

NLP ANALYSIS OF POLITICAL DISCOURSE

Macron and French Diplomacy

What the analysis of the ambassadors' speech
reveals

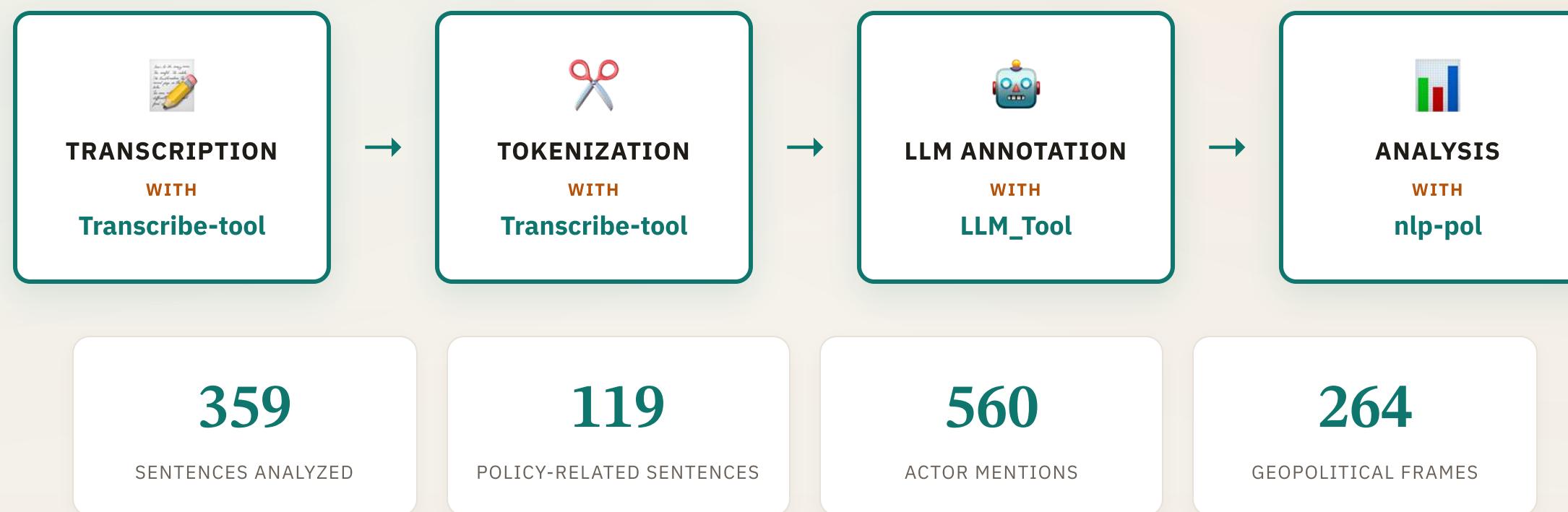
January 8, 2026

Antoine Lemor |

NLP-POL PROJECT

Methodology

Annual Conference of Ambassadors at the Elysee Palace — January 8, 2026

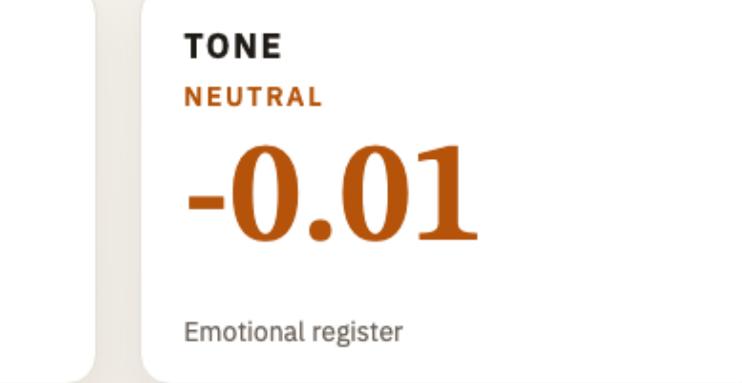
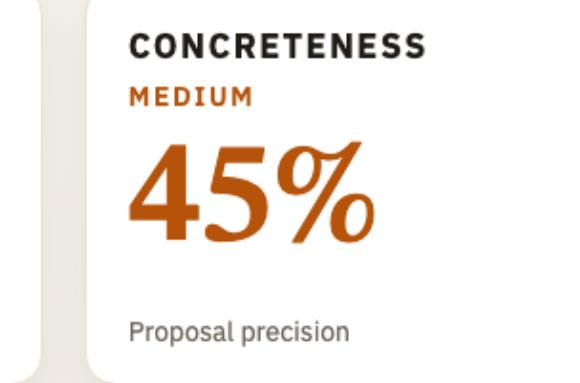


Macron's Diplomatic Doctrine

QUANTITATIVE ANALYSIS OF 359 STATEMENTS

ANALYTICAL FINDING

Active diplomacy amid tensions: acting despite uncertainty



Finding: A doctrine of pragmatic assertion

OVERVIEW

Balanced vision

The GAI of +0.08 reveals a vision that is neither alarmist nor euphoric. Macron frames challenges without catastrophism.

