

Political Stylistics in Ahmad Sharaa's Speech Following the Israeli Attack on Syria

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Abstract

This study aims to identify the forms of political stylistics and explain the function of their use in Ahmad Sharaa's speech after the Israeli attack on Syria. This study is a qualitative study with a political stylistics approach and uses a descriptive-interpretive design. The subject of the research is Ahmad Sharaa's speech published through the AlHadath YouTube channel on July 17, 2025, while the object of the research focuses on the use of diction, figures of speech, and sentence structure in the speech. The research data consists of utterances, phrases, and sentences containing elements of political stylistics. The data collection technique is carried out through the listening and note-taking technique by repeatedly watching the speech video and transcribing it into written text. Data analysis uses a descriptive-interpretive model through the stages of data reduction, data classification, data presentation, and drawing conclusions using Gorys Keraf's theory of language style and the balagh perspective. The results of the study show that the political stylistics in Ahmad Sharaa's speech is constructed through the use of crisis diction and state legitimacy, metaphors, repetition, hyperbole, and declarative and complex sentence structures. These stylistic elements are used to represent the conflict as a national threat, strengthen state legitimacy, and build national solidarity amidst the Syrian crisis following the Israeli attack. This research has implications for strengthening the study of Arab political stylistics by demonstrating that linguistic elements in political speeches serve not only aesthetic but also ideological and persuasive functions in shaping public perceptions of conflict and power.

Keywords: Political Stylistics, Ahmad Sharaa, Syrian Conflict, Political Rhetoric, Balagh.

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INTRODUCTION

The Syrian conflict following the Israeli attack not only presented a security and political crisis, but also gave rise to a narrative battle through political speeches delivered by state leaders. In this situation, language becomes an important instrument to respond to the conflict, build public perception, and assert the state's position amidst internal and external pressures. (Osimen et al., 2026) Ahmad Sharaa's speech following the Israeli attack shows how political language is used to describe threats, build national solidarity, and strengthen state legitimacy amidst a crisis situation. The use of expressions such as "انعطافة خطيرة" (dangerous turning point) and "نار الطائفية" (fire of sectarianism) shows that the choice of language in political speeches is not neutral, but contains rhetorical and political tendencies related to the way the conflict is represented to the public (AlHadath, 2025). This situation demonstrates that the use of language in political speeches during

conflict situations is a crucial issue to study, particularly in examining how stylistic elements are used to convey political messages amidst a national crisis.

The study of political stylistics stems from the view that language in political speeches functions not only as a means of communication but also as a rhetorical device used to build political influence and direct audience perceptions (Новікова & Cyima, 2024). In the context of political speeches, the use of diction, metaphor, repetition, and specific sentence structures allows a leader to construct a representation of threat, strengthen state legitimacy, and direct public response to the ongoing political situation. The choice of language in political speeches also serves to construct an image of power and strengthen the speaker's ideological position in the public sphere (Abbadi et al., 2024). Meanwhile, stylistic elements in political communication have a persuasive function related to the formation of public opinion and political legitimacy (Kasman et al., 2026). Thus, political stylistics not only discusses the aesthetic form of language but also examines the function of linguistic elements in conveying political messages in specific social and political contexts.

Studies on political speeches demonstrate several emerging research trends. First, research focuses on identifying stylistic elements such as diction, metaphor, repetition, and rhetorical structure in political speeches (Amelia & Rakhman, 2024; Hanifah, 2025; Zou'bi & Kanakri, 2020). This trend emphasizes the analysis of linguistic forms and their rhetorical functions as aesthetic tools. Second, research focuses on the relationship between language, ideology, and the legitimacy of power through a political discourse analysis approach (Rahmania, 2022; Sukrin, 2025). In this trend, political speeches are understood as instruments for the formation of power, discourse dominance, and political legitimacy in society. Third, recent studies on political rhetoric view language as a means of shaping public perception, social polarization, and the construction of crises in the modern socio-political space (Ibnu et al., 2024; Yudha & Yogantari, 2026).

Despite making important contributions to the development of political language studies, these three trends still exhibit several limitations. Stylistic studies tend to focus on classifying linguistic elements without deeply linking them to the context of the political conflict underlying the speech. Conversely, studies of political discourse emphasize aspects of ideology and power, thus paying less attention to the function of stylistic elements in constructing political messages. Consequently, the use of diction, figures of speech, and sentence structure in Arabic political speeches in conflict situations remains understudied as rhetorical strategies used to represent crises, strengthen state legitimacy, and shape public perception. Based on this gap, this study attempts to fill the gaps in previous studies by placing political stylistics as the focus of analysis of Ahmad Sharaa's speech after the Israeli attack on Syria, so that linguistic elements are not only understood as a form of language aesthetics, but also as rhetorical devices in conveying political messages in a state crisis situation.

