INTERPERSONAL METADISCOURSE MARKERS AS PERSUASIVE STRATEGIES IN KAMALA HARRIS 2024 PRESIDENTIAL DEBATE

THESIS

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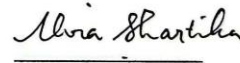
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MOTTO

"Rhetoric is the art of ruling the minds of men."

·   Plato

DEDICATION

This thesis is proudly dedicated to my beloved family, mama, papa, and my little brothers; Dava and Alfad thank you for always being there and supporting me throughout the process of completing this thesis. This work is also dedicated to all those who believe in the power of education and perseverance.

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ABSTRACT

Language plays a significant role in political communication, especially in presidential debates where candidates aim to influence public opinion and build credibility. This study aims to examine the use of interpersonal metadiscourse markers as persuasive strategies in the 2024 presidential debate involving Kamala Harris. The primary focus of the research is to identify the types and functions of interpersonal metadiscourse markers based on Hyland's (2005) framework and to analyze how these markers support persuasive strategies according to Cialdini's (2007) principles. This study employs a qualitative descriptive method, with data collected from the transcript of Kamala Harris's first presidential debate, broadcast by ABC News on September 10, 2024. The analysis reveals that Kamala Harris used a total of 132 interpersonal metadiscourse markers, consisting of 57 interactive markers and 75 interactional markers. Boosters were the most frequently used type, indicating Harris's emphasis on reinforcing her claims and expressing confidence in her arguments. These markers helped guide the audience through her discourse, clarify her stance, and establish rhetorical coherence. From the perspective of persuasive strategies, the principle of authority was the most commonly applied. Harris frequently referenced her political experience, external institutions, and shared public values to enhance her credibility and align herself with the audience. These findings indicate that interpersonal metadiscourse markers function not only as cohesive linguistic tools but also as effective rhetorical strategies in building audience engagement, shaping public perception, and enhancing persuasive power in political discourse.

الملخص

روسيده، عينور (٢٠٢٥). مؤشرات الخطاب البينشخصي كاستراتيجيات إقناعية في مناظرة كامالا هاريس الرئاسية لعام ٢٠٢٤. أطروحة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: ميرا شارتيكا، ماجستير.

الكلمات المفتاحية علامات الخطاب الوصفية بين الأشخاص، استراتيجيات الإقناع، المناظرة، كامالا هاريس

تلعب اللغة دورًا هامًا في التواصل السياسي، لا سيما في المناظرات الرئاسية التي يسعى فيها المرشحون للرئاسة إلى تلعب اللغة دورًا هامًا في التواصل السياسي، لا سيما في المناظرات الرئاسية التي يسعى فيها المرشحون للرئاسة إلى التأثير على الرأي العام وبناء المصداقية. تهدف هذه الدراسة إلى تحليل استخدام مؤشرات الخطاب الفوقي بين الأشخاص كاستراتيجيات إقناعية في المناظرة الرئاسية لعام 2024 التي شاركت فيها كامالا هاريس. تركز هذه الدراسة بشكل رئيسي على تحديد أنواع ووظائف مؤشرات الخطاب الفوقي بين الأشخاص استنادًا إلى إطار عمل هايلاند (2005)، وتحليل كيفية دعم هذه المؤشرات للاستراتيجيات الإقناعية وفقًا لمبادئ سيالديني (2007). تستخدم هذه الدراسة منهجًا وصفيًا نوعيًا، حيث جُمعت البيانات من نص المناظرة الرئاسية الأولى كامالا هاريس التي بثتها قناة ABC News في 10 سبتمبر/أيلول 2024. يُظهر التحليل أن كامالا هاريس استخدمت ما مجموعه 132 مؤشرًا للخطاب الفوقي بين الأشخاص، منها 57 مؤشرًا تفاعليًا و75 مؤشرًا تفاعليًا. وكان المؤشر "المعزز" هو الأكثر استخدامًا، مما يدل على تركيز هاريس على تعزيز ادعاءاته والتعبير عن ثقتها بحجاجها. ساعدت هذه المؤشرات في توجيه جمهورها خلال خطابها، وتوضيح موقفها، وبناء تماسك خطابي. ومن منظور استراتيجية الإقناع، كان مبدأ السلطة هو الأكثر استخدامًا. وأشارت هاريس مرارًا إلى خبرتها السياسية، ومؤسساتها الخارجية، وقيمها العامة المشتركة لتعزيز مصداقيتها والتوافق مع جمهورها. تشير هذه النتائج إلى أن علامات الخطاب الفوقي بين الأشخاص لا تعمل كأدوات لغوية متماسكة فحسب، بل تعمل أيضًا كاستراتيجيات بلاغية فعالة في بناء مشاركة الجمهور، وتشكيل التصورات العامة، وتعزيز القدرة على الإقناع في الخطاب السياسي.

ABSTRAK

Rosidah, Ainur (2025) *Penanda Metadiscourse Interpersonal sebagai Strategi Persuasif dalam Debat Capres Kamala Harris 2024.* Undergraduate Thesis. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Mira Shartika, M.A.

Kata kunci: Penanda Metadiscourse Interpersonal, Strategi Persuasif, Debat, Kamala Harris

Bahasa memainkan peran yang signifikan dalam komunikasi politik, terutama dalam debat presiden di mana calon presiden berusaha mempengaruhi opini publik dan membangun kredibilitas. Studi ini bertujuan untuk menganalisis penggunaan penanda metadiskursus interpersonal sebagai strategi persuasif dalam debat presiden 2024 yang melibatkan Kamala Harris. Fokus utama penelitian ini adalah mengidentifikasi jenis dan fungsi penanda metadiskursus interpersonal berdasarkan kerangka kerja Hyland (2005) dan menganalisis bagaimana penanda-penanda ini mendukung strategi persuasif sesuai dengan prinsip-prinsip Cialdini (2007). Studi ini menggunakan metode deskriptif kualitatif, dengan data dikumpulkan dari transkrip debat presiden pertama Kamala Harris yang disiarkan oleh ABC News pada 10 September 2024. Analisis menunjukkan bahwa Kamala Harris menggunakan total 132 penanda metadiskursus interpersonal, terdiri dari 57 penanda interaktif dan 75 penanda interaksional. Penanda "booster" adalah jenis yang paling sering digunakan, menunjukkan penekanan Harris pada penguatan klaimnya dan ekspresi keyakinan dalam argumennya. Penanda-penanda ini membantu mengarahkan audiens melalui diskursusnya, mengklarifikasi posisinya, dan membangun koherensi retoris. Dari perspektif strategi persuasif, prinsip otoritas adalah yang paling sering diterapkan. Harris sering merujuk pada pengalaman politiknya, lembaga eksternal, dan nilai-nilai publik yang bersama untuk meningkatkan kredibilitasnya dan menyelaraskan dirinya dengan audiens. Temuan ini menunjukkan bahwa penanda metadiskursus interpersonal tidak hanya berfungsi sebagai alat linguistik yang kohesif tetapi juga sebagai strategi retorika yang efektif dalam membangun keterlibatan audiens, membentuk persepsi publik, dan meningkatkan daya persuasif dalam diskursus politik.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher explains several subchapters including the background of the study, research question, significance of the study, scope and limitations, and definition of key terms.

A. Background of the Study

In delivering a message, a speaker must pay attention to several aspects, such as choosing the right words and using appropriate language. Language plays a central role in political communication, functioning as the primary tool for expressing ideas, presenting policy goals, and persuading the public (Woodward & Denton, 2000). In both spoken and written forms, language serves as a bridge between politicians and society, enabling the construction of political narratives and ideologies. Effective language use is therefore essential for political success, as it allows messages to be conveyed clearly, credibly, and persuasively (Vraga & Tully, 2016). This strategic use of language is most evident in rhetorical acts such as political speeches and debates.

Within this communicative landscape, rhetoric emerges as a powerful tool. Defined as the art of persuasive communication, rhetoric influences audiences' emotions, beliefs, and actions. Political speeches, especially presidential debates are among the most influential rhetorical events, shaping public opinion and mobilizing political support (Tsani & Ratnadewi, 2022). Debates offer candidates a platform to present their visions, challenge opponents, and demonstrate leadership. They serve not only as a form of advocacy but also as a test of critical thinking and strategic language

use (Bonikowski & Gidron, 2016). Consequently, debates play a pivotal role in framing political ideologies and voter perceptions (Kinnear et al., 2022).

Since the nature of politics itself is grounded in persuasion, making rhetorical strategies are indispensable. Political communication is inseparable from the strategic use of language to influence and gain public trust (Charteris-Black, 2018). The success of political actors often depends on their ability to influence beliefs and behavior through carefully chosen words and communicative tactics. As such, political discourse is inherently persuasive, making the mastery of rhetorical techniques essential for achieving strategic goals and sustaining political power (Angraini & Effrianti, 2020).

In the 2024 United States Presidential election, Kamala Harris exemplifies a diplomatic approach, emphasizing social issues, equality, and inclusive policies (Youvan, 2024). As the first woman and African-American vice president, she has faced unique challenges related to gender and ethnicity in her political interactions. Now running for president in 2024, Kamala Harris's communication style centered on dialogue and progressive policies, presents a compelling case study for examining the use of interpersonal metadiscourse in political debates.

Her debate performance in the 2024 presidential election becomes a significant site for analyzing how language, particularly interpersonal metadiscourse, is employed as a persuasive strategy. Harris's communication style, grounded in dialogue and connection, reflects a deliberate approach that warrants in-depth analysis. By focusing on her use of interpersonal metadiscourse markers in the 2024 presidential debate, this study explores how language is used to build relationships with the audience, position herself ideologically, and enhance her persuasive effectiveness.

Analyzing her linguistic strategies within the context of the 2024 political climate provides deeper insights into how language serves as a tool for persuasion and voter mobilization. One way to examine her rhetorical strategies is through the lens of interpersonal metadiscourse. Political leaders often rely on discourse markers to communicate persuasively and effectively. Hyland (2005) explains that while metadiscourse is typically associated with written language, similar phenomena appear in spoken contexts, including political debates. Broadly defined, metadiscourse refers to "discourse about discourse" or the organization and framing of communication itself (Abusalim et al., 2022).

In this context, analyzing interpersonal metadiscourse markers as a persuasive strategy in the presidential debate in Kamala Harris becomes highly relevant. Such an analysis provides insights into how the candidate uses discourse markers to construct arguments, shape public perception, and strengthen their positions in political competition. In high-stakes debates, where the audience is diverse, the strategic use of interpersonal metadiscourse markers can significantly influence public perception. These markers not only structure the discourse but also subtly guide the audience toward a desired interpretation, thereby enhancing the speaker's persuasive power (Abusalim et al., 2022). In debates, where immediacy and persuasion converge, interpersonal metadiscourse plays a crucial role in influencing how messages are received and interpreted.

One of the communication strategies frequently employed by politicians in debates is the use of interpersonal metadiscourse markers to establish and manage relationships with the audience. According to Hyland, as cited in Sanderson (2008),

interpersonal metadiscourse encompasses evidentiality, relationships, and emotional expression. This framework also extends to various aspects, including different types of modalities, word choices that carry positive or negative connotations, and even elements related to voice quality and intonation in spoken language. Although metadiscourse is often associated with written language, it also applies to spoken phenomena such as linguistic gender, political discussion, and many others (Hyland, 2017).

In political discourse, metadiscourse markers help gain the audience's trust, address their aspirations, and reinforce the speaker's arguments while challenging those of opponents (Ali et al., 2020). Metadiscourse thus functions as a reflection of both rhetorical intent and communicative identity (Dafouz-Milne, 2008). It connects linguistic form with persuasive function, offering a lens through which to examine how speakers like Kamala Harris construct meaning and build rapport with their audience.

This study applies Hyland's metadiscourse theory and Cialdini persuasive theory to analyze how these markers function as persuasive strategies that shape arguments and reflect the speaker's political persona and communicative intent. Metadiscourse is categorized into two main types: interactive and interactional metadiscourse (Hyland, 2005). This study applies Hyland's interpersonal metadiscourse framework, focusing on both interactive and interactional markers to analyze how Kamala Harris utilizes these features in the 2024 presidential debate as persuasive strategies. Special attention is given to interactional metadiscourse, which is particularly relevant in spoken contexts where speaker-audience engagement is dynamic and strategic (Ghahremani Mina et al., 2017). In other words, the

metadiscourse identified by Hyland becomes more persuasive when supported by Cialdini's psychological principles. Linguistic forms do not merely function as rhetorical tools but also capitalize on inherent psychological tendencies in humans to be influenced, thereby making persuasive messages more effective and impactful in shaping public opinion or political image. Thus, Cialdini's psychological strategies reinforce Hyland's metadiscourse by providing theoretical justification for why certain linguistic forms can influence audiences more deeply and enduringly.

The researcher has several previous studies on interpersonal metadiscourse markers and persuasive strategies in various contexts. Dichoso (2022) "Interactional Metadiscourse Markers in Computer Mediated British Parliamentary Debate: A Discourse Analysis" The computer-mediated British parliamentary debate, involving L2 students from a TechVoc school. This study focused on interactional metadiscourse markers, utilizing AntConc to analyze their frequency and NVivo 12 for thematic analysis. Qualitative research aims to reconnoiter and understand individuals' responses to a human or social problem. The findings indicated that interactional discourse markers play a vital role in shaping argumentative discourse, as they help establish connections between the speaker and the audience.

Azijah and Gulo (2020) with the title "Interpersonal Metadiscourse Markers in Jacinda Ardern Speech at Christchurch Memorial" The descriptive-qualitative method was applied in this research. The findings indicate that Jacinda Ardern utilized both interactive and interactional resources within the framework of interpersonal metadiscourse. Jacinda Ardern effectively used interpersonal metadiscourse markers to

deliver a well-structured, persuasive message while fostering a strong connection with her audience.

Al-Natour, Banat, Mousa (2025) with the title "Analysis of Persuasion Strategies in President Biden's Speech at the Climate Change Conference (UN COP27)" This study aims to analyze US President Joe Biden's persuasion strategies that were utilized in his speech at COP27. Cialdini's model (2007) of persuasion is adopted to analyze the persuasion strategies overwhelmingly. Qualitatively, observation and memo methods are used to collect the data from Joe Bidin speech which was uploaded on the White House website (White House, 2022). The objectives of this study are expected to be achieved in two sections. Firstly, identifying the types of persuasion strategies that were used by President Joe Biden. Secondly, an in-depth analysis of persuasion strategies will be conducted to find out the preferred persuasion strategy that he utilized.

Mirzaeian (2020) with the title "An Intra-cultural Analysis of Interpersonal Metadiscourse Markers Used in Obama and Trump's Speeches on the Iran Nuclear Deal" It aims to identify similarities and differences between Barack Obama and Donald Trump, the two most recent presidents of the United States. To achieve this, Dafouz's (2008) classification of interpersonal metadiscourse was applied to compare their overall and specific preferences. The findings suggest a strong connection between interpersonal and contextual differences and the use of interpersonal metadiscourse.

Kashiha (2022) with the title "On Persuasive Strategies: Metadiscourse Practices in Political Speeches" this study examines metadiscourse markers in political

speeches to determine the extent persuasive discourse is structured within this genre through metadiscourse strategies. This study applied both quantitative and qualitative analyses. The finding revealed that the persuasive meaning conveyed through metadiscourse was largely dependent on context, often requiring the speaker to use a combination of strategies to structure their discourse, persuade the audience, capture their attention, and encourage engagement in arguments. Additionally, interactional devices were used more frequently than interactive ones, suggesting the audience in arguments and expressing attitudes toward propositions played a more significant role in shaping a persuasive political speech.

Ali, Rashid, and Abbas (2020) with the title "Metadiscourse Markers in Political Discourse: A Corpus-Assisted Study of Hedges and Boosters in Benazir Bhutto's Speeches". This paper examines the interactive metadiscourse markers in Benazir Bhutto's speeches and explores how the use of markers like boosters and hedges can either enhance or diminish the impact of political discourse. The corpus was compiled from thirteen randomly selected speeches delivered by Bhutto between 1989 and 1997, analyzed through Hyland's (1996) metadiscourse framework. The findings indicate that hedges were used more frequently than boosters.

Ureno (2021) with the title "Cialdini's Principle of Liking and the 2016 Presidential Election" conducted a study to evaluate the impact of celebrity endorsements on the 2016 U.S. presidential election by applying Cialdini's principle of liking. A descriptive qualitative approach was adopted for the research. The research concluded that although likability is a persuasive factor, it alone is insufficient to

significantly sway election results, especially in the context of high-stakes political decisions.

Kuswoyo and Siregar (2019) with the title "Interpersonal Metadiscourse Markers as Persuasive Strategies in Oral Business Presentation" This study sought to examine the categories and subcategories of interpersonal metadiscourse used in oral business presentations, identifying those that appeared most frequently. A descriptive qualitative approach was adopted for the research. The results reveal that interactional subcategory; engagement markers are mostly used by Steve Jobs. Meanwhile, in interactive subcategory transition markers are dominantly used.

Ntalala (2023) with the title "Probing Interpersonal Metadiscourse in Parliamentary Genres: A Survey of Kenyan Parliamentary Committee Reports" This study employed a descriptive research design, utilizing corpora derived from fifteen parliamentary committee reports selected from Kenya's National Assembly, county assemblies, and the Senate. The findings provide insights into the relationship between parliamentary discourse styles and interpersonal metadiscourse, while also contributing to the broader understanding of parliamentary discourse and rhetorical analysis.