+0.08 GEOPOLITICAL INDEX

France as actor

With 85% agency, France is presented as proactive, not reactive to events.

85% AGENCY

Programmatic policies

45% concreteness: proposals remain at the strategic level rather than operational.

45% CONCRETENESS

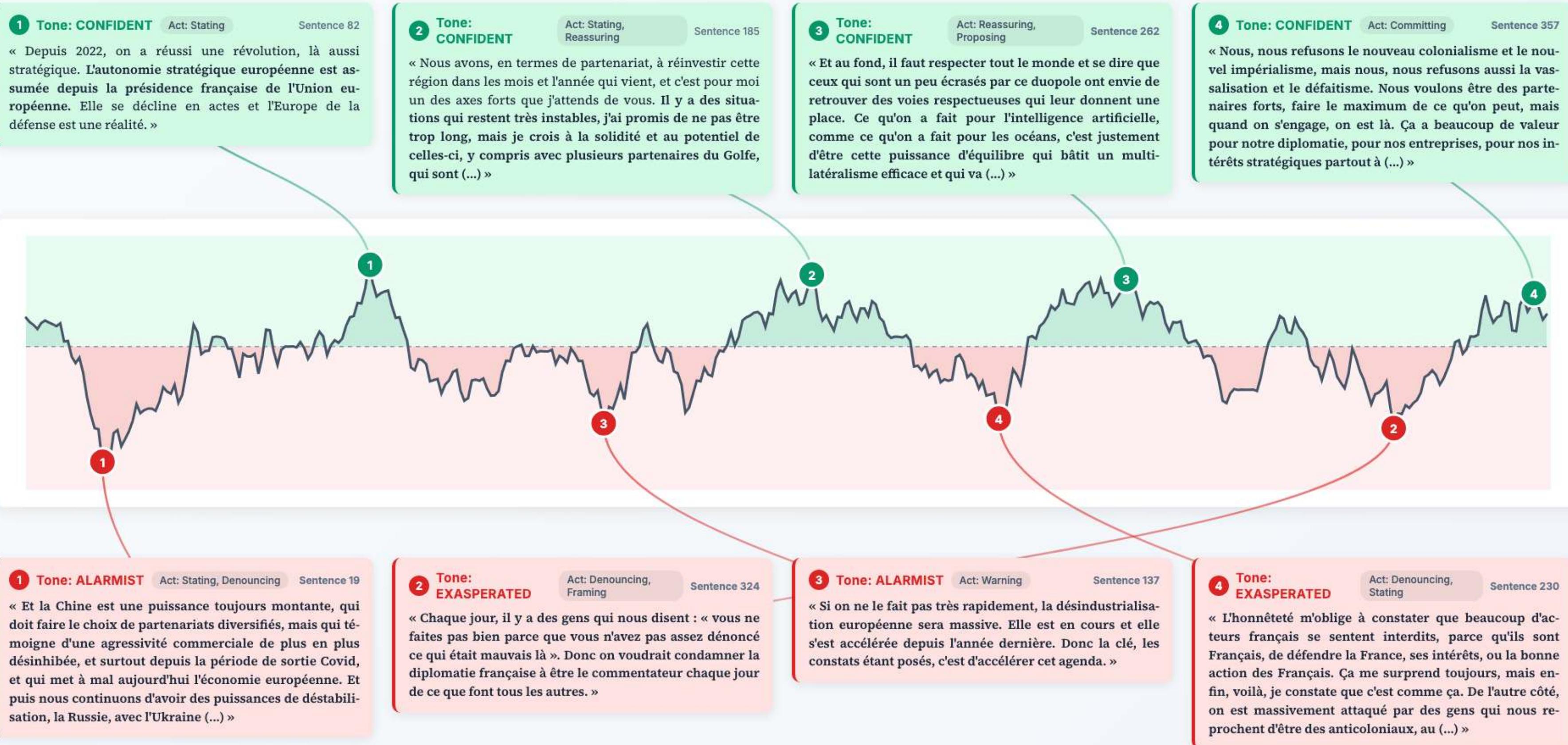
Neutral tone

A tone close to zero (-0.01) indicates a pragmatic register, neither alarmist nor triumphalist.

-0.01 TONE

ANALYSIS #1

How does the tone evolve?



The Evolution of the Speech: Key Moments

Tone index based on rolling average (10 sentences).

Finding: dominant pragmatism, targeted combative peaks

EMOTIONAL REGISTER EVOLUTION

Dominant register

The pragmatic (30%) and confident (21%) tone dominates the entire speech.

