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**A CORPUS-BASED ANALYSIS OF RHETORICAL STRATEGIES  
AND PERSUASIVE LANGUAGE IN IMRAN KHAN'S POLITICAL  
SPEECHES**



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**Abstract**

*This paper carries out a corpus-based research of the rhetorical actions and the use of persuasive language in the political speeches of Imran Khan, and aims at understanding how repeated language structures are used to persuade the audience, as well as create authority. The corpus of the chosen speeches, which was given at the rallies, in parliament, during other public events, was collected and processed with the help of frequency, keyword, collocation, and concordance. It can be seen that repetition is one of the most important strategies, which supports the main topics of justice, accountability, corruption, and change as well as produces the rhythm and emphasis which improves the retention of the audience. Open-minded pronouns such as we and our are commonly utilized in establishing solidarity with the people, whereas those addressing the opponents with the term they put a moral and ideological gap between them. Metaphoric phrases where corruption is a disease or any political struggle is a battle help to simplify complex political matters and have an emotional appeal and this makes the person delivering the speech sound like a moral and reform-oriented leader. Patterns of collocation always establish a positive trait with the vision of the speaker and negative qualities with the opponents, which reinforce the ideological framing. Also, the appeals to religious and historical principles, e.g. Riyasat-e-Madinah, support the moral authority and validity in the socio-cultural context of Pakistan. The paper comes to the conclusion that the persuasive power of speeches delivered by Imran Khan is due to the combination of classical rhetorical appeals ethos, pathos, and logos with modern populist approach. The results are applicable to the disciplines of political discourse analysis, corpus linguistics, and rhetoric because they helped to understand the strategic utilization of language to persuade, form and maintain identity, and legitimize leaders in modern Pakistani politics.*

**Keywords:** rhetorical strategies, persuasive language, corpus, frequency, keyword, collocation

## **Introduction**

### **Background of the Study**

Political oratory is a very important channel where leaders convey their ideologies, mobilization and also play a role in shaping decision making. Political discourse has received a great deal of interest over the last few decades, with researchers acknowledging that language holds lots of power in its way to influencing the general opinion, creating social realities and influencing the audience. Political communication is based on rhetorical strategies like ethos, pathos, and logos, as well as other methods of persuasion by language to help politicians bond with their audience, authorize their authority, and advance their political agendas (Charteris-Black, 2014).

The role of political speeches is especially strong in the situation of Pakistan because the socio-political situation in the country is rather complex, the voter turnout is high, and the mass media

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dominates the sphere of political communication. Imran Khan, the former Prime Minister and the chairman of the Pakistani political party known as Pakistan Tehreek-e-Insaf (PTI) has been known to possess a dynamic oratory and effectively employing persuasive language. His speeches are frequently a combination of pleas to national identity, righteousness, stories of anti-corruption, and populist discourses, which makes them an excellent subject of linguistic and rhetorical study (Khan and Farooq 2020).

Corpus linguistics is an empirical study of language that allows the researcher to study large amounts of text in an ordered and quantitative way. Corpus-based techniques allow theorists to detect the regularities of words usage, the use of rhetorical devices reoccurrence, and persuasion strategies, which are not always obvious in a manual qualitative analysis (Biber et al., 1998). Past research has also used corpus-based methods on political speech which have uncovered the role of frequency patterns, collocations and semantic prosody in creating persuasive speech (Gries, 2013; Baker, 2006).

Although the political communication, media framing, and populism have been studied in Pakistan previously, not many studies have aimed specifically at corpus-based rhetorical analysis of Imran Khan speeches. The current studies are mostly qualitative, thus likely to miss some common lingual patterns that can be unveiled with the help of computational analysis only (Hussain and Shah, 2021). The benefit of a corpus-based study is that it systematically reveals the frequency, distribution and use of persuasive language to provide empirical data of the use of a particular rhetorical device.

More than that, it is possible to say that the analysis of persuasive techniques in the speeches by Imran Khan has some general consequences concerning political communication, education, and media literacy. It enables researchers and professionals to study the effect of language on political action, the creation of social reality, and mobilization of collective identities. Since rhetoric is pivotal to political success, a methodical study of such speeches can add to the study of linguistics, as well as, politics and communication.

