TOP-TEN KEYWORDS IN MARTIN LUTHER KING AND MALCOLM X SPEECHES: A CORPUS LINGUISTIC STUDY

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أهم عشرة كلمات في خطابات مارتن لوثر كينغ ومالكوم اكس : دراسة لغوية معتمدة على المتون الالكترونية

المستخلص

يحلل هذا البحث إمكانيات اللغويات الحاسوبية الحديثة في تطوير دراسات الخطاب السياسي، حيث يركز على تحليل الكلمات المفتاحية في خطابات مالكوم اكس ومارتن اوثر كينغ الابن. فالاثنان من القادة الأمريكيين الأفارقة ومن أبرز نشطاء حركة الحقوق المدنية. ولبيان تنوع الأساليب البلاغية والتوجهات الأيديولوجية، وظف البحث ادادة سحب الكلمات لتصنيف أعلى عشر كلمات مفتاحية الى كلمات معجمية وكلمات نحوية وأسماء أعلام. يتميز أسلوب مالكوم بالمباشرة وكثرة استخدام النفي والمصطلحات الدالة على الهوية. وأيضا يوضح المواجهة والتمكين والمقاومة من خلال استخدام ضمائر المخاطب وكلمات مثل: الأمريكيون الأفارقة والمسلمون والزنوج وأفريقيا ومحمد. بينما تبين لغة كنغ على الأخلاق والأمل والشمولية، فستخدم الضميرين "نحن" و "لنا" وكلمات مثل: المحبة والتصفيق لتوحيد الصفوف وتعزيز الذات. يساعد تحليل الكلمات المفتاحية على كشف المفاهيم الرئيسية لدى القادة وكيفية توظيفهم اللغة للتواصل مع الناس وشرح غاياتهم الاجتماعية و الأخلاقية والهام الجمهور على العمل المشترك من اجل العدالة والتغير الاجتماعي.الكلمات المفتاحية: اللسانيات الحاسوبية، سحابة الكلمات، تحليل الكلمات المفتاحية، الخطب السياسية.

Abstract

This research paper examines how modern Corpus Linguistics can improve political discourse studies, focusing on keyword analysis in Malcolm X and Martin Luther King Jr.'s speeches. Both of them are African-American and Civil Right leaders. To demonstrate varied rhetorical strategies and ideological orientations, the research employed word clouds to categorize the top ten keywords into grammatical terms, lexical items, and proper nouns. Malcolm X linguistic style is characterized by direct forms of address, recurrent use of negation, and identifying terminology. He depicts confrontation, empowerment, and resistance using second-person pronouns and words like "Afro-American", "Muslims", "Negroes", "Africa", and "Muhammad". King's language emphasizes morality, hope, and inclusivity. He utilizes "we", "our", "Love" and "Applause" to unite and boost self-esteem. Keyword analysis may reveal leaders' primary concepts and how they used language to connect with people, communicate their social and moral aims, and inspire people to act together for justice and social change.Keywords: Corpus linguistics, word cloud, keywords analysis, political speeches.

1- Introduction

1.1 Background

Language has always influenced politics, society, and identity (Joseph, 2003). Civil rights leaders Martin Luther King Jr. and Malcolm X showed the power of words. Both fought for justice, equality, and freedom as African American civil rights activists. Yet their political views and arguments varied. Malcolm X taught empowerment, self-determination, and militantism, whereas King preached nonviolence, unity, and morality. Their speaking style may reveal how language influences political ideas.Corpus Linguistics changed language studies. Its methods are broadly adopted to examine political and ideological discourse. Researchers may employ Word Cloud tool and keyword analysis to discover speakers most frequently employed words (Scoot and Tribble, 2006). These tools enable an empirical examination of texts, augmenting conventional qualitative studies of meaning, tone, and persuasion. The use of corpus techniques in this study provides a data-driven approach to investigate how both King and Malcolm X framed their visions of justice, resistance, and social transformation. As Meyer (2023) argues, the notable advances in descriptive and applied linguistics have been largely facilitated

by the powerful corpus analysis software, Corpus Linguistics has proven its extensive potential and significant contributions across diverse areas of linguistic research.

