

Unraveling Speech Styles through Linguistic Analysis: Insights from Academic Perspectives

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Abstract

This document offers valuable insights into the importance of linguistic analysis in understanding speech styles and communication approaches. By examining linguistic features such as verb frequency, noun usage, and delivery patterns of adverbs and adjectives, researchers can gain a deeper understanding of how individuals strategically employ language to communicate, persuade, and engage audiences. This paper emphasizes the significance of an interdisciplinary approach that integrates linguistic analysis with sentiment analysis. The integrated approach enhances our ability to interpret and appreciate the richness and complexity of speech styles, paving the way for further research and deeper insights into the fascinating world of language and communication. The theories presented in this paper have the potential to contribute to various fields such as linguistics, rhetoric, psychology, marketing, and communication studies. We hope that this document will inspire researchers to explore new avenues in analyzing language and communication styles. We invite you to delve into this informative document and discover the intricacies of speech styles through linguistic analysis. Before diving into specific analyses, it is essential to provide a rationale for the comprehensive approach adopted in this study. This study adopts a multifaceted approach to linguistic analysis to capture the diverse aspects of speech. By examining verb frequency, noun usage, and the delivery patterns of adverbs and adjectives, we aim to offer a holistic view of speech styles and their impact on communication. Each of these linguistic elements contributes uniquely to the way messages are conveyed and perceived. For instance, verb frequency can reveal the dynamism of a speaker's language, noun usage can indicate the concreteness or abstractness of their ideas, and the delivery patterns of adverbs and adjectives can uncover the emotional and persuasive strategies employed. This integrated approach allows for a more nuanced and comprehensive understanding of how language is used to engage, persuade, and influence au-

diences.

Keywords

Sentiment Syntactical Analysis

1. Introduction

In exploring the nuances of speech styles and their impact on communication, it's essential to consider the foundation laid by [Halliday and Hasan \(1976\)](#), who emphasized the role of linguistic features in creating cohesion and coherence. Their work on the systemic functional linguistics framework provides a critical backdrop for our discussion on verb frequency, noun usage, and adverbial patterns ([Halliday & Hasan, 1976](#)).

The choice of this topic stems from the growing recognition of the intricate ways in which language shapes communication. By understanding the nuances of speech styles, we can gain insights into human behavior, persuasion techniques, and the effectiveness of various communication strategies. Linguistic analysis provides a powerful tool to dissect these complexities, offering a deeper appreciation of how individuals convey their messages, capture audience attention, and evoke emotional responses. This study aims to bridge the gap between linguistic features and sentiment analysis, enhancing our ability to interpret and appreciate the richness of speech styles. Such an integrated approach not only contributes to academic fields like linguistics and communication studies but also has practical implications in areas such as public speaking, marketing, and psychological analysis.

Over several years of dedicated research, the author has meticulously developed a sophisticated sentiment analysis model that stands out in its accuracy and consistency. This model, which integrates several of the most recommended methods along with innovative techniques derived from extensive research, has proven to deliver results that are not only reliable but in many cases superior to those of prevailing academic sentiment analysis services. Through rigorous benchmarking against numerous online platforms, the model has demonstrated its robust capability in sentiment detection, underscoring its potential as a leading tool in linguistic analysis. This document elaborates on the methodologies employed, the developmental journey of the model, and its benchmark achievements, offering insights into the advanced analytical capabilities it brings to the field of sentiment analysis.

2. Methodology

The methodology for this study integrates traditional linguistic analysis with contemporary sentiment analysis techniques, following the approach outlined by [Feldman \(2013\)](#). This integration allows for a more nuanced understanding

of how linguistic elements can convey sentiment and influence perception (Feldman, 2013). Additionally, Pang and Lee's (2008) seminal work on sentiment analysis models informs the development and application of our sentiment analysis procedures, ensuring that our approach is grounded in established research.

3. Framing Things Up

The choice of this topic stems from the growing recognition of the intricate ways in which language shapes communication. By understanding the nuances of speech styles, we can gain insights into human behavior, persuasion techniques, and the effectiveness of various communication strategies. Linguistic analysis provides a powerful tool to dissect these complexities, offering a deeper appreciation of how individuals convey their messages, capture audience attention, and evoke emotional responses. This study aims to bridge the gap between linguistic features and sentiment analysis, enhancing our ability to interpret and appreciate the richness of speech styles. Such an integrated approach not only contributes to academic fields like linguistics and communication studies but also has practical implications in areas such as public speaking, marketing, and psychological analysis.

Traditionally, sentiment analysis has been employed to evaluate the emotional tenor of text or speech, categorizing it into positive, negative, or neutral sentiments. However, this study expands on this by incorporating linguistic features such as verb frequency and noun usage to provide a deeper understanding of communication strategies. For instance, by examining how often a speaker uses action-oriented verbs versus abstract nouns, we can discern their approach to engaging and persuading an audience. This holistic analysis enables us to uncover subtle yet significant patterns in speech that sentiment analysis alone might overlook, thereby offering a more comprehensive view of the speaker's intent and impact.

Linguistic analysis is an invaluable tool that enables us to delve into the patterns and intricacies of speech styles. While sentiment analysis has traditionally been a prevalent approach in analyzing language, this article expands the analytical scope by focusing on linguistic features such as verb frequency, noun usage, and the delivery patterns of adverbs and adjectives. By examining these features, researchers can gain profound insights into the speaking patterns and speech styles employed by individuals, offering a comprehensive understanding of their communication approach.

Typically, sentiment analysis involves assessing the emotional tone of a text or speech, categorizing it as positive, negative, or neutral. While sentiment analysis provides valuable information about the emotional impact of a message, the inclusion of linguistic analysis broadens the analytical perspective. By scrutinizing verb frequency, researchers can discern whether a speaker employs a high volume of action-oriented language or adopts a more measured approach, indicat-

ing their propensity for emphasizing key actions or impactful moments.