Based on these conditions, this study focuses on the political stylistics in Ahmad Sharaa's speech following the Israeli attack on Syria. This study aims to identify the stylistic forms used in the speech, including diction, figures of speech, and sentence structure, and to explain their function in conveying political messages in crisis situations. In line with these objectives, this study formulates several questions: (1) what forms of diction, figures of speech, and sentence structure are used in Ahmad Sharaa's speech following the Israeli attack on Syria; (2) how are stylistic elements used to represent the conflict and the state's position; and (3) how are political stylistic functions used to strengthen the political message in the speech.

This research is based on the argument that stylistic elements in political speeches function not only as aesthetic linguistic devices but also as rhetorical strategies in conveying political messages in conflict situations. The choice of diction, the use of metaphors, repetition, and the arrangement of specific sentence structures enable a leader

to construct a representation of threat, strengthen the state's legitimacy, and build national solidarity through language. In Ahmad Sharaa's speech following the Israeli attack on Syria, the use of these linguistic elements demonstrates a tendency toward targeted language use in responding to conflict and shaping public perception of the ongoing political situation. Thus, this research can contribute to the study of political stylistics, particularly regarding the use of linguistic elements in Arabic political speeches in situations of conflict and state crisis.

METHOD

This research is a qualitative study with a political stylistics approach and a descriptive-interpretive research design. The subject of the study is a speech by Syrian President Ahmad Sharaa following the Israeli attack on Syria, published on the AlHadath YouTube channel on July 17, 2025, as shown in Figure 1 (AlHadath, 2025).



Figure 1 Ahmad Sharaa's Speech

The research focused on the use of diction, figures of speech, and sentence structure in the speech. The research data consisted of utterances, phrases, sentences, and expressions containing elements of political stylistics. The research procedure consisted of data collection, data classification, and data analysis. Data collection was conducted using a listening and note-taking technique by repeatedly watching the video of the speech, then transcribing the speech into written text (Zaidan et al., 2025). The research tools and instruments, including the video of the speech, transcription tools, and a data classification table, were used to identify stylistic elements in Ahmad Sharaa's speech.

The data analysis used a descriptive-interpretive analysis model through the stages of data reduction, data presentation, and conclusion drawing. The transcribed data were then classified based on the categories of diction, figures of speech, and sentence structure that had rhetorical and political tendencies. Furthermore, the data were analyzed using Gorys Keraf's theory of stylistics to identify the form and function of stylistic elements in Ahmad Sharaa's speech (Keraf, 2007). The analysis was deepened with a balāḡah perspective to examine Arabic rhetorical tendencies in representing conflict, strengthening state legitimacy, and building national solidarity in the Syrian crisis following the Israeli attack. To maintain data validity, the transcription and classification results were double-checked by repeatedly comparing the data to the original speech videos.

RESULT AND DISCUSSION

Political Diction of Ahmad Sharaa's Speech

Ahmad Sharaa's speech was dominated by word choices related to the crisis, state legitimacy, national unity, delegitimization of the opposition, and appreciation for supporters. These dictions appeared repeatedly in the speech and became a crucial part of conveying political messages in the post-Israeli attack Syrian conflict (AlHadath, 2025).

Table 1 Classification of Political Diction in Ahmad Sharaa's Speech

Diction Category	Speech Diction (Arabic)	English Translation	Video Timestamp
Crisis and Threats	انعطافة خطيرة	Dangerous turning point	00:52
	تفاقم الأوضاع	Worsening situation	01:14
	ساحة فوضى غير منتهية	An endless scene of chaos	01:06
	مرحلة خطيرة	Dangerous phase	02:03
	المشهد المأساوي	Tragic scene	04:50
State Legitimacy	الدولة السورية هي دولة الجميع	The Syrian state belongs to all citizens	02:24
	الحفاظ على هيبتها وسيادتها	Preserving its prestige and sovereignty	02:45
	تدخل الدولة السورية	Intervention by the Syrian state	03:48
National Unity	النسيج الوطني السوري	The Syrian national fabric	03:12
	أبناء السويداء بجميع أطيافهم	The people of Sweida from all segments of society	03:15
	وحدة الصف	Unity of ranks	04:02
Opposition Delegitimization	انفصال وتقسيم	Separation and division (separatism)	03:20
	استقوت بالخارج	Sought support from foreign actors	03:29
	مجموعات خارجة عن القانون	Groups operating outside the law	04:08
Appreciation and Support	مواقف بطولية	Heroic positions	00:26
	الوساطة الأمريكية والعربية والتركية	American, Arab, and Turkish mediation	05:00
	دبلوماسية فعالة وموحدة	Effective and unified diplomacy	05:00

Source: Author's data processing based on Ahmad Sharaa's speech (AlHadath, 2025).

