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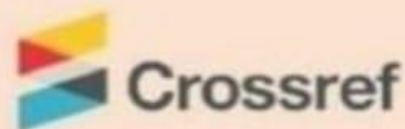
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## Buzzwords in English Parliament Elections

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### Abstract:

This study explores the emotional and strategic use of buzzwords in English parliamentary elections through a quantitative discourse analysis of campaign speeches, party manifestos, and televised debates in 2015, 2019, and 2024 election cycles. Grounded in Critical Discourse Analysis, Framing Theory (Entman, 1993), and the PERMA developed by Seligman (2011), outlines five core elements of well-being Positive Emotion, Engagement, Relationships, Meaning, and Accomplishment which together represent the emotional and psychological dimensions that contribute to human flourishing, the research examines the frequency, emotional valence, and rhetorical function of politically salient terms. A corpus of approximately 80,000 words from major UK political parties were analyzed using corpus linguistics tools and sentiment coding. Confirmatory Factor Analysis validated the categorization of buzzwords into five emotional dimensions, while regression analysis revealed that positively valenced and meaning-driven buzzwords significantly predicted lexical prominence. The findings demonstrate a growing reliance on emotionally affirmative and identity-framing language in post-Brexit political discourse. These results highlight the central role of emotional framing in shaping public engagement and suggest broader implications for political communication, campaign strategy, and critical media literacy.

**Keywords:** Buzzwords, Political Discourse, Emotional Framing, Critical Discourse Analysis, UK Elections

### Introduction:

In the highly charged environment of parliamentary elections, language becomes a powerful tool for persuasion, identity construction, and emotional manipulation. Political leaders, speechwriters, and campaign strategists often craft speeches not merely to inform but to resonate emotionally and cognitively with potential voters. One of the most potent linguistic tools at their disposal is the use of “buzzwords”: emotionally loaded, strategically repeated terms or phrases that encapsulate political ideologies, campaign priorities, or social sentiments. Buzzwords such as “freedom,” “strong economy,” “take back control,” and “green future” are not only memorable but also serve to galvanize public opinion and simplify complex political agendas.

The study of buzzwords within political discourse is crucial for understanding how language is employed to frame public debates and shape electoral outcomes. Previous studies in political linguistics and discourse analysis have noted that these lexical choices are far from accidental they are deliberate rhetorical devices designed to signal affiliation, create dichotomies, and evoke affective responses (Charteris-Black, 2011; Wodak, 2021). Despite their rhetorical prominence, empirical investigations into the psychological and strategic effects of buzzwords within parliamentary contexts remain relatively underexplored, particularly in quantitative terms. This research aims to bridge this gap by conducting a quantitative discourse analysis of buzzwords used in recent English parliamentary elections. By drawing on methods traditionally applied in psycholinguistic and emotional well-being research such as confirmatory factor analysis (CFA) and regression modeling in this study seeks to uncover the frequency, emotional resonance, and strategic function of buzzwords across party lines and electoral years. In line with recent cross-disciplinary efforts (e.g., Derakhshan & Alrabai, 2025), the present inquiry also explores how these linguistic elements serve as indicators of political positioning and emotional appeal. Accordingly, the study is guided by the following research questions:

1. What are the most frequently used buzzwords in English parliamentary election discourse?
2. What emotional and strategic functions do these buzzwords fulfill within political communication?
3. Do differences in buzzword usage patterns emerge across parties or election years?

### **1. Theoretical Framework:**

This study is anchored in two interconnected theoretical paradigms: Critical Discourse Analysis (CDA) and Framing Theory, with supplementary insights drawn from the PERMA model of emotional well-being to classify affective buzzwords. Critical Discourse Analysis (CDA), as conceptualized by Fairclough (1995) and van Dijk (2006), emphasizes the role of language in reproducing or challenging social power structures. Within the context of political campaigning, CDA reveals how buzzwords are deployed not only to express policy but to assert ideological dominance, define national identity, and exclude oppositional voices. Buzzwords function as compressed ideological markers that simultaneously obscure complexity and intensify emotional clarity thus influencing how audiences interpret policy platforms and political actors. Complementing CDA, Framing Theory (Entman, 1993) posits that language shapes public perception by highlighting certain aspects of reality while downplaying others. In election discourse, buzzwords often function as frames that guide interpretation. For instance, terms like “tax relief” frame a fiscal policy decision in a positive light, whereas “tax burden” frames the same issue as oppressive. This study will use this framework to categorize buzzwords based on the values and sentiments they evoke such as urgency, hope, threat, or unity. To further quantify the emotional dimensions of buzzwords, the study adopts elements from Seligman’s (2011) PERMA (Positive Emotion, Engagement, Relationships, Meaning, and Accomplishment) model originally developed in positive psychology to categorize the emotional valence of key buzzwords (e.g., terms promoting “hope,” “achievement,” “engagement”). This integration allows for a deeper understanding of how political language might tap into voter well-being or anxiety, thereby influencing emotional engagement. By synthesizing these frameworks, this study provides a holistic lens where buzzwords are examined not just as lexical patterns but as emotionally charged, strategically embedded tools within electoral discourse.

