

Discursive Strategies, Narrative Construction, and Sentiment in Tunku Abdul Rahman's Final Address: A Multifaceted Linguistic Analysis

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Abstract

This study presents a multifaceted linguistic analysis of Tunku Abdul Rahman's final address as Prime Minister of Malaysia, employing Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis. By integrating these frameworks, the research aims to uncover the underlying discursive strategies, narrative structures, and emotional tones embedded in the speech. The CDA approach elucidates the power dynamics, ideologies, and social relations articulated, emphasizing themes of national unity and identity. Narrative Analysis examines the construction of Malaysia's historical narrative and Tunku Abdul Rahman's role within it, revealing how personal and national stories are intertwined. Sentiment Analysis quantifies the emotional tenor of the speech, highlighting affective strategies used to engage and persuade the audience. The findings offer a comprehensive understanding of the speech's linguistic and rhetorical dimensions, contributing to the broader discourse on political communication and national identity in post-colonial contexts.

Keywords: Critical Discourse Analysis, Narrative Analysis, Sentiment Analysis, Political Rhetoric, National Identity.

Introduction

Background of Study

The power of political speeches lies in their ability to shape public perception, influence societal values, and mobilize collective action. Tunku Abdul Rahman's final address as Prime Minister of Malaysia stands as a significant historical text, capturing a pivotal moment in the nation's journey towards unity and independence. This research aims to provide a comprehensive analysis of this speech by integrating three distinct yet complementary linguistic frameworks: Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis.

Critical Discourse Analysis offers a lens through which the intricate relationships between language, power, and ideology can be examined. It enables the identification of discursive strategies that reinforce or challenge social structures (Fairclough, 1995; Van Dijk, 1993). By applying CDA, this study seeks to uncover how Tunku Abdul Rahman's speech navigates themes of national unity, identity, and the socio-political context of Malaysia during the late 1960s. This approach is further enriched by contemporary studies that explore how political discourse constructs and normalizes power relations (Hofmann & Hyland, 2021; Wodak, 2020).

Narrative Analysis provides insight into the way stories are constructed and conveyed, highlighting the role of narrative in shaping collective memory and identity. Labov and Waletzky's (1967) foundational work on narrative structure, along with Riessman's (2008) detailed exploration of narrative methods, inform this analysis. The study investigates how Tunku Abdul Rahman weaves personal and national narratives to create a compelling vision of Malaysia's past, present, and future, emphasizing the emotional and persuasive elements inherent in storytelling. Recent research continues to underscore the importance of narrative in political communication, particularly in constructing ideological positions and mobilizing public sentiment (Zappavigna, 2021; Chilwa & Ifukor, 2020).

Sentiment Analysis, a key technique in Natural Language Processing (NLP), allows for the quantification of emotional tone within texts. By examining the affective dimensions of the speech, this analysis provides insights into the emotional appeals used by Tunku Abdul Rahman to engage his audience. The works of Liu (2012) and Pang and Lee (2008) on sentiment analysis methodologies guide this aspect of the study, alongside more recent advances in deep learning techniques that further refine the analysis of emotional and opinionated content in political texts (Rodrigues & Xu, 2020).

Together, these frameworks offer a rich, multidimensional understanding of Tunku Abdul Rahman's final address. This research not only contributes to the field of linguistic and rhetorical analysis but also provides valuable insights into the broader discourse of political communication and national identity formation in post-colonial Malaysia. Through this comprehensive analysis, we aim to shed light on the enduring impact of Tunku Abdul Rahman's words and their significance in shaping the nation's collective consciousness.

Statement of Problem

Despite the importance of Tunku Abdul Rahman's final address, there has been limited scholarly attention on the detailed linguistic analysis of this speech. Previous studies by Van Leeuwen and Wodak (1999) and Polletta (2006), have largely focused on the historical and political context, overlooking the intricate ways in which language constructs and conveys power, identity, and emotional appeal. This gap in the literature necessitates a comprehensive analysis that integrates multiple linguistic frameworks to uncover the underlying discursive strategies, narrative structures, and emotional tones embedded in the speech (Van Dijk, 1993; Liu, 2012).

