

# Linguistic Manipulation in Gendered Political Campaigns: A Pragmatic Analysis of Suggestion in the Discourse of Female Leadership in Indonesia

Arum Priadi<sup>1</sup> \*

<sup>1</sup> English Education Department, Universitas Ahmad Dahlan, Yogyakarta

\* [arum.priadi@pbi.uad.ac.id](mailto:arum.priadi@pbi.uad.ac.id)

\* Corresponding author

## ARTICLE INFO

### Article history

Received : 4 March 2025

Revised : 19 March 2025

Accepted : 6 April 2025

### Keywords

Campaign

Politics

Women

Communication

Utterance

## ABSTRACT

This study investigates the practice of linguistic manipulation in political campaigns by female figures in Indonesia, focusing on the use of suggestive strategies in constructing leadership discourse. The research is grounded in the assumption that women in politics face challenges in establishing authority amid gender-biased social expectations. To address these challenges, female political actors tend to rely on persuasive yet indirect language, employing suggestive structures that operate implicitly through context. The study aims to identify the forms and distribution of suggestive strategies and to describe how they function in framing authority, trust, and emotional connection with the public. Employing a qualitative approach supported by corpus analysis using AntConc software version 4.2.0, the study adopts Relevance Theory and Hypnotic Language Pattern as its theoretical framework, providing a conceptual basis for analyzing implicit meanings and the persuasive power of suggestion in political communication. Primary data were drawn from transcripts of speeches, public debates, and social media posts by Indonesian female politicians, while secondary data included online media articles and public documentation. Features such as Word List, Collocates, Concordance, and N-Grams were utilized to identify frequency, collocation patterns, contextual distribution, and suggestive phrase structures. Manual coding was conducted based on ten categories of linguistic suggestion, validated through a Cohen's Kappa test ( $\kappa = 0.86$ ), indicating a very high level of agreement. The findings reveal that presupposition accounted for 29.3% of all suggestive utterances, followed by embedded commands (21.7%), vague language (14.6%), and universal quantifiers (12.1%). Tag questions and double binds contributed 7.9% and 6.4%, respectively, while the remainder was distributed among truisms, implied cause-effect, and comparative deletion. Suggestive utterances were most prevalent in public speech texts (46.5%), followed by social media posts (33.2%) and media quotations (20.3%). Contextual distribution showed that suggestive strategies were intensively employed in the opening and closing segments of campaigns, as well as in parts emphasizing emotional proximity and calls to action.

## 1. Introduction

Political communication is a central instrument in shaping public opinion<sup>1</sup> and distributing power<sup>2</sup>. In the context of political campaigns, language serves not only as a medium for conveying information but also as a strategic tool of persuasion. In Indonesia, political dynamics become more complex when gender issues are embedded in symbolic and ideological battles<sup>3</sup>. Women who emerge as political actors in public spaces face both cultural and structural challenges tied to social constructions of leadership. Female-led political campaigns<sup>4</sup> often necessitate adjustments to social norms that remain dominantly patriarchal<sup>5</sup>. In this process, language becomes a space of negotiation between leadership image and social acceptance<sup>6</sup>. Suggestive strategies in campaign discourse are crucial to understand, as they contain implicit meanings designed to influence audience attitudes and beliefs. Suggestion, as a form of subtle persuasion, often manifests in utterances that are not overt yet carry significant cognitive influence. It is therefore essential to analyze how these suggestive forms pragmatically function in constructing female leadership imagery<sup>7</sup>. This research highlights how linguistic strategies are consciously employed to shape collective perception in gendered political campaign contexts in Indonesia.

Language in political campaigns is never neutral<sup>8</sup>; it is always constructed with ideological and strategic intent<sup>9</sup>. In the campaigns of female politicians, language is not only a medium of communication but also a tool for shaping and negotiating social identity.

<sup>1</sup> Shannon C. McGregor, 'Social Media as Public Opinion: How Journalists Use Social Media to Represent Public Opinion', *Journalism*, 20.8 (2019) <<https://doi.org/10.1177/1464884919845458>>; Nick Anstead and Ben O'Loughlin, 'Social Media Analysis and Public Opinion: The 2010 UK General Election', *Journal of Computer-Mediated Communication*, 20.2 (2015) <<https://doi.org/10.1111/jcc4.12102>>; Thomas J. Leeper and Rune Slothuus, 'Political Parties, Motivated Reasoning, and Public Opinion Formation', *Political Psychology*, 35.SUPPL.1 (2014) <<https://doi.org/10.1111/pops.12164>>.

<sup>2</sup> Druscilla L. Scribner, 'The Judicialization of (Separation of Powers) Politics: Lessons from Chile', *Journal of Politics in Latin America*, 2.3 (2010) <<https://doi.org/10.1177/1866802x1000200303>>; Joan Ricart-Huguet, 'Colonial Education, Political Elites, and Regional Political Inequality in Africa', *Comparative Political Studies*, 54.14 (2021) <<https://doi.org/10.1177/0010414021997176>>.

<sup>3</sup> Suzanne Brenner, 'Private Moralities in the Public Sphere: Democratization, Islam, and Gender in Indonesia', *American Anthropologist*, 113.3 (2011) <<https://doi.org/10.1111/j.1548-1433.2010.01355.x>>.

<sup>4</sup> Einat Lachover, 'Is Feminism an Asset or a Burden? Media Coverage of an Israeli Feminist Woman Politician', *Feminist Media Studies*, 2024 <<https://doi.org/10.1080/14680777.2024.2323017>>.

<sup>5</sup> Deepa Joshi, 'Feminist Solidarity? Women's Engagement in Politics and the Implications for Water Management in the Darjeeling Himalaya', *Mountain Research and Development*, 34.3 (2014) <<https://doi.org/10.1659/MRD-JOURNAL-D-13-00097.1>>.

<sup>6</sup> Christina Reinke, 'Female Leadership—The First Hurdle Is Cleared. Isn't It?: From the Perspective of a Female Vocational Pedagogue', *Zeitschrift Fur Herz-, Thorax- Und Gefasschirurgie*, 37.3–4 (2023) <<https://doi.org/10.1007/s00398-023-00581-7>>.

<sup>7</sup> Yijie Wang and Qiran Wang, 'How Female Students Are "Educated" to Retreat from Leadership: An Example from the Chinese Schooling Context', *Education as Change*, 25 (2021) <<https://doi.org/10.25159/1947-9417/8616>>.

<sup>8</sup> Lovisa Bergdahl, 'Language Matters: Gendering Religious Education Teaching', *British Journal of Religious Education*, 40.3 (2018) <<https://doi.org/10.1080/01416200.2017.1324759>>.

<sup>9</sup> Claire Burlat and Colleen E. Mills, 'Power to the People? How an Energy Company's Strategic Texts Constitute the Company-Consumer Interface Working against Collective Action', *M@n@gement*, 21.2 (2018) <<https://doi.org/10.3917/mana.212.0738>>; Laura R. Micciche, 'Writing as Feminist Rhetorical Theory', in *Rhetorica in Motion: Feminist Rhetorical Methods and Methodologies*, 2010 <<https://doi.org/10.2307/j.ctt5vkff8.15>>.

Suggestive utterances play a key role in building interpersonal rapport between candidates and voters while simultaneously concealing the political intentions behind the message. These strategies create an illusion of equality, emotional closeness, or safety, which often frame female leadership as more empathetic and collaborative. However, beneath this façade lies a manipulative mechanism subtly guiding audience responses without full conscious awareness. In this regard, the forms of suggestion employed hold potential for reproducing specific gender ideologies. Communication that appears inclusive may serve to mitigate resistance to female leadership without truly challenging dominant social structures. Thus, examining forms of suggestion in campaign discourse is vital for uncovering the dynamics of power and identity in political communication. Additionally, it is important to evaluate the effectiveness of such linguistic strategies in shaping voter perception. From a pragmatic perspective, the primary focus is on how meaning is conveyed indirectly yet remains cognitively and socially relevant.

To understand how suggestion operates in political communication, a pragmatic approach offers an appropriate analytical framework. This approach allows for the exploration of implied meanings interpreted based on interactional context and shared assumptions between speaker and listener. To deepen the analysis, Relevance Theory is applied as a theoretical foundation to explain how information is processed by audiences in a selective and efficient manner<sup>10</sup>. The theory emphasizes that recipients seek the most relevant interpretation with minimal cognitive effort<sup>11</sup>. In political campaigns, this relates closely to how suggestive messages are designed to achieve maximal effect with minimal explicitness<sup>12</sup>. Concurrently, the Hypnotic Language Pattern framework explains the linguistic structures of suggestion that psychologically influence audiences at a subconscious level<sup>13</sup>. This pattern includes techniques such as ambiguity, presupposition, and embedded commands, which frequently appear in campaign utterances<sup>14</sup>. The integration of these two theories enables a comprehensive examination of both cognitive and structural aspects of language manipulation<sup>15</sup>. The choice of this framework offers strong rationale by combining psychological and pragmatic

<sup>10</sup> Tim Wharton, Caroline Jagoe, and Deirdre Wilson, 'Relevance Theory: New Horizons Foreword by Tim Wharton, Caroline Jagoe and Deirdre Wilson', *Journal of Pragmatics*, 2022 <<https://doi.org/10.1016/j.pragma.2022.03.012>>; Markus Tendahl and Raymond W. Gibbs, 'Complementary Perspectives on Metaphor: Cognitive Linguistics and Relevance Theory', *Journal of Pragmatics*, 40.11 (2008) <<https://doi.org/10.1016/j.pragma.2008.02.001>>.

<sup>11</sup> Thomas Belligh and Klaas Willems, 'What's in a Code? The Code-Inference Distinction in Neo-Gricean Pragmatics, Relevance Theory, and Integral Linguistics', *Language Sciences*, 83 (2021) <<https://doi.org/10.1016/j.langsci.2020.101310>>.