Noun usage is another essential aspect of linguistic analysis, shedding light on how speakers convey their ideas and concepts. Researchers examine whether speakers employ concrete nouns, providing specific details and vivid imagery, or abstract nouns, indicating a preference for broader themes and generalizations. This analysis allows for a deeper understanding of the speaker's inclination towards tangible examples versus more conceptual language.

The analysis of adverbs and adjectives further enriches linguistic analysis, as it elucidates the delivery patterns employed by speakers. By scrutinizing the cadence and distribution of these elements, researchers can uncover the strategies employed by speakers to create impact and evoke emotions. A nonlinear delivery, with intensifying or stair-stepping patterns of adverbs and adjectives, adds depth and engages the audience, while a more linear delivery may provide a more straightforward and direct conveyance of information.

This article approaches linguistic analysis from an academic perspective, emphasizing the significance of this approach in shedding light on distinct speech patterns and styles. By exploring the relationship between verb frequency, noun usage, and the delivery patterns of adverbs and adjectives, researchers can develop a comprehensive understanding of how individuals employ language to communicate their ideas, capture audience attention, and evoke emotional responses.

By expanding the analytical repertoire to include linguistic features, this article contributes to the academic discourse surrounding speech analysis. It highlights the multifaceted nature of communication and emphasizes the importance of considering linguistic patterns alongside sentiment analysis. Ultimately, this integrated approach enhances our ability to interpret and appreciate the richness and complexity of speech styles, paving the way for further research and deeper insights into the fascinating world of language and communication.

4. Analysis of Justin Trudeau's Speeches

The linguistic analysis of political speeches, such as those by Canadian Prime Minister Justin Trudeau, requires an understanding of both the textual and contextual elements that shape political discourse. [Chilton and Schäffner \(2002\)](#) provide a framework for this analysis, which we apply to assess how Trudeau's speech patterns may reflect his political intentions and audience engagement ([Chilton & Schäffner, 2002](#)). Furthermore, [Lakoff's \(1980\)](#) exploration of metaphors enriches our interpretation of Trudeau's use of language to frame political issues ([Lakoff, 1980](#)).

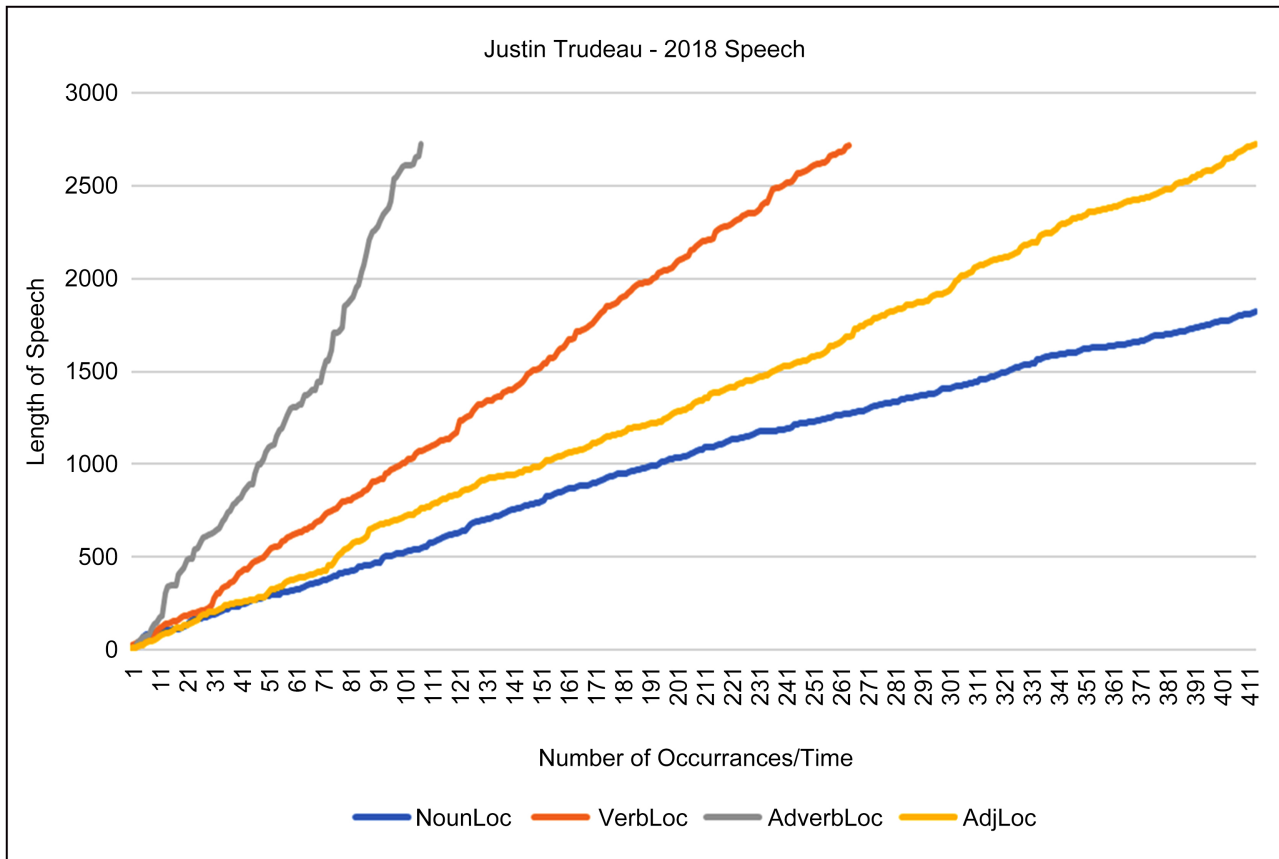
4.1. Speech #1

As shown in diagram (1), the characteristics of speech #1, with a lower number of adverbs overall but a concentration of them towards the end, might indicate that the speaker deliberately saves the use of adverbs for emphasizing key points

or delivering a strong closing statement. By strategically placing adverbs towards the conclusion, the speaker aims to leave a lasting impression on the audience, emphasizing the importance of their message and potentially increasing its memorability.