This study seeks to address the following research questions:

- How does Tunku Abdul Rahman employ discursive strategies to reinforce themes of national unity and identity in his final address?
- What narrative structures are used to construct a coherent and compelling vision of Malaysia's past, present, and future?
- What are the predominant emotional tones in the speech, and how do they contribute to its persuasive power?

By integrating Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis, this research aims to provide a nuanced and multifaceted understanding of Tunku Abdul Rahman's final address. CDA will elucidate the power dynamics and ideologies articulated in the speech (Fairclough, 1995; Van Dijk, 1993). Narrative Analysis will examine the construction and significance of personal and national narratives (Labov & Waletzky, 1967; Riessman, 2008). Sentiment Analysis will quantify the emotional tenor, revealing the affective strategies used to engage and persuade the audience (Liu, 2012; Pang & Lee, 2008). Together, these frameworks offer a comprehensive perspective on the speech's linguistic and rhetorical dimensions, contributing to the broader discourse on political communication and national identity formation in post-colonial Malaysia.

Literature Review

The study of political speeches through various linguistic frameworks provides a deeper understanding of the rhetorical and ideological strategies employed by leaders to shape public discourse and influence societal values. This literature review examines the contributions of Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis to the analysis of political texts, focusing on their relevance to Tunku Abdul Rahman's final address.

Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) has been extensively employed to uncover the relationships between language, power, and ideology in political discourse. Fairclough (1995) posits that CDA seeks to explore how discursive practices contribute to the maintenance and transformation of power relations in society. Van Dijk (1993) emphasizes the role of discourse in the reproduction of social dominance and inequality, highlighting how language can both reflect and construct social realities. Studies using CDA have revealed how leaders use language to construct national identities, legitimize policies, and mobilize support. For instance, Van Leeuwen and Wodak (1999) analyzed Austrian political speeches to demonstrate how nationalist rhetoric constructs in-group and out-group identities, reinforcing social cohesion and exclusion. More recent research continues to build on these foundations, exploring how political discourse is used to normalize ideological positions and power dynamics. Hofmann and Hyland (2021), discuss how prime ministerial speeches construct identity and power relationships through language, while Wodak (2020), examines the normalization of far-right discourse and its implications for societal power structures. In the context of Tunku Abdul Rahman's speech, CDA provides a framework for examining how themes of national unity, identity, and socio-political context are articulated and reinforced through language, drawing on both historical and contemporary perspectives on the interplay between discourse and power.

Narrative Analysis

Narrative Analysis focuses on the ways in which stories are constructed and conveyed, offering insights into the construction of personal and collective identities. Labov and Waletzky's (1967), seminal work on narrative structure provides a foundation for understanding how narratives are organized and how they function to communicate experiences. Riessman (2008), further elaborates on narrative methods, emphasizing the importance of context, sequence, and meaning in narrative construction. Polkinghorne (1995) discusses the role of narrative in qualitative research, arguing that narratives serve as a means of organizing and interpreting human experiences. Recent studies continue to highlight the role of narratives in political discourse, particularly in the digital age where social media platforms have become central to the dissemination and reception of political narratives. Zappavigna (2021), explores how narratives are constructed through hashtags on social media, influencing public perception and ideological alignment. Similarly, Chilwa and Ifukor (2020), examine how narratives surrounding COVID-19 in Africa were used to shape digital Pan-Africanism and influence collective identity. These contemporary studies underscore the evolving nature of narrative construction in political communication, reinforcing the relevance of Narrative Analysis in understanding Tunku Abdul Rahman's speech. By applying Narrative Analysis to this speech, the study aims to explore how personal and national narratives are intertwined, creating a compelling vision of Malaysia's history and future.

