**Rhetorical Strategy Analysis of UNSC / UNGA Speeches**

**Objective:** To analyze the rhetorical strategies used by different countries in their speeches at the United Nations Security Council (UNSC) OR the United Nations General Assembly (UNGA).

**Research Questions:**

1. What are the dominant rhetorical strategies used by different countries in their UNSC and UNGA speeches?
2. How do these rhetorical strategies vary based on the country, context, and issue being addressed?
3. What insights can be gained about the underlying diplomatic objectives and national interests of different countries through their rhetorical strategies?

**Hypotheses:**

1. …
2. …

**Methodology:**

1. **Data:**
   * **UN Security Council Debates:** between January 1995 - December 2020.
     + corpus of 82,165 texts (from 5,748 meeting protocols)
   * **United Nations General Debate:** from 1970 (Session 25) to 2018 (Session 73).
     + corpus of 8,093 texts
2. **Prompt Engineering:**
   * **Design Prompts:** Develop a set of prompts to classify speeches based on rhetorical strategies. Examples include:
     + **Ethos, Pathos, Logos:** Classify passages of the speech into appeals to ethos, pathos, or logos.
     + **Types of Public Diplomacy:** Classify passages into the 4 types of public diplomacy:
       1. Extension of diplomacy,
       2. Instrument of cultural relations,
       3. Instrument of conflict,
       4. Tool of national image construction.
     + **Issue-Specific Rhetoric:** Classify rhetoric based on the issue being addressed (e.g., security, humanitarian aid, environmental policy).
   * **Markov Process**, how the next para is the function of the previous para.
     + Using previous speech as a prompt for the next speeceh
   * **Example Prompts:**
     + Zero-shot Prompting
     + Few-shot Prompting
     + Chain of Thought
3. **Text Classification:**
   * **Training Data:** Create annotated training data by manually classifying a subset of speeches using the designed prompts.
   * **Model Training:** Use supervised learning techniques to train a text classification model, potentially leveraging transformer-based models like BERT or GPT-3 for fine-tuning.
   * **Evaluation:** Evaluate the model's performance using metrics such as precision, recall, and F1-score on a validation set.
4. **Results & Analysis:**
   1. **Performance of Automated Classification**: shows the pairwise Cohen’s Kappa and weighted/macro F1 scores of all relevant annotation methods
   2. **Time-Based Patterns**/**Frequency Analysis:** Analyze the frequency of different rhetorical strategies across countries, issues, and contexts.
   3. **Contextual Analysis:** Examine the context in which different rhetorical strategies are used, identifying patterns and common themes.
   4. **Comparative Analysis:** Compare the rhetorical strategies of countries with similar or opposing geopolitical interests.
   5. **Cosine Similarity**
   6. **Euclidean Distance**

**Potential Insights:**

1. **Persuasion Tactics:** Understanding how countries craft their messages to persuade, negotiate, or assert power can offer insights into their diplomatic tactics and objectives.
2. **Geopolitical Strategies:** Identifying the rhetorical strategies used by different countries can reveal underlying geopolitical strategies and alignments.
3. **Diplomatic Messaging:** Insights into how countries adapt their messaging based on the context and audience can inform diplomatic practices and international relations studies.

**RESEARCH QUESTIONS**:

* **Primary Research Question**: How do the rhetorical strategies employed by President Vladimir Putin in his speeches correlate with subsequent foreign policy decisions and actions?
* **Sub-Questions**:
  1. What are the predominant rhetorical strategies used by President Putin in his speeches?
  2. How do these rhetorical strategies vary in different contexts (e.g., addressing domestic vs. international audiences, during crises vs. stable periods)?
  3. What is the impact of specific rhetorical strategies (e.g., emotional appeals, threats, assurances) on the nature and timing of Russia's foreign policy actions?
  4. How does the rhetorical framing in Putin’s speeches align with the outcomes of significant foreign policy events or initiatives?

**HYPOTHESES**

**H1: Emotional Appeals**

* **Hypothesis**: Emotional appeals in President Putin’s speeches (e.g., invoking patriotism, historical grievances) are positively correlated with aggressive foreign policy actions, such as military interventions or assertive diplomatic stances. [(Dowding, 2018)](https://www.tandfonline.com/doi/full/10.1080/13698230.2016.1196536?casa_token=9TwWbmsYXFMAAAAA:1-GVipyw5HHuOtnqVqs3wOWVgJg-QlpsIVqIsY6sS4iFGM-HIFGZicn_XUZ-ZxxxZRBxyb6yjsoHgfkLIQ)
* **Rationale**: Emotional appeals are likely to rally domestic support and create a sense of urgency, thereby justifying more assertive actions.