Additionally, there are more nouns in this speech that could indicate that the speaker aims to provide a substantial and substantive argument or to present concrete evidence to support their points. By utilizing more nouns, the speaker may seek to enhance the credibility of their speech and create a sense of specificity and clarity in their message.

Diagram (1)—Characteristics of Speech—Justin Trudeau



4.2. Speech #2

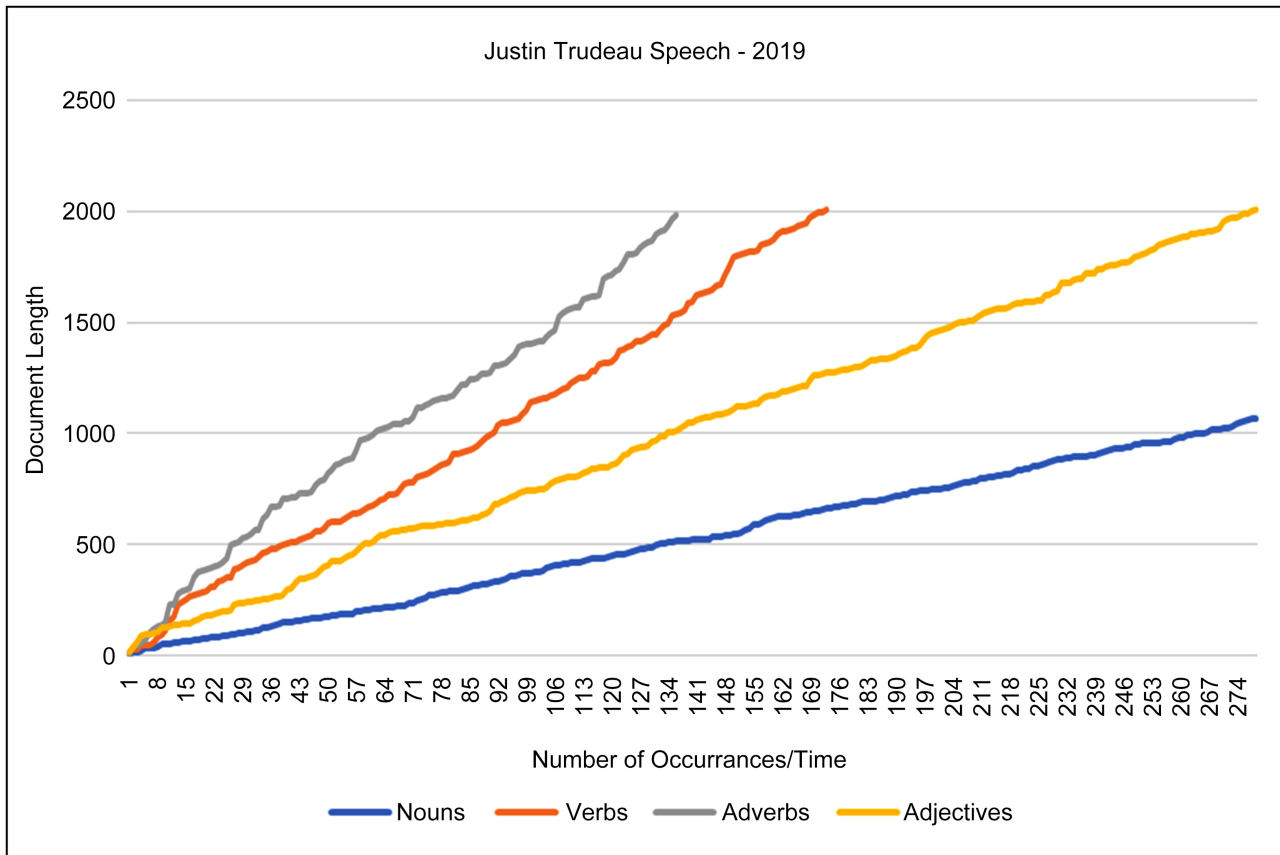
As shown in Diagram (2), with speech #2 adverbs are almost equal in frequency or cadence to verbs, suggests a different approach. This pattern could indicate a speaker who values balance and precision in their language. The use of adverbs alongside verbs throughout the speech may serve to provide a nuanced description of actions, events, or ideas. The consistent inclusion of adverbs alongside verbs can contribute to a more detailed and expressive portrayal of the speaker’s thoughts and intentions.

The observed differences in adverb usage could reflect changes in the speaker’s rhetorical style over time. It is possible that the speaker has refined their de-

livery techniques or adjusted their approach to better suit evolving circumstances or audience expectations.

Conversely to speech number 1, there are less nouns used in this speech that could suggest a more abstract or conceptual approach, focusing on broader themes, ideas, or principles rather than specific instances or examples. The decreased emphasis on nouns may allow the speaker to explore more theoretical or philosophical aspects of the topic at hand.

