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**THE RHETORIC OF PUBLIC TALKS BY PRINCE WILLIAM AND
PRINCE HARRY: A CORPUS-BASED COMPARISON**

MA Paper

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2. Abstract

This study examines linguistic differences in the public speeches of Prince William and Prince Harry. The aim of this study is to identify and compare the lexical and stylistic features in the public communication of both princes. Also, it aims to analyse changes that occur in their discourse over time. The study is based on the hypothesis that, despite being in the same institutional framework, Prince William and Prince Harry show different communicative strategies realised in their use of language.

The material of the study includes two corpora: Corpus 1 (for Prince William) and Corpus 2 (for Prince Harry), with 42 official public speeches in total delivered between 2008 and 2025. Two corpora are further subdivided into pre-2018 and post-2018 subcorpora: Corpus 1a and Corpus 1b, and Corpus 2a and Corpus 2b. The methodological framework combines quantitative (corpus-based) analysis with qualitative interpretation.

The results show that Corpus 1 can be characterised by a stable and institutional style. Corpus 2 shows some variations, namely in Corpus 2b (the post-2018 period). The findings demonstrate differences in lexical distribution, discourse strategies, and the use of stylistic features. They include modal verbs, evaluative language, and metaphorical expressions.

To conclude, linguistic variation in Corpus 1 and Corpus 2 is influenced by both institutional constraints and individual communicative styles. The diachronic approach shows a change towards more personalised communication in Corpus 2.

Keywords: corpus linguistics, public discourse, royal discourse, stylistic analysis

3. Introduction

Royal speeches represent a specific part of institutional communication. The framework within which the speakers operate is strongly defined by tradition, protocol, and expectations of the audience. Consequently, there is a particular communicative situation in which individual representation is present; it is always constrained by institutional conventions. All these details make this study a relevant object for linguistic analysis, namely when approached through empirical methods.

Besides, royal communication can be described as stable and predictable, so it is suitable for corpus-based analysis. The speeches are given under similar conditions and share the same communicative aims, so they form a relatively consistent dataset. It makes a more reliable comparison between speakers and reduces some external factors that can affect the results.

On the one hand, many royal speeches are similar because they follow established norms. Also, they are based on a shared thematic focus and show mostly stable lexical choice. Nevertheless, after the research, we can see that speakers may differ in their linguistic choices, even within these constraints. These differences cannot be clearly observed in individual texts; they become more evident when analysing a larger dataset in a systematic way. Consequently, this study embarks upon corpus linguistics as a methodological advantage. It helps researchers to observe more than solely isolated examples; it helps to identify recurring patterns across the texts.

The relevance of this study is formed by the need to understand how institutional communication is realised on a linguistic level and whether it allows individual variations. Speaking of royal speeches, speakers are expected to act as institution representatives, and do not represent themselves clearly. Still, their

speeches are often seen as a reflection of personal style and communicative identity. A corpus-based approach helps study this in a more systematic way.

Further, this study also contributes to the broader discussion in linguistic research about the relationship between institutional constraints and individual style. Taking into account a specific linguistic feature, it is clear how a personal voice can still be expressed even within regulated forms of communication.

The object of the study is public royal speech as a form of institutional communication.

The subject of the study is the linguistic patterns that distinguish and characterise the public speeches of Prince William and Prince Harry.

The material of the study consists of two specially compiled corpora of official public speeches delivered by Prince William and Prince Harry. The corpora include speeches that were delivered in a formal public context. They were compiled taking into account clearly defined criteria, namely genre consistency and temporal span between 2008 and 2025. The two corpora include 42 speeches in total. They result in a total size of 31,452 words. The dataset helps to conduct a comparative analysis of two speakers who share the same institutional framework and define similarities and differences in their speeches.

The selection of speeches is limited to publicly available speeches. It makes the dataset reliable and transparent. However, it imposes some limitations because the study focuses on prepared public speeches in advance and does not involve spontaneous communication. Still, the comparison is methodologically proven because it helps to conduct a more controlled comparison between speakers.

The research question is the following: how do the two speakers of the royal family, who share the same institutional framework, form contrasting patterns of lexical, pragmatic and grammatical choices that can be studied through corpus analysis?

The aim of this study is to identify and compare linguistic patterns in the speeches of Prince William and Prince Harry. To do this, the study uses corpus-based methods that focus on measurable, recurring features.

The objectives of this study include:

1. To define royal discourse as a type of institutional communication relevant for corpus-based analysis.
2. To compile and characterise the corpus that was used in this study
3. To identify key lexical and grammatical patterns using frequency analysis
4. To determine keywords that define the speech of each speaker
5. To identify collocational patterns and their meaning
6. To outline the systematic differences across two speakers
7. To explain these differences in the context of institutional constraints and individual voice

The hypothesis of this study is as follows: despite the fact that Prince William and Prince Harry share the same institutional framework, they show observable differences in their use of language. These differences can be studied using corpus-based methods and can be seen as instances of individual variation within institutional discourse.

The methodological framework of the study is corpus-based. This research involves frequency analysis, keyword analysis, collocation analysis, and concordance analysis. The aim of these methods is to identify linguistic patterns that repeat. Also, the purpose is to provide a basis for reliable comparison between two speakers. The use of corpus methods helps show that the findings are based on observed data. It is not entirely based on isolated examples or personal interpretation.

Combining these methods helps to move from analysing trends in general to a more detailed contextual interpretation. Frequency and keyword analysis show an initial overview of the data. The collocation and concordance analysis help to see how these patterns function within their context.

The novelty of this study is the use of corpus analysis methods on a specifically defined corpus of royal speeches. It also focuses on the comparison of two speakers within a single institutional context.

4. Theoretical background

4.1 Royal discourse as an object of corpus-based linguistic research

Royal communication occupies a distinctive place within the broader field of institutional discourse. It can be viewed not only as a sociocultural and discursive phenomenon, but also as an empirical subject of corpus-based linguistic analysis. It can be studied from different perspectives: a discourse-oriented approach combines ceremonial tradition with the evolving demands of a mediatised public sphere, and corpus-based research helps to identify patterns that occur frequently in a systematic way (Partington et al., 2013; Baker et al., 2013). Over the past three decades, scholarly attention to monarchical speech has intensified. Researchers operating within critical linguistics have begun treating the royal voice as a legitimate empirical object rather than a marginal rhetorical curiosity.

These changes are connected to the development of critical discourse. The foundations of Fairclough's theory were set when he saw language as an instrument used to legitimise power relationships, with the example of the monarch's speech being a vivid one. Its evolution is focused on the process by which discursive practices mediated social transformation (Fairclough, 1992). An example of this can be seen in the process of modernisation of the communication channel of the British monarchy.

Wodak (2001) developed a discourse-historical approach within the critical-discourse studies paradigm. It focuses on the importance of intertextuality and the context of the historical memory in the analysis of public speeches. The method is particularly useful in the case of royal speeches because each one is analysed based on the context of previous royal statements, state ceremonies, and media coverage.

Van Dijk (2008), on the other hand, proposed a cognitive model of how members of an elite reproduce the ideology of the group. He provided the concept of access to discourse, which explains the high importance of royal voices despite the rather routine propositions put forward in them. Bourdieu (1991) further contributes to the study. He introduced the topic from a symbolic capital perspective.

He argued that the authority of an utterance doesn't depend on its syntax but rather on the legitimacy of the person who produces it.

These approaches serve as an important theoretical foundation for understanding royal discourse. However, in this study, the focus is not on ideological interpretation; the focus is on repeated linguistic patterns that can be found in the corpus data.

Other theoretical perspectives help to see royal discourse from a sociocultural perspective. Anderson (2006) claims that nations are imagined communities that are formed by symbolic practises. Within this concept, the monarchy operates as a unified element. Thompson (1995) focuses on the role of media in the formation of public communication. He describes royal speeches as a form of mediated quasi-interaction with a public audience. Kress and van Leeuwen (2006) focus on the multi-modal nature of communication. They remind analysts that royal communication operates through verbal text, visual staging, dress, setting, and paralinguistic choices.

Historical and sociological research can help to see the way royal communication is constructed. Burke (1992) shows in his classic study of Louis XIV that royal communication is a managed and deliberate process. Ranger and Hobsbawm (1983) show that many traditions are historically established rather than fixed. They were reworked during the nineteenth and twentieth centuries, and they reframed seemingly timeless royal formulas as historically situated constructs.

Owens (2019) positions the monarchy as a 'family firm'. He focuses on the personalisation in keeping public relevance, as the House of Windsor consciously rebranded itself to secure its place in a democratic mass-media age. Billig (1995) introduced banal nationalism and explained how royal speeches contribute to the image of national identity. It is done through deictic expressions, such as *the nation*, *our people*, and *these islands*.

Royal discourse as a genre shows some recurring properties that differentiate it from other institutional forms such as parliamentary oratory, diplomatic communiqués, or presidential addresses (Fairclough, 1989). A royal address is rarely argumentative in the classical sense; it does not primarily aim to persuade an audience of a contested proposition. Instead, it affirms, acknowledges, consoles, commemorates, or congratulates. It is operating in an epideictic mode with a strongly ceremonial inflection. The speaker positions themselves as a representative figure of an institution. Personal views are formally subordinate to the institutional constraints and are constrained by established conventions.

A further distinguishing feature is the temporality of royal speech. An utterance by a senior royal is read simultaneously as a response to the immediate occasion. Then it becomes a part of the institution's archive. The addressee is thus dual: the present audience and an imagined future public capable of retrospectively weighing the remarks against subsequent events (Thompson, 1995).

From the lexical point of view, royal speeches are characterised by a vocabulary that tends to favour abstract nouns denoting continuity, such as *service*, *duty*, *stewardship* and *resilience*. They are also characterised by relational terms that construct a bond between the speaker and the audience, such as *community*, *family*

and *neighbours*. Verbs frequently express commitment, remembrance, or recognition rather than narrow-action semantics. Adjectives function rather around ethical and affective registers rather than descriptive ones. The lexical profile shows that the communicative function of royal speeches focuses on shared values rather than specific ones (Owens, 2019; Biber & Egbert, 2018).

If we rely on a corpus-based perspective, these lexical features can be seen in a systematic way through frequency analysis, the distribution of keywords, and the study of patterns that occur frequently across texts (McEnery & Hardie, 2011; Partington et al., 2013). This provides an empirical description of the royal language that goes beyond the individual examples.

From a pragmatic perspective, royal discourse can also be analysed in terms of speech acts. Directives are rare and, when present, deeply softened; expressives and commissives dominate the opening and closing sections (Austin, 1962; Searle, 1969). However, in the present study, speech acts are considered as a general theoretical background.

To conclude these observations, it is useful to present the principal theoretical dimensions through which royal discourse becomes accessible to linguistic research. Table 4.1 below shows the main analytical dimensions. With their help, it is possible to examine royal discourse, as they provide a structured framework that helps to see linguistic features and understand their functions within institutional communication.

Table 4.1 *Theoretical dimensions of royal discourse as a linguistic object*

Analytical axis	Conceptual referent	Scholarly domain	Principal indicator
Institutional voice	Shared register imposed by the royal role	Critical discourse analysis	Formulaic opening and closing routines
Personal idiolect	Residual linguistic preferences of a given speaker	Corpus stylistics	Distinctive lexical and syntactic patterns
Ceremonial register	Stock of ritualised phrases and address forms	Genre analysis	Archaic-ethical vocabulary, conventional tropes
Deictic positioning	Configuration of speaker, audience and nation	Pragmatics	First-person singular and plural pronouns
Evaluative modality	Expression of stance, duty and affect	Appraisal theory	Modal verbs, hedges,

Analytical axis	Conceptual referent	Scholarly domain	Principal indicator
			evaluative adjectives
Metaphorical texture	Conceptual mappings activated in speeches	Cognitive metaphor theory	Source-domain preferences of the speaker
Diachronic variability	Change in linguistic preferences over time	Historical sociolinguistics	Shifts in frequency across successive periods
Multimodal framing	Interaction of verbal and visual resources	Social semiotics	Correlation of text with setting and imagery

The analytical dimensions presented above are the basis for the empirical part of the study.

Beyond the categories summarised in Table 4.1, several secondary dimensions are present. Royal communication also includes prosodic and paralinguistic choices, though outside pure textual corpora. The written transcript, analysed in isolation, provides a partial rather than an exhaustive picture (Kress & van Leeuwen, 2006).

We also should take into account the diachronic dimension. Royal speech shows both individual framing and social change over time. A monarch or senior royal who speaks over several decades leaves a lexical and syntactic trace. It shows shifting social values, generational turnover among speechwriters, and the maturing communicative persona of the speaker. Comparative examination of early, middle, and late periods within a single royal career can show patterns invisible in a synchronic approach (Billig, 1995).

Royal discourse also functions within a wider category of political communication. Although royal addresses share surface features with speeches by elected politicians, their functional orientation differs. Elected politicians speak to mobilise, defend policy, or attack adversaries. Senior royals speak to reassure, remember, and symbolise. This divergence shows the unique role of monarchy in modern society (Bourdieu, 1991; van Dijk, 2008).

