressions and rhetorical devices across

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Vol 17 | No.5 | September-October | 2025
Continuous publication
e5372

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speeches, providing quantitative support for the qualitative findings. Finally, comparative analysis examined similarities and differences in rhetorical strategies between Aliyev, Zelenskyy, and Bush, revealing cross-cultural patterns and leader-specific approaches to wartime communication.

RESULTS AND DISCUSSION

The analysis of sentence structures in President Aliyev's speeches revealed a predominance of declarative sentences (75%), followed by imperative sentences (20%) and interrogative sentences (5%). This distribution reflects a rhetorical strategy that emphasizes authority and certainty—qualities particularly valued during times of national crisis. The high percentage of declarative sentences contributes to an authoritative tone that projects confidence and control. Statements such as "Our army is advancing successfully" function as assertions of fact that instill confidence in the military campaign and reassure the public during uncertain times. A notable shift occurred in the November 10 speech, where the use of imperative sentences increased to 20% of the total. Commands such as "Fight bravely!" reflect a transition toward a more mobilizing tone, directly engaging citizens in post-conflict recovery efforts. This strategic adaptation demonstrates how sentence structure evolves to meet changing communication objectives as the conflict progresses.

The analysis of emotional word choice revealed significant patterns across Aliyev's three speeches, demonstrating a strategic evolution in emotional framing throughout the conflict period. In the September 27th speech, anger-related words dominated the emotional landscape at 40%, including terms such as "enemy," "revenge," and "attack." Trust-building language comprised 30% of emotional expressions through terms like "country," "military," and "leader," establishing confidence in national institutions. Fear-related references accounted for 15% of the emotional content, with words such as "danger," "threat," and "attack" acknowledging legitimate concerns. Joy-related expressions remained limited at 10%, offering hope through references to "victory" and "freedom."

The October 4th speech reflected the ongoing nature of conflict with a different emotional distribution. Fear-related terms increased to 25%, reflecting the heightened awareness of danger and threats during active combat. Joy-related expressions rose to 20%, demonstrating greater emphasis on anticipated positive outcomes as military progress became apparent. Anger-related language maintained a significant presence at 30%, continuing to focus on opposition and justification for the conflict. Trust-building language, while maintained, decreased to 15%, showing reduced emphasis on confidence-building as the focus shifted to immediate operational concerns.

The November 10th speech marked a dramatic shift in emotional framing following the ceasefire agreement. Joy emerged as the dominant emotion at 45%, expressed through words like "hero," "celebration," and "honor." Pride constituted 35% of emotional expressions, with strong emphasis on terms such as "nation," "identity," and "future." Anger-related language dropped significantly to only 5%, showing a marked reduction in conflict-oriented rhetoric. Fear-related references similarly decreased to 5%, with minimal references to threats or dangers. This evolution demonstrates a strategic shift in emotional framing from anger and determination in the early stages of conflict, through a mixed emotional landscape during active engagement, to predominantly positive emotions following the ceasefire agreement. This emotional trajectory aligns with the changing objectives of wartime communication—from mobilizing support for military action to celebrating achievement and building post-conflict national identity.

Analysis of speech acts revealed distinctive patterns in Aliyev's rhetoric. Commissive speech acts were particularly prominent, appearing 32 times across the three speeches. These commitments to future action, exemplified by statements such as "We will liberate our country" and "We will continue the fight until victory", served multiple strategic purposes. They projected decisive leadership during crisis while establishing clear objectives for the military campaign. Additionally, these commissives acts reassured citizens of government resolve and created shared expectations about conflict outcomes. Expressive speech acts increased in frequency from the first to the third speech, with the highest concentration (65% of all speech acts) occurring in the November 10 victory address. Expressions such as "I am proud of our heroic soldiers" and "Today is a day of great joy for our nation" conveyed emotional states that validated public sentiment and fostered collective emotional experience. Furthermore, these expressions reinforced national pride and established emotional closure for the conflict. Directive speech acts showed a notable increase in the November 10 speech, comprising 25% of all speech acts. Commands such as "Remember this historic day" and "Honor our martyrs" served to channel public emotion toward specific actions and establish commemorative practices. These directives also functioned to direct post-conflict national behavior and institutionalize the narrative of victory.