Although the interest of studying political discourse analyses in Pakistan has increased, very little research has been carried out on the subject in particular with regards to the rhetorical tactics and persuasive language employed by Imran Khan in his speeches. The knowledge of these linguistic strategies can provide the insight about his appeal to the masses, his effectiveness and his political communication implication in the Pakistani context. Thus, the timing of a corpus-based study of the political speeches by Imran Khan is not accidental, as it is crucial to fill the gap between the language studies and political analysis.

## **Statement of the Problem**

Political speeches are a central tool for leaders to communicate their vision, influence public opinion, and mobilize support. In Pakistan, Imran Khan's speeches have attracted significant attention due to their persuasive and emotive language, yet there is a lack of systematic, empirical research examining the rhetorical strategies he employs. Most existing studies rely on qualitative analysis or media commentary, which often overlook recurring linguistic patterns, such as collocations, repetition, metaphors, and other persuasive devices. Without a corpus-based approach, it is difficult to objectively identify and quantify these strategies across multiple speeches, leaving a gap in understanding how language functions to construct authority, appeal to emotion, and persuade audiences. This study addresses this gap by conducting a corpus-based analysis of Imran

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Khan's political speeches to uncover the linguistic and rhetorical mechanisms that contribute to the effectiveness of his political communication.

## **Objectives of the Study**

1. **To identify the key rhetorical and persuasive strategies** in the speeches of Imran Khan using a corpus-based approach.
2. **To analyze recurring linguistic patterns** (e.g., repetition, metaphors, collocations) to understand their role in persuasion and authority construction.

## **Research Questions**

Following are the research questions:

1. What are the key rhetorical and persuasive strategies used in the political speeches of Imran Khan?
2. How do recurring linguistic patterns (such as repetition, metaphors, and collocations) contribute to persuasion and the construction of authority in his speeches?

## **Significance of the Research**

The research has a significant academic, social, and methodological value because it provides an in-depth and empirical examination of the rhetoric and persuasion techniques employed in the political speeches of Imran Khan. Even though his speeches have been instrumental in defining the political speech in Pakistan, a clear gap is still observable in terms of systematic, corpus-based studies on his speech. Through the application of both quantitative and qualitative linguistic analysis, this work does not stop at the ill-fated commentary and subjective interpretations but rather presents an objective evidence of the persuasive aspect of language application in his speeches.

In terms of academic content, the study has a contribution to the branches of corpus linguistics, political discourse analysis, rhetoric, and sociolinguistics. It enriches the current body of literature by showing how repetitive linguistic patterns- repetition, metaphors, collocations, pronouns and evaluative constructions are strategically used to build authority, effect emotions and solidarity amongst audiences. Another example of how language may influence political identity and ideological positioning in a given socio-political setting is shown in the research.

The methodology of the study also gives significance to corpus based tools in the study of political speeches and future researchers in Pakistan need to consider the use of data in the analysis of discourses. It establishes a template that can be used to study other political actors, political parties, or movements, and therefore, reinforce empirical research traditions in local academic institutions.

The politically and socially, the research supports the awareness of people on the functioning of political persuasion by use of language. It encourages the citizens to think critically about political messages by discovering the processes involved in the rhetorical effect, which makes them perceive political messages in a rational and not emotional way. It is especially crucial in democratic societies where the communications of politics has a great impact on the opinion of the masses and voting.

Lastly, the research is valuable to students and other researchers in the field of linguistics and political science as it offers them understanding of how language, power and ideology intersect with each other in modern Pakistan. It not only deepens understanding of persuasive discourse but also

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contributes to broader discussions about leadership communication, political mobilization, and the role of rhetoric in democratic processes.

## **Literature Review**

Discourse on politics has long been looked into as a place where language, power, and ideology is intertwined. The classical theory of rhetoric, especially the writings of Aristotle in Rhetoric, laid the defining principles of ethos, pathos and logos that are still fundamental in understanding persuasive political oratory. The contemporary study of discourse builds upon these classical tenets by locating political rhetoric in the context of more extensive socio-political situations, with a particular focus on the way in which language creates authority, identity and legitimacy.