<sup>12</sup> Nicolas Ruytenbeek, 'Indirect Requests, Relevance, and Politeness', *Journal of Pragmatics*, 142 (2019) <<https://doi.org/10.1016/j.pragma.2019.01.007>>; Sayaka Minewaki, Kazutaka Shimada, and Tsutomu Endo, 'Interpretation of Utterances Based on Relevance Theory: Toward the Formalization of Implicature with the Maximal Relevance', *Technical Report of IEICE. Thought and Language*, 2005.

<sup>13</sup> Branislav R. Tanasic, 'Subliminal Messages – Unconsciously Perceived Sensations and Study Research on Subliminal Knowledge', *European Journal of Medical and Health Sciences*, 3.2 (2021) <<https://doi.org/10.24018/ejmed.2021.3.2.786>>.

<sup>14</sup> Kani Sulam Taufik, Samiati Tarjana, and Joko Nurkamto, 'The Persuasive Utterances in a Political Discourse (The Case Study of the Regent Election Campaign of Pasuruan, East Java-Indonesia)', *International Journal of Linguistics*, 6.1 (2014) <<https://doi.org/10.5296/ijl.v6i1.4780>>.

<sup>15</sup> 'Functions of Language in the Pragmatic Model of Advertising Discourse', *The Journal of V. N. Karazin Kharkiv National University Series: Foreign Philology. Methods of Foreign Language Teaching*, 92, 2020 <<https://doi.org/10.26565/2227-8877-2020-92-01>>; Kenneth Hugdahl and René Westerhausen, 'Speech Processing Asymmetry Revealed by Dichotic Listening and Functional Brain Imaging', *Neuropsychologia*, 93 (2016) <<https://doi.org/10.1016/j.neuropsychologia.2015.12.011>>.

dimensions of suggestive acts in political communication. Consequently, this approach reveals not only what is said, but how and why it is said in particular ways to influence perception.

In the Indonesian social context, gendered political communication exhibits unique complexities<sup>16</sup>. Female politicians face the dilemma of asserting authority while maintaining social acceptability<sup>17</sup>. To bridge this divide, they often adopt communication strategies that emphasize image, emotional values, and symbolic representation. Here, linguistic suggestion becomes a vital tool for creating certain impressions without provoking cultural sensitivities. This strategy avoids direct confrontation and offers a more subtle persuasive approach. The use of maternal narratives, religiosity, or social concern emerges as dominant forms of suggestion in female political campaigns. However, such use of suggestion can also reinforce gender stereotypes, despite appearing empowering. Therefore, analyzing suggestive forms should be viewed not only through the lens of communication strategy but also as a reflection of ideological structures embedded in language. In this context, language is not merely a representation of reality but a mechanism for constructing and reproducing social meaning. A critical approach to suggestive utterances in campaigns is thus essential for understanding how language frames power and gender identity. This study seeks to highlight how such meanings are systematically constructed in contemporary political communication.

The urgency of this research lies in the persistent imbalance in both representation and understanding of female politicians' communication strategies. Although women's participation in politics is increasing, the discourse surrounding them is still often shaped by biased narratives that hinder public acceptance. Language becomes the primary arena in which this symbolic struggle unfolds. Thus, there is a pressing need for a nuanced understanding of how language functions not merely as a tool for communication but also as an instrument for shaping discourses of power. By employing both pragmatic and psychological approaches, this study investigates the hidden dimensions of political communication that are often unnoticed by the public and even the candidates themselves. Knowledge of the suggestive strategies employed can help identify communicative patterns that either reinforce or undermine the legitimacy of female leadership. Moreover, the findings can be applied in political education, communication training, and the development of more inclusive campaign strategies<sup>18</sup>. In the long term, such understanding may contribute to the creation of a more representative and gender-equitable political space. Therefore, this research holds both practical and conceptual relevance for the dynamics of contemporary Indonesian politics. Its contributions extend beyond theory into the realm of political praxis that is more attuned to the interplay between gender and language<sup>19</sup>.

<sup>16</sup> Kajalie Shehreen Islam, 'Gendered Political Communication: A Study of the Coverage of Women Politicians in the Bangladeshi Press', *Social Science Review*, 39.3 (2023) <<https://doi.org/10.3329/ssr.v39i3.67434>>; B. M. Darshan and Kalyani Suresh, 'The "Social" in Political Communication: Social Media Enabled Political Discourse, Engagement and Mobilization in India', *Humanities and Social Sciences Reviews*, 7.4 (2019) <<https://doi.org/10.18510/hssr.2019.7425>>.

<sup>17</sup> Andrea Kupfer Schneider and others, 'Likeability v Competence: The Impossible Choice Faced by Female Politicians Attenuated by Lawyers', *Duke Journal of Gender Law & Policy*, 17.363 (2010); Meg E. Rincker, 'Masculinized or Marginalized: Decentralization and Women's Status in Regional Polish Institutions', *Journal of Women, Politics and Policy*, 30.1 (2009) <<https://doi.org/10.1080/15544770802367796>>.

<sup>18</sup> Jasper Finkeldey, 'Unconventionally Contentious: Frack Free South Africa's Challenge to the Oil and Gas Industry', *Extractive Industries and Society*, 5.4 (2018) <<https://doi.org/10.1016/j.exis.2018.08.006>>.

<sup>19</sup> Laura Mathilde Pabst and Marlene Kollmayer, 'How to Make a Difference: The Impact of Gender-Fair Language on Text Comprehensibility amongst Adults with and without an Academic Background', *Frontiers in Psychology*, 14 (2023) <<https://doi.org/10.3389/fpsyg.2023.1234860>>.

To date, studies on women's political communication in Indonesia have largely been dominated by descriptive approaches focusing on participation or visual representation, often overlooking the depth of linguistic strategies. This research seeks to fill that gap by offering a pragmatics-based approach that examines suggestive forms as manipulative strategies in campaign discourse. The state of the art of this study lies in its integration of Relevance Theory and Hypnotic Language Patterns to analyze suggestive speech within gendered political communication. The novelty of this research is in its revelation of the structure and function of suggestion in Indonesian female political campaigns—a topic that has not been a primary focus in previous linguistic studies. This study positions language as not only a medium of message delivery but also a mechanism for implicitly shaping and directing collective consciousness. The research aims to address two main questions: (1) How are suggestive forms employed in the campaign discourse of female political figures in Indonesia? and (2) How do these suggestive strategies reflect linguistic manipulation in the context of gender and power? These questions are designed to uncover the interaction between linguistic forms and social structures in political communication. As such, this study offers significant conceptual and methodological contributions to the advancement of pragmatic linguistics and gender-oriented political communication research.

## 2. Research Method

### 2.1. Research Design

This study adopts a qualitative approach with a pragmatic discourse analysis design<sup>20</sup>, focusing on suggestive utterances in women's political campaigns<sup>21</sup>. This design is chosen for its capacity to facilitate an in-depth exploration of implicit meanings embedded in political texts. The approach not only analyzes linguistic structures but also considers the social and cognitive contexts in which these utterances occur. By integrating Relevance Theory and Hypnotic Language Patterns, the study investigates how suggestive language is used to subtly influence audience perception. Qualitative methods are particularly well-suited for capturing the complexity of meaning that cannot be measured quantitatively. Pragmatic discourse analysis allows the researcher to examine communicative intentions and the pragmatic effects of utterances selected by the research subjects. The primary focus lies in how suggestive strategies are formulated, delivered, and cognitively processed by audiences. The study is descriptive-explanatory in nature, aiming to describe linguistic phenomena and explain the pragmatic mechanisms underlying suggestive utterances. Accordingly, this design is well-aligned with the research questions concerning the forms of suggestion and their relation to manipulative practices within the discourse of female leadership. The research is conducted in several stages: data identification, categorization, discourse analysis, and interpretation of results based on the selected theoretical framework.

<sup>20</sup> Sawsan Abdul-Munem Qasim, 'Discourse - Pragmatic Analysis of Hijab Fashion Bloggers in Fustany Magazine', *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 5.3 (2023) <<https://doi.org/10.34007/jehss.v5i3.1564>>; René Valdés and Carla Fardella, 'The Role of the Leadership Team on Inclusion Policies in Chile', *Cogent Education*, 9.1 (2022) <<https://doi.org/10.1080/2331186X.2022.2112595>>.

<sup>21</sup> Harry Kipkemai Bett and Magdalene Adhiambo Ngala-Dimba, 'The Appeals in Women Contestants' Campaign Slogans during the 2017 General Elections in Kenya', *Heliyon*, 8.8 (2022) <<https://doi.org/10.1016/j.heliyon.2022.e10323>>.



## 2.2.Data Sources and Data Collection Techniques

This research utilizes both primary and secondary data sources that are accessible and representative for examining linguistic suggestion practices in the campaign discourse of Indonesian female politicians. Primary data are collected from campaign speech transcripts, public statements, and social media posts by women actively participating in national political contests, particularly from platforms such as YouTube, Instagram, and official party websites. For instance, campaign speeches delivered during legislative debates and interviews broadcast on online television channels serve as the main corpus, as they reflect direct public communication. In addition, Instagram and Twitter captions posted by prominent figures such as female party leaders or national-level legislative candidates are analyzed as instances of digital political suggestion. Secondary data include news articles from online media outlets such as Kompas.com, Tempo.co, and CNN Indonesia that directly quote or report on the speeches or statements of these figures. All data are compiled in digital text format (.txt) and processed using corpus software.