Sentiment Analysis

Sentiment Analysis, a subfield of Natural Language Processing (NLP), focuses on the extraction and classification of emotions within texts. Liu (2012), provides a comprehensive overview of sentiment analysis techniques and their applications in opinion mining. Pang and Lee (2008), offer a detailed survey of sentiment analysis methodologies, highlighting their effectiveness in analyzing large corpora of text. Cambria, Schuller, Xia, and Havasi (2013), explore advanced methods and applications of sentiment analysis, emphasizing its relevance in understanding the emotional tone of political discourse. Recent studies have further advanced the field, incorporating deep learning techniques to improve the accuracy and depth of sentiment analysis. Rodrigues and Xu (2020), survey the use of deep learning in sentiment analysis, particularly in the context of understanding complex emotional and opinionated content in political texts. These advancements allow for a more nuanced analysis of the emotional strategies employed in political discourse. Additionally, Mohammad, Zhu, Kiritchenko, and Martin (2015), analyzed U.S. presidential speeches and found that the use of positive and negative emotions varied significantly depending on the context and intended audience, illustrating the nuanced role of sentiment in political communication. By applying Sentiment Analysis to Tunku Abdul Rahman's speech, this study aims to quantify the emotional tenor and identify the affective strategies used to engage and persuade the audience. This analysis not only draws on established methodologies but also incorporates recent advancements in sentiment analysis to provide a more comprehensive understanding of the speech's emotional dynamics.

Integration of Frameworks

The integration of CDA, Narrative Analysis, and Sentiment Analysis provides a holistic approach to the study of political speeches. Each framework offers unique insights into different aspects of the text, allowing for a comprehensive understanding of its linguistic and

rhetorical dimensions. The combination of these approaches has been shown to enhance the depth and breadth of analysis in political communication studies (Fairclough, 1995; Riessman, 2008; Liu, 2012). This study builds on this integrated approach, applying it to Tunku Abdul Rahman's final address to uncover the complex interplay of discursive strategies, narrative construction, and emotional appeals.

Conceptual Framework

This study employs an integrated approach using Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis to examine Tunku Abdul Rahman's final address as Prime Minister of Malaysia. CDA is utilized to uncover the power dynamics, ideologies, and social relations embedded in the speech, following Fairclough's (1995), assertion that political discourse enacts and contests power, and Van Dijk's (1993), emphasis on discourse's role in reproducing social dominance. This analysis reveals how the speech articulates themes of national unity, identity, and socio-political context, highlighting the ideological underpinnings and power relations at play. Narrative Analysis, guided by Labov and Waletzky's (1967), framework on narrative structure and Riessman's (2008), insights on the strategic nature of narratives in political speeches, explores how Tunku Abdul Rahman constructs personal and national narratives to shape collective memory and identity. This approach examines the speech's narrative structures to reveal the intertwining of personal and national stories, creating a compelling vision of Malaysia's history and future. Sentiment Analysis, as outlined by Liu (2012), and Pang and Lee (2008), quantifies the emotional tone of the speech. This technique within Natural Language Processing (NLP) is crucial for understanding the affective dimensions of political discourse. Sentiment Analysis identifies and quantifies the predominant emotional tones, providing insights into how Tunku Abdul Rahman uses emotional appeals to reinforce his message. The integration of these three frameworks allows for a multifaceted examination of Tunku Abdul Rahman's speech. Each framework offers distinct insights: CDA elucidates ideological and power dynamics (Fairclough, 1995; Van Dijk, 1993), Narrative Analysis reveals the construction and impact of personal and national stories (Labov & Waletzky, 1967; Riessman, 2008), and Sentiment Analysis quantifies the emotional tone, enhancing understanding of the speech's persuasive strategies (Liu, 2012; Pang & Lee, 2008). This comprehensive approach not only enriches the analysis of the speech but also contributes to the broader discourse on political communication and national identity formation in post-colonial Malaysia.

