

## Construction and Negotiation of Power in Communicative Interaction: Systematic Literature Review in Communication Psychology

### Konstruksi dan Negosiasi Kekuasaan dalam Interaksi Komunikatif: Tinjauan Literatur Sistematis dalam Psikologi Komunikasi

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#### Abstract

Komunikasi merupakan mekanisme fundamental dalam membentuk identitas, relasi sosial, dan konstruksi kekuasaan melalui proses psikologis dan interaksional yang dinamis, terutama dalam konteks digital dan institusional yang semakin kompleks. Meskipun penelitian tentang komunikasi dan kekuasaan telah berkembang pesat, masih terdapat fragmentasi konseptual dan keterbatasan integrasi perspektif psikologi komunikasi dalam menjelaskan bagaimana kekuasaan, identitas, legitimasi, dan pengaruh dinegosiasikan melalui interaksi komunikatif. Penelitian ini bertujuan untuk mengintegrasikan temuan penelitian sebelumnya guna mengidentifikasi pola konseptual, perkembangan tematik, dan mekanisme psikologis yang mendasari negosiasi kekuasaan, konstruksi identitas, dan legitimasi melalui komunikasi. Penelitian ini menggunakan metode systematic literature review terhadap 37 artikel jurnal terindeks Scopus yang diterbitkan antara tahun 2013 hingga 2026, dengan fokus pada psikologi komunikasi, konstruksi identitas, komunikasi simbolik, autentisitas, visibilitas, dan negosiasi. Analisis dilakukan secara sistematis melalui tahapan identifikasi, seleksi, evaluasi kelayakan, dan sintesis konseptual, serta didukung analisis bibliometrik untuk mengidentifikasi tren publikasi, dampak sitasi, dan kontribusi penulis. Hasil penelitian menunjukkan bahwa produksi ilmiah meningkat signifikan dengan tingkat pertumbuhan tahunan sebesar 53,61% dan rata-rata sitasi sebesar 131,27 per dokumen, menunjukkan relevansi dan dampak akademik yang tinggi. Kekuasaan komunikatif dikonstruksi melalui strategi diskursif, pengelolaan percakapan, framing, dan pilihan linguistik yang dimediasi oleh proses kognitif, persepsi, dan interpretasi psikologis. Komunikasi juga berperan penting dalam negosiasi identitas, legitimasi, dan posisi sosial dalam konteks interpersonal, institusional, dan digital. Penelitian ini memberikan kontribusi teoritis dalam mengintegrasikan perspektif psikologi komunikasi serta implikasi praktis untuk meningkatkan efektivitas komunikasi dan legitimasi sosial dalam masyarakat kontemporer.

**Kata Kunci:** psikologi komunikasi; konstruksi identitas; kekuasaan komunikatif; negosiasi makna; analisis bibliometrik

#### Abstract

Communication is a fundamental mechanism through which identity, social relationships, and power are constructed and negotiated through dynamic psychological and interactional processes, particularly within increasingly complex digital and institutional environments. Although research on communication and power has expanded significantly, conceptual fragmentation remains, and the integration of communication psychology perspectives explaining how power, identity, legitimacy, and influence are negotiated through communicative interaction is still limited. This study aims to integrate existing research to identify conceptual patterns, thematic developments, and psychological mechanisms underlying power negotiation, identity construction, and legitimacy in communication processes. This study employed a systematic literature review of 37 Scopus-indexed journal articles published between 2013 and 2026, focusing on communication psychology, identity construction, symbolic communication, authenticity, visibility, and negotiation. The analysis followed structured stages of identification, screening, eligibility assessment, and conceptual synthesis, supported by bibliometric analysis to examine publication trends, citation impact, and author contributions. The findings indicate a significant increase in scientific production, with an annual growth rate of 53.61% and an average of 131.27 citations per document, demonstrating strong academic relevance and impact. Communicative power is constructed through discursive strategies, conversational control, framing, and linguistic choices mediated by cognitive processes, perception, and psychological interpretation. Communication also plays a central role in negotiating identity, legitimacy, and social positioning across interpersonal, institutional, and digital contexts. This study contributes theoretically by integrating communication psychology perspectives and provides practical implications for improving communicative effectiveness and social legitimacy in contemporary society.

**Keywords:** communication psychology; identity construction; communicative power; meaning negotiation; bibliometric analysis

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## INTRODUCTION

Communication is widely recognized as a fundamental mechanism through which social relationships, institutional roles, and individual identities are formed, negotiated, and maintained (Rees et al., 1997). Within communication psychology, interaction is not viewed merely as the transmission of information, but rather as a complex psychological and social process in which meaning, influence, and authority are continuously constructed (Lievrouw, 1998). Communicative interaction reflects underlying cognitive processes, social expectations, and relational dynamics that shape how individuals position themselves and others within a given context (Evaldsson & Tellgren, 2009). Through everyday conversations, individuals actively negotiate roles, assert influence, and interpret the intentions and authority of others. As a result, communication becomes a primary site where power emerges, evolves, and is reinforced, highlighting its significance as both a psychological and social phenomenon (Oliveira, 2005; Saravanan et al., 2009).

Power in communicative interaction is inherently dynamic and relational, rather than static or fixed. It does not exist independently of interaction but is constructed and negotiated through discourse, communicative strategies, and psychological interpretation (Saravanan et al., 2009). Individuals may exercise power through linguistic choices, conversational control, framing of ideas, and emotional expression, all of which influence how messages are perceived and responded to (Hamo et al., 2010). Communication psychology emphasizes that individuals are not passive recipients of power but active participants who interpret, negotiate, resist, or reinforce power through interaction. This perspective highlights the reciprocal nature of communicative power, where authority is continuously shaped through psychological processes such as perception, attribution, and social cognition (Scott, 2010).

The rapid expansion of digital communication technologies has significantly transformed the nature of communicative interaction and power negotiation (Thomas et al., 2011). With billions of individuals engaging in online communication daily, digital platforms have become central arenas for interpersonal, institutional, and societal interaction (Weigand, 2011). These environments introduce new dynamics of visibility, anonymity, and influence, which reshape how power is constructed and perceived. Individuals may gain or lose influence based on communicative competence, social positioning, and audience interpretation (Berk-Seligson, 2011). Communication psychology provides important insights into how individuals psychologically process digital interactions, including how they interpret authority, credibility, and legitimacy in technologically mediated environments (del Saz-Rubio & Gregori-Signes, 2013).