Consequently, royal discourse can be considered a structured and observable area of language use. In this study, it is analysed using methods based on corpus analysis. The focus is on finding recurring linguistic patterns and comparing their distribution among speakers.

This part shows a basis for analysing public royal speeches both as institutional and personal practices. In this study, they are used in the process of comparing speeches delivered by Prince William and Prince Harry. The focus is on

how the same conventions are combined with the individual speaker's linguistic choices (McIntyre & Busse, 2020).

4.2 Corpus linguistics

Corpus linguistics emerged as an empirical approach to the study of language use. It offers principled procedures for examining large collections of naturally occurring texts. Commonly, a corpus is defined as a structured collection of texts. They are compiled according to explicit criteria. It is done in order to show a variety of language use in context (Sinclair, 2005; McEnery & Wilson, 2001; Vaughan & O'Keeffe, 2015). Its central assumption is that recurrent linguistic patterns become visible only through systematic analysis of authentic data. Intuitions about usage, however refined, are not sufficient substitutes for observed frequencies (McEnery & Hardie, 2011). This point of view was further examined in recent studies. They pay attention to the facts that the role of corpus data in identifying usage trends cannot be detected only through an introspective perspective (Biber & Egbert, 2018; Egbert, Larsson & Biber, 2020).

Methodologically, corpus work operates in a cyclical workflow, which includes text collection, cleaning, annotation, pattern extraction, and interpretation. They are interdependent rather than strictly linear. Corpus analysis also provides a macro-level view of textual data. It helps researchers to identify patterns that are not immediately visible when reading carefully. It also helps them formulate research questions and hypotheses as a part of initial analysis (Kutter, 2017). Decisions at the corpus compilation stage, namely what to include, how to balance registers, and which periods to cover, influence directly the range of observable linguistic features. A corpus of royal addresses, for instance, is trustworthy only when its boundaries are explicitly argued and transparently documented.

Discourse analysis has benefited considerably from the integration with corpus techniques and strengthened the empirical basis of this research. Traditional qualitative procedures, despite their interpretive depth, have faced criticism for potential subjectivity. Quantitative corpus methods address the limitations as they allow researchers to analyse the dataset and support their interpretations (Baker, 2006). Corpus-assisted discourse studies often include the combination of both approaches. They explicitly integrate quantitative and qualitative perspectives (Taylor & Marchi, 2018; Taylor & del Fante, 2020).

Frequency analysis shows that the most basic stage of corpus analysis is to provide an initial map of the dataset. Raw frequency lists reveal dominant lexical items, while normalised frequencies (per thousand or per million words) make it possible to conduct comparisons between subcorpora of different sizes. In royal discourse, frequency lists typically show a concentration of abstract and evaluative vocabulary that shows the communicative functions of the genre.

Keyword analysis extends this procedure and contrasts the target corpus with a reference corpus of comparable or contrasting profile. Items are considered to be keywords when they appear statistically more often in the target than in the reference (Rayson & Chapelle, 2019). They show the thematic and stylistic characteristics of discourse. Still, interpretation needs philological sensitivity and cannot be reduced to numerical values (Baker, 2006; McEnery & Hardie, 2011).

Collocation analysis makes the perspective bigger and studies how words appear within a defined span. Regular patterns of co-occurrence show structural connections. Moreover, they show evaluative trends related to specific lexical items. This helps to find semantic prosody, which is the meaning that comes from the relationship between repeated lexical associations.

From the perspective of corpus stylistics, such recurring patterns are very important. They function as building blocks of meaning and contribute to the formation of discourse (Mahlberg, 2013).

Concordance analysis remains a bridge between quantitative and qualitative approaches. Researchers can find out how linguistic patterns function in specific communicative situations, by the help of analysing a word in its immediate contextual setting and in various uses (Wulff & Baker, 2021). The interaction of frequency and concordance analysis shows the synthesis of quantitative and qualitative approaches. This is a characteristic feature of corpus-based discourse analysis (McEnery & Hardie, 2011).

Annotation makes corpus analysis even more effective. It helps to categorise linguistic features, such as grammatical forms or semantic fields. A part-of-speech tagging programme identifies all first-person plural pronouns regardless of case. A semantic tagging programme groups elements within a common conceptual field. With annotated corpora, researchers can make more precise queries. However, the annotation itself shows certain theoretical ideas and can affect the results of the analysis.

The corpus construction involves the level of representation, keeping the balance and temporal consistency. If the study is based on the specific type of discourse, namely royal speeches, the data set includes all texts that are available within the defined parameters rather than a sample. In this way, the transparency in corpus study is very important (Baker, 2006).

There is a difference between corpus-based and corpus-driven approaches. The corpus-based approach is based on the deductive method. It involves the testing of hypotheses that were formulated before data analysis. The corpus-oriented approach, on the other hand, focuses on discovering patterns using inductive methods. They are based on observations with minimal prior structure. These two approaches are frequently associated with top-down and bottom-up perspectives of language analysis (Tognini-Bonelli, 2001). Most modern studies combine both strategies: initial research analysis is conducted to form hypotheses. These are then refined or verified using specific queries (McEnery & Hardie, 2011).

Recent research also focuses on the difference between corpus-based and corpus-driven approaches. They should not be perceived as absolute, as a lot of studies operate along a continuum. They also combine both methodologies depending on research aims (Lu et al., 2021).

In addition, this research focuses on corpus linguistics. It is an approach that combines quantitative corpus analysis with qualitative stylistic interpretations (Walker & McIntyre, 2019). It focuses on examining recurring linguistic patterns and those that characterise speakers or specific types of discourse.

Particularly, corpus stylistics helps to see the difference between linguistic description and interpretation. It helps researchers to move from statistical patterns to meaningful conclusions about style and communication (Mahlberg, 2013; Walker & McIntyre, 2019). Also, it combines quantitative and qualitative perspectives (Semino & Short, 2004; McIntyre & Busse, 2020).

This approach helps to analyse the use of language in a systematic way and move beyond isolated examples. However, it still takes into account the communicative context. The quantitative analysis includes an initial mapping procedure. It focuses on frequent and relevant features. Qualitative analysis is used to interpret these features in a specific context (Biber et al., 1998; McEnery & Hardie, 2011).

Multimodal extensions of corpus methodology have recently broadened the analytical horizon. They helped researchers to see the interaction between verbal patterns and visual and gestural data. Although a purely textual royal-speech corpus does not include such extensions directly, awareness of them informs transcript interpretation. The words a monarch utters are never fully intelligible outside the ceremonial frame in which they are delivered (Kress & van Leeuwen, 2006).

Ethical and access considerations are also important in corpus-based research of public speech. Once they have been delivered, royal speeches become part of the public record and can be analysed without the same consent issues that exist in the case of private communications. However, the summary of statements made over decades by a specific individual causes concern about the conclusions and contextual integrity that researchers are expected to consider (Thompson, 1995).

A final methodological point refers to the interpretative approach required by working with a corpus. Quantitative patterns do not speak for themselves; they only make sense within the framework of a theoretical model, which can provide meaning to the observed patterns. Corpus methodology provides facts but does not provide their interpretation. The quality of any corpus-based study of royal discourse depends no more on the analytical skills of the researcher than on the quality of the statistical algorithm (Baker, 2006; McEnery & Hardie, 2011).

4.3 Theoretical framework for comparative analysis of public speaking

A comparative study of public speaking requires a framework that combines corpus-based methodology with some analytical perspectives, such as genre, stylistic, and pragmatic dimensions. In this study, corpus analysis is the main methodological basis. Other perspectives are used as an interpretive layer rather than independent analytical procedures. Within this framework, it is possible to analyse how speakers remain in the same institutional context and produce distinct individual profiles.

The genre perspective treats royal public speech as a recognisable form of communication with stable structural conventions. They include formal openings and closings, and a limited list of topics. In comparative research, this flexibility is used to analyse how two speakers differ in their use of the same slots, and how these differences speak to their personal communicative identity within institutional constraints (Wodak, 2001).

The stylistic perspective focuses on patterns of linguistic preferences that become evident in repeated choices across texts. The stylistic profile includes lexical selection, the use of pronouns and metaphors, and can be studied using corpus-based methods (Baker, 2006). In the corpus stylistic framework, these patterns are treated as statistically important trends, not as individual stylistic features (Mahlberg, 2013; Walker & McIntyre, 2019).

The pragmatic perspective involves communicative functions, such as stance, evaluation and interpersonal relationships. While speech act theory provides a general basis for understanding these functions (Austin, 1962; Searle, 1969), the present analysis does not conduct a complete pragmatic analysis. It focuses on the pragmatic meaning that is shown in observable linguistic patterns, including modality, evaluation and the use of pronouns.

The foundation is a corpus-based methodology that was described in a previous part. The analysis of frequency, keywords, collocations and concordances provides the empirical basis for identifying patterns in data. This forms the foundation for conclusions about genre, style and pragmatics. This approach sticks to corpus-assisted discourse studies. They combine quantitative pattern identification with qualitative interpretation (Baker, 2006; Taylor & del Fante, 2020; Partington et al., 2013; Baker et al., 2013).

Such an approach also shows the widely accepted integration of corpus-based and corpus-driven approaches. Under these approaches, initial observations may be done from data inductively, while interpretation is based on existing theoretical approaches (McEnery & Hardie, 2011; Tognini-Bonelli, 2001; Biber & Egbert, 2018).

The distinction between institutional voice and personal idiolect is a central concept within this framework. Institutional voice involves the same linguistic conventions that are associated with the specific role. Personal idiolect involves individual choices that become evident across the corpus. These differences become meaningful in an analytical way only when they are supported by quantitative evidence of distribution and variation across texts (Fairclough, 1989; Bourdieu, 1991).

Comparative analysis also involves both synchronic and diachronic perspectives. A synchronic approach helps to compare the speakers within the same temporal span. A diachronic approach helps to see changes in linguistic patterns over time. In corpus-based research, these comparisons are made using frequency distributions and changes in the data structure within subcorpora (Ranger & Hobsbawm, 1983; McEnery & Hardie, 2011).

Some analytical procedures are necessary for the present study. Deixis, modality, and metaphor are studied as observable linguistic features rather than abstract categories. The usage of first-person pronouns (singular or plural) establishes the relationship between the speaker and the audience. The usage of *we* shows communal identification; the usage of *I* shows personal stance. The combination of two shows the alternation according to the situation (Billig, 1995).

Modality and evaluation also support the framework. Modal verbs, hedges, and evaluative adjectives show how the speaker locates themselves along the level

of certainty, obligation, and stance. Royal discourse tends to avoid categorical assertions and prefers nuanced forms. However, the specific ways in which this nuance is expressed vary considerably from one speaker to another, providing yet another reliable basis for comparison (Charteris-Black, 2011).

Metaphor is also included as an additional analytical dimension. In this study, metaphor is not analysed as an independent system. It is analysed as a part of lexical and collocational patterns identified through corpus analysis. It helps to observe recurring linguistic patterns (Lakoff & Johnson, 1980; Charteris-Black, 2011).

Together, these components form an integrated framework for analysing public speeches. The framework is mostly corpus-centred, with genre, stylistic, and pragmatic perspectives. They serve to interpret patterns identified in the data rather than to generate them in an independent way. In this context, a comparison of two speakers of royal origins is more than just a simple comparison of lexical features; it becomes an exploration of how personality and institution together form a distinctive public voice (Anderson, 2006; Thompson, 1995; Mautner, 2016).

5. Research Methodology and Materials

5.1 Corpus Compilation and Research Design

The material of the study consists of two specially compiled corpora of official public speeches delivered by Prince William and Prince Harry between 2008 and 2025. The dataset includes 42 speeches in total. Corpus 1 (henceforth – PW) includes 22 speeches (16,715 words total). Corpus 2 (henceforth – PH) includes 20 speeches (14,737 words total). They result in a total size of 31,452 words. The dataset was designed as a closed and finite dataset. It includes speeches delivered between 2008 and 2025 to preserve methodological stability. The proportions were calculated before the analytical phase to guarantee that neither speaker was overrepresented in quantitative measurement.

All speeches were analysed in transcript form. The texts were collected from verified institutional sources, which include the official website of the British Royal Family and authorised press publications. Only final published versions were included in the analytical dataset. In cases where minor discrepancies appeared between video recordings and written transcripts, priority was given to the official published version to maintain textual consistency across the corpora. This decision prevents analytical distortion caused by spontaneous oral hesitations or minor performance variations.

The time period from 2008 to 2025 was chosen to support both synchronic comparison between Corpus 1 (PW) and Corpus 2 (PH) and diachronic comparison in each corpus across the pre-2018 and post-2018 subcorpora. The year 2018 is a defining moment due to Prince Harry's marriage to Meghan Markle and subsequent institutional transition. Each corpus was divided into two temporal subcorpora: Corpus 1a (PW pre) and Corpus 1b (PW post) for Prince William, and Corpus 2a (PH pre) and Corpus 2b (PH post) for Prince Harry. This division lets us do a controlled time analysis without disrupting the balance of the data set. The segmentation was implemented at the metadata level, which allows filtering without

physically separating the files. This technical solution preserves corpus integrity while enabling flexible comparative queries.