1.2 Research Problems and Research Questions

There are several studies that have investigated the speeches and philosophical stance between Dr. Martin Luther King Jr. and Malcolm X, yet relatively few studies were corpus-based analysis. The current research conducts a linguistic comparison of their speeches through keywords analysis which provides an opportunity for subjective understanding and interpretation of their discourse. Therefore, this study aims to identify the top ten keywords in the selected speeches (study corpus) of the civil right leaders and how these lexical choices (keywords) reveal the themes, rhetorical and ideological stans of the two leaders. The study focusses on the lexical choices by adopting corpus linguistics tool, particularly the Word Cloud tool which can present the most frequent used words in the study corpora.

The present study is guided by the following research questions:

1- What are the top-ten keywords in Martin Luther King JR.'s speeches (corpus)?

2- What are the top-ten keywords in Malcolm X's speeches (corpus)?

3- How do these keywords reflect each leader's rhetorical strategies, ideological perspectives, and communicative purpose?

1.3 The Significance of the study The present research contributes to the fields of political discourse, corpus linguistics and rhetoric by presenting an empirical comparison of the two most influential voices of the civil right movement during the early 1960s. this is achieved by combining corpus linguistics analysis with social and historical interpretations, the study improves our understanding of king and Malcolm's political speeches and highlight the value of corpus linguistics tools in the analysis of discourse. In addition to that, this research aims to encourage the use of corpus methods in exploring the political and social movements, in which language function as both a persuasive instrument and a catalyst for change.

2- Literature review

2.1 Corpus linguistics

In simple words corpus linguistics can be defined as "the set of studies into the form and/or function of language which incorporate the use of computerized corpora in their analysis" (Partington, Duguid, & Taylor, 2013, p. 5). Corpus linguistics is the study of language through the empirical analysis of large databases of naturally occurring language, called corpora (singular form: corpus). (Gries, 2010), Recently, the term is understood more specifically as a compilation of naturally-occurring texts stored electronically and available for quantitative and qualitative analysis (McEnery and Hardie 2012). The growth of corpus linguistics has been strongly supported by progress in computer technology and the development of linguistic software that enables researchers to search large collections of texts quickly and accurately. Accordingly, corpus linguistics (CL) has become a powerful methodological and theoretical approach for studying and analyzing political discourse. It is often used to examine the ideological loaded keywords, linguistic strategies and presentation of social groups (Baker et al, 2008). Keyword analysis has been adopted to reveal how politicians and activists build narratives of identity, power and ideology through repeated lexical patterns. Therefore, this paper will explore the application of Corpus Linguistics in analyzing the speeches of two pioneers of civil right movement. Specifically, it employs the WordSmith software and its Word Cloud tool to identify the top-ten keywords. The WordSmith Tool kit is a widely used linguistic software suite developed by Mike Scott to conduct a quantitative analysis of the specialized corpora. For the purpose of the current study The WordSmith Tool single user license (version 0, 9) was purchased from https://www.lexically.net/wordsmith/. Mike Scott developed the first version of the software in 1996 at the University of Liverpool in order to examine how words behave in a text. The toolkit witnessed a variety of updates and improvements; new tools and features were added to the subsequent versions such as the tool employed in this research "the Word Cloud" tool.

2.2 The Power of Political Speeches Political speeches play a significant role by offering a platform for marginalized voices to articulate experiences of oppression, incarceration, and systemic injustice. political speeches are delivered orally, often to large audiences, which allows the message to reach wider public (cone, 2001). Malcolm X and Dr. Martin Luther King Jr. utilized speeches to show how the American political system is unfair to people of different races, classes, and backgrounds. They linked their own experiences of struggle to the larger fight for civil rights and justice. Metz (2005) asserts that these speeches function as both historical documents and literary works, integrating rhetorical methods, moral arguments, and personal testimony, therefore enhancing the examination of political discourse. Scholars have thoroughly analyzed Martin Luther

King's rhetorics to investigate their rhetorical methods, moral teachings, and the effective employment of religious and emotional appeals. For example, Leff and Utley (2004) and Lucas (1995) look at how King used biblical allusions, repetition, and metaphors in his discourse. His landmark speeches such as "I have a dream" or "letter from Birmingham Jail" are famous for their symbolic images and metaphors that call for justice, equality, unity and human dignity. Conversely, Malcolm X's speeches uncover more confrontational rhetorical style since he promoted for Black nationalism, self- reliance, separation and resistance to white supremacy. Terrill (2001) and Leeman (2018) studied the power of repetition and irony to challenge the dominant social and political order. The rhetorical legacies of both leaders explain how political speeches operates as an instrument for resistance and social change.