51% PRAGMATIC + CONFIDENT

Combative peaks

12% of the speech adopts a combative tone, focused on specific topics (defense, sovereignty).

12% COMBATIVE

Alarmist passages

Only 7% of the speech is alarmist — reserved for the most serious threats.

7% ALARMIST

Overall tone

The score of -0.01 indicates a balance between positive and negative registers.

-0.01 TONE INDEX

ANALYSIS #2

What worldview?

Macron's Worldview

THREAT VS OPPORTUNITY FRAMING: HOW DOES MACRON PERCEIVE THE INTERNATIONAL SITUATION?



Methodology: Index = $w_{frame} \times (Opportunity - Threat) / Total + w_{tone} \times \text{Emotional tone index}$. Weights follow annotation coverage ($w_{frame}=0.42$, $w_{tone}=0.58$; $N_{frame}=260$, $N_{tone}=358$).

Finding: Opportunities over threats

GEOPOLITICAL FRAMING

Threat frames (39%)

- Power politics** — 41 occurrences (16%)
- Global disorder** — 17 occurrences (7%)
- Multilateral decline** — 12 occurrences (5%)
- Fragmentation** — 11 occurrences (4%)
- Vassalization** — 7 occurrences (3%)

Opportunity frames (61%)

- Cooperation** — 58 occurrences (22%)
- Resilience** — 30 occurrences (12%)
- Progress** — 15 occurrences (6%)
- Leadership opportunity** — 14 occurrences (5%)
- Multilateral renewal** — 10 occurrences (4%)

INTERPRETATION

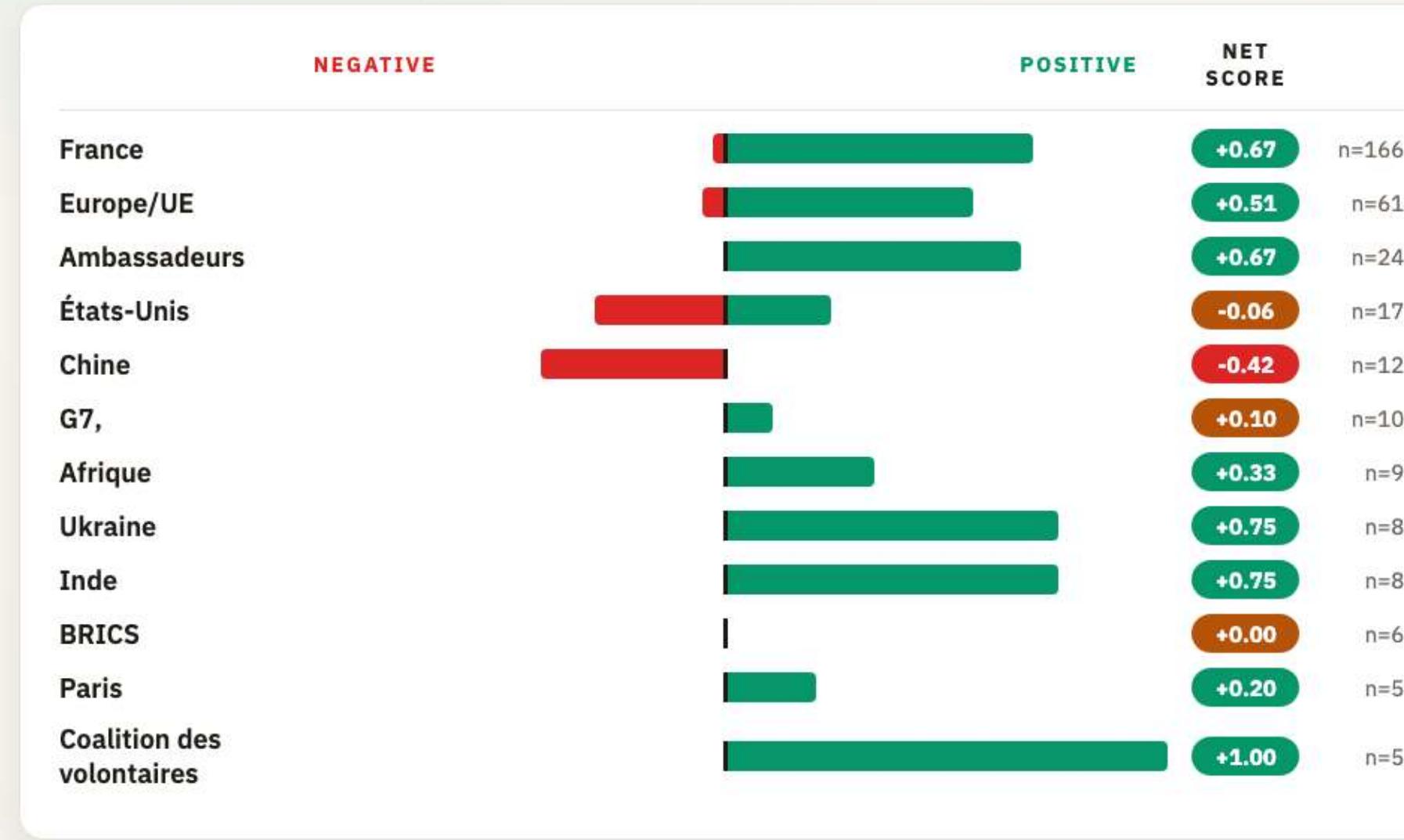
The "cooperation" frame dominates: Macron presents challenges as partnership opportunities rather than existential threats.