The inclusion criteria were set before compilation of the corpus. A speech was considered suitable for inclusion if it met the following requirements: it was an official public speech, a transcript was available, it was of a sufficient length for lexical analysis, and its subject matter was related to institutional, ceremonial, charitable, or public communication. Short answers to the press, fragments of interviews, and informal exchanges were excluded to maintain structural comparability.

The speeches in the corpus show some communicative genres, which are typical for public speeches given by monarchs. To see contextual differences, before analysis, the speeches were classified according to their communicative function. This classification makes it possible to compare linguistic patterns both within a single genre and across different genres. Table 5.1 shows the classification of the linguistic genres used in the corpus.

Table 5.1. *Classification of Speech Genres in the Corpus*

Genre	Communicative Function	Typical Context
Ceremonial speeches	Formal representation of the monarchy	national ceremonies, official visits
Commemorative addresses	Memorial and historical reflection	remembrance events, anniversaries
Institutional statements	Official announcements and institutional initiatives	royal programmes and projects
Charitable speeches	Advocacy and support for social causes	charity events and fundraising initiatives

Public speeches are shaped by the influence of communicative expectations, ceremonial protocol, and audiences. For this reason, a contextual factor was applied during the interpretation.

Stylistic variation was also evaluated in relation to:

- communicative purpose
- institutional role at the time of delivery
- event type
- target audience

This classification provides context-based comparison. For example, lexical density and metaphor usage differ between a commemorative speech and a speech at a charity event. So, there was a comparison within their genre to make a broader comparison between speakers.

The diversity of the register was measured by syntactic complexity, degree of personalisation, balance of abstract and specific vocabulary, and distribution of institutional terminology. This procedure is used to see stylistic preferences and genre norms.

All texts were converted into plain text files (.txt). They were then cleaned manually before analysis. The spelling and punctuation remain as in the original

transcripts. It is done to avoid potential linguistic inaccuracies and preserve regional variations.

Each speech was annotated with structured metadata. The tagging protocol included:

1. date of delivery
2. event type (ceremonial, institutional, commemorative, charitable)
3. institutional role of the speaker at the time
4. geographical location
5. primary audience type

Metadata tagging allows filtering of speeches according to contextual parameters and supports controlled comparative analysis. This layered annotation makes it possible to isolate contextual variables during interpretation, for example, by examining only commemorative speeches across both speakers or by restricting comparison to equivalent institutional roles. Such filtering strengthens analytical precision without expanding the dataset.

Each corpus preserves a proportional balance between speakers. Although the number of speeches differs slightly (22 speeches by Prince William and 20 speeches by Prince Harry), normalisation procedures were applied during quantitative analysis to control for variation in text length. This helps to be sure of comparability between subcorpora. All the materials analysed are publicly accessible, and therefore no additional collection of data was required.

The study adopts a corpus stylistics framework, which combines a quantitative corpus analysis with qualitative stylistic interpretation (Walker & McIntyre, 2019). This approach makes it possible to identify recurring linguistic patterns in a systematic way, while remaining aware of the context. The quantitative stage functions as an initial mapping procedure that shows the most important features, and the qualitative analysis looks at how relevant they are in specific communication situations (Biber et al., 1998; McEnery & Hardie, 2011). Neither component operates independently; interpretation is grounded in measurable distributional evidence.

The research design integrates two dimensions of comparison:

- synchronic comparison between PW and PH
- diachronic comparison within each speaker's corpus in two temporal subcorpora (pre-2018 and post-2018)

The integration of these dimensions makes it possible to identify stable stylistic and lexical traits alongside temporal evolution. The synchronic layer isolates inter-speaker differentiation under comparable historical conditions, while the diachronic layer traces stylistic adjustment within a single communicative trajectory. Their combination prevents conflation of individual variation with contextual change.

Analytical procedures were applied symmetrically to all four subcorpora, namely PW pre, PW post, PH pre, and PH post. The same linguistic variations were measured and interpreted using a consistent methodological approach to avoid bias in interpretation. The same software settings, frequency criteria, and normalisation

procedures were applied to both datasets. It was done to provide comparability across the analysis.

The study focuses on stylistic characteristics that can be observed at the lexical, grammatical, and rhetorical levels. The study focuses more on language structure, frequency patterns, and communicative function than on evaluating political views.

5.2 Quantitative and Qualitative Corpus-Stylistic Analysis

Token frequencies were calculated to analyse which lexical items repeated in the corpus. Considering that the four subcorpora differ slightly in size, the word frequency was normalised to 1,000 words. Normalisation provides the comparability of the data and removes distortions caused by differences in text length. Raw frequency counts were generated first, and only then were normalised to preserve the transparency of the measurement. This two-step procedure allows both absolute and relative tendencies to be observed without privileging corpus size over distributional proportion.

High-frequency lexical units were analysed to determine dominant themes and stylistic preferences. Frequency lists were produced using Sketch Engine corpus analysis software. Function words and content words were examined separately. It was done to avoid mixing structural frequency with thematic meaning. The interpretation of lexical items that were frequently used was based on contextual analysis of concordance rather than isolated numerical ranking.

Keyword analysis was applied to identify lexemes that were statistically distinctive across the subcorpora. Keywords were compared across PW and PH, as well as the pre-2018 and post-2018 subcorpora within each corpus.

Keywords were considered as possible indicators of stylistic distinctiveness rather than just thematic dominance. Keyness was calculated against the internal comparison corpus rather than an external reference corpus to ensure that differentiation shows inter-speaker contrast within the dataset itself. This internal comparison increases the validity of stylistic analysis.

The analysis of word combinations studied lexical combinations that occurred many times over a specified period. The purpose was to identify regular semantically related associations and rhetorical clusters. The significance of word combinations was assessed using standard statistical indicators provided by corpus tools. Only recurrent combinations appearing across multiple speeches were treated as stylistically meaningful patterns.

Concordance lines were removed to provide context for the quantitative results and avoid the risk of misinterpretation.

Lexical diversity was measured using the type-token ratio (TTR). The TTR is sensitive to text length, so the results were interpreted comparatively rather than absolutely. This was used to evaluate variation in lexical range and stylistic flexibility. Where necessary, average TTR values were calculated across individual speeches before cross-corpus comparison to reduce distortion caused by exceptionally long or short texts.

The differences in lexical density were studied, as they often reflect changes in stylistic complexity, degree of formality, and rhetorical strategy.

The lexical analysis also examined institutional lexical items associated with discourse on the monarchy. The institutional lexical items were identified and analysed from the perspective of frequency, word combinations and context. The aim was not to evaluate ideological content, but to observe stylistic usage. Particular attention was paid to whether institutional terms were accompanied by personal pronouns, emotional modifiers or abstract generalisations. This analysis helps to identify whether institutional discourse is presented in an impersonal or personalised manner.

Personal pronouns were studied to find out how the two princes talk about themselves and how they relate to the institution. Particularly, the use of the first-person singular *I* and the first-person plural *we* was analysed. The reference of *we* depends on the context, which is why concordance lines were examined manually to see whether the pronoun referred to the royal institution, the speaker, the audience, or other collective entities. The relative frequency of these pronouns was calculated per million tokens to make sure that the subcorpora could be compared. The use of pronouns was compared across different types of events to see whether charitable contexts encouraged more personal references, whereas ceremonial situations showed a more restrained pattern. The co-occurrence of pronouns with evaluative or institutional vocabulary was also checked to see if there were any patterns of agreement.

In addition, public speeches given by public figures often contain elements of strategic personalisation. To assess this aspect, the analysis focused on:

- segments of the narrative containing self-references;
- the use of first-person pronouns;
- references to family or shared experiences;
- direct address to the audience.

Personalisation was analysed not as a psychological phenomenon, but as a stylistic device. Examples were extracted using a search for similarities and then assessed qualitatively. A comparative analysis was conducted to determine whether personalisation strategies were intensified or decreased in pre- and post-2018.

Modal verbs and epistemic markers were analysed to measure how speakers expressed certainty, obligation, probability, or hesitation in their speeches. Their frequency of use and contextual usage help to create a stylistic effect of confidence and a diplomatic tone.

The speeches were also classified by the type of event with the aim of studying differences in speech style. The length of sentences, the complexity of syntax, the level of personalisation and the degree of lexical abstraction were evaluated qualitatively. For the chosen speeches, the average length of sentences was calculated to support findings about the complexity of structure.

The quantitative results were supported with a close review of concordance data. On the qualitative stage, each text was considered individually, in that we focused on the stylistic function and organisation of rhetorical elements.

Evaluative language was identified using the Lingualyzer software. This tool helps quantify the balance between parts of speech, namely adjectives, adverbs, and intensifiers, that convey evaluative or emotional connotation in a systematic way. The analysis focuses on the lexical implementation of evaluation rather than the psychological measurement of emotions.

Metaphorical expressions were identified manually and classified according to semantic fields, such as journey, unity, resilience, service, and change. The analysis studies how metaphors function in individual contexts. It also includes how they shape public narratives and increase the role of the speaker within the institutional framework. The identification of metaphors was based on contextual differences between literal and implied meanings. It contrasts with predetermined theoretical models. Each metaphorical expression was checked in context to prove its figurative usage.

The frequency and contextual use of metaphorical constructions were compared between speakers over time. It was done to identify changes in rhetorical images.

Speeches were grouped according to event type to examine register adaptation. The length of sentence, their syntactic complexity, the degree of personalisation, and lexical abstraction were assessed qualitatively. For selected speeches, the average sentence length was calculated to support qualitative observations of structural complexity.

Differences between ceremonial and charitable contexts were also studied. The aim was to identify how stylistic devices adapt to the communicative environment.

The comparative analysis of the data focused on variations in narrative elements, the degree of address to the audience, and the frequency of use of institutional lexical items.

Discourse markers relating to time, place, and social identity (deictic expressions) were also studied. The aim was to see how the speaker positioned themselves. They used reference strategies to get the audience involved and to create institutional framing.

Temporal deixis was studied in connection with references to tradition, continuity, and future orientation. Social deixis was analysed through forms of address and collective identification.

To maintain analytical consistency, quantitative results were not interpreted separately. However, the frequency patterns identified during the corpus analysis were then qualitatively examined in the context of their usage. This step helped to interpret repeating lexical patterns by focusing on their functional role within speech.

For example, when the frequency of the first-person plural pronoun *we* increased in the post-2018 subcorpus compared to the pre-2018 subcorpus, each occurrence was analysed in the context of the sentence and topic. The aim was to see if it reflected shared responsibility, institutional authority, or an attempt to engage the audience.

During the interpretation stage, a special focus was given to make a distinction between idiolectal features and institutional norms. Because both speakers share the

same institutional framework, some stylistic features represent the norms of monarchical discourse rather than individual preferences. From this point of view, the features that are consistently found in both speakers were interpreted as institutional markers. Features that differ significantly were considered potential idiolectal characteristics.

The separation of institutional conventions from individual usage lets the interpretation avoid connecting standardised language patterns to personal stylistic choices.

5.3 Comparative Framework and Analytical Variables

The comparison is based on three main analytical aspects, including lexical variation and diversity, positioning strategies, and evaluative language. Each aspect is examined in the two corpora, namely in PW and in PH, and in the temporal division of the data.

The comparative structure of the study is based on a multilevel approach. First, a comparative analysis was conducted between speakers in different time periods in order to identify stylistic continuity and change between the pre-2018 and post-2018 subcorpora. This step focuses attention on the diachronic development within each individual corpus. Then, a comparison was made between speakers in corresponding time periods. This allows us to examine the historical and institutional context and identify idiolectal differences. The sequencing of these analytical stages prevents conflation of temporal evolution with individual differentiation. This framework provides an internal analytical control that distinguishes changes within the speaker from distinctions between speakers.

To clarify how data were collected, the main analytical variables were defined before the measurement stage. Each variable was related to a separate linguistic feature used in the corpus analysis. This process provided a consistent extraction and measurement of linguistic features across all four subcorpora (PW pre, PW post, PH pre and PH post).

Lexical frequency was defined as the normalised occurrence of individual tokens per 1,000 words. In this study, only content words were considered for thematic profiling. The function words were analysed separately in stance-related procedures. Homographs were interpreted contextually to prevent misclassification of lexical categories.

Lexical diversity was measured through the TTR, calculated for each speech individually and then averaged within subcorpora. Considering the differences in the length of the text, this procedure makes the comparison between individual speakers more consistent and less dependent on the size of the corpus.

In this study, stance markers were classified as first-person pronouns, modal verbs that indicate obligation or probability, and epistemic expressions that show different levels of certainty. All entries were manually reviewed after automatic extraction to eliminate any tagging errors. Contextual verification is important to prove that modal verbs functioning as part of fixed expressions were not misinterpreted as indicators of stance. Pronoun analysis was also cross-referenced with thematic content to distinguish personal narrative from institutional alignment.

Evaluative lexis was defined as lexical units expressing judgement, appreciation, approval, disapproval, intensity, or emotional emphasis. The category includes evaluative adjectives, intensifying adverbs, and lexical items with positive or negative semantic orientation.

Metaphorical expressions were selected through contextual reading. A phrase was classified as metaphorical when a lexical element was used beyond its primary literal meaning and contributed to figurative expression. After they were identified, the metaphors were grouped by thematic source domains. This procedure makes it possible to do a systematic comparison without involving cognitive theoretical models.