In institutional contexts such as healthcare, education, and organizational settings, communicative interaction plays a critical role in shaping authority,

compliance, and decision-making (Yeh, 2014). Power is often enacted through communicative practices such as questioning, directive language, and framing of information (Inghilleri, 2014). Individuals occupying institutional roles may exercise authority through communication, but such authority must be recognized and accepted by others to be effective. Psychological factors such as trust, perceived competence, and relational rapport influence how communicative power is interpreted and negotiated (Faser, 2014). This highlights the importance of understanding power not only as a structural phenomenon but also as a psychological process shaped by interaction and perception (Watson, 2014).

From a psychological perspective, communicative power is closely linked to identity construction and social positioning (Faser, 2014). Individuals use communication to present themselves in ways that influence how others perceive their competence, authority, and legitimacy. Through communicative strategies such as persuasion, accommodation, and resistance, individuals actively shape their relational identities and negotiate their position within social hierarchies (Watson, 2014). Communication psychology emphasizes that identity is not fixed but continuously constructed through interaction, reflecting the dynamic relationship between communication, cognition, and social influence (Fant & Denke, 2016).

Power negotiation in communicative interaction is also influenced by cultural, social, and contextual factors (O'Sullivan et al., 2017). Cultural norms shape expectations regarding authority, politeness, and acceptable communicative behavior, influencing how individuals express and interpret power (Luk & Lin, 2017). Differences in cultural background, social status, and institutional roles can create asymmetries in communicative interaction, which individuals must navigate through strategic communication (Davies, 2018; Karuthan et al., 2020). Psychological processes such as social perception and stereotype activation play important roles in shaping how communicative power is interpreted across different cultural contexts (Karuthan et al., 2020).

Language serves as a primary tool through which power is constructed and negotiated. Linguistic choices, including vocabulary, tone, and conversational structure, influence how authority and legitimacy are perceived (Wong, 2023). Individuals may use indirect language, politeness strategies, or assertive speech to negotiate power and maintain relational harmony (Giustini, 2024). Communication psychology highlights that individuals interpret linguistic cues based on cognitive schemas, expectations, and prior experiences, which shape their responses and perceptions of authority (Odeunmi & Adeoti, 2024). This demonstrates that communicative power is not inherent in language itself but emerges through psychological interpretation (Stæhr, 2024).

Conversational structure plays a critical role in shaping communicative power. Control over conversational flow, including turn-taking, topic selection, and interruption,

can signal authority and influence (Lind & Dickel, 2024). Individuals who control conversational structure often gain greater influence over interactional outcomes. However, conversational control is not always explicitly enforced; it may be subtly negotiated through psychological cues such as confidence, assertiveness, and relational alignment (Liu et al., 2024). Communication psychology provides important insights into how individuals interpret and respond to these cues, shaping the dynamics of power negotiation (Ma & Huang, 2024).

Power negotiation is particularly evident in institutional interactions where roles and hierarchies are formally defined (Bjola & Kornprobst, 2025). However, even in such contexts, power must be enacted and recognized through communication. Institutional authority alone does not guarantee influence; individuals must communicate in ways that reinforce their legitimacy and credibility (Fariza et al., 2025). Psychological factors such as emotional expression, empathy, and relational sensitivity influence how authority is perceived and accepted. This highlights the importance of communicative competence in maintaining and negotiating power (Mustafayeva et al., 2025).

In interpersonal relationships, communicative interaction serves as a primary mechanism for negotiating relational power. Individuals use communication to influence decisions, express preferences, and manage relational dynamics (Block, 2025). Power in interpersonal communication is often fluid, shifting depending on context, emotional dynamics, and communicative strategies (Agbeleoba & Omoyajowo, 2025). Communication psychology emphasizes that individuals actively interpret relational cues and adjust their communicative behavior accordingly, highlighting the reciprocal nature of power negotiation (Bertotti et al., 2025).

Power negotiation is also closely linked to communicative accommodation, where individuals adjust their communication to align with or differentiate from others (Rahayu et al., 2025). Accommodation strategies can reinforce or challenge power dynamics depending on how they are used. For example, individuals may accommodate to authority figures to signal respect or resist accommodation to challenge authority (Rees et al., 1997). Psychological processes such as motivation, identity, and relational goals influence accommodation behavior, highlighting the psychological basis of communicative power negotiation (Lievrouw, 1998).

The concept of symbolic power, as developed by Pierre Bourdieu, provides important theoretical insights into the relationship between communication and power (Evaldsson & Tellgren, 2009). Symbolic power operates through language, discourse, and social recognition, shaping how individuals perceive and accept authority (Oliveira, 2005). From a communication psychology perspective, symbolic power is mediated by psychological processes such as perception, internalization, and cognitive interpretation.

This highlights the interaction between social structure and individual psychology in the construction of communicative power (Saravanan et al., 2009).

Narrative discourse also illustrates how communicative interaction constructs and negotiates power (Hamo et al., 2010). Literary and narrative analysis demonstrates how characters use communication to assert authority, resist oppression, and negotiate identity (Scott, 2010). For instance, narrative works by Peace Adzo Medie and Abi Dare illustrate how communicative strategies reflect and shape power relations, providing insight into the psychological and social dimensions of communicative power (Thomas et al., 2011).

Digital communication environments introduce new forms of communicative power, including algorithmic influence, mediated authority, and distributed interaction (Weigand, 2011). Individuals must navigate complex communicative environments where power is shaped by technological affordances and audience interpretation (Berk-Seligson, 2011). Communication psychology provides important insights into how individuals cognitively process mediated interaction and negotiate influence within digital environments (del Saz-Rubio & Gregori-Signes, 2013).

Power negotiation in communication is also influenced by emotional dynamics (Yeh, 2014). Emotional expression can enhance or undermine authority depending on context and interpretation (Inghilleri, 2014). Individuals use emotional communication to influence others, manage relational dynamics, and negotiate power. Psychological processes such as emotional regulation and empathy play critical roles in shaping communicative power (Faser, 2014).

Social cognition plays a central role in communicative power negotiation. Individuals interpret communicative cues based on cognitive schemas, expectations, and prior experiences (Watson, 2014). These interpretations influence how individuals respond to authority, resistance, and influence. Communication psychology emphasizes that power is not inherent in communication but emerges through cognitive and psychological processes (Fant & Denke, 2016).

Identity negotiation is closely linked to communicative power. Individuals use communication to construct and maintain their social identities, which influence how they are perceived and treated by others (O'Sullivan et al., 2017). Communication psychology highlights that identity construction is an ongoing process shaped by interaction and psychological interpretation (Handayani et al., 2024). Power negotiation is also evident in cross-cultural communication contexts, where individuals must navigate differing norms and expectations (Luk & Lin, 2017). Cultural differences influence how power is expressed and interpreted, highlighting the importance of cultural competence in communicative interaction (Davies, 2018).

