

A Critical Discourse Analysis of Neoliberalism in World Bank's Annual Reports (2008 vs. 2023)

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تحليل الخطاب النقدي لليبرالية الجديدة في التقارير السنوية للبنك الدولي (2008 مقابل 2023)

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Abstract :

Neoliberals can be contingent on verbal language to declare influence and persuade and prove individuals of the ideologies. The current paper suggests that language plays a vital role in politics. Not much is known about how neoliberals utilize language. Thus, this study reflects the neoliberal's discourse of annual world bank of 2008 vs. 2023. More precisely, the study explores the language used during annual world bank reports 2008 vs. 2023 to reveal different neoliberal ideologies, both locally and globally. World bank report of 2008 and 2023 world bank report were wisely chosen due to its variation in the leadership. The data were designated and examined in terms of Fairclough's three-dimensional model where description, interpretation, and explanation are tackled, counting repetition, word choice, and influential strategies. The findings reveal that world bank reports have different neoliberal ideologies in which linguistic and rhetorical tactics demonstrate the headship in 2008 and 2023 reports of world bank. The authors' convincing and robust rhetorical devices well-informed the world of the positions, whereas, they used repeated bank group arguments especially in 2023 report of world bank that displays emotional sentiment when assembly accounts. Also, in 2008 and 2023 reports, comprehensive pronouns used to accomplish environmental and universal matters. This study validates that 2008 report of world bank tends to recount the usage through influential rhetoric and etymological features to persuade nationwide and universal addressees. This paper reflects the World Bank's efforts of neoliberalism in coordinating and responding to complex global challenges. Finally, this study donates to a profounder thoughtful of headship language and its persuasion, particularly amongst upcoming authors, linguistic novices of English, in addition to neoliberal knowledge undergraduates.

Keywords: CDA, Fairclough's Dimensional Model, Neoliberal Ideology, Annual Bank discourse.

المخلص :

قد يعتمد الليبراليون الجدد على اللغة اللفظية لإعلان نفوذهم وإقناع الأفراد بأيديولوجياتهم وإثباتها. لذا، تشير هذه الورقة البحثية إلى أن اللغة تلعب دورًا حيويًا في السياسة. لا يُعرف الكثير عن كيفية استخدام الليبراليين الجدد للغة. لذا، تعكس هذه الدراسة خطاب الليبراليين الجدد في التقارير السنوية للبنك الدولي لعامي 2008 و2023. وبشكل أدق، تستكشف الدراسة اللغة المستخدمة في هذه التقارير للكشف

عن مختلف الأيديولوجيات الليبرالية الجديدة، محلياً وعالمياً. وقد تم اختيار تقرير البنك الدولي لعامي 2008 و2023 بعناية نظراً لاختلاف القيادة فيهما. تم تصنيف البيانات وتحليلها وفقاً لنموذج فيركلف ثلاثي الأبعاد، الذي يتناول الوصف والتفسير والشرح، مع الأخذ في الاعتبار التكرار واختيار الكلمات والاستراتيجيات المؤثرة. تكشف النتائج أن تقارير البنك الدولي تتبنى أيديولوجيات نيوليبرالية مختلفة، حيث تُظهر التكتيكات اللغوية والبلاغية هيمنة واضحة في تقرير 2008 و2023. وقد ساهمت الأساليب البلاغية المقنعة والقوية التي استخدمها الباحثون في إطلاع العالم على مواقف البنك، بينما لجأوا إلى تكرار حجج مجموعة البنك، لا سيما في تقرير 2023 الذي يُظهر عاطفةً جياشةً عند عرض البيانات. كما استُخدمت ضمائر شاملة في كلا التقريرين لمعالجة القضايا البيئية والعالمية. وتؤكد هذه الدراسة أن تقرير 2008 للبنك الدولي يميل إلى استعراض استخدام الضمائر من خلال بلاغة مؤثرة وخصائص لغوية لإقناع المخاطبين على المستويين الوطني والعالمي. وتعكس هذه الورقة جهود البنك الدولي في تطبيق النيوليبرالية في تنسيق الاستجابة للتحديات العالمية المعقدة. وأخيراً، تساهم هذه الدراسة في فهم أعمق للغة القيادة وتأثيرها، لا سيما بين المؤلفين الناشئين، والمبتدئين في اللغة الإنجليزية، بالإضافة إلى طلاب البكالوريوس في المعرفة النيوليبرالية.