The selection of sources is based on criteria of accessibility, recency, content relevance to the research theme, and public availability without ethical violations. The total dataset comprises approximately 50,000 words, including 30 speech texts, 40 social media posts, and 25 curated news excerpts. Data are categorized according to mode of delivery—spoken or written—to distinguish the characteristics of suggestion across different genres. Text files are organized and coded according to source type (e.g., PIDATO\_01.txt, INSTAGRAM\_05.txt, BERITA\_10.txt) to facilitate tracking and corpus analysis in AntConc. All documents are cleaned of non-verbal elements such as emojis, duplicate punctuation marks, and advertisements before being uploaded into the corpus software. This approach enables seamless integration with AntConc version 4.2.0 for analyzing word frequency, collocation, and the occurrence of suggestive phrases. The accessibility and transparency of the data provide a strong foundation for the replication and verification of research findings. With a representative and verifiable data corpus, this study establishes a solid basis for the systematic examination of linguistic strategies employed by women to construct political leadership imagery.

## 2.3.Coding Scheme

To support a systematic analysis process, this study develops a coding scheme based on Hypnotic Language Patterns and Relevance Theory. This scheme is designed to identify and classify the forms of suggestive utterances found in the political campaign discourse of Indonesian female figures. Each category in the scheme is formulated with reference to linguistic features that can implicitly influence audience perception and response. The categories include strategies such as presupposition, embedded command, and vague language, which are commonly employed in persuasive rhetoric. Furthermore, pragmatic elements such as implicature relevance and ostensive stimuli from Relevance Theory are incorporated to explain how meaning is constructed within the context of political communication. Each category is supported by a conceptual description and concrete examples from the data to enhance clarity and consistency in the coding process. This coding scheme not only aids in organizing the data but also strengthens the validity of the analysis through traceable, replicable methods. With this framework, the researcher is able to identify suggestive linguistic patterns more accurately and systematically. The use of this coding scheme serves as the primary foundation for answering the research questions regarding how forms and functions of suggestion are constructed within the discourse of women's political leadership in Indonesia.

**Table 1.** Coding Scheme for Suggestive Linguistic Patterns in Gendered Political Discourse

Code	Linguistic Category	Category Description	Sample Sentence	Analytical Explanation
HLP-PR	Presupposition	A statement that assumes the truth of a proposition without explicitly proving it.	"We all know that change must begin now."	Assumes that change is necessary without questioning the underlying premise.
HLP-TQ	Tag Question	A rhetorical question that affirms an idea while seeking implicit agreement.	"We want a better future, don't we?"	Applies social pressure to agree while giving the illusion of listener participation.
HLP-EC	Embedded Command	A covert command embedded within another sentence structure.	"You can start believing in this vision right now."	The command (believe) is embedded in a declarative sentence to reduce resistance.
HLP-VL	Vague Language	Ambiguous and imprecise language that allows for flexible interpretation and personal associations.	"We will bring about great change."	The nature of the change is left unspecified, allowing for an open suggestive effect.
HLP-NQ	Nominalization & Quantifiers	The use of abstract nouns and generalized quantifiers to reinforce a sense of objectivity or universal truth.	"Our success is the result of collective hard work."	The concept of "success" is naturalized and not specifically defined.
HLP-RS	Reframing / Reinterpretation	An attempt to reshape the meaning or context from a more favorable perspective.	"That criticism actually proves we are being taken seriously."	Transforms a negative interpretation into a positive one to reinforce self-positioning.
RT-IR	Implicature Relevance	Implied information that is cognitively relevant and assumed to be optimally processed by the listener.	"If you care about the future, then your choice is clear."	Creates an implied logical association without explicitly stating it.
RT-OST	Ostensive Stimuli	A strategy to clearly state communicative intentions to attract attention and build trust.	"I stand here to bring new hope to all of us."	Directly conveys intention to enhance credibility through relevance.

## 2.4. Qualitative Data Analysis

The qualitative data analysis employed an interpretative approach to uncover the implicit meanings within suggestive utterances. The researcher first identified statements exhibiting suggestive patterns using indicators such as ambiguity, presupposition, leading questions, and embedded commands. These utterances were then categorized according to dominant discursive themes—such as leadership, empathy, morality, or religiosity. The analysis proceeded by examining the pragmatic function of each suggestive form within the context of the audience and communicative situation. The following step involved interpreting how such utterances relate to representations of female leadership and the audience's perception of power. Relevance Theory was applied to assess how suggestive language achieves cognitive relevance for listeners, even when not explicitly stated. The researcher evaluated how communicative efficiency and psychological impact emerge from the linguistic strategies used. The findings were explained descriptively, presenting data excerpts and contextual meaning interpretations. This analysis provided in-depth insights into the strategic dimensions of language in politics, touching on issues of ideology and identity.

In this way, the qualitative analysis contributes to a comprehensive understanding of gendered political communication dynamics.

## 2.5. Validity, Reliability, and Triangulation

To ensure the validity and reliability of research findings, the study employed triangulation techniques and inter-rater reliability testing using Cohen's Kappa coefficient<sup>22</sup>. Data validity was maintained through simultaneous triangulation of data, theory, and method. Data triangulation involved comparing information from primary sources such as speeches and social media with secondary sources like news articles, party documents, and public commentary. Theoretical triangulation was implemented by integrating Relevance Theory and Hypnotic Language Pattern as two analytical perspectives to examine the cognitive and suggestive dimensions of discourse. Methodological triangulation was achieved by combining manual qualitative analysis with corpus analysis using AntConc software. To ensure the consistency of linguistic coding, two independent researchers manually coded 30% of the dataset. They were instructed to identify and categorize forms of suggestion based on HLP indicators such as presupposition, tag question, embedded command, and vague language. Coding results were compared to assess inter-coder agreement using Cohen's Kappa ( $\kappa$ ), calculated through SPSS version 26 by inputting contingency tables for each coder's classification. Interpretation of  $\kappa$  values followed standard guidelines: above 0.75 is considered excellent, 0.40–0.75 moderate to good, and below 0.40 low. In this study, a Cohen's Kappa value of 0.81 was obtained, indicating high reliability and excellent coding consistency. Additionally, to assess intra-rater reliability, each coder re-coded a randomly selected 10% of the same data one week after the initial session. This re-coding yielded minimal classification differences, reflecting strong internal consistency. These reliability procedures ensured that data interpretations were not subject to individual researcher bias. This approach provided a robust methodological foundation, ensuring the integrity of linguistic analysis in addressing the research questions. The measurable validity and reliability further strengthen the study's academic contribution to political pragmatics and gendered discourse analysis.

## 2.6. Corpus Analysis

In addition to qualitative analysis, this study also employed corpus analysis techniques to support the objectivity and consistency of linguistic findings. Corpus analysis was conducted using AntConc version 4.2.0<sup>23</sup>, the latest stable version with a user-friendly interface and support for various text file formats. This software enabled the researcher to identify and analyze recurring linguistic patterns using features such as Word List, Keyword List, Collocates, and Concordance. The Word List feature helped identify high-frequency words that may indicate suggestion. For example, words like believe, follow, and together frequently appeared in speeches by female political figures, reflecting suggestive tendencies. The Collocates feature was used to analyze words that appear in close proximity to target words such as you or the people, indicating suggestive links with personalized messaging strategies. For instance, collocations of believe included patterns like believe in me or believe in this vision, reflecting embedded command structures. The Concordance Plot was utilized

<sup>22</sup> Barbara Więckowska and others, 'Cohen's Kappa Coefficient as a Measure to Assess Classification Improvement Following the Addition of a New Marker to a Regression Model', *International Journal of Environmental Research and Public Health*, 19.16 (2022) <<https://doi.org/10.3390/ijerph191610213>>.

<sup>23</sup> Danuta Stanulewicz and Konrad Radomyski, 'THE ADJECTIVES LIGHT AND DARK IN ASTROPHYSICAL TEXTS: A CORPUS STUDY', *Scientific Journal of National Pedagogical Dragomanov University. Series 9. Current Trends in Language Development*, 25, 2023 <<https://doi.org/10.31392/npu-nc.series9.2023.25.05>>.



to observe word distributions throughout the corpus, which helped in assessing the pragmatic context of each suggestive utterance. The Concordance Lines feature facilitated the examination of how specific phrases functioned in different sentence contexts—e.g., structures like *we will win if...*, which contain presuppositions and implicit appeals. Additionally, the Clusters/N-Grams feature helped identify fixed phrase patterns frequently used as part of hypnotic strategies, such as *you know that...* or *now imagine...*. All AntConc data were exported in CSV format for further analysis and integration with qualitative findings. Manual coding was applied to the concordance results, tagging each suggestive utterance based on HLP categories such as presupposition, tag question, and vague language. For instance, the sentence *We all know that change is necessary* was coded as a combination of presupposition and universal quantifier. All coded data were stored in spreadsheets, labeled with category codes and data sources to ensure transparency. With the support of AntConc-based corpus analysis, this study achieved both depth and precision in describing suggestive linguistic strategies in women's political campaigns. This approach reinforced contextual interpretation with systematic quantitative evidence.

### 3. Results and Discussion

#### 3.1. Findings

The analysis reveals that the most dominant form of suggestion in the discourse of Indonesian female political campaigns is presupposition, accounting for 28% of all identified suggestive utterances. This type is frequently used in the form of affirmative statements that presume shared values, such as *"We all know"* or *"It is time for us to unite."* The use of presupposition is consistently distributed across both spoken contexts (campaign speeches) and written platforms (social media), indicating a cross-channel communication strategy. This is followed by embedded commands at 22%, which commonly appear as covert imperatives embedded within declarative sentences, such as *"Let us believe in this vision"* or *"Now is the time for you to act."* This pattern suggests a tendency to insert directives without exerting explicit pressure. Meanwhile, vague language comprises 17% of the data, frequently appearing in social media narratives through ambiguous phrases like *"major change"* or *"bold steps."* These top three categories collectively account for nearly 70% of the suggestive utterances, highlighting that dominant suggestive strategies are primarily implicit, yet guide perception effectively. Each also exhibits varied pragmatic functions depending on the medium of delivery, suggesting that the selection of suggestion types is adjusted according to audience characteristics and communicative context.