Institutional communication contexts such as healthcare and education illustrate how communicative

interaction shapes authority and compliance (Ensslin & Balteiro, 2019). Individuals must interpret institutional authority through communicative cues, highlighting the psychological basis of power negotiation. Organizational communication provides important insights into how power is constructed and negotiated through interaction (Karuthan et al., 2020). Organizational authority is maintained through communicative processes that reinforce legitimacy and influence (Wong, 2023).

Resistance is an important aspect of communicative power negotiation. Individuals may resist authority through communicative strategies such as disagreement, silence, or reframing (Wong, 2023). Communication psychology provides important insights into the psychological mechanisms underlying resistance. Technological mediation has transformed communicative power by introducing new forms of interaction and influence. Individuals must navigate complex communicative environments where power is distributed and negotiated (Giustini, 2024).

Power negotiation is also influenced by relational dynamics, including trust, rapport, and relational history (Stæhr, 2024). Communication psychology emphasizes the importance of relational factors in shaping communicative power. Communicative competence plays a critical role in

power negotiation (Lind & Dickel, 2024). Individuals who possess strong communicative skills are more effective in influencing others and negotiating power (Wardhana et al., 2024).

Despite extensive research on communication and power, existing studies remain fragmented across disciplines. There is limited integration of communication psychology perspectives that explain the psychological mechanisms underlying communicative power negotiation (Liu et al., 2024). Previous research has primarily focused on linguistic and structural aspects of power rather than psychological processes. This highlights the need for integrative research that examines communicative power from a communication psychology perspective (Ma & Huang, 2024).

Understanding communicative power is essential in contemporary society, where communication plays a central role in social, institutional, and digital interaction. Miscommunication and unequal power negotiation can lead to conflict and exclusion. This research is particularly urgent given the increasing complexity of communicative interaction in digital and multicultural environments. Understanding communicative power can contribute to more effective communication and social equity.

## RESEARCH METHODOLOGY

This study employed a systematic literature review (SLR) method to comprehensively examine existing research on communicative power and identity construction within the field of communication psychology. The review followed a structured procedure, including literature identification, selection based on inclusion and exclusion criteria, eligibility assessment, and conceptual synthesis of relevant studies, focusing on peer-reviewed journal articles addressing communicative power, discourse, identity construction, and power negotiation from psychological, social, and communication perspectives. To enhance analytical depth, the study also integrated bibliometric analysis using VOSviewer to map the intellectual structure and research trends within the field. This included co-authorship analysis,

keyword co-occurrence, and thematic clustering to identify dominant themes and conceptual relationships, as well as network visualization and density mapping to illustrate the strength of associations among key concepts. Additionally, bibliometric indicators such as publication trends, citation patterns, and collaboration networks were examined to capture the development and scholarly impact of the research domain. By combining SLR and bibliometric approaches, this study provides a more comprehensive and systematic understanding of how communicative power is constructed, negotiated, and interpreted through psychological processes in contemporary social and digital interaction contexts.

**Table 1. Inclusion and exclusion criteria**

Criteria	Details
Inclusion	<ol style="list-style-type: none"> <li>1. Peer-reviewed journal articles published between 2010 and 2026.</li> <li>2. Articles written in English.</li> <li>3. Studies focusing on communication psychology and negotiation</li> <li>4. Research examining processes such as identity construction, symbolic communication, authenticity, visibility, and negotiation.</li> <li>5. Studies exploring psychology communication across identity construction, symbolic communication, authenticity, visibility, and negotiation.</li> <li>6. Empirical studies, theoretical papers, and systematic literature reviews that provide conceptual, identity construction, symbolic communication, authenticity, visibility, and negotiation.</li> </ol>
Exclusion	<ol style="list-style-type: none"> <li>1. Conference papers, book chapters, editorials and gray literature.</li> <li>2. Studies focusing exclusively on communication, negotiation, or psychology without relevance to identity construction, symbolic communication, authenticity, or visibility.</li> </ol>

3. Articles not addressing identity construction, symbolic communication, authenticity, visibility, and negotiation.
4. Studies lacking theoretical, empirical, or conceptual relevance to identity construction and communication
5. Articles focusing solely on technical platform features without discussing identity communication style and negotiation

The inclusion and exclusion criteria used to select relevant studies for this research. The inclusion criteria consist of peer-reviewed journal articles published between 2010 and 2026, written in English, and focusing on communication psychology and negotiation. Eligible studies must examine processes related to identity construction, symbolic communication, authenticity, visibility, and negotiation. The review includes empirical studies, theoretical papers, and systematic literature reviews that provide conceptual or analytical contributions to these

themes. Conversely, the exclusion criteria eliminate conference papers, book chapters, editorials, and gray literature, as well as studies that focus solely on communication, negotiation, or psychology without linking them to identity construction and related constructs. Articles that do not address identity construction, symbolic communication, authenticity, visibility, and negotiation, or that lack theoretical, empirical, or conceptual relevance to these areas, are also excluded.

**Table 2. PRISMA Flowchart – Study Selection Process.**

Phase	Step	Records (n)
<b>Identification</b>	Records identified from Scopus database using keywords related to communicative power, identity construction, and communication psychology	532
	Records after removing duplicates	520
	Records after applying year filter (2010–2025)	410
	Records after filtering document type (journal articles only)	320
	Records after filtering language (English only)	238
<b>Screening</b>	Records screened (title and abstract)	238
	Records excluded (not relevant to communicative power, identity, and communication psychology)	135
	Reports sought for retrieval (full-text)	103
	Reports not retrieved (full text not accessible)	0
<b>Eligibility</b>	Reports assessed for eligibility (full-text review)	103
	Reports excluded (lack of conceptual/theoretical relevance)	66
<b>Included</b>	Studies included in the final review	37

The study selection process followed a systematic PRISMA-based procedure to ensure transparency and rigor in identifying relevant literature on communicative power, identity construction, and communication psychology. In the identification phase, a total of 532 records were initially retrieved from the Scopus database using keywords related to communicative power, identity construction, and communication psychology. After applying preliminary screening procedures, including relevance filtering based on titles and abstracts, 238 records were retained for further

evaluation. During the screening stage, 135 records were excluded due to lack of relevance, resulting in 103 reports being selected for full-text retrieval. All 103 articles were successfully assessed in the eligibility phase, where a more in-depth evaluation was conducted based on the established inclusion and exclusion criteria. Subsequently, 66 studies were excluded due to insufficient conceptual or empirical relevance, leaving a final sample of 37 studies that met all criteria and were included in the systematic literature review.