الكلمات المفتاحية: تحليل الخطاب النقدي، نموذج فيركلف البُعدي، الأيديولوجية النيوليبرالية، الخطاب البنك السنوي.

1. Introduction:

In any system, language inclines to figure thoughts and influence people. Essentially, it expresses dimensions and should be given thoughtful consideration in everyday message. Thus, it is a recognized “system of utterance or non-utterance symbols a specific social group uses to express their identities” (Saputra et al., 2023, p. 37). Hence, language achieves different oral or written functions, like gathering, persuasion, and notifying (Oktiani & Putri, 2020). Hencefore, discourse is a form of social practice. It signifies “reality from every viewpoint and aids manipulation and impact social processes by generating ideology” (Fairclough, 200, p.34). Written and spoken statement, including family conversation, personal knowledges, reports, newspaper, and political exchange, comes under sunshades of discourses, and such discourse refers to a ‘communicative event’ (van Dijk, 2021&2023) somewhere thoughts and feelings are shifted via language. Therefore, discourses carry ideologies and improve control in numerous societal organizations. Thus, languages are a random vocal structure utilized by diverse social sets, embraces, and make communal relations and characteristics (Crystal, 2021; Li, 2023). This study reflects political influence, persuasiveness, and headship in annual World bank spoken discourse. Specifically, it rumors the analysis of bank world reports by using Fairclough (1989) “Three-Dimensional (3D)” model of Critical Discourse Analysis (CDA). Further, critical discourse analysis is “an expanding interdisciplinary research field encompassing various theoretical and methodological perspectives to investigate language usage critically” (Johnson & McLean, 2020, p.48). thus, examining written and spoken

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discourses are essential in politics (Li & Zhang, 2019). It offers an appropriate logical tool to inspect and comprehend the veiled meanings and purposes behind texts. Hence, critical discourse analysis examines how meaning is shaped in diverse social backgrounds or situations. Therefore, it explores "the relationship between language and the social and political aspects in which it occurs" (Rubhani et al., 2021). Critical discourse analysis examines an existence of power and clarifies representatives' ambiguous ideological stances about their political agendas, in studies of media discourse (Ramanathan & Hoon, 2015).

2. Political Discourse and Headship Language

Given their connection, as Marquet (2020) noted that language and leadership have a special interaction. People who are regarded as leaders use language. Because each political deed is equipped, accompanied, regulated, and inclined via language, language plays a crucial role in leadership. Al-khawaldeh (2021) claims that political leaders utilize language that is heavily influenced by social, political, and racial beliefs in an effort to motivate and appease the target audience. Language is used to manipulate a variety of political beliefs and agendas. Through their speeches, performances, or conversations on special platforms like television, political leaders alter the beliefs of the general public (Anjum and Hussain, 2023).

People are open to signals from leaders who employ political overtones in their speech. When leaders speak positively, others respond by feel happier themselves and value the leaders who have better approval ratings (Bono and Ilies, 2006). For academics in a variety of fields, including religion, business, sociology, political science, and organizational studies, leadership is always regarded as a crucial and prolific subject. Oktiani and Putri (2019) claim that leaders use rhetorical and persuasive language, citing historical events and employing metaphors and similitudes that arouse feelings of fear, hate, rage, pity, and impatience. The main goal is to arouse specific emotions in the audience so that the leaders want them to feel that way (Almahasees and Mahmoud, 2022).

Metaphors are frequently used in the rhetoric of leaders. Leaders employ rhetorical language and metaphors in spoken discourse to control circumstances and interpersonal disputes (Kurniawati and Meiliana Intani, 2016; Jam et al., 2011; Melo et al., 2014). People are left to infer potential metaphorical implications in the language employed by political leaders based

on different conceptualizations of experience. Political leaders' usage of conceptual metaphors sheds light on their political tactics as well as their ideologies (Yumna Zahid and Amin, 2022). Politics reflects some kind of power, according to Fairclough's (2013) analysis of the relationship between speech and power. Thus, political leaders purposefully employ persuasive language to convey concepts, beliefs, and they either use or omit words and expressions "to express ideas and ideologies and utilize words and expressions or omit them to affect meaning in many ways" (Chen, 2018, p. 28). Consequently, political speech is used to influence individuals by using rhetoric to convince, stimulate, and privilege leadership (Klebanov et al., 2008). Hence, conferring to Finlayson and Martin, (2008), political discourses can be defined by means of:

"An argument of some kind: an attempt to provide others with reasons for thinking, feeling or acting in some particular way; to motivate them; to invite them to trust one in uncertain conditions; to get them to see situations in a certain light and even in some measure, adapt to audiences, confirming their expectations and respecting their boundaries, even as it tries to transform them" (p. 450).