Overall, the data above shows that the use of diction in Ahmad Sharaa's speech demonstrates a tendency toward language oriented toward representing crises and threats, asserting state authority, building national unity, delegitimizing the opposition, and appreciating supporters. This choice of diction creates a serious, firm, and dominant tone in the speech, depicting the Syrian conflict situation following the Israeli attack.

Political Figures of Speech by Ahmad Sharaa

Ahmad Sharaa's speech demonstrates various forms of figures of speech to strengthen the delivery of political messages in the context of the Syrian conflict following the Israeli attack. The forms of figures of speech found in the speech include metaphor, personification, hyperbole, and repetition. These figures of speech appear repeatedly in

several parts of the speech and demonstrate a tendency to use figurative language to describe the crisis, state legitimacy, and national unity (AlHadath, 2025).

Table 1 Classification of Political Figures of Speech in Ahmad Sharaa's Speech

Figure of Speech Type	Speech Diction (Arabic)	English Translation	Description	Video Timestamp
Metaphor	حائط صد	A defensive wall	Used to portray the role of Arab tribes in confronting threats and maintaining stability.	04:29
Metaphor	نار الطائفية	The fire of sectarianism	Used to illustrate the destructive danger of internal division and sectarian conflict.	01:06
Personification	الدولة السورية وقفت إلى جانب السويداء	The Syrian state stood by Sweida	The state is portrayed as a human actor capable of empathy, support, and intentional action.	03:48
Personification	سوريا لا تزال في قلب الأحداث العالمية	Syria remains at the heart of global events	The country is symbolically positioned as an active subject in global geopolitical affairs.	05:00
Hyperbole	كادت تخرج عن السيطرة	Nearly slipped out of control	Emphasizes the severity and urgency of the crisis situation.	04:50
Hyperbole	الأسوأ	The worst	Highlights the extreme seriousness of the conflict to evoke a sense of urgency.	05:00
Repetition	الدولة السورية	The Syrian state	Repeated to reinforce the legitimacy, authority, and presence of the state.	02:24
Repetition	وحدة البلاد / وحدة شعبنا	Unity of the country / Unity of our people	Repeated to emphasize the importance of national unity and social cohesion.	01:06

Source: Author's data processing based on Ahmad Sharaa's speech (AlHadath, 2025).

The data shows that Ahmad Sharaa's speech is dominated by metaphors and repetitions related to the representation of conflict, state legitimacy, and national unity. Furthermore, the use of personification and hyperbole demonstrates a tendency to use figurative language in describing the Syrian crisis following the Israeli attack.

Sentence Structure of Ahmad Sharaa's Speech

Ahmad Sharaa demonstrates the use of diverse sentence structures in conveying political messages in the Syrian conflict following the Israeli attack. The sentence structures found in the speech include complex and tiered sentences, emphatic declarative sentences, and structural parallelism. These structural patterns appear in various parts of the speech and form a systematic, focused, and consistent message describing the crisis, the state's position, and the importance of national unity.

Table 3 Political Sentence Structure in Ahmad Sharaa's Speech

Struktur Kalimat	Diksi Pidato	Terjemahan	Keterangan	Timestamp Video
Kalimat kompleks dan bertingkat	إنَّ الأحداثَ الأخيرةَ التي شهدتها محافظةُ السويداءِ قد شكَّلتْ انعطافَةً خطيرةً في الوضعِ الأمنيِ والسياسي في سوريا، حيث تطوَّرتِ النزاعاتُ بين مجموعاتٍ خارجةٍ عن القانون من جهة، وبين البدو من جهةٍ أخرى، مما أدَّى إلى تفاقم الأوضاعِ بشكلٍ غير مسبوق	Sesungguhnya peristiwa-peristiwa terakhir yang disaksikan provinsi Sweida telah membentuk titik balik berbahaya dalam situasi keamanan dan politik di Suriah, di mana konflik berkembang antara kelompok-kelompok di luar hukum di satu sisi dan Badui di sisi lain, yang menyebabkan memburuknya situasi secara belum pernah terjadi sebelumnya	Kalimat panjang dengan klausa subordinat (relative clause) untuk menjelaskan latar belakang konflik.	00:03:55
Kalimat Deklaratif Tegas	الدولة السورية هي وحدها القادرة على الحفاظ على هيبتها وسيادتها في كلِّ بقعةٍ من الأراضي السورية	Negara Suriah adalah satu-satunya yang mampu menjaga wibawa dan kedaulatannya di setiap jengkal tanah Suriah	Pernyataan posisi negara secara dogmatis dan tidak terbantahkan.	02:35

Sumber: Olah data penulis berdasarkan Pidato Ahmad Sharaa (AlHadath, 2025).