Diagram (2)—Characteristics of Speech—Justin Trudeau



4.3. Speech #3—Analysis

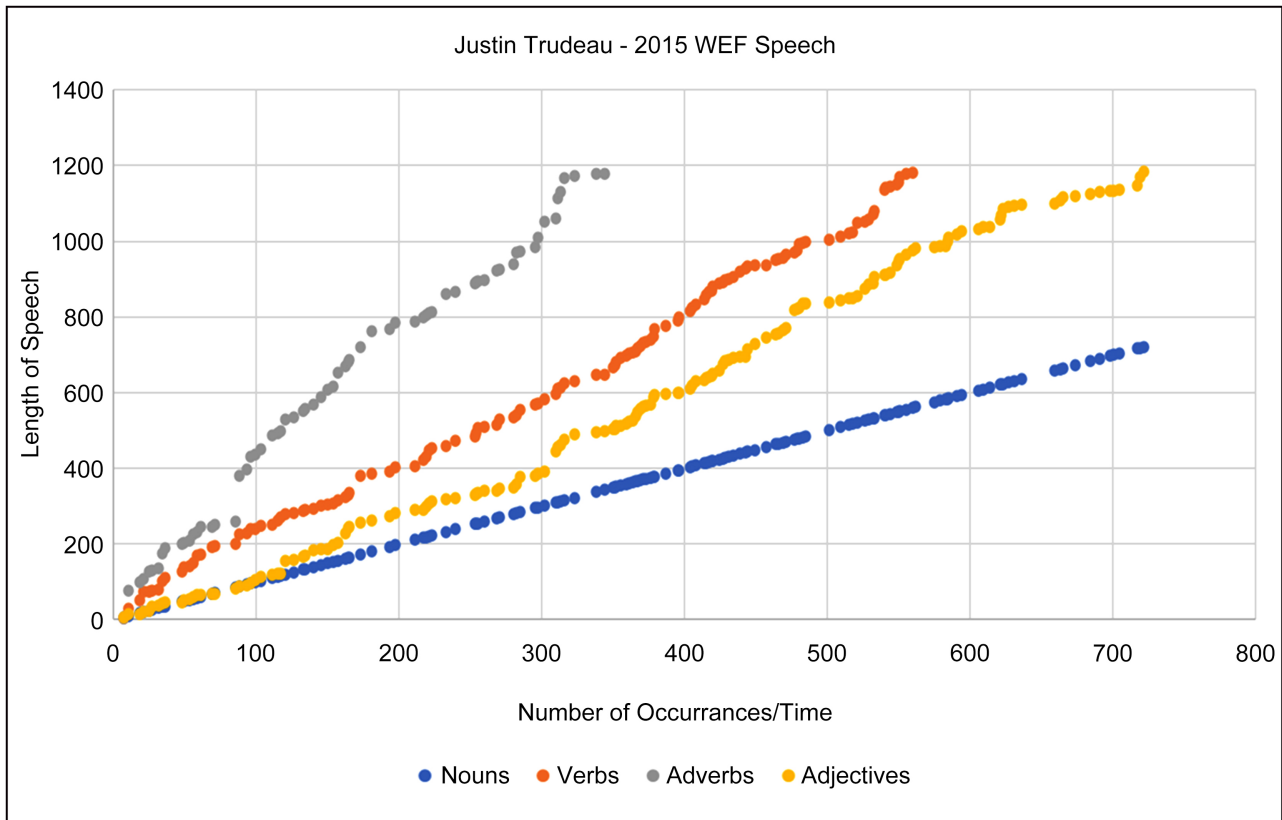
In diagram (3), this speech, a balance is struck between action-oriented language and a measured approach. Its nonlinear delivery of verbs and adverbs creates suspense and engages the audience emotionally. In terms of nouns, speech #3 presents a logical progression, providing clear explanations.

The strategic variation in pacing and emphasis during the nonlinear delivery of verbs and adverbs adds depth and intensity to the speech, allowing for moments of suspense, anticipation, and impactful highlights.

In terms of nouns, speech #3 strikes a balance between the direct and straightforward conveyance of information or ideas. The logical progression of thoughts, facts, and examples presented through nouns ensures clarity and coherence in the speech’s content.

Overall, speech #3 combines elements from both speech #1 and speech #2 while showcasing its own distinct characteristics. The careful balance between verbs, the dynamic delivery pattern, and the linear presentation of nouns demonstrate a nuanced and skillful approach to communication. This suggests that the speaker in speech #3 aims to capture the audience's attention, deliver impactful moments, and maintain a logical and coherent structure, all while leaving a lasting impression on the listeners.

Diagram (3)—Characteristics of Speech—WEF Speech



The frequency of nouns is the lowest compared to the previous speeches. This suggests a potential shift in the speaker's communication style, where there may be less emphasis on specific objects, ideas, or entities. The reduced use of nouns could indicate a preference for more abstract or conceptual language, focusing on broader themes or principles rather than concrete examples.

Regarding verbs and adjectives, their volumes are closely aligned and follow a similar pattern of usage. The pattern is characterized by non-linearity, featuring frequent fluctuations between low and high usage. These sharp rises in verb and adjective usage could indicate moments of heightened intensity, emphasizing impactful actions or vivid descriptions. The speaker may strategically deploy these linguistic elements to create a dynamic and engaging delivery that captures the audience's attention and evokes strong emotional responses.

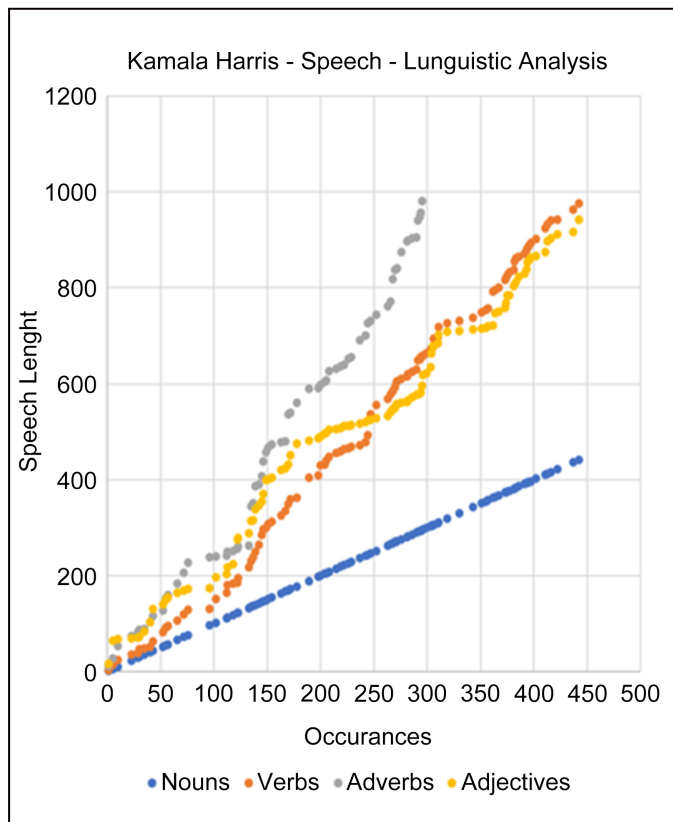
Diagram (4)—Characteristics of SpeechSP—Vice President Harris

Vice President Harris Speech - Linguistic Analysis

Remarks by Vice President Harris During Biden-Harris Administration Briefing on Preventing Default

ADDITIONAL INSIGHT:

Sentiment Analysis of Subjectivity shows the speech is quite subjective. The negative sentiment score is 96.5 and the positive sentiment is 135.5



Likewise, the use of adverbs as shown in Diagram (4) is significant and follows a stair-stepping pattern throughout the speech. This pattern suggests a deliberate strategy of increasing the presence of adverbs in four distinct steps. Each step likely corresponds to specific sections or moments in the speech where the speaker intends to enhance emphasis, clarity, or persuasion. By strategically introducing adverbs in these increments, the speaker aims to maintain the audience's engagement and reinforce key points at strategic intervals.