ANALYSIS #3

How are actors portrayed?

Actor Sentiment Landscape

WHO GETS WHAT TREATMENT IN MACRON'S SPEECH?



SUMMARY BY CATEGORY



LABELED EXCERPTS – SUMMARY

POSITIVE

EUROPE/UE

“ En tout cas, nos intérêts technologiques, économiques, stratégiques sont une priorité de notre diplomatie, en Européens, dans le contexte que je viens d'évoquer. Troisième élément, c'est évidemment notre agenda démocratique, intellectuel. ”

LABELED EXCERPTS – ENTITIES

POSITIVE

PARTENAIRES POSSIBLES

“ Que partout dans les ambassades, vous alliez essayer de trouver les partenaires possibles et qu'on développe vraiment les prospects dans l'industrie de défense. ”

NEGATIVE

AGGRESSIVE POWERS

“ Au fond, dans ce monde en désordre que j'évoquais, face à des puissances très agressives, nous, nous croyons dans la consolidation de partenariats, on l'a plusieurs fois dit. ”

NEGATIVE

DUOPOLY (TWO MAJOR POWERS)

“ Et au fond, il faut respecter tout le monde et se dire que ceux qui sont un peu écrasés par ce duopole ont envie de retrouver des voies respectueuses qui leur donnent une place. ”

Methodology: Each actor mention is annotated with valence. Net score = (% positive - % negative). +1 = always positive, -1 = always negative.

Finding: Allies valued, major powers nuanced

560 MENTIONS ANALYZED

ACTOR	MENTIONS	POSITIVE	NEGATIVE	NET SENTIMENT
France	166	115	4	+0.67
Europe/EU	61	34	3	+0.51
United States	17	4	5	-0.06
China	12	0	5	-0.42
Ukraine	8	6	0	+0.75
India	8	6	0	+0.75

INTERPRETATION

Neutral treatment of the USA (-0.06), negative of China (-0.42). Ukraine and India emerge as privileged strategic partners.

ANALYSIS #4

What policies proposed?

Macron's Diplomatic Agenda

STRATEGIC ANALYSIS OF POLICY PROPOSALS

119

PROPOSALS IDENTIFIED

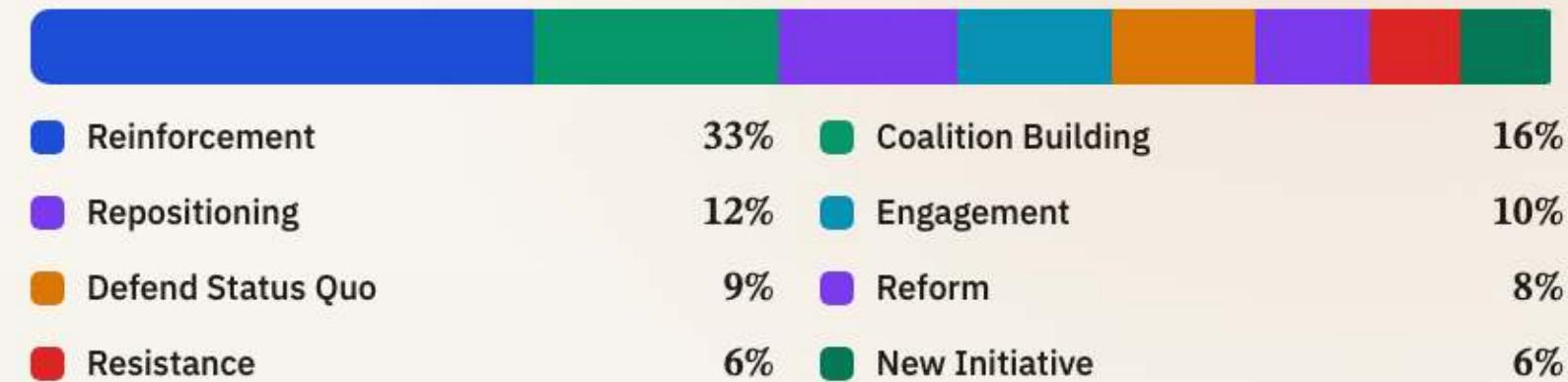
Distribution by thematic domain

Each proposal is classified into a strategic domain based on its main subject.