5.4 Analytical Workflow and Reliability

The analytical procedure had a consistent structure:

1. Data cleaning and formatting
2. Frequency counting of lexical items
3. Normalisation of frequency values
4. Keyword analysis between subcorpora
5. Phrase mapping
6. Concordance analysis
7. Annotation of evaluative and metaphorical units (manual)
8. Interpretation of comparative data

This structured workflow assures that the analysis of linguistic patterns was based on corpus data. It was collected in a systematic way and was supported by qualitative analysis of the context.

Pilot annotation of six speeches chosen from the speeches of both speakers and different time periods was carried out to improve methodological consistency. The pilot stage helped to make the annotation criteria for evaluative and metaphorical categories better. Controversial cases were reviewed to provide consistent classification. Analytical decisions were documented and systematically applied to the entire corpus.

Although the size of the corpus is moderate, quantitative frequency analysis was applied to improve analytical clarity. The difference in frequency between subcorpora was interpreted in relative rather than absolute terms. A particular feature is considered important from an analytical perspective if its normalised frequency shows a consistent relative difference in temporal segments.

Keyword significance was measured using statistical indicators built into the Sketch Engine corpus software. However, statistical relevance was considered an indicator of prominence rather than proof of functional importance. Each statistically marked element was further subjected to qualitative examination to confirm contextual relevance.

The strength of word combinations was interpreted with caution. Repetitive lexical combinations were examined both in terms of frequency and in terms of meaning consistency in different contexts. Single instances of word combinations were not considered stylistic markers if they did not appear systematically.

Balancing the corpus further decreases the risk of interpretation bias. The same analytical parameters, tools, and frequency thresholds were used across all four subcorpora.

5.5 Synchronic and Diachronic Approach

Synchronic analysis compares the speeches of Prince William and Prince Harry within the same time periods. This procedure helps to track repeating features that characterise the style of an individual speaker.

Diachronic analysis compares the pre-2018 and post-2018 phases in each speaker's corpus. The aim is to observe potential stylistic changes in the context of institutional and personal transformations. Diachronic observation does not imply a cause-and-effect relationship. Any changes that are identified are considered stylistic variations rather than direct evidence of psychological or ideological changes.

5.6 Corpus-Stylistic Approach

The decision to use a corpus-based stylistic framework is due to the need to balance empirical analysis with accuracy of interpretation. A merely quantitative analysis of the corpus can reveal frequency trends but cannot take contextual details into account. In contrast, a completely qualitative stylistic interpretation risks subjective interpretation without statistical justification.

The study integrates both components, and it ensures that recurring linguistic patterns are first identified computer-based and then analysed in their rhetorical and contextual environment. Consequently, quantitative procedures function as a filter, while qualitative analysis provides a deeper level of explanation.

The corpus-based approach is particularly suitable for studying public institutional discourse, where stylistic variations often occur within constrained formal boundaries. Systematic analysis helps to identify small lexical differences because they involve rhetorical meaning.

The methodological framework integrates systematic quantitative analysis (to help identify patterns) with context-dependent qualitative interpretation (to explain functional use). Combining synchronic and diachronic analysis within a corpus-based stylistic paradigm, the study provides analytical consistency, clarity of interpretation, and a controlled comparative evaluation in public speaking.

6. Results

6.1. Distinctive Linguistic Features in Prince William's Public Discourse

An analysis of Prince William's speeches shows consistent linguistic features that show his royal identity and his institutional position as a member of the monarchy. The temporal division of the corpus into PW pre and PW post shows both continuity in certain rhetorical strategies and evolution in others. It marks a gradual transition from his role as Duke of Cambridge toward the responsibilities of the Prince of Wales. Linguistic patterns include differential characteristics that show communicative contexts that vary and situational demands throughout the 17-year period under examination.

An analysis of keywords in PW pre shows a tendency towards lexical items related to wildlife conservation, technological development and charitable initiatives. Keywords were identified using Sketch Engine, and it was based on statistical keyness in comparison with the corresponding subcorpus. Among the most frequent single-word keywords are *centrepoin*t, *cyberbullying*, *bully* and *skillforce*. Multi-word expressions show a similar thematic focus, such as *illegal wildlife*, *wildlife trafficking* and *Prince William's Award*. These lexical patterns are indicative of social issues that were closely linked to Prince William's early public activities and social advocacy.

The keywords extracted with the Sketch Engine corpus analysis software show the main semantic fields in William's early public life. The table below (Table 6.1) shows the distribution of these keywords.

Table 6.1. *Keywords in PW pre*

Rank	Keyword (single-word)	Keyword (multi-word)
1	centrepoin	illegal wildlife
2	cyberbullying	wildlife trade
3	bully	illegal wildlife trade
4	skillforce	prince william award
5	ivory	royal foundation
6	self-confidence	air ambulance pilot
7	tech-savvy	generation of parents
8	excellency	online bully
9	Rhino	ivory trade
10	buckingham	emotional support

Concordance analysis also shows linguistic markers associated with institutional discourse. A corpus search for lexical items related to the royalty, by entering the query [lemma= 'royal|monarchy|crown|duty|service|tradition|heritage'], resulted in nine occurrences in the Corpus 1a, which corresponds to a normalised frequency of 1,020.64 instances per million tokens. These units are often found in collocations that emphasise institutional responsibility and succession. Lexemes such as *service* and *duty* often go together with expressions of commitment, collective effort, and public responsibility. The statement, *if I may, I would just like to reiterate what Michael said. This anniversary marks 40 years of extraordinary service to our society by a remarkable organisation, which is a good illustration of strategic positioning within established institutional frameworks, as it can be seen in the lexical choice of service*. It functions as a marker of institutional alignment and shows the conventional character in the rhetoric of public royal communication (Prince William, Centrepoin 40th Anniversary Speech, 2008).

Figure 6.1 below demonstrates the results of a concordance analysis of lexical items relating to royalty in speeches delivered by Prince William before 2018.

CONCORDANCE Корпус: Вільям до 2018

CQL [lemma='royal|monarchy|crown|duty|service|tradition|ph...']
1,020.64 per million tokens • 0.1%

Left context KWIC Right context

1	doc#0	may I would just like to reiterate what Michael said.</s><s>This anniversary marks 40 years of extraordinary	service	to our society by a remarkable organisation.</s><s>It is not a celebration, for there is still so much to do.</s>
2	doc#0	ip and growing interest for the great work the charity does for the homeless.</s><s>That example of selfless	service	that Centrepont represents has stayed with me, and that is why it was the first charity that I wanted to be as
3	doc#0	le's pretty loud and, of course, extremely good-looking.</s><s>I have to say that I thought search and rescue	duties	over Snowdonia were physically and mentally demanding, but looking after a 3-week-old baby is right up ther
4	doc#0	ning in the British Isles.</s><s>I know that both of us will miss it terribly when my search and rescue tour of	duty	comes to an end and we have to move elsewhere.</s><s>From the bottom of my heart, thank you for making
5	doc#0	previous Duke of Cambridge, in fact, visited the Great Synagogue in London in 1809 and attended a Sabbath	service	with his brothers.</s><s>It is a matter of great pride that these bonds in our society run as deep as they run I
6	doc#0	s>I wish you all a successful conference and thank you for the actions you will take to protect the natural	heritage	we hope to pass on to future generations.</s><s>Thank you for that introduction and, Brent, thank you for im
7	doc#0	are about; she is reminding us all that being active and engaged in society has virtue in its own right.</s><s>	Service	to those around you is what unites you all.</s><s>So on behalf of my entire family, can I say thank you?</s><
8	doc#0	ll.</s><s>So on behalf of my entire family, can I say thank you?</s><s>You have been partners in the Queen's	service	for so many years.</s><s>And before I finish, I hope you won't mind if I say a personal thank you to the Queen
9	doc#0	at collaboration could bring.</s><s>The task force has brought together social media platforms and internet	service	providers with organizations and individuals who strive to protect and support children and young people.</s

Figure 6.1. Concordance of royal lexis: PW pre

Analysis of pronominal usage in Prince William's speeches shows a difference between references to the speaker as an individual and references to collective entities. The search query [lemma= 'I|me|my'] produced 219 occurrences in the pre-2018 subcorpus (24,835.56 per million tokens). The search query [lemma= 'we|our|us'] showed 180 occurrences (20,412.79 per million tokens). These frequencies show that Prince William used in his speeches both first-person singular and plural pronouns and possessive adjectives on a regular basis.

Analysis of concordance data shows that Prince William uses the first-person singular pronoun while describing personal experiences or individual engagement. However, he uses first-person plural pronouns in the context of shared experiences and institutional alignment.

For instance, Prince William uses the first-person singular pronoun *I* and the possessive determiner *my* describing his personal engagement: *I feel very closely linked to Centrepont. It is a charity with which both my mother and father became passionately involved* (Prince William, 2008, Centrepont 40th Anniversary Speech). In contrast, the first-person plural form *our* is used when the speaker refers to shared experience or collective participation: *Our visits with our mother ignited a deep and growing interest for the great work the charity does for the homeless* (Prince William, 2008, Centrepont 40th Anniversary Speech).

CONCORDANCE Вільям після 2018

CQL [lemma='I|me|my'] • 167
17,441.9 per million tokens • 1.7%

Left context KWIC Right context

1	doc#0	I Graduation speech 2019 Good morning, everybody, and what a fantastic film that was.</s><s>	I	'm not sure what's more scary—being up here after David Walliams has name-checked you a few
2	doc#0	re after David Walliams has name-checked you a few times or following those trousers.</s><s>	I	am so proud to be the royal patron of SkillForce and proud to be here today at the inaugural gra
3	doc#0	ts first year, positively impacting the lives of almost seven and a half thousand children.</s><s>	I	've received wonderful feedback from school leaders, teachers, parents, and instructors, as well
4	doc#0	s>They face a level of pressure that previous generations simply did not experience.</s><s>	I	've spoken before about the burden of social media and the sense of being on-call 24/7, which c
5	doc#0	>But if we work together, we can find answers to the problems faced by this generation.</s><s>	I	believe that the Prince William Awards—this unique program delivered by SkillForce in partnersh
6	doc#0	us all.</s><s>And as instructors, you do just that.</s><s>Now, to you, the 2018 graduates—give	me	a wave if you are a graduate!</s><s>I can see a few small hands.</s><s>Huge, huge congratu
7	doc#0	ust that.</s><s>Now, to you, the 2018 graduates—give me a wave if you are a graduate!</s><s>	I	can see a few small hands.</s><s>Huge, huge congratulations!</s><s>You worked so hard to g
8	doc#0	>You will have challenged yourself with new experiences and developed many qualities that	I	think are incredibly important in life.</s><s>But remember that your award experience does not
9	doc#0	ase continue to be courageous and dare to do your best.</s><s>Hands up if you can do that for	me	?</s><s>Good—pretty much all of you!</s><s>If you in the front row here aren't so sure, a little b
10	doc#0	s>If you in the front row here aren't so sure, a little belief in yourself goes a long way.</s><s>	My	hope is that others will see what I saw when I gave my name to this award, as I support SkillFo
11	doc#0	ÿt so sure, a little belief in yourself goes a long way.</s><s>My hope is that others will see what	I	saw when I gave my name to this award, as I support SkillForce to ensure every child in the cou
12	doc#0	ittle belief in yourself goes a long way.</s><s>My hope is that others will see what I saw when	I	gave my name to this award, as I support SkillForce to ensure every child in the country has acc
13	doc#0	elief in yourself goes a long way.</s><s>My hope is that others will see what I saw when I gave	my	name to this award, as I support SkillForce to ensure every child in the country has access to ch
14	doc#0	g way.</s><s>My hope is that others will see what I saw when I gave my name to this award, as	I	support SkillForce to ensure every child in the country has access to character and resilience ec
15	doc#0	ard here today—then we could achieve something incredibly worthwhile.</s><s>This only leads	me	to offer, once again, my sincere congratulations to all of the Prince William Award graduates.</s
16	doc#0	ould achieve something incredibly worthwhile.</s><s>This only leads me to offer, once again,	my	sincere congratulations to all of the Prince William Award graduates.</s><s>Thank you.</s><s>
17	doc#0	tted partnership between transport companies, the financial sector, and law enforcement—who	I	know are represented in the room today—that we will bring these criminals to justice through su
18	doc#0	ollectively because you also believe in your organizations' power to make a difference.</s><s>	I	have stood at meetings like this many times over the years, where we have all discussed how in
19	doc#0	our fears for the future.</s><s>But we must ensure that these words become action.</s><s>As	I	know the American ambassador was saying just a moment ago, in his words, we must start to
20	doc#0	ie behind bars.</s><s>So let's make moments like today count.</s><s>When we all meet again,	I	look forward to hearing about even more progress.</s><s>It is possible—we all know it is.</s><

Figure 6.2. Concordance of first-person singular forms in PW post

An analysis of PW post data shows several changes in the lexical distribution of Prince William’s speeches. Keyword extraction shows an increase in the number of lexical items related to environmental initiatives. Some of the most noticeable lexical markers include *Earthshot* and *Moonshot*. They appear in speeches about environmental programmes and sustainable development initiatives.