Norman Fairclough has made a major contribution to the analysis of political discourse, with his conceptualization of discourse in three dimensions Critical Discourse Analysis (CDA) defining discourse as a text, discursive practice, and social practice (Fairclough, 1995). Fairclough indicates that ideologically influential and socially constitutive, political speech is not a neutral text. In the same vein, Teun A. van Dijk points out the connection between language and power and how language is employed by the elite to shape the popular thought process and sustain the dominant status quo (van Dijk, 1998). These views have the theoretical ground to discuss the role of rhetoric strategies in political communication.

appearance of corpus linguistics has also supported discourse analysis giving it the power of empiricism and quantification. According to Tony McEnery and Andrew Hardie (2012), corpus linguistics refers to the approach where genuine language data is systematically studied using computer tools. The fact that it is possible to identify recurrent patterns of lexical usage, collocations, and frequency distributions using corpus-based techniques are potentially invisible to traditional qualitative reading. To highlight this, Baker (2006) states that using corpus techniques together with CDA will help make the interpretations more reliable through the corpus techniques because they allow the support of the interpretation with the statistical evidence.

Research in political speeches shows that repetition, metaphor, use of pronouns and evaluative speech are key in persuasive speech. Charteris-Black (2011) points out the importance of using metaphor in framing political myths and laying out ideological scripts. On the same note, Partington, Duguid, and Taylor (2013) demonstrate the role of collocations and frequent lexical patterns in the process of framing and agenda-setting in political writing. These results point out to the fact that persuasion could be concealed within the subconscious patterns of language and not necessarily obvious rhetorical devices.

In the Pakistani setting, studies of political discourse have been based mainly on qualitative studies of particular speeches by prominent leaders, with a number of studies often analyzing the themes of populism, nationalism, and stories of anti-corruption. Nonetheless, very little corpus-based studies in particular focusing on the speeches of Imran Khan are available. Available literature is inclined to examine his populist rhetoric and ideological placement but does not do it systematically with computational methods, examining recurrent linguistic forms and persuasive means.

Hence, the current research will fill this gap by incorporating corpus linguistics, rhetorical, and the critical discourse approaches. Through a comparative study of common linguistic structures (repetitions, metaphors, collocations and use of pronouns) the study helps to build a more fact-based conceptualization of persuasion and authority formation in the modern Pakistani political rhetoric.

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The discursively-historical approach (DHA) presented by Ruth Wodak (2001) in the discourse studies is a strategy in the analysis of political rhetoric in terms of the way it has to be interpreted in the context of history, society, and intertextuality. Wodak states that to make the persuasion more effective, political actors rely on a collective memory, national narratives, and collective identities. On the same note, Paul Chilton (2004) investigates the connection between language and politics in the cognitive and pragmatic aspects showing that spatial metaphors, deixis, and pronoun systems create ideological barriers between the us and the them.

Michael Billig (1995), has also explored the concept of ideology in discourse in his theory of banal nationalism, in which he argues that small-scale linguistic decisions reinforced national identity. This view is especially applicable to political orations that often appeal to the concept of patriotism and the sense of belonging. Moreover, George Lakoff (2004) puts a strong emphasis on the importance of conceptual metaphors and framing in the context of political communication based on the concept that political persuasion consists to a large extent in cognitive structures that affect the way audiences perceive reality.

Michael Stubbs (1996) described using a corpus-aided viewpoint the ways in which repeating lexical patterns and collocations can demonstrate a text-based underlying ideology. His work tends to prove the fact that the frequent combinations of words are not accidental, but they are systematic patterns of meaning. Also, John Sinclair (1991) presented the concept of the so-called idiom principle according to which the users of language use pre-generated codes extensively, which in the context of political speech can be persuasive, as they play along with well-known stories.

Another half of insight into political discourse is offered by research in the field of systemic functional linguistics (SFL). M. A. K. Halliday (1994) theorized language as a social semiotic system and focused on the importance of transitivity, modality and thematic structures in making meaning. James R. Martin and Peter R. R. White (2005) built upon the work of Halliday to create the Appraisal Theory, which investigates utterance of attitudes, judgments, and engagement. This model comes in handy especially in the analysis of evaluative language and stance of political speeches.