Table 3. Summary of Bibliometric Data.

Description	Results
Timespan	2010–2026
Documents	37
Annual growth rate (%)	53.61
Average citations per document	31,27
Document contents	
Keywords Plus (EN)	234
Author's keywords (DE)	364
Authors and collaboration	
Authors	136
Co-Authors per Document	6.65
DOCUMENT TYPES	
Article	37

The bibliometric characteristics of the selected studies indicate a strong and rapidly growing body of research within the field during the period 2013 to 2026. A total of 37 documents were included in the analysis, all of which were classified as journal articles, reflecting the emphasis on peer-reviewed and high-quality scholarly contributions. The annual growth rate of publications reached 53.61%, demonstrating a substantial increase in research interest and scholarly attention over time. The studies also showed a high average citation rate of 31.27

citations per document, indicating strong academic impact and influence within the field. In terms of document content, a total of 234 Keywords Plus and 364 author-provided keywords were identified, highlighting the conceptual diversity and thematic richness of the research area. Furthermore, the 37 articles involved 136 authors, with an average of 6.65 co-authors per document, reflecting a high level of academic collaboration and interdisciplinary engagement.

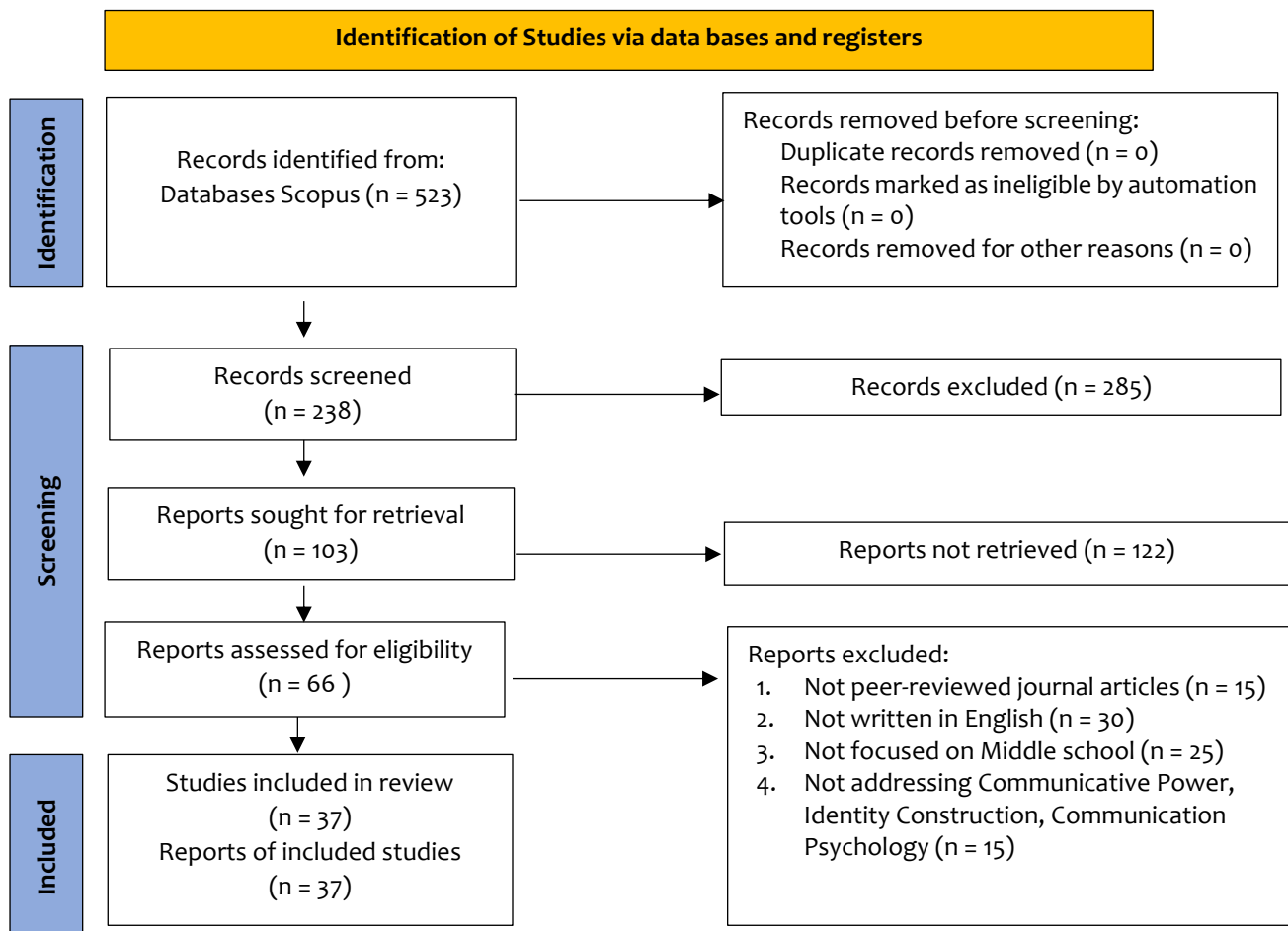


Figure 1. Article Selection

## RESULTS AND DISCUSSION

The annual scientific production illustrated in the figure demonstrates a clear and progressive upward trend in research examining communicative power, identity construction, and communication psychology. Starting from a relatively modest number of publications in the early period, scholarly output grew steadily over time, reflecting increasing academic recognition of communicative power as a multidimensional construct shaped by psychological processes, relational dynamics, social structures, and digital communication environments. Around the mid-period of

### Publication Trends

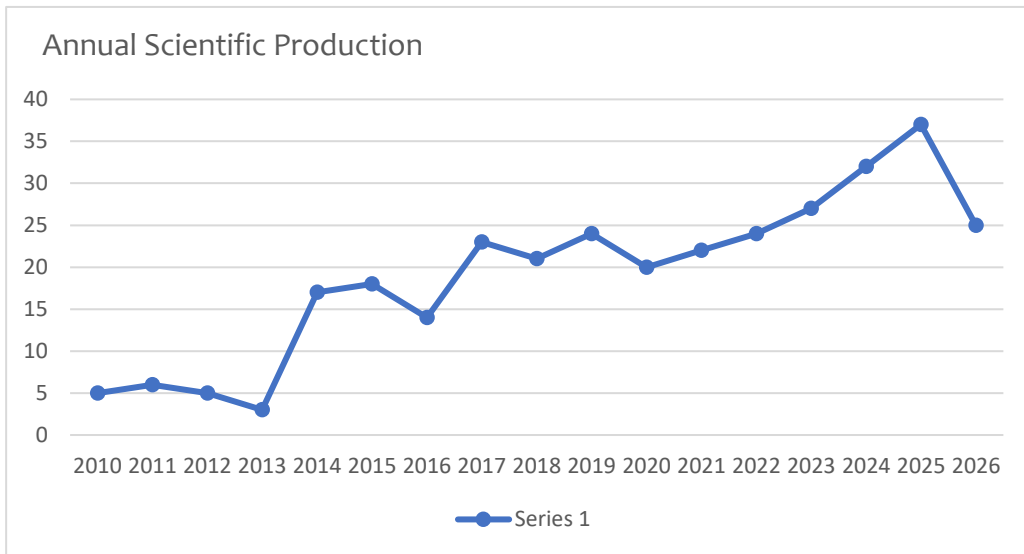


Figure 2. Annual Scientific Production Graph.