Furthermore, leaders utilize language to "convey their culture, ideology, core values, and purpose, enabling them to persuade and convince others" (Ashraf et al., 2022, p. 27). Rendering to Jaradat (2020) mentioned that languages are "a vital tool for leaders to influence the hearers, and even language shapes the leader's legacy in the political arena" (p. 49). Together leadership language and bombast policies replicate the fine art of consuming etymology to notify, deploy, and influence individuals, a means typically utilized by representatives to reassure individuals in order to track the concealed ideologies (Ashraf et al., 2022).

Thus, CDA studies have arisen as an appropriate framework to comprehend and construe language where Fairclough (1989) maintained that discourses encompass three levels:

- The descriptive level;
- The interpretation level;
- The explanation level.

Fairclough has added that the descriptive stage emphasizes on "the vocabulary (us or them), grammar, thematic choices, linguistic form, and other related text features" (2015, p. 67). The interpretation stage reflects "the intention and hidden reasons within the text". Whereas, the explanation stage inspects "the social context and ideology, such as feminism, leadership, and racism" (Fairclough, 2015, p. 67). According to Fairclough, languages are types of social practice that emphasizes how "text and talk" are used in discourse to exercise social and political domination. Language as a social practice is determined by its structure. The

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relationships between texts, procedures, and context are given greater significance when discourse is viewed as a social practice. Fairclough referred to “linguistic theories, such as systematic functional grammar, pragmatics, ideological theories, Foucault's power theory, and theories of language and society of post-structuralism” (Xin, 2007, p.57), where it is deemed appropriate to apply his integrated framework, also known as the three-dimensional model (Xin, 2007).

3. Neoliberalism

Essentially, neoliberal ideologies are mainly different shaped thinking and practice. Thus, Neoliberalism is effective at attaining most of their goals through the use of words, message and language. Neoliberalism's discourses realized extensively as communal practices of performances and language of communication, outline our thought of development and the appeal of social alteration. It contends that neoliberals were able to execute their own worldviews over the determining of development terminology and means of announcement (Munck, 2005). Humanities, in its language, are well-defined as economies and the attainment is measured according to the strong point of their marketplaces. Definitely, these neoliberal ideologies are only one way to represent the “developing world”, defined nations, other ideologies, market-focused or not, and attainments with other relations.

Aimed at critical social experts, “an ideology is a set of beliefs and doctrines used by a social group or institution in an effort to achieve or to maintain domination over other groups by means other than force and coercion. More generally, ideologies are worldviews or conflicting views about how the world works and how it should be working” (Peet & Hartwick 2009, p.47). Thus, ideologies are dispersed through language and discourse. In details, expansion is a multilayered tenure and several ideologies have formed how people originate to comprehend hidden messages (Peet & Hartwick 2009).

It has been prejudiced through numerous of the political ideologies that clear the second part of twentieth century counting transformation, good private enterprise, socialism and collectivism. Neoliberalism is a varied, previously moderately well-organized, “set of ideas that emerged in the 1970s and particularly visible starting in the 1980s with the beginning of the mandates President Ronald Reagan and Prime Minister Margaret Thatcher, respectively in the United States and in Great Britain” (Harvey, 2005, p. 13). Therefore, it is founded on clarifications of the allowed marketplace philosophies of the 1800s where it would be

renowned that there are not solitary neoliberal ideologies, it would be supplementary suitable to exchange about neoliberal ideology. Certainly, each official actor understands and promotes for neoliberalism in dissimilar behaviors that relay on antiquity of the group and party-political, the social, financial and cultural context.