Wang (2022) with the title "Governmental Persuasion Strategies on Social Media during COVID-19: A Comparative Study of the US and China" This study investigates the persuasive strategies employed by the Centers for Disease Control and Prevention (CDC) in the United States and the National Health Commission (NHC) of China on social media during the COVID-19 pandemic. Grounded in Cialdini's seven principles of persuasion the research analyzes a dataset of social media messages from Twitter (CDC) and Sina Weibo (NHC) between January 2020 and January 2021. The

findings reveal that the authority principle was the most frequently utilized in both countries, followed by limited use of social proof and consistency.

Several studies have applied qualitative approaches to explore interpersonal metadiscourse and persuasive strategies. Dichoso (2022), Azijah and Gulo (2020), and Kuswoyo and Siregar (2019) found that interactional markers enhance audience engagement in debates, memorial speeches, and business presentations. Similarly, Mirzaeian (2020), Ntalala (2023), Ureno (2021), and Al-Natour et al. (2025) showed that interpersonal markers and Cialdini's principles play significant but context-dependent roles in political discourse. Meanwhile, quantitative and mixed-method studies such as Ali et al. (2020), Kashiha (2022), and Wang (2022) used corpus and content analysis to measure metadiscourse features and persuasive techniques. These studies concluded that interactional markers and authority-based strategies are frequently used to structure and strengthen persuasive political messages.

This study aims to fill this gap by investigating the types and functions of interpersonal metadiscourse markers used by Kamala Harris in the 2024 presidential debate. In addition, there are still few studies that integrate Hyland's (2005) theoretical approach with persuasion theories such as Cialdini's (2001) principles, especially in the context of current political debates such as the 2024 US Vice Presidential debate. Furthermore, no research has been found that specifically analyzes how Kamala Harris used interpersonal metadiscourse as a persuasive strategy in the debate. Therefore, this study tries to fill the void by examining in depth the types of interpersonal metadiscourse used by Kamala Harris and linking it to Cialdini's principle persuasive strategy. This shows that interpersonal markers significantly contribute to the

persuasive power of the speaker in political debates, aligning with the research aim. The 2024 presidential debate presents a distinctive context marked by heightened political polarization, diverse audience demographics, and the evolving role of women and minorities in American politics. This context may influence not only the choice of metadiscourse markers but also their persuasive functions and effectiveness. By analyzing the linguistic strategies of Kamala Harris within the context of the 2024 political climate, this study aims to provide deeper insights into how language functions as a tool for persuasion and voter mobilization.

B. Research Question

Based on the background of the study, the primary objective of this research is to address the following research questions:

1. What types and functions of Interpersonal Metadiscourse Markers are used in Kamala Harris's 2024 presidential debate?

2. How do persuasive strategies contribute to the use of Interpersonal Metadiscourse Markers in Kamala Harris's 2024 presidential debate?

C. Significance of the Study

This research offers several important contributions practically in understanding the dynamics of political communication. Practically, there are several benefits to exploring interpersonal metadiscourse markers, specifically Hyland's (2005) theory of interpersonal metadiscourse and Cialdini's (2007) theory of persuasive strategies. By analyzing the use of metadiscourse markers by a prominent political figure Kamala Harris, this study provides new insights into how language is employed to shape public perceptions and opinions during the election process.

Additionally, this study serves as a resource for linguistic insights, offering a key method of language analysis. By delving deeper into the use of persuasive strategies through metadiscourse markers, it creates opportunities for further research on the effectiveness of various communication techniques in different political contexts. This underscores their powerful role in political discourse, where the goal is to persuade, connect emotionally with the audience, and project credibility.

This study will serve as a pedagogical resource for students majoring in English or linguistics. It will expand their understanding of persuasive strategies in metadiscourse and help them grasp how interpersonal communication is enacted through subtle linguistic cues.

D. Scope and Limitation

The scope of this research is to conduct an analysis of interpersonal metadiscourse markers within the framework of Discourse Analysis. This research employed Hyland's (2005) theory to identify interpersonal metadiscourse markers in the 2024 presidential debate, focusing on Kamala Harris, and applied Cialdini's (2007) theory of persuasive principles to analyze the persuasive strategies.

The limitation of this research is limited to data sources that focusing on Kamala Harris's utterances during the first U.S. presidential debate on September 10, 2024, which was publicly broadcast and made available through platforms such as YouTube and international news broadcasters' website (e.g., ABC News) and excludes the moderator's questions as well as her opponent's responses. The limited data analyzed for this research consists of subtitles provided by one of the news broadcasters (ABC News) as an additional data source for verifying the transcription accuracy with the

potential for discrepancies between the spoken words and the subtitles, which serves as a limitation of the study. It analyzes only the verbal content of the transcript, applying Hyland's interpersonal metadiscourse markers and Cialdini's persuasive strategies.

E. Definition of the Key Terms

This section includes the essential terms along with their definitions provided below:

1. Metadiscourse: A relatively new concept in discourse analysis that explores the relationship between the speaker and the audience. It aims to help the speaker convey their ideas more clearly and engage the audience in understanding the information being communicated.

2. Interpersonal metadiscourse markers: Refer to the interactive relationships among participants in a communicative act. This includes how the writer addresses themselves, the reader, and third parties such as colleagues. Meanwhile, interpersonal metadiscourse focuses more on the writer's subjective stance toward the content of the statement.

3. Persuasive strategies: The process of influencing or reinforcing an audience's beliefs to accept certain ideas, perspectives, or actions. This strategy serves as a rhetorical tool to establish connections, manage audience responses, and strengthen arguments.

CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter provides a comprehensive review of the relevant literature that forms the foundation for the analysis in this study. It examines key theories related to the use of interpersonal metadiscourse particularly Hyland's (2005) framework and Cialdini's (2007) persuasive strategies, within the context of debates. To establish a connection between the subject and the study, the researcher will offer a detailed and in-depth explanation of metadiscourse markers in debate settings, with a specific focus on spoken discourse.

A. Discourse Analysis

Discourse analysis investigates how language is structured and utilized within its cultural and political context. It examines how individuals employ language in both text and context, analyzing not only what is said but also the underlying mechanisms that shape communication. This approach applies to the study of written, spoken, and musical language, as well as significant semiotic events. As noted by Daymon and Halloway, "discourse analysis values language or discourse. Language is not merely a tool for conveying and generating meaning but serves as a strategic resource intentionally used by individuals to achieve specific effects."

Discourse analysis plays a crucial role in human communication as it not only investigates language and meaning but also considers various factors such as how, who, what, where, and when language is used. Brown and Yule highlight that discourse analysis examines both the purposes and methods of language use.

Likewise, McCarthy stresses that discourse analysis encompasses the study of all forms of written texts and spoken discourse. In essence, discourse analysis focuses on both written and spoken language across diverse contexts.

Discourse analysis is a field that explores how language is used in communication, particularly in social contexts. Numerous fields of study, including linguistics, communication, and applied linguistics, have studied metadiscourse. For example, researchers discovered that research article writers utilize metadiscourse to arrange their arguments, interact with readers, and negotiate their attitude towards their research in their study on metadiscourse in academic writing (Hyland & Tse, n.d.). They classified many forms of metadiscourse in their research, such as evidential markers (like "apparently"), code glosses (like "that is"), and engagement markers (like "I would argue that"). Similarly, Charaudeau (2005) examined the use of rhetorical devices including repetition, metaphor, and analogy in research on metadiscourse in political speeches and made the case that these tactics help the speaker and the listener feel more identifiably connected.

B. Metadiscourse Markers

Metadiscourse is a branch of linguistics. One of the scholars who refined Harris's concept was Ken Hyland in 2005. Hyland (2005) defines metadiscourse as a linguistic feature that goes beyond sentence construction, focusing on how writers establish communication with readers to persuade them. From a functional linguistics perspective, communication is not limited to exchanging information, goods, or services but also encompasses the expression of character, attitudes, and

ideas of both parties (Liu, 2013). Reader engagement, for instance, allows readers to classify, interpret, evaluate, and respond to the content of a text. Consequently, metadiscourse helps reveal the writer's or speaker's stance toward both the text and the audience (Hyland, 2008). Hyland and Tse (2004) identify three key principles of metadiscourse: it is distinct from content propositions, it facilitates interaction between writer and reader, and it is confined to internal discourse elements. Hyland (2005) further categorizes metadiscourse into two types: interactive metadiscourse, which helps organize the text, and interactional metadiscourse, which reflects the writer's engagement with the audience.

1) Interactive Metadiscourse Markers

Hyland (2005) describes interactive metadiscourse as language used to highlight the key points of a conversation, ensuring they are effectively communicated to the audience. This category reflects the speaker's awareness of their audience's knowledge, interests, and ability to process information. According to Hyland (2005), interactive metadiscourse focuses on structuring discourse in a way that enhances clarity and coherence while considering the needs of the reader or listener. Additionally, it serves as a guide to help the audience interpret the message as intended by the speaker. In essence, interactive metadiscourse functions as a tool to facilitate engagement between the speaker and the audience in conveying ideas. Furthermore, Hyland categorizes interactive metadiscourse into five subtypes, namely:

a) Transition Markers

This marker is a word that connects one sentence to another or connects two different sentences. There are three transition markers formulated by Hyland (2005), namely: comparison, addition, and consequence. It is also helpful in expressing the semantic relationship between one text and another (Hyland, 2004).

First, marker comparison helps provide markers in a text that are identical or different. Second, the additional marker helps provide an additional element following the wishes and intentions of the actor. Third, consequence markers help provide information on an answer or certainty to the speech listener. Examples of using this marker are like: equally, the like, first, second, so third, contrary (comparison), by the way, furthermore, henceforth, so on, stuff like (addition), thus, summary, in short, in inclusion, anyway, although (consequences). These elements primarily consist of conjunctions and adverbial phrases that assist readers in understanding the logical connections between different parts of an argument. Whether these elements contribute to syntactic coordination or subordination is less important than their role within the text itself helping readers interpret the relationships between concepts rather than referring to the external world.

Categorize discourse transitions into internal and external roles (Martin & Rose, 2003). *Addition* introduces new elements to an argument using terms such as *and*, *furthermore*, *moreover*, and *by the way*. *Comparison* signals whether arguments are similar (*similarly*, *likewise*, *equally*, *in the same way*, *correspondingly*) or contrasting (*in contrast*,

however, *but*, *on the contrary*, *on the other hand*). *Consequence relations* indicate when a conclusion is being drawn or justified (*thus*, *therefore*, *consequently*, *in conclusion*) or when an argument is being challenged (*admittedly*, *nevertheless*, *anyway*, *in any case*, *of course*).

b) Frame Markers

Frame markers serve as indicators of text boundaries and structural organization within a discourse. They help organize arguments by sequencing, labeling, predicting, and shifting ideas, ensuring clarity for readers or listeners. Unlike chronological markers that sequence events in time, frame markers function internally to structure discourse effectively. These markers can be used to organize different sections of a text, explicitly label stages, announce discourse goals, and signal topic shifts. For instance, words like *first*, *then*, *to begin, next,* and *to start with* help sequence ideas, while phrases such as *to summarize*, *in conclusion, so far, overall,* and *in sum* clarify different stages of the text. Additionally, expressions like *my purpose is* or *this paper proposes* indicate the author's intent, and markers such as *well*, *right*, *now, to move on,* and *to come back to* facilitate smooth transitions (topic shifts). By providing these structural cues, frame markers enhance readability and help audiences navigate a discourse with greater ease.

c) Endophoric Markers

Hyland (2005) defines endophoric markers as linguistic elements that guide speech partners to other texts or utterances. This marker can also

be interpreted as a supporting factor in a discourse given by the speaker to his speech listener. Endophoric markers are used as expressions to refer to different parts of the utterances (Hyland, 2005). The speaker uses this marker to provide a deeper understanding of the discourse that the actor has given. Examples of using these markers: *see, noted, as shown above, can be seen below, focus on the content only, discussed below, the page, chapter,* and *in section*

d) Evidential Markers

Evidentials are "metalinguistic representations of an idea from another source" that help guide the reader's understanding while reinforcing the author's authority on the subject. In certain genres, evidentials may involve hearsay or references to credible sources, whereas in academic writing, they typically draw from established literature within a scholarly community to support arguments. These markers clarify the origin of a claim, distinguishing who is responsible for a particular viewpoint. While evidentials can contribute to persuasion, they should be differentiated from the writer's stance on the idea, which is considered an interpersonal feature. Examples of using these markers: *has said, believe, said, I'm quoting, according to, shows.*

e) Code Glosses

Code glosses functioned as the optional meaning of referred information (Hyland, 2005). Therefore, the speaker or writer should provide a tool (code glosses) to help the audience or the reader grasp clear

information. The words of code-glosses often appear as exemplifications such as, for example, and like. However, the terms "in fact and that is called" are also indicated as code-glosses (Hyland, 2005). For example, *such as, that is, called, which means, in fact.*

2) Interactional Metadiscourse Markers

Interactional markers focus on the actor's intent when interacting with his speech partner in a particular context. This category is used by speakers to explain the information contained in a discourse to be given to listeners. "It reveals the extent to which the author works to jointly build the text with readers" (Hyland, 2005). Then, this marker involves the understanding and response of the speech partner when interacting with metadiscourse actors. It provides an understanding following the actor's intent so that the speech partner can examine the actor's ideas when interacting. On the interactional metadiscourse markers, Hyland divides them into five categories, namely:

a) Hedge Markers

Hyland (2005) explains that hedges are linguistic elements used by a metadiscourse actor to express uncertainty, allowing them to distance themselves from potential inaccuracies in their argument. Hedges highlight the subjectivity of a statement by presenting information as an opinion rather than an absolute fact, making it open to negotiation. Writers must carefully determine the level of certainty they wish to convey, balancing precision and reliability while also safeguarding themselves in

case their claim is later challenged. Examples: *possible, might, could, would, almost, suggest,* and *perhaps.*

b) Booster Markers

Booster is a word that enables a speaker or writer to express their stance with confidence and emphasize their message to the audience. The use of boosters helps strengthen claims, arguments, and propositions, reinforcing the speaker's or writer's position in communication (Hyland, 2005). According to Hyland (2005), boosters allow individuals to assert their arguments firmly, minimizing the possibility of opposition or interruptions from their audience. Examples: *of course, very, no, at all, every, indeed, sure, clearly, briefly, never,* and *obviously.*

c) Attitude Markers

Attitude markers show the speaker's feelings and attitudes toward what they are communicating through their words. Authors or speakers use these features to express their point of view to the audience and engage the audience by responding to the text (Hyland, 2005). It can also be illustrated as words containing acceptance, rejection, interest, use, and the like from the marker itself, clearly showing their response in an interaction. Examples: *I prefer, in my opinion, hopefully, agree, Interestingly, I should.*

d) Engagement Markers

Engagement markers are marker words addressed to the speech partner explicitly focused on the speech partner's attention in

communication. The speaker also carries out this marker to build a strong relationship with the speech listener. According to (Hyland, 2005), Engagement markers have two functions: First, these markers are used to focus the audience's attention on the speaker. Second, this marker is used to include them as discourse participants in the text. Usually, words that use engagement markers involve the speech partner positively by using the pronoun 'you.' Examples: *consider it, remember that, moreover, you must, you should, etc.*

e) Self-mention Markers

Self-mention explicitly highlights the speaker's position in communication with their audience. These markers help the speaker convey their identity more clearly during interactions. While all writing reflects something about the writer, the use of first-person pronouns is one of the most effective ways to express self-representation. Writers inevitably project an image of themselves, revealing their stance on arguments, their relationship with their academic or professional community, and their engagement with readers. Self-mention allows authors to assert their presence in a text through first-person pronouns and possessive adjectives such as *I*, *we*, *mine*, *ours*, and *me*.

C. Persuasive Strategies

Persuasion originates from the Latin word *persuasio*, which means "to persuade." Persuasion can be defined as a psychological activity aimed at

influencing the attitudes, traits, opinions, or behaviors of an individual or group through communication based on argumentation and psychological reasoning (Simons & Jones, 2011). A shift in mindset toward a more positive direction can serve as an indicator of successful persuasive communication (Fransen et al., 2015). Persuasion has been regarded as an art throughout history. According to Miller, all language styles and their usage inherently carry persuasive elements. As a fundamental aspect of social interaction, persuasion is often seen as a linguistic strategy used to influence an interlocutor's attitude, response, or level of agreement. The presence of an audience, whether actively engaged or passively observing, is believed to enhance the effectiveness of persuasion (Oh & Sundar, 2015). Additionally, the context in which persuasion takes place plays a crucial role, as it can shape and, in turn, be shaped by the persuasive process.

One popular way in which the persuasiveness of a message is increased is through the principles of Cialdini. In his book on persuasion, Robert Cialdini defines it as the ability to influence beliefs, attitudes, intentions, motivations, or behaviors. This study is analyzed using the theory proposed by Robert Cialdini (2007), which explains that six principles can influence a person: reciprocity, commitment and consistency, social proof, liking, authority, and scarcity.