Populism, religious symbolism, and anti-elite narratives were the most common themes of political rhetoric in South Asian and Pakistani studies. Researchers have also investigated the ways in which leaders build moral power and resort to group resentment. Most of these analyses however depend on a major qualitative interpretation as opposed to systematic corpus evidence. It still is necessary to combine corpus-assisted methods with rhetorical and discourse theories in order to offer a more empirically-based and holistic picture of persuasion tactics.

Thus, relying on discourse-historical, cognitive, systemic functional and corpus-based approaches, the current paper aims to connect theoretical knowledge with quantitative linguistics. The study is valuable in the development of multidimensional interpretation of persuasion and the construction of authority in the modern political discourse by focusing on the repetition, metaphor, use of the pronoun, collocations, and evaluations.

## **Research Methodology**

### **Research Design**

The research design chosen in this study is a mixed-method corpus-based research design that entails quantitative corpus linguistics and qualitative rhetorical and discourse analysis. The quantitative part is aimed at defining repeated linguistic patterns, such as high-frequency words,

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collocations and repeated lexical sets that serve to point out the prevailing themes of Imran Khan in his speeches. This is augmented by the qualitative aspect which explains how these patterns work as a persuasion to build authority, credibility and ideological positioning. The combination of both methodologies will help the study to attain both empirical and contextual depths of study since the results obtained can be considered to be of a data-driven nature and meaningful interpretation outside the socio-political context of Pakistan.

## **Research Approach**

The study is based on a corpus-assisted discourse analysis (CADS) method that combines both computational corpus methods and discourse and rhetorical interpretation. Corpus tools are used to examine frequency, collocations, keywords, concordance lines and lexical bundles to give quantitative data about consistent linguistic patterns. These observations are further discussed with the help of rhetorical theory and critical discourse models which elaborate how rhetoric is employed as a tactic to influence the audience, gain power, and impose ideology in political messages.

## **Data Collection**

The research paper applies the purposive sampling technique by taking a corpus of political speeches by Imran Khan to provide a sense of representation in all the phases and situations of politics. The speeches selected are speeches given when there is a historic political event like election campaigns, parliamentary sessions, and rallies by people. Speeches that had been posted publicly in any of the following ways: official copy, party web, or confirmed media were included. Furthermore, the speeches in Urdu were translated into English to remain consistent in corpus analysis.

## **Corpus Compilation**

The speeches obtained were turned into plain text format and were sorted into a special corpus. Stage directions, responses of the audience, and filler text were eliminated because they were non-linguistic and would have changed textual consistency. The resulting corpus was finally subjected to corpus analysis software, e.g. AntConc to produce frequency lists, keyword lists, collocation patterns and concordance lines. This provided the systematic and replicable analysis of linguistic patterns.

## **Data Analysis Procedures**

The data was analyzed in various correlated phases. High-frequency lexical items and repetitive phrases that indicate prevailing rhetorical themes were first determined by means of frequency analysis. The speech corpus was then analyzed by means of a keyword to provide an analysis in comparison with the reference corpus to define words of an unusual frequency that could potentially be of ideological or political importance. Collocation analysis was conducted to explore the most of the time occurring words in order to find patterns of meaning and ideological framing strategies. The concordance analysis ensued and it enabled words to be studied in relation and how repetition, metaphor, use of pronouns and use of evaluative language in persuasion. Lastly, rhetorical interpretation was used to interpret and explicate the functions of these rhetorical types of ethos, pathos, and logos, and discourse-analytical models of how these types of pattern build authority, solidarity, and persuasive force.

### **Theoretical Framework**

This analysis is based on the rhetorical theory, critical discourse analysis, and corpus linguistics. Rhetorical theory offers a means of studying persuasion techniques and appeals, critical discourse analysis studies the role language has in describing and creating power and ideology and corpus linguistics is used to find and measure linguistic patterns in an empirical way. Collectively, these schemata contribute to a thorough study of the way in which the speeches by Imran Khan strategically use the language to shape the perception of the audience and establish political dominance.

### **Analysis and Discussion**

#### **Rhetorical and Persuasive Strategies in the Political Speeches of Imran Khan**

The corpus-based analysis of the speeches delivered by Imran Khan on specific occasions shows that the rhetorical style of the politician is strategically designed for persuasion, mobilization, and political authority construction. The analysis of the frequency list, keywords, collocations, and concordance shows that the speeches delivered by Imran Khan cannot be considered spontaneous political speeches, as they are strategically designed for persuasion. The rhetorical style of the politician includes elements such as repetition, morality, populism, metaphor, pronouns, religion, and emotional intensification, etc.