Multi-word expressions identified in the corpus include *man on the moon*, *billion lifetimes’ worth of hope*, and *waste-free world*. Such expressions are often found in contexts related to innovation, global cooperation and environmental responsibility. Table 6.2 shows the frequency distribution of selected lexical categories in post-2018 speeches.

Table 6.2 *Lexical and grammatical features in PW post*

Lexical category	Frequency per Million Tokens	Examples
Royal vocabulary	1,044.6 (0.1%)	royal, service, duty, tradition
First-person singular forms	17,444.9 (1.7%)	I, me, my
First-person plural forms	21,623.32 (2.2%)	we, our, us
Ceremonial vocabulary	940.14 (0.094%)	honor, majesty, excellency, ceremony
Family-related vocabulary	1,880.29 (0.19%)	family, father, son, children, parents
Environmental vocabulary	3,346.7 (0.33%)	earthshot, environment, climate

The results show that vocabulary related to the environment becomes more frequent in speeches after 2018, which reflects the thematic significance of environmental initiatives in Prince William’s public speeches during this period. At the same time, lexical markers of an institutional and ceremonial nature are still present, which indicates the stability of the traditional conventions of royal public discourse.

A comparative analysis of PW pre and PW post shows an increase in the use of collective first-person forms in speeches delivered after 2018. The query [lemma=‘we|our|us’] produced 21,623.32 instances per million tokens in PW post compared with 20,412.79 per million tokens in PW pre. At the same time, the frequency of first-person singular reference decreases (17,444.9 per million tokens post-2018, compared with 24,835.56 per million tokens pre-2018). These changes show a greater use of collective reference in the later speeches.

The statement *When we embarked on this work, bringing the private sector together with law enforcement, governments, and NGOs, our collective ambition was to build something that would significantly disrupt the illegal wildlife trade* (Prince William, 2019, United for Wildlife Joint Taskforce Speech) is a good illustration of collective positioning.

Prince William's ceremonial language remains relatively stable chronologically, with formal address forms and honorifics appearing consistently throughout both periods. The language of official ceremonies is relatively stable in both periods. An examination of concordance [lemma='honour|majesty|excellency|ceremony|official|duty'] produced seven instances in the Corpus 1a (pre-2018) (793.83 per million tokens) and nine instances in the Corpus 1b (post-2018) (940.14 per million tokens). These lemmas occur most frequently in contexts related to official events, institutional duties and references to monarchical tradition. For example, William refers to royal traditions in this statement: *As my grandmother said when she was crowned, coronations are a declaration of our hopes for the future* (Prince William, 2023, Coronation Concert speech, Windsor Castle). William also recalls his father's words: *My father's first words upon entering Westminster Abbey yesterday were a pledge of service* (Prince William, 2023, Coronation Concert speech, Windsor Castle).

References to family also show differences within the corpus. In Corpus 1a, references to family members are limited and most often refer to Princess Diana, Prince Harry, or Catherine, for instance, *what my mother recognised back then, and what I understand now, is that grief is the most painful experience that any child or parent can endure* (Prince William, 2015, Child Bereavement UK Speech, London). In Corpus 1b, the number of references increases to include the father, children and broader historical roots. The utterance *growing up in my family gives you a certain sense of history. I'm simply the latest in a line that can be traced back generations* (Prince William, 2020, TED Countdown speech) shows integration of personal identity within a historical monarchical framework.

There is frequent usage of lexical items related to environmental protection in the data of the PW post. Words such as *Earthshot* and *Moonshot* appear in speeches about environmental initiatives and programmes connected to sustainable development. These words are often used in a metaphorical context. They link environmental initiatives to technological innovations or scientific advances. For example, the statement *this decade calls for Earthshots to restore our planet* (Prince William, 2020, Earthshot Prize Launch Speech) refers to environmental initiatives.

Diachronic comparison of the speeches also shows variation in rhetorical devices. PW pre contains direct declarative structures and limited metaphorical language. In contrast, PW post includes more metaphors and historical references. One example is the analogy involving the oak tree at Windsor Castle: *this oak tree is close to Windsor Castle, which has been home to my family for over 900 years. Thirty-nine monarchs have lived here and enjoyed these beautiful surroundings* (Prince William, 2020, TED Countdown Speech).

In general, Prince William's speeches are a combination of formal, institutional language and some elements of colloquial style. Some speech parts, together with ceremonial vocabulary and references to monarchical traditions, include more informal expressions. They relate to social issues, such as mental health or social media. For example, *you have to talk about your emotions, you can't just bottle them up and pretend they don't exist because that's when it all goes*

wrong, where the statement shows personal engagement (Prince William, 2025, BBC Radio 1 *Life Hacks* discussion).

These examples show how the speeches keep the institutional formality while including elements that make the discourse accessible to a modern audience.

Lexical richness analysis shows that TTR is relatively stable in PW pre and PW post. This means that lexical diversity is comparable within two temporal subcorpora despite some changes in thematic focus.

Diachronic comparison shows that semantic variations are observed in some semantic fields, but there is no dramatic change in lexical diversity. Specifically, PW post can be characterised by the expansion of environmental vocabulary. The lexical items related to sustainability, climate, and environmental initiatives appear together with metaphorical expressions related to the Earthshot project.

Prince William's speeches also include consistent patterns in the use of modal verbs and epistemic expressions. They are a good illustration of a cautious and measured tone that is typical for formal public communication. Modal constructions of possibility or personal evaluation appear more frequent than categorical statements. Examples include formulations, such as *I believe that* and *It is possible. We all know it is*. Here we can see hedging that aims to soften assertions.

Discourse structure analysis shows that Prince William's speeches are conventionally structured, and it is typical for royal public addresses. Mostly, speeches begin with a formal greeting, introduction of the main topic, then illustrative examples (or supportive remarks), and finally a conclusion that summarises the main message, combined with a call to action to encourage collective efforts.

Standard opening line *Good evening everyone* appears regularly in the corpus and sets a formal register that is appropriate for institutional events. Some of Prince William's speeches include personal anecdotes. They are considered as narrative elements that help to provide contextual background or introduce the topic.

Metaphorical language is regularly present in Prince William's speeches, especially in the context of topics such as duty, public service, and institutional continuity. PW includes some repeated metaphorical themes: references to *journey* (in the context of personal growth and collective actions), *construction/building* (in the context of historical continuity and institutional legacy), *nature* (in the context of environmental awareness and personal wellbeing).

PW post includes metaphorical expressions that are related to environmental initiatives, namely, environmental programmes. They are often described with lexical items such as *exploration, innovation, and achievement*. Metaphorical language is observed in speeches connected to the Earthshot initiative, where environmental actions are associated with technological progress and collective cooperation.

Prince William's speeches include deictic expressions and contribute to the organisation of temporal, spatial, and social reference within the discourse.

Temporal deixis can be observed in the context of continuity in monarchy and in placing present events within a historical perspective. This can be seen in the expressions, such as *today, in the years ahead* and *over the past decades*.

Spatial deixis can be observed in the context of locations of royal events or historical sites. References to locations such as *here at Windsor Castle*, and *across the United Kingdom* help to set the speech within a clearly recognisable ceremonial context.

Social deixis can be observed in the context of relationships between the speaker, the institution and the audience. This is often framed with the usage of expressions *our communities*, *we*, *together* that show collective actions and shared responsibility. Such expressions serve as a tool for establishing rapport between the speaker and the audience.

Speaking of Prince William, PW post includes decreased usage of first-person singular references compared to PW pre. The use of collective references slightly increases in the PW post compared to the PW pre. The diagram also shows that the use of ceremonial language and royal identity markers is the same in the pre-2018 and post-2018 periods.

There is also a moderate growth of family references in Corpus 1b (post-2018). In contrast, the usage of media-related vocabulary is limited in Corpus 1 across both periods.

The quantitative patterns shown in Figure 6.3 support the findings of the above-mentioned analysis. Prince William's speeches show relatively stable institutional vocabulary in combination with gradual changes in themes over time. These trends form the analytical framework for studying the linguistic features of Prince Harry's public speeches, which are examined in the next section.

6.2. Distinctive Linguistic Features in Prince Harry's Public Discourse

Prince Harry's public speeches show linguistic patterns that are different from those observed in PW.

Keyword analysis that was conducted with the help of Sketch Engine shows that pre-2018 speeches were mainly focused on the military and veteran-related topics, particularly those connected with the Invictus Games initiative. The frequent single-word lexical items such as *invictus*, *serviceman*, *wounded*, *games*, and *life-changing* are a good illustration of narratives connected to military service and recovery in pre-2018 public speeches.

Multi-word expressions share the same thematic focus as single-word lemmas. There are some combinations that frequently appear in PH pre. They include *invictus games*, *warrior games*, *wounded veteran*, and *mental health challenge*. These word combinations emphasise themes of rehabilitation, resilience, and support for injured servicemen and veterans. Table 6.3 shows the distribution of these keywords.

Table 6.3. *Keywords in PH pre*

Rank	Single-word Lexical Item	Multi-word Expression
1	invictus	invictus games
2	serviceman	warrior games
3	ormrod	invictus spirit

4	games	life-changing injury
5	life-changing	wounded veteran
6	wounded	young leader
7	unconquered	mental health challenge
8	unconquerable	journey of recovery
9	paralympic	sitting volleyball
10	stigma	emotional challenge

Concordance analysis using the query [lemma='royal|monarchy|crown|duty|service|tradition|heritage'] identifies 11 occurrences in PH pre, corresponding to a normalised frequency of 1,430.8 instances per million tokens. These lexical items appear in the context of public service, military duty and institutional responsibility.

The single-word lemma *service* can be observed in the context of military experience or describing responsibilities that are connected to public duty. Prince Harry’s statement: *The true scale of this example was brought home to me when I left Afghanistan after my first deployment there in 2008. As I was waiting to board the plane, three soldiers, all in induced comas, with missing limbs and wrapped in plastic, were loaded onto the same plane. The way I viewed service and sacrifice changed forever, and the direction of my life changed with it* is a good illustration of the lexical item *service* linked to military sacrifice and personal experience (Prince Harry, 2017, Invictus Games Opening Ceremony Speech, Toronto).

Figure 6.3 includes 11 concordance lines (normalised frequency 1,430.8 per million tokens) that show the distribution of these lemmas in PH pre.

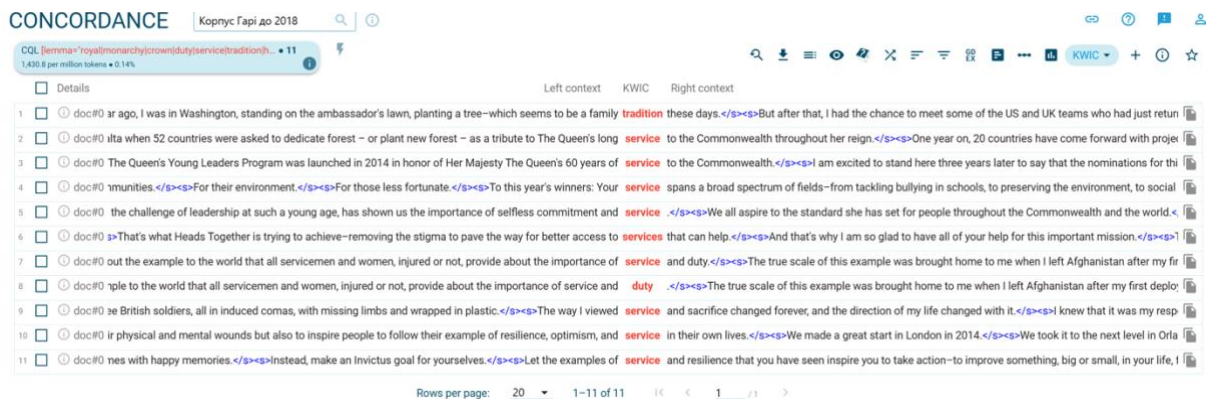


Figure 6.3. Concordance of royal lexis in PH pre

There are some variations in the usage of pronouns in Prince Harry’s speech patterns before 2018. The query [lemma= ‘I|me|my’] within frequency analysis shows first-person singular forms appear 165 times in the PH pre (21,462.02 per

million tokens). Another query [lemma= ‘we|our|us’] within frequency analysis shows that collective pronouns appear 144 times (18,730.49 per million tokens). Based on these frequencies, we can see that Prince Harry uses both singular and plural first-person references in PH pre.

Analysis of concordance data shows that the first-person singular forms appear in the context of personal experience related to military service and encounters with wounded servicemen. The usage of first-person narration in Prince Harry’s discourse can be observed in the following statement: *I’ve witnessed the whole cycle of life-changing injury, evacuating soldiers and local Afghans to hospital, flying wounded back to the UK, and working with those learning to walk again with prosthetics* (Prince Harry, 2014, Invictus Games Opening Ceremony Speech). This kind of narration is used to recount personal experience.

Concordance examination also shows that collective pronouns mostly appear in the context of shared experience or reference to family. The usage of the plural pronoun for shared family experience can be observed in this statement: *we would say, wouldn’t we. But we miss her. She kissed us last thing at night* (Prince Harry, 2007, Diana Memorial Service Speech, Guards Chapel, London).