How does Macron intend to act?

Type of action proposed: reinforce existing, build coalitions, reposition...



Precision level of proposals

Concrete = operational measure. Programmatic = general direction. Aspirational = abstract vision.



45%

Ambition index

Measures average concreteness of proposals. Higher = more precise and operational proposals.

+0.70

Strategic orientation

Proactive posture (reinforce, innovate) vs defensive (resist, preserve).

Finding: Diplomatic method first

119 SENTENCES CLASSIFIED AS POLICY-RELATED

Specificity level

% of policy-related sentences

Programmatic — 67 sentences (56%)

Aspirational — 48 sentences (40%)

Concrete — 4 sentences (3%)

Very few concrete and operational measures.

Priority domains

% of policy-related sentences

Diplomatic method — 29 sentences (24%)

European economy — 9 sentences (8%)

Global governance — 8 sentences (7%)

Africa relations — 7 sentences (6%)

Trade policy — 7 sentences (6%)

INTERPRETATION

The emphasis on "diplomatic method" (24% of policy sentences) reveals a priority on the how rather than the what: negotiation approach takes precedence over content.

ANALYSIS #5

What rhetorical strategy?

Macron's Rhetorical Strategy

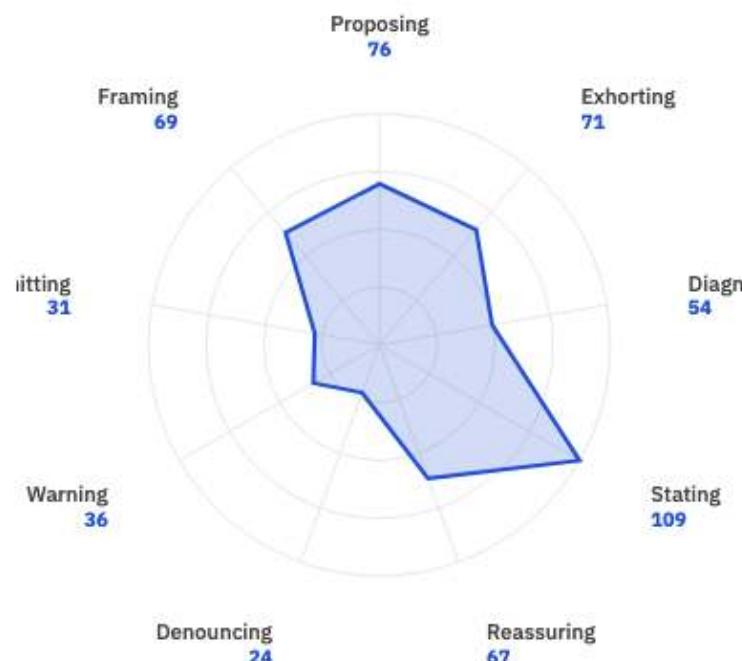
SPEECH ACTS AND EMOTIONAL REGISTER: WHAT DOES MACRON DO WITH HIS WORDS?