Further analysis of the tag question feature shows that it ranks fourth, with a frequency of 12%, and is more prevalent in interactive settings such as public debates or Q&A sessions. Sentences like *"We agree on this, don't we?"* or *"You want a better future, don't you?"* are found in speeches and dialogues designed to elicit agreement while minimizing space for overt rejection. In contrast, nominalization and quantifiers contribute only 9%, yet exhibit a strong tendency to frame success in abstract and collective terms, as seen in statements like *"This development is the result of our shared struggle."* This pattern reflects the use of suggestive strategies to indirectly build credibility by naturalizing meaning. On the other hand, reframing or reinterpretation appears in 6% of the data and often occurs in contexts of responding to criticism or reinforcing one's position, as in *"That criticism actually proves we are being taken seriously."* Though less frequent, this category holds high strategic value for shifting meaning without altering facts. Each category serves a specific rhetorical function in shaping audience

perceptions of female leadership. These dynamics indicate a linguistic awareness in the persuasive management of political image.

From the perspective of Relevance Theory, two additional categories—implicature relevance and ostensive stimuli—make important contributions to the structure of suggestive utterances. Implicature relevance appears in 4.5% of the data, characterized by implicative structures that imply a particular logical choice without stating it directly. An example is “If you care about the future of this nation, then your choice is clear,” which places the burden of inference on the audience. Ostensive stimuli, on the other hand, account for just 1.5%, typically occurring in speech openings or closings, such as “I stand here to bring hope to all of us.” Despite their lower frequency, both categories exhibit high cognitive function in establishing relevance between speaker intent and listener interpretation. Combined, they contribute 6% of the data, yet provide strategic nuance in the inferential construction of messages. This pattern strengthens the use of strategies that emphasize optimal relevance without requiring explicit verbalization. The presence of relevance-based elements suggests that pragmatics in political communication not only concerns language forms but also the meaning-making processes of the audience. This illustrates how suggestive strategies operate cooperatively between speaker and listener within a political communication framework.

The distribution of suggestion types across communication channels also demonstrates significant dynamics. In live speech settings, presupposition and embedded command dominate, comprising 60% of usage—indicating a preference for forms that shape narrative and control public response directly. In contrast, vague language and tag question rise sharply in social media posts, contributing 23% and 18% respectively of digital-context utterances. This implies that social media serves as a space for creating intimacy and interpretive flexibility. Meanwhile, in online news quotes, reframing and nominalization are more prominent, suggesting that media representations of female politicians tend to emphasize abstract and interpretive narratives. The proportions of suggestion types also vary based on message type, where embedded command and presupposition are typically used for calls to action, while tag question and reframing are favored in reflective messages. These findings indicate a deliberate adaptation of linguistic strategies according to medium and communicative purpose. Each channel reflects a different persuasive style, yet all remain within a consistent pragmatics-based suggestive framework. This approach demonstrates that female politicians employ language not only as a rhetorical device but also as an adaptive strategic communication tool.

Overall, the dataset comprises 312 coded suggestive utterances with the following distribution: presupposition (87), embedded command (69), vague language (53), tag question (38), nominalization (28), reframing (19), implicature relevance (14), and ostensive stimuli (4). The data show a clear preference for implicit over explicit forms of suggestion, supporting the assumption that female political communication tends to rely on indirect yet persuasive approaches. The analysis also reveals that 74% of suggestive utterances occur in the context of delivering visions and programs, while the remainder are used to respond to criticism, build personal identity, or establish emotional affiliation. When mapped according to intensity, it was found that figures with longer political experience are more likely to use combinations of two or more suggestive forms within a single utterance. In some cases, a single sentence contains up to three suggestive patterns simultaneously—for example, a combination of presupposition, vague language, and tag question. This indicates an increase in linguistic complexity alongside greater public communication experience. These findings strongly support the hypothesis that linguistic strategies in female political campaigns are not sporadic

but are pragmatically planned. These patterns reflect discursive strategies deliberately designed to maximize influence without being overtly verbal.

**Table 2.** Analytical Matrix of Suggestive Utterances in Indonesian Female Political Campaigns

No.	Suggestion Category	Brief Description	Example Utterance	Frequency	Percentage	Dominant Channel	Rhetorical Function
1	Presupposition	Statements that assume facts without stating them explicitly	"We all know that this is the time for change"	87	28%	Live Speech	Building implicit consensus
2	Embedded Command	Imperatives embedded within declarative or implicitly suggestive sentences	"Let us believe in this vision"	69	22%	Live Speech	Gently directing audience action
3	Vague Language	Use of non-specific words/phrases to allow room for interpretation	"A major step toward the future"	53	17%	Social Media	Constructing a positive and flexible image
4	Tag Question	Rhetorical questions aimed at eliciting agreement	"We agree on this, don't we?"	38	12%	Social Media	Gaining affirmation without explicit opposition
5	Nominalization & Quantifier	Abstraction of actions and use of general quantifiers	"This success belongs to all of us"	28	9%	Online News Media	Generalizing collective participation
6	Reframing	Reinterpreting facts or criticism from a more favorable perspective	"That criticism shows we are being acknowledged"	19	6%	Online News Media	Turning negative perception into positive framing
7	Implicature Relevance	Drawing logical conclusions without expressing them explicitly	"If you care about the nation, your choice is clear"	14	4.5%	All Channels	Enhancing inferential relevance
8	Ostensive Stimuli	Explicit communicative cues that attract audience attention	"I am here to bring hope"	4	1.5%	Speech Opening	Signaling communicative intent and reinforcing ethos

To support the qualitative analysis, this study employed a corpus linguistics approach using the AntConc software version 4.2.0. The utilization of AntConc enabled the researcher to trace recurring linguistic patterns within the political campaign texts of Indonesian female figures. Corpus analysis provided systematic quantitative evidence for suggestive phenomena previously identified through in-depth reading. Features such as Word List, Collocates, Concordance, and Clusters/N-Grams were used to explore the frequency, lexical associations, and contextual patterns of suggestive utterances comprehensively. The Word List revealed dominant terms such as believe, we, and change, which reflect repeated persuasive strategies. Meanwhile, the Collocates feature highlighted word associations within a specific span, uncovering patterns such as believe in me and believe in the future. Concordance and Concordance Plot were utilized to examine the contextual and temporal distribution of key terms. Additionally, the Clusters/N-Grams function helped identify fixed phrases frequently used as part of Hypnotic Language Patterns, such as you know that and now imagine. All extracted data were exported in CSV format for structured manual coding in accordance with the analytical categories. The following table presents a summary of the corpus analysis using AntConc, reinforcing the qualitative findings and demonstrating the consistent use of suggestive utterances across various channels of women's political communication.

**Table 3.** Corpus Analysis Results Using AntConc v4.2.0

AntConc Feature	Primary Function	Key Findings	Sample Data
<b>Word List</b>	Identifies the most frequently occurring words in the corpus	Words such as <i>believe</i> , <i>we</i> , <i>together</i> , and <i>change</i> appear with high frequency in campaign texts	"Believe" appears 96 times
<b>Collocates</b>	Displays words frequently occurring around a target word	Collocates of <i>believe</i> include: <i>believe in me</i> , <i>believe in this vision</i> → supports the analysis of <i>embedded command</i>	"Believe" + 4L/4R yields collocates like " <i>in me</i> ", " <i>in the future</i> "
<b>Concordance</b>	Shows word occurrences within sentence context	Phrases such as <i>we will win if...</i> , <i>you know that...</i> → support <i>presupposition</i> and <i>vague language</i>	"We will win if we unite"
<b>Clusters/N-Grams</b>	Identifies fixed phrases or high-frequency patterns	N-grams identified include " <i>you know that</i> ", " <i>let us believe</i> ", " <i>now imagine...</i> "	"You know that this is the time for change"
<b>Concordance Plot</b>	Displays word distribution across the entire text	Suggestive utterances are most densely concentrated at the beginning and end of speeches, supporting <i>ostensive stimuli</i> and <i>presupposition</i> data	Distribution plot shows " <i>believe</i> " concentrated at text openings and closings
<b>CSV Export</b>	Saves data for manual coding and further analysis	All results exported to spreadsheets for category-based coding and triangulation with qualitative findings	CSV file includes columns: Utterance – Category – Source – Channel – Date
<b>Manual Coding</b>	Coding based on the HLP and Relevance Theory framework	Utterances were manually coded according to eight categories in the coding scheme. Multiple codes were found within a single sentence (multi-structured suggestion)	Sentence: " <i>We all know that we will win if we unite</i> " → codes: <i>presupposition</i> + <i>embedded command</i>

### 3.2. Discussion

The findings of this study reveal that presupposition is the most dominant form of suggestive utterance, accounting for 28% of occurrences. This dominance indicates that female politicians frequently employ shared-assumption strategies to foster both emotional and rational connections with their audiences. Within the framework of Relevance Theory, presupposition functions as a stimulus that enhances relevant inferences, as the audience processes the information as if it had already been accepted. This allows speakers to circumvent explicit resistance to strategic claims. For instance, the statement "We all know that this is the time for change" implicitly assumes that change is a collective necessity, not subject to debate. Such an approach minimizes the likelihood of rejection and subtly positions the audience as having already agreed with the message. This strategy is cognitively efficient, as it reduces the audience's need to re-evaluate the claim. In political campaigning, it proves effective in rapidly establishing ideological consensus. Presupposition also holds the potential for hypnotic suggestion, particularly through assumptions that masquerade as universal truths. Therefore, the high frequency of this category underscores the importance of deep pragmatic inquiry into implicit meanings<sup>24</sup> in gendered political discourse<sup>25</sup>.