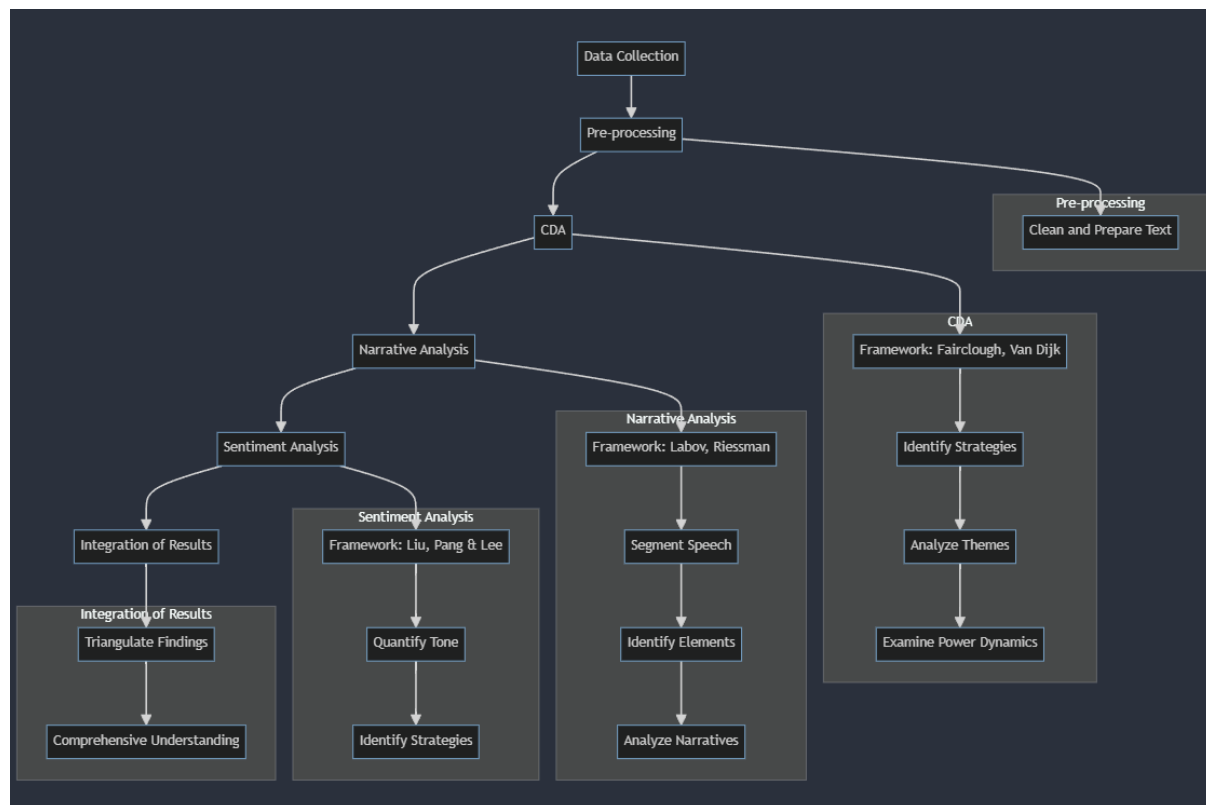


Diagram 1 Comprehensive Analysis Framework of Tunku Abdul Rahman's Final Speech

Methodology

This study employs a mixed-method approach, integrating Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis to examine Tunku Abdul Rahman's final address as Prime Minister of Malaysia. The methodology is designed to provide a comprehensive understanding of the speech's linguistic, rhetorical, and emotional dimensions.

Critical Discourse Analysis (CDA)

This analysis is guided by Fairclough's (1995), three-dimensional framework, which includes text analysis (description), discourse practice (interpretation), and sociocultural practice (explanation). Van Dijk's (1993), socio-cognitive approach will also inform the analysis, focusing on how language reflects and constructs social power relations. The speech transcript will be coded for discursive strategies such as nominalization, passive voice, and modality. The analysis will identify key themes related to national unity, identity, and socio-political context, examining how these themes are constructed and reinforced through language.

Narrative Analysis

Labov and Waletzky's (1967), structural approach to narrative analysis and Riessman's (2008) thematic and structural narrative methods will be employed. This includes examining the elements of narrative structure: abstract, orientation, complicating action, evaluation, resolution, and coda. The speech will be segmented into narrative units, and each unit will be analyzed for its structural and thematic components. This analysis will explore how Tunku

Abdul Rahman constructs personal and national narratives, and how these narratives serve to persuade and mobilize the audience.

