



PAPER

## ADMINISTRATIVE DISCOURSE: COMMUNICATIVE FUNCTIONS OF PRESIDENTIAL SPEECH

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### Abstract

Administrative discourse plays a crucial role in shaping political communication and public perception. Presidential speech, as a central element of administrative discourse, serves not only to inform but also to persuade, legitimize power, and construct national identity. This study examines the communicative functions of presidential speech within administrative discourse. Using a qualitative discourse analysis approach, selected presidential speeches were analyzed to identify their main communicative functions. The findings show that presidential speech performs several key functions, including informational, persuasive, motivational, legitimizing, and unifying functions. These functions work together to influence public opinion and ensure effective governance. The study highlights the importance of language as a strategic tool in political and administrative communication.

**Key words:** administrative discourse, presidential speech, political communication, communicative functions, discourse analysis

### Introduction

In modern society, language is not only a tool for communication but also an important instrument of governance and power. Through language, authorities explain decisions, justify policies, and guide public behavior. One of the key forms of such language use is administrative discourse, which belongs to institutional discourse and is closely connected with political and social

regulation. Administrative discourse is used by state institutions to manage social processes, maintain order, and ensure cooperation between the government and citizens. It includes official documents, laws, public announcements, and political speeches. Among these forms, presidential speech occupies a special position because the president represents the highest level of political authority and national leadership. As a result, presidential speech has a strong symbolic value

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and wide social influence. Presidential speeches are delivered in various communicative situations, such as inaugural addresses, annual messages, emergency statements, and public speeches on national or international issues. These texts are addressed to a broad audience and are carefully constructed to perform several communicative tasks at the same time. A presidential speech not only provides information but also persuades, motivates, unites society, and strengthens the legitimacy of political power. In recent years, the role of presidential speech has become even more significant due to global crises, social changes, and the development of digital media. Speeches are now quickly distributed through television, social networks, and online platforms, which increases their impact on public opinion. Therefore, studying the communicative functions of presidential speech is important for understanding how political authority is created and maintained through language. The aim of this study is to analyze presidential speech as a form of administrative discourse and to identify its main communicative functions. The research focuses on how language is used to inform, persuade, legitimize power, motivate citizens, and create a sense of unity.

### Literature Review

Administrative and political discourse has been widely studied in linguistics, discourse studies, and communication research. Scholars generally agree that political language is functional and strategic, as it is used to achieve specific social and political goals. Recent studies emphasize that administrative discourse is characterized by formality, institutional authority, and goal-oriented communication. According to contemporary discourse researchers, administrative texts are designed not only to transmit information but also to shape attitudes and behavior. Language in this type of discourse often reflects power relations and ideological positions. Presidential speech has attracted special attention in modern research due to its high visibility and influence. Many scholars note that presidential discourse combines elements of political, administrative, and persuasive communication. It is often described as a hybrid form that balances authority with

accessibility in order to maintain public trust. Studies published after 2018 highlight the multifunctional nature of presidential speech. Researchers point out that a single speech may perform several functions simultaneously, such as informing the public about policies, persuading citizens to support reforms, and legitimizing political decisions. Emotional and motivational elements are also increasingly analyzed, especially in speeches delivered during crises. Another important direction in recent literature is the pragmatic and functional analysis of political speeches. Scholars focus on how communicative functions are realized through lexical choice, pronouns, modality, and rhetorical strategies. Inclusive language, such as the use of “we” and references to shared values, is often mentioned as a key tool for unification and solidarity.

In addition, modern studies pay attention to the changing context of presidential communication. Digital media has transformed the way speeches are produced and received, making them more interactive and audience-oriented. This shift has increased the importance of clarity, emotional appeal, and persuasive strategies in presidential discourse. Despite the growing number of studies, there is still a need for focused research on presidential speech specifically as a form of administrative discourse. Many works analyze political discourse in general, but fewer studies clearly classify the communicative functions of presidential speech within an administrative framework. This study aims to contribute to this area by providing a functional analysis of presidential speech as an important tool of administrative communication.