Reciprocity refers to the principle that individuals feel obliged to return favors or actions in kind, based on what they have received. A remarkable aspect of this rule and its accompanying sense of obligation is its deep-rooted presence across human cultures. The key to effectively applying the principle of reciprocation in persuasion lies in being the first to give and ensuring that what is

given carries significance and value. Example: *Girl Scouts invited key members of Congress and executive agency officials to visit troops in public housing complexes.*

Commitment and Consistency emphasizes the powerful influence of consistency in guiding human behavior. This principle operates when individuals commit to an action and then feel compelled to act in accordance with that commitment. For persuasion to be effective using this principle, the persuader must first elicit a voluntary commitment, which is then followed by consistent behavior. Example: *At the end of a board retreat, St. Luke's Hospital asked foundation trustees to state publicly and specifically what they would commit to do for the capital campaign.*

Social Proof is a principle that suggests individuals are more likely to conform to the behavior of others in similar situations. The presence of social validation within one's environment in comparable circumstances serves as a reference point, encouraging individuals to follow suit. Example: *More New York City residents tried returning a lost wallet after learning that other new Yorkers had tried.*

Liking explains that people are more likely to agree to requests made by someone they like. Psychologically, individuals tend to comply with others or support ideas based on their affection for the person or object involved. The existence of this sense of liking can influence a person to act voluntarily. Example: *At Tupperware parties, guests' fondness for their host influences purchase decisions twice as much as regard for the products.*

Authority refers to the idea that human perception and decision-making can be influenced by figures of authority or those perceived to possess legitimate power. Symbols or cues that signal authority such as titles, uniforms, or expertise can enhance the persuader's credibility and make the audience more likely to accept the messages being conveyed. Example: *Monterey Bay Aquarium distributes free Seafood Watch pocket guides showcasing their own research on sustainable fisheries.*

Scarcity is the principle that items or opportunities perceived as limited in availability tend to be valued more highly and desired more intensely. Scarcity persuades by attributing high value to something due to its rarity. The unique characteristics of a scarce item become a powerful motivator, as such items are perceived as irreplaceable and may soon become unavailable, thereby increasing their appeal. Example: *Global Greengrants' Web site points out that it is one of very few U.S groups that support international grassroots organizations.*

In political debates, persuasion plays a crucial role in helping candidates build credibility, establish an emotional connection with the audience, and present well-structured arguments. One essential aspect of this persuasive strategy is the use of interpersonal metadiscourse markers, which enable speakers to engage with their audience, organize their arguments, and strengthen their position.

Cialdini's (2007) theory of persuasion is considered more relevant and comprehensive than other persuasion theories due to its psychological, practical, and experimentally grounded approach. Cialdini developed his theory through field research and direct observation of persuasive strategies employed in various real-

life contexts such as advertising, politics, marketing, and interpersonal communication. The theory outlines six core principles of persuasion: reciprocity, commitment and consistency, social proof, authority, liking, and scarcity. These six principles are universal and have been proven effective in shaping audience behavior and attitudes in comparison to classical persuasion theories such as Aristotle's rhetoric which centers on ethos, pathos, and logos. Cialdini's framework offers a more operational and applicable model, particularly useful for analyzing persuasive communication strategies in modern contexts such as political debates.

D. The Role of Metadiscourse in Communication

Metadiscourse fundamentally reflects the idea that communication extends beyond merely exchanging information, goods, or services. it also conveys the personalities, attitudes, and assumptions of those involved in the interaction. Language is inherently shaped by social interaction, as individuals express their differences through verbal communication. Metadiscourse provides a framework for structuring and shaping these interactions. From this perspective, language is dynamic, as metadiscourse highlights how speakers and writers actively engage in negotiation, making deliberate choices about how their words influence and resonate with their audience (Lee Yong Huan & Leng Hong, 2024).

Discourse analysis examines how language is used in real-life contexts, focusing on the ways linguistic forms serve social functions. Initially, linguists shifted their attention beyond grammatical structures to explore how language operates in everyday interactions. However, their approach was somewhat limited,

as they categorized language use into two broad functions: transactional (conveying content or information) and interactional (expressing relationships, emotions, and attitudes) (Bugental et al., 1984). In essence, this distinction separates language used for sharing information from language used to express feelings and social connections.

Although real-life communication often involves both conveying and interpreting ideas simultaneously, many theorists have historically prioritized the transmission of information. This emphasis on language's referential function has persisted, leading many linguists and philosophers to overlook other important aspects of communication (Bruner, 1974).

The use of language to talk about our experiences and ideas is obviously a key purpose of communication and one that we encounter every day, from exchanging holiday experiences with friends over coffee to discussing politics in the corridor (Laurier & Philo, 2006). Equally, the value of language to transmit information is ingrained in our cultural mythology as the source of human development and diversity, and the basis of philosophy, religion, literature and science. Academics themselves often believe that what they mainly do is 'communicate knowledge' and the media characterize modern society as a new 'information age'. Consequently, linguists have given particular attention to this aspect of language and focused on written language as the best place to find it.

Metadiscourse is that it must be seen as embodying the interactions necessary for successful communication. As such, definitions and coding schemes have to reject the duality of textual and interpersonal functions found in much of

the metadiscourse literature. Instead, I suggest that all metadiscourse is interpersonal in that it takes account of the reader's knowledge, textual experiences and processing needs and that it provides writers with an armoury of rhetorical appeals to achieve this (Hyland and Tse, 2004).

Metadiscourse is a central pragmatic construct enabling writers or speakers to interact with their audience to achieve successful communication (Hyland, 2004). It is an integral part of text that cannot be ignored or varied at will (Hyland, 1998). Based on textual analysis, Hyland (1998, 1999, 2004) demonstrated the high frequency of metadiscourse markers in academic writing, emphasizing their importance in effective communication and persuasion.

In addition to structuring discourse and guiding audience comprehension, metadiscourse markers also serve a deeper communicative role: persuasion. This study integrates Hyland's (2005) interpersonal metadiscourse framework with Cialdini's (2007) six principles of persuasion to better understand how language operates not only structurally, but also psychologically. Through this integration, metadiscourse is reconceptualized not merely as a grammatical or textual feature, but as a strategic rhetorical tool that reflects communicative intent and influences audience behavior. Consequently, the persuasive function of metadiscourse is foregrounded in political discourse, where establishing credibility, evoking emotion, and aligning with public values are essential.

CHAPTER III
RESEARCH METHOD

This chapter contains the research methodology in this chapter, such as research design, research instruments, data sources, data collection, and data analysis.

A. Research Design

This research employs a constructivist worldview, utilizing a qualitative descriptive research approach to investigate the use of interpersonal metadiscourse markers and persuasive strategies in political debates. This qualitative strategy was selected because the data consist of spoken utterances from a political debate, which require in-depth interpretation rather than numerical analysis, as they are composed of words, phrases, and sentences. Qualitative research involves analyzing words or pictures, reporting detailed views of informants, and conducting the study in a natural setting (Creswell et al., 2007). In this study, a descriptive qualitative method is used to explore the types and function of interpersonal metadiscourse markers using Hyland' (2005) framework. Additionally, the study incorporates the persuasive dimension of these markers by integrating Cialdini's (2007) theory of persuasive strategies, which is psychologies of persuasion. By applying these frameworks, this research aims to uncover the candidate strategically employing metadiscourse markers to persuade her audience.

B. Research Instrument

This study employs a human instrument, with the researcher serving as the primary tool for data collection and analysis. The researcher is responsible for

identifying, analyzing, and interpreting the data to address the research problem. Therefore, the role of the researcher in collecting, analyzing and categorizing data is very important. In order to establish the validity and dependability of the study findings, human instruments must be used.

C. Data and Data source

The data in this research consists of words and phrases used by interpersonal metadiscourse markers, taken from the publicly available 2024 presidential debate held on September 10, 2024 in Philadelphia. The debate video and its transcript were accessed through ABC News' official YouTube channel, a reputable mainstream news organization known for its journalistic credibility and factual reporting. The primary source is a video titled "Presidential Debate: Harris and Trump meet in Philadelphia". The video selected for analysis focusing on Kamala Harris's utterances, excluding those of the moderator and her opponent. The transcript was obtained from the ABC News' official website via the following links:

Video link:https://www.youtube.com/live/kRh6598RmHM?si=spM9k5aRhlwhzrlp

Transcript:https://abcnews.go.com/Politics/harris-trump-presidential-debate transcript/story?id=113560542

D. Data Collection

The researcher concentrated on gathering information from Kamala Harris's 2024 presidential debate video throughout several systematic stages of data collection. The researcher carefully examined the video to ensure that the data collected was

accurate and relevant to the research focus. The data collection process involved several steps.

First, I obtained the debate video and the transcript from the official channel of ABC News, titled "Presidential Debate: Harris and Trump meet in Philadelphia," which aired on September 10, 2024. Second, the full video content was thoroughly watched to understand the flow of Kamala Harris's arguments and identify moments where interpersonal metadiscourse markers were potentially used. Third, cross-checked the debate transcript obtained from the official ABC News website with the content of the video. This step was essential to ensure that all data used in the study were completely accurate and matched Kamala Harris's original utterances. Any discrepancies between the transcript and the video recording were corrected to avoid misinterpretation of the data. Fourth, I focused specifically on Harris's arguments, searching for instances of interpersonal metadiscourse marker usage that aligned with the research questions.

Finally, this systematic approach to data collection is anticipated to speed up the procedure and make it possible for me to efficiently acquire the required data.

E. Data Analysis

The process of data analysis requires a strong theoretical foundation to enhance the quality and reliability of the research findings. Therefore, this study employed a data analysis method based on Hyland's (2005) theory of interpersonal metadiscourse markers and Cialdini's (2007) theory of persuasive strategies to ensure precise, accurate, and meaningful results.

There were several essential stages involved in the data analysis process. The first stage involved categorizing and coded the data based on Hyland's classification of interpersonal metadiscourse markers, which consists of two main types: interactive and interactional markers. Each marker was labeled according to its specific subcategory such as transition markers, frame markers, endophoric markers, evidential markers, code-glosses, hedges, boosters, attitude markers, engagement markers, and self-mentions. Only linguistic elements in the form of words and phrases were included as data, in accordance with Hyland's approach. Sentences were excluded from the analysis because interpersonal metadiscourse markers do not function at the full-sentence level but rather at the lexical or phrasal level. This initial categorization focused exclusively on the utterances of Kamala Harris during the 2024 presidential debate.

After categorizing the data, the second stage involved data reduction, in which repeated or redundant items were removed. For instance, if the same marker appeared multiple times with a similar meaning and function, it was counted only once in the representative sample. This step was taken to prevent data saturation and to streamline the presentation in the findings section.

The third stage focused on contextual analysis, where each marker was interpreted within the situational context of the debate. This involved determining why and how Kamala Harris used a particular marker during a specific moment in the debate. Each instance was evaluated not only based on its type, but also based on the function it served within the discourse.

The fourth stage applied Cialdini's (2007) six persuasive strategies reciprocity, commitment and consistency, social proof, authority, liking, and scarcity to examine how the identified metadiscourse markers reflected persuasive intent. This theoretical framework allowed me to interpret the rhetorical function of each marker in the context of political persuasion. Finally, the results of this data analysis were then presented and discussed in relation to the research questions posed in this study. The findings were used to explore how Kamala Harris employed interpersonal metadiscourse markers as persuasive strategies, combining linguistic and psychological approaches. Through this analytical framework, the study aimed to offer a deeper understanding of how political language functions both structurally and persuasively in shaping public perception and influence.

CHAPTER IV
FINDINGS AND DISCUSSION

This chapter discusses the findings and discussion. This part, encompasses datasets comprising utterances, including interpersonal metadiscourse employed by Kamala Harris 2024 presidential debate as persuasive strategies. The collected data have been through analysis and classification, employing Hyland's taxonomy of metadiscourse markers and Cialdini's taxonomy of persuasive strategies. Moreover, this chapter presents the findings and discussion aimed at addressing the research question in this study. Essentially, it provides a comprehensive depiction of the findings, results, and data analysis, accompanied by thorough explanations within the domain of academic discourse.

A. Findings

The findings of the study regarding the use of interpersonal metadiscourse markers and persuasive strategies employed by Kamala Harris during the 2024 Presidential Debate. The analysis is based on Hyland's (2005) taxonomy of interpersonal metadiscourse markers, which are divided into two main categories: interactive markers and interactional markers. Additionally, the persuasive strategies are analyzed based on Cialdini's (2007) classification.

The findings are divided into two main sections; the types and functions of interpersonal metadiscourse markers used by Kamala Harris and the application of persuasive strategies in relation to the identified markers. For clarity, the description was categorized based on the sub-category of metadiscourse markers, as shown below.

1. **Types and Fucntion of Interpersonal Metadiscourse Markers in Kamala Harris's 2024 Presidential Debate**

Interpersonal metadiscourse is considered more explicit and direct because it states the attitudes of the speakers clearly whereas on the other hand, textual metadiscourse seems less explicit and uses indirect methods.

Table 4.1 Interpersonal Metadiscourse in Kamala Harris's 2024 Presidential Debate.

No	Interactive Markers	Total	Interactional Markers	Total
1.	Transition Markers	15	Hedges Markers	14
2.	Frame Markers	10	Booster Markers	22
3.	Endophoric Markers	3	Attitude Markers	17
4.	Evidential Markers	15	Engagement Markers	7
5.	Code Glosses	14	Self-mention	15
	Total	**57**		**75**

The analysis identified 132 instances of interpersonal metadiscourse markers in Kamala Harris's 2024 presidential debate, classified into interactive and interactional markers according to Hyland's (2005) framework. However, only 52 data points were selected for in-depth analysis in the findings section. This decision was not based merely on frequency but grounded in qualitative methodological considerations. In qualitative research, particularly within the framework of descriptive analysis, data selection prioritizes depth over breadth. According to Miles et.al (2014), data reduction is a crucial step that allows researchers to focus on the most meaningful and representative samples. Therefore, purposive sampling was applied to ensure that each selected datum reflected a strong rhetorical function and contributed to answering the research questions. The 52 data points chosen

represent all subcategories of interpersonal metadiscourse markers as classified by Hyland (2005), including both interactive and interactional types. These examples were selected based on their discursive significance, variation in usage, and strategic contribution to persuasion. This selective approach allowed for a more focused and coherent analysis, enabling the researcher to explore the communicative function of each marker in depth without compromising analytical clarity.

This purposive selection was conducted to maintain analytical clarity and coherence by avoiding redundancy and overrepresentation of frequently repeated markers. Many markers, especially boosters and transition signals, appeared numerous times in similar rhetorical contexts, often serving identical functions. Therefore, selecting one or two representative examples from each recurring pattern allowed the researcher to illustrate the communicative function of each subcategory effectively without compromising the integrity of the analysis. Additionally, this approach ensured that all five subcategories of both interactive and interactional markers were proportionally represented, thereby capturing the overall variation and usage strategy employed by Harris across different parts of the debate. This data reduction strategy reflects a qualitative research emphasis on depth and interpretive richness rather than exhaustive quantification.

1) **Interactive Markers**

interactive metadiscourse as language used to highlight the key points of a conversation, ensuring they are effectively communicated to the audience. Interactive Metadiscourse deals with how the authors or speakers compose the

text. Based on Hyland's (2005) framework, interactive markers help the speaker organize their message in a way that is coherent, clear, and accessible to the audience. To maintain analytical clarity and avoid redundancy, this study selected only 22 representative data points from the total of 57 identified interactive markers. The use of interactive metadiscourse markers by Kamala Harris functioned to organize her arguments and guide the audience through the logical flow of discourse, ensuring clarity and coherence in her political message.

a) **Transition Markers**

Transition markers are used to show the relationship between ideas and to help the audience follow the logical progression of an argument (Hyland, 2005). According to Hyland (2005), the function of transition markers is to signal relationships such as addition, comparison, and consequence within the discourse. In the context of debates, these markers are essential in organizing the flow of arguments, making the speaker's reasoning clearer and easier to follow. The following example is the selected data of transition markers found in Kamala Harris utterances:

Datum 1

> **"So**, I was raised as a middle-class kid **and** I am actually the only person on this stage."

*The word "**so**" functions as a transition marker that shows a cause-and-effect relationship or consequence.* In this context, at the beginning of the debate, Kamala Harris introduced her personal background. This statement was part of her attempt to establish credibility and connect with

the audience by emphasizing her middle-class upbringing and unique experience. The word "**so**" begins a sentence that provides an explanation or conclusion based on the previous information, thus helping the reader understand the direction of the speaker's or writer's thoughts. In other words, "**so**" signals that the next statement is a result or consequence of the existing context. *Meanwhile, the word "**and**" serves as a transition marker that indicates an additive relationship (addition).* The word "**and**" connects two clauses or ideas that add information to one another without altering the direction of the argument or narrative. In this sentence, "**and**" links two facts about the speaker: her social class background and her unique position on the stage.

Datum 2

> "**Because** here's the thing we know that we have a shortage of homes **and** housing, **and** the cost of housing is too expensive for far too many people."

In this utterance, Kamala Harris made this statement while discussing domestic policy, particularly the housing crisis in the United States. At this point in the debate, she was addressing the issue of economic inequality and emphasizing her party's concern for affordable housing. *The word "**because**" functions as a transition marker that shows a cause-and-effect relationship, introducing an explanation that provides the reason or basis for the previous statement.* The use of "**because**" helps the speaker emphasize the reason behind a condition or argument being discussed, thus clarifying the logic and relationship between ideas. *Meanwhile, the word*

"and," which appears twice, serves as a transition marker that connects ideas additively. The first use of "**and**" combines two related aspects, namely the "shortage of homes" and "housing," which are part of the same topic, thereby reinforcing the emphasis on the problem at hand. The second "**and**" connects the statement about the shortage of homes with the additional fact of the high cost of housing, adding information that broadens the listener's or reader's understanding of the complexity of the issue.

Datum 3

> "My opponent, **on the other hand**, his plan is to do what he has done before, which is to provide a tax cut for billionaires and big corporations, which will **result in** $5 trillion to America's deficit."

*The phrase "**on the other hand**" is a contrastive transition marker that functions to highlight the difference between the speaker's position and that of her debate opponent.* The use of this phrase signals a shift in focus from the previously mentioned policy or plan (likely Kamala Harris's own) to the policy of her political opponent, namely Donald Trump. This helps the audience clearly see the ideological contrast, strengthening the structure of the argument by directly comparing the two approaches. *Meanwhile, the phrase "**result in**" serves as a consequence transition marker that indicates a cause-and-effect relationship specifically, that the opponent's policy will result in a $5 trillion increase in the deficit.* Both markers enhance the coherence of the discourse and guide the audience's understanding of the logic behind the argument.