2.3 Keywords and Word Clouds As noted earlier, the current research employs WordSmith Tools, this software offers various functions, one of them is the Word Cloud. This tool can easily visualize textual data in simple and effective way. Many disciplines utilize them to rapidly summarize material by highlighting keywords, the most common terms (Heimerl et al., 2014). A corpus linguistics word cloud visualizes word frequency. To make linguistic data easy to interpret rapidly. The most frequent words in a corpus are generally presented in bolder typefaces, so that reader can quickly identify them. Ramsden and Bate (2008) highlights that word clouds help to identify recurrent keywords, subjects, names, and themes in the corpus in fast way. The generation of word cloud is an excellent method that allows people to get familiar with the content of mega-size textual digitalized documents and expect the main themes and topics in seconds (Reyes-Foster & DeNoyelles, 2016). Instead of reading many files, their content could be automatically extracted and processed, so that only the most significant terms are retained and presented in a form of a word cloud. Usually, the most significant and frequently appearing words are visualized in different colors and higher font sizes so they catch attention immediately.

2.4 Theoretical Framework Mike Scott and Christopher Tribble (2006) proposed the keyword analysis approach. The approach of keyword analysis is developed by Mick Scott through the tools he developed in his software WordSmith. One of the tools, the Word Cloud, is designed to extract keywords based on their size and frequencies of occurrence in a corpus. Scott and Tribble (2006, pp. 237) have defined keywords as 'words which are key in a large number of texts of a given type'. In simple words, a keyword is a word which occurs more frequently in one file or corpus, when compared against another comparable or reference corpus. It is a related form of frequency analysis involves calculating keywords. Sott and Tribble (2006) identify three kinds of words as key: proper nouns, lexical words that human beings would recognize including nouns, verbs, adjectives and adverbs, and grammatical words which indicate text style.The current study will adopt the keyword analysis approach presented by Scott and Tribble (2006) because the keywords analysis can reduce a rich chaos of language to a simpler set. It provides deeper insights into how language is constructed around specific ideas or topics. Scott and Tribble (2006), identifies three kinds of words as key:
- Grammatical words which indicate text style or stylistic indicator,
- Lexical words, including nouns, verbs, adjectives and adverbs, or what they call them aboutness indicator as they 'give a good indication of the text's aboutness' or content of a text Scott (2004),
-proper nouns, names of people and places
The method of identifying keywords in a word cloud is based on frequency of repetition, word size of the word and the word's proximity to the center of the cloud. The basic principle is that a word-form which is repeated within frequently the text in question will be more likely to be key in it.

3. Methodology
3.1 Research Design
The present study employs a comparative corpus-based design, using quantitative and qualitative methods to examine the speeches of Marin Luther King Jr. and Malcolm X. Corpus linguistics tools specifically the Word Cloud tool is used to identify and compare the top ten frequent keywords from each leader's speeches. The quantitative examination of word frequency provides empirical foundation, while the qualitative interpretation explores the contextual and rhetorical implication of these keywords in relation to the civil right discourse.

3.2 Data Collection
3.2.1 The study corpora
A corpus is simply a collection of texts stored digitally according to specific criteria, which can be processed using specialist software (McEnery and Willson, 2001). The criteria routinely involve issues such as sampling