43%

ACTION ORIENTATION
Mixte

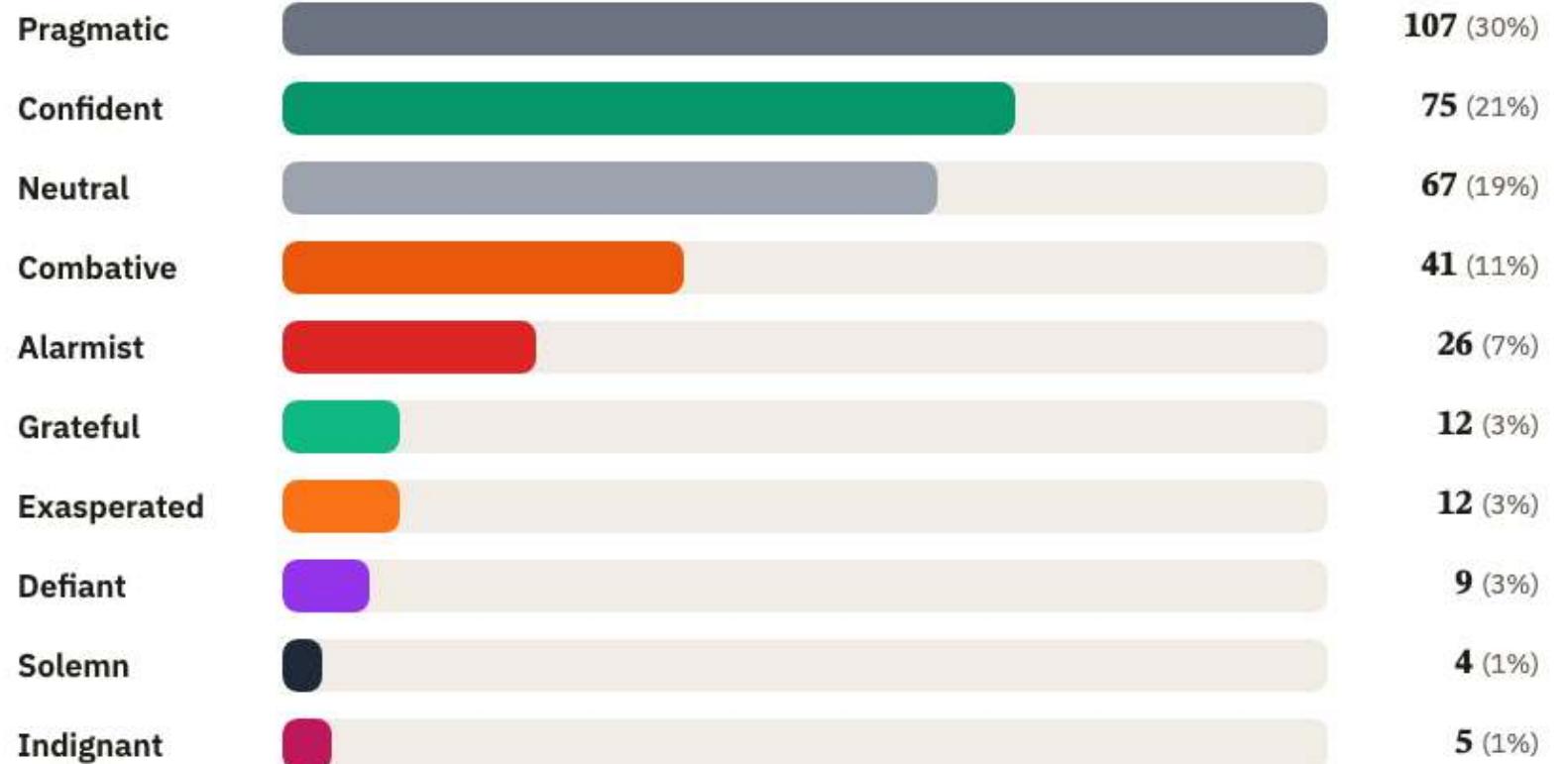
Speech Acts Profile

What Macron does with statements: describe, propose, denounce, exhort...



Emotional Register

The overall tone: pragmatic, solemn, combative...



LABELED EXCERPTS

LABELED EXCERPTS **SPEECH ACT: EXHORTING**
« Que partout dans les ambassades, vous alliez essayer de trouver les partenaires possibles et qu'on développe vraiment les prospects dans l'industrie de défense. »

LABELED EXCERPTS **SPEECH ACT: STATING**
« En tout cas, nos intérêts technologiques, économiques, stratégiques sont une priorité de notre diplomatie, en Européens, dans le contexte que je viens d'évoquer. »

LABELED EXCERPTS **SPEECH ACT: STATING**
« La réalité, c'est que même notre partenaire allemand qui a formidablement réussi ces dernières années, depuis cette année, est en déficit commercial avec la Chine. »

LABELED EXCERPTS **SPEECH ACT: STATING**
« Surtout, on a construit, là aussi, des alliances pour les aires marines protégées, pour protéger les fonds marins et donc pour consolider ce fameux traité dit BBNJ. »

Finding: Balance between diagnosis and action

537 SPEECH ACTS

Speech acts

Stating – 109 (20%)

Proposing – 76 (14%)

Exhorting – 71 (13%)

Framing – 69 (13%)

Reassuring – 67 (12%)

Action orientation

Action / (action + diagnostic) ratio:

43%

Balance between situation analysis and calls to action

INTERPRETATION

The speech combines diagnosis (statements, framing) and voluntarism (proposals, exhortations) in a near 50/50 balance.

ANALYSIS #6

How is France positioned?