Datum 4

> "What we have done **and** what I intend to do is built on what we know
> are the aspirations **and** the hopes of the American people. **But** I'm going
> to tell you all**,** in this debate tonight, you're going to hear from the same
> old."

In this excerpt, Kamala Harris uses three transition markers two instances of "**and**" and one of "**but**" all of which fall under the category of interactive metadiscourse, according to Hyland (2005). *The word "**and**" functions as an additive transition marker, combining two equivalent elements of ideas: first, the actions that have already been taken, and second, the plans for the future.* The repetition of "**and**" also serves to reinforce and unify the emotional elements of the aspirations and hopes of the American people, signaling continuity and harmony between political actions and public values. *Meanwhile, "**but**" acts as a contrastive transition marker that introduces a difference or challenges expectations or narratives that may be presented by her debate opponents.* This transition prepares the audience for a clear contrast between Kamala Harris's pro-people approach and her political opponent's "old and outdated" rhetoric.

Datum 5

> "**Since** I've been vice president, we have capped the cost of prescription
> medication for seniors at $2,000 a year."

*The word "**since**" functions as a transition marker that indicates both a temporal and causal relationship, and it falls under the category of interactive markers.* "**Since**" signals that the action of limiting prescription drug costs is a consequence or result of the speaker's term as vice president. Its placement at the beginning of the sentence also serves as a cue that the information being presented reflects the outcome or impact of prior

circumstances, thereby reinforcing both the causal and chronological connections within the discourse.

Datum 6

> "We have created over 800,000 new manufacturing jobs **while** I have been vice president"

*The word "**while**" functions as a metadiscourse marker in the form of a transition marker that indicates both a temporal relationship and, in some cases, contrast between two events or circumstances occurring simultaneously.* In this context, "**while**" signals that job creation took place during his term as vice president, connecting the two ideas chronologically and emphasizing the continuity of the event.

b) Frame Markers

Frame markers are a crucial part of discourse, helping to organize the structure of an argument by signaling its stages clearly (Hyland, 2005). According to Hyland (2005), these markers indicate transitions between sections, sequence ideas, and signal shifts in topics. The following example is the selected data of frame markers found in Kamala Harris utterances:

Datum 7

> "Coming from someone who has been prosecuted for national security crimes, economic crimes, election interference, has been found liable for sexual assault and his **next** big court appearance is."

*The word "**next**" functions as a metadiscourse marker within the category of frame markers, specifically as a sequencing marker.* Frame markers help organize and structure discourse by signaling the order or

stages of information, thereby guiding the reader or listener through the flow of the argument or narrative. In this context, "**next**" indicates that the upcoming information refers to the subsequent event in a series, namely, the forthcoming court appearance. This use of "**next**" enhances the coherence of the discourse and helps the audience anticipate the progression of ideas.

Datum 8

> "**Well** let's talk about extreme and understand the context in which this election in 2024 is taking place."

*The word "**well**" functions as a metadiscourse marker belonging to the category of frame markers. In this context, "well" signals a shift or the opening of a new topic, specifically the discussion about "extreme" and the context of the 2024 general election.* In this context, Kamala Harris uses "**well**" to smoothly introduce a new thematic focus namely, the notion of extremism and the broader context of the 2024 election. This marker helps to orient the audience, causing them to pay attention to the change in direction, and enhances the rhetorical organization of the discourse by maintaining coherence as the speaker moves between ideas.

Datum 9

> "Actually, understands that strength is not in beating people down, it's in lifting people up, **I intend** to be that president."

Frame markers serve to organize discourse by signaling the purpose or direction of the speaker's statements, thereby helping the audience understand the intent and framing of the message. *In this case, "I intend"*

explicitly announces the speaker's intention or goal, namely, the desire to be a president who uplifts others rather than brings them down. The use of this frame marker guides the listener or reader in following the trajectory of the argument and highlights the central focus the speaker aims to communicate. Additionally, it strengthens interpersonal interaction by revealing the speaker's commitment and attitude toward the topic, reinforcing clarity and engagement in the discourse.

Datum 10

> "Well**, first of all**, I absolutely support and over the **last** four years as vice president private health care options."

*The phrase "**first of all**" is a frame marker that indicates the beginning of a sequence, helping to structure the argument or explanation in an organized and logical manner.* Meanwhile, the word "**last**" acts as a temporal marker, pointing to a specific time period relevant to the speaker's statement and contributing to the chronological structure of the discourse. Overall, the use of these frame markers enhances the clarity and coherence of the discourse by guiding the audience through the speaker's line of reasoning and helping them understand the relationships between different parts of the text.

c) **Endophoric Markers**

Endophoric markers are linguistic tools used to refer to other parts of the discourse, helping the audience follow the argument by linking different sections together (Hyland, 2005). According to Hyland (2005),

these markers guide readers or listeners to relevant information within the same text, making it easier to retrieve or emphasize points. These markers serve to highlight crucial aspects of the discourse, ensuring that the audience remains engaged and aware of the overall argumentative structure. The following example is the selected data of endophoric markers found in Kamala Harris utterances:

Datum 11

> "You will **see** during the course of his rallies he talks about fictional characters like Hannibal Lecter."

The word **"see"** functions as a metadiscourse marker within the category of endophoric markers. Endophoric markers refer to or direct the audience's attention to other parts of the discourse either previously mentioned or forthcoming thus helping to organize and clarify the internal structure of the text or speech. *In this context, "see" serves to invite the audience to notice, observe, or anticipate information that will be presented later in the speech or campaign.* By doing so, it helps build expectations and actively engages the listener, guiding them to connect the current statement with future examples or elaborations. This use strengthens the coherence of the discourse and enhances the listener's understanding of how different parts of the message relate to each other.

Datum 12

> "It's time to turn **the page** and if that was a bridge too far for you"

The phrase "**the page**" metaphorically leads the audience to assume that the speaker wants to end or move on from a certain chapter or issue,

implicitly referring to the preceding context or discussion in the discourse. *Thus, "**the page**" functions as an endophoric marker that connects this statement to a broader part of the discourse, helping the audience understand the shift in focus or direction of the talk.*

d) Evidential Markers

Evidential markers serve as a linguistic tool to indicate the source of information or evidence behind a statement. They allow speakers to attribute their claims to external sources, enhancing the credibility and authority of the argument (Hyland, 2005). In this study, evidential markers were observed to be used by debaters when referencing expert opinions or previous research, giving their arguments more weight and legitimacy. The following example is the selected data of evidential markers found in Kamala Harris utterances:

Datum 13

> "What Goldman Sachs **has said** is that Donald Trump's plan would make the economy worse, mine would strengthen the economy."

The phrase "**has said**" functions as a metadiscourse marker belonging to the category of evidential markers. Evidential markers are used to indicate the source of information or evidence that supports the speaker's argument by referring to statements or opinions from external parties outside the current text. *In this context, "**has said**" refers to an official statement or claim made by Goldman Sachs, serving as an external source that provides evidence or a basis for the argument presented.*

Datum 14

> "I think the American people **believe** that certain freedoms, in particular the freedom to make decisions about one's own body, should not be made by the government."

*The word "**believe**" functions as an evidential marker. In this case, the phrase "the American people believe" indicates that the information or opinion conveyed does not originate solely from the speaker but is presented as the collective belief of the American people.* The use of "**believe**" implies that the speaker may wish to distance themselves from the statement, add a critical nuance, or suggest that the claim reflects general perceptions that are not necessarily entirely objective.

Datum 15

> "Understand, this is someone who has openly **said** he would terminate, I'm **quoting**, terminate the constitution of the United States."

*The word "**said**," though simple, indicates that the claim presented by the speaker does not stem from personal opinion, but rather from a documented statement made by the figure in question.* Meanwhile, the phrase **"I'm quoting"** explicitly signals that the speaker is directly citing the original source, serving as a clear form of evidential marker, as the speaker openly states that they are merely repeating what someone else has said. By emphasizing the phrase "terminate the Constitution of the United States," the speaker reinforces the validity and emotional impact of the claim.

Datum 16

> "Donald Trump the candidate **has said** in this election there will be a bloodbath, if this and the outcome of this election is not to his liking"

*The phrase **"has said"** functions as an evidential marker. In this context, the speaker links the statement about a possible "bloodbath" in the election to a direct remark made by Donald Trump, a candidate in that election.* By using **"has said,"** the speaker strategically presents an authoritative source, someone directly involved in the context being discussed, to support a serious claim regarding threats or violent rhetoric related to the election outcome.

Datum 17

"It is well known that he admires dictators, wants to be a dictator on day one **according to** himself."

The phrase **"according to"** functions as an evidential marker. Its use explicitly indicates that the desire to become a dictator on the first day is not an external accusation, but comes from the figure's own statement. This strengthens the speaker's claim by framing the information as something acknowledged by the subject himself, making it difficult to refute.

Datum 18

As a leader who **shows** strength, understanding that the alliances we have around the world are dependent on our ability to look out for our friends

*The word **"shows"** functions as an evidential marker indicating direct evidence of the leader's actions or character, specifically, the demonstration of tangible strength.* This implies that the claim about the leader's strength is not merely an opinion but is based on observable evidence, thereby enhancing the credibility of the statement. In addition, **"shows"** also reflects the speaker's commitment to the truth of the

proposition, which, in a diplomatic or leadership context, can serve to persuade the audience of the leader's reliability and capability.

e) **Code Glosses**

Code glosses are metadiscursive devices that provide additional explanations or clarifications to help the audience better understand a point (Hyland, 2005). In the context of debates, code glosses play a crucial role in ensuring that complex or abstract concepts are communicated clearly to the audience. By offering examples or alternative explanations, speakers can make their arguments more accessible and relatable. This study observed frequent use of code glosses, as debaters often clarified their points to ensure the audience fully grasped the implications of their arguments. The following example is the selected data of code glosses found in Kamala Harris utterances:

Datum 19

> "Has a plan **that is** about lifting up the middle class and working people of America."

*In this sentence, the phrase **"that is"** functions as a code gloss, a metadiscourse marker used to clarify or restate information to make it easier for the audience to understand.* According to Hyland (2005), code glosses help readers or listeners interpret the writer's or speaker's intent by providing reformulation, elaboration, or additional illustration of a previous term or idea. In this context, the phrase **"that is***"* is used to clarify or explain the meaning of the preceding phrase, namely "has a plan."

Datum 20

"What you're going to hear tonight is a detailed and dangerous plan **called** Project 2025 that the former president intends on implementing if he were elected again."

*The word **"called"** functions as a code gloss. In this sentence, the speaker mentions a "detailed and dangerous plan," and immediately clarifies or specifies the name of that plan using the word **"called**," namely Project 2025*. Thus, **"called**" serves to clarify that the previous term refers to a specific plan with an official or commonly recognized name, thereby strengthening its referential power and making it easier for the audience to understand the issue being discussed.

Datum 21

"**Which means** focusing on the details of what that requires, focusing on relationships with our allies, focusing on investing in American based technology so that we win the race on A.I. and quantum computing."

*The phrase **"which means"** functions as a code gloss. In this context, **"which means"** links a previously mentioned idea (such as a vision or policy strategy) to concrete details about how that idea will be implemented, by strengthening alliances and investing in domestic technology*. This phrase indicates that what follows is an elaboration or practical interpretation of an abstract idea, making it easier for the audience to grasp the speaker's intended meaning.

Datum 22

"**In fact,** I was the tie-breaking vote on the Inflation Reduction Act"

The phrase **"in fact"** functions as a code gloss. *Here, **"in fact"** signals that the information that follows serves as a clarification or*

reinforcement of a point that has been or is being made. In this case, the speaker emphasizes that she played a direct and decisive role in the passage of the Inflation Reduction Act, specifically as the tie-breaking vote. By using **"in fact,"** the speaker not only clarifies this fact as true but also highlights its significance in a political context or as a personal achievement.

2) Interactional Markers

Interactional markers are linguistic elements used by writers or speakers to express attitudes, engage with the audience, and establish a personal presence in the discourse. These markers function to involve the audience in the argument, signal the speaker's stance, and manage the interpersonal dimension of communication. From the total of 75 identified interactional metadiscourse markers, only 30 representative data points were selected for detailed analysis. These selected examples adequately demonstrate how Kamala Harris strategically employed interactional metadiscourse markers to manage audience interaction and enhance the persuasiveness of her arguments. Thus, the analysis contributes to answering the first research question regarding the types and functions of these markers in the context of political discourse.

a) Hedges Markers

Hedges are crucial tools in discourse that allow speakers to present their arguments with a degree of caution or uncertainty, avoiding over-commitment to any claims (Hyland, 2005). In this study, hedges were frequently used to manage the speaker's credibility while presenting

arguments in a way that invited the audience's engagement, demonstrating an understanding of the uncertainty or variability of the issues being discussed. The following example is the selected data of hedges found in Kamala Harris utterances:

Datum 23

> "Donald Trump hand-selected three members of the United States Supreme Court with the intention that they **would** undo the protections of Roe v. Wade and they did exactly as he intended and now in over 20 states there are Trump abortion bans which make it criminal for a doctor **or** nurse to provide health care."

According to Hyland (2005), hedges are part of interactional metadiscourse and are used to indicate uncertainty, limitation, or possibility regarding the truth of a statement, thereby opening space for dialogue and avoiding an absolute tone. *There are two words, "would" and "or," that function as hedges reflecting the speaker's caution in making claims.* The word **"would"** indicate that Donald Trump's intention to overturn Roe v. Wade is speculative or expectant rather than an absolute certainty, while **"or"** in the phrase "doctor or nurse" broadens the scope without being exclusive, allowing flexibility in meaning. Both markers serve as rhetorical strategies to present criticism non-absolutely, in line with the function of hedges according to Hyland (2005).

Datum 24

> "Being denied care in an emergency room because the health care providers are afraid they **might** go to jail and she's bleeding out in a car in the parking lot? She didn't want that, her husband didn't want that."

According to the categorization by Hyland (2005), hedges such as **"might"** are used to weaken claims, making them sound more tentative and

less absolute. *In this context, "might go to jail" indicates that healthcare providers' fear is not a certainty of punishment, but rather a concern about the possibility.* The use of this hedge creates room for interpretation and reflects the legal and ethical complexity of the situation

Datum 25

> "The United States Supreme Court recently ruled that the former president **would essentially** be immune from any misconduct."

There are two hedging words, namely *"***would***"* and *"***essentially***"*. *The word "**would**" functions as a hedge that indicates uncertainty or the writer's distance from the truth or certainty of the claim being made.* In this context, *"***would***"* does not express absolute certainty but suggests that the immunity is a possibility or an interpretation of the ruling, rather than an established fact. Meanwhile, *"***essentially***"* signals that the statement is a simplification or summary of the Supreme Court's decision, rather than a fully literal or comprehensive representation.

Datum 26

> "It leads one to believe that **perhaps** we do not have in the candidate to my right the temperament or the ability to not be confused about fact."

*The word "**perhaps**" functions as a hedge. It serves as a hedging marker that conveys uncertainty or doubt regarding the statement being made.* By using *"***perhaps***,"* the speaker does not present the claim as absolute but allows for the possibility that the statement could be either true or false. This is a common mitigation strategy in communication to soften the strength of a claim and avoid direct confrontation.

Datum 27

> "One who believes in what is **possible**, one who brings a sense of optimism about what we can do instead of always disparaging the American people."

*The hedge **"possible"** is used to express something as a possibility or potential, rather than an absolute certainty.* In this context, the use of the word *"**possible**"* reflects an optimistic and open attitude toward various outcomes, while also serving to weaken any absolute claims about what can be done.

Datum 28

> "Remember when an insurance company **could** deny if a child had asthma, if someone was a breast cancer survivor, if a grandparent had diabetes."

*The word **"could"** be a hedge. In this context, its use serves to indicate a possibility or potential in the past, rather than a certainty.* By stating that insurance companies "could deny", the speaker does not assert that denial always occurred, but rather that it might have happened under certain conditions. This reflects a cautious and non-confrontational stance, suggesting that the practice was a possible past policy rather than making a direct accusation.

b) Booster Markers

According to Hyland (2005), boosters help speakers strengthen their claims by asserting their position with confidence, thus limiting the space for alternative interpretations or opposing views. In this study, boosters were used to emphasize key points in the arguments, ensuring that the

audience clearly understood the speaker's stance. By using strong language and definitive assertions, speakers aimed to solidify their position and diminish the strength of opposing arguments. The careful application of boosters thus plays a vital role in maintaining the speaker's authority and enhancing the overall persuasiveness of the debate. The following example is the selected data of boosters found in Kamala Harris utterances:

Datum 29

> **"I believe** in the ambition, the aspirations, the dreams of the American people and that is why I imagine and have **actually** a plan to build what I call an opportunity economy."

There are two boosters used in this context: **"I believe"** and **"actually."** *The phrase "I believe" functions as a booster that expresses the speaker's strong conviction in the values mentioned, the ambitions, aspirations, and dreams of the American people.* By stating **"I believe,"** the speaker not only shares an opinion but also affirms commitment and confidence in the statement, thereby enhancing credibility and persuasiveness in the discourse. Similarly, the word **"actually"** serves as a booster marker that strengthens the claim about the existence of a concrete plan. It emphasizes that the plan is not merely an idea or empty rhetoric, but something real and carefully prepared. The use of **"actually"** adds weight and clarity to the statement, making the audience more confident in the speaker's seriousness and readiness to realize the vision presented.

Datum 30

> "Economists have said that Trump's sales tax would **actually** result for middle-class families in about $4,000 more a year because of his policies

and his ideas about what **should** be the backs of middle-class people paying for tax cuts for billionaire."