Overall, this speech exhibits a linguistic style that deviates from linearity and incorporates patterns of increased verb, adjective, and adverb usage. This suggests a dynamic and intentional approach to communication, with a focus on impactful moments, vivid descriptions, and strategic emphasis. The lower frequency of nouns indicates a potential shift towards more abstract language. The combination of these elements reflects the speaker's unique rhetorical strategy in this particular speech. The lower frequency of nouns might suggest a reduced emphasis on concrete details, which is an observation her critics can point out on numerous occasions. The fluctuating pattern of verb and adjective usage, along with the stair-stepping pattern of adverbs, indicates a deliberate variation in the delivery style and intensity of the speech. This approach aims to captivate the audience's attention, trigger emotional responses, and potentially drive them towards a desired action or decision.

By relying more on emotional appeal and theatrical delivery rather than presenting straightforward facts and clear concepts, this type of speech is often as-

sociated with persuasive or sales-oriented contexts. It aims to create an emotional connection with the audience, establish a sense of urgency or importance, and ultimately influence their decision-making.

5. The Syntax of the Analysis

5.1. Unveiling Patterns

Linguistic analysis allows researchers to identify patterns that may reveal certain speaking patterns or speech styles. For instance, a lower frequency of verbs compared to other speeches might suggest a more measured approach, with emphasis placed on key actions or impactful moments. Conversely, a higher usage of verbs and adjectives, accompanied by fluctuating delivery patterns, may indicate a more emotional and theatrical speaking style that aims to engage the audience's emotions and drive persuasive effects.

5.2. Noun Usage

An examination of noun usage within speeches can offer significant insights into communication styles. A lower frequency of nouns might indicate a preference for abstract or conceptual language, emphasizing broader themes and principles rather than concrete examples. This usage could reflect a more theoretical or philosophical approach to speech delivery, focusing on overarching ideas rather than specific details.

5.3. Delivery Patterns

Linguistic analysis also considers the delivery patterns of adverbs and adjectives, which can unveil unique speaking styles. Nonlinear or stair-stepping patterns, where these linguistic elements intensify in a non-linear fashion, often evoke dramatic effects and captivate audience attention. This approach, commonly observed in sales-oriented or persuasive speeches, aims to create emotional connections and influence decision-making through heightened intensity and theatricality.

5.4. Academic Perspectives

From an academic perspective, linguistic analysis provides researchers with an avenue to study and understand the nuances of speech styles. By examining patterns, linguistic features, and delivery techniques, researchers can develop theories and insights into how individuals strategically employ language to communicate, persuade, and engage audiences. Such analyses contribute to academic disciplines such as linguistics, rhetoric, and communication studies, expanding our understanding of the complex interplay between language, persuasion, and audience response.

5.5. Implications and Future Research

The application of linguistic analysis in studying speech styles holds immense

potential for various domains. Understanding the linguistic choices, delivery patterns, and strategic emphasis within speeches can have implications for public speaking, political communication, marketing, and even interpersonal communication. Future research can explore the influence of linguistic styles on audience perception, the role of cultural factors in speech patterns, and the impact of linguistic strategies on persuasion and message effectiveness.

Methodology of Linguistic Analysis: Proximity, Volume, and Cadence of Linguistic Elements in Speech Patterns

In examining the proximity, volume, and cadence of various linguistic elements within a speech provides valuable insights into speech patterns and styles. This method involves the systematic counting and analysis of nouns, verbs, adverbs, and adjectives, along with their syntactic arrangements, to uncover meaningful patterns and shed light on speech characteristics such as subjectivity or verbosity.

5.6. Proximity of Nouns and Supporting Elements

One aspect of linguistic analysis involves investigating the proximity of nouns to supporting linguistic elements within a speech. By examining the arrangement of nouns in relation to verbs, adverbs, and adjectives, researchers can discern patterns and determine the extent to which nouns interact with other components of speech. Are nouns often accompanied by descriptive adjectives or adverbs? Do they frequently appear in close proximity to verbs, indicating a strong connection between actions and objects? The proximity of nouns to supporting elements can reveal how vividly and concretely ideas are expressed, or whether a speaker relies more on abstract concepts and generalizations.

5.7. Volume of Linguistic Elements

The volume of linguistic elements, including nouns, verbs, adverbs, and adjectives, also plays a crucial role in understanding speech patterns. By quantitatively analyzing the frequency of these elements throughout a speech, researchers can identify patterns of emphasis and determine the focal points of the speaker's message. For example, a high volume of adjectives and adverbs may suggest an intention to evoke specific emotions or create vivid imagery. Conversely, a low volume of nouns accompanied by a higher frequency of verbs might indicate a more action-oriented and dynamic speaking style.

5.8. Cadence and Syntax

The cadence and syntax of a speech, which refer to the rhythm, flow, and arrangement of linguistic elements, provide additional insights into speech patterns. By examining the pacing and arrangement of nouns, verbs, adverbs, and adjectives, researchers can discern whether the speech is characterized by a linear or nonlinear delivery. Does the speaker follow a consistent and smooth syntactic structure, or do they utilize a more varied and unpredictable pattern? The

cadence of the speech can reveal the speaker's intentional use of pauses, emphasis, or changes in delivery speed to engage the audience, create suspense, or highlight key points.

