

**RHETORIC OF POWER: LINGUISTIC STRATEGIES IN POLITICAL DISCOURSE
ON GLOBAL HUMANITARIAN CRISES**

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Public perception and policy responses to humanitarian crises are largely shaped by public discourse. The rhetorical strategies employed by contemporary public figures do not only reflect national identity but also reveal underlying power dynamics in global governance and influence international relations. This proposal examines key linguistic features of political discourse in response to current humanitarian challenges, focusing on the persuasive, ideological, and performative aspects of public speeches delivered at high-profile international and national events. Using linguistic analysis, this study will explore how political leaders frame issues such as war, forced migration, and human rights violations through language. Attention will be given to lexical choices, metaphorical frameworks, syntactic structures, and prosodic features that reinforce authority, solidarity, or division. The recent removal of terms such as "diversity" and "inclusion" from the public discourse of major U.S. corporations and educational institutions (as reported by Reuters, February 22, 2025) illustrates a shift in linguistic strategies within institutional rhetoric, potentially signalling deeper socio-political transformations. At the 2025 Munich Security Conference, Ukrainian President Volodymyr Zelenskyy emphasized the security challenge as both a moral duty and a strategic necessity (Zelenskyy, 2025), while U.S. Vice President J. D. Vance employed rhetoric that highlighted ideological rifts between American and European approaches to governance (Vance, 2025). British actress Tilda Swinton's acceptance speech at Berlinale (Swinton, 2025), condemning “mass-scale dehumanization” by world powers, exemplifies how cultural figures use performative discourse to challenge dominant political narratives. From a similar standpoint, Senator Bernie Sanders has condemned Donald Trump's alignment with Vladimir Putin, warning that Trump's rhetoric undermines democracy, distorts facts about the Ukraine war, and signals a dangerous shift toward authoritarianism (Sanders, 2025). By examining these and other cases, this proposal aims to explore the narratives of power, identity, and responsibility in contemporary political rhetoric. The study will contribute to a broader understanding of the linguistic mechanisms that shape public discourse, influence policy decisions, and define collective responsibility.

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