In addition to the use of the main sentence structure, Ahmad Sharaa's speech also shows parallelism and structural repetition in the delivery of certain points, especially when mentioning international parties supporting Syria and the importance of national

unity. This pattern of structural repetition creates a more organized and consistent speech delivery. In addition, this speech is rich in the use of logical conjunctions and connecting phrases, such as حيث (where), إلا أن (however), وعلى إثر هذه الأحداث (and after these events), وفي هذا السياق (in this context), and وفي الختام (in conclusion). The use of these conjunctions and connecting phrases shows a pattern of organizing arguments that is coherent and sequential, so that the relationship between ideas and events in the speech can be conveyed more systematically.dd

The Function of Political Stylistics in the Representation of Conflict and State Legitimacy

The research findings show that the political stylistics in Ahmad Sharaa's speech following the Israeli attack on Syria was constructed through the use of diction, figures of speech, and sentence structures that consistently represented the conflict as a national threat while simultaneously strengthening state legitimacy. These findings demonstrate that political language in conflict speeches does not operate neutrally, but rather shapes certain constructions of reality regarding crisis, authority, and collective identity. Dictionaries such as انعطافة خطيرة (dangerous turning point), المشهد المأساوي (tragic scene), and تفاقم الأوضاع (worsening situation) demonstrate the tendency to use crisis lexicon to construct the perception that Syria is in a state of emergency that threatens the country's stability. From the perspective of political stylistics and critical political discourse, this choice of diction serves not only an informative function but also an ideological one, directing the audience to understand the conflict as an existential threat requiring strong state authority. These findings demonstrate that Ahmad Sharaa does not simply depict the conflict but constructs a framing of it through language rich in political and emotional content. This tendency aligns with El Mustapha Lahlali's study on the microanalysis of Arab political discourse, which asserts that lexical choices, metaphors, and foregrounding in Arab political speeches are used to construct political positioning and legitimize state authority (Lahlali, 2020).

Unlike several previous studies that primarily position political stylistics as a mere tool of rhetorical persuasion, this study demonstrates that the stylistic elements in Ahmad Sharaa's speech function more as strategies for representing conflict and legitimizing power in geopolitical crisis situations. This is evident in the use of legitimizing diction such as "Syria is the country of all people" (the state of Syria is the state of all people) and "maintaining its authority and sovereignty" (maintaining its authority and sovereignty). The use of these dictions builds the image of the state as the sole legitimate authority in maintaining national stability amidst conflict and external intervention. In this context, political language works as an ideological instrument that positions the state as the center of stability and protector of national identity. The findings of this study extend the study (Khater et al., 2024) which shows that Arabic political speeches use pragmatic and rhetorical strategies to influence audiences in certain political contexts. However, this study shows that in the context of the Syrian conflict, political stylistics is not only directed at persuading the audience, but also at establishing state legitimacy and strengthening political authority in situations of armed conflict (Amaireh, 2023).

In terms of figurative language, this study found the dominance of metaphor, repetition, hyperbole, and personification as the main rhetorical devices in Ahmad Sharaa's speech. The use of metaphors such as "نار الطائفية" (fire of sectarianism) and "حائط صد" (retaining wall) indicates that the conflict is represented through dramatic and emotional symbolic imagery. From the perspective of balāḡah siyāsiyyah (Islamic rhetoric), these metaphors can be understood as a form of isti'ārah (religious discourse) used to strengthen the speech's rhetorical effect while simultaneously constructing the audience's collective imagination regarding the threat of sectarianism and the need for national unity. The metaphor of "the fire of sectarianism," for example, not only depicts

conflict as destructive but also creates the impression that it could spread and destroy national integration if not immediately controlled. Thus, the metaphor in Ahmad Sharaa's speech functions as a political framing device that constructs a dichotomy between threat and national stability. This finding is relevant to research (Awad Alzobidy, 2025), which explains that metaphors in Arab political discourse have ideological and contextual functions closely related to the speaker's political goals and the construction of meaning in political communication.