5.9. Supporting Findings

The method of counting and analyzing linguistic elements, their proximity, volume, and cadence, serves as a valuable complement to other data and observations. When used in conjunction with other findings, such as subjectivity or verbosity, this method strengthens the overall analysis by providing specific linguistic evidence to support or validate those observations. It helps researchers draw more robust conclusions about speech patterns and styles, allowing for a comprehensive understanding of a speaker's communication approach.

By employing this methodology, researchers gain a deeper understanding of how speakers utilize language to convey their messages, evoke emotions, and engage their audiences. The systematic analysis of proximity, volume, and cadence enhances our ability to interpret speech patterns and provides valuable insights into the stylistic choices speakers make, supporting broader observations and contributing to a more nuanced understanding of speech characteristics.

5.10. Sentiment Analysis

Sentiment analysis involves the identification and classification of the emotional tone conveyed in a text or speech. By combining sentiment analysis with linguistic analysis, researchers can assess how linguistic elements, such as nouns, verbs, adverbs, and adjectives, contribute to the overall sentiment of the speech. This analysis can reveal whether the speech exhibits predominantly positive, negative, or neutral sentiments, shedding light on the emotional tone and persuasive strategies employed by the speaker.

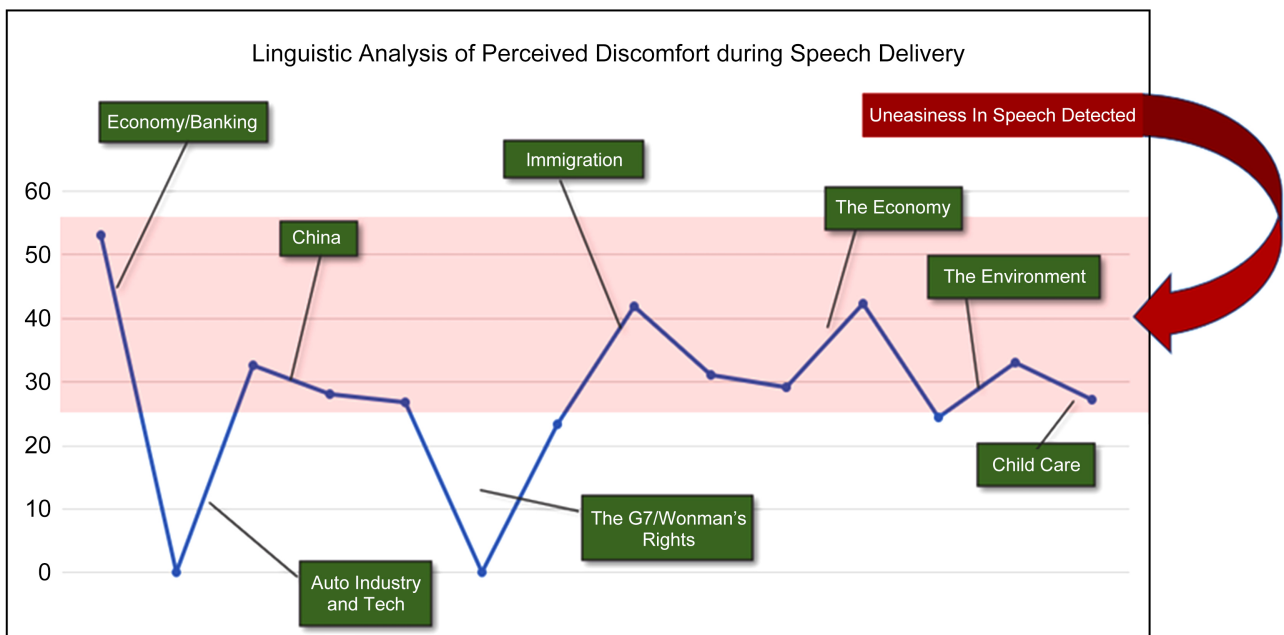
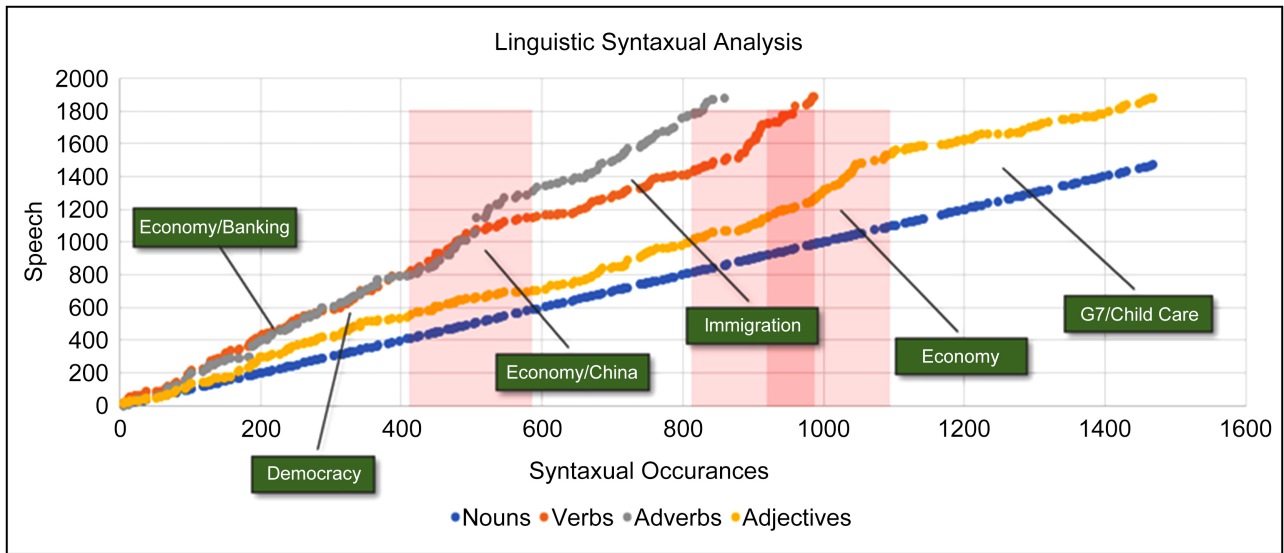
For instance, a higher frequency of positive adjectives and adverbs in proximity to specific nouns may indicate an attempt to evoke positive emotions and create an optimistic sentiment among the audience. Conversely, a prevalence of negative adjectives and adverbs may signal an intentional use of rhetoric to evoke a sense of urgency or concern. By combining linguistic analysis with sentiment analysis, researchers can gain a deeper understanding of the emotional impact of the speaker's message.