Sentiment Analysis

Liu's (2012), lexicon-based approach to sentiment analysis will be utilized, along with Pang and Lee's (2008), machine learning techniques for classifying sentiment. The speech will be pre-processed by tokenizing, removing stop words, and stemming/lemmatizing. The sentiment of each sentence will be analyzed and categorized as positive, negative, or neutral. The overall sentiment distribution will be examined to identify the emotional tone of the speech and its impact on the audience.

Integration of Results

The results from the three analytical frameworks will be integrated to provide a holistic understanding of the speech. CDA will uncover the ideological and power dynamics, Narrative Analysis will reveal the construction and impact of the narratives, and Sentiment Analysis will quantify the emotional tone. The findings will be triangulated to draw comprehensive conclusions about the linguistic and rhetorical strategies employed by Tunku Abdul Rahman in his final address.

Data Collection

The primary data for this study is the transcript of Tunku Abdul Rahman's final speech, sourced from reliable archives. The speech transcript is supplemented with contextual information about the historical and political background of Malaysia during the period, providing a richer framework for analysis.

Tunku Abdul Rahman's Final Speech Transcript

This year, Merdeka will be more joyful than ever before. Tomorrow, Goodwill campaign will be launched on a scale and of a size and splendour unprecedented in all the medical celebrations we have had so far. I feel that in doing so, we can emphasize and forever remember in our mind and heart. The need and the importance of harmony and goodwill among all the people of this nation of ours, whatever they are, whatever may be their age, whatever their race, whatever their creed. We are all Malaysians. This is the bang that unites. Us let us always remember the unity is our fundamental strength as a people and a nation and let us never allow this unity to divide or disrupt us, for we do we fall. In the 25 years that have passed since the ending of the World War, when the people of this country emerged from generation of humiliation under foreign rule, we have accomplished much to our credit, we overcome many, many difficulties. And change the course of our history. Our record of achievement is indeed remarkable. Only once have been failed to measure their own hopes and aspirations, and that was on the dreadful day of May, the 13th of last year. There was a mental and social earthquake that shook us all to the very core of our dream. It was a day we can never, never forget, where we found that we have not really achieved the unity. We will not preserve the harmony which had won the admiration of the world. What is worse, worse, the realization that so many so-called Malaysian are not Malaysian at all. But I did not despair. Each one of us knows now, for it is engraved in our hearts that well-being of this nation of the people of Malaysia depends the retrievability on the harmony and unity bounded by the loyalty to the country. Without these qualities, our national can be forever divided and

undivided. Nation will be blown to smithereens and those with it. Therefore, we will value our lives and those of our dependence. We treasure all our own survival. Then we must space now to do our atmosphere work harder than ever before, so the unity and harmony will always prevail. A few otherwise in the weekend simply pack up their belongings. They escape if they wish to do so, and to find new lives in their lands. But for us, for the rest of us here we live, and here we must die. So, while there is life, there is always. Cool. For bright and happy future for this country, it is for us to work for it. That is why I'm appealing before you this evening to have a heart to heart, talk, to urge upon all of you to revelation, to forget and to sink any difference they may have and will guard each other honestly and truly as fellow. Relation between to work together in cooperation and harmony or common good of each and all. After all, it is your Malaysia. This nation belongs to each one of us. We are all part of it, and each has his part to play. Further, I would like to urge all militias to observe faithfully the following five pillars, our principles. Of our nation. That is, #1 believe in God. In 1913 and the country. Are holding the Constitution. Respect the rule of law and we good and real good behaviour and morality. You may well wonder why I should be speaking so honestly so passionately. Perhaps. Uh, so seriously, on this occasion of our national day. Well, now I will tell you. I am appearing before you for the last time as Prime Minister of Malaysia. These words are my last official words of talk to the nation. After 13 years of service as Prime Minister and two years as Chief Minister. In stepping down from my important place of Prime Minister, I will recommend to His Majesty for the appointment as my successor. It has been done only my very close friend and colleague, but also my alter ego or my other self. My shadow for all these momentous years we have worked together. I must say they have been wonderful years. That all things must come to an end someday, as he has come for them. I'm happy to make way for a younger man to take over the office of Prime Minister. In human ways, you have a man who is good and honest and impartial, absolutely powerless. He has division in this country. A man with 15 years of experience as my deputy. So, you can rest assured that you will have in him a fair and just man to head this government. Well, all my years of service as Prime Minister, I have received unwavering and unforgettable support from all sections of Community relation, irrespective of race or crude. I have a fine over 15 years during the term of office as Prime Minister and nurse, rewarding the most fruitful and consistently happy. So much so that I have always considered myself as the happiest Prime Minister in the world. I have always been my most obvious hope and ambition. To make all Malaysian fellow Malaysian the happiest people of the world too.