#### **Repetition as a Strategy of Reinforcement**

One of the most prominent characteristics that have been identified through frequency analysis is repetition. Words like “justice,” “corruption,” “change,” “accountability,” and “rule of law” have been found to be repeated with striking regularity in various speeches delivered by the person. For instance, while speaking to a public rally, he was found to have used the following sentence repeatedly in his speech:

“We will bring justice. We will bring accountability. We will bring change in Pakistan.”

The repetition of the sentence “We will bring” creates anaphora, which adds rhythm to the speech and also creates the desired emotional momentum among the people who listen to the speech. Similarly, the following sentence was found to have been repeated several times in his speeches:

“Corruption is the biggest disease of Pakistan.”

Repeating the sentence creates the theme that corruption is a disease that needs to be treated urgently.

#### **Construction of Collective Identity through Pronouns**

An analysis of pronouns reveals the prominence of inclusive pronouns like “we,” “our,” and “us.” For example:

“We are not fighting for ourselves; we are fighting for our future.”

The use of “we” creates solidarity and bridges the gap between the political leader and the masses. It creates the image of political struggle as a collective endeavor rather than the leader's personal aspiration. Conversely, the pronoun “they” is employed to refer to the political opponents:

“They looted the country for thirty years.”

This pronoun contrast creates an in-group vs. out-group distinction and reinforces the political leader's populist rhetoric by positioning the leader and “the people” against the political opponents.

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Pronouns like “we” and “they” do not appear to be used randomly but reveal the political leader's rhetorical strategy.

## **Moral Framing and Ethical Appeal (Ethos)**

The analysis of the collocations shows strong links between the theme of national identity and moral-positive words such as “honest,” “truth,” “justice,” and “sacrifice.” For instance, in one speech, he said:

“I have struggled for 22 years for truth and justice.”

The speech emphasizes his own sacrifice and struggle over such a long period, creating an image of moral integrity and honesty. Moreover, his repeated reference to his own political journey adds to his ethos and credibility. Additionally, the speech often emphasizes the moral dimension of his political struggle:

“This is not just politics; this is a fight for the soul of the nation.”

The speech frames the political contest in moral and existential terms, which adds to the persuasiveness of his message.

## **Metaphorical Language and Emotional Intensification**

Metaphors also play an important role in the process of making complex political realities simple. One metaphor identified in the concordance lines is the metaphor of “corruption” and “reform” as “disease” and “cleansing” respectively. For instance:

“Until we cleanse the system, the country cannot move forward.”

This metaphor creates the emotional appeal to the audience to think and act towards the reform of the political system. Political struggles can also be metaphorically described as “battle”:

“This is a jihad against corruption.”

This metaphor creates the emotional appeal to the audience to think and act towards the reform of the political system and to make political goals missions.

## **Populist Narrative Structure**

Keyword analysis shows that there was an emphasis on the words “people,” “nation,” “elite,” and “accountability.” These indicate a discourse characteristic of a populist speech, as the virtuous “people” are set against the corrupt “elite.” In his speeches, he repeatedly stated:

“The powerful have never been held accountable in this country.”

This places the speaker as an outsider to the dominant power structures, which is a common trait of a challenger. He appeals to the audience's sense of injustice by focusing on the inequality, which resonates with the audience's emotions. The audience, as victims, are promised change as the solution to the problem, which connects with the audience's emotions.

## **Logical Appeals and Statistical Justification (Logos)**

Despite emotional rhetoric being dominant in his speeches, there are elements of logical persuasion present as well. For example, in his speeches in parliament, he has said:

“Our current account deficit has decreased compared to previous years.”

In these speeches, he refers to various economic indicators and makes comparisons with past policies, thus using elements of logical persuasion in his emotional rhetoric.

### **Religious and Cultural References**

Another prominent rhetorical technique is the use of religious and cultural identity. He often mentions the idea of the state of Madinah, saying:

“We want to build a state based on the principles of Riyasat-e-Madinah.”