There are two important metadiscourse markers that reflect the aspect of boosters: "**actually**" and "**should**." According to Hyland (2005), boosters are used to express certainty, reinforce claims, and convey the writer's or speaker's position with full confidence, leaving little room for doubt or alternative interpretations. *The word "should" functions as a booster that implies a normative critique. It strengthens the opinion that the policy is considered unfair, as it places a tax burden on the middle class in order to benefit billionaires.*

Datum 31

"I'd invite you to **know** that Donald Trump **actually** has no plan for you, because he is more interested in defending himself than he is in looking out for you."

There are two booster-type metadiscourse markers: "**know**" and "**actually**". *The word "know" is used not merely to inform, but to assert that the information conveyed is certain and should be accepted by the audience.* The word "**actually**" is used to emphasize that Trump truly has no plan for the intended audience. These boosters reinforce the negative claim by conveying that Trump's lack of engagement in public interest is not just an opinion, but a proven reality.

Datum 32

"Modernize their military basically sold us out when a policy about China **should** be in making **sure** the United States of America wins the competition for the 21st century."

There are two booster words, **"should"** and **"sure."** *The word "should" functions as a booster that emphasizes the appropriateness or necessity of a policy within the context of global competition.* Its use reinforces the claim that the policy toward China is not merely an option but something that ought to be done in the interest of national priorities, thereby intensifying the speaker's conviction. The word **"sure"** also serves as a booster, asserting certainty and the necessity for the United States to truly win in the 21st-century competition. It strengthens the claim by conveying a strong sense of confidence that this outcome must be achieved, not merely considered possible.

Datum 33

> "That is immoral and one does not have to abandon their faith or deeply held beliefs to agree the government, and Donald Trump **certainly**, **should** not be telling a woman what to do with her body."

The words **"certainly"** and **"should"** function as boosters. *The use of "certainly" in this sentence emphasizes that the government's ban, specifically Donald Trump's restriction on women's bodily autonomy is not only unjustifiable, but is something that clearly and unquestionably should not happen.* The word **"should"** be also classified as a booster, reinforcing the normative claim that Trump's actions are inappropriate and unacceptable. This usage strengthens the speaker's stance in a confident and assertive manner.

Datum 34

> "His former secretary of defense has said the nation, the republic would **never** survive another Trump term and when we listen to this kind of rhetoric."

The metadiscourse marker that functions as a booster is the word **"never"**. *This word represents an extreme form of emphasis used to express absolute certainty that if Donald Trump is re-elected, the republic will not be able to survive.* As a booster marker, **"never"** intensifies the force of the statement and indicates that the speaker (or in this case, the quotation from the former Secretary of Defense) holds a strong conviction regarding the negative consequences of another Trump term.

Datum 35

> "So, let's be clear about that and **clearly**, he is having a very difficult time processing that."

The metadiscourse marker functioning as a booster in this case is the word **"clearly"**. *As a booster, "clearly" reinforces the level of certainty and authority behind the claim being made, while also serving to minimize the possibility of rejection from the audience.* By stating that something **"clearly"** occurs, the speaker is not merely conveying information but also shaping the audience's perception to accept the situation as an established fact or as something that should be commonly understood.

Datum 36

> "The one thing I will assure you **always**, I will **always** give Israel the ability to defend itself."

The word **"always"**, which appears twice, functions as a booster. It serves to emphasize the speaker's permanent and unchanging commitment to a particular policy in this case, support for Israel. *As a booster, "always"*

intensifies the statement and demonstrates full confidence and consistency in the actions or attitudes taken. The repetition of this word further reinforces the impression of determination and certainty that the speaker intends to convey to the audience.

Datum 37

> "It is **well known** that he said of Putin that he can do whatever the hell he wants and go into Ukraine. It is **well known** when that he said when Russia went into Ukraine it was brilliant. It is **well known** he exchanged love letters with Kim Jong un and it is absolutely **well known** that these dictators and autocrats are rooting for you to be president again because they're so clear."

The phrase **"well known"** functions as a booster marker that is repeatedly used to emphasize that the information conveyed is a widely recognized and indisputable fact. *The use of **"well known"** reinforces the credibility and validity of the claim, strengthening the speaker's argument by showing that what is being stated is not a personal opinion or speculation, but rather common knowledge that can be reliably supported.* The phrase "It is well known" is repeatedly employed as a booster to assert that the statements are not merely opinions or personal claims but facts that are widely acknowledged and accepted. The repetition of this phrase enhances the impression that the information is established and difficult to refute, thereby increasing the weight of the speaker's argument.

Datum 38

> "The value I bring to this is that access to health care **should** be a right and not just a privilege of those who can afford it and the plan has to be to strengthen."

*The word **"should"** functions as a booster marker that strengthens the statement regarding healthcare access as a right that everyone ought to have.* **"should"** reinforces the speaker's claim that access to healthcare services is not optional or negotiable but rather a fundamental right that must be guaranteed for all individuals. Thus, the use of **"should"** increases the intensity of the argument and demonstrates the speaker's firm stance in conveying values considered essential.

c) **Attitude Markers**

Attitude markers are linguistic devices used by speakers to express their personal feelings or evaluations toward a particular subject or statement (Hyland, 2005). This study identified the use of attitude markers in society debate contexts, where speakers expressed emotions like frustration or approval to align their arguments with their emotional tone. I found that there are 17th examples of attitude markers used by the speakers. The following example is the selected data of attitude markers found in Kamala Harris utterances:

Datum 39

> "In one state it provides prison for life, Trump abortion bans that make no exception **even** for rape and incest, which understand what that means."

According to Hyland (2005), attitude markers are part of interactional metadiscourses that express the writer's stance toward the content being discussed, such as expressions of emotion, evaluation, or emphasis. They function to communicate an evaluative or affective response to a fact or statement. *In the case of the word **"even,"** it serves as*

a marker of emphasis and critical evaluation of the abortion ban policy. The word "**even**" intensifies the perception of the policy's extremity by highlighting that no exceptions are made for cases generally regarded as serious, such as rape and incest.

Datum 40

> "Working women who are working one or two jobs, who can barely afford childcare as it is, **have to** travel to another state to get on a plane sitting next to strangers."

There is an attitude marker in the phrase "**have to**" which indicates coercion and obligation. *The use of "have to" reflects the writer's stance of an undesirable compulsion or necessity.* This phrase expresses the writer's attitude toward the situation experienced by working women. Additionally, the phrase "who can barely afford childcare as it is" adds an evaluative dimension by emphasizing their difficult economic condition, thereby creating the impression that these working women face significant pressure.

Datum 41

> "We have in the former president is someone who would **prefer** to run on a problem instead of fixing a problem and I'll tell you something."

In Hyland's (2005) theory, attitude markers are part of interactional metadiscourse that convey the writer's evaluation, judgment, or emotional stance toward the content of the discourse. *The word "prefer" implicitly expresses a negative attitude toward the former president.* The writer does not explicitly label the former president as bad or wrong, but through the choice of the word "**prefer**," suggests that this figure chose to exploit the issue for political gain rather than resolve it. This represents a form of

evaluative criticism, indicating that such actions are seen as irresponsible or opportunistic.

Datum 42

> "He's going to talk about immigration a lot tonight **even** when it's not the subject that is being raised and I'm going to actually do something really **unusual** and I'm going to invite you to attend one of Donald Trump's rallies because it's a really **interesting** thing to watch."

Three words function as attitude markers: **"even," "unusual,"** and **"interesting."** The word **"even"** is used to express a critical evaluation of former President Donald Trump's tendency to impose certain issues, subtly signaling disapproval of such communication strategies. Next, the word **"unusual"** conveys an evaluative stance toward the speaker's own action, acknowledging that inviting the audience to attend a political campaign is not a typical practice. Meanwhile, the word **"interesting"** offers a subjective assessment that may appear neutral but, within the context of political discourse, can carry ambivalent or even ironic undertones. *The use of these attitude markers demonstrates how the speaker implicitly frames their stance toward issues and political figures while also maintaining interpersonal rapport with the audience.*

Datum 43

> "When the issues that affect the American people are not being addressed, **I think** the choice is clear in this election."

The phrase **"I think"** functions as an attitude marker. It is used to express the speaker's personal opinion or judgment about the political situation being discussed. Within the framework of Hyland's (2005)

metadiscourse theory, ***"I think"*** *illustrates how the speaker constructs a stance and evaluation of political reality in a subtle yet effective manner.* It also demonstrates how language is used to convey opinion while maintaining credibility and a sense of closeness with the audience.

Datum 44

> "The values I bring to the **importance** of home ownership knowing not everybody got handed $400 million."

The word **"importance"** serves as an attitude marker, expressing the speaker's positive stance toward the concept of home ownership. *Its use indicates that the speaker views owning a home as an essential personal value.* Within Hyland's (2005) interactional metadiscourse framework, this represents an example of how a speaker explicitly embeds personal evaluation into the topic. In addition, the comparative phrase "not everybody got handed $400 million" adds a social context that reinforces the speaker's attitude toward hard work and economic inequality.

Datum 45

> "What we know is that this war **must** end. It **must** when, end immediately, and the way it will end is we need a cease-fire deal."

*The use of the word **"must"** functions as an attitude marker that expresses the speaker's strong stance and sense of urgency regarding the statement being made.* **"must"** indicates a firm obligation or necessity, reflecting the speaker's high level of conviction and urgency in asserting that the war must come to an end. Thus, this attitude marker not only conveys information but also carries emotional evaluation and embedded

values within the statement. The repetition of **"must"** in the first two sentences further reinforces this strong and urgent stance, signaling that the speaker does not view ending the war as a mere possibility, but as an absolute necessity that is non-negotiable.

Datum 46

> "Well, I will tell you, **I agreed** with President Biden's decision to pull out of Afghanistan."

This sentence contains an attitude marker that expresses the speaker's personal stance toward a political decision, namely the phrase "**I agreed.**" The use of the verb "agreed" indicates the speaker's approval and support for President Biden's decision to withdraw troops from Afghanistan. *The phrase "I agreed" functions as a form of personal evaluation, emphasizing the speaker's emotional and ideological engagement with the issue.*

d) Engagement Markers

Engagement markers are crucial elements used by speakers to actively involve their audience in the discourse. These markers help create a direct connection between the speaker and the listener by making the audience feel like participants in the conversation (Hyland, 2005). This study found frequent use of engagement markers by debaters, particularly to emphasize critical points and solicit the audience's agreement. The following example is the selected data of engagement markers found in Kamala Harris utterances:

Datum 47

> **"Let's** talk about what Donald Trump left **us**. Donald Trump left **us** the worst unemployment since the Great Depression. Donald Trump left **us** the worst public health epidemic in a century. Donald Trump left **us** the worst attack on our democracy since the Civil War and what we have done is clean up Donald Trump's mess."

According to Hyland (2005), engagement markers are linguistic devices within interactional metadiscourse that writers or speakers use to explicitly acknowledge the presence of their audience and to invite, address, or respond to them directly. *The phrase **"Let's"** functions as a direct invitation for the audience to participate in the discourse.* In this context, "Let's talk" indicates that the speaker is not imposing an opinion but rather inviting the audience to reflect on and engage with the narrative being presented. *The pronoun **"us"** is used to convey that the negative impacts of Trump's leadership are collectively experienced, thereby creating a shared identity between the speaker and the audience.* This repetition strengthens emotional appeal and solidarity, enhancing rhetorical effectiveness through the use of repetition.

Datum 48

> **"You** will not hear him talk about **your** needs, **your** dreams, and **your**, **your** desires and I'll tell **you**, I believe **you** deserve a president who actually puts **you** first and I pledge to **you** that I will."

*The repeated use of second-person pronouns such as **"you"** and **"your"** demonstrates direct engagement with the audience, emphasizing that they are the central focus of the speech.* This usage is a key strategy within engagement markers, explicitly inviting the audience to feel included in the discourse. It creates a dialogic atmosphere in which the audience is

not merely a passive listener, but feels personally acknowledged and involved in the communication.

e) **Self-mention**

Self-mentions are rhetorical devices used by speakers to explicitly refer to themselves in the discourse using first-person pronouns such as "I," "we," or possessive adjectives like "my" and "our" (Hyland, 2005). These references establish the speaker's presence, enhancing the personal involvement in the discussion and emphasizing the speaker's responsibility or ownership of the argument. In this study, self-mentions were frequently used by debaters to strengthen their connection with the audience and assert their authority on the topic being discussed. The following example is the selected data of self-mentions found in Kamala Harris utterances:

Datum 49

> "**We** know that young families need support to raise their children and **I** intend on extending a tax cut for those families of $6,000, which is the largest child tax credit that **we** have given in a long time."

According to Hyland (2005), self-mention refers to the use of first-person pronouns or other references that directly point to the speaker or writer within a text. Its primary function is to present the speaker's or writer's identity, while also fostering interpersonal closeness with the audience and asserting authority and responsibility. In this case, two self-mentions appear: "**we**" and "**I**." *The pronoun "we" indicates a collective identity, most likely referring to the government or the speaker's team. Its* use serves to invite the audience to feel included in a group that cares about

the needs of "young families." Meanwhile, "I intend" adds a personal touch and conveys the speaker's individual commitment. *The combination of "I" and "we" creates a balance between personal and collective identity, making the message more powerful and persuasive.*

Datum 50

> **"My** plan is to give a $50,000 tax deduction to start-up small businesses, knowing they are part of the backbone of America's economy."

There is a self-mention marker in the form of the possessive pronoun "my," which functions to explicitly signal the speaker's presence in the text. The use of "**my**" in the phrase "my plan" indicates that the speaker directly associates themselves with the idea or policy being presented, thereby strengthening their authority and personal responsibility for the plan. This strategy helps build credibility and trust with the audience because the speaker presents themselves as an active agent with a clear vision and concrete commitment.

Datum 51

> **"I** am offering what I describe as an opportunity economy, and the best economists in **our** country, if not the world, have reviewed **our** relative plans for the future of America."

There are two self-mention words, namely "**I**" and "**our**." The use of "**I**" in the phrase "I am offering" explicitly and personally signals the speaker's presence in the discourse, indicating that the speaker actively takes on the role of the subject responsible for the idea or program being presented. Meanwhile, the use of "**our**" in "our country" and "our relative plans" serves to expand the speaker's identity into a collective that includes

the audience or a larger group, in this case, the nation or the national community. *This creates a sense of togetherness and inclusivity, where the speaker does not stand alone but invites the audience to feel part of the proposed vision and plans.*

Datum 52

> "As it relates to **my** values, let **me** tell you, **I** grew up a middle-class kid raised by a hard-working mother who worked and saved and was able to buy **our** first home when **I** was a teenager."

This sentence contains various self-mention markers that explicitly and personally signals the speaker's presence in the discourse. *The repeated use of first-person pronouns such as "**my**," "**me**," and "**I**" reinforces the speaker's position as an active subject speaking from personal experience and values.*1 The phrase "my values" emphasizes that what is being conveyed reflects the speaker's own deeply held beliefs and principles, adding a personal and authentic dimension to the narrative. Additionally, the use of "**our**" in "our first home" extends the speaker's identity to a collective one involving family or a specific social group, creating a sense of togetherness and inclusivity. This deepens the narrative by showing that the personal experience also holds social and familial significance.

2. Persuasive Strategies in Kamala Harris's 2024 Presidential Debate

Regarding the second research question, this section was aimed to identify the category of each feature by employing the theory that was proposed by Cialdini (2007) and processed in a qualitative descriptive way the analysis identified 19

instances, whether it dealt with the sub-category of reciprocity, commitment and consistency, social proof, authority, liking, scarcity. Additionally, it was aimed to elucidate the contribution of its theory towards the interpersonal metadiscourse markers. In answering the research question, the researcher answers with representative examples of each type found and the explanation below the data.

a) **Reciprocity**

The reciprocity principle recognizes that people feel indebted to those who do something for them. This can lead us to feel obliged to offer concessions to others if they have been offered to us, in short to reciprocate, as we feel uncomfortable being indebted to others. Give what you want to receive. Lend a staff member to a colleague who needs help, you'll get his help later.

Datum 53

> "We know that young families need support to raise their children and I intend on extending a tax cut for those families of $6,000, which is the largest child tax credit that we have given in a long time."

This statement indicates that the speaker (in this context, Kamala Harris) is offering concrete assistance in the form of a tax cut to young families. According to Cialdini's (2007) theory, the principle of reciprocity suggests that when someone receives something of value from another person, they feel compelled to return the favor.

In this case, Kamala Harris seeks to establish a reciprocal relationship with the audience (young families) by providing a tangible benefit "a tax cut for those families of $6,000." This is a concrete and

valuable form of "giving" that can psychologically create a sense of indebtedness among the targeted families. By offering this incentive upfront, the political candidate hopes that young families will feel obliged to reciprocate. This strategy creates the impression that he is "giving first" so that the audience feels obligated to support him.

Datum 54

> "My plan is to give a $50,000 tax deduction to start-up small businesses, knowing they are part of the backbone of America's economy."

This statement represents a form of persuasive communication that aligns with the principle of reciprocity in Cialdini's (2007) theory. According to this principle, individuals tend to feel obligated to return a favor when they receive something beneficial. In this context, the speaker expresses an intention "to give a $50,000 tax" to start-up small businesses as a form of economic support.

By offering a significant financial incentive, the speaker presents herself as someone who cares about and supports small business owners, who are referred to as a vital part of the national economy "the backbone of America's economy". This act of giving is expected to generate a sense of gratitude or moral obligation among the recipients, encouraging them to reciprocate, possibly in the form of political or social support.

b) Commitment and Consistency

The principle of commitment/ as consistency declares that we have a need to be seen consistent and to honor our commitments. Humans are

beings who tend to remain consistent in their actions, thoughts, feelings, and life principles. Once they say something, they are likely to stand by it, even if what they said is not entirely true.