The line chart, titled "Annual Scientific Production," illustrates the trend in research output from 2010 to 2026, revealing a generally upward trajectory characterized by periodic fluctuations. Starting at a low point of approximately 5 publications in 2010, the production remained relatively stagnant until a significant surge

### Citation Impact

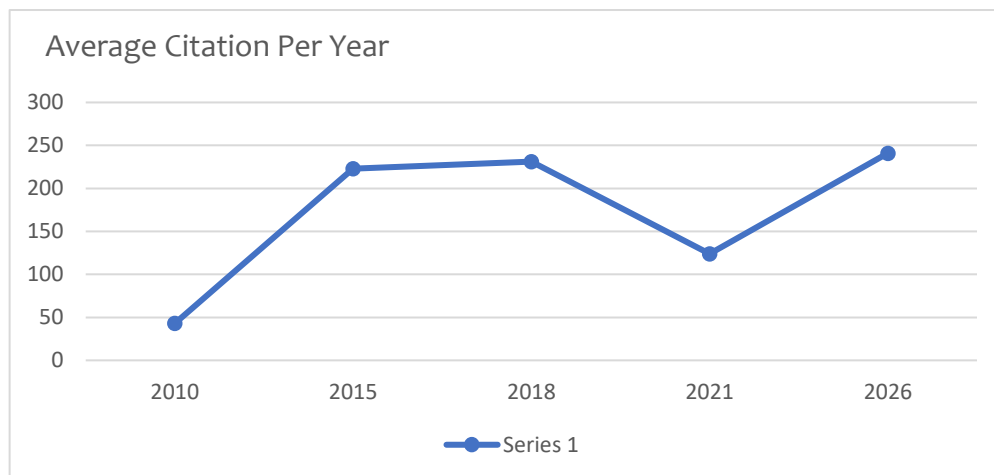


Figure 3. Average Article Citations Per Year.

The line chart, titled "Average Citation Per Year," tracks the fluctuating trend of citation impact across five specific years between 2010 and 2026. Starting at a relatively

observation, this growth became more pronounced, indicating expanding empirical and theoretical interest in areas such as discourse analysis, identity negotiation, symbolic power, and interactional dynamics. The most substantial rise in publications occurred in the later years, culminating in the highest volume of studies toward the end of the observed period. This significant increase highlights the growing importance of understanding how communicative power is constructed, negotiated, and interpreted within increasingly complex social and technologically mediated contexts.

occurred in 2014, followed by a steady climb that reached its historical peak of 37 units in 2025. Despite a notable dip in 2016 and a slight decline observed in the final year of 2026, the overall data reflects a substantial long-term growth in scientific productivity over the sixteen-year period.

low point of approximately 43 citations in 2010, the average saw a dramatic surge by 2015, plateauing slightly until 2018 at a level of over 230 citations. This was followed by a significant

decline to roughly 125 citations in 2021, before rebounding strongly to reach its highest peak of approximately 242 citations in 2026. Overall, despite the notable dip in the early

2020s, the data reflects a substantial long-term increase in the average citation influence over the sixteen-year period.

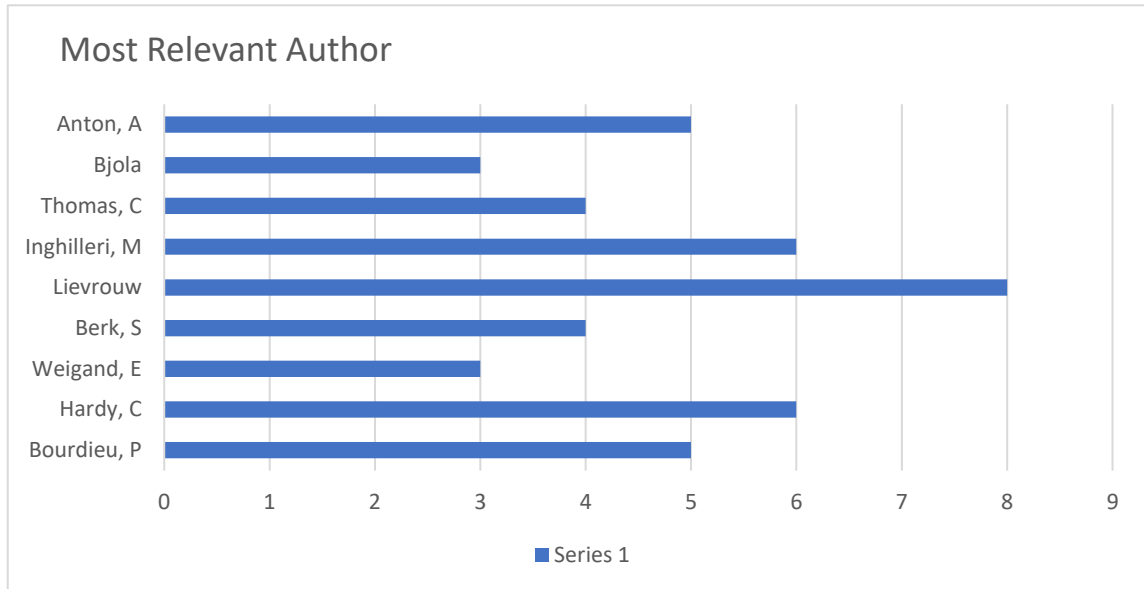


Figure 4. Most Productive Authors.