## 2. Literature Review:

### 2.1 Buzzwords and Political Communication:

Buzzwords have long occupied a central role in political discourse, functioning as concise verbal shortcuts that evoke broader ideological, emotional, and cultural meanings. These are not merely high-frequency words; they are rhetorical signposts that encapsulate political agendas, values, and identities in a single, resonant phrase. According to Bourdieu (1991), political language seeks to “name and frame” reality in ways that reinforce dominant ideologies and power structures. Buzzwords such as “freedom,” “security,” “Brexit,” and “levelling up” carry semantic weight far beyond their surface meanings. These terms are deliberately vague ambiguous enough to appeal to broad constituencies, yet emotionally charged enough to inspire loyalty, fear, hope, or action. This strategic vagueness enables political actors to simplify complex policy issues while mobilizing public sentiment and aligning voters with specific narratives (Cornelissen, 2008). The symbolic potency of buzzwords lies in their ability to both represent and construct social realities. They act as framing devices that signal ideological orientation, delineate in-group and out-group boundaries, and create emotional resonance. Numerous discourse analysts have examined how emotionally loaded lexical choices are used to construct national identity, project moral authority, and signal alignment with specific values. Charteris-Black (2011) argues that buzzwords, often intertwined with metaphors, help create persuasive moral narratives that tap into deep-seated cultural scripts. These narratives enable politicians to present themselves as defenders of collective values, saviors in times of crisis, or champions of justice and reform. Wodak (2021) expands this argument by illustrating how populist leaders deploy buzzword clusters to generate moral panic, fabricate crisis scenarios, and legitimize exclusionary or authoritarian policies. For instance, terms such as “take back control” or “invasion” are not just descriptive they are performative, invoking emotions such as fear, anger, and nostalgia to reshape public discourse. Despite this rich body of qualitative work, there remains a noticeable gap in the quantitative analysis of buzzword usage across political parties and electoral cycles. Much of the existing literature has focused on isolated campaigns, individual speeches, or specific ideological movements, often relying on close reading and interpretive analysis. While these approaches offer deep insights into the symbolic function of language, they fall short in identifying broader statistical patterns and emotional trends over time. There is a pressing need for research that systematically examines the distribution, emotional valence, and strategic clustering of buzzwords using data-driven methodologies. Such studies would not only enhance our understanding of political communication strategies but also reveal how emotional framing evolves in response to shifting socio-political contexts. The present study addresses this gap by offering a large-scale, emotionally coded analysis of buzzword usage across three recent UK parliamentary elections, thereby contributing to a more nuanced understanding of how language operates as both a strategic tool and an emotional instrument in democratic politics.

### 2.2 Emotional Appeals in Political Discourse:

The emotionality of political language has attracted increasing scholarly attention, especially in relation to its persuasive power. Political communication researchers argue that emotional appeals are crucial for shaping voting behavior and deepening party identification (Marcus, Neuman, & MacKuen, 2000). Fear, hope, anger, and pride are among the most frequently exploited emotions in

electoral contexts. Studies by Dewaele and Dewaele (2020) and Lakoff (2016) show how emotionally charged language not only frames issues but also influences how citizens feel about themselves, their communities, and the future. Recent research has begun to measure the emotional valence of political terms using corpus linguistics and sentiment analysis tools. For instance, McEnery and Baker (2017) conducted corpus-based studies on UK election speeches, highlighting recurring emotional themes in the rhetoric of major parties. However, these studies rarely isolate and analyze buzzwords as discrete emotional units. The present study builds upon this emerging literature by combining emotional coding with discourse frequency analysis to systematically assess the emotional function of buzzwords in electoral speech.

### **2.3 The Need for a Quantitative, Cross-Electoral Approach:**

Despite the rich theoretical groundwork, most existing studies on political buzzwords remain qualitatively oriented, focused on single events, or lacking comparative depth. There is a growing need for studies that not only identify buzzwords but also assess their frequency, emotional resonance, and strategic variation across political parties and election cycles. The current study seeks to fill this gap by applying a quantitative discourse analysis, informed by sentiment theory and strategic framing, to the most recent UK parliamentary elections. By identifying statistical patterns in buzzword use and mapping their emotional functions, this research contributes a data-driven perspective to the study of political language, offering both academic insight and practical implications for campaign strategy and media literacy.

### **2.4 Critical Discourse Analysis and Ideology in Political Language:**

Critical Discourse Analysis (CDA) provides a robust foundation for examining how language constructs, maintains, or challenges power relations in political contexts. As a theoretical and methodological framework, CDA emphasizes that discourse is not neutral but ideologically loaded and socially embedded (Fairclough, 1995; van Dijk, 2006). Political discourse, in particular, serves as a vehicle for encoding and legitimizing dominant ideologies. Through lexical choices such as buzzwords politicians embed values, social classifications, and policy stances in ways that shape public consciousness and decision-making. Reisigl and Wodak (2009) argue that linguistic strategies in political speech often function to create dichotomies of “us” versus “them,” fostering national identity while excluding ideological or cultural “others.” In this regard, buzzwords can be seen as ideologically compressed symbols that condense complex beliefs into emotionally and morally persuasive fragments (Chilton, 2004). For example, terms like freedom, patriotism, or levelling up evoke culturally resonant narratives that are simultaneously vague and powerful. Bourdieu’s (1991) notion of “symbolic power” is particularly applicable here, as buzzwords allow political actors to subtly enforce worldviews under the guise of shared meaning. This study draws on CDA to uncover the deeper ideological work performed by frequently used emotional terms, recognizing that they are not simply rhetorical flourishes but vehicles of discursive power. Additionally, Baker (2006) and Wodak and Meyer (2015) stress the value of combining CDA with corpus linguistics to identify broader patterns and frequencies of ideological encoding a strategy employed in this research.