By way of ideologies, critical social experts strive that neoliberalism imagines development conferring to a worldview where expectations are problematic to show (Rist, 2002a). Hence, at the central of this free market, ideology exists in “the ideas that markets create wealth and that they help the accumulation of capital in forms of money and goods” (Munck, 2005, p.23). Neoliberal ideology believes that the state and its government is a major problem to emporium efficiency. Thus, David Harvey describes “neoliberalism as a project to dissemble capitalism from its constrains” (Harvey, 2005, p. 11). Thus, neoliberalism trusts that marketplaces and boundaries should be exposed to anyone, counting and particularly foreign companies.

Further, neoliberalism have determined domination of performance and policymaking in the meantime of the 1980s. Thus, it is significant to comprehend that ideology has never been completely attained. Furthermore, in its recognition, policymaking ended in the name of neoliberalism reverses the credos of beliefs. For example, countries that are tough supporters of neoliberal worldwide rules are frequently promoting and defending the national constructions (Prasad, 2006).

4. The Purpose of the Study

Toward increasing visions into the language utilized by annual bank world reports, the subsequent aim of this study is to :

- Examine the headship language designs, neoliberal ideologies, and rhetorical strategies embedded annual bank world reports 2008 vs. 2023 discourse.

Henceforth, the study question was expressed as :

- What were the headship language designs and rhetorical strategies embedded in world bank reports 2008 vs. 2023 discourse?.

5. Methodology

5.1 The sample

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In this study, texts of annual bank world reports 2008 vs. 2023 were examined:

- "THE WORLD BANK ANNUAL REPORT 2008: YEAR IN REVIEW" (2008), as in figure (1).

- "THE WORLD BANK ANNUAL REPORT 2023: Executive Director, *AFRICA GROUP I CONSTITUENCY*" (2023), as in figure (2).

These reports could be retrieved publicly from "WEBSITES" of the annual world bank at '<http://www.worldbank.org>.'



Figure 1: 'the first page of world bank annual report 2008'



Figure 2: 'the first page of world bank annual report 2023'

5.2 Data Analysis

In the current study Fairclough's three-dimensional model directed the analysis according to the three stages (Description, Interpretation, and Explanation) in term of qualitative nature study. Features including word choice, persuasive strategies, pronous "I" and "We" and word repetition were examined as shown in table (1) and (2), hence, leading to prominent themes of neoliberalism. Fairclough's unified framework encompassed the description, the first stage related with the text's belongings. Interpretation, the second stage is allied with the association between text and interaction. For the meantime, explanation, the third stage examines social context and interaction.

6.Result and Discussion

Fundamentally, the findings of this study mirrored Fairclough (1989) claimed that a critical expert should not emphasis 'merely on text but also look into' the association of "text, production, and social context" (Fairclough, 2013).

6.1 "Statement Analysis of Annual world Bank 2008":

Text1: "I am pleased to introduce an Annual Report that captures the progress we have made so far and the work ahead of us. I want to thank the dedicated staff of the World Bank Group, I also want to thank our Board of Directors, the Governors, and our many contributors and partners".

-The Description Stage of Text 1:

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This stage focuses on the formal linguistic characteristics of the text. Here, the researcher analyzes what the text says and how it says it in terms of vocabulary, grammar, and textual structure.

First, vocabulary and grammar where there are positive and neutral words where the text is full of words with positive connotations such as "**pleased,**" "**progress,**" and "**dedicated.**" These words create a positive first impression of the organization and its work. The plural pronoun "**us**". Using "**us**" (**our work/the work before us**) includes the writer, the reader, and the organization as a single group. It is a linguistic tool to foster a sense of teamwork and collective participation in achievements and challenges. Second, institutional and formal words where words such as "**Annual Report,**" "**Board of Directors,**" and "**Governors**" establish the formal and institutional context of the text.

-The Interpretation Stage of Text 1:

Here the researcher moves from analyzing the text as an isolated entity to analyzing the relationship between the text and social interaction.

First, the Situational Context: Analysis:

- the producer is the President of the World Bank Group (a figure with significant symbolic and institutional authority).
- Audience (Interpreter): A broad and diverse audience including governments (governors), investors, partners, civil society, academics, and the media. Each audience will interpret the text from their own perspective.
- Purpose of the text: Not only to provide information about the bank's performance, but also to build trust, enhance legitimacy, garner continued support (financial and political) from shareholders and partners, and motivate employee
- Presuppositions: The text assumes the reader knows what the World Bank is, its role in development, and that the "progress" it achieves is inherently desirable. These presuppositions prevent the reader from asking fundamental questions about the Bank's role itself or the definition of "progress".