Several key rhetorical devices enhanced the emotional impact of Aliyev's speeches. The phrase "Karabakh is Azerbaijan!" was repeated 14 times across the three

speeches, creating a rhythmic emphasis on territorial integrity and national sovereignty. This repetition contributed to the sense of national purpose and amplified the emotional resonance of the message. A total of 150 emotionally charged adjectives were identified, representing 20% of all adjectives used. Terms such as "heroic," "unbreakable," and "historic" appeared frequently, with "heroic" occurring 12 times across the three speeches. These strong adjectives intensified the emotional tone by evoking pride and resilience throughout the addresses. The expression "my dear people" was used ten times in the October 4 speech, demonstrating the power of direct address in creating a sense of intimacy and solidarity. This rhetorical technique bridged the gap between leader and citizens, fostering a personal connection during a national crisis. Similarly, the September 27th speech included eight references to national heroes and historical victories, strengthening collective identity through patriotic references. These appeals united the audience as part of a shared national narrative by connecting current events to historical struggles. Historical framing served as another crucial rhetorical device, with the November 10 speech referencing the 1994 ceasefire agreement five times. This approach established parallels between past and present conflicts, providing context and continuity that enriched the emotional response to current events by placing them within a broader historical narrative.

Comparative analysis revealed significant differences in the use of emotive speech acts between President Aliyev, President Zelenskyy, and President Bush. Aliyev's speeches contained a significantly higher frequency of commissive speech acts compared to Zelenskyy's addresses. Statements such as "We will liberate our country" demonstrated an action-oriented approach that emphasized future commitments. In contrast, Zelenskyy's rhetoric featured more expressive speech acts, such as "We will not surrender" (Zelenskyy, 2022), emphasizing resilience and collective determination. The language and tone employed by these leaders also differed markedly. Aliyev frequently employed commanding language to create a sense of urgency and collective mission, with his rhetoric characterized as decisive and determined. Zelenskyy's approach, however, focused more on fostering emotional solidarity and resilience through expressions of shared pride and collective struggle.

These differences in speech act frequency between Aliyev and Zelenskyy can be interpreted through Hofstede's cultural dimensions framework. Azerbaijan's cultural context, characterized by higher power distance and collectivism, may contribute to greater expectations for definitive action from political leaders, explaining Aliyev's greater

use of commissive speech acts. Ukrainian culture, with its emphasis on resilience and resistance, aligns with Zelenskyy's focus on expressive speech acts that emphasize collective determination. Metaphorical language also distinguished these leaders' approaches. Aliyev's use of direct, action-oriented metaphors such as "We will rise like a phoenix" contrasted with Bush's more abstract metaphors following 9/11. While Bush frequently employed moral dichotomies (e.g., "axis of evil"), Aliyev's metaphors emphasized national renewal and restoration, reflecting different cultural interpretations of conflict and mobilization.

The previous findings align with political discourse theory, which emphasizes the role of wartime rhetoric in constructing beliefs and structuring solidarity. The frequent use of commissive and expressive speech acts evoked strong emotional responses and helped strengthen national unity during a period of conflict. The prevalence of commissive speech acts, particularly promises of continued support and defense, corresponds to Searle's theory (1969), which holds that commissives commit speakers to future courses of action. In the context of wartime, where uncertainty and fear dominate, these promises serve multiple functions. They calm public anxiety by projecting an image of control while maintaining public morale by establishing clear objectives. Additionally, these commitments project strength and determination to both domestic and international audiences and create accountability mechanisms for leadership. However, as Grice's (1975, pp. 41–58) pragmatic theory suggests, the interpretation of these promises is nuanced by contextual factors, including the existing trust between the speaker and audience and the specific circumstances of the conflict.

Aliyev's speeches strategically employed cultural narratives and historical references to elicit collective emotional responses. Repeated references to national heroism and historical victories activated shared cultural memory and enhanced the emotional impact of the rhetoric. This approach aligns with Hofstede's (2001) model of intercultural communication, which highlights the role of cultural values in shaping political discourse. The evolution of emotional tone across the three speeches—from anger and determination, through fear and anticipation, to joy and pride—reflects a sophisticated understanding of the emotional journey of a nation during conflict. This emotional trajectory serves several strategic purposes. Initial anger mobilizes support for military action, while mid-conflict anxiety maintains vigilance and commitment. Subsequently, post-conflict joy and pride consolidate national identity and validate sacrifice. From the perspective of Fairclough's (1992, p. 112) discourse analysis, Aliyev's control over the narrative of conflict and its framing as a

struggle for national liberation served to legitimize government actions and reinforce power structures. By constructing a coherent narrative of the war, Aliyev was able to align public sentiment and mobilize support for his administration's efforts.

Audience perceptions were shaped by the existing framework of national sentiment and crisis. The use of direct address and collective identity markers likely resonated deeply with the audience, considering the heightened emotional state during conflict. This supports Grice's (Grice, 1975, pp. 41–58) pragmatic theory, which emphasizes the importance of context for interpreting emotional tones. The cognitive processing of political discourse during conflict is influenced by several key factors. Heightened emotional states affect information processing, while increased salience of national identity creates stronger connections to patriotic messaging. Furthermore, audiences demonstrate greater receptivity to authority figures during crisis periods and show a tendency toward simplified moral frameworks during conflict. These cognitive factors help explain why certain rhetorical strategies—such as the use of strong emotional language, clear moral dichotomies, and appeals to national identity—are particularly effective during wartime.