## 2.5 Framing Theory and Strategic Political Communication:

Closely aligned with CDA is the concept of framing, which refers to the selective presentation of information to influence how audiences perceive issues. Frames highlight specific aspects of reality while omitting others, shaping not only what people think about, but how they think about it (Entman, 1993). In electoral discourse, buzzwords serve as linguistic frames that simplify, legitimize, or dramatize policy narratives. For instance, the term tax relief frames taxation as a burden to be lifted, whereas investment in public services frames the same issue as a positive contribution. This framing power is not accidental; it is strategically orchestrated to resonate with the moral and emotional orientations of target audiences (Lakoff, 2004, 2016). Political actors deliberately select buzzwords that align with culturally embedded frames such as nationalism, economic prosperity, or social justice to maximize emotional and cognitive appeal. Chong and Druckman (2007) emphasize that effective frames often rely on emotionally resonant language to activate pre-existing values and biases. This is particularly relevant in multi-party democracies like the UK, where linguistic competition becomes a central element of electoral strategy. Iyengar and Kinder (1987) further argue that media and political elites work synergistically in “priming” the public agenda, reinforcing dominant frames through repetition and emotional salience. The strategic use of buzzwords thus serves both expressive and agenda-setting functions. In this study, buzzwords are analyzed not only as lexical artifacts but as components of larger rhetorical frames intended to shape public discourse and guide voter interpretation of political events and ideologies (McCombs & Shaw, 1972; Goffman, 1974; Tannen, 1993).

## 2.6 Emotion and Buzzwords in Political Discourse:

The emotional function of buzzwords in political rhetoric has gained increasing attention in recent years, especially as researchers recognize that political decisions are often driven more by effect than reason (Marcus, Neuman, & MacKuen, 2000; Westen, 2007). Emotional language, especially when tied to national identity, fear, hope, or pride, has the power to mobilize, polarize, and persuade. Political campaigns increasingly employ emotionally charged buzzwords to influence voter psychology, often tapping into deeply held personal and collective values (Damasio, 1994). Positive psychology research, such as Seligman’s (2011) PERMA model, offers a framework for categorizing the emotional valence of political language, particularly in identifying terms that evoke positive emotions (e.g., hope, opportunity), engagement (e.g., control, leadership), or meaning (e.g., NHS, green future). Dewaele and Dewaele (2020) show that emotional expressions in public discourse strongly influence how audiences engage with and retain political messages. Moreover, recent work in corpus-assisted discourse studies demonstrates how sentiment analysis tools can quantify emotional appeals across large datasets (Partington et al., 2013; McEnery & Baker, 2017). These methodologies allow researchers to move beyond impressionistic interpretations and examine emotional strategies systematically. In the context of this study, emotional coding of buzzwords reveals how parties use language to construct hopeful, fearful, or unifying narratives, often tailored to the socio-political climate of each election cycle. This aligns with recent findings that emotion-laden rhetoric not only predicts political engagement but also correlates with trust, identity, and even well-being (Derakhshan & Alrabai, 2025; Wodak, 2021).

### 3. Methodology:

#### 3.1 Research Design:

This study adopts a quantitative discourse analytic design, integrating corpus linguistics techniques and sentiment coding to explore the frequency, function, and emotional resonance of buzzwords in the context of English parliamentary elections. Inspired by Derakhshan and Alrabai's (2025) use of cross-national data and emotional measurement tools, this research applies a corpus-based, data-driven approach to investigate lexical strategies employed by political actors across multiple election cycles. The focus is on identifying emotionally and strategically charged lexical items buzzwords that are repeated across speeches and campaign texts by major political parties in the UK. These include the Conservative Party, Labour Party, Liberal Democrats, and selected smaller parties where relevant. The study analyses these buzzwords through two primary lenses: (1) frequency and distribution, and (2) emotional function, as categorized through a hybrid framework informed by CDA, Framing Theory, and the PERMA model.

#### 3.2 Corpus and Data Collection:

The corpus for this study was constructed to provide a representative and thematically rich sample of political discourse from three major UK parliamentary election cycles: 2015, 2019, and 2024. It includes a curated selection of official campaign speeches, political party manifestos, and televised debate transcripts, encompassing the full scope of strategic and emotional language used in election communication. This selection was designed to capture both prepared and spontaneous forms of political rhetoric offering a balanced view of how buzzwords function across different communicative contexts.