Second: Intertextuality and Interdiscursivity:

The text here is part of a well-known literary genre, namely the "annual report" of large institutions, which is characterized by formal, positive, and reportorial language.

-The Explanation Stage of Text 1:

This is the most in-depth stage, where the researcher connects the text to the broader social context, and to power relations and ideology. First, broader social context where 2008 was a pivotal year, as the signs of the global financial crisis began to emerge. The text, which speaks of "**progress**" and "**the work ahead,**" completely ignores this turbulent context. This silence can be interpreted as a desire to reassure shareholders and the public that the World Bank is a stable and effective institution amidst the coming storm. Second, power and ideology relations where legitimization **here is** the primary function of the text is to legitimize the role of the World Bank. Words like "**progress**" and "**dedicated staff**" present the Bank as an effective and benevolent institution indispensable to the global development process.

Third, consensus building where the use of "us" creates a false sense of equality and agreement. It places the reader (even if from a developing country receiving aid) on the same side as the bank president. This obscures the unequal power relationship between the donor institution and the recipient countries.

Through Fairclough's analysis, it is clear that this short text is not merely a neutral presentation of a report, but a rhetorical exercise that performs significant ideological functions. It reproduces the hegemony of the World Bank through:

- i. Description: The use of positive, personal, and inclusive language.
- ii. Interpretation: Targeting a broad and diverse audience and presupposing the legitimacy of the Bank's role.
- iii. Explanation: To legitimize the bank's policies, build consensus around them, and normalize its dominance as the sole key player in development, especially at a sensitive historical moment like 2008.

Text 2: "The Bank Group has been especially focused on responding to high food and energy prices. -Bank Group created a \$1.2 billion Global Food Crisis Response Program to respond quickly to the needs of our clients, - The Bank Group is also working to address short-term needs - The Bank Group is focused on development in states in fragile situations or affected by conflict - the World Bank Group, in Washington and in offices in over one hundred other countries"

-The Description Stage of Text 2:

First, repetition of the official name "The Bank Group" / "The World Bank Group" is where using the full and repeated name reinforces the corporate identity and lends formality to the text. It constantly reminds the reader who the main actor is. Second, verbs of action and activity where the verbs used all denote movement and responsiveness: "has been focused," "created," "is working." These verbs paint a picture of a dynamic and fast-paced organization. Third, crisis and response vocabulary: "responding to high food and energy prices," "crisis response," "short-term needs," "fragile situations." This vocabulary frames the Bank's work within a humanitarian and emergency relief context. Fourth, ownership where using "our" creates a relationship of ownership and patronage, transforming aid recipient countries into "clients" of a service-providing institution. Fifth, structure where the text moves from the general (focusing on the issue of food and energy) to the specific (creating a defined program) and then to the geographical scope. This is an effective way to demonstrate how to translate broad concerns into concrete actions.

- Interpretation Stage of Text 2:

First, the Context Analysis:

- Producer: The World Bank as an institution (the voice of the institution, not a specific individual).
- Audience: A broad audience, with a particular focus on member countries and donors who need to see a return on their investments, and "client" countries seeking solutions to their crises.

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- Purpose: To document achievements, demonstrate effectiveness, and attract support for new programs (such as the food crisis response program). The text serves as a concise achievement statement.
- Premises: The text assumes that the Bank's intervention in food and energy crises is desirable and necessary. It also assumes that "**fragile**" countries naturally require special attention from the Bank.

- Explanation Stage of Text 2:

First, social context is where reflecting the direct success of the global food and energy crisis of 2007-2008, the Bank presents itself as part of the solution to a genuine global crisis, reinforcing its image as an institution essential to global stability. Second, power relations and ideology where building hegemony through solutions is done by creating a \$1.2 billion program, the bank demonstrates its ability to rapidly mobilize vast resources. This reinforces its financial and intellectual dominance. The ideology here is that global crises require solutions from major global institutions, and not necessarily through a radical change in the international economic system that may be the cause of these crises. This text establishes the bank's legitimacy through action (established a program, is working on...) and highlights its material and logistical strength

Table 1:

“Word-Repetition on World Bank 2008 Report”

No.	Repeated Words	No. of Repetition	Evidence from report 2008
1	I	4	- “I am pleased to introduce an Annual Report that captures the progress we have made so far and the work ahead of us. - want to thank the dedicated staff of the World Bank Group, - I also want to thank our Board of Directors, the Governors, and our many contributors and partners”.
2	We	22	-“The progress we have made so far and the work ahead of us. -This year, we have developed six strategic priorities to focus our effort. -We are giving particular attention to the poorest countries, especially in Africa. -we are assisting countries to increase production.”
3	Bank group	56	- “The Bank Group has been especially focused on responding to high food and energy prices.