and representativeness, finite size, machine-readable form, and authenticity (Sinlair,2005: pp. 1–15). In the present study two corpora were build:
- The King Corpus: it consists of 12 speeches such as "I Have a Dream", and "Letter from Birmingham Jail".
- The X Corpus: it consists of 12 speeches including "The ballot or the Bullet" and "The Black Revolution".
The speeches are similar in length and were all given during the 1960s. Both speakers were prominent African American leaders and central figures in the civil rights movement, known for their unwavering advocacy for equality and justice.
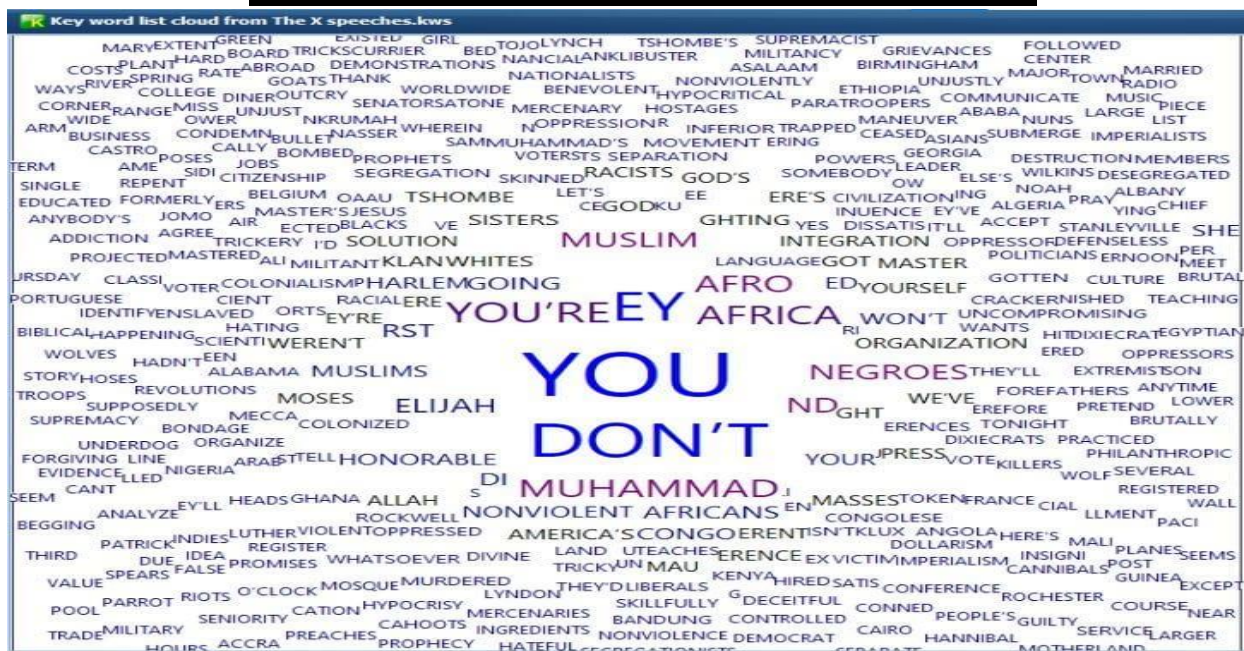
3.2.2 The Reference Corpus
In order for the word cloud to generate a list of keywords, the study corpus must be compared to a reference corpus, In the field of corpus linguistics, a reference corpus (RC) is selected as standard of comparison for another (study) corpus. It's a large and representative collection of texts that provides a baseline for identifying similarities and differences between other corpora Scott (2009). Goh (2011) highlight the importance of selecting and using reference corpus, it provides a standardized dataset that researchers use to make a comparison between the study corpus and the reference one. The reference corpus selected for the current study is the Brown Corpus, formally known as the *Brown University Standard Corpus of Present-Day American English*, which is Compiled by W. Nelson Francis and Henry Kučera. The corpus consists of approximately one million words of written American English from the year 1961 (Kučera & Francis, 1967).

3.2.3 Word Cloud Generation The corpora were uploaded to the software and two word clouds were created. Generating word clouds is a powerful data visualization technique that allows people to get easily acquainted with the content of a large collection of textual documents and identify their subject domains for a matter of seconds. Instead of reading many files, their content could be automatically extracted and processed, so that only the most significant terms are retained and presented in a form of a word cloud. Usually, the most significant and frequently appearing words are visualized in different colors and higher font sizes so they catch attention immediately. The first word cloud is generated from the king corpus (fig.1) , and the second is created from the X corpus (fig.2). A word cloud was generated for each corpus (speaker) to visually represent the prominence of keywords, where the size of each word reflects its relative frequency in the text. This visualization served as an accessible interpretive tool for identifying dominant themes in each leader's discourse. This study focuses on the top ten keywords identified in the word cloud, which are presented in the accompanying table (table 1).