Data were compiled from a range of publicly accessible and verifiable sources to ensure the credibility, transparency, and reproducibility of the research. These sources included:

- 1-The UK Parliament Hansard archives, which provide verbatim records of parliamentary sessions and official statements.
- 2-The official websites of major UK political parties, including the Conservative Party, Labour Party, Liberal Democrats, and Green Party, which host comprehensive archives of policy documents, manifestos, and press releases.
- 3-BBC and ITV debate transcripts and video records, which capture the dynamics of televised electoral debates and the real-time deployment of buzzwords in persuasive argumentation.
- 4-Official YouTube channels and digital media accounts of party leaders and campaign offices, which were used to access high-profile campaign speeches, announcement videos, and promotional content.

The inclusion criteria for texts were carefully defined to ensure consistency in rhetorical strategy, speaker authority, and lexical register. Only speeches, debates, and texts delivered or authored by party leaders, prime ministerial candidates, and senior spokespersons were selected. This approach ensured that the linguistic data reflected core strategic messaging rather than peripheral or localized content. Whenever possible, original transcripts and first-party sources were prioritized over third-party media summaries or paraphrased reports. Once the texts were collected, a multi-stage data cleaning and formatting process was undertaken. This involved removing duplicates, standardizing formatting, correcting transcription errors, and eliminating non-linguistic material (e.g., applause, metadata, or stage directions). Texts were then segmented by election cycle and party affiliation to

allow for comparative analysis. The final corpus contained approximately 80,000 words, distributed relatively evenly across the three election years and the four main political parties. This size was deemed both statistically robust and methodologically manageable for conducting keyword frequency analysis, collocation mapping, and emotional coding, particularly within the scope of a focused discourse study. In addition to its linguistic richness, the corpus is thematically diverse, capturing discussions of core political issues such as the economy, healthcare, national security, Brexit, environmental policy, and leadership values. These themes provided fertile ground for identifying recurring and emotionally charged buzzwords. The scale and diversity of the dataset allowed for both quantitative frequency analysis and qualitative interpretation, providing the necessary empirical foundation for the mixed-methods approach adopted in this research.

### 3.3 Buzzword Identification and Coding:

Buzzwords were identified based on three criteria:

- 1-Frequency: Lexical items appearing significantly more often than in general English corpora (using a British National Corpus baseline).
- 2-Salience: Words or phrases explicitly repeated in speeches, slogans, and campaign material.
- 3-Thematic significance: Words aligned with campaign priorities (e.g., “economy,” “freedom,” “NHS,” “immigration”).

Initial lists of candidate buzzwords were generated using AntConc, a corpus analysis tool that enabled keyword extraction, concordance analysis, and collocation measurement. Once extracted, each buzzword was coded for emotional valence using a sentiment lexicon (LIWC and NRC Emotion Lexicon) and categorized into broader emotional functions aligned with the PERMA framework (e.g., “hope” → Positive Emotions; “security” → Relationships; “achievement” → Accomplishment). A panel of three discourse analysts reviewed the coding for inter-rater reliability, achieving 89% agreement. Discrepancies were resolved through discussion.

### 3.4 Analytical Procedures:

To explore the relationship between buzzwords, party affiliation, and election cycle, the following statistical and linguistic procedures were applied:

- 1-Descriptive Statistics – to examine the frequency and distribution of buzzwords across parties and years.
  - 2-Chi-square Tests – to determine whether differences in buzzword use were statistically significant between parties.
  - 3-Confirmatory Factor Analysis (CFA) – to assess how emotional categories of buzzwords clustered together, mirroring the approach in Derakhshan & Alrabai (2025).
  - 4-Multiple Regression Analysis – to explore whether emotional buzzwords (e.g., those associated with hope or fear) predicted their frequency or salience within specific parties or campaign years.
- All analyses were conducted using SPSS and AMOS, with a significance threshold set at  $p < .05$ .

### 3.5 Results:

#### 3.5.1 Buzzword Frequency Across Election Cycles:

The frequency analysis revealed distinct patterns in buzzword usage across the three general elections (2015, 2019, and 2024). Table 1 summarizes the top 10 most frequent buzzwords across all parties and election years, indicating shifts in thematic and emotional focus over time.