Table 6.4 summarises the distribution of selected linguistic features in PH pre.

Table 6.4. *Lexical categories in PH pre*

Lexical category	Frequency per Million Tokens	Examples
Royal vocabulary	1,430.8 (0.14%)	royal, duty, service, tradition
First-person singular forms	21,462.02 (2.1%)	I, me, my
First-person plural forms	18,730.49 (1.9%)	we, our, us
Ceremonial vocabulary	1,560.87 (0.16%)	honor, majesty, ceremony, official
Family-related vocabulary	2,861.6 (0.29%)	family, father, mother, brother
Military-related vocabulary	4,942.73 (0.49%)	invictus, serviceman, veteran, forces

Keyword analysis of the PH post showed a change in the thematic distribution of lexical items. In the PH post, Prince Harry uses more lexical items connected to humanitarian initiatives and social advocacy, compared to the PH pre with a thematic focus on military work. Frequent lemmas such as *wellchild*, *landmine*, *mandela*, *demining*, *angola*, and *misinformation* reflect topics connected to humanitarian work and social issues discussed in Harry’s later public communication.

During this period (post-2018), there are some references to family in Prince Harry’s public speeches. For example, the lemma *meghan* appears among the

keywords (ranked 15th) and shows the integration of marital identity into public appearances and, more generally, the personalisation of Prince Harry's discourse.

Multi-word expressions have the same thematic focus; consequently, collocations such as *wellchild award*, *landmine survivor*, *ottawa treaty*, *forces community*, and *humanitarian issue* frequently appear within the corpus. These collocations are associated with speeches that include humanitarian programmes, veterans' support, and international advocacy initiatives.

Concordance analysis of royal identity markers [lemma='royal|monarchy|crown|duty|service|tradition|heritage'] shows a lower frequency in the PH post. The query produced eight occurrences (898.78 per million tokens), compared with 11 instances in PH pre (1,430.8 per million tokens). These lexical items appear mainly in contexts of public service or responsibility. For example, in Prince Harry's utterance, *it has been our privilege to serve you, and we will continue to lead a life of service* (Prince Harry, 2020, Duke's Speech on Royal Future), the lexical item *service* is associated with public responsibility and commitment.

There is also a decrease in the usage of some formal expressions that are associated with an institutional discourse in the PH post. Concordance data include fewer examples of ceremonial acknowledgement that is typically associated with royal public speaking. This pattern corresponds to the reduction of ceremonial language identified in the quantitative analysis.

Pronominal analysis shows that Prince Harry regularly uses first-person singular references. The query [lemma='I|me|my'] produced 195 instances in the PH post (21,907.65 per million tokens). Collective pronouns [lemma='we|our|us'] appear 170 times (19,098.98 per million tokens). These frequencies indicate that both singular and plural first-person references are common in Harry's speeches during this period.

Contextual examination of concordance lines shows the variation in the usage of the first-person plural pronoun *we* in the PH post. There are some instances where *we* refers to Prince Harry together with Meghan Markle rather than to a broader institutional collective. An example of *we* in the context of the speaker and his spouse is an utterance *as a couple, we believe in media freedom and objective, truthful reporting. We regard it as a cornerstone of democracy, and in the current state of the world, on every level, we have never needed responsible media more* (Prince Harry & Meghan Markle, 2019, Statement on Media Freedom).

References to family members appear more frequently in the PH post as compared to the PH pre. The query [lemma='family|father|son|children|parent.*|wife|brother'] produced 22 instances in PH pre (2,861.6 per million tokens) and 51 instances in PH post (5,729.69 per million tokens). Spousal references [lemma='wife|meghan'] are absent in PH pre but appear 28 times in PH post (3,145.71 per million tokens).

References to media also appear in the PH post. The query [lemma='media|press|misrepresentation|privacy|narrative|coverage|story'] produced 37 occurrences corresponding to a normalised frequency of 4,156.85 instances per million tokens. These lexical items appear in the context of media reporting and press coverage.

For example, Prince Harry states *there is a human cost to this relentless propaganda, specifically when it is knowingly false and malicious*. Then he remarks: *unfortunately, my wife has become one of the latest victims of a British tabloid press that wages campaigns against individuals with no thought to the consequences* (Prince Harry, 2019, Statement on Media Coverage).

These two utterances are examples of media-related lexemes that appear in the context of media reporting and its impact.

Table 6.5 shows the distribution of selected lexical categories in the PH post.

Table 6.5. *Lexical categories in PH post*

Lexical category	Frequency (per Million Tokens)	Examples
Humanitarian vocabulary	3,482.27 (0.39%)	wellchild, landmine, demining, angola
Family-related vocabulary	5,729.69 (0.57%)	family, wife, meghan, son, father, mother
Media-related vocabulary	4,156.85 (0.47%)	misrepresentation, press, tabloid,
Mental health vocabulary	2,920.03 (0.33%)	mental, trauma, post-traumatic, growth, healing

Emotional and evaluative language also appears in PH pre and PH post. In PH pre, emotional expressions appear in the context of describing the experiences of the wounded servicemen, veterans, or the participants of charitable initiatives. In the PH post, emotional expressions appear more frequently in the context of personal reflections and social issues.

The analysis of concordance data shows the frequency of evaluative expressions that show empathy. For example, Prince Harry states: *and now, as parents, being here and speaking to all of you pulls at my heartstrings in a way I could never have understood until I had a child of my own*. Then he remarks *No parent wants to hear that their child will suffer, that they will face extraordinary challenges that will affect them throughout their lives* (Prince Harry, 2019, WellChild Awards Speech). These two examples are a good illustration of the usage of affective vocabulary in the context of social causes and charitable events.

References to mental health also appear in PH pre and PH post, but in different contexts. In PH pre, mental health references are associated with military service and recovery. For example, Prince Harry states that *none of us can get through mental health difficulties without being willing to have a conversation and admitting that we might need some help. William, Catherine, and I started this campaign because we saw that fear of judgment, stigma, and outdated prejudice meant that too many people stayed quiet about their mental health challenges. I have seen firsthand the threat that this fear and stigma pose in my work with veterans and my former Army friends* (Prince Harry, 2017, Heads Together Speech, Newcastle)

In the PH post, Prince Harry refers to mental health in the context of addressing broader social well-being and public awareness. For example, he states:

And to be happy, to be happy is to be mindful – mindful of your feelings, mindful of your surroundings, and mindful of the 7.7 billion other humans that inhabit this planet (Prince Harry, 2018, WE Day UK Speech).

These two utterances show how lexical items associated with mental health appear in different thematic contexts across the two periods (pre-2018 and post-2018). There are some passages that include personal reflections related to mental health experiences. These passages show the use of first-person narrative in the context of psychological well-being.

Lexical differences also appear in the PH post. Concordance examples include the expression *post-traumatic growth* and the phrase *life-changing family support program*. They show a thematic change in Prince Harry's public communication. These examples appear relatively infrequently in the corpus. However, they show the presence of lexical variation in the PH post.

Metaphorical expressions also appear in PH pre and PH post. In PH pre, metaphorical expressions appear in the context of recovery and rehabilitation associated with wounded servicemen and veterans. The examples of expressions include *journey of recovery* and *support of a long journey*.

In the PH post, metaphorical expressions appear in the context of social advocacy and humanitarian initiatives. Examples include phrases such as *fighting for their lives*, *confronting unimaginable cruelty* and *cornerstone of democracy*. These expressions show how metaphorical expressions are used to describe social challenges and collective actions.

The differences observed between the two periods are summarised in Table 6.6.

Table 6.6. *Comparative analysis of lexical features in PH pre and PH post*

Category	Pre-2018 (Corpus 2a)	Post-2018 (Corpus 2b)
Primary thematic vocabulary	Military, royal duties, veterans	Humanitarian initiatives, family-related vocabulary, advocacy
Institutional vocabulary	1,430.8 per million tokens	898.78 per million tokens
First-person pronouns	21,462.02 (singular), 18,730.49 (plural)	21,907.65 (singular), 19,098.98 (plural)
Family-related vocabulary	2,861.6 per million tokens	5,729.69 per million tokens
Emotional language	Often linked to institutional contexts	More frequent personal reflections
Metaphorical expressions	Journey and recovery metaphors	Advocacy and social change metaphors
Media-related vocabulary	Limited	4,156.85 per million tokens

Politeness strategies also appear in pre-2018 and post-2018 speeches. PH pre includes formal expressions of gratitude and institutional acknowledgement in the

context of ceremonial public speaking. For example, Prince Harry states *thank you to all of you for the tremendous example that you set. Your stories move, inspire, and humble us. You prove that anything is possible if you have the will* (Prince Harry, 2014, Invictus Games Opening Ceremony Speech).

In the PH post, similar expressions appear in the context of public issues and are accompanied by more direct statements. For example, *as a couple, we believe in media freedom and objective, truthful reporting. We regard it as a cornerstone of democracy, and in the current state of the world, on every level, we have never needed responsible media more* (Prince Harry and Meghan Markle, 2019, Statement on Media Freedom). The utterances are examples of a more explicit formulation of opinion in public communication.

References to Princess Diana also appear in Prince Harry's speeches before and after 2018 in PH. In the PH pre, these references appear in the context of childhood memories and family experience. For example, Prince Harry shares emotions about the loss of his mother, noting that: *there were those years when we were blessed with the physical presence beside us of both our mother and father. And then there are the 10 years since our mother's death. When she was alive, we completely took for granted her unrivalled love of life, laughter, fun and folly. She was our guardian, friend, and protector* (Prince Harry, 2007, Diana Memorial Service Speech, Guards Chapel, London). This example shows the usage of personal narrative in a family-related context.

PH post includes references to Princess Diana associated with her humanitarian work and social causes. For example, Prince Harry refers to the campaign against landmines and states: *twenty years ago, in the last months of her life, my mother campaigned to draw attention to the horrific and indiscriminate impact of landmines. She visited affected areas such as Huambo in Angola and Travnik in Bosnia* (Prince Harry, 2019, Landmine-Free 2025 Reception Speech). These examples show different thematic contexts in which references to Princess Diana appear.

Deictic markers also appear in PH pre and PH post. In PH pre, spatial deixis refers to locations in the United Kingdom. In the PH post, there are some references to a range of international locations. In both PH pre and PH post, temporal deixis refers to present actions and their future implications. Social deixis shows the differences in the use of address forms and pronouns. They correspond to different communicative contexts in which the speeches were delivered.

Lexical density analysis shows relatively similar patterns across PH. However, a slight increase appears in the PH post. TTR is stable despite the thematic changes in PH pre and PH post. These results show a relatively consistent level of lexical diversity in PH.

Hedging strategies also appear in PH pre and PH post. In PH pre these strategies appear through modal and stance expressions that help to reduce the level of certainty. For example, Prince Harry states *I hope you're ready for some fierce competition. I hope you're ready to see the meaning of teamwork that proves anything is possible when we work together. I hope you're ready to see courage and determination that will inspire you to power through the challenges in your own life.*

I hope you're ready to see role models in action that any parent will want their children to look up to (Prince Harry, 2017, Invictus Games Opening Ceremony Speech, Toronto), where the repeated verb *hope* shows a non-assertive stance.

The PH post includes more direct declarative statements. For example, Prince Harry states: *climate change is a humanitarian issue, not a political one, and it's one where we've been far too slow in waking up to the issues and acting on the damaging impact our ways of living are having on the world* (Prince Harry, 2019, WE Day Speech).

Variation of register also appears throughout both periods. PH pre can be characterised by a formal register in the context of ceremonial public speaking, together with occasional informal expressions in certain situations. The PH post also includes similar variation between formal and informal language. This utterance shows how institutional language appears in speeches: *to all of you here tonight, I am honored to have served alongside you* (Prince Harry, 2022, Invictus Games Closing Ceremony Speech).

Overall, the data of PH include several changes in the distribution of linguistic features in both PH pre and PH post. In the PH post, there is an increase in the frequency of references to family, media, and several categories of humanitarian terminology. In PH pre, there are institutional markers such as ceremonial language and lexical items related to the military. They appear more frequently than in the PH post.

Despite these thematic changes, there are also some linguistic patterns that are relatively stable. These patterns include the use of first-person pronouns and lexical diversity in general. These findings show that even though the thematic focus of Prince Harry's public speeches changes across the examined period, there are certain stylistic features that are consistent within the corpus.

6.3. Comparative Analysis of the Linguistic Patterns and Their Interpretation

Comparative analysis of Prince William's and Prince Harry's public speeches shows differences in the distribution of several linguistic features across two corpora (PW and PH). These differences intensify in the post-2018 period. Table 6.7 presents the normalised frequencies of selected lexical and stylistic categories identified in PW and PH.