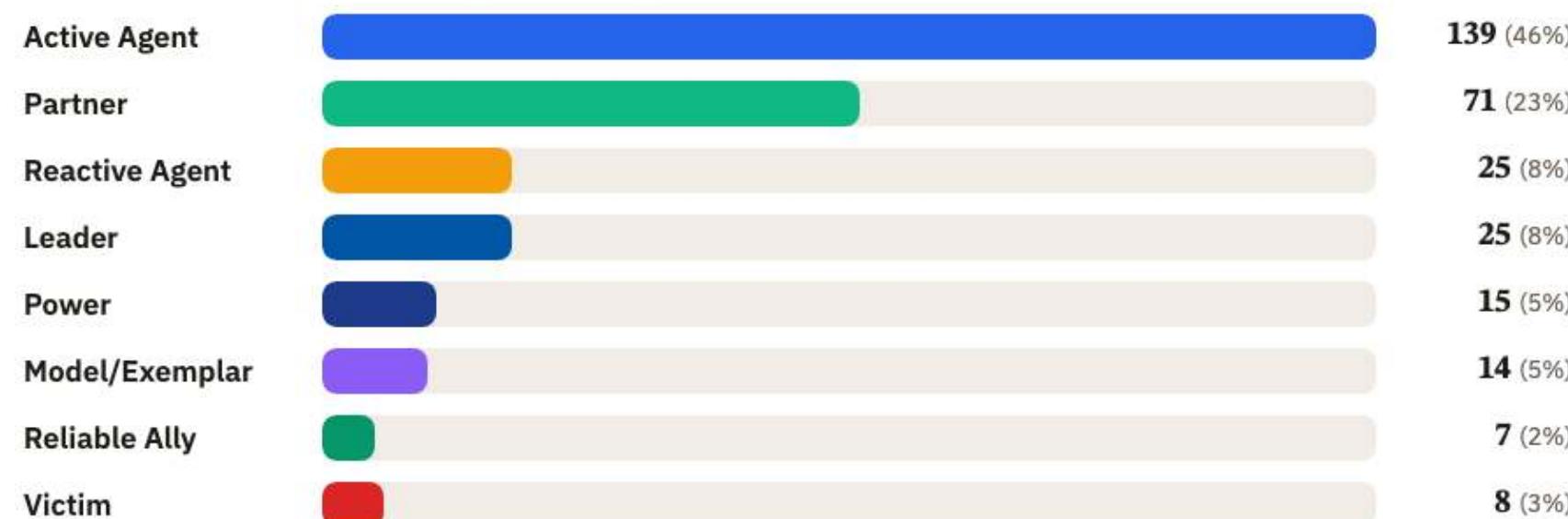
France's Self-Image: Agency Profile

HOW DOES MACRON POSITION FRANCE ON THE INTERNATIONAL STAGE?

85%
AGENCY INDEX
Highly Active

Positioning Types

How France presents itself: active agent, leader, partner, model...



By agency level

Distribution of stances across leadership, cooperation, and reactivity.



LABELED EXCERPTS

ACTIVE / LEADING

« Que partout dans les ambassades, vous alliez essayer de trouver les partenaires possibles et qu'on développe vraiment les prospects dans l'industrie de défense. »

COOPERATIVE

« La réalité, c'est que même notre partenaire allemand qui a formidablement réussi ces dernières années, depuis cette année, est en déficit commercial avec la Chine. »

ACTIVE / LEADING

« En tout cas, nos intérêts technologiques, économiques, stratégiques sont une priorité de notre diplomatie, en Européens, dans le contexte que je viens d'évoquer. »

ACTIVE / LEADING

« Surtout, on a construit, là aussi, des alliances pour les aires marines protégées, pour protéger les fonds marins et donc pour consolider ce fameux traité dit BBNJ. »

Finding: Active agent, not victim

304 POSITIONINGS

193

ACTIVE

78

COOPERATIVE

33

REACTIVE

Active agent (46%)

France is presented as initiating actions, not reacting to events.

Partner (23%)

Emphasis on cooperation and alliances rather than unilateralism.

Leader (8%)

Leadership positioning on key issues (Europe, climate, defense).

Victim (only 3%)

Near-absence of victim positioning — no complaints or fatalism.

ANALYSIS #7

What diplomatic positioning?