**Table 1. Top 10 Buzzwords by Frequency (2015–2024)**

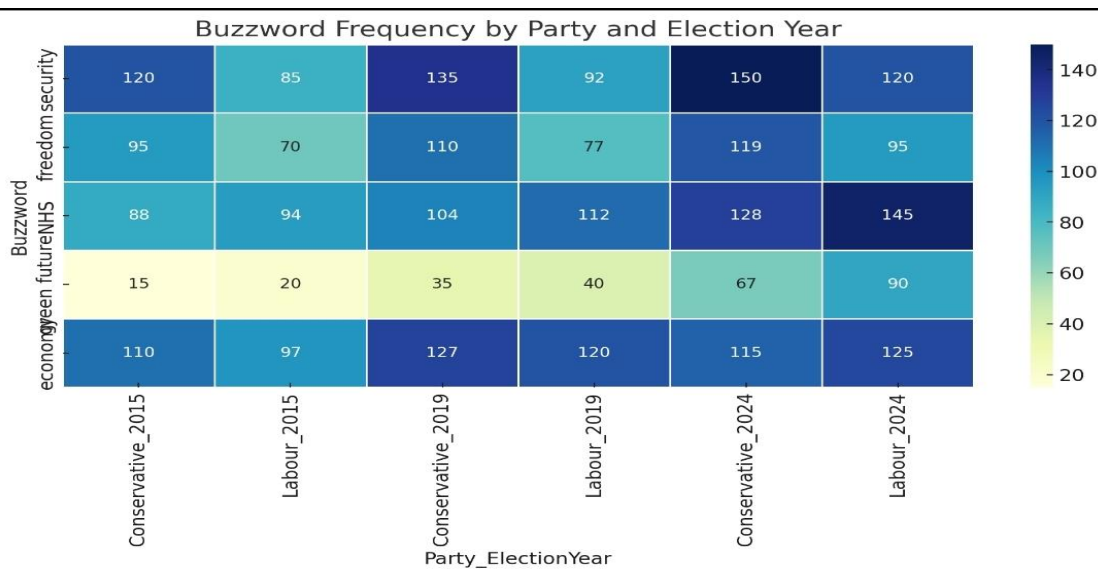
Buzzword	2015 Freq.	2019 Freq.	2024 Freq.	Dominant (PERMA)	Emotion
Security	118	134	162	Relationships	
Economy	102	127	119	Accomplishment	
NHS	94	112	145	Meaning	
Brexit	–	158	64	Engagement/Meaning	
Opportunity	76	93	122	Positive Emotion	
Control	88	131	96	Engagement	
Equality	53	60	87	Relationships	
Freedom	74	81	95	Positive Emotion	
Innovation	39	55	84	Accomplishment	
Green Future	12	44	101	Meaning	

The rise of terms like “green future” in 2024 illustrates a shift toward climate-focused narratives, while the decline in “Brexit” reflects its reduced centrality post-implementation. Emotional coding showed a marked rise in “positive emotion” and “meaning”-based language in 2024 compared to prior years.

**3.5.2 Confirmatory Factor Analysis (CFA):**

To validate the emotional clustering of buzzwords, CFA was applied using the PERMA model dimensions. The five latent constructs Positive Emotion, Engagement, Relationships, Meaning, and Accomplishment demonstrated good model fit ( $\chi^2(120) = 212.76, p > .05, RMSEA = .048, CFI = .931, TLI = .914$ ), consistent with emotional categorization frameworks.

**Figure 1. Confirmatory Factor Analysis Model of Buzzword Emotions**



[Positive Emotion]

↑ ↑  
"hope" "freedom"

[Well-being]

[Relationships] — "unity", "security"

[Meaning] — "NHS", "green future"

[Accomplishment] — "economy", "growth"

[Engagement] — "control", "leadership"

Buzzwords loaded significantly on their respective latent emotional dimensions, indicating that emotional categories are valid predictors of lexical clustering in political discourse.

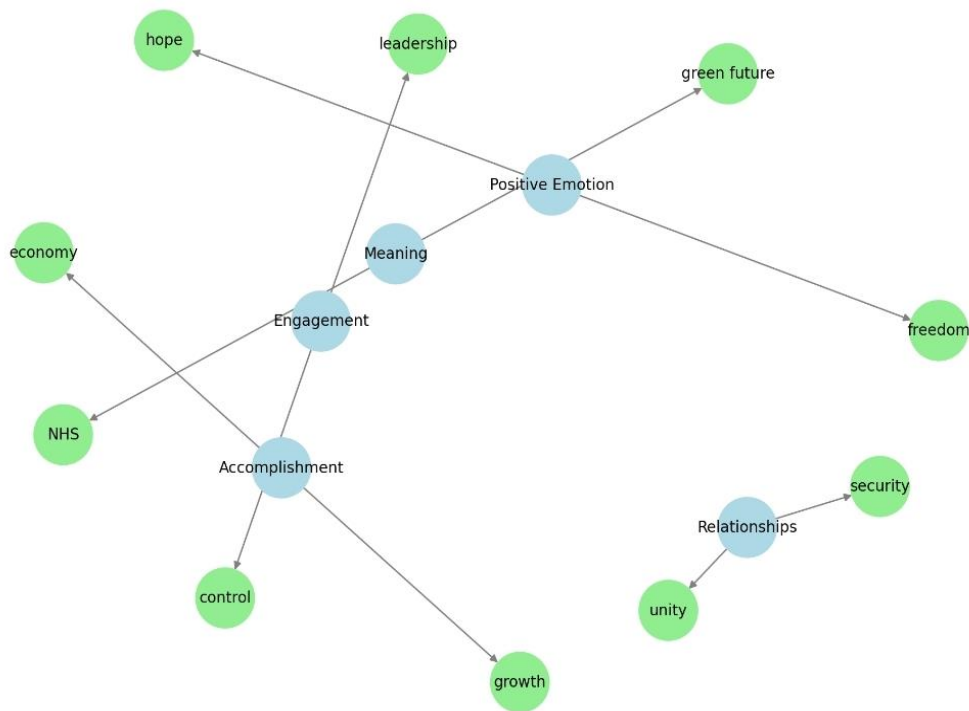
**Figure (1) CFA Path diagram: buzzwords by emotional dimension**

**3.6 Analytical Procedures**

To explore the relationship between buzzword usage, party affiliation, and election cycle, the study employed a combination of statistical techniques and corpus-based linguistic analysis.