Fig.1 *The Word Cloud of King Corpus*

Fig.2 *The Word Cloud of X Corpus*

4. Results and Discussion

4.1 The Top Ten Keywords

The words displayed in a word cloud can offer valuable insights into the dataset and help set expectations for the analysis. The researcher may quickly see the most important terms, which usually show the main ideas or themes in the corpus. A word cloud "plots" word frequency visually, using font size to show how often a word appears. The more often a word appears, the bigger and more prominent it seems in the visualization. This makes it easy to find the most important words quickly. For instance, the top- ten terms in the corpus show what it is mostly about.The table below shows the ten most important terms that were found in the word cloud. A detailed analysis of these keywords reveals the corpus's lexical components and future theme tendencies. These statistically significant phrases indicate each speaker's ideological, cultural, and rhetorical intentions.**Table 1.** *The Top Ten Keywords from the Word Cloud*

Rank	The X keywords	The king keywords
1-	You	we
2-	Don't	Yes
3-	They	I
4-	You're	Our
5-	Africa	love
6-	Muhammad	sir
7-	Afro-American	You
8-	Muslims	Applause
9-	And	Us
10-	Negroes	Will

When the word clouds are created and the top ten keywords are selected for the analysis, the analytical process begins, following the keyword analysis framework proposed by Mick Scott (2004) and further developed by Scott and Tribble (2006). In this approach the keywords are classified into three main groups. The first group consists of **grammatical words**, which serve as stylistic indicators and reflect the style or tone of a text; these are usually high-frequency items such as function words. The second group consists of lexical **words** such as nouns, verbs, adjectives, and adverbs which indicate the content or subject matter of the text. These are referred to as "aboutness indicators" and are generally medium-frequency items. The third group includes **proper nouns**, including names of people, places, and specific entities, which can provide insight into the specific focus or context of the discourse.

4.2 the Top-Ten Keywords in King Corpus

The keyword analysis applies to the given set of keywords: we, yes, I, our, love, sir, you, applause, us, will.

4.2.1 Grammatical Keywords

The keywords: we, I, our, you, us, will, Yes

The keywords *we, I, our, you, us, will,* and *yes* present high-frequency grammatical items, including personal pronouns and auxiliary verbs. Such items function as stylistic markers rather than carriers of content. Using pronouns like "we," "I," "our," "you," and "us" over and over again shows that you are talking to someone directly and getting involved with them. This express a tone that is both intimate and welcoming. These kinds of options are broadly common in spoken language, dialogue, or persuasive writing, it is an important strategy to make connection with the audience. The auxiliary word "will", you may express future intentions, promises, or remarks. The keyword "Yes" shows confirmation and agreement grow. These grammatical items show a dynamic, engaging speaking style that stresses audience engagement, relational communication, and rhetorical strength.

4.2.2 Lexical Keywords

Keywords: love, sir, applause

Lexical terms are usually medium-frequency words that describes a text. These words such as "yes", "love", "sir", and "applause" show emotional and social characteristics.

The word "Love" exposes Dr. king's deep emotions toward the audience. "Sir" conveys respect, social hierarchy, or formality, whereas "applause" emphasizes performance and audience response. These words suggest a social and performance setting where individuals interact, feel, and are acknowledged.

4.2.3 Proper Nouns

Most writings use proper nouns, but not in this top ten list of king's keywords. Their absence emphasizes that Dr. king emotional, moral and ethical experience rather than focusing on individuals and places. Absence of proper nouns emphasizes universality and immediacy. The discourse focuses on feelings rather than individuals or historical events. The narrative focuses on how individuals communicate, feel, and interact, not who or where.

4.3 The Top-Ten Keywords in X Corpus

Scott and Tribble (2006) explain that keywords may be categorized into three primary groups: grammatical words, lexical terms, and proper nouns. This paradigm lets analysts look at how different kinds of words affect a text's style, topic matter, and attention on the context.

4.3.1 Grammatical Keywords

Keywords: *You, Don't, They, You're, And*

Grammatical terms don't have any real meaning; they have a structural or relational purpose. The keywords You, don't, they, you're, and are all in this group of words. "You" and "you're" are pronouns that directly address the listener or audience, and their repeated usage denotes a very participatory or rhetorical way of speaking that is common in persuasive speech or spoken discourse. "They" work as a pronoun to refer to an outside or opposing group, which makes a social division or contrast between groups. This is a common aspect in writings that talk about identity or struggle. "Don't" and "you're" are contractions that include auxiliary verbs (do not, you are). They show that the speaker is casual and immediate, which is how people talk. Finally, this strategy helps speech flow and rhythm by connecting ideas and phrases. Use of these grammatical words denotes dialogic and persuasive manner. The frequent use of second-person pronouns "you", "you're" engaging the listener and creates a "other," supporting the text's social or ideological viewpoint.