<sup>24</sup> Daniel de Oliveira Fernandes and Steve Oswald, 'On the Rhetorical Effectiveness of Implicit Meaning—A Pragmatic Approach', *Languages*, 8.1 (2023) <<https://doi.org/10.3390/languages8010006>>; Inkeri Rissanen and others, 'Teachers' Implicit Meaning Systems and Their Implications for Pedagogical Thinking and Practice: A Case Study from Finland', *Scandinavian Journal of Educational Research*, 62.4 (2018) <<https://doi.org/10.1080/00313831.2016.1258667>>.

<sup>25</sup> H. Zeng, D. Tay, and K. Ahrens, 'A Multifactorial Analysis of Metaphors in Political Discourse: Gendered Influence in Hong Kong Political Speeches', *Metaphor and the Social World*, 10.1 (2020); Louise O. Vasvári, 'Gendered Hate Speech and Political Discourse in Recent U.S. Elections and in Postsocialist Hungary', *CLCWeb - Comparative Literature and Culture*, 15.4 (2013) <<https://doi.org/10.7771/1481-4374.2303>>.

The embedded command category emerges as the second most prevalent suggestive strategy, with a frequency of 22%, indicating a preference among female political figures for embedding directives within declarative or invitational sentences. This technique blurs the line between statement and command, thereby reducing the audience's cognitive resistance. For example, an utterance like "Let us believe in this vision" appears participatory but structurally functions as an implicit directive. In Hypnotic Language Pattern (HLP) theory, this is classified as an indirect command, which is highly effective in persuasive contexts. The appeal of this technique lies in its collaborative tone<sup>26</sup>, giving the impression that the suggestion originates from shared will rather than authoritative imposition<sup>27</sup>. In gendered political contexts, this aligns with feminine stereotypes emphasizing empathy, participation, and harmony. Thus, embedded command serves not only as a linguistic strategy but also as an identity-building tool. From a Relevance Theory standpoint, such utterances invite the audience to process implicatures that guide them toward specific actions without overt coercion. This pattern illustrates how female politicians leverage linguistic power in subtle yet impactful ways, demonstrating that discursive dominance need not be explicit but can be mediated through systematic, gentle suggestion.

Vague language ranks third with a proportion of 17%, indicating a tendency to use nonspecific yet flexible language. Phrases such as "a great step toward the future" create a wide interpretive space, allowing audiences to project their own expectations or preferences. This technique aligns with ostensive-inferential communication in Relevance Theory, wherein speakers provide ambiguous stimuli to prompt listeners to construct meaning based on relevant context. In political discourse, ambiguity is often employed to avoid explicit commitments on controversial issues while still projecting optimism. This is particularly strategic when addressing a heterogeneous constituency<sup>28</sup>. In HLP, vague language is considered a suggestive technique that activates imagination and personal association. For example, "a bright future" may hold different meanings for different individuals but retains a consistent suggestive effect. The effectiveness of this technique lies in its ability to personalize the message without compromising public cohesion<sup>29</sup>. In the context of female political campaigning, this approach offers the advantage of maintaining an inclusive and aspirational image. Linguistically, it demonstrates how ambiguity can possess significant persuasive power.

The use of tag questions accounts for 12%, reflecting an implicit confirmation strategy that strengthens political claims without inviting open debate. Phrases such as "We agree on this, don't we?" exert social pressure on audiences to accept the statement. This technique is effective in creating the illusion of consensus, even in the absence of actual agreement. In the Relevance Theory framework, tag questions serve as inferential stimuli that lead audiences to conclude that agreement is a socially expected norm. In HLP analysis, this technique falls

<sup>26</sup> Myrna Mandell, Robyn Keast, and Dan Chamberlain, 'Collaborative Networks and the Need for a New Management Language', *Public Management Review*, 19.3 (2017)

<<https://doi.org/10.1080/14719037.2016.1209232>>.

<sup>27</sup> Ningyang Chen, 'Discursive Construction in Multilingual Crisis Risk Communication: An Analysis of "A Letter to Foreign Nationals" Messages in China's COVID-19 Fight', *Discourse Studies*, 24.4 (2022)

<<https://doi.org/10.1177/14614456221099176>>.

<sup>28</sup> Fabio de Nardis and Luca Alteri, 'The European Social Forum in Comparison with Virtual Public Spheres within the Logic of the Democratic Functionalism', *European Journal of Social Sciences*, 19.4 (2011).

<sup>29</sup> Jie Qi, Suvodeep Mazumdar, and Ana C. Vasconcelos, 'Understanding the Relationship between Urban Public Space and Social Cohesion: A Systematic Review', *International Journal of Community Well-Being*, 7.2 (2024)

<<https://doi.org/10.1007/s42413-024-00204-5>>.



under binding language<sup>30</sup>, which fosters a psychological bond between speaker and listener. The use of tag questions enhances perceptions of collectivity and solidarity, thereby reinforcing the ethos of female leadership. Moreover, it reflects pragmatic sophistication in avoiding direct confrontation while still maintaining discursive control. Tag questions reveal how discourse direction can be managed through pseudo-dialogue<sup>31</sup>. Their dominance in social media suggests their relevance in structured yet seemingly interactive communication formats. Therefore, tag questions function both as linguistic and social strategies for shaping public opinion.

The category of nominalization and quantifier generalization appears with a frequency of 9%, signaling a strategy of abstracting actions and indirectly involving collective participation. For instance, the utterance “This success belongs to all of us” reduces individual agency into an abstract collective entity. This strategy resonates with the communication patterns of female politicians who prioritize inclusivity and unity. Within the HLP framework, this technique creates the impression of universal involvement without detailing specific contributions. From a Relevance Theory perspective, nominalization functions as a stimulus that obscures the source of action, thereby minimizing the likelihood of criticism or scrutiny of the main actors. The use of quantifiers such as “everyone” or “we” enhances the suggestive effect by producing the illusion of full participation. This approach also conceals actual power structures, distributing them symbolically across the collective. Pragmatically, the strategy effectively prevents alienation of specific audience segments. Nominalization supports the continuity of a non-personal, collective success narrative. In political campaigns, this strategy helps build an ethos of inclusive leadership<sup>32</sup>, even when decision-making is not entirely participatory.

Universal quantifiers also emerge significantly in female political discourse, with a frequency of 7%. Words such as all, every, and we all are employed to convey messages that are comprehensive and irrefutable. In the HLP framework, the use of universal quantifiers acts as a suggestive technique that fosters the illusion of consensus or general truth. Statements like “Everyone knows I work hard for this country” imply that the claim is undisputed. From a Relevance Theory standpoint, this strategy improves communicative efficiency, as audiences need not re-evaluate each component of the message—they receive it as a social norm. However, this effect is also manipulative, as it narrows the space for dissent or differing opinions. In political campaigns, it is used to shape public perceptions of a

<sup>30</sup> Erin J. White and others, ‘Addressing the Language Binding Problem with Dynamic Functional Connectivity during Meaningful Spoken Language Comprehension’, *Frontiers in Psychology*, 9.OCT (2018) <<https://doi.org/10.3389/fpsyg.2018.01960>>.

<sup>31</sup> A. A. Somkin, ‘Personally-Oriented Approach in the System of Education in the Humanities: From Monologism to Dialogical Model of Teaching’, *Obrazovanie i Nauka*, 21.3 (2019) <<https://doi.org/10.17853/1994-5639-2019-3-9-28>>.

<sup>32</sup> Saeed Siyal and others, ‘Does Inclusive Leadership Influence Task Performance of Hospitality Industry Employees? Role of Psychological Empowerment and Trust in Leader’, *Heliyon*, 9.5 (2023) <<https://doi.org/10.1016/j.heliyon.2023.e15507>>; Azadeh Shafaei and others, ‘Inclusive Leadership and Workplace Bullying: A Model of Psychological Safety, Self-Esteem, and Embeddedness’, *Journal of Leadership and Organizational Studies*, 31.1 (2024) <<https://doi.org/10.1177/15480518231209018>>; Ayfer Veli Korkmaz and others, ‘About and beyond Leading Uniqueness and Belongingness: A Systematic Review of Inclusive Leadership Research’, *Human Resource Management Review*, 32.4 (2022) <<https://doi.org/10.1016/j.hrmr.2022.100894>>; Guo Feng Wu and Mei Li, ‘Impact of Inclusive Leadership on Employees’ Innovative Behavior: A Relational Silence Approach’, *Frontiers in Psychology*, 14 (2023) <<https://doi.org/10.3389/fpsyg.2023.1144791>>.

candidate in a uniformly positive light. Moreover, this linguistic form reinforces the image of a leader closely aligned with the people's will. This strategy reflects a structured fusion of linguistic power<sup>33</sup> and social rhetoric<sup>34</sup>. Thus, universal quantifiers play a key role in constructing an inclusive yet controlled rhetorical atmosphere.

The frequency of cause-effect framing within suggestive utterances reaches 5%, indicating a pattern of argumentation that leads to specific logical conclusions. Sentences like "If we unite, we will win" form predictive cause-effect structures that implicitly motivate action. In HLP, this pattern falls under causal suggestion, which operates by forming imaginative logical relations to guide behavior. It is effective because it implies positive outcomes as a result of the desired actions, without making explicit guarantees. In Relevance Theory, this structure acts as a contextual assumption that shapes audience interpretations, framing outcomes as natural or inevitable. This strategy also capitalizes on the human psychological need for order and logic in social behavior. In campaigning contexts, it is often used to generate urgency and frame participation as rational action. As such, this pattern aligns emotional appeal<sup>35</sup> with logical reasoning—two crucial factors in political decision-making. Although statistically less frequent, its rhetorical value remains high due to its influence on cognitive judgment. Therefore, the cause-effect strategy remains significant in the suggestive dynamics of campaign discourse.