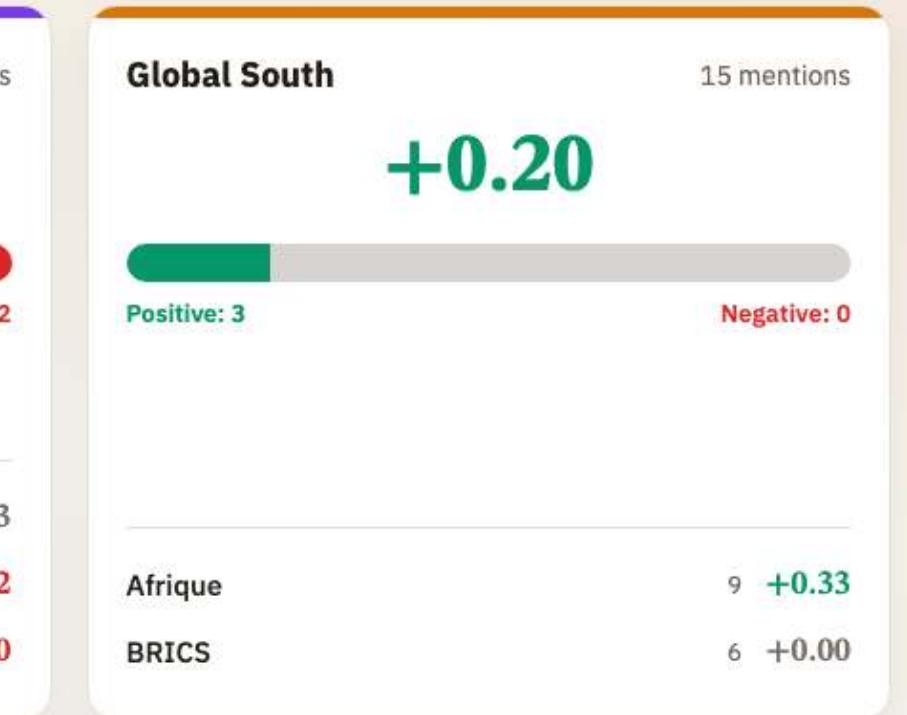
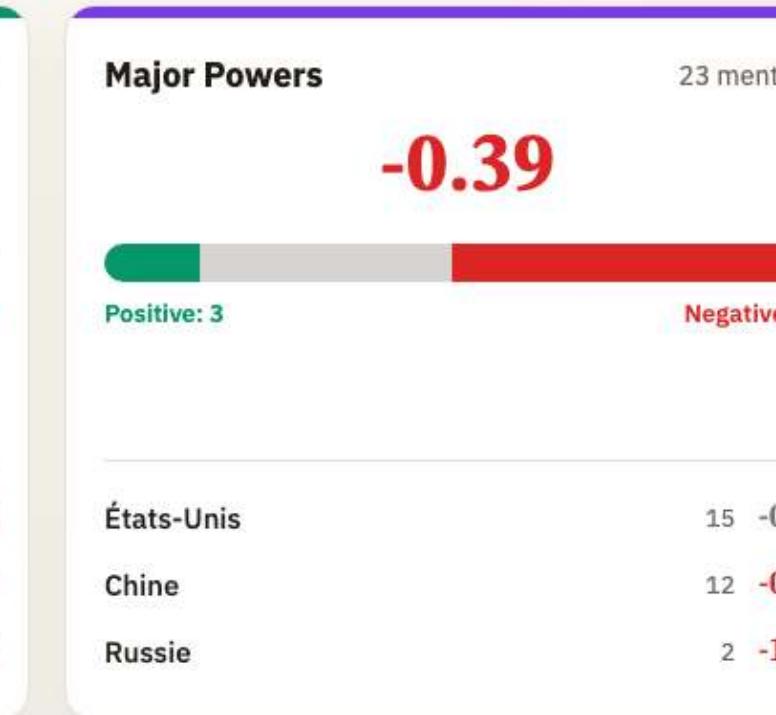
+0.55

FRAMING INDEX
Highly favorable to 'us'

Major powers particularly targeted

Diplomatic Positioning: Us vs Them

HOW DOES MACRON FRAME FRANCE RELATIVE TO OTHER INTERNATIONAL ACTORS?



LABELED EXCERPTS

MAJOR POWERS
ÉTATS-UNIS
« Le retrait massif américain et les difficultés financières de beaucoup d'Occidentaux créent une situation de stress. »

GLOBAL SOUTH
BRICS
« Au fond, les priorités que vous donnez aux BRICS sont exactement celles qu'on pourrait assigner au G7. »

US (FRANCE & EUROPE)
FRANCE
« Face à ça, notre agenda économique pour défendre notre intérêt doit être très simple. »

CLOSE ALLIES
ROYAUME-UNI
« - et je veux saluer le rôle de la Norvège, évidemment, du Royaume-Uni et du Canada, présents au niveau primo-ministériel à Paris il y a 2 jours »

Measures the contrast between positive 'us' framing (France, Europe, allies) and external powers framing.

Methodology: Each actor mention is annotated with valence (positive/neutral/negative). Score = (positive – negative) / total mentions.

Finding: Europe first, major powers nuanced

ACTOR GROUPS

Allies (France, Europe)

Systematically positive treatment. European anchoring affirmed.

+0.59 MEAN SENTIMENT

Major powers

USA neutral (-0.06), China negative (-0.42). No automatic alignment.

-0.24 MEAN SENTIMENT

Emerging partners

Ukraine and India as new privileged strategic partners.

+0.75 MEAN SENTIMENT

Notable absence

Russia is rarely mentioned directly – framing through consequences rather than confrontation.

CONCLUSION

A doctrine of pragmatic assertion

Quantitative analysis reveals a diplomacy that combines realism about threats with voluntarism in action. Macron positions France as a proactive actor in a changing world, favoring partnerships and multilateral cooperation.

+0.08 85% 61%

CAUTIOUS VISION

AGENCY

OPPORTUNITY FRAMES

Antoine Lemor

github.com/antoinelemor

OPEN SOURCE TOOLS



NLP Analysis

nlp-pol



Transcription

Transcribe-tool



LLM Annotation

LLM_Tool