Table 6.7. *Frequency comparison and percentage change of lexical categories across the corpora*

Lexical Category	PW pre	PW post	% Change (PW)	PH pre	PH post	% Change (PH)
Royal vocabulary	1,020.64 (0.1%)	1,044.6 (0.1%)	+2.3%	1,430.8 (0.14%)	898.78 (0.09%)	-37.2%
First-person singular forms	24,835.5 6 (2.5%)	17,444.9 (1.7%)	-29.8%	21,462.0 2 (2.1%)	21,907.6 5 (2.2%)	+2.1%

First-person plural forms	20,412.79 (2%)	21,623.32 (2.2%)	+5.9%	18,730.49 (1.9%)	19,098.98 (1.9%)	+2.0%
Ceremonial vocabulary	793.83 (0.079%)	940.14 (0.094%)	+18.4%	1,560.87 (0.16%)	673.09 (0.067%)	-56.9%
Family-related vocabulary	1,475.53 (0.15%)	1,880.29 (0.19%)	+27.4%	2,861.6 (0.29%)	5,729.69 (0.57%)	+100.2%
Environmental vocabulary	1,474.26 (0.15%)	3,346.7 (0.33%)	+127.0%	784.65 (0.08%)	1,908.07 (0.19%)	+143.2%
Military-related vocabulary	907.42 (0.09%)	835.85 (0.08%)	-7.9%	4,942.73 (0.49%)	2,527.16 (0.25%)	-48.9%
Media-related vocabulary	454.94 (0.045%)	498.27 (0.05%)	+9.5%	624.35 (0.06%)	4,156.85 (0.47%)	+565.8%

The data show that some linguistic features appear but with different frequencies in the two speech corpora. In PW, royal identity markers are stable in PW pre and PW post, with values remaining close to 0.1%. In PH, these markers decrease from 0.14% in PH pre to 0.09% in PH post.

References to family appear more often in PH than in PW. In the PH post, there are 5,729.69 instances per million tokens in Harry's speeches. In contrast, Prince William's speeches include 1,880.29 instances per million tokens.

Lexical items related to the environment appear more often in PW post, rising from 1,474.26 to 3,346.7 instances per million tokens. On the other hand, military-related vocabulary appears more frequently in PH pre, showing a thematic focus on military service and veteran support in that period.

Figure 6.4 shows the comparative frequency distribution of several key lexical categories in PW and PH in pre-2018 and post-2018 subcorpora.

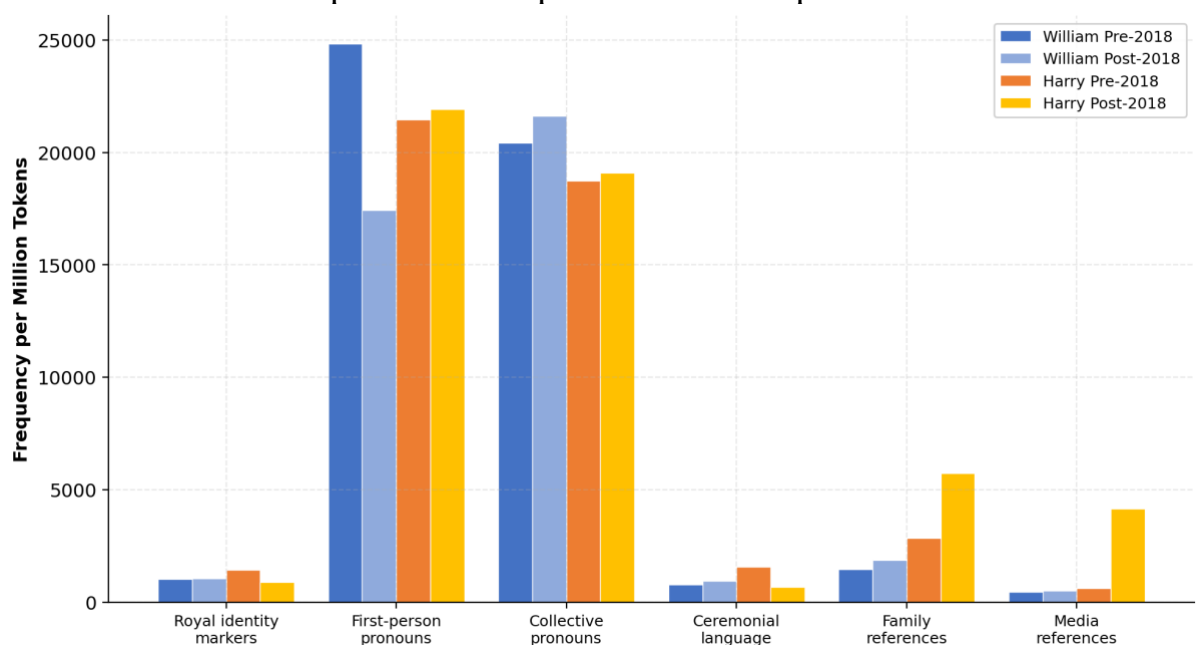


Figure 6.4. *Frequency distribution of key linguistic features across corpora*

The figure shows that the first-person pronouns and collective forms are stable in both corpora. However, there are some differences in the distribution of family-related and media-related vocabulary in the PH post. The usage of vocabulary related to media increases in the PH post, reaching 4,156.85 instances per million tokens. In contrast, references to media in PW are stable across both periods.

Figure 6.5 shows the change in key lexical categories in PW and PH before and after 2018.

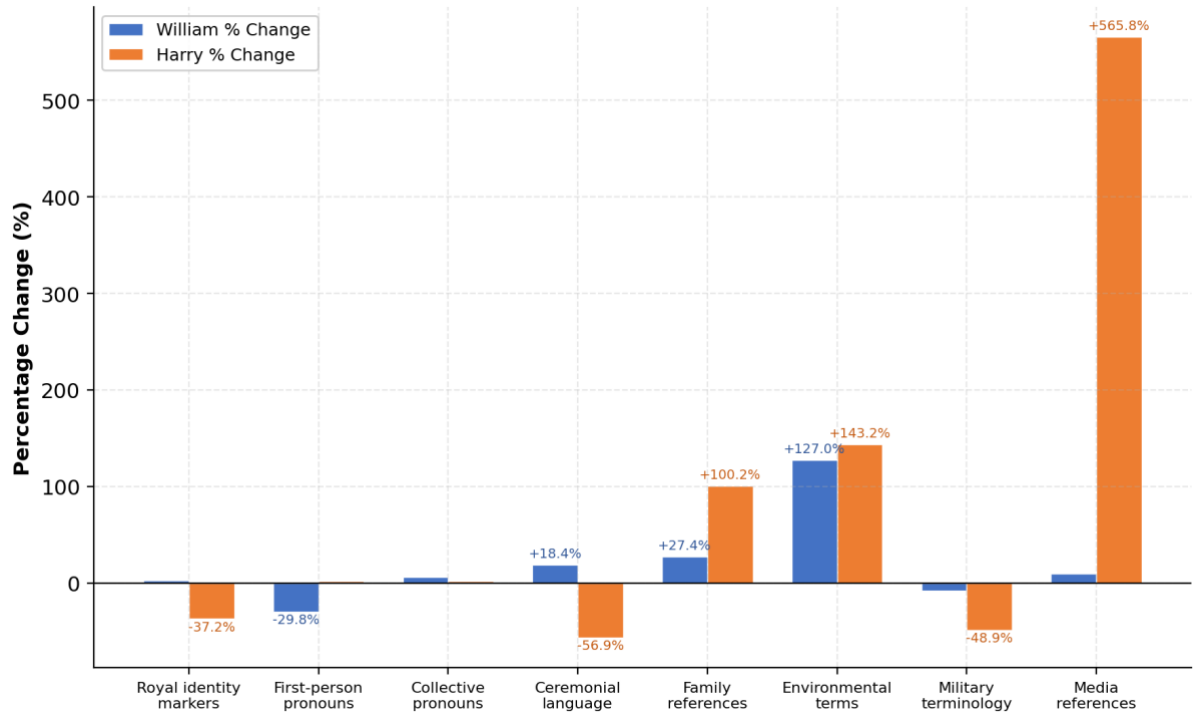


Figure 6.5. *Percentage change in key linguistic features across corpora*

It is clear from the chart that the largest proportional change in PH is when Prince Harry refers to the media, especially in the PH post, when occurrences of media references increase by 565.8%. At the same time, ceremonial language (-56.9%) and military lexical items (-48.9%) decrease. Also, there is an increase in family references by 100.2%. In contrast, there is no visible variation in PW across most categories. The most noticeable increase appears in lexical items associated with the environment (+127.0 %). Other features show comparatively smaller changes.

Keyword analysis also shows differences in thematic focus between PW and PH.

Table 6.8 shows the most frequent keywords found in the speeches of Prince William and Prince Harry before and after 2018.

Table 6.8. *Keywords across corpora*

Rank	PW pre	PW post	PH pre	Ph post
1	centrepoint	earthshot	invictus	wellchild
2	cyberbullying	moonshot	serviceman	landmine
3	bully	skillforce	ormrod	invictus

4	skillforce	zealander	varkey	zarko
5	ivory	tusk	castries	mandela
6	tech-savvy	waste-free	life-changing	demining
7	rhino	christchurch	wounded	cuito
8	buckingham	windsor	unconquered	angola
9	wildlife	optimist	unconquerable	huambo
10	royal foundation	grief	stigma	meghan

In PW pre, there are keywords that are used frequently and associated with wildlife conservation, technological initiatives, and charitable programmes related to youth. In the PW post, Prince William's keywords mainly refer to environmental initiatives and sustainability programmes.

In PH pre, there are keywords that are associated with military service, veterans, and rehabilitation initiatives, for example, the Invictus Games. In the PH post, keywords are mostly related to humanitarian initiatives, mental health awareness, and topics related to media.

These patterns show different thematic focus within each corpus in the pre-2018 and post-2018 periods. In the PW post, vocabulary connected with environmental protection and conservation has become more common, and in the PH post, words connected with humanitarian work, the media and mental health have appeared more frequently.

Pronominal distribution also differs across PW and PH.

In PW, the first-person singular forms usage ([lemma= 'I|me|my']) decreases from 24,835.56 per million tokens in PW pre to 17,444.9 in PW post. First-person plural forms ([lemma= 'we|our|us']) increase from 20,412.79 to 21,623.32 occurrences per million tokens.

In PH, the first-person singular reference is stable in both PH pre and PH post, with 21,462.02 occurrences per million tokens in PH pre and 21,907.65 in PH post. First-person plural forms slightly increase from 18,730.49 to 19,098.98 occurrences per million tokens.

The data of concordance analysis show that first-person singular forms in both corpora appear in the context of personal experiences or reflections. First-person plural forms appear in contexts such as shared activities, family references, or institutional initiatives. However, there are some instances in the PH post, in which the pronoun *we* refers to Prince Harry together with Meghan Markle rather than to a broader institutional collective.

It is important to mention that the keywords presented in Table 6.8 are identified based on statistical keyness rather than absolute frequency. Some items show references that are context-specific, such as proper names and terminology related to events, for example, *centrepont*, *ormrod*, *rhino*. They are overrepresented in speeches rather than being frequent.

The keyword analysis (see Table 6.8) shows a difference in the thematic focus between Prince William and Prince Harry. In PW, keywords relate to the environmental initiatives, conservation topics, and institutional contexts. In PH,

keywords are associated with military service and veteran support in PH pre, and with humanitarian initiatives and international contexts in PH post.

There are some metaphorical expressions in the speeches of both princes.

In PW, metaphorical expressions often appear in the context of history, continuity, and environmental themes. For instance, Prince William states: *this oak tree is close to Windsor Castle, which has been home to my family for over 900 years. Thirty-nine monarchs have lived here and enjoyed these beautiful surroundings* (Prince William, 202, TED Countdown Talk). The *oak tree* shows a historical legacy.

In PH, metaphorical expressions appear in the context of recovery, teamwork, and social advocacy. They appear together with a phrase, such as *journey of recovery*, and references to *fighting against injustice*. These examples show how metaphorical language is used to describe cooperation, social challenges, and collective actions.

There are also some variations in emotional and evaluative language between PW and PH.

In PW, emotional expressions appear regularly in both PW pre and PW post and often appear in the context of showing encouragement or optimism. Negative emotional vocabulary is not frequent, and even when it appears, it is generally more associated with social issues than with personal experiences.

In PH, emotional expression appears more often in different contexts. In PH pre, emotional expressions are mainly associated with institutional initiatives such as military rehabilitation programmes and charitable activities. In the PH post, there are some examples that include references to personal experiences and reflections. For example, Prince Harry states: *I lost my mother, and now I watch my wife falling victim to the same powerful forces* (Prince Harry, 2019, Statement on Legal Action Against British Tabloids, *BBC News*).

These examples show how emotional expressions are used in different contexts in the speeches of the two princes.

Table 6.9. shows the most frequent multi-word expressions that appear in the PW and PH in the pre-2018 and post-2018 period.

Table 6.9. *Multi-Word Expressions across corpora*

Rank	PW pre	PW post	PH pre	PH post
1	illegal wildlife	illegal wildlife trade	invictus games	endeavour fund
2	wildlife trade	man on the moon	warrior games	wellchild award
3	prince william award	wildlife crime	invictus spirit	same woman
4	royal foundation	good evening	life-changing injury	wellchild community
5	air ambulance pilot	windsor castle	wounded veteran	landmine survivor

6	online bully	billion lifetimes' worth	young leader	ottawa treaty
7	ivory trade	moonshot united million	mental health challenge	forces community
8	universal tool	tech owner	queen's commonwealth	complex medical need
9	british business	waste-free world	intense rehabilitation	post-traumatic growth
10	emotional support	magnificent oak	journey of recovery	humanitarian issue

These expressions present in the table above vary in length, as they were extracted based on frequency rather than a fixed n-gram size. Both two-word and longer multi-word expressions are included if the expressions form repeated lexical combinations in the corpus.