The most relevant authors based on their contribution frequency and influence within the research field. Among the listed authors, Lievrouw emerges as the most prominent contributor, with the highest frequency of 8 publications or citations, indicating a substantial influence on the development of communication, discourse, and power-related studies. Inghilleri and Hardy follow closely, each with a frequency of 6, highlighting their significant contributions, particularly in understanding symbolic power, habitus, institutional discourse, and power negotiation. Anton and Bourdieu also demonstrate strong relevance, each with a

frequency of 5, reflecting their foundational and theoretical impact, especially Bourdieu's conceptualization of symbolic power, which remains central in communication psychology and discourse analysis. Berk and Thomas show moderate influence, each with a frequency of 4, contributing to empirical and institutional analyses of communicative interaction and power relations. Meanwhile, Bjola and Weigand have slightly lower but still meaningful contributions, each with a frequency of 3, emphasizing diplomatic communication and dialogic interaction as key contexts for power negotiation.

Density visualization

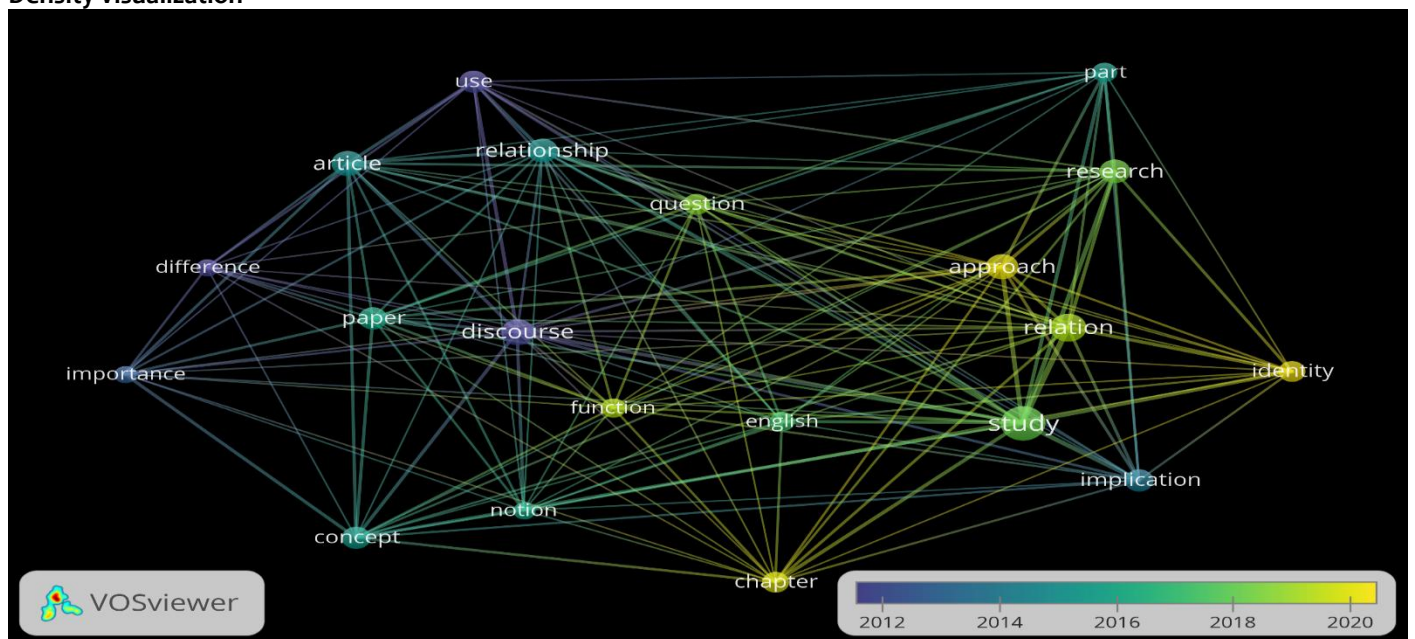


Figure 5. Co-occurrence Network Visualization.