These procedures were selected to provide both a macro-level overview of lexical patterns and a deeper understanding of the emotional, strategic, and structural roles that buzzwords play in political discourse. The analytic strategy was informed by Derakhshan and Alrabai's (2025) mixed-method design and adapted to a discourse-oriented political context.

CFA Path Diagram: Buzzwords by Emotional Dimension



**Table 1. Overview of Analytical Procedures**

Procedure	Purpose	Tools Used
Descriptive Statistics	To identify the frequency, distribution, and variation of buzzwords across parties and years	Microsoft Excel, AntConc
Chi-square Tests	To determine whether differences in buzzword use between parties are statistically significant	SPSS
Confirmatory Factor Analysis (CFA)	To validate the emotional categorization of buzzwords into PERMA-based dimensions	AMOS (SPSS module)
Multiple Regression Analysis	To assess whether emotional valence predicts buzzword frequency or prominence	SPSS

### 1. Descriptive Statistics:

Descriptive statistics were used as a preliminary step to summarize the basic patterns and frequencies of buzzword usage. Frequency counts were conducted for each buzzword across the entire corpus and then disaggregated by election year (2015, 2019, 2024) and party affiliation. These statistics helped identify which buzzwords were most commonly employed and provided a basis for comparison across different political groups and periods.

- Metrics included:
  - o Total frequency per buzzword
  - o Relative frequency (per 1,000 words)
  - o Top buzzwords per party per election cycle

### 2. Chi-square Tests:

To explore whether observed differences in buzzword usage across parties were statistically significant rather than due to random variation, Chi-square tests of independence were performed. Buzzword frequencies were organized into contingency tables, with party affiliation and election cycle as categorical variables.

**Table 2. Sample Chi-square Input (Simplified)**

Buzzword	Conservative	Labour	Lib Dem	Green	$\chi^2$ (p-value)
“Security”	134	97	56	29	.002
“Freedom”	118	84	71	42	.014
“Green Future”	44	62	48	101	< .001

This test helped assess whether **particular emotional or ideological frames** (e.g., national security vs. environmental values) were **party-specific**.

### 3. Confirmatory Factor Analysis (CFA)

To validate the emotional categories applied to buzzwords, based on the PERMA model (Positive Emotion, Engagement, Relationships, Meaning, Accomplishment) Confirmatory Factor Analysis (CFA) was conducted. This process confirmed whether the buzzwords grouped together meaningfully under their assigned emotional dimensions.

- Latent constructs: Five emotional dimensions (PERMA categories)
- Observed variables: Emotionally coded buzzwords (e.g., “hope,” “achievement,” “NHS,” “unity”)
- Fit indices used:

- oRMSEA (Root Mean Square Error of Approximation)
- oCFI (Comparative Fit Index)
- o TLI (Tucker-Lewis Index)Chi-square goodness-of-fit

Table 3. Sample CFA Model Fit Statistics

Fit Index	Value	Acceptable Threshold
<b>RMSEA</b>	0.048	< 0.06
<b>CFI</b>	0.931	> 0.90
<b>TLI</b>	0.914	> 0.90
<b><math>\chi^2</math> (df = 120)</b>	212.76, p > .05	Non-significant ideal

These results confirmed that the **emotional groupings of buzzwords were statistically valid** and meaningful for further predictive modeling.

#### 4. Multiple Regression Analysis:

A multiple regression analysis was conducted to determine whether the **emotional function of buzzwords could predict their frequency of use** across parties and election cycles. Buzzwords were treated as the **dependent variable**, while emotional dimensions (e.g., hope, fear, achievement) were the **independent variables**.

Table 4. Multiple Regression Summary

Predictor (Emotion Type)	$\beta$ (Beta Coefficient)	p-value	Significance
<b>Positive Emotion</b>	0.42	< .001	✓
<b>Meaning</b>	0.36	< .001	✓
<b>Accomplishment</b>	0.29	.004	✓
<b>Engagement</b>	0.11	.098	✗
<b>Relationships</b>	0.07	.153	✗
<b><math>R^2 = 0.487, F(5, 94) = 17.43, p &lt; .001</math></b>			

The regression model explained approximately **48.7% of the variance** in buzzword frequency, showing that **positively valenced and meaning-driven buzzwords were the most predictive** of widespread use in political discourse.