Datum 55

> "I absolutely support reinstating the protections of Roe v. Wade. and as you rightly mentioned, nowhere in America is a woman carrying a pregnancy to term and asking for an abortion."

The principle of Commitment and Consistency, as proposed by Robert Cialdini (2007), explains that people tend to act in ways that are consistent with their prior commitments, values, and self-image.

In this statement, the speaker explicitly expresses strong support for the reinstatement of legal protections under Roe v. Wade, a landmark decision concerning abortion rights in the United States. By making this support clear, the speaker establishes a firm public commitment. Moreover, the statement that "nowhere in America is a woman carrying a pregnancy to term and asking for an abortion" reinforces a moral and logical stance that aligns with this commitment. This demonstrates the speaker's intention to maintain a consistent image as a supporter of women's reproductive rights and legal justice. Such commitment encourages both the speaker and the audience to uphold attitudes and behaviors that align with the stated values and promises, thereby enhancing credibility and facilitating the persuasive process.

Datum 56

"So, my values have not changed and I'm going to discuss everyone at least every point that you've made, but in particular, let's talk about fracking because we're here in Pennsylvania."

According to Cialdini's (2007) theory, the principle of Commitment and Consistency states that people tend to act in ways that are consistent with what they have previously said or done. Once someone makes a commitment, especially in a public setting, they are motivated to maintain consistency between their words and actions, as inconsistency is often viewed negatively by others.

In the quote above, Kamala Harris states, "my values have not changed." This is a clear declaration of commitment to principles or beliefs she has previously expressed. By demonstrating such consistency, she seeks to strengthen the audience's trust, project a stable self-image, and show that she is not easily swayed by situational pressures or changing contexts. Furthermore, her statement, "I'm going to discuss everyone at least every point that you've made," reinforces her commitment to openness and accountability. Her emphasis on local issues such as fracking in Pennsylvania, also reflects an effort to remain consistent in addressing specific community needs, in line with the values and positions she has publicly upheld.

c) **Social Proof**

One way we determine whether something is true is by observing whether others also believe it to be true, this is the foundation of the

principle of social proof. This principle relies on information or evidence that is already trusted as truth.

Datum 57

> "Barely can afford to do it and what you are putting her through is unconscionable and the people of America have not, the majority of Americans believe in a woman's right to make decisions about her own body and that is why in every state where this issue has been on the ballot, in red and blue states both, the people of America have voted for freedom."

According to Cialdini's (2007) theory, the principle of social proof explains that when individuals are uncertain about what decisions to make or actions to take, they tend to look to the behavior and beliefs of the majority and align themselves accordingly. This principle operates on the assumption that if many people believe or do something, it must be correct, legitimate, or worthy of following.

In the quoted statement, Kamala Harris applies this principle by referencing the majority public opinion "the majority of Americans believe in a woman's right to make decisions about her own body." This emphasizes that her stance is not merely a personal belief, but rather a reflection of the collective values of the American public. She further reinforces this point by highlighting that this belief is shared across politically diverse states both "red states" and "blue states" demonstrating that support for women's bodily autonomy transcends ideological lines.

Additionally, her use of the phrase "the people of America have voted for freedom" underscores that the majority has actively and openly expressed support for this issue through the democratic process. By

employing this approach, the speaker builds both moral and social legitimacy for her viewpoint, while also subtly pressuring the audience to align with the majority, implying that to oppose it would mean rejecting widely accepted social norms.

Datum 58

> "Talk about extreme, you know, this is I think one of the reasons why in this election I actually have the endorsement of 200 Republicans who have formally worked with President Bush, Mitt Romney, and John McCain including the endorsement of former Vice President Dick Cheney and Congressmember Liz Cheney and if you want to really know the inside track on who the former president is."

In this excerpt, Kamala Harris states that she has received support from "200 Republicans who have formerly worked with President Bush, Mitt Romney, and John McCain, including the endorsement of former Vice President Dick Cheney and Congress Member Liz Cheney." This statement clearly demonstrates the use of the social proof principle, as she seeks to strengthen her legitimacy by referencing a large number of individuals with significant political experience and reputations, particularly respected figures within the Republican Party.

By naming prominent leaders such as President Bush, Mitt Romney, John McCain, and the Cheneys, Harris appeals not only to the quantity of support but also to the authority and status of these individuals in the American political landscape. This strategy is intended to create the perception that her political stance has been validated by a respected group, thereby encouraging the audience to align themselves with that endorsement. In a persuasive context, this approach is highly effective, as

people often follow the actions of others, especially those seen as knowledgeable or influential, when they feel uncertain or are navigating complex situations like elections.

Datum 59

> "We have created over 800,000 new manufacturing jobs while I have been vice president."

In this statement, Kamala Harris says, "We have created over 800,000 new manufacturing jobs while I have been vice president." This sentence reflects the use of social proof through the presentation of quantitative data that highlights tangible results during her time in office. By citing the figure of 800,000 new jobs, the speaker not only emphasizes the achievements of her administration but also aims to shape public perception by suggesting that her policies have been effective and positively received by a broad segment of society.

d) Authority

The principle of authority refers to the audience's tendency to comply with someone who holds a certain level of power or authority in making decisions, which can be used as a persuasive strategy. It is natural for people to willingly and without hesitation accept decisions made by someone in a position of authority.

Datum 60

> "What Goldman Sachs has said is that Donald Trump's plan would make the economy worse, mine would strengthen the economy."

According to Cialdini's (2007) theory, the principle of authority states that people are more likely to be influenced by or follow the advice of individuals or institutions perceived as experts or authorities in a given field. In complex or uncertain situations, people often rely on authority figures as a shortcut for decision-making, believing that experts possess the knowledge and experience necessary to make reliable judgments.

In this statement, Kamala Harris cites "Goldman Sachs", a globally recognized financial institution widely regarded as an authority in economics and finance. By stating that Goldman Sachs has assessed the opponent's economic plan as one that would worsen the economy, while suggesting that her own plan would strengthen it seeks to build credibility and reinforce her argument through the endorsement of a respected external authority.

Datum 61

> "What the Wharton School has said is Donald Trump's plan would actually explode the deficit, Sixteen Nobel laureates have described his economic plan as something that would increase inflation and by the middle of next year would invite a recession."

In this statement, Kamala Harris references two highly authoritative sources in the field of economics: The Wharton School, a prestigious business institution, and sixteen Nobel Prize-winning economists. By citing analyses from a renowned academic institution and globally recognized experts, the speaker is establishing external validity and intellectual credibility for her claims. This strategy aims to emphasize that her

perspective is not solely her own, but is also supported by leading economists and respected global authorities. In this context, the endorsement from Nobel laureates serves as a powerful authority cue, as the public generally assumes that individuals who have received the Nobel Prize possess exceptional knowledge, expertise, and objectivity.

Datum 62

> "I'm going to tell you that I have traveled the world as vice president of the United States and world leaders are laughing at Donald Trump."

In her statement, Kamala Harris leverages her status as the former Vice President of the United States to build credibility and persuade the audience that she has direct access to world leaders. By emphasizing that she has traveled around the world in an official capacity, she positions herself as someone with international authority and insight.

She states that global leaders "laugh at Donald Trump," which indirectly suggests that the international community does not view Trump with seriousness or respect. This serves as a form of authority-based persuasion, relying on the perception that the speaker possesses exclusive information from credible and influential sources namely, world leaders. By invoking their reactions, Harris appeals to the authority of the global political community to validate her critique and strengthen her position.

Datum 63

> "The young people of America care deeply about this issue and I am proud that as vice president over the last four years, we have invested a trillion dollars in a clean energy economy while we have also increased domestic gas production to historic levels."

In her statement, Kamala Harris emphasizes her position as Vice President over the past four years. By highlighting this role, she aims to establish her credibility and authority as a figure with direct experience and responsibility in shaping national energy policy. She also presents concrete facts, such as a "invested a trillion dollars in a clean energy economy" and "increased domestic gas production to historic levels".

These references not only showcase the success of the policies implemented during her tenure but also reinforce her claims with authoritative evidence drawn from her own experience as a high-ranking government official. This strategy is intended to convince the audience that Harris has firsthand knowledge and control over this critical issue, making her views both trustworthy and highly relevant.

Datum 64

> "His former chief of staff, a four-star general, has said he has contempt for the constitution of the United States. His former national security adviser has said he is dangerous and unfit. His former secretary of defense has said the nation, the republic would never survive another Trump term and when we listen to this kind of rhetoric."

In Kamala Harris's statement, authority is established through the mention of prominent figures who have held high-ranking positions in government, such as a former chief of staff, a four-star general, a former national security adviser, and a former secretary of defense. All of these individuals deliver strong criticism of Donald Trump, labeling him as "dangerous and unfit," and warning that the Republic may not survive if he returns to office.

When individuals with such authority express serious concerns such as claiming contempt for the Constitution, describing someone as dangerous and unqualified, and warning of existential threats to the nation the audience is more likely to perceive these statements as credible and valid. Therefore, in this data analysis, the voices of these authoritative figures serve as a powerful factor that reinforces the speaker's narrative and shapes public interpretation of the issue being addressed.

e) **Liking**

In general, people are more willing to help those they like than those they don't. This indicates that individuals are more likely to respond to requests from people they like than from those they do not. People are more attracted to things they like, and this forms the basis of the principle of liking.

Datum 65

> "So, I was raised as a middle-class kid and I am actually the only person on this stage who has a plan."

The principle of liking, as proposed by Robert Cialdini (2007), is one of the six principles of persuasion. It suggests that people are more likely to be influenced by someone they like. This principle is based on the idea that feelings of affection or personal connection increase the likelihood of accepting a message or request from that person.

The statement "I was raised as a middle-class kid" reflects Kamala Harris's attempt to build an emotional and social connection with her audience. Many individuals come from a middle-class background, so this remark can create a sense of similarity and shared experience. As a result,

the audience is more likely to relate to and feel positively toward the speaker, making them more receptive to her message. The statement also implicitly conveys values that resonate with many listeners, making them feel seen and appreciated, and thus more inclined to like and support the speaker.

Datum 66

> "I was actually, my mother raised my sister and me but there was a woman who helped raise us. We call her our second mother. She was a small business owner; I love our small businesses."

In her statement, Kamala Harris mentions a woman who helped raise her and refers to her as "our second mother." Through this, the speaker constructs an image of herself as someone who values emotional bonds, affection, and non-biological family relationships. This portrayal fosters a warm, caring, and humanized impression, making her more likable to the audience.

She then adds that this second mother was a small business owner and follows by saying, "I love our small businesses." By doing so, the speaker acknowledges and praises the role and contributions of small and medium-sized enterprises. This can strengthen the principle of liking, particularly among audiences with entrepreneurial backgrounds or those who appreciate the spirit of small business. Such expressions increase the likelihood that the audience will feel a personal connection to the speaker, making them more sympathetic, more favorable toward her, and more receptive to her message.

Datum 67

> "You will not hear him talk about your needs, your dreams, and your, your desires and I'll tell you, I believe you deserve a president who actually puts you first and I pledge to you that I will."

In this statement, Kamala Harris emphasizes the needs, dreams, and desires of the audience, an approach that helps build emotional closeness and increases liking from listeners. By demonstrating that she understands and prioritizes the concerns of the public, she creates a sense of empathy and shared identity, which strengthens the audience's positive feelings toward her. The principle of liking also relies on similarity and cooperation. When Harris says, "I believe you deserve a president who actually puts you first," she aligns herself with the interests of the audience, reinforcing a sense of mutual understanding and trust.

In the context of persuasion, this approach is effective because people are more likely to accept and follow the lead of someone they like and believe genuinely cares about them rather than someone who speaks without acknowledging their personal needs.

Datum 68

> "I believe in what we can do together that is about sustaining America's standing in the world"

According to Cialdini (2007), the principle of liking states that people are more easily influenced by those they like. The phrase "what we can do together" emphasizes a spirit of collective effort, cooperation, and teamwork. It shows that Kamala Harris does not position herself as a solitary figure of authority, but rather as part of a community equal to her

audience. This fosters a sense of similarity and solidarity, two key elements in the liking principle.

By stating "sustaining America's standing in the world," Harris demonstrates concern for an issue that holds value for many Americas' global reputation and role. When someone expresses genuine care for something the audience deeply values, they are more likely to be liked through shared values which in turn enhances the persuasive impact of the message.

f) Scarcity

The scarcity principle is extremely powerful and operates on the value or worth that people attach to things. The fear of losing something beneficial to one's life is a thought that constantly exists in the human mind, and this forms the basis of the principle of scarcity.

Datum 69

> "Understand in his Project 2025 there would be a national abortion ban. Understand in his Project 2025 there would be a national abortion -- a monitor that would be monitoring your pregnancies, your miscarriages."

In Kamala Harris's statement, the principle of scarcity is clearly reflected as a persuasive strategy. According to Cialdini (2007), this principle suggests that people tend to place greater value on things that are scarce or at risk of being lost. In this context, Harris warns that the policies proposed under Project 2025 would include a national ban on abortion and increased surveillance of pregnancies and miscarriages, creating the

impression that reproductive freedom and individual privacy are becoming increasingly rare.

This approach employs loss framing highlighting the potential loss of rights to motivate the audience to value and defend the freedoms they currently possess. Additionally, the use of the phrase "Project 2025" creates a sense of time sensitivity and urgency, implying that the opportunity to resist these policies is limited and action must be taken quickly.

Datum 70

> "We cannot afford to have a president of the United States who attempts as he did in the past to upend the will of the voters in a free and fair election."

In Kamala Harris's statement, she emphasizes that something perceived as rare or under threat becomes more valuable, thereby creating a strong motivation to protect it. In this context, free and fair democracy is framed as a value at risk threatened by a political figure who previously attempted to overturn the will of the people. The statement conveys the idea that legitimate elections and the voice of the people are rights that can be lost if not actively safeguarded, and therefore must be urgently defended.

Datum 71

> "If Donald Trump were president, Putin would be sitting in Kyiv right now. And understand what that would mean."

In Kamala Harris's statement, she creates a sense of urgency and serious consequences that could arise if a certain condition occurs, namely, if Donald Trump becomes president again. This builds the perception that

the current state of stability is highly valuable and must be protected, as failure to do so could lead to negative outcomes, such as Putin taking control of Kyiv.

The message conveys that peace and effective leadership are precious yet fragile conditions that can be lost if people fail to act. The rhetorical closing line intensifies the emotional urgency, compelling the audience to take a stand or act before these ideal conditions are permanently lost.

B. Discussion

This section discusses the results of the analysis of interpersonal metadiscourse markers found in Kamala Harris's 2024 presidential debate. During this section, I explained the core findings of the study by revisiting the two primary research questions: **(1) What types and functions of Interpersonal Metadiscourse Markers are used by Kamala Harris's 2024 presidential debate?** And **(2) How do persuasive strategies contribute to the Interpersonal Metadiscourse Markers in Kamala Harris's 2024 presidential debate?** These questions aim to uncover both the explicit and nuanced ways in which speakers employ language tools, specifically interpersonal metadiscourse markers to not only present their arguments but also to influence, guide, and connect with their audience. To address this question, this study integrates Hyland's (2005) framework of interpersonal metadiscourse with Cialdini's (2007) principles of

persuasion, which include six key principles: reciprocity, authority, social proof, liking, scarcity, commitment and consistency.

The findings of this study have shown that Kamala Harris employed a range of interpersonal metadiscourse markers as defined by Hyland (2005), which were categorized into interactive and interactional markers. These markers were not only used to structure her discourse but also to enhance the persuasiveness of her speech. In this regard, the discussion draws on Hyland's model in conjunction with Cialdini's (2007) persuasive strategies to provide a multidimensional analysis.

Based on the data analysis from the transcript of the first U.S. presidential debate on September 10, 2024 (downloaded from ABC News), it was found that Kamala Harris used a total of 132 interpersonal metadiscourse markers throughout the debate. These markers were categorized into two main types according to Hyland's (2005) taxonomy: interactive markers and interactional markers. Specifically, 57 interactive markers were identified, which included transition markers, frame markers, endophoric markers, evidential markers, and code glosses. Meanwhile, 75 were interactional markers, consisting of hedges, boosters, attitude markers, engagement markers, and self-mentions. These findings indicate that Harris not only focused on discourse structure clarity but also actively built interpersonal relationships with the audience to enhance her persuasive impact.

The qualitative analysis of Kamala Harris's utterances in the 2024 presidential debate reveals that interpersonal metadiscourse markers were used not merely for structural coherence but also as strategic tools to influence the audience. In this case, the interpersonal metadiscourse markers used by Kamala Harris are

not only identified based on their frequency or type, but also analyzed contextually to understand their communicative function in shaping persuasive strategies. By examining direct quotations from the debate transcript, each marker is analyzed in relation to its usage context, the intended audience response, and the rhetorical purpose Harris aims to achieve. This analysis enables the researcher to interpret not only what is said, but also how and why the statements are delivered in a particular way.

Based on Hyland's (2005) framework, two main types of interpersonal metadiscourse markers were identified in Kamala Harris's 2024 presidential debate: interactive and interactional markers. Interactive markers were used to structure the flow of discourse, helping the speaker organize her ideas in a coherent and accessible manner. These include transition markers such as "and," "but," and "so," which connect clauses logically; frame markers like "first of all" and "next," which signal discourse stages; and evidential and endophoric markers that refer to external or internal sources for validation. From the total of 57 interactive markers found in the data, 22 were selected as representative examples to illustrate how Harris guided the audience through the debate with logical sequencing and rhetorical structure.