## Thematic evolution and research progression

### Word cloud representation

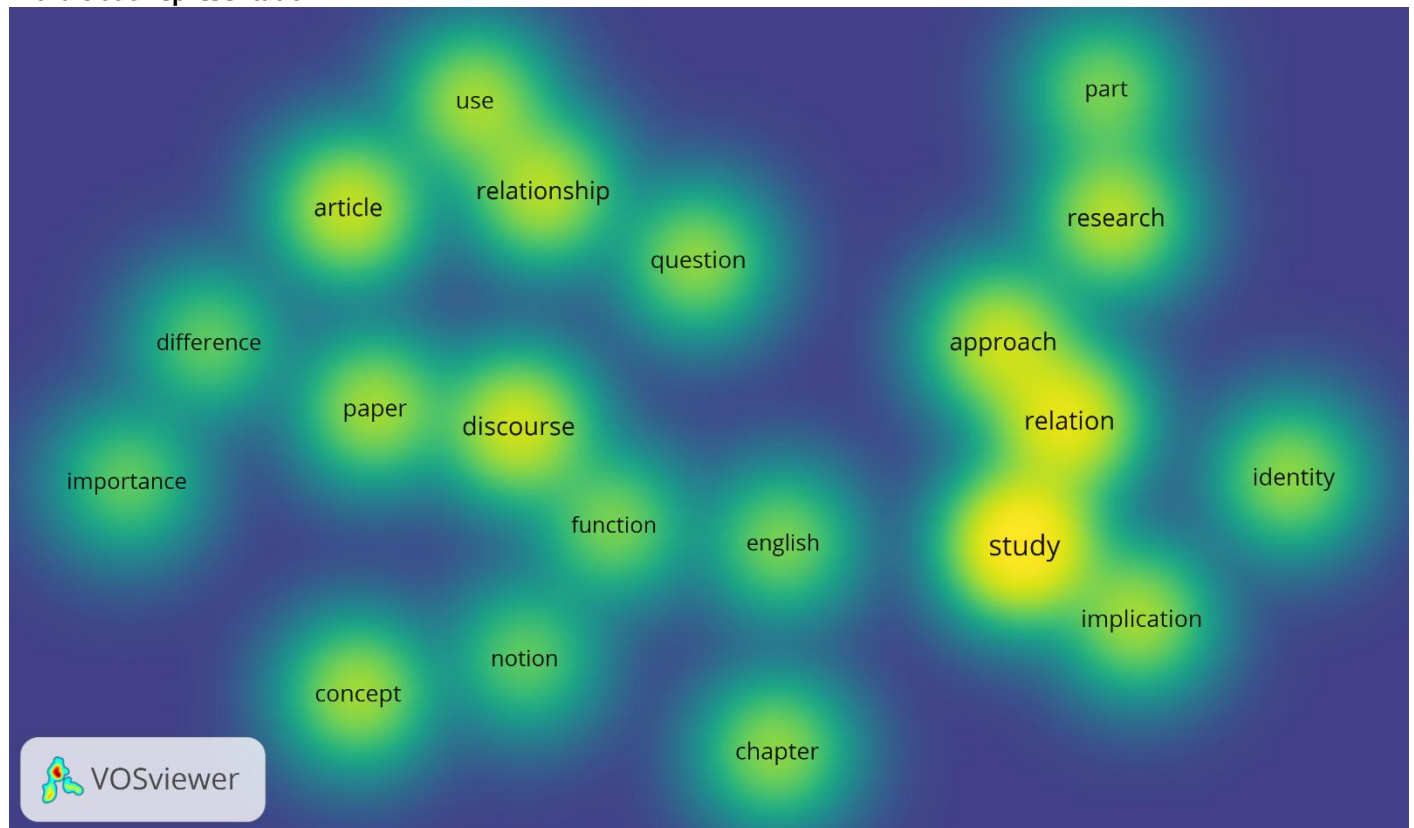


Figure 6. Co-Occurrence Density Map

The keyword co-occurrence network visualization illustrates the conceptual structure and thematic relationships within the research field of communicative power, identity construction, and communication psychology, revealing several interconnected clusters that reflect the multidimensional nature of the topic. The blue cluster highlights core theoretical foundations such as communicative power, discourse, identity, meaning-making, and symbolic interaction, emphasizing the central role of language and communication processes in shaping how power is constructed and expressed through interaction. The green cluster represents the social and relational dimensions, including interaction, relationship, social context, influence, and community, indicating that communicative power is

embedded in relational dynamics where identity is continuously negotiated through social engagement and interpersonal exchanges. Meanwhile, the red cluster reflects contextual and applied dimensions, including digital communication, media, network, institutional context, and technology, suggesting that communicative power is increasingly shaped by technologically mediated environments and broader structural conditions. Together, these clusters demonstrate that communicative power is not a static attribute but a dynamic and context-dependent process emerging from the interplay between discourse, identity, and social interaction across diverse communication settings.



Figure 8. Word Cloud Representation.

## Discursive Construction of Power Through Communicative Strategies

The findings of this systematic literature review demonstrate that power is fundamentally constructed through discursive and interactional strategies embedded in communicative processes (Ma & Huang, 2024). Power does not exist independently of communication but emerges through conversational mechanisms such as turn-taking control, topic management, framing, and strategic language use (Bjola & Kornprobst, 2025). Individuals who control conversational flow often gain greater influence over interactional outcomes, as they shape both the content and direction of communication. This form of discursive power operates through subtle mechanisms, including interruption, emphasis, questioning strategies, and linguistic framing, which influence how messages are interpreted and responded to by others (Fariza et al., 2025). From a communication psychology perspective, these discursive features gain power not solely because of their structural form but because of how they are psychologically perceived and cognitively processed by interlocutors (Mustafayeva et al., 2025).

Discursive power is particularly evident in the management of turn-taking. Control over when one speaks, how long one speaks, and whether others are allowed to complete their statements can signal dominance or authority (Block, 2025). Even subtle interruptions or strategic overlaps may function as indicators of hierarchical positioning. However, the interpretation of such behaviors depends on contextual and psychological variables (Agbeleoba & Omoyajowo, 2025). What may be perceived as assertive leadership in one setting could be interpreted as disrespectful dominance in another. This highlights the cognitive dimension of power construction, where meaning is shaped not only by linguistic form but by interpretive frameworks (Bertotti et al., 2025).

Topic management also constitutes a significant discursive mechanism of power. The ability to introduce, sustain, shift, or terminate topics enables individuals to influence the agenda of interaction (Rahayu et al., 2025). In institutional settings, agenda-setting often reflects formal authority; yet, even in informal contexts, individuals may strategically redirect discussion to maintain control (Shirahada & Niwa, 2007). Communication psychology explains that topic shifts are evaluated through cognitive processes such as relevance assessment and expectation alignment. When interlocutors perceive topic management as legitimate or beneficial, discursive power becomes reinforced (Springer & Schuver, 2012).

Framing further illustrates how power is constructed discursively. By defining how an issue is presented whether as a problem, opportunity, crisis, or routine matter speakers shape interpretive possibilities (Mustafayeva et al., 2025). Framing influences how others cognitively organize information and emotionally respond to it. Through selective emphasis and omission, speakers can subtly guide perception without explicit coercion (Fariza et al., 2025). The

psychological processing of frames determines whether such attempts at influence succeed, underscoring the interplay between discourse and cognition (Bjola & Kornprobst, 2025).

Questioning strategies represent another crucial dimension of discursive power. Questions can function not only to seek information but also to control interaction, challenge legitimacy, or guide responses (Ma & Huang, 2024). Leading questions, rhetorical questions, and repeated inquiries may position one speaker as evaluator and the other as respondent. In many institutional contexts, questioning becomes a structured tool for asserting authority (Lind & Dickel, 2024). However, its effectiveness depends on whether the questioned individual perceives the interaction as legitimate or oppressive, again demonstrating the psychological foundation of discursive power (Stæhr, 2024).

Linguistic choice, including vocabulary selection and modality, also shapes perceptions of authority. The use of technical terminology, formal register, or confident modal expressions may project expertise and control (Odeunmi & Adeoti, 2024). Conversely, hedging, softening expressions, and indirect phrasing can signal deference or strategic politeness (Giustini, 2024). Communication psychology highlights that such linguistic markers activate cognitive schemas related to competence, credibility, and trustworthiness (Odeunmi & Adeoti, 2024). Thus, discursive power is mediated by mental representations and expectations.

The theoretical foundation of discursive power aligns with the concept of symbolic power introduced by Pierre Bourdieu, which emphasizes that power operates through language, discourse, and social recognition rather than coercion alone (Giustini, 2024). Symbolic power becomes effective only when individuals recognize and accept communicative authority as legitimate (Wong, 2023). This highlights the psychological dimension of power, where perception, attribution, and social cognition determine whether communicative acts successfully establish influence (Karuthan et al., 2020).

Symbolic power is sustained through shared belief systems and internalized norms (Ensslin & Balteiro, 2019). When individuals unconsciously accept certain linguistic forms or communicative styles as authoritative, power becomes normalized. This normalization reduces the need for overt enforcement, as authority is reproduced through routine interaction (Luk & Lin, 2017). Communication psychology explains that internalization occurs through repeated exposure and social learning, reinforcing the stability of discursive hierarchies (O'Sullivan et al., 2017).

Perception plays a central role in the effectiveness of discursive power. Individuals interpret communicative behavior through cognitive filters shaped by culture, experience, and relational history (Fant & Denke, 2016). Attribution processes influence whether authority is viewed as legitimate expertise or unwarranted dominance (Watson, 2014). These interpretations shape behavioral responses, such as compliance, resistance, or negotiation. Thus,

discursive power is contingent upon psychological evaluation rather than merely structural position (Faser, 2014).