**H2: Threats**

* **Hypothesis**: When President Putin employs threats (e.g., warnings of military action, economic retaliation), there is an increased likelihood of preemptive or reactive military actions by the Russian government. [(Liu, 2022)](https://doi.org/10.1093/fpa/orab035)
* **Rationale**: Threats serve to signal Russia's readiness to act decisively, influencing both domestic and international perceptions and potentially leading to military actions to uphold these threats.

**H3: Assurances and Diplomacy**

* **Hypothesis**: Assurances and diplomatic rhetoric (e.g., calls for peace, negotiation offers, international cooperation) in Putin’s speeches are positively correlated with diplomatic initiatives, such as peace talks, treaties, or alliances. ([Cooper et al., 2013](https://books.google.de/books?hl=en&lr=&id=tV9oAgAAQBAJ&oi=fnd&pg=PP1&dq=how+diplomatic+assurances+in+speeches+can+lead+to+international+cooperation&ots=eKacTOkClS&sig=dCHgQx8QPw0RFtb348PIOAYK0CY&redir_esc=y#v=onepage&q&f=false); [Berridge, 2022](https://books.google.de/books?hl=en&lr=&id=XXBYEAAAQBAJ&oi=fnd&pg=PR11&dq=how+diplomatic+assurances+in+speeches+can+lead+to+international+cooperation&ots=FQbNQ55T90&sig=sw71th-Db5sFdrWjGez1CTbUXNw&redir_esc=y#v=onepage&q&f=false))
* **Rationale**: Assurances and diplomatic rhetoric are intended to foster a cooperative international environment, paving the way for diplomatic engagements and conflict resolution efforts.

**H4: Contextual Variation**

* **Hypothesis**: The rhetorical strategies employed by Putin vary significantly depending on the audience (domestic vs. international) and the geopolitical context (e.g., crisis vs. stability), with more aggressive rhetoric used in domestic and crisis contexts. ([Roberts, 2017](https://journals.sagepub.com/doi/full/10.1177/0020702017692609?casa_token=wymwrSi7RboAAAAA%3ACzlJR3CL9N-VUKCKLccTivSuN8JGc6TzqqHsNSC25-I0jw35sWcKNqmBG3sdHKTZn0-ZYEKj8H1RXr0); [Snegovaya, 2020](https://www.tandfonline.com/doi/full/10.1080/10758216.2018.1554408?casa_token=wHURExpjlk0AAAAA%3A8TJYt8ueJM7M_ewUuP_FDrLqomtqjooC_9p96Jg_WyJJBsxK0qi-3FyHtQ9NdCKt1p6T1PdRFydrZrdf7Q))
* **Rationale**: Different audiences and contexts require tailored rhetorical approaches to achieve specific foreign policy objectives.

**METHODOLOGY**

**1. Data Collection**:

* **Speeches**:
  + Dataset of President Putin’s speeches (across different contexts and time periods)
* **Foreign Policy Actions**:
  + Russia’s foreign policy actions, categorized by type (e.g., diplomatic, military)
  + Context of action (e.g., response to international events, proactive initiatives).

**2. Data Merger**:

* **Aligning Data**: Match the speeches with the corresponding foreign policy actions using datasets like the ICBe or ICB to contextualize the events.
* **Annotation**: Annotate the speeches for rhetorical strategies using LLMs.

**3. Possible Analysis** **Approach**:

1. **Text Analysis**:
   * Use LLMs to perform a detailed rhetorical analysis of Putin’s speeches, identifying and categorizing rhetorical strategies.
   * Employ sentiment analysis to gauge the emotional tone and intensity of each speech.
2. **Event Correlation**:
   * Integrate speech data with timelines of foreign policy actions to identify correlations between rhetorical strategies and policy outcomes.
   * Use statistical methods (e.g., regression analysis, causal inference techniques) to test the hypotheses and establish potential causal links.
3. **Counterfactual Analysis**:
   * Implement counterfactual analysis to simulate alternative scenarios where different rhetorical strategies are used and assess potential differences in foreign policy outcomes.

**DATASET**

* Crisis event data: ICBe or ICB dataset
* Speech datasets:
  + National Archives
  + … {*additional searches require/incomplete*}