In addition to metaphors, the use of repetitions such as *الدولة السورية* (the country of Syria) and *وحدة البلاد* (the unity of the country) demonstrates a strategy of repeatedly implanting linguistic symbols to strengthen state legitimacy and national solidarity. In political rhetoric, repetition not only functions as a message affirmation, but also as a mechanism for forming the audience's collective consciousness of symbols of power and national identity. The repetition of these linguistic elements shows that Ahmad Sharaa's speech attempts to build social cohesion through language that continually directs the audience to the importance of national unity amidst conflict. This shows that the political stylistics in the speech cannot be understood merely as a linguistic aesthetic device, but as an ideological instrument in building solidarity and political loyalty. This perspective aligns with Ruth Wodak's view of the sloganization and simplification of political discourse, which positions repetition and linguistic symbols as a means of shaping public perception and reinforcing specific political agendas (Sardoč & Wodak, 2023).

In terms of sentence structure, the use of complex and multilevel sentences demonstrates a systematic effort to construct rational and structured political arguments. Structures such as:

إنَّ الأحداثَ الأخيرةَ التي شهدتها محافظةُ السويداءِ قد شكَّلتْ انعطافاً خطيراً في الوضعِ الأمنيِ والسياسي في سوريا، حيث تطوَّرت النزاعاتُ بين مجموعاتٍ خارجةٍ عن القانون من جهة، وبين البدو من جهةٍ أخرى، مما أدَّى إلى تفاقم الأوضاعِ بشكلٍ غير مسبوق

shows that Ahmad Sharaa constructs a conflict narrative through a detailed cause-and-effect pattern so that the conflict is understood as a serious problem that requires legitimate and measured state action. In addition, the use of the emphatic declarative sentence *الدولة السورية هي وحدها القادرة على الحفاظ على هيبتها وسيادتها* shows a form of *uslub ta'kid* which functions to strengthen the audience's belief in the state's authority. This declarative structure leaves no room for doubt or opposition so that the state is positioned as the only actor capable of maintaining national stability. These findings demonstrate that the syntactic structure of modern Arab political speeches has a strong ideological and persuasive function in building political legitimacy. Thus, this study demonstrates that contemporary Arab political stylistics operates not only at the level of word choice and figures of speech, but also at the level of syntax and argumentation within political discourse.

Overall, this study demonstrates that political stylistics in Ahmad Sharaa's speeches is used as a strategy for representing conflict, legitimizing the state, and fostering national solidarity in the context of the Syrian conflict following the Israeli attack. These findings demonstrate a tendency for contemporary Arab political speeches to use stylistic elements not merely as aesthetic linguistic ornaments but as ideological instruments in constructing public perceptions of the conflict and state authority. From a theoretical perspective, this study expands the study of political stylistics by demonstrating that diction, figures of speech, and sentence structure in Arab political speeches are closely related to the process of conflict framing, threat construction, and legitimizing power in geopolitical crisis situations. The implications of this research show that a political stylistics approach can be used as an analytical tool to read the relationship between

language, ideology, and power in modern Arab political speeches, especially in situations of conflict and geopolitical tension in the Middle East.

CONCLUSION

This study shows that the political stylistics in Ahmad Sharaa's speech after the Israeli attack on Syria was constructed through the use of diction, figures of speech, and sentence structures that were consistently directed at representing the conflict, strengthening the state's legitimacy, and building national solidarity. The use of crisis diction such as *المشهد المأساوي* and *انعطافة خطيرة*, metaphors such as *نار* and *حائط صد*, as well as declarative and complex sentence structures show that the political language in the speech not only functions as a means of communication, but also as an ideological instrument in shaping public perception of the conflict and the state's position. These findings simultaneously answer the research objectives formulated in the introduction, namely to identify the forms of political stylistics in Ahmad Sharaa's speech and to explain the function of their use in conveying political messages in the Syrian crisis following the Israeli attack. Thus, this study confirms that stylistic elements in contemporary Arab political speeches cannot be understood solely as aesthetic linguistic devices, but rather as rhetorical and political strategies in constructing conflict framing, legitimizing power, and collective identity in modern political communication.

However, this study still has limitations because it focuses only on one speech by Ahmad Sharaa and emphasizes analysis on the textual aspects, thus failing to include multimodal dimensions such as intonation, gesture, and visual expression in political speech delivery. Therefore, future research could expand the scope of study by comparing Arab political speeches in different conflict contexts or using a multimodal discourse analysis approach to examine the relationship between language, visual symbols, and political communication strategies more comprehensively. Theoretically, this study expands the study of political stylistics by demonstrating that diction, figures of speech, and sentence structure in Arab political speeches are closely related to the process of conflict representation, state legitimacy, and the formation of public perception in geopolitical crisis situations. The findings of this study also open up the prospect of developing the study of Arab political stylistics as an interdisciplinary approach that connects language, ideology, rhetoric, and power in the study of modern political communication.

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