In contrast, interactional markers were used to establish a speaker audience relationship, reflect stance, and engage the listeners personally. This includes the use of boosters such as "clearly" and "of course" to emphasize strong claims; hedges like "I think" and "might" to express caution or politeness; attitude markers such as "hopefully" and "interestingly" to reveal emotional tone; engagement

markers like "you must" and "remember" to directly involve the audience; and self-mentions such as "I" and "we" to project presence and responsibility. From a total of 75 interactional markers identified, 30 data points were selected to demonstrate how these elements functioned to shape Harris's personal voice and enhance audience alignment.

The most dominant type found was booster, indicating her strong emphasis on asserting arguments and building credibility. The frequent use of boosters (e.g., "know," "clearly," "absolutely") supports her intention to reinforce claims confidently. For example, in the statement "Trump actually has no plan for you," the word "actually" intensifies the claim by presenting it as factual and undeniable, not merely opinion-based. This aligns with Hyland's view that boosters affirm solidarity with readers or listeners who are expected to share the same belief. Moreover, the frequent use of "know" as in "we know that Xi was responsible" signals common ground with the audience, enhancing the effect of group identity and mutual knowledge.

This finding aligns with Hyland's (2005) assertion that boosters convey certainty and eliminate room for negotiation, which was essential for Harris to project firmness in her stance throughout the debate. This reflects a rhetorical strategy aimed at constructing a perception of credibility and competence in the eyes of the public. Such assertiveness in communication is crucial in the context of a presidential debate, where each candidate is expected to appear confident and well-versed in the issues being discussed. Furthermore, in a political context where voters seek clarity and assurance, boosters help construct a narrative of competence

and leadership. In moments of ideological contrast, Harris often relied on boosters to distinguish her policies from those of her opponent, reinforcing a sense of moral or intellectual superiority. Thus, the dominance of boosters is not incidental but a strategic linguistic choice to project leadership, shape public perception, and maximize persuasive impact.

In contrast, although endophoric markers (interactive) and engagement markers (interactional) were used less frequently by Harris, their roles in structuring the discourse and fostering audience involvement remain significant. The low frequency of endophoric markers may be attributed to the nature of political debates, which are spontaneous and time-constrained, leaving little opportunity for referring back to previous statements or forward to upcoming ones unlike written texts or formal speeches where discourse referencing is more common. Similarly, engagement markers appeared less often because Harris's rhetorical style in this debate prioritized authoritative and assertive delivery over conversational involvement. Political debates often demand strong positioning and dominance rather than dialogic interaction. However, the minimal use of these markers does not imply irrelevance.

Furthermore, political debates are highly time-constrained and performative, prioritizing direct persuasion over textual cohesion. Speakers often choose explicit, self-contained statements that require minimal reliance on earlier discourse. This enables them to maximize clarity and impact for both the audience in the venue and those watching through broadcast media. As a result, Harris likely prioritized boosters, attitude markers, and other engagement strategies that project

confidence and foster rapport, rather than endophoric markers that depend on cross-referencing within the same speech.

When these markers are examined through the lens of Cialdini's (2007) persuasive strategies, the data revealed that the principle of authority was the most frequently applied. Harris referred to her own political experience, governmental roles, and expert sources to establish credibility. This principle is evident in Harris's consistent references to her experience as Vice President, the achievements of her administration, and the opinions of credible institutions such as Goldman Sachs. In several of her statements, for example, she explicitly mentions research findings or implemented policies as evidence of her success. The consistent referencing of personal roles (e.g., as Vice President) and authoritative institutions (e.g., Goldman Sachs) reinforces the audience's perception of her legitimacy and trustworthiness. The use of the *authority* strategy demonstrates Harris's effort to establish both personal and institutional credibility in order to persuade the audience that she is a competent and qualified leader.

Notably, boosters were frequently associated with the principle of authority, as Harris consistently reinforced her claims by referencing credible institutions, her prior political experience, and shared national values. The use of attitude markers and engagement markers aligned with the principles of liking and reciprocity, fostering emotional proximity and a sense of mutual understanding with the audience. Moreover, self-mentions were strategically employed to emphasize the speaker's commitment and consistency, portraying Harris as both accountable and trustworthy. In several instances, her rhetorical appeals also reflected the principle

of scarcity, particularly when highlighting the urgency of protecting democracy or advocating for women's rights. By embedding persuasive psychological cues within metadiscourse, Harris's rhetorical style illustrates that metadiscourse markers function not only as linguistic devices but also as powerful mechanisms of behavioral influence.

Compared to previous studies that also examined the use of interpersonal metadiscourse markers and persuasive strategies in political discourse, this research shares certain similarities but also reveals several key differences that highlight its contribution and novelty. A fundamental similarity can be seen in its alignment with the study by Azijah and Gulo (2020), which analyzed Jacinda Ardern's speech in the context of a public memorial. That study demonstrated how the combined use of interactive and interactional markers serves to produce discourse that is not only rhetorically well-structured but also emotionally resonant. Ardern extensively employed *attitude markers* and *engagement markers* to build solidarity and empathy, aligning with the tone of a mourning event. However, their approach was limited to applying Hyland's (2005) taxonomy without considering the psychological aspects of the persuasive strategies involved. In other words, although their analysis was effective in classifying types of metadiscourse, it did not explicitly link linguistic forms to the underlying psychological principles of persuasion.

Mirzaeian (2020), who compared the speeches of Obama and Trump, similarly demonstrated that the use of interpersonal metadiscourse markers plays a crucial role in establishing a connection between the speaker and the audience, as

well as in enhancing persuasive strategies within political contexts. Across all three studies, it was found that interactional markers such as engagement markers, attitude markers, and boosters were consistently employed to strengthen emotional engagement and guide public opinion.

Meanwhile, Kashiha (2022), in her study on political speeches, emphasized that interactional markers particularly boosters and self-mentions are used to assert strong opinions and express personal evaluations directly. In the context of Kamala Harris, the use of boosters such as "clearly," "in fact," and "absolutely" not only reinforces her stance but also reflects a psychologically grounded persuasive strategy. These expressions enhance perceptions of authority and public trust by projecting confidence and decisiveness.

Furthermore, the study by Ali et al. (2020), which examined the political speeches of Benazir Bhutto, revealed that hedges were more frequently used than boosters in her discourse to construct a cautious and measured persona. This stands in contrast to Kamala Harris, who more frequently employed boosters to project assertiveness, highlighting a difference in communicative style that may be influenced by political background, cultural context, and the nature of the debate setting.

However, a distinctive feature of the present study lies in the integration of its theoretical framework. This research combines Hyland's (2005) interpersonal metadiscourse model with Cialdini's (2007) principles of persuasion, whereas most previous studies tend to adopt only a single approach, either from a linguistic or a social-psychological perspective. For example, Al-Natour et al. (2025), in their

analysis of Joe Biden's speech at the COP27 conference, also applied Cialdini's theory to identify dominant persuasive strategies. Their findings indicated that the principles of authority and commitment were frequently employed in the environmental discourse. However, their study did not incorporate a micro-linguistic approach as adopted in the present research. By not applying Hyland's framework, they missed the opportunity to examine in detail how persuasive strategies are realized through lexical choices, syntactic structures, and rhetorical interaction within the text. In other words, their approach was predominantly top-down, moving from persuasive theory to the text whereas this study integrates both top-down and bottom-up perspectives: starting from textual features, identifying their persuasive functions, and interpreting them strategically.

In contrast, the study conducted by Kuswoyo and Siregar (2019), which examined the use of interpersonal metadiscourse markers in business presentations specifically in Steve Jobs's presentations found that *engagement markers* (such as "you see," "consider," "note that") and *transition markers* (such as "and," "but," "so") were the most frequently used types. These markers were shown to be effective in creating audience engagement and ensuring the coherence of the presentation flow. Their findings support the assumption that language strategies serve not only to convey information but also to build interpersonal connection between speaker and audience. However, the context of Kuswoyo and Siregar's research was non-political and conducted in a structured, monologic setting where the speaker was not subject to confrontation or high-stakes pressure. In contrast, the present study draws data from the 2024 presidential debate, in which Kamala

Harris was not only aiming to persuade the audience but also had to respond to direct attacks, manage time constraints, and maintain her political image in front of both her opponent and the public.

The novelty of this research lies in its focus on Kamala Harris in the 2024 presidential debate, a context that has been relatively underexplored in previous studies. Most existing research primarily addresses male political figures (such as Obama, Trump, or Biden), so the approach to the first Black female candidate for the U.S. presidency adds a significant new dimension to the study of political discourse. In this context, the use of interpersonal metadiscourse functions not only as a persuasive tool but also as a means to construct political identity and represent minority positions within dominant power structures. This study makes an important contribution to the political discourse literature, which remains limited in explicitly highlighting aspects of gender and racial identity and representation within political communication strategies.

Nonetheless, this study has several limitations that must be acknowledged objectively. One such limitation is the data source, which is restricted to a single presidential debate, the first debate between Kamala Harris and Donald Trump on September 10, 2024. By focusing solely on one event, the generalizability of the findings is limited. Given the highly dynamic and evolving nature of political discourse research, analyzing only one moment is insufficient to capture the full range of a candidate's rhetorical strategies throughout the campaign. Furthermore, although this study employed official transcripts and video recordings for cross-verification, there remains the potential for bias or discrepancies between the

written text and the speaker's intonation and gestures in oral communication, which can affect the interpretation of metadiscourse.

Nevertheless, the author acknowledges several limitations in the execution of this study. First, the data limitation arising from focusing on a single figure in a single debate event namely Kamala Harris in the presidential debate on September 10, 2024 narrows the scope of the analysis. By analyzing only one debate, the researcher cannot broadly generalize Harris's rhetorical patterns to her entire campaign or compare them with the rhetoric of other candidates such as Donald Trump. Therefore, the findings are contextual and limited to this specific discourse.

The next limitation concerns the multimodal dimension of political communication. This study analyzes only the verbal content of the debate transcript and does not include non-verbal elements such as intonation, gestures, facial expressions, or vocal emphasis, all of which play an important persuasive role in spoken debates. In fact, in political communication studies, paralinguistic and visual aspects often play a significant role in shaping public perception. Therefore, to obtain a more comprehensive understanding of persuasive strategies, future research should adopt a multimodal approach or utilize software tools that enable integrated audio-visual analysis.

The findings of this study directly address the first research question, which concerns the types of interpersonal metadiscourse markers used by Kamala Harris in the 2024 presidential debate. By identifying the use of both interactive and interactional categories, this study successfully reveals persuasive communication patterns that align with persuasion principles. Overall, these markers functioned not

merely as textual organizers but as rhetorical tools that shaped Harris's persuasive strategies. They facilitated clarity, strengthened speaker-audience rapport, and conveyed conviction and empathy critical components in political persuasion. The strategic use of interpersonal metadiscourse markers enabled Harris to construct an authoritative and relatable identity while maintaining control over the structure and reception of her message.

The synergy between boosters and the principle of authority creates a powerful persuasive effect, as the assertions made are not merely based on personal opinion but are reinforced by credible authoritative evidence. In this context, the use of interpersonal metadiscourse markers functions not only as a linguistic tool to establish discourse cohesion but also as a communication strategy that targets the audience's psychological dimension. This finding reinforces the assumption that in political debates, the success of persuasion largely depends on the ability to combine assertive language with credible content.

CHAPTER V
CONCLUSION

In this chapter, the research conclusions and recommendations are presented based on the findings of the current study. The section provides a comprehensive explanation of the preceding chapters, which addressed the two research problems. Furthermore, the suggestions offered in this section serves as a valuable recommendation for future readers and researchers who are interested in conducting further research in the same field.

A. Conclusion

This research investigates the utilization of interpersonal metadiscourse markers in Kamala Harris on YouTube, specifically focusing on her first 2024 presidential debate. The analysis reveals that Kamala Harris strategically employs interpersonal metadiscourse markers to manage the structure and tone of her speech while simultaneously deploying persuasive strategies that resonate with a diverse audience. Based on the findings and analysis, this study concludes that Kamala Harris strategically employed interpersonal metadiscourse markers as persuasive strategies during the 2024 presidential debate. Using Hyland's (2005) framework, the study identified a total of 132 markers consisting of 57 interactive and 75 interactional markers. Among them, boosters were the most dominant, indicating her emphasis on reinforcing claims and asserting confidence in her arguments. These markers helped guide the audience through her discourse, clarify her position, and build rhetorical coherence.

From a persuasive strategy, the study found that Kamala Harris most often applied the principle of authority, one of Cialdini's six persuasive strategies. Harris often referenced her political experience, external institutions, and public consensus to enhance her credibility and align herself with shared values. The integration of metadiscourse markers and persuasive principles enabled her to construct a compelling narrative, engage emotionally with the audience, and project a trustworthy image.

The integration of Hyland's and Cialdini's frameworks revealed how metadiscourse markers served dual functions not only contributing to the textual cohesion of Harris's debate performance but also enhancing the persuasive power of her communication. These markers allowed her to shape audience perception, establish rapport, and subtly guide the audience toward favorable interpretations of her positions. The strategic interplay between language and psychology in her discourse illustrates how metadiscourse markers can be a powerful tool in political persuasion

Ultimately, this research confirms that effective political discourse goes beyond delivering information; it requires the speaker to connect with the audience emotionally, establish credibility, and present structured arguments. Interpersonal metadiscourse markers, when used purposefully, provide politicians with the linguistic means to fulfill these rhetorical goals. Kamala Harris's 2024 presidential debate performance exemplifies how these markers can be employed to influence public opinion and solidify political messaging.

B. Suggestion

Based on the findings of this study, several recommendations can be made for future research and practice. The results of this study highlight the crucial role of interpersonal metadiscourse markers in political persuasion, suggesting multiple directions for extended investigation and practical application.

First, future studies are encouraged to examine how metadiscourse markers function across different languages and cultural contexts. Since this study focuses on English-language political discourse within the U.S. context, it would be valuable to investigate whether similar rhetorical strategies are employed in non-English debates or in countries with different political traditions and communicative norms. Exploring the use of interpersonal metadiscourse in, for example, Asian, European, or Middle Eastern political discourse may uncover culturally specific patterns in how political figures attempt to persuade and engage their audiences.

Second, this study recommends that future research analyze both candidates simultaneously such as Kamala Harris and Donald Trump, to provide a more comprehensive understanding of the differences in persuasive strategies used in political debates.

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CURRICULUM VITAE

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APPENDICES

Appendix 1: Interpersonal Metadiscourse Markers (Hyland, 2005)

No	Data	Interactive Markers					Interactional Markers				
		TM	FM	ENM	EVM	CG	HM	BM	AM	EM	SM
1.	**So**, I was raised as a middle-class kid **and** I am actually the only person on this stage	V									
2.	Who has a plan **that is** about lifting up the middle class and working people of America.					V					
3.	**I believe** in the ambition, the aspirations, the dreams of the American people and that is why I imagine and have **actually** a plan to build what I call an opportunity economy.							V			
4.	**Because** here's the thing we know that we have a shortage of homes **and** housing, **and** the cost of housing is too expensive for far too many people.	V									
5.	**We** know that young families need support to raise their children and **I** intend on extending a tax cut for those families of $6,000, which is the largest child tax credit that **we** have given in a long time.										V
6.	**My** plan is to give a $50,000 tax deduction to start-up small businesses, knowing they are part of the backbone of America's economy.										V
7.	**I** was actually -- **my** mother raised **my** sister and **me** but there was a woman who helped raise us. **We** call her **our** second mother. She was a small business owner; **I** love our small businesses.										V
8.	My opponent, **on the other hand**, his plan is to do what he has done before,	V									

No.	Text	1	2	3	4	5	6	7	8	9	10
	which is to provide a tax cut for billionaires and big corporations, which will **result in** $5 trillion to America's deficit.										
9.	My opponent has a plan that I call the Trump sales tax, which **would** be a 20% tax on everyday goods that you rely on to get through the month.					V					
10.	Economists have said that Trump's sales tax would **actually** result for middle-class families in about $4,000 more a year because of his policies and his ideas about what **should** be the backs of middle-class people paying for tax cuts for billionaire.						V				
11.	Well, **I would** love to.		V								
12.	**Let's** talk about what Donald Trump left **us**. Donald Trump left **us** the worst unemployment since the Great Depression. Donald Trump left **us** the worst public health epidemic in a century. Donald Trump left **us** the worst attack on our democracy since the Civil War and what we have done is clean up Donald Trump's mess.									V	
13.	What we have done **and** what I intend to do is built on what we know are the aspirations **and** the hopes of the American people. **But** I'm going to tell you all**,** in this debate tonight, you're going to hear from the same old.	V									
14.	What you're going to hear tonight is a detailed and dangerous plan **called** Project 2025 that the former president intends on implementing if he were elected again.				V						
15.	**I believe** very strongly that the American people want						V				

		1	2	3	4	5		6	7	8	9	10
	a president who understands the importance of bringing us together knowing we have so much more in common than what separates us and I pledge to you to be a president for all Americans.											
16.	**So**, Donald Trump has no plan for you **and** when you look at his economic plan, it's all about tax breaks for the richest people	V										
17.	**I** am offering what I describe as an opportunity economy, and the best economists in **our** country, if not the world, have reviewed **our** relative plans for the future of America.											V
18.	What Goldman Sachs has **said** is that Donald Trump's plan would make the economy worse, mine would strengthen the economy.				V							
19.	You just **have to** look at where we are and where we stand on the issues									V		
20.	I'd invite you to **know** that Donald Trump **actually** has no plan for you, because he is more interested in defending himself than he is in looking out for you.								V			
21.	**Let's** be clear that the Trump administration resulted in a trade deficit, one of the highest we've ever seen in the history of America.										V	
22.	modernize their military basically sold us out when a policy about China **should** be in making **sure** the United States of America wins the competition for the 21st century.								V			
23.	**Which means** focusing on the details of what that requires, focusing on relationships with our allies, focusing on					V						