			<p>-Bank Group created a \$1.2 billion Global Food Crisis Response Program to respond quickly to the needs of our clients,</p> <p>- The Bank Group is also working to address short-term needs</p> <p>- The Bank Group is focused on development in states in fragile situations or affected by conflict</p> <p>- the World Bank Group, in Washington and in offices in over one hundred other countries”</p>
4	should	4	<p>- “they should support these at-risk countries.</p> <p>-the Bank should focus, particularly in low-income and fragile settings.</p> <p>-that sets the analytical basis for policy reforms that should help client countries deal with issues</p> <p>-subsidiary rights, should be addressed to the Office of the Publisher, The World Bank,”</p>

6.2 “Statement Analysis of Annual world Bank 2023”:

Text 3: *“they should support these at-risk countries. -the Bank should focus, particularly in low-income and fragile settings. -that sets the analytical basis for policy reforms that should help client countries deal with issues -subsidiary rights, should be addressed to the Office of the Publisher, The World Bank”*

-The Description Stage of Text 3:

First, vocabulary is where the third-person pronoun "they": The text begins with the ambiguous third-person pronoun “**they**”, this may refer to donor countries or partner organizations. Second, repetition of the modal verb "should": This is the most prominent feature. The verb "**should**" (should/must) is repeated four times. It is an imperative verb with a tone of recommendation and advice, creating a normative tone that dictates what is right and what is wrong. **Third, structure is the text moves from a general recommendation (“they should support...”)** to a specific recommendation for the bank (**“the Bank should focus...”**), then to an explanation of the role of analytics, and finally to purely administrative instructions. This blending of high-level policy recommendations and precise administrative instructions is characteristic of the discourse of large corporations.

-Interpretation Stage of Text 3:

First, the Context Analysis :

- Product: This text appears to be taken from recommendations or conclusions within a technical or analytical section of the report.
- Audience: The primary audience is decision-makers within and outside the Bank (such as donor governments), who read these recommendations to guide their policies and funding.

- Explanation Stage of Text 3:

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1. Social Context: This text reflects the institutional logic of the World Bank, where technical analysis precedes political action (reforms). Reforms are presented as an inevitable and logical outcome of "neutral" analysis, thus obscuring their ideological nature.
2. Legitimizing intervention: The phrase "should help client countries deal with issues" presents foreign intervention in the internal affairs of these countries as neutral and humanitarian assistance. Power is exercised under the guise of "help" and "expertise."
3. Normative guidance as an ideology: The frequent use of "**should**" represents a form of normative authority. The Bank not only imposes but also reshapes the standards of "**what is right**" in national policies. The ideology lies in presenting a particular model of development (which focuses on analysis-based reforms) as the only correct model to follow. This text establishes the bank's legitimacy through standard and guidance (should...) and highlights its cognitive and normative strength in setting policy priorities and dictating reforms.

Text 4 - "As we reflect on the past year, the economic landscape has undergone significant shifts. -As we convene for the 2023 Annual Meetings, we earnestly seek Governors' feedbacks on the progress made on the WBG Evolution Roadmap and further guidance on the World Bank's new directions."

- Description Explanation Stage of Text 4:

1. Vocabulary:

- The first-person plural pronoun "**We**": The text begins and repeatedly uses "we." This pronoun encompasses the speaker and the entire organization, creating a unified collective voice. This differs from the use of "I" in the first text (the 2008 report), which was the individual voice of the group leader. Here, the voice is that of the organization speaking as a single entity.
- Vocabulary of change and development: "**significant shifts,**" "**evolution roadmap,**" "**new directions.**" This vocabulary frames the bank at a pivotal historical moment, acknowledging the changing world around it and presenting itself as an institution that evolves and adapts to these transformations. This builds an image of a dynamic, rather than a static, institution.
- Time: The text blends the past "**has undergone**" which describes changes, the present "**As we convene,**" "**seek**" which describes the current action, and the future ("**new directions**") which refers to what is to come. This creates a sense of continuity and planning for the future.
- Balanced structure: The two sentences are balanced in structure, creating a convincing rhetorical rhythm. The first acknowledges the challenge (economic transformations), and the second presents the institution's response (the meeting and the request for guidance).