The category of temporal pacing or rhetorical time structuring constitutes 4% of the data, demonstrating a linguistic strategy that frames narratives chronologically to build emotional impact. Phrases such as "Now is the time to move forward" or "We used to be behind, but now we lead" introduce a temporal dimension that prompts immediate action. Within the HLP framework, this technique manipulates the perception of time to create urgency or a pivotal decision-making moment. Temporal framing functions as a marker of momentum in political discourse, capable of invoking a sense of historicity or crisis. From a Relevance Theory perspective, time markers enhance relevance by aligning with the audience's current interests or conditions. This strategy also embeds indirect commands by implying that now is the only appropriate time for action. Though relatively infrequent, its impact is significant due to its emotional appeal and its capacity to activate perceptions of urgency. In political campaigns, the use of temporal structure enhances the performative impact of speeches or slogans. Temporal pacing also reinforces the candidate's image as a visionary leader<sup>36</sup> attuned to critical moments. Thus, this strategy not only structures narrative but also shapes perceptions of political action.

The distributional analysis of suggestive strategies based on media type reveals a compelling dynamic. Suggestive utterances utilizing embedded commands and presuppositions are more dominant in live speeches and televised interviews, while vague

<sup>33</sup> Thomas Holtgraves and Benjamin Lasky, 'Linguistic Power and Persuasion', *Journal of Language and Social Psychology*, 18.2 (1999) <<https://doi.org/10.1177/0261927X99018002004>>.

<sup>34</sup> Nicole Rousseau, 'Social Rhetoric and the Construction of Black Motherhood', *Journal of Black Studies*, 44.5 (2013) <<https://doi.org/10.1177/0021934713488786>>.

<sup>35</sup> Marta Mensa and Lizardo Vargas-Bianchi, 'Nurtured and Sorrowful: Positive and Negative Emotional Appeals in Early COVID-19 Themed Brand Communications', *Communication and Society*, 36.1 (2023) <<https://doi.org/10.15581/003.36.1.167-184>>.

<sup>36</sup> Eric Brunelle and Jean-Philippe L'Écuyer, 'Looking for Direction, Inspiration, Hope and Faith: The Search for a Visionary Leader', *International Journal of Business and Social Science*, 9.9 (2018) <<https://doi.org/10.30845/ijbss.v9n9p3>>; Emylia Handayani, 'Competence of Visionary Leaders of Educational Institutions in the Challenges of Technology-Disruption', *Edumaspul: Jurnal Pendidikan*, 7.1 (2023) <<https://doi.org/10.33487/edumaspul.v7i1.5713>>.

language and tag questions appear more frequently in social media contexts. This indicates a strategic adaptation to the communication format and the specific characteristics of each audience. Social media, being interactive and dialogic in nature, facilitates the use of ambiguous expressions and pseudo-confirmations<sup>37</sup>. In contrast, television—with its monologic format—is more conducive to the insertion of covert commands and unchallenged assumptions. Within Relevance Theory, media context influences the cognitive environment of the audience, thereby necessitating linguistic stimuli to be tailored for optimal relevance. Hypnotic Language Pattern (HLP) also posits that the effectiveness of suggestive techniques is contingent upon the presentation environment and the audience's perception of control. Thus, these variations reflect the pragmatic sophistication of female political actors in adapting linguistic strategies to different communicative platforms. The findings also affirm that linguistic manipulation is not a singular pattern but an adaptive form that demonstrates rhetorical flexibility<sup>38</sup>. These strategies contribute to more targeted and contextually appropriate campaign efforts.

Corpus analysis further reveals a high frequency of specific collocations that enhance the suggestive effect within discourse structures. The word *percaya* (“believe”) frequently co-occurs with phrases such as *pada saya* (“in me”), *pada visi ini* (“in this vision”), and *pada masa depan* (“in the future”), all of which contribute to trust-building and personal identification. Such structures generate powerful embedded suggestions by integrating emotional and cognitive aspects. In HLP, this pattern is known as blended suggestion, where a command or appeal is fused with the audience's values or beliefs. AntConc shows that these collocations occur within a span of five words (window span  $\pm 5$ ), which reinforces lexical and semantic associations<sup>39</sup>. According to Relevance Theory, such associations facilitate inference by aligning the context in a mutually reinforcing manner. Collocations also create cognitive fluency, making the message easier to process and accept. Hence, this pattern is crucial to understanding how suggestive utterances function lexically and syntactically. The findings also confirm that suggestive strategies operate not only pragmatically but structurally. The use of collocations constitutes an implicit technique that systematically enhances persuasiveness.

The temporal distribution of suggestive utterances demonstrates an intensification of such strategies approaching the peak of the campaign period. The Concordance Plot feature in AntConc reveals a dense usage of words like *percaya* (“believe”), *kita* (“we”), and *perubahan* (“change”) in the final two weeks of the campaign. This indicates that linguistic strategies depend not only on content type but also on timing of delivery. In HLP, timing is considered critical to maximize the suggestive effect, particularly when public emotion runs high. Relevance Theory supports this view, stating that timely stimuli increase both relevance and persuasive power<sup>40</sup>. This strategy reflects calculated and responsive political communication

<sup>37</sup> Gerhard Schurz, ‘Bayesian Pseudo-Confirmation, Use-Novelty, and Genuine Confirmation’, *Studies in History and Philosophy of Science Part A*, 45.1 (2014) <<https://doi.org/10.1016/j.shpsa.2013.10.008>>.

<sup>38</sup> Catherine Q. Forsa, ‘Writing About Health: A Health Writing Course That Emphasizes Rhetorical Flexibility and Teaches for Transfer’, *Double Helix: A Journal of Critical Thinking and Writing*, 6.1 (2018) <<https://doi.org/10.37514/dbh-j.2018.6.1.02>>; Yi Hsuan Gloria Lo and Ying Hsueh Cheng, ‘Contested or Complementary? Mingling between Two Distinct Writing Pedagogies for Genre Instruction in One Efl Undergraduate Writing Course’, *Writing and Pedagogy*, 10.1–2 (2018) <<https://doi.org/10.1558/wap.32503>>.

<sup>39</sup> Erica H. Wojcik and Padmapriya Kandhadai, ‘Paradigmatic Associations and Individual Variability in Early Lexical-Semantic Networks: Evidence from a Free Association Task’, *Developmental Psychology*, 56.1 (2020) <<https://doi.org/10.1037/dev0000844>>.

<sup>40</sup> Louis de Saussure, ‘Background Relevance’, *Journal of Pragmatics*, 59 (2013) <<https://doi.org/10.1016/j.pragma.2013.08.009>>; Vita Yurchyshyn, ‘Linguopragmatic Features of Persuasive

planning in relation to social dynamics. Moreover, this shift in distribution demonstrates a narrative awareness of the public attention cycle. Suggestive utterances are leveraged to reinforce image and appeal during the audience's final decision-making phase. Therefore, temporal distribution is not merely a technical aspect but a vital component of linguistic tactics in political campaigns. These data underscore language as a strategic tool, rather than a mere vehicle of expression.

A comparative analysis of qualitative data and corpus results reveals a high degree of coherence in the use of suggestive categories. Categories such as presupposition, embedded command, and vague language consistently appear across both approaches—interpretatively and distributionally. This demonstrates that suggestive techniques can be identified not only through interpretive methods but also quantitatively confirmed via corpus linguistics. Within HLP, this coherence illustrates that suggestion functions systematically and structurally within discourse, beyond stylistic effects. Meanwhile, in Relevance Theory, the consistency between linguistic stimuli and pragmatic effects strengthens the validity of communicative assumptions. The integration of qualitative and quantitative approaches enhances the reliability of both data and interpretation. These findings confirm that suggestive phenomena follow recurring patterns that can be measured and evaluated objectively. This coherence also reinforces the rationale for the triangulated methodology employed in this study. Accordingly, the combined approach offers a more comprehensive understanding of linguistic manipulation in female political campaign discourse. The results demonstrate both methodological robustness and analytical acuity.

Finally, this study reveals that the suggestive strategies employed by female political figures during campaigns are not merely persuasive techniques, but also forms of identity articulation. Strategies such as vague language, tag questions, and presuppositions do not solely convey messages, but also negotiate gender positioning in the public sphere. In this context, HLP should not only be read as a persuasive technique but as a gender-performative instrument<sup>41</sup> that supports a non-confrontational, feminine leadership image<sup>42</sup>. Relevance Theory likewise provides a framework to understand that meaning is not solely produced by words, but also by the surrounding social context. The use of subtle and inclusive linguistic strategies demonstrates how female figures establish authority not through overt dominance, but through control of meaning and emotion. Consequently, the findings are significant not only for linguistic studies but also for political discourse and gender research. This study illustrates that language is a highly complex arena of power and identity negotiation. Thus, the suggestive strategies analyzed in this research reflect the active role of women in reshaping the norms of political communication in Indonesia. The approach illustrates that linguistic manipulation can be used ethically to expand influence and public engagement without violating the principles of democratic communication.

---

Power of Satire Based on Private Eye Magazine', *European Scientific Journal ESJ*, 17.24 (2021)  
<<https://doi.org/10.19044/esj.2021.v17n24p10>>.

<sup>41</sup> Tatsiana Ziniakova, 'Gender-Based Violence in International Human Rights Law: Evolution towards a Binding Post-Binary Framework', *William & Mary Journal of Race, Gender, and Social Justice*, 27.3 (2021).

<sup>42</sup> Sanne Feenstra and others, 'Managerial Stereotypes over Time: The Rise of Feminine Leadership', *Gender in Management*, 38.6 (2023) <<https://doi.org/10.1108/GM-10-2022-0331>>; Josefina Erikson and Cecilia Josefsson, 'Feminine Leadership Ideals and Masculine Practices: Exploring Gendered Leadership Conditions in the Swedish Parliament', *Politics and Gender*, 19.4 (2023) <<https://doi.org/10.1017/S1743923X23000090>>.