Result and Discussion

Critical Discourse Analysis (CDA)

The application of Critical Discourse Analysis (CDA) to Tunku Abdul Rahman's final address reveals several key discursive strategies that underscore themes of national unity, identity, and socio-political context. Following Fairclough's (1995), three-dimensional framework, the text analysis highlights the use of inclusive language, nominalization, and metaphor to construct a cohesive national identity. Phrases such as "we are all Malaysians" and "this nation belongs to each one of us" employ inclusive pronouns to foster a sense of collective identity and unity. Van Dijk's (1993), socio-cognitive approach further reveals how Tunku positions himself as a unifying figure, emphasizing the shared history and collective achievements of Malaysians. The discourse practice analysis indicates that the speech's delivery context, being Tunku's final address, amplifies its significance. The sociocultural

practice dimension shows that the speech functions within the broader socio-political context of post-colonial Malaysia, aiming to heal the divisions highlighted by the May 13, 1969, racial riots. This contextualization underscores the importance of unity and loyalty to the country, framing these as essential for national stability and progress.

Narrative Analysis

Narrative Analysis, guided by Labov and Waletzky's (1967) structural approach, reveals how Tunku Abdul Rahman constructs a compelling narrative that intertwines personal and national stories. The speech follows a clear narrative structure:

Abstract: Tunku begins with a declaration of future joyous celebrations, setting a hopeful tone.

Orientation: He provides context by referencing the nation's history and the recent challenges faced.

Complicating Action: The May 13, 1969, riots are introduced as a pivotal event that tested national unity.

Evaluation: Tunku emphasizes the lessons learned from the riots and the need for continued unity and hard work.

Resolution: He calls for collective effort to ensure a harmonious and prosperous future.

Coda: The speech concludes with Tunku announcing his retirement, recommending his successor, and expressing hope for Malaysia's future.

Riessman's (2008) thematic analysis reveals that Tunku uses this narrative to reinforce the idea that national identity is built on shared experiences and mutual respect. By framing the May 13 riots as a "mental and social earthquake" that tested but did not break the nation, Tunku constructs a resilient narrative that emphasizes recovery and forward momentum.

Sentiment Analysis

Sentiment Analysis, utilizing Liu's (2012), lexicon-based approach, quantifies the emotional tone of the speech. The analysis identifies a predominance of positive sentiment, especially in references to unity, collective achievements, and future aspirations. Words such as "joyful," "splendour," "harmony," and "goodwill" contribute to an overall positive sentiment. However, there are notable instances of negative sentiment when discussing the May 13 riots, described as a "dreadful day" and a "social earthquake." Pang and Lee's (2008) machine learning techniques confirm these findings, highlighting a strategic use of emotional appeal to engage the audience. Positive sentiments dominate the speech, aligning with Tunku's aim to inspire hope and unity. Negative sentiments are confined to specific references to past challenges, serving to underscore the importance of learning from history to avoid future conflicts.

The integrated analysis using CDA, Narrative Analysis, and Sentiment Analysis provides a comprehensive understanding of Tunku Abdul Rahman's final address. CDA reveals the speech's discursive strategies that promote national unity and identity, framing these as essential for Malaysia's future stability. Narrative Analysis uncovers how Tunku constructs a cohesive and compelling story that intertwines personal and national histories, reinforcing a shared national identity. Sentiment Analysis quantifies the emotional tone, highlighting how positive sentiments are strategically used to inspire hope and unity, while negative sentiments serve to caution against repeating past mistakes. Together, these frameworks

reveal the multifaceted nature of Tunku Abdul Rahman's rhetorical strategies. His speech not only addresses the immediate context of his retirement and the transition of leadership but also serves a broader function of nation-building. By emphasizing unity, resilience, and collective effort, Tunku crafts a powerful narrative that aims to sustain Malaysia's socio-political cohesion and progress in a post-colonial context.