5.11. Honesty in Speech

Assessing honesty in speech involves understanding the truthfulness, transparency, and credibility of the speaker's statements. While linguistic analysis alone cannot definitively determine honesty, it can provide valuable insights that complement other indicators.

6. Justin Trudeau's Discomfort during Speech Delivery

Diagram (5 and 6)—Characteristics of Speech—Justin Trudeau Interview



In this study, I applied deep linguistic analysis to dissect speeches made by Justin Trudeau, the Prime Minister of Canada. The study used utilized a combination of syntactical linguistic analysis and sentiment deflection analysis to scrutinize speeches given by Canadian Prime Minister, Justin Trudeau. The primary objective was to identify instances of perceived uneasiness during his public addresses. A compelling finding emerged from the research: increased usage of descriptive words signified points of discomfort during Trudeau’s speeches. The tools I developed focused on various linguistic components including lexical diversity, sentence structure, and the frequency of specific word types.

Trudeau, known for his eloquent speaking abilities, has often used descriptive language to paint vivid imagery in the minds of his listeners. However, the study indicated that his use of descriptive words escalated when he seemed to be feel-

ing uneasy.

As shown in Diagram 5 and 6, Discomfort, as indicated by the linguistic analysis tool, is generally associated with defensiveness or a heightened need to persuade. As Trudeau's discomfort levels increased, so did his use of colorful and vivid descriptors, likely in an attempt to bolster his arguments or strengthen his stance on controversial subjects.

For instance, during a speech on a highly contentious policy, the study detected a noticeable increase in Trudeau's use of descriptive words. This linguistic pattern was interpreted as an indication of his discomfort with the topic.

While the analysis does not attempt to speculate on Trudeau's internal state, it does offer an innovative approach to understanding how public figures may use language as a tool to navigate difficult situations. In this case, Trudeau's speech patterns hint at an effort to manage perceived uneasiness with certain subjects.

This deep linguistic analysis offers a fresh perspective on speech analysis, providing researchers with a new tool for assessing the psychological state of speakers during public addresses. As technology and research methods evolve, further advancements in linguistic analysis could provide even more nuanced understanding of speaker comfort and the dynamics of public speaking.

The use of deep linguistic analysis provides an interesting look into the complexities of political speech, the subtleties of persuasion, and the delicate dance of rhetoric that unfolds when a speaker experiences discomfort. Future studies will undoubtedly continue to refine this methodology and shed further light on the captivating world of public oratory.

Analyzing the proximity and volume of nouns, verbs, adverbs, and adjectives can uncover patterns that suggest the level of detail and specificity in the speaker's statements. A higher frequency of concrete nouns accompanied by supporting verbs and precise adverbs may indicate a commitment to factual accuracy and a greater likelihood of conveying honest information. Conversely, excessive verbosity or the use of vague language might raise questions about the speaker's intentions or their commitment to providing transparent and truthful communication.

When used in conjunction with other indicators, such as nonverbal cues or external evidence, linguistic analysis can help researchers assess the sincerity and honesty of a speaker's message. However, it is essential to consider that linguistic analysis alone cannot provide conclusive evidence of honesty and should be used as part of a comprehensive approach to evaluate the credibility of a speaker's statements.

By incorporating sentiment analysis and considerations of honesty, linguistic analysis becomes a more robust tool for understanding the emotional impact and truthfulness of a speaker's message. This integrated approach contributes to a deeper comprehension of the multifaceted aspects of communication and facilitates a more nuanced assessment of the speaker's style, emotional appeal, and

credibility.

Linguistic analysis provides a valuable academic lens to investigate speech styles, offering insights into the patterns and techniques utilized by speakers. By examining linguistic features and delivery patterns, researchers gain a deeper understanding of how language is strategically employed to communicate, engage, and persuade. Such analyses enhance our comprehension of speech styles and contribute to various academic disciplines. With ongoing research, linguistic analysis will continue to unravel the complexities of human communication and shed light on the fascinating world of speech styles.

The integration of linguistic analysis, sentiment analysis, and considerations of honesty within speech analysis can provide a comprehensive understanding of the speaker's communication style and the underlying emotional and truthful aspects of their message.

The integration of linguistic analysis, sentiment analysis, and considerations of honesty within the analysis of spoken language offers a valuable toolkit for understanding communication patterns and assessing the emotional impact and truthfulness of a speaker's message. By systematically examining the proximity, volume, and cadence of linguistic elements, researchers gain insights into speech styles, emotional appeals, and potential indicators of credibility.

This comprehensive approach warrants further study and exploration. The complex interplay between linguistic features, sentiment, and honesty in spoken language requires in-depth investigation to refine methodologies, establish robust frameworks, and uncover new insights. Further research can delve into specific domains, such as political speeches, courtroom testimonies, or persuasive marketing, to explore how linguistic analysis enhances our understanding of communication dynamics and its influence on audience perceptions.

By expanding our understanding of linguistic patterns, sentiment, and honesty within spoken language, we can improve our ability to interpret, evaluate, and respond to various forms of communication. This research can have practical applications in fields such as public speaking, political discourse analysis, deception detection, and human-computer interaction.