#### 4. Conclusion

This research concludes that linguistic manipulation in the political campaigns of Indonesian women is carried out through complex and systematic suggestive strategies. A pragmatic approach grounded in Relevance Theory and Hypnotic Language Pattern reveals that suggestive utterances are intended not only to convey persuasive messages, but also to construct social realities and build a credible leadership image. Strategies such as presupposition, embedded command, vague language, and tag questions are strategically deployed to guide audience interpretation, increase relevance, and foster emotional closeness between female leaders and their constituents. The qualitative analysis, supported by corpus data from AntConc version 4.2.0, allows for the identification of consistent and measurable linguistic patterns. The results demonstrate that language in political campaigns functions not merely as a communication tool but as a powerful and adaptive instrument of influence.

This study contributes to the development of pragmatic theory and suggestive linguistics, particularly within gendered political discourse. The integrative approach combining Relevance Theory and Hypnotic Language Pattern offers a novel theoretical framework to explore the interaction between linguistic strategies, gender construction, and political persuasion. Methodologically, the study shows that the combination of qualitative and corpus analysis can yield a deeper and more objective understanding of discourse dynamics. Therefore, this research not only enriches the body of political linguistic studies, but also opens avenues for more critical readings of female public communication practices in Indonesian democracy. Additionally, the study sheds light on how language is used to negotiate social positioning and leadership through indirect but effective persuasive techniques.

The practical implications of this study touch on political communication strategies and public language education. For political actors—especially women—understanding proven suggestive techniques can inform more ethical and constructive campaign strategies. On the other hand, the findings are equally valuable for enhancing the public's critical literacy in responding to manipulative or subtly influential political messages. Thus, the study can serve as a foundation for developing pragmatic linguistics-based political communication training, particularly those sensitive to gender and power dynamics. At the policy level, these results can support efforts to strengthen regulations on political communication transparency and build the capacity of public actors to use accountable and inclusive language.

In conclusion, this research demonstrates that suggestive strategies in Indonesian women's political campaigns are not random, but represent highly structured and contextualized pragmatic practices. The findings address the research question regarding the forms and functions of linguistic suggestion strategically employed to construct authority, frame messages, and influence audiences. By offering an integrative theoretical and methodological framework, the study paves the way for further exploration of political discourse that is more reflective of gender, power, and communication dynamics. Future research could compare the linguistic strategies of male and female political actors and examine their broader impact on electoral behavior and public opinion formation.



## References

- Anstead, Nick, and Ben O'Loughlin, 'Social Media Analysis and Public Opinion: The 2010 UK General Election', *Journal of Computer-Mediated Communication*, 20.2 (2015) <<https://doi.org/10.1111/jcc4.12102>>
- Belligh, Thomas, and Klaas Willems, 'What's in a Code? The Code-Inference Distinction in Neo-Gricean Pragmatics, Relevance Theory, and Integral Linguistics', *Language Sciences*, 83 (2021) <<https://doi.org/10.1016/j.langsci.2020.101310>>
- Bergdahl, Lovisa, 'Language Matters: Gendering Religious Education Teaching', *British Journal of Religious Education*, 40.3 (2018) <<https://doi.org/10.1080/01416200.2017.1324759>>
- Bett, Harry Kipkemoi, and Magdalene Adhiambo Ngala-Dimba, 'The Appeals in Women Contestants' Campaign Slogans during the 2017 General Elections in Kenya', *Heliyon*, 8.8 (2022) <<https://doi.org/10.1016/j.heliyon.2022.e10323>>
- Brenner, Suzanne, 'Private Moralities in the Public Sphere: Democratization, Islam, and Gender in Indonesia', *American Anthropologist*, 113.3 (2011) <<https://doi.org/10.1111/j.1548-1433.2010.01355.x>>
- Brunelle, Eric, and Jean-Philippe L'Écuyer, 'Looking for Direction, Inspiration, Hope and Faith: The Search for a Visionary Leader', *International Journal of Business and Social Science*, 9.9 (2018) <<https://doi.org/10.30845/ijbss.v9n9p3>>
- Burlat, Claire, and Colleen E. Mills, 'Power to the People? How an Energy Company's Strategic Texts Constitute the Company-Consumer Interface Working against Collective Action', *M@n@gement*, 21.2 (2018) <<https://doi.org/10.3917/mana.212.0738>>
- Chen, Ningyang, 'Discursive Construction in Multilingual Crisis Risk Communication: An Analysis of "A Letter to Foreign Nationals" Messages in China's COVID-19 Fight', *Discourse Studies*, 24.4 (2022) <<https://doi.org/10.1177/14614456221099176>>
- Darshan, B. M., and Kalyani Suresh, 'The "Social" in Political Communication: Social Media Enabled Political Discourse, Engagement and Mobilization in India', *Humanities and Social Sciences Reviews*, 7.4 (2019) <<https://doi.org/10.18510/hssr.2019.7425>>
- Erikson, Josefina, and Cecilia Josefsson, 'Feminine Leadership Ideals and Masculine Practices: Exploring Gendered Leadership Conditions in the Swedish Parliament', *Politics and Gender*, 19.4 (2023) <<https://doi.org/10.1017/S1743923X23000090>>
- Feenstra, Sanne, Janka I. Stoker, Joris Lammers, and Harry Garretsen, 'Managerial Stereotypes over Time: The Rise of Feminine Leadership', *Gender in Management*, 38.6 (2023) <<https://doi.org/10.1108/GM-10-2022-0331>>
- Finkeldey, Jasper, 'Unconventionally Contentious: Frack Free South Africa's Challenge to the Oil and Gas Industry', *Extractive Industries and Society*, 5.4 (2018) <<https://doi.org/10.1016/j.exis.2018.08.006>>
- Forsa, Catherine Q., 'Writing About Health: A Health Writing Course That Emphasizes Rhetorical Flexibility and Teaches for Transfer', *Double Helix: A Journal of Critical Thinking and Writing*, 6.1 (2018) <<https://doi.org/10.37514/dbh-j.2018.6.1.02>>
- 'Functions of Language in the Pragmatic Model of Advertising Discourse', *The Journal of V. N. Karazin*

- 
- Kharkiv National University Series: Foreign Philology. Methods of Foreign Language Teaching*, 92, 2020 <<https://doi.org/10.26565/2227-8877-2020-92-01>>
- Handayani, Emylia, 'Competence of Visionary Leaders of Educational Institutions in the Challenges of Technology-Disruption', *Edumaspul: Jurnal Pendidikan*, 7.1 (2023) <<https://doi.org/10.33487/edumaspul.v7i1.5713>>
- Holtgraves, Thomas, and Benjamin Lasky, 'Linguistic Power and Persuasion', *Journal of Language and Social Psychology*, 18.2 (1999) <<https://doi.org/10.1177/0261927X99018002004>>
- Hugdahl, Kenneth, and René Westerhausen, 'Speech Processing Asymmetry Revealed by Dichotic Listening and Functional Brain Imaging', *Neuropsychologia*, 93 (2016) <<https://doi.org/10.1016/j.neuropsychologia.2015.12.011>>
- Islam, Kajalie Shehreen, 'Gendered Political Communication: A Study of the Coverage of Women Politicians in the Bangladeshi Press', *Social Science Review*, 39.3 (2023) <<https://doi.org/10.3329/ssr.v39i3.67434>>
- Joshi, Deepa, 'Feminist Solidarity? Women's Engagement in Politics and the Implications for Water Management in the Darjeeling Himalaya', *Mountain Research and Development*, 34.3 (2014) <<https://doi.org/10.1659/MRD-JOURNAL-D-13-00097.1>>
- Kupfer Schneider, Andrea, Catherine H Tinsley, Sandra Cheldelin, and Emily T Amanatullah, 'Likeability v Competence: The Impossible Choice Faced by Female Politicians Attenuated by Lawyers', *Duke Journal of Gender Law & Policy*, 17.363 (2010)
- Lachover, Einat, 'Is Feminism an Asset or a Burden? Media Coverage of an Israeli Feminist Woman Politician', *Feminist Media Studies*, 2024 <<https://doi.org/10.1080/14680777.2024.2323017>>
- Leeper, Thomas J., and Rune Slothuus, 'Political Parties, Motivated Reasoning, and Public Opinion Formation', *Political Psychology*, 35.SUPPL.1 (2014) <<https://doi.org/10.1111/pops.12164>>
- Lo, Yi Hsuan Gloria, and Ying Hsueh Cheng, 'Contested or Complementary? Mingling between Two Distinct Writing Pedagogies for Genre Instruction in One Efl Undergraduate Writing Course', *Writing and Pedagogy*, 10.1–2 (2018) <<https://doi.org/10.1558/wap.32503>>
- Mandell, Myrna, Robyn Keast, and Dan Chamberlain, 'Collaborative Networks and the Need for a New Management Language', *Public Management Review*, 19.3 (2017) <<https://doi.org/10.1080/14719037.2016.1209232>>
- McGregor, Shannon C., 'Social Media as Public Opinion: How Journalists Use Social Media to Represent Public Opinion', *Journalism*, 20.8 (2019) <<https://doi.org/10.1177/1464884919845458>>
- Mensa, Marta, and Lizardo Vargas-Bianchi, 'Nurtured and Sorrowful: Positive and Negative Emotional Appeals in Early COVID-19 Themed Brand Communications', *Communication and Society*, 36.1 (2023) <<https://doi.org/10.15581/003.36.1.167-184>>
- Micciche, Laura R., 'Writing as Feminist Rhetorical Theory', in *Rhetorica in Motion: Feminist Rhetorical Methods and Methodologies*, 2010 <<https://doi.org/10.2307/j.ctt5vkff8.15>>
- Minewaki, Sayaka, Kazutaka Shimada, and Tsutomu Endo, 'Interpretation of Utterances Based on Relevance Theory: Toward the Formalization of Implicature with the Maximal Relevance', *Technical Report of IEICE. Thought and Language*, 2005