This is a rhetorical technique that uses the idea of common religious symbols and values to establish legitimacy among the audience that believes in the values and principles of the Islamic system of government. The corpus analysis has identified the common collocation “justice” and “Riyasat-e-Madinah.”

### **Discussion**

The results of the corpus analysis suggest that the persuasive potential of Imran Khan’s speeches is rooted in the strategic integration of repetition, moral framing, inclusive identity construction, metaphorical intensification, oppositional populism, logical referencing, and religious symbolism.

The results of the analysis suggest that the rhetorical style of Imran Khan’s speeches is rooted in the systematic integration of classical rhetorical persuasion, including ethos (credibility and moral integrity), pathos (emotional persuasion), and logos (logical persuasion), while also being embedded in the contemporary form of populism. The analysis suggests that the rhetorical style of Imran Khan’s speeches is not rooted in the sporadic integration of rhetorical devices, as the results reveal linguistic patterns that are embedded in the speeches.

In conclusion, the results of the analysis confirm that the rhetorical and persuasive strategies embedded in Imran Khan’s political speeches are rooted in the linguistic patterns that reinforce the speeches’ rhetorical potential, identity construction, and authority building, while also being embedded in the political landscape of Pakistan.

### **Contribution of Recurring Linguistic Patterns to Persuasion and Authority in Imran Khan’s Speeches**

In addition, corpus-based findings suggest that recurring patterns of language in speeches by Imran Khan are significant in building persuasion and shaping political authority. Rather than being individual stylistic features of language use, repetition, metaphorical expressions, and lexical collocations are seen to build ideological positions and political leaders’ identities in significant ways. They are significant in shaping how political realities are interpreted and how speakers are received as credible and authoritative leaders.

### **Repetition and the Construction of Determination**

Repetition is seen to be the dominant persuasive feature. Concordance analysis reveals the repetition of the following structures:

“We will not spare anyone.”

“We will bring justice.”

“We will fight till the last ball.”

The repetition of the structure “We will” conveys a sense of certainty, determination, and strength of a leader. The repetition of the structure conveys a sense of commitment and certainty, which is a characteristic of a strong leader. Moreover, repetition helps to engage the audience during the rallies through the rhythmic effect of the repetition of the structures, which creates a sense of participation from the audience.

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## **Metaphors and Ideological Framing**

Metaphors play a considerable role in persuasion as they help to define abstract political issues in more concrete and emotionally appealing terms. One such metaphor used to define political issues is the following: “Corruption is a cancer that destroys the country.”

This metaphor emphasizes the gravity of the issue as it compares corruption to a deadly disease. It also places the speaker in a position to “heal” the system. Another political issue is defined as a war or a sporting event: “This is a war for the future of Pakistan.”

“We will fight till the last ball.”

This metaphor attempts to define complex political issues in more familiar and emotionally appealing areas such as war or sports. It also places the speaker in a more powerful position as a “warrior” who has to “save” the audience.

## **Collocations and Ideological Association**

Collocation analysis also shows the repetition of certain word combinations such as “real change,” “true freedom,” “corrupt mafia,” “rule of law,” “honest leadership,” etc. These combinations of words establish a pattern of consistency in the speaker’s ideology. For example, the repetition of the combination “corrupt” + “mafia,” “corrupt” + “elite,” etc., helps establish a negative image of the opponents in the speaker’s discourse:

“The corrupt mafia does not want accountability.”

On the contrary, combinations such as “justice and accountability,” “honest and transparent governance,” etc., establish a connection to his political ideology. This establishes a binary opposition in the speaker’s discourse where he is associated with goodness and his opponents are associated with corruption.

## **Pronoun Patterns and Leadership Positioning**

Recurring pronoun patterns can also be used as a tool of persuasion. The preponderance of inclusive pronouns like “we” and “our,” as seen in the following quote, promotes a sense of solidarity:

“We will build a new Pakistan.”

This kind of pronoun use by the leadership promotes a sense of shared, participatory leadership as opposed to autocratic leadership. The use of singular pronouns like “I,” as seen in the following quote, promotes a sense of personal struggle:

“I have faced pressure, but I will never compromise.”

This use of the pronoun “I” promotes a sense of personal authority, which the leadership exhibits by using the pronoun in the quote.