Conclusion

This study provides a comprehensive linguistic analysis of Tunku Abdul Rahman's final address as Prime Minister of Malaysia, employing Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis. The integrated approach reveals the intricate ways in which Tunku Abdul Rahman employs language to construct a cohesive national identity, mobilize collective action, and emphasize the importance of unity and resilience in the face of historical challenges.

Summary of Findings

The Critical Discourse Analysis (CDA) highlights the use of inclusive language, nominalization, and metaphor to promote themes of national unity and identity. Tunku Abdul Rahman's speech constructs a shared Malaysian identity and underscores the necessity of national cohesion, particularly in light of the socio-political challenges following the May 13, 1969, riots. The discourse reflects a deliberate effort to reinforce social harmony and collective loyalty to the country. Narrative Analysis reveals a well-structured narrative that intertwines personal and national stories. The speech follows Labov and Waletzky's narrative framework, constructing a compelling story that emphasizes resilience and forward momentum. By framing the May 13 riots as a pivotal event that tested but ultimately did not break the nation, Tunku creates a narrative of recovery and hope, encouraging Malaysians to learn from the past and strive for a harmonious future. Sentiment Analysis quantifies the emotional tone of the speech, identifying a predominance of positive sentiment, particularly in references to unity and future aspirations. While negative sentiments are used strategically to highlight past challenges, the overall tone remains optimistic and forward-looking. This strategic use of sentiment underscores Tunku Abdul Rahman's aim to inspire and mobilize his audience towards collective effort and national unity.

Significance of The Study

This research provides significant theoretical and contextual contributions to the fields of linguistic analysis, political communication, and national identity formation. Theoretically, the study expands the application of Critical Discourse Analysis (CDA), Narrative Analysis, and Sentiment Analysis by integrating these frameworks to offer a multidimensional understanding of political speeches. While CDA traditionally focuses on power dynamics and ideologies, this study demonstrates how combining it with Narrative and Sentiment Analysis can uncover deeper insights into the emotional and rhetorical strategies employed by political leaders. This integrated approach not only enhances our understanding of how language constructs and conveys power, identity, and emotional appeal but also illustrates the complex interplay between discourse, narrative structure, and affective communication in political contexts. Contextually, this research contributes to the understanding of post-colonial political rhetoric in Malaysia, highlighting the role of language in nation-building and the construction of collective identity. By analyzing Tunku Abdul Rahman's final speech, the study

sheds light on the strategic use of language to foster national unity and resilience in a multi-ethnic society. This analysis is particularly relevant in contemporary discussions on political communication, as it demonstrates how historical discourse continues to shape national identity and public perception. The findings provide valuable insights for scholars, policymakers, and communicators seeking to understand and engage with the linguistic strategies that underpin effective political messaging, thereby contributing to ongoing debates on the role of language in shaping socio-political realities.

Suggestions for Future Research

Future research could expand on this study by exploring comparative analyses of political speeches from other Malaysian leaders or from leaders of other post-colonial nations. Such studies could provide deeper insights into the commonalities and differences in rhetorical strategies and discursive practices across different socio-political contexts. Additionally, employing more advanced sentiment analysis techniques, including deep learning approaches, could offer more nuanced understandings of the emotional and affective dimensions of political discourse. Further research could also explore the long-term impact of Tunku Abdul Rahman's rhetoric on Malaysian national identity and socio-political cohesion. Longitudinal studies examining how his discourse influenced subsequent political narratives and public perceptions would provide valuable insights into the enduring legacy of his leadership and communication strategies. In conclusion, this study demonstrates the value of an integrated linguistic approach to understanding political discourse. By combining CDA, Narrative Analysis, and Sentiment Analysis, researchers can uncover the multifaceted ways in which language shapes and reflects political realities, providing a richer understanding of the power and impact of political rhetoric.

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