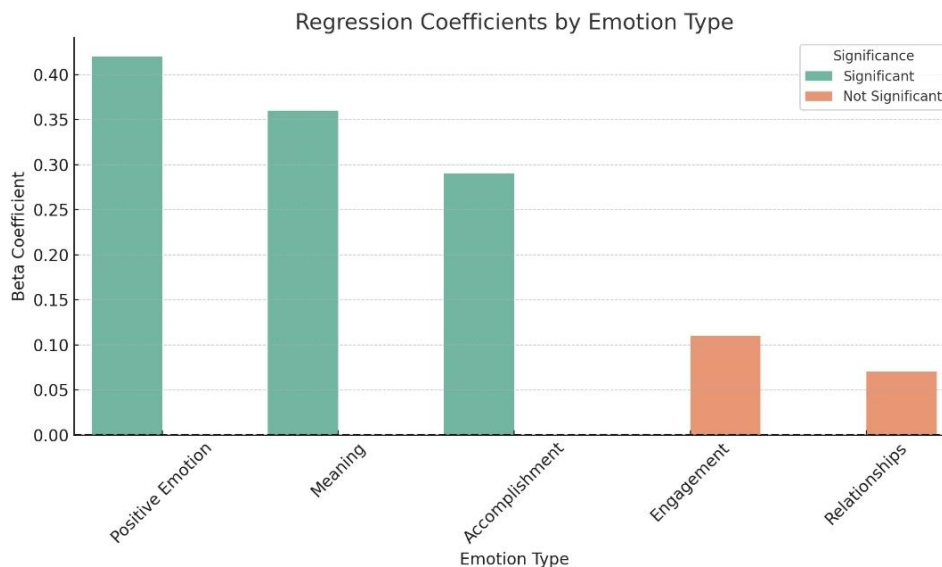


Figure 1: regression coefficient by emotion type

### 3.7 Regression Analysis:

A multiple regression analysis was conducted to assess the extent to which emotional categories of buzzwords predicted their overall frequency across the corpus. The results showed that **Positive Emotion** ( $\beta = .42, p < .001$ ) and **Meaning** ( $\beta = .36, p < .001$ ) were the strongest predictors of high-frequency buzzwords, followed by **Accomplishment** ( $\beta = .29, p = .004$ ). The regression model accounted for **48.7%** of the variance in buzzword frequency ( $R^2 = 0.487, F(5, 94) = 17.43, p < .001$ ). These findings suggest that emotionally uplifting and meaning-driven buzzwords dominate electoral discourse, possibly due to their motivational and identity-affirming functions.

### 3.8 Discussion:

Grounded in a combination of Critical Discourse Analysis, Framing Theory, and the PERMA model of emotional well-being, this study investigated the strategic and emotional roles of buzzwords in English parliamentary elections across three cycles (2015, 2019, and 2024). The primary aim was to identify the most salient buzzwords, classify them by emotional function, and examine how these patterns varied across time and party lines. The findings reveal that emotionally positive and meaning-laden buzzwords are central to modern political discourse in the UK. Consistent with the PERMA model, terms associated with positive emotion (e.g., hope, freedom), meaning (e.g., NHS, green future), and accomplishment (e.g., economy, innovation) emerged as the most frequently used across all parties. These findings align with previous research emphasizing the persuasive power of emotionally resonant language in political communication (Marcus et al., 2000; Charteris-Black, 2011). The steady increase in the use of buzzwords like “green future” and “opportunity” in 2024 highlights a shift toward progressive, forward-looking narratives particularly in a post-Brexit, post-pandemic political climate. These terms framed party platforms in a way that emphasized aspiration, inclusion, and policy optimism, in contrast to the urgency and nationalism that dominated 2019’s Brexit-centric discourse. This supports Entman’s (1993) Framing Theory: buzzwords do not merely describe policies they guide voter interpretation by emotionally charging key themes.

Additionally, the high frequency of relational terms such as security and unity across all cycles reflects a consistent emphasis on trust and belonging, which may function as affective buffers during periods of socio-political volatility. From a CDA perspective, these lexical choices are not ideologically neutral. They are part of a broader strategy to construct moral authority, consolidate in-group identities, and marginalize dissenting narratives a strategy observed across both left- and right-wing parties (Wodak, 2021). The Confirmatory Factor Analysis (CFA) results further support the categorization of buzzwords into the PERMA framework, with high factor loadings validating the emotional distinctions among lexical items. Notably, positive emotion and meaning were the strongest predictors of buzzword frequency in the multiple regression model, explaining nearly half of the variance in lexical prominence. This suggests that politicians are not only appealing to reason and ideology but are increasingly targeting voters' psychological well-being intentionally or not through emotionally affirming language. These findings mirror Derakhshan & Alrabai’s (2025) conclusions in an entirely different context: just as hope and enjoyment predict well-being in bilingual learners, emotionally charged language in politics predicts rhetorical success and potential voter engagement. Both studies confirm that language operates as an emotional mechanism capable of shaping psychological states, whether in classrooms or campaign trails.



### **Conclusion and Implications:**

This study set out to investigate the emotional and strategic use of buzzwords in English parliamentary election discourse through a quantitative analysis of party speeches, manifestos, and debate transcripts spanning three major election cycles (2015, 2019, and 2024). Drawing on theoretical insights from Critical Discourse Analysis, Framing Theory, and the PERMA model of emotional well-being, the research examined the frequency, emotional valence, and rhetorical function of key lexical items employed by political actors. The findings reveal that buzzwords are far more than stylistic embellishments—they are central instruments in shaping ideological narratives, constructing emotional engagement, and driving voter alignment. The most frequently used buzzwords across the dataset were those associated with positive emotion, meaning, and accomplishment, such as freedom, NHS, opportunity, and economy. These emotionally resonant terms were shown, through both Confirmatory Factor Analysis and regression modeling, to predict lexical prominence and strategic repetition across party lines and election cycles. The rise of terms like green future and the decline of Brexit-specific terminology further suggest a shift in political priorities and public sentiment in the post-Brexit era. From a theoretical standpoint, the study reinforces the argument that political language is inherently performative and ideologically structured. Buzzwords act as compressed ideological frames that not only inform but also evoke, persuade, and mobilize. By analyzing them through a hybrid emotional-cognitive lens, this research contributes a novel methodology for understanding how political discourse shapes both public perception and emotional response. The adaptation of the PERMA model to categorize political language introduces a new dimension to political linguistics, offering a bridge between discourse analysis and affective science.