### Methods

This study uses a qualitative research approach to analyze presidential speech as a form of administrative discourse. Qualitative analysis is suitable for this research because it allows a detailed examination of language use, meaning, and communicative purpose in political texts. The data for the study consist of official presidential speeches delivered in formal public contexts. These speeches were selected because they represent administrative communication and address a wide

audience. The speeches include official addresses, public statements, and speeches related to national or political issues. Only publicly available and official texts were used in order to ensure reliability. The method applied in this research is discourse analysis with a functional focus. Each speech was carefully read and analyzed to identify its main communicative functions. Attention was paid to how language is used to inform citizens, persuade the audience, motivate people, legitimize political decisions, and promote unity. The analysis focused on general language features such as word choice, use of pronouns, tone, and repeated themes.

To make the analysis more systematic, the identified communicative functions were grouped into categories based on their purpose. These categories were formed after comparing several speeches and observing common patterns in their structure and content. The results were then interpreted in relation to administrative discourse theory. This method makes it possible to understand how presidential speech works as a tool of governance and communication. By focusing on real speech examples and their functions, the study provides a clear picture of how political power is expressed through language.

## Results

The analysis of presidential speeches shows that administrative discourse is highly functional and purpose-driven. Several communicative functions were identified, and they appear repeatedly across different speeches and contexts. These functions are often combined within the same speech, which increases the overall communicative effect. One of the most visible functions is the informational function. Presidential speeches frequently provide information about government actions, reforms, national plans, or current social and economic conditions. This function is usually realized through clear statements, factual language, and references to official programs or decisions. For example, presidents often explain new policies, report on achievements, or outline future goals in a structured and direct way. Such information helps citizens understand what the government is doing and why certain decisions are made.

Another important function is the persuasive

function. In many speeches, presidents try to influence public opinion and gain support for political initiatives. This is done through positive evaluations, strong modal verbs, and references to shared values such as stability, development, or national interest. For instance, when discussing reforms, the president may emphasize their benefits for society and present them as necessary and unavoidable. Persuasion is also achieved by contrasting positive outcomes with possible negative consequences if changes are not accepted. The analysis also reveals a strong legitimizing function in presidential speech. Language is used to justify power, authority, and political decisions. This function is often expressed through references to the constitution, laws, national responsibility, or democratic principles. For example, presidents may stress that their actions are legal, transparent, and aimed at protecting citizens' interests. Such statements strengthen trust in leadership and state institutions.

A further key function is the motivational function, especially visible in speeches delivered during difficult periods such as economic challenges, health crises, or social change. Presidents often encourage citizens to remain patient, active, and united. Emotional language, expressions of confidence, and optimistic tone are commonly used. For example, phrases that highlight collective strength or future success motivate people to support government efforts and remain hopeful. The unifying function is another dominant feature of presidential speech. This function is realized through inclusive language, particularly the frequent use of pronouns such as "we" and "our." Presidents often refer to shared history, culture, or national identity to create a sense of belonging. For example, during national celebrations or important events, speeches emphasize unity, cooperation, and common goals. This helps reduce social divisions and promotes solidarity.

## Discussion

The results of this study confirm that presidential speech is a multifunctional form of administrative discourse. The identified communicative functions do not operate separately; instead, they interact and

support each other within a single speech. This finding supports the view that political language is strategic and carefully designed to achieve several goals at the same time. The informational function forms the basic structure of presidential speech, as citizens expect clear explanations of political actions and decisions. However, information alone is rarely neutral. In most cases, it is combined with persuasive elements, which guide the audience toward a preferred interpretation. This shows that administrative discourse is not only descriptive but also evaluative and influential.

The persuasive and legitimizing functions are closely connected. When presidents justify political decisions, they often rely on persuasive strategies such as references to national values, laws, or future benefits. This combination helps to strengthen political authority and public trust. Similar patterns have been observed in recent studies of political discourse, which emphasize that legitimacy is constructed through language rather than assumed automatically. The discussion shows that presidential speech within administrative discourse reflects changes in society, media, and governance. Language is used not only to control or inform but also to connect with citizens and shape collective identity.

## Conclusion

This study examined presidential speech as a form of administrative discourse and analyzed its main communicative functions. The analysis demonstrated that presidential speech performs several key functions, including informational, persuasive, legitimizing, motivational, and unifying functions.

The findings show that these functions are closely interconnected and often appear together within the same speech. Through this multifunctionality, presidential speech becomes an effective tool of governance and public communication. It allows political leaders to explain decisions, gain support, maintain legitimacy, and promote social unity. The study highlights the importance of discourse analysis for understanding how political power operates through language. By focusing on communicative functions, the research contributes to a deeper understanding

of administrative discourse in modern political contexts.

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