No.	Text									
	investing in American based technology so that we win the race on A.I. and quantum computing										
24.	focusing on what we need to do to support America's workforce, **so** that we don't end up having the on the short end of the stick in terms of workers' rights **but** what Donald Trump did let's talk about this with COVID, is he actually thanked President XI for what he did during COVID.	V									
25.	Look at his tweet. "Thank you, President XI," exclamation point. When we **know** that XI was responsible for lacking and not giving us transparency about the origins of COVID.							V			
26.	Well, as I **said**, you're going to hear a bunch of lies and that's not actually a surprising fact.				V						
27.	**Let's** understand how we got here.									V	
28.	Donald Trump hand-selected three members of the United States Supreme Court with the intention that they **would** undo the protections of Roe v. Wade and they did exactly as he intended and now in over 20 states there are Trump abortion bans which make it criminal for a doctor **or** nurse to provide health care.						V				
29.	In one state it provides prison for life, Trump abortion bans that make no exception **even** for rape and incest, which understand what that means.								V		
30.	That is immoral and one does not have to abandon their faith or deeply held beliefs to agree the government, and Donald						V				

No.	Text	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	Trump **certainly**, **should** not be telling a woman what to do with her body.																
31.	**I** have talked with women around **our** country, you want to talk about this is what people wanted?																V
32.	Pregnant women who want to carry a pregnancy to term suffering from a miscarriage, being denied care in an emergency room because the health care providers are afraid they **might** go to jail and she's bleeding out in a car in the parking lot? She didn't want that, her husband didn't want that.						V										
33.	Understand in his Project 2025 there **would** be a national abortion, a monitor that **would** be monitoring your pregnancies, your miscarriages.						V										
34.	I think the American people **believe** that certain freedoms, in particular the freedom to make decisions about one's own body, should not be made by the government.				V												
35.	I absolutely support reinstating the protections of Roe v. Wade. **and** as you rightly mentioned, nowhere in America is a woman carrying a pregnancy to term **and** asking for an abortion.	V															
36.	**That is** not happening. It's insulting to the women of America and understand what has been happening under Donald Trump's abortion bans.					V											
37.	working women who are working one or two jobs, who can barely afford childcare as it is, **have to** travel to another state to get on a plane sitting next to strangers														V		

#										
38.	The majority of Americans **believe** in a woman's right to make decisions about her own body				V					
39.	**that is** why in every state where this issue has been on the ballot, in red and blue states both, the people of America have voted for freedom					V				
40.	**So**, I'm the only person on this stage who has prosecuted transnational criminal organizations for the trafficking of guns, drugs, **and** human beings	V								
41.	**I** know there are so many families watching tonight who have been personally affected by the surge of fentanyl in **our** country.									V
42.	That bill would have put more resources to allow us to prosecute transnational criminal organizations for trafficking in guns, drugs and human beings but you **know** what happened to that bill?						V			
43.	Donald Trump got on the phone, **called** up some folks in Congress, and said kill the bill and you know why?					V				
44.	This comes at a time where the people of our country **actually** need a leader who engages in solutions, who **actually** addresses the problems at hand.						V			
45.	We have in the former president is someone who would **prefer** to run on a problem instead of fixing a problem and I'll tell you something							V		
46.	he's going to talk about immigration a lot tonight **even** when it's not the subject that is being raised and I'm going to actually do something really **unusual** and I'm going to invite you to attend one of Donald Trump's rallies							V		

No.	Text	1	2	3	4	5	6	7	8	9	10
	because it's a really **interesting** thing to watch.										
47.	You will **see** during the course of his rallies he talks about fictional characters like Hannibal Lecter.			V							
48.	He will talk about windmills cause cancer and what **you** will also notice is that people start leaving his rallies early out of exhaustion and boredom and I will tell **you** the one thing **you** will not hear him talk about is **you**.									V	
49.	**You** will not hear him talk about **your** needs, **your** dreams, and **your**, **your** desires and I'll tell **you**, I believe **you** deserve a president who actually puts **you** first and I pledge to **you** that I will.									V	
50.	Talk about extreme, you know, this is I think one of the reasons why in this election I **actually** have the endorsement of 200 Republicans who have formally worked with President Bush, Mitt Romney, and John McCain including the endorsement of former Vice President Dick Cheney and Congressmember Liz Cheney and if you want to really **know** the inside track on who the former president is							V			
51.	Has **said** he has contempt for the constitution of the United States. His former national security adviser has **said** he is dangerous and unfit.				V						
52.	His former secretary of defense has said the nation, the republic would **never** survive another Trump term and when we listen to this kind of rhetoric							V			
53.	when the issues that affect the American people are								V		

	not being addressed, **I think** the choice is clear in this election.										
54.	Coming from someone who has been prosecuted for national security crimes, economic crimes, election interference, has been found liable for sexual assault and his **next** big court appearance is		V								
55.	In November at his own criminal sentencing and let's be clear where each person stands on the issue of what is **important** about respect for the rule of law and respect for law enforcement.								V		
56.	The former vice president **called** for defunding, federal law enforcement, 45,000 agents, get this, on the day after he was arraigned on 34 felony counts.					V					
57.	So, let's talk about what is **important** in this race. It is **important** that we move forward, that we turn the page on this same old tired rhetoric and address the needs of the American people								V		
58.	Address what **we** need to do about the housing shortage, which **I** have a plan for.										V
59.	Address what we **must** do to support our small businesses.								V		
60.	Address bringing down the price of groceries. **But** frankly, the American people are exhausted with the same old tired playbook.	V									
61.	**Well** let's talk about extreme and understand the context in which this election in 2024 is taking place.		V								
62.	The United States Supreme Court recently ruled that the former president **would**						V				

#	Text									
	essentially be immune from any misconduct									
63.	Understand, this is someone who has openly **said** he would terminate, I'm **quoting**, terminate the constitution of the United States.				V					
64.	That he **would** weaponize the Department of Justice against his political enemies.						V			
65.	Someone who has openly expressed disdain for members of **our** military.									V
66.	Understand what it **would** mean if Donald Trump were back in the white house with no guardrails.						V			
67.	Because **certainly**, we **know** now the court **won't** stop him. We **know** JD Vance is not going to stop him.							V		
68.	**I** made that very clear in 2020, **I** will not ban fracking, **I** have not banned fracking as Vice President of the United States									V
69.	**in fact,** I was the tie-breaking vote on the Inflation Reduction Act				V					
70.	**My** position is that **we** have got to invest in diverse sources of energy so **we** reduce **our** reliance on foreign oil.									V
71.	As it relates to **my** values, let **me** tell you, **I** grew up a middle-class kid raised by a hard-working mother who worked and saved and was able to buy **our** first home when **I** was a teenager.									V
72.	The values I bring to the **importance** of home ownership knowing not everybody got handed $400 million								V	
73.	Actually, understands that strength is not in beating people down, it's in lifting people up, **I intend** to be that president.		V							

#	Text											
74.	**I** was at the Capitol on January 6th. **I** was the Vice President-Elect. I was also an acting senator. **I** was there and, on that day, the president of the United States incited a violent mob to attack **our** nation's Capital, to desecrate **our** nation's Capital.											V
75.	On that day, 140 law enforcement officers were injured **and** some died **and** understand, the former president has been indicted **and** impeached for exactly that reason.	V										
76.	Let's remember that when it came to the Proud Boys, a militia, the president **said**, the former president **said**, "Stand back and stand by."				V							
77.	So, for everyone watching who remembers what January 6th was, I say we don't **have to** go back.								V			
78.	It's time to turn **the page** and if that was a bridge too far for you		V									
79.	**well**, there is a place in our campaign for you.						V					
80.	The approach **that is** about attacking the foundations of our democracy because you don't like the outcome and be clear on that point.					V						
81.	Donald Trump the candidate has **said** in this election there will be a bloodbath, if this and the outcome of this election is not to his liking				V							
82.	**Let's** turn the page on this. **Let's** not go back. **Let's** chart a course for the future and not go backwards to the past.										V	
83.	Donald Trump was fired by 81 million people. So, let's be clear about that and **clearly**, he is having a very difficult time processing that.							V				

#											
84.	**We** cannot afford to have a president of the United States who attempts as he did in the past to upend the will of the voters in a free and fair election										V
85.	In a presidential debate and deny what over and over again are court cases you have lost, because you did **in fact** lose that election					V					
86.	It leads one to believe that **perhaps** we do not have in the candidate to my right the temperament or the ability to not be confused about fact.						V				
87.	We would **and** how it does **so** matters. **Because** it is **also** true far too many innocent Palestinians have been killed children, mothers.	V									
88.	What we know is that this war **must** end. It **must** when, end immediately, and the way it will end is we need a cease-fire deal								V		
89.	Work around the clock also understanding that we **must** chart a course for a two-state solution and in that solution, there **must** be security for the Israeli people and Israel and in equal measure for the Palestinians.								V		
90.	The one thing I will assure you **always**, I will **always** give Israel the ability to defend itself, in particular as it relates to Iran and any threat that Iran and its proxies pose to Israel.							V			
91.	We **must** have a two-state solution where we can rebuild Gaza, where the Palestinians have security, self-determination and the dignity they so rightly deserve.								V		
92.	It is well known that he admires dictators, wants to be a dictator on day one **according to** himself.				V						

No.	Text										
93.	It is **well known** that he said of Putin that he can do whatever the hell he wants and go into Ukraine. It is **well known** when that he said when Russia went into Ukraine it was brilliant. It is **well known** he exchanged love letters with Kim Jong un and it is absolutely **well known** that these dictators and autocrats are rooting for you to be president again because they're so clear							V			
94.	They can manipulate you with flattery and favors and **that is** why so many military leaders who you have worked with have told me you are a disgrace.					V					
95.	That is why we understand that we **have to** have a president who is not consistently weak and wrong on national security including the **importance** of upholding and respecting in highest regard our military.								V		
96.	I shared with him American intelligence about how he **could** defend himself.						V				
97.	Days later **I** went to NATO's eastern flank, to Poland and Romania and through the work that **I** and others did **we** brought 50 countries together to support Ukraine in its righteous defense and because of **our** support										V
98.	If Donald Trump were president, Putin **would** be sitting in Kyiv right now. And understand what that **would** mean.						V				
99.	Starting with Poland and why don't you tell the 800,000 Polish Americans right here in Pennsylvania how quickly you **would** give up for the sake of favor and what you think is						V				

#	Text										
	a friendship with what is known to be a dictator who **would** eat you for lunch.										
100.	Yet again, I **said** it at the beginning of this debate, you're going to hear a bunch of lies coming from this fella and that is another one.				V						
101.	The reality is, it has been about standing as America **always should**, as a leader upholding international rules and norms.							V			
102.	As a leader who **shows** strength, understanding that the alliances we have around the world are dependent on our ability to look out for our friends				V						
103.	Well, I will tell you, **I agreed** with President Biden's decision to pull out of Afghanistan.								V		
104.	There is not one member of the United States military who is in active duty in a combat zone in any war zone around the world, the **first** time this century.		V								
105.	**Let's** understand how we got to where we are. Donald Trump when he was president negotiated one of the weakest deals you can **imagine**.									V	
106.	He calls himself a dealmaker, **even** his national security adviser said it was a weak, terrible deal and here's how it went down.								V		
107.	He negotiated directly with a terrorist organization **called** the Taliban					V					
108.	You **know**, I do believe that the vast majority of us **know** that we have so much more in common							V			
109.	This is the same individual who spread birther lies about the **first** Black President of the United States and I think the		V								

No.		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
	American people want better than that.										
110.	Want someone who understands as I do, I travel our country, we **see** in each other a friend.			V							
111.	**Clearly**, I am not Joe Biden, and I am **certainly** not Donald Trump and what I do offer is a new generation of leadership for our country							V			
112.	One who believes in what is **possible**, one who brings a sense of optimism about what we can do instead of always disparaging the American people						V				
113.	I have a plan **that is** about allowing people to be able to pursue what has been fleeting in terms of the American dream by offering help with down payment of $25,000, down payment assistance for first-time home buyers.					V					
114.	**Well, first** of all, I absolutely support and over the **last** four years as vice president private health care options.		V								
115.	Remember when an insurance company **could** deny if a child had asthma, if someone was a breast cancer survivor, if a grandparent had diabetes						V				
116.	Donald Trump **said** he was going to allow Medicare to negotiate dr, drug prices.				V						
117.	He **never** did, we did and now we have capped the cost of insulin at $35 a month.							V			
118.	**Since** I've been vice president, we have capped the cost of prescription medication for seniors at $2,000 a year	V									
119.	Value I bring to this is that access to health care **should** be a right and not just a privilege of those who can							V			

No.	Sentence										
	afford it and the plan has to be to strengthen										
120.	The former president had **said** that climate change is a hoax and what we know is that it is very real				V						
121.	We **know** that we can **actually** deal with this issue. The young people of America care deeply about this issue and I am proud that as vice president over the last four years						V				
122.	We have invested a trillion dollars in a clean energy economy **while** we have **also** increased domestic gas production to historic levels.	V									
123.	We have created over 800,000 new manufacturing jobs **while** I have been vice president	V									
124.	**We** have invested in clean energy to the point that **we** are opening up factories around the world.										V
125.	Donald Trump **said** he was going to create manufacturing jobs.				V						
126.	He lost manufacturing jobs **and** I'm **also** proud to have the endorsement of the United Auto Workers and Shawn Fain, who **also** know that part of building a clean energy economy includes investing in American-made products, American automobiles.	V									
127.	So, I think you've heard tonight **two** very different visions for our country.		V								
128.	One **that is** focused on the future and the other **that is** focused on the past and an attempt to take us backward.					V					
129.	I do **believe** that the American people know we all have so much more in common than what separates us				V						
130.	The people and I'll tell you, as a prosecutor I **never**						V				

No	Data										
	asked a victim or a witness are you a Republican or a Democrat.										
131.	The only thing I ever asked them, are you okay? And that's the kind of president we need right now, someone who cares about you and is not putting themselves **first**.		V								
132.	**I intend** to create an opportunity economy, investing in small businesses, in new families, in what we can do around protecting seniors		V								
	TOTAL	15	10	3	15	14	14	22	17	7	15

NOTE:
TM	: Transition Markers		HM	: Hedges markers
FM	: Frame markers		BM	: Booster markers
ENM	: Endophoric markers		AM	: Attitude markers
EVM	: Evidential markers		EM	: Engagement markers
CG	: Code glosses		SM	: Self-mention

Appendix 2: Persuasive Strategies (Cialdini, 2007)

No data	Data	Persuasive Strategies					
		R	C&C	SP	A	L	S
1.	So, I was raised as a middle-class kid and I am actually the only person on this stage who has a plan					V	
2.	We know that young families need support to raise their children and I intend on extending a tax cut for those families of $6,000, which is the largest child tax credit that we have given in a long time.	V					
3.	I was actually, my mother raised my sister and me but there was a woman who helped raise us. We call her our second mother. She was a small business owner; I love our small businesses.					V	
4.	My plan is to give a $50,000 tax deduction to start-up small businesses, knowing they are part of the backbone of America's economy.	V					

No.	Statement						
5.	What Goldman Sachs has said is that Donald Trump's plan would make the economy worse, mine would strengthen the economy.				V		
6.	What the Wharton School has said is Donald Trump's plan would actually explode the deficit, Sixteen Nobel laureates have described his economic plan as something that would increase inflation and by the middle of next year would invite a recession				V		
7.	Understand in his Project 2025 there would be a national abortion ban. Understand in his Project 2025 there would be a national abortion -- a monitor that would be monitoring your pregnancies, your miscarriages.						V
8.	I absolutely support reinstating the protections of Roe v. Wade. and as you rightly mentioned, nowhere in America is a woman carrying a pregnancy to term and asking for an abortion.		V				
9.	Barely can afford to do it and what you are putting her through is unconscionable and the people of America have not -- the majority of Americans believe in a woman's right to make decisions about her own body and that is why in every state where this issue has been on the ballot, in red and blue states both, the people of America have voted for freedom.			V			
10.	You will not hear him talk about your needs, your dreams, and your, your desires and I'll tell you, I believe you deserve a president who actually puts you first and I pledge to you that I will.					V	
11.	Talk about extreme, you know, this is I think one of the reasons why in this election I actually have the endorsement of 200 Republicans who have formally worked with President Bush, Mitt Romney, and John McCain including the			V			

No.	Text						
	endorsement of former Vice President Dick Cheney and Congressmember Liz Cheney and if you want to really know the inside track on who the former president is,						
12.	So, my values have not changed and I'm going to discuss everyone at least every point that you've made, but in particular, let's talk about fracking because we're here in Pennsylvania.		V				
13.	we cannot afford to have a president of the United States who attempts as he did in the past to upend the will of the voters in a free and fair election						V
14.	I'm going to tell you that I have traveled the world as vice president of the United States and world leaders are laughing at Donald Trump.				V		
15.	If Donald Trump were president, Putin would be sitting in Kyiv right now. And understand what that would mean.						V
16.	The young people of America care deeply about this issue and I am proud that as vice president over the last four years, we have invested a trillion dollars in a clean energy economy while we have also increased domestic gas production to historic levels.				V		
17.	We have created over 800,000 new manufacturing jobs while I have been vice president.			V			
18.	I believe in what we can do together that is about sustaining America's standing in the world					V	
19.	His former chief of staff, a four-star general, has said he has contempt for the constitution of the United States. His former national security adviser has said he is dangerous and unfit. His former secretary of defense has said the nation, the republic would never survive another Trump term and when we listen to this kind of rhetoric.				V		

	TOTAL	2	2	3	5	4	3

NOTE:
R   : Reciprocity
C&C   : Commitment and Consistency
SP   : Social Proof
A   : Authority
L   : Liking
S   : Scarcity