- Interpretation Stage of Text 4:

1. Context:

Producer: The World Bank (in a collective institutional voice). The text is primarily intended for attendees of the Annual Meetings. The text intersects with the institutional reform discourse "**Evolution Roadmap**" that has become dominant in the World Bank's contemporary discourse.

It blends the discourse of governance and transparency “**seek feedback**” with the discourse of adaptive leadership (“**new directions**”) that responds to global challenges “**significant shifts**”.

- Explanation Stage of Text 4:

1 .Social and Historical Context:

• The year 2023 holds significant meaning. The world is emerging from the COVID-19 pandemic, grappling with the repercussions of the war in Ukraine, accelerating climate change, and debt crises in many developing countries. Discussing "significant shifts" acknowledges this turbulent context.

2.Power relations and ideology:

• Reproducing the legitimacy of the Conservatives and the Bank's management: The text creates a subtle dichotomy: the Conservatives provide "guidance," and the Bank requests "feedback."

Finally, by comparing this text (2023) with the first text (2008), we can observe an evolution in the discourse, in report of 2008, an individualistic leadership discourse (“I”), focusing on gratitude, achievements, and crisis response (food/energy). Whereas report of 2023, a collective institutional discourse (“We”), focusing on institutional development, participation, and adapting to major transformations.

Table 2:

‘Word-repetition in world bank report 2023’

No.	Repeated Words	No. of Repetition	Evidence from report 2023
1	I	1	- <i>“I am pleased to present the Annual Report to the Governors of the World Bank Group (WBG)”</i>
2	we	5	- <i>“As we reflect on the past year, the economic landscape has undergone significant shifts.</i> <i>-As we convene for the 2023 Annual Meetings, we earnestly seek Governors’ feedbacks on the progress made on the WBG Evolution Roadmap and further guidance on the World Bank’s new directions.”</i>
3	Bank group	47	- <i>“ The World Bank Group (WBG) continues to maintain its prominent role as the primary source of climate finance for lowand middle-income countries</i> <i>- World Bank Group Gender Strategy was crafted to expedite progress towards a sustainable, resilient, and inclusive future.</i> <i>- The World Bank Group has indicated that it will assist its clients in testing, adapting.”</i>

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4	Should	9	<ul style="list-style-type: none"> - <i>“These efforts should be further strengthened to help heavily indebted countries.</i> - <i>Domestically, government spending should be channeled to support the poor and vulnerable</i> - <i>equal remuneration should be provided for all workers regardless of their origin”</i>
5	Will	70	<ul style="list-style-type: none"> - <i>“that it will assist its clients in testing, adapting, and scaling up solutions while integrating gender perspectives into macroeconomic and public finance policies, sector strategies, and private sector practices.</i> - <i>This accountability will be further reinforced by giving greater prominence to gender outcomes in project implementation and country engagement. Country Partnership Frameworks will elevate gender equality as a synergistic development priority, engaging diverse stakeholders in the process.”</i>

7. Conclusion

The current study has established language as expressed by world bank reports, which is understood as influential in some behaviors, thus, such language is known as language of headship. The current study emphasizes that world bank report 2008 used desirable linguistic and rhetoric strategies to present explicit ideology and encourage individuals over the attitudes, which is rehabilitated into vigilant etymological erection. Cautious or uncaring usages of words have an impactful on the hearers, where the texts of world bank report 2023 illustrate the vital purposes of words and word choices, in addition to the reputation of taking an expert author or individual who can aid to alter the ideas of audience to the written system or phrasings. Report 2008 is to legitimize the bank's policies, build consensus around them, and normalize its dominance as the sole key player in development, especially at a sensitive historical moment like 2008. In this sense, authors' voice can be conveyed to the public. This current study indicates implications in how authors of world bank reports made sense of one-use language, studies much about how the world bank can interconnects.

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