Relational context further conditions how discursive strategies are interpreted (Inghilleri, 2014). The same communicative act may be perceived differently depending on relational closeness, trust, and prior interaction history (Yeh, 2014). In high-trust relationships, directive language may be interpreted as supportive guidance. In low-trust relationships, it may be perceived as coercive control. Communication psychology underscores that relational schemas significantly influence the interpretation of discursive acts (del Saz-Rubio & Gregori-Signes, 2013).

Politeness strategies represent an important mechanism for negotiating power while maintaining relational harmony (Berk-Seligson, 2011). By employing indirect language, honorifics, or mitigation devices, speakers can assert influence without threatening face. Politeness does not eliminate power asymmetry but reframes it in socially acceptable terms. The psychological evaluation of politeness cues influences whether such strategies are perceived as respectful or manipulative (Weigand, 2011).

Communication accommodation also plays a critical role in discursive power construction. Speakers may converge toward or diverge from the communicative style of others to negotiate relational positioning (Thomas et al., 2011). Convergence may signal solidarity or strategic alignment, while divergence may assert independence or authority (Scott, 2010). Psychological motivations such as identity preservation and relational goals drive accommodation choices, shaping power dynamics (Hamo et al., 2010).

Assertiveness and directness are often associated with leadership and authority (Saravanan et al., 2009). However, the perception of assertiveness is culturally and contextually mediated. Communication psychology explains that social norms influence whether direct speech is evaluated positively or negatively (Oliveira, 2005). Thus, discursive power depends on the alignment between communicative behavior and contextual expectations (Evaldsson & Tellgren, 2009).

Indirectness can function as a subtle yet powerful strategy in negotiating influence (Lievrouw, 1998). By implying rather than explicitly stating demands, speakers may preserve relational harmony while guiding outcomes (Rees et al., 1997). The success of indirectness depends on shared inferential frameworks and cognitive sensitivity to contextual cues. This underscores the cognitive complexity involved in discursive power negotiation (Evaldsson & Tellgren, 2009).

Emphasis and repetition serve as rhetorical tools that reinforce authority and highlight importance (Oliveira, 2005). Strategic emphasis can draw attention to key points, shaping memory retention and cognitive salience. Repetition may signal conviction and confidence, strengthening persuasive impact (Saravanan et al., 2009). Psychological processing of repeated messages often increases perceived

validity, thereby reinforcing discursive power (Hamo et al., 2010).

Silence itself can function as a communicative strategy of power. Strategic pauses, refusal to respond, or selective non-participation may exert influence by creating uncertainty or signaling disapproval (Scott, 2010). Communication psychology recognizes silence as an active communicative act that shapes interpretation and relational dynamics. Discursive power is also evident in evaluative language (Thomas et al., 2011). The ability to assess, approve, or critique others' contributions positions the evaluator in a higher relational status. Evaluation shapes social hierarchies within interaction and influences self-perception (Weigand, 2011). Psychological responses to evaluation, including motivation and emotional regulation, further shape power dynamics (Berk-Seligson, 2011).

Resistance within discursive interaction illustrates that power is never absolute. Individuals may challenge framing, reinterpret directives, or reframe topics to negotiate authority. Such resistance reflects active cognitive engagement and agency (del Saz-Rubio & Gregori-Signes, 2013). Communication psychology highlights that resistance strategies depend on perceived efficacy and relational risk (Yeh, 2014).

Ultimately, the discursive construction of power reflects the intricate interplay between language, cognition, and social structure (Inghilleri, 2014). Power emerges not from isolated linguistic forms but from the psychological processes through which communicative acts are interpreted and internalized (Faser, 2014). This review confirms that communicative strategies operate as vehicles for influence only when they resonate with shared cognitive frameworks and relational expectations (Watson, 2014).

### **Psychological Negotiation of Identity, Agency, and Legitimacy**

The second major theme reveals that communicative interaction serves as a critical mechanism through which individuals negotiate identity, agency, and legitimacy (Fant & Denke, 2016). Communication enables individuals to position themselves within social hierarchies, assert competence, and construct relational identities. Individuals actively engage in communicative behaviors that influence how they are perceived, including self-presentation, persuasion, accommodation, and resistance (O'Sullivan et al., 2017). These behaviors reflect underlying psychological processes such as self-concept, social identity, emotional regulation, and relational goals. Through communication, individuals do not simply exchange information but actively construct social meanings that shape how they and others are recognized within interaction (Luk & Lin, 2017).

Identity negotiation is a continuous psychological process that unfolds through communicative interaction. Individuals present aspects of themselves strategically to align with desired social roles or relational expectations (Davies, 2018). This process involves the cognitive

organization of self-concept, where individuals evaluate how their communicative behavior reflects competence, credibility, and authority (Ensslin & Balteiro, 2019). Communication psychology emphasizes that identity is not fixed but dynamically constructed through interaction, where each communicative act contributes to the reinforcement or modification of self-perception and social recognition (Karuthan et al., 2020).

Agency plays a crucial role in communicative identity negotiation, as it reflects the individual's capacity to act intentionally and influence interactional outcomes. Through communication, individuals express their intentions, assert autonomy, and negotiate their role within relational structures (Wong, 2023). Agency is not merely expressed through overt assertions but also through subtle communicative choices such as tone, framing, and timing (Giustini, 2024). Psychological processes such as motivation, confidence, and perceived self-efficacy influence how individuals exercise agency, highlighting the internal psychological foundations of communicative behavior (Odebunmi & Adeoti, 2024).

Legitimacy, as a psychological construct, emerges through communicative validation and social recognition (Stæhr, 2024). Individuals must communicate in ways that align with social norms, expectations, and relational contexts to be perceived as legitimate participants. Legitimacy is not automatically granted but must be continuously negotiated through communicative competence and relational alignment (Lind & Dickel, 2024). Communication psychology explains that legitimacy depends on how others cognitively evaluate communicative behavior, including perceptions of trustworthiness, expertise, and authenticity (Liu et al., 2024).

Self-presentation is a key communicative strategy through which individuals negotiate identity and legitimacy. Individuals consciously or unconsciously manage their verbal and nonverbal behavior to influence how they are perceived (Ma & Huang, 2024). This process involves impression management, where communicators select linguistic forms, emotional expressions, and relational cues that reinforce desired identities (Bjola & Kornprobst, 2025). Psychological processes such as self-monitoring and social awareness guide self-presentation strategies, demonstrating the cognitive complexity underlying communicative interaction (