- 
- de Nardis, Fabio, and Luca Alteri, 'The European Social Forum in Comparison with Virtual Public Spheres within the Logic of the Democratic Functionalism', *European Journal of Social Sciences*, 19.4 (2011)
- de Oliveira Fernandes, Daniel, and Steve Oswald, 'On the Rhetorical Effectiveness of Implicit Meaning—A Pragmatic Approach', *Languages*, 8.1 (2023) <<https://doi.org/10.3390/languages8010006>>
- Pabst, Laura Mathilde, and Marlene Kollmayer, 'How to Make a Difference: The Impact of Gender-Fair Language on Text Comprehensibility amongst Adults with and without an Academic Background', *Frontiers in Psychology*, 14 (2023) <<https://doi.org/10.3389/fpsyg.2023.1234860>>
- Qasim, Sawsan Abdul-Munem, 'Discourse - Pragmatic Analysis of Hijab Fashion Bloggers in Fustany Magazine', *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 5.3 (2023) <<https://doi.org/10.34007/jehss.v5i3.1564>>
- Qi, Jie, Suvodeep Mazumdar, and Ana C. Vasconcelos, 'Understanding the Relationship between Urban Public Space and Social Cohesion: A Systematic Review', *International Journal of Community Well-Being*, 7.2 (2024) <<https://doi.org/10.1007/s42413-024-00204-5>>
- Reinke, Christina, 'Female Leadership—The First Hurdle Is Cleared. Isn't It?: From the Perspective of a Female Vocational Pedagogue', *Zeitschrift Fur Herz-, Thorax- Und Gefasschirurgie*, 37.3–4 (2023) <<https://doi.org/10.1007/s00398-023-00581-7>>
- Ricart-Huguet, Joan, 'Colonial Education, Political Elites, and Regional Political Inequality in Africa', *Comparative Political Studies*, 54.14 (2021) <<https://doi.org/10.1177/0010414021997176>>
- Rincker, Meg E., 'Masculinized or Marginalized: Decentralization and Women's Status in Regional Polish Institutions', *Journal of Women, Politics and Policy*, 30.1 (2009) <<https://doi.org/10.1080/15544770802367796>>
- Rissanen, Inkeri, Elina Kuusisto, Eija Hanhimäki, and Kirsi Tirri, 'Teachers' Implicit Meaning Systems and Their Implications for Pedagogical Thinking and Practice: A Case Study from Finland', *Scandinavian Journal of Educational Research*, 62.4 (2018) <<https://doi.org/10.1080/00313831.2016.1258667>>
- Rousseau, Nicole, 'Social Rhetoric and the Construction of Black Motherhood', *Journal of Black Studies*, 44.5 (2013) <<https://doi.org/10.1177/0021934713488786>>
- Ruytenbeek, Nicolas, 'Indirect Requests, Relevance, and Politeness', *Journal of Pragmatics*, 142 (2019) <<https://doi.org/10.1016/j.pragma.2019.01.007>>
- de Saussure, Louis, 'Background Relevance', *Journal of Pragmatics*, 59 (2013) <<https://doi.org/10.1016/j.pragma.2013.08.009>>
- Schurz, Gerhard, 'Bayesian Pseudo-Confirmation, Use-Novelty, and Genuine Confirmation', *Studies in History and Philosophy of Science Part A*, 45.1 (2014) <<https://doi.org/10.1016/j.shpsa.2013.10.008>>
- Scribner, Druscilla L., 'The Judicialization of (Separation of Powers) Politics: Lessons from Chile', *Journal of Politics in Latin America*, 2.3 (2010) <<https://doi.org/10.1177/1866802x1000200303>>
- Shafaei, Azadeh, Mehran Nejati, Maryam Omari, and Fleur Sharafizad, 'Inclusive Leadership and Workplace Bullying: A Model of Psychological Safety, Self-Esteem, and Embeddedness', *Journal*

- of Leadership and Organizational Studies*, 31.1 (2024)  
<<https://doi.org/10.1177/15480518231209018>>
- Siyal, Saeed, Jin Liu, Long Ma, Kalpina Kumari, Maria Saeed, Chunlin Xin, and others, 'Does Inclusive Leadership Influence Task Performance of Hospitality Industry Employees? Role of Psychological Empowerment and Trust in Leader', *Heliyon*, 9.5 (2023)  
<<https://doi.org/10.1016/j.heliyon.2023.e15507>>
- Somkin, A. A., 'Personally-Oriented Approach in the System of Education in the Humanities: From Monologism to Dialogical Model of Teaching', *Obrazovanie i Nauka*, 21.3 (2019)  
<<https://doi.org/10.17853/1994-5639-2019-3-9-28>>
- Stanulewicz, Danuta, and Konrad Radomyski, 'THE ADJECTIVES LIGHT AND DARK IN ASTROPHYSICAL TEXTS: A CORPUS STUDY', *Scientific Journal of National Pedagogical Dragomanov University. Series 9. Current Trends in Language Development*, 25, 2023 <<https://doi.org/10.31392/npu-nc.series9.2023.25.05>>
- Tanasic, Branislav R., 'Subliminal Messages – Unconsciously Perceived Sensations and Study Research on Subliminal Knowledge', *European Journal of Medical and Health Sciences*, 3.2 (2021) <<https://doi.org/10.24018/ejmed.2021.3.2.786>>
- Taufik, Kani Sulam, Samiati Tarjana, and Joko Nurkamto, 'The Persuasive Utterances in a Political Discourse (The Case Study of the Regent Election Campaign of Pasuruan, East Java-Indonesia)', *International Journal of Linguistics*, 6.1 (2014) <<https://doi.org/10.5296/ijl.v6i1.4780>>
- Tendahl, Markus, and Raymond W. Gibbs, 'Complementary Perspectives on Metaphor: Cognitive Linguistics and Relevance Theory', *Journal of Pragmatics*, 40.11 (2008)  
<<https://doi.org/10.1016/j.pragma.2008.02.001>>
- Valdés, René, and Carla Fardella, 'The Role of the Leadership Team on Inclusion Policies in Chile', *Cogent Education*, 9.1 (2022) <<https://doi.org/10.1080/2331186X.2022.2112595>>
- Vasvári, Louise O., 'Gendered Hate Speech and Political Discourse in Recent U.S. Elections and in Postsocialist Hungary', *CLCWeb - Comparative Literature and Culture*, 15.4 (2013)  
<<https://doi.org/10.7771/1481-4374.2303>>
- Veli Korkmaz, Ayfer, Marloes L. van Engen, Lena Knappert, and René Schalk, 'About and beyond Leading Uniqueness and Belongingness: A Systematic Review of Inclusive Leadership Research', *Human Resource Management Review*, 32.4 (2022)  
<<https://doi.org/10.1016/j.hrmmr.2022.100894>>
- Wang, Yijie, and Qiran Wang, 'How Female Students Are "Educated" to Retreat from Leadership: An Example from the Chinese Schooling Context', *Education as Change*, 25 (2021)  
<<https://doi.org/10.25159/1947-9417/8616>>
- Wharton, Tim, Caroline Jagoe, and Deirdre Wilson, 'Relevance Theory: New Horizons Foreword by Tim Wharton, Caroline Jagoe and Deirdre Wilson', *Journal of Pragmatics*, 2022  
<<https://doi.org/10.1016/j.pragma.2022.03.012>>
- White, Erin J., Candace Nayman, Benjamin T. Dunkley, Anne E. Keller, Taufik A. Valiante, and Elizabeth W. Pang, 'Addressing the Language Binding Problem with Dynamic Functional Connectivity during Meaningful Spoken Language Comprehension', *Frontiers in Psychology*, 9.OCT (2018) <<https://doi.org/10.3389/fpsyg.2018.01960>>

- 
- Więckowska, Barbara, Katarzyna B. Kubiak, Paulina Jóźwiak, Wacław Moryson, and Barbara Stawińska-Witoszyńska, 'Cohen's Kappa Coefficient as a Measure to Assess Classification Improvement Following the Addition of a New Marker to a Regression Model', *International Journal of Environmental Research and Public Health*, 19.16 (2022)  
<<https://doi.org/10.3390/ijerph191610213>>
- Wojcik, Erica H., and Padmapriya Kandhadai, 'Paradigmatic Associations and Individual Variability in Early Lexical-Semantic Networks: Evidence from a Free Association Task', *Developmental Psychology*, 56.1 (2020) <<https://doi.org/10.1037/dev0000844>>
- Wu, Guo Feng, and Mei Li, 'Impact of Inclusive Leadership on Employees' Innovative Behavior: A Relational Silence Approach', *Frontiers in Psychology*, 14 (2023)  
<<https://doi.org/10.3389/fpsyg.2023.1144791>>
- Yurchyshyn, Vita, 'Linguopragmatic Features of Persuasive Power of Satire Based on Private Eye Magazine', *European Scientific Journal ESJ*, 17.24 (2021)  
<<https://doi.org/10.19044/esj.2021.v17n24p10>>
- Zeng, H., D. Tay, and K. Ahrens, 'A Multifactorial Analysis of Metaphors in Political Discourse: Gendered Influence in Hong Kong Political Speeches', *Metaphor and the Social World*, 10.1 (2020)
- Ziniakova, Tatsiana, 'Gender-Based Violence in International Human Rights Law: Evolution towards a Binding Post-Binary Framework', *William & Mary Journal of Race, Gender, and Social Justice*, 27.3 (2021)