These multi-word expressions show the same thematic focus in PW and PH. In PW, multi-word expressions are associated with environmental and conservation topics and institutional context. In PH pre, some expressions are associated with military service and rehabilitation initiatives, especially those related to the Invictus Games. In the PH post, there are more expressions connected to humanitarian initiatives, programmes of medical support, and international cooperation.

There are also variations in frequencies that are related to family references. In PW, the frequency of references to family ([lemma='family|father|son|children|parent.*|wife|brother']) increases from 1,475.53 occurrences per million tokens in PW pre to 1,880.29 occurrences per million tokens in PW post. In PH, family references increase from 2,861.6 occurrences per million tokens in PH pre to 5,729.69 occurrences per million tokens in PH post. In the PH post, Prince Harry refers to his family in the context of personal experience. For example, he states *I am a father, a husband, a son, a friend, a brother, and a veteran – identities that all contribute to how I view the world and issues like these* (Prince Harry, 2019, *Endeavour Fund Awards Speech*, London). Here, Prince Harry combines personal and social roles in a public appearance.

Geographical references also appear in both speech corpora and vary in context. In PW, these references are connected to locations in the UK or to Commonwealth contexts, including *Windsor Castle* and the *United Kingdom*.

In PH pre, geographical references are mainly linked to British contexts and locations associated with military service, including the *United Kingdom* and *Afghanistan*.

PH post includes more international locations in the context of humanitarian activities, for example, *Huambo* and *Angola*, African countries, within humanitarian initiatives.

Ceremonial language differs in PW and PH. In PW, the frequency of formal addresses ([lemma='honor|majesty|excellency|ceremony|official|duty']) increases from 793.83 occurrences per million tokens in the pre-2018 subcorpus to 940.14 occurrences in the post-2018 subcorpus. In PH, the usage decreases from 1,560.87

occurrences per million tokens in PH pre to 673.09 occurrences per million tokens in PH post.

Concordance analysis shows that Prince William consistently uses formal addresses before and after 2018, while the PH post includes fewer such expressions.

References to social and media issues also appear in a different way in PW and PH. In PW, references to social challenges appear in the context of collective actions and responsibility. In PH, there are some direct references to press reporting. For example, Prince Harry states: *unfortunately, my wife has become one of the latest victims of a British tabloid press that wages campaigns against individuals with no thought to the consequences* (Prince Harry, 2019, Statement on media coverage). This statement shows personal involvement in a critical stance towards the media.

This utterance shows that there are variations in contexts in which evaluative language appears in both speech corpora.

There are some differences in the use of transitional expressions in PW and PH. Prince William uses transitional markers to connect logically ideas, especially while explaining or describing something. In PH, the use of transitional expressions is associated with narrative sequences that describe social issues.

Table 6.10 shows the distribution of transitional devices across the four subcorpora (PW pre; PW post; PH pre; PH post).

Table 6.10. *Frequency Distribution of Selected Transitional Devices (per million tokens)*

Transitional Category	PW pre	PW post	PH pre	PH post
Logical connectors	8,523.7	9,214.5	7,984.2	6,127.3
Sequential markers	3,572.6	3,841.8	3,294.7	2,618.9
Contrastive devices	2,904.8	2,748.6	2,623.5	4,783.7
Emotional transitions	1,268.4	1,425.6	2,486.2	5,162.4
Personal narrative	2,437.1	1,982.4	3,172.8	6,814.9

Register also differs between the two speech corpora. PW includes a formal register in both PW pre and PW post. It includes passive constructions, nominal groups, and institutional lexical items. In PH, there are some conversational elements, such as direct address, contractions, and narrative sequences. For example, Prince Harry states: *it is possible – we all know it is. It just takes sustained effort, shared commitment, and the optimism to see solutions where others see challenges* (Prince Harry, 2018, Invictus Games Opening Ceremony Speech, Sydney). This statement shows an audience-oriented and motivational tone.

Table 6.11. shows the distribution of modal verbs across the four subcorpora (PW pre; PW post; PH pre; PH post).

Table 6.11. *Modal verb frequency across corpora (per thousand tokens)*

Modal Verb	PW pre	PW post	PH pre	PH post
can	5.38	5.64	4.87	6.23
could	4.86	4.23	3.75	2.91

will	7.24	6.85	6.93	8.72
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Modal verbs in the table above can express different meanings, and it depends on the context.

The usage of modals also differs between PW and PH. In PW, modal verbs such as *can*, *could*, and *will* are frequent in pre-2018 and post-2018 subcorpora. In PH, the usage of some modal verbs, including *must* and *have to*, increases in the post-2018 subcorpus.

For example, in the PH post, modal verbs are used to focus on responsibility. For example, Prince Harry states *we must tackle each of these issues head-on – vaccine equity and misinformation* (Prince Harry, 2021, VAX LIVE Speech), where the modal verb *must* shows obligation and urgency.

These patterns show differences in the frequency and contextual usage of modal verbs in the speeches of two princes.

Stance expressions also differ in both speech corpora. In PW, evaluative language appears in the context of expressing appreciation and encouragement. Such expressions include *I believe*, *I hope*, and *I think*. These expressions also serve as hedging devices that moderate the strength and clarity of his claims. For example, Prince William states: *I believe that the Prince William Awards – this unique program delivered by SkillForce in partnership with schools can contribute to solving these problems* (Prince William, 2017, Prince William Award Launch Speech, London), where the expression *I believe* softens the assertion.

In PH, some passages include direct statements to express cautious assessment. For example, Prince Harry states *there is a human cost to this relentless propaganda, specifically when it is knowingly false and malicious* (Prince Harry, 2019, Statement on media coverage), where there is no hedging that shows a stronger evaluative position. These examples show the difference in the use of evaluative language and hedging expressions in the speeches of two princes.

Personal narrative also appears in both speech corpora, but the frequency and thematic focus differ. In PW, personal narrative is often connected to a broader institutional context or charitable events. In PH, personal narrative appears mostly in PH post, and it is associated with personal experiences or social issues. For example, Prince Harry states: *we have come a long way to be able to talk about this. Ten years ago, even five years ago, it was considered a weakness to talk about these things. When everyone starts sharing their story, you realize we're not that different* (Prince Harry, 2024, Speech on Mental Health), where he uses personal narrative that shows openness with the audience. Such narrative divergence shows how personal narratives can be incorporated in speeches in a different way.

Lexical richness shows relatively the same pattern in PW and PH. TTR shows comparable levels of lexical diversity in both the pre-2018 and post-2018 subcorpora. Sentence complexity is stable; however, there are some variations in the PH post.

Topic development patterns also differ in the speeches of Prince William and Prince Harry. In PW, topics are constructed in a way that shows a clear sequence supported by explanations, examples, or references to institutional initiatives. In the

PH post, topic development consists of narrative elements that help to connect social issues with personal experiences.

Relational language also varies in two speech corpora. In PW, formal addresses appear consistently in both PW pre and PW post. These expressions include references to institutional partners and audiences. In PH, there are some expressions that show shared experiences with the audience. For example, Prince Harry states: *to all of you here tonight, I am honored to have served alongside you. Thank you for your service* (Prince Harry, 2014, Invictus Games Opening Ceremony Speech, London). This utterance shows differences in the usage of relational language in the speeches of Prince William and Prince Harry.

Collocational patterns around the lemma *service* also differ contextually in two speech corpora. In Corpus 1, *service* appears in the context of institutional and long-term public initiatives. It shows the focus on collective responsibility, especially in references to charitable events and social support programmes. There are frequent collocates, such as *continuation, tradition, honour, and commitment*, which show the association of the concept of *service* with the institutional framework.

In PH, there is a different lexical environment surrounding the lemma *service*. In PH pre, references to *service* appear in the context of military service, veterans, and international cooperation within rehabilitation initiatives. PH post includes collocates such as *privilege, choice, freedom, and humanitarian*, which are connected to global social initiatives. These patterns are a good illustration of the semantic associations of the concept *service* in the corpora of two princes.

The findings of quantitative and qualitative analyses show that the speeches of Prince William and Prince Harry share the same linguistic characteristics, but there are notable differences across four subcorpora. There are some features, such as lexical diversity and the presence of modal verbs, that are relatively the same in PW and PH. However, other linguistic elements, such as keyword distribution, pronoun usage, thematic vocabulary, and transitional patterns, differ in communicative focus.

7. Conclusions and discussion

This study examines linguistic variation in the public speeches of Prince William and Prince Harry. Particular attention was paid to lexical distribution and stylistic features. It also includes both synchronic comparison between Prince William and Prince Harry and diachronic comparison within each corpus. This approach helped to see not only the differences between the princes but also the changes in their communicative behaviour both in the pre-2018 and post-2018 periods.

The findings show that both speakers are in the same institutional framework, and there are some differences in their linguistic profiles. In PW, the distribution of lexical features shows a relatively stable, institutionally oriented style of communication compared to PH. It can be supported by references to traditions, ceremonial vocabulary, and a balanced use of first-person singular and plural forms. PW post includes a broader thematic focus, namely, environmental problems and

broader social issues. Nevertheless, these changes do not significantly influence Prince William's communicative style in general, as it remains consistent and structured.

In contrast, PH includes more variations in both the pre-2018 and post-2018 periods. Speeches in PH pre are mostly associated with military service, institutional duties, and support for veterans. PH post shows that the thematic focus changes towards humanitarian initiatives, media-related topics, and personal experience. These changes are supported by an increase in family-related vocabulary and references to personal relationships. There is an evident tendency towards a more individualised style of public communication.

The comparative analysis also includes differences in discourse organisation. In PW, discourse markers are mostly used to keep the ideas in a coherent and logical way, especially in formal contexts. In PH, namely in the PH post, discourse markers are mostly associated with personal narratives. This contrast proves differences in communicative strategies: Prince William sticks to a more structured, institutional style; Prince Harry tends towards engagement-oriented communication.

There are also some differences in the use of modal verbs, evaluative language, and metaphorical expressions. These features are present both in PW and PH but differ in frequency and function. In PW, modal verbs are realised in a more measured and cautious tone. It corresponds to the formal nature of institutional discourse. In PH, namely in the PH post, modal verbs express obligation and necessity, which contributes to a more direct and closer to the audience way of communication. Evaluative language is broader in the PH post and shows a higher degree of personal and emotional involvement.

Metaphorical expressions and geographical locations are also included in the linguistic profiles of Prince William and Prince Harry. In PW, the number of metaphorical expressions is limited and mostly connected to the institution in more general, or rather symbolic, contexts. In PH, there are metaphorical expressions that are associated with recovery and social advocacy. Speaking of geographical references, PW focuses more on national and institutional contexts; PH includes more international references, especially in the PH post, where global concerns become more visible.

It should be mentioned that the differences observed in the study, despite being linguistic, are also functional. The language choices in PW and PH show broader communicative goals. Among them are keeping institutional authority, engaging with the audience, and expressing personal involvement in social issues. Thus, we can conclude that linguistic variation is a result of both external factors and individual communicative strategies.

Altogether, the study shows that linguistic variations in PW and PH are formed by the combination of institutional and individual communicative choices. Prince William and Prince Harry are situated in the same institutional framework, and the language shows their different ways of constructing public discourse. The diachronic approach helps to see that the changes become more evident over time, particularly from the perspective of thematic focus and stylistic preferences.

However, there are some limitations of this study. The size of the corpus is moderate, but it is balanced and controlled in terms of the methodology of the study. Consequently, quantitative findings are interpreted carefully and are combined with qualitative analysis.

The material consists of official public speeches, which means stylistic differences are limited by institutional norms. Therefore, the differences observed in this material should be understood within the context of genre expectations. In addition, the study is limited to lexical and rhetorical features, while phonetic and prosodic features are beyond its analytical scope. Accent, intonation, and style of pronunciation are not included in this study.

Despite these limitations, the study contributes to the analysis of modern public discourse. It shows how linguistic features are realised in an institutional framework and how they change over time. The findings of the study can be useful for further research in corpus stylistics and discourse analysis, namely in the studies that focus on public communication.

Further research could include several directions. Firstly, it would be useful to have a bigger dataset including a larger number of speeches and a different temporal range. This can help to conduct more stable quantitative observations and see long-term trends in public communication.

Secondly, if we include speakers from the same institutional context, it can also contribute to further study. A larger framework for comparison can help to identify the nature of patterns: speaker-specific or representative of a communicative tradition within royal discourse.

Thirdly, it would be useful to take into account other types of discourse, beyond official speeches, for example, interviews, media statements, or social media discourse. It could provide a better understanding of linguistic variations in a similar communicative context. Also, it can help see how different genres influence language use.

In addition, further research could also focus on other linguistic levels, such as the analysis of phonetic and prosodic features. They include intonation and speech rhythm. It could help to observe how meaning and stance are realised in spoken discourse.

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