## **Evaluative Language and Moral Legitimacy**

Recurring evaluative phrases also help in the construction of moral legitimacy. Phrases such as “truth,” “honest,” “justice,” and “sacrifice” are commonly used in a positive context, whereas “looted,” “corrupt,” and “injustice” refer to opponents. For instance:

“This nation deserves honest leadership.”

Recurring evaluative phrases frame politics as a moral issue rather than a managerial practice. Moral superiority is used as a basis for authority, which is effective in persuasion.

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## **Religious and Historical References**

There are also repeated mentions of the terms “Riyasat-e-Madinah” and Islamic principles of governance:

“We want to establish a system based on justice like Riyasat-e-Madinah.”

The repeated mentions of the terms create a link between the current political aspirations and the revered ideals of the past.

## **Discussion**

There are also repeated mentions of the terms “Riyasat-e-Madinah” and Islamic principles of governance:

“We want to establish a system based on justice like Riyasat-e-Madinah.”

The repeated mentions of the terms create a link between the current political aspirations and the revered ideals of the past.

## **Conclusion and Suggestions**

The paper addressed the rhetorical and persuasive tools of the political speech of Imran Khan through corpus-based study of the repetition of the language patterns and the qualitative analysis of their persuasive nature. The results show that his speeches are well played, repetition, collocations, metaphorical framing and use of pronouns are the pillars of his rhetorical strategy. The recurring of the main lexical units like justice, corruption, change, and accountability helps to support the main topics, to retain the audience and to make some rhythmic accentuation and stress on the words which contributes to the increased power of the persuasion of his words. Meanwhile, such inclusive pronouns as we and our create the feeling of solidarity with the audience, and the references to political opponents that are used in the form of they create a clear moral and ideological line, which supports his role as a leader who is on the side of the people.

The other tool that is used in his persuasive view is metaphorical language. Metaphors that depict corruption as a disease or a political fight as a battle simplify complicated political facts and makes them easy to be felt by the people. These metaphors do not only enhance emotional appeal (pathos), but also make him a reformist or moral war-fighter, which makes him more credible (ethos). The patterns of collocation also reinforce persuasion where positive values like honesty, justice, and accountability are applied to his political vision and negative aspects like corruption, looting and injustice with his opponents. Moreover, the common recollections of religious and historical rhetoric, including Riyasat-e-Madinah, appeal to common cultural and moral values, which strengthens the power and validity of the socio-cultural dimension of Pakistan. It is the combination of these linguistic strategies that proves that it is not the individual rhetorical flourishes that make his persuasiveness but well-organized and recurring patterns that build the identity of leadership and ideological positioning.

The paper addressed the rhetorical and persuasive tools of the political speech of Imran Khan through corpus-based study of the repetition of the language patterns and the qualitative analysis of their persuasive nature. The results show that his speeches are well played, repetition, collocations, metaphorical framing and use of pronouns are the pillars of his rhetorical strategy. The recurring of the main lexical units like justice, corruption, change, and accountability helps to support the main topics, to retain the audience and to make some rhythmic accentuation and stress on the words which contributes to the increased power of the persuasion of his words. Meanwhile, such inclusive

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pronouns as we and our create the feeling of solidarity with the audience, and the references to political opponents that are used in the form of they create a clear moral and ideological line, which supports his role as a leader who is on the side of the people.

The other tool that is used in his persuasive view is metaphorical language. Metaphors that depict corruption as a disease or a political fight as a battle simplify complicated political facts and makes them easy to be felt by the people. These metaphors do not only enhance emotional appeal (pathos), but also make him a reformist or moral war-fighter, which makes him more credible (ethos). The patterns of collocation also reinforce persuasion where positive values like honesty, justice, and accountability are applied to his political vision and negative aspects like corruption, looting and injustice with his opponents. Moreover, the common recollections of religious and historical rhetoric, including Riyasat-e-Madinah, appeal to common cultural and moral values, which strengthens the power and validity of the socio-cultural dimension of Pakistan. It is the combination of these linguistic strategies that proves that it is not the individual rhetorical flourishes that make his persuasiveness but well-organized and recurring patterns that build the identity of leadership and ideological positioning.

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