7. Other Possibilities of Study

7.1. Context-Specific Analysis

Applying linguistic analysis to specific domains or contexts offers a deeper understanding of how language is tailored to suit different communicative goals and audiences. Here are some examples of context-specific analysis:

Political speeches: Analyzing political speeches can unveil the rhetorical strategies employed by politicians to persuade, mobilize support, or convey political ideologies. Linguistic analysis can reveal patterns of language use, such as the use of emotionally charged words, rhetorical devices, or persuasive appeals, helping researchers and political strategists better understand the effectiveness of political communication.

7.2. Courtroom Testimonies

Linguistic analysis can be applied to analyze courtroom testimonies, examining how linguistic features are utilized by witnesses, lawyers, or defendants to convey credibility, evoke empathy, or influence the perception of events. By studying linguistic patterns in legal discourse, researchers can explore the role of language in constructing narratives, framing arguments, and influencing legal outcomes.

7.3. Marketing and Advertising

Linguistic analysis can contribute to understanding the persuasive techniques employed in marketing and advertising. By examining language use in advertisements, slogans, or promotional materials, researchers can identify linguistic features that capture attention, evoke emotions, or influence consumer behavior. This analysis can inform marketers about effective language strategies and help create more persuasive and engaging marketing campaigns.

7.4. Online Communication

With the prevalence of online platforms, linguistic analysis can be applied to study various forms of digital communication, such as social media posts, online reviews, or chat conversations. Analyzing linguistic features in online discourse can reveal patterns of language use, sentiment, and persuasion, offering insights into online persuasion techniques, influence dynamics, and the impact of social media on communication patterns.

7.5. Historical Analysis

Linguistic analysis can be extended to historical speeches and texts, enabling researchers to explore the evolution of speech styles, linguistic changes, and the influence of historical and societal factors on language use. Here are some aspects of historical analysis:

7.6. Diachronic Analysis

By comparing speeches and texts from different time periods, linguistic analysis can identify linguistic shifts and changes over time. Researchers can examine changes in vocabulary, syntactic structures, or rhetorical devices, providing insights into the historical development of speech styles and communication strategies.

7.7. Societal and Cultural Influences

Linguistic analysis can uncover how societal and cultural factors shape language use. Historical speeches can reveal shifts in political rhetoric, changing social norms, or cultural values. By studying the linguistic choices of influential figures throughout history, researchers can trace the impact of societal changes on speech styles and communication patterns.

7.8. Language Preservation and Revitalization

Linguistic analysis can contribute to the preservation and revitalization of endangered languages by documenting and analyzing historical speeches and texts. Researchers can examine linguistic features, language structures, and stylistic elements to better understand the linguistic heritage and support efforts for language revitalization.

7.9. Comparative Analysis

Historical analysis allows for comparative studies across different periods and regions. Researchers can compare speeches from different historical contexts to uncover similarities, differences, or cross-cultural influences in speech styles and communication strategies. Comparative analysis can reveal universal patterns as well as unique linguistic features specific to certain time periods or geographical areas.

In light of the significance and potential impact of this interdisciplinary approach, further study is essential to refine existing methodologies, explore new avenues of analysis, and validate findings across different contexts and languages. Advancing our understanding of spoken language through linguistic analysis and its integration with sentiment analysis and considerations of honesty can equip us with valuable tools to comprehend the intricacies of human communication more deeply.

The integration of linguistic analysis, sentiment analysis, and considerations of honesty provides a comprehensive toolkit for understanding speech patterns, emotional impact, and truthfulness. By analyzing the proximity, volume, and cadence of linguistic elements, researchers gain valuable insights into communication styles, sentiment, and credibility. Linguistic analysis complements other data and observations, strengthening the overall analysis and supporting robust conclusions about speech patterns and styles. Incorporating sentiment analysis helps assess the emotional impact of linguistic elements, while considerations of honesty contribute to evaluating the truthfulness and transparency of a speaker's statements. This integrated approach warrants further study to refine methodologies, explore new applications, and deepen our understanding of human communication. It holds practical implications in various fields, from public speaking to deception detection, and encourages ongoing research to advance our knowledge of linguistic patterns, sentiment, and honesty within spoken language.

8. Discussion

Our discussion benefits significantly from the interdisciplinary perspectives of [Halliday and Hasan \(1976\)](#), whose theories on language function and structure help elucidate the complex interplay between linguistic choices and their communicative effects. By applying their theories, we can better understand the strategic use of linguistic features across different speech contexts ([Halliday & Ha-](#)

san, 1976).

9. Conclusion and Findings

As we consider the implications of our findings and propose directions for future research, it is crucial to acknowledge the foundational works that have guided our analysis. The integration of linguistic and sentiment analysis, as discussed by Feldman (2013) and Pang and Lee (2008), not only enriches our understanding of speech styles but also suggests new avenues for exploring how language influences perception and behavior (Feldman, 2013; Pang & Lee, 2008).

The main findings of this study highlight the intricate relationship between linguistic features and speech styles. By analyzing verb frequency, noun usage, and the delivery patterns of adverbs and adjectives, we have uncovered how these elements shape communication strategies. High verb frequency often correlates with dynamic and action-oriented speech, while varied noun usage reveals preferences for concrete or abstract language. The strategic use of adverbs and adjectives further emphasizes the emotional and persuasive aspects of speech.

These findings have significant implications for future research. They suggest that a comprehensive linguistic analysis can provide deeper insights into the effectiveness of different communication strategies. Future studies could expand on this work by exploring additional linguistic features, such as syntax and lexical diversity, across various contexts, including political speeches, marketing campaigns, and interpersonal communication.

The practical applications of this integrated analysis approach are vast. In public speaking, understanding how linguistic elements contribute to engagement and persuasion can help speakers refine their techniques. In marketing, analyzing language patterns can improve the crafting of compelling messages. Additionally, in psychological analysis, this approach can offer valuable tools for assessing the emotional impact and authenticity of speech.

By integrating linguistic analysis with sentiment analysis, this study enhances our ability to interpret speech styles comprehensively. This holistic perspective not only advances academic knowledge but also provides practical benefits across multiple domains, paving the way for more effective and nuanced communication strategies.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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