4.3.2 Lexical Keywords

Keywords: *Muslims, Negroes, Afro-American*

The above-mentioned lexical elements address identity, community, and social categorization. Muslims are religious, indicating spiritual or cultural ties. However, Negroes and Afro-Americans have been used to discuss race relations, civil rights, and self-definition. These lexical choices suggest that the Islamic leader and activist addresses religion and race in a context of empowerment or resistance. The word choice suggests that religion, racism, and social justice are main themes in X's corpus.

4.3.3 Proper Nouns

Keywords: *Africa, Muhammad*

Proper nouns provide context and meaning to people, places, and things. The proper noun "Africa" signifies the continent, its culture, and ancestry. The name "Muhammad" refer to Prophet Muhammad and denotes spiritual power and religious identity. These appropriate names provide the text cultural and spiritual context. "Africa" promotes African identity and heritage, whereas "Muhammad" emphasizes Islamic religion and moral leadership. These proper names elaborate on the lexical components' social concerns.

The expressions You, Don't, They, You're, Africa, Muhammad, Afro-American, Muslims, And, and Negroes indicate direct address, ideological antagonism, and cultural foundation. The confrontational tone and persuasive grammar indicate that the material is aimed to engage and motivate. The civil right prominent figure lexical terms explore race and religion, highlighting community, empowerment, and social conflict. "Africa" and "Muhammad" enrich tradition, religion, and morality. These word suggests a rhetorical, interactive, and intellectual dispute about identity, cultural pride, and moral authority.

4.4 comparative analysis

A comparison of X and King's keyword selections using Scott and Tribble's (2006) approach indicates rhetorical similarities and differences, ideologies, and audience involvement. For clarity, keywords are categorized as grammatical, lexical, and proper nouns as proposed by Scott and Tribble (2006).

4.4.1 Grammatical Keywords

The keywords in X corpus: *You, Don't, They, You're, And*The Keywords in King corpus: *We, yes, I, Our, Us, Will*Phillips (1989) defines grammatical terms, also known as function words, as stylistic identifiers that indicate a discourse's structure, tone, and rhetorical style, not its content or aboutness. MLK and Malcolm X's grammar illustrates their different styles and audiences. "You" and "You're" give X's rhetoric a direct, confrontational tone which are features of persuasive speeches meant to challenge and inspire. Negation forms like "don't," reflects rejection and disagreement. The use "They," in X's corpus express opposition and reflect ideological boundaries, defining who is in and out. Whereas, the use "We", "Our", "Us" in the king corpus form a collective identity based on unity and a common aim, whereas "I" expresses personal conviction. With his purpose of peaceful action and a uniting and inclusive language, positive phrases like "yes" and "the future" Will indicate optimism, resolve, and moral faith.Grammar or function words dominate both speakers' top ten lists of key words, according to frequency statistics, font size of the word and its location in the center of the cloud. This occurrence is expected in language (Scott 2004). The use of different personal pronouns by the two speakers reflects their different philosophical strategies. The domination of terms like "you" and "you're" in X's list express confrontational and accusatory stance. He often highlights social distinction. By contrast, the pronouns "we" and "our" are at the top of king's list expressing collective identity, solidarity and inclusivity. Negation in X's discourse like "don't" reflects resistance to racial discrimination and white supremacy, it is a direct and assertive message. King's frequent use of "yes" which occur more often in his speeches than in Brown Reference Corpus represent affirmation, hope, and positive view toward justice and social change. Overall, these grammatical keywords highlights that Malcolm X's discourse emphasizes confronatation , distinction and resistance, whereas king's emphasizes inclusion, affirmatio, and collective empowerment.