The observed differences in speech act frequency between Aliyev and Zelenskyy can be interpreted through the lens of Hofstede's cultural dimensions. Azerbaijan's cultural context, characterized by higher uncertainty avoidance, may contribute to greater expectations for definitive commitments, explaining Aliyev's higher use of commissives. Conversely, Zelenskyy's expressive speech acts emphasize collective resilience—a quality celebrated in Ukrainian culture, particularly in the context of national defense. This distinction highlights the diversity of political communication traditions and audience expectations, reflecting each nation's historical narrative. When comparing Aliyev's rhetoric with Bush's post-9/11 discourse, differences in metaphorical language emerge. Aliyev's direct, action-oriented metaphors differ from Bush's more abstract moral frameworks. For example, while Bush spoke of an "axis of evil," Aliyev focused on justice and protection. These differences highlight the subtle cultural interpretations of war and mobilization, shaped by historical and ideological contexts.

Limitations and future research

In spite of these results, this study faced several methodological constraints that should be acknowledged. The analysis was limited to formal speeches delivered by President Aliyev, while future research would benefit from including a broader range of communication channels, such as press conferences, interviews, and social media statements, to capture a more comprehensive picture of wartime rhetoric. Additionally, as speeches were translated from Azerbaijani to English, some nuances of emotional language may have been lost or altered. Native-language analysis would provide more accurate insights into linguistic features specific to Azerbaijani. Furthermore, this study focused primarily on the production of political discourse rather than its reception. Future research could incorporate public responses and media interpretations to provide a more comprehensive understanding of rhetorical effectiveness.

While Plutchik's (1980, p. 58) wheel of emotions provided a useful framework for analyzing emotional expression, it is important to recognize that this model is rooted in Western psychological traditions. Azerbaijani culture may encompass unique concepts of emotions that are not fully represented in this framework. For example, the Azerbaijani concept of "sa lamlıq" encompasses overall well-being in ways that integrate emotional, social, and physical health, influencing how emotional appeals are constructed and received. Understanding these culturally specific notions of emotion could provide valuable insights into the appeal of Aliyev's speeches to domestic audiences.

Several promising directions for future research emerge from this study. Further research could compare emotive speech acts across a wider range of political leaders during wartime to identify cross-cultural patterns and unique rhetorical strategies. Advanced sentiment analysis using artificial intelligence could enhance the detection of linguistic patterns in political discourse and provide more precise quantitative measures of emotional content (Berahmand et al., 2024). Moreover, future studies could develop culturally specific emotional models to improve the accuracy of word classification in non-Western contexts, providing more nuanced insights into political communication (Li et al., 2024; Thapa et al., 2025). Research examining public responses to wartime rhetoric would complement this production-focused analysis and provide insights into the effectiveness of different rhetorical strategies. Finally, examining how political rhetoric evolves across the full trajectory of conflicts—from pre-conflict tensions through post-conflict reconciliation—would provide valuable insights into the dynamic nature of political communication.

CONCLUSIONS

This study provides a comprehensive analysis of emotive speech acts in President Ilham Aliyev's wartime rhetoric during the 2020 Karabakh War. By examining the linguistic and extralinguistic factors that influence the perception

of emotional tone in political speech, it uncovers significant rhetorical strategies that shape national perceptions and identity. The findings demonstrate that Aliyev's rhetoric is characterized by high-frequency commissive and expressive speech acts, which evoke strong emotional responses and foster national unity. The strategic use of linguistic features—including tone, word choice, and sentence structure—plays a crucial role in shaping the emotional impact of political rhetoric. The dominance of declarative sentences in Aliyev's speeches contributes to a tone of authority and certainty, while the increased use of imperative sentences at key moments reflects a shift toward directives and a mobilizing tone. The analysis of word choice reveals a significant evolution in emotional tone across speeches, transitioning from anger and trust in the early stages of conflict to joy and pride following the ceasefire.

Comparative analyses with other leaders, such as Volodymyr Zelenskyy and George W. Bush, highlight the influence of cultural and cognitive factors on the interpretation of political rhetoric. The observed differences in the frequency and function of emotive speech acts can be attributed to varying cultural expectations and historical narratives, underscoring the importance of considering cultural contexts when analyzing political discourse. The findings of this study have significant implications for political communication, discourse analysis, and international relations. By providing a nuanced understanding of how emotive speech acts function during periods of conflict, this research offers valuable insights for policymakers, linguists, and communication scholars. Ultimately, this study contributes to the growing body of research on political discourse by highlighting the role of emotive speech acts in shaping collective perceptions and national identity during times of conflict. It underscores the importance of considering linguistic, cultural, and cognitive factors when analyzing political rhetoric, offering a comprehensive framework for understanding the complex interplay of emotions in language and political communication.

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