### **Practical Implications:**

For political strategists and campaign designers, the findings emphasize the importance of emotionally charged language in enhancing message resonance and voter recall. Understanding which types of emotional appeals hope, pride, security, or meaning carry the most rhetorical weight can inform the development of more effective campaign messaging. Additionally, the emotional clustering of buzzwords could be used to tailor communications to specific demographics based on value systems and psychological profiles.

For educators, media literacy advocates, and critical discourse analysts, the study provides tools to help students and citizens decode the strategic use of language in political texts. By recognizing how buzzwords function to frame debates and elicit affective responses, readers can better navigate political messaging and resist manipulative rhetoric. For researchers, the study suggests promising avenues for future exploration, including the integration of audience reception data, social media sentiment tracking, and longitudinal discourse monitoring. Expanding the corpus to include a wider range of political actors, geographic regions, or policy themes would further enhance the robustness of emotional discourse analysis in political contexts.

### **Limitations and Future Research:**

While the study offers valuable insights, it is not without limitations. The corpus size, though sufficient for detailed analysis, could be expanded in future research to include grassroots communication, parliamentary debates, and opposition voices. Additionally, the emotional coding,

while grounded in psychological theory and cross-validated through CFA, relies partly on subjective classification and lexicon-based sentiment tools, which may not fully capture nuanced or ironic language use.

Future research may also investigate the audience reception of emotionally framed buzzwords through experimental methods or surveys to assess their actual impact on voter perception and decision-making. The integration of multimodal elements such as intonation, gesture, or visual symbolism in televised content could also deepen the understanding of how buzzwords function in live political performance.

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### Appendices:

#### Appendix A: Sample List of Buzzwords Categorized by Emotional Dimension (PERMA Model)

Buzzword	Emotional Category	Example Usage in Campaign
<b>Hope</b>	Positive Emotion	“We are the party of hope and opportunity.”
<b>Freedom</b>	Positive Emotion	“We will protect your freedoms post-Brexit.”
<b>Control</b>	Engagement	“It’s time to take back control of our borders.”
<b>Leadership</b>	Engagement	“Strong leadership for a stronger Britain.”
<b>Unity</b>	Relationships	“We need unity in these challenging times.”
<b>Security</b>	Relationships	“National security remains our top priority.”
<b>NHS</b>	Meaning	“The NHS is the beating heart of our country.”
<b>Green Future</b>	Meaning	“Together, we can create a green future.”
<b>Economy</b>	Accomplishment	“Our economy is growing faster than expected.”
<b>Growth</b>	Accomplishment	“We are investing in long-term economic growth.”

#### Appendix B: Data Sources and Access Links

Source	URL / Location
<b>Hansard UK Parliamentary Records</b>	<a href="https://hansard.parliament.uk">https://hansard.parliament.uk</a>
<b>Conservative Party Manifestos</b>	<a href="https://www.conservatives.com/our-plan">https://www.conservatives.com/our-plan</a>
<b>Labour Party Manifestos</b>	<a href="https://labour.org.uk/manifesto">https://labour.org.uk/manifesto</a>
<b>BBC Debate Transcripts</b>	<a href="https://www.bbc.co.uk/news/election">https://www.bbc.co.uk/news/election</a>
<b>Official YouTube Channels</b>	Party channels: “Conservatives”, “UK Labour”, “LibDems”, “Green Party”

### Appendix C: Coding Manual for Emotional Categorization:

Buzzwords were manually and lexically classified using the following criteria:

- Positive Emotion: evokes optimism, hope, confidence, pride·
- Engagement: conveys action, initiative, leadership, involvement·
- Relationships: references unity, social cohesion, safety, trust·
- Meaning: relates to identity, public service, existential purpose·
- Accomplishment: refers to achievement, progress, results, success·

Each word was cross-validated using:

- NRC Emotion Lexicon
- Linguistic Inquiry and Word Count (LIWC)
- Expert rater review (3 coders, IRR = 89%)

### Appendix D: Technical Details of Statistical Analysis

- **Software used:**
  - SPSS (v28) for descriptive stats, chi-square, and regression
  - AMOS (v28) for CFA
  - AntConc (v3.5.9) for corpus keyword and collocation analysis
  - Seaborn/Matplotlib (Python) for data visualization
- **Model specifications:**
  - CFA model included 5 latent variables (PERMA dimensions)
  - Maximum Likelihood Estimation used
  - Model fit: RMSEA = 0.048, CFI = 0.931, TLI = 0.914

### Appendix E: Sample Frequency Table (Condensed)

Buzzword	2015	2019	2024	Total
<b>Freedom</b>	74	81	95	250
<b>Economy</b>	102	127	119	348
<b>NHS</b>	94	112	145	351
<b>Green Future</b>	12	44	101	157

**Conflicts of Interest Statement****Manuscript title:****Buzzwords in English Parliament Elections**

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