4.4.2 Lexical Keywords

The keywords in X corpus: *Afro-American, Muslims, Negroes*The Keywords in King corpus: *Love, Applause, Sir* Scott and Tribble (2006) state that lexical words such as nouns, main verbs, adjectives, and adverbs are essential to language. These terms are "strongly associated with the content of texts in a target discourse domain," indicating their "aboutness" and stylistic direction, according to Egbert and Biber (2019:78).   Malcolm X and Martin Luther King Jr.'s lexicon reveals their rhetoric and ideas.Malcolm X's speeches contain items such as "Afro-Americans", "Muslims", and "Negroes" to emphasize racial and religious identity. They stress community awareness, intellectual struggle, and racial and religious self-definition. His message inspires communities by acknowledging their uniqueness and combating injustice. He rejected the disparaging label imposed by white society and selected "Afro-American" over "Negro" to express his African roots and dual identity. By connecting religion to society, Muslim allusions strengthened morality. As Malcolm X famously said, "You don't catch hell because you're a Methodist or Baptist. You catch hell because you're a Black man. You're a 'Negro.' You're not an American." These lexical choices illustrate a focus on ideological assertiveness, cultural pride, and mobilization for collective action.In contrast, MLK use of words like "yes", "love", "sir" and "applause" express emotional appeal, ethical persuasion, and audience engagement. Love is essential to king's philosophy, it assert his approach of nonviolence resistance and brotherhood, it is an essential tool to overcome hate and injustice. In "Loving Your Enemies," he explained that Love has power to change the enemy into friend." Words like "*sir"* and "*will"* reflect respectful dialogue and future-oriented optimism. The word "*will" shows faith* in the progress and social change, as in statements such as, "We will be free one day." *Applause*, though not King's own word but a transcript marker, highlights audience response and communal resonance, showing the emotional and participatory dimension of his speeches.These lexical choices expose the variant rhetorical strategies of the two leaders. Malcolm X's words are ideologically charged, stressing identity, pride, and resistance, while King's words promote hope, unity, and moral righteousness. The frequent use of these keywords underscores their importance in articulating each leader's vision: Malcolm X's for empowerment and assertive social critique, and King's for ethical persuasion and collective affirmation in the pursuit of a just society

4.4.3 Proper noun

The keywords in X corpus: *Africa, Muhammad*The Keywords in King corpus: *no proper nouns* Each leader's proper nouns reflect their culture and rhetoric. Malcolm X's refers to "Africa" and "Muhammad" highlights cultural pride and Islamic authority. This gives his Black empowerment message historical and moral weight.
 Muhammad consults his Nation of Islam leader, Elijah Muhammad, for spiritual and intellectual assistance, while Africa helps Black Americans remember their roots. King's top ten keywords lack proper nouns. This shows that his speech prioritizes universal ideals, morality, and communal involvement above historical or cultural characters.   Malcolm X's speeches define him via culture and religion, whereas King's appeal to morality and passion. The proper noun "Africa" is included to link African Americans to their roots , while the name *"Muhammad" to the prophet of the Islamic nation to refer to the spiritual guidance*. In contrast, King's top-ten keyword list contains no proper nouns, reflecting a rhetorical style that emphasizes universal values, moral persuasion, and collective engagement rather than anchoring his discourse in specific cultural or historical figures. This contrast highlights how Malcolm X's speeches focus heavily on culturally

and religiously specific references to assert identity and authority, whereas King's rhetoric relies on broadly resonant ethical and emotional appeals.

5. Conclusion In conclusion, the analysis proof that Malcolm X and Martin Luther King Jr.'s speeches vary in rhetoric strategies and ideological philosophies. Word clouds and keyword analysis show that Malcolm X's speeches are conferential style, heavy use of direct address, and strong assertion on racial and religious identity. This is clearly presented in the frequent use of negation, second-person pronouns, and identity-related nouns like Afro-American, Muslims, Negroes, Africa, and Muhammad are prevalent. Tis group of keywords underscore themes of empowerment, resistance and solidarity, encouraging the audience to acknowledge and actively affirm their shared identity. Kins speeches, by contrast, stress unity, optimism, and morality utilizing inclusive pronouns, affirmation forms, and moral terms like Love and Applause. His top-ten list of keywords lack proper nouns, showing that he prioritizes universal ideals and human experiences above culture and history. Word frequency reveals both leaders' linguistic style, how the speakers are connected to their audience and what ideas are emphasized. Malcolm X engages the audience through identity-centered discourse, while king reflects moral and ethical principles. Together, their rhetoric strategy exposes how language can influence public awareness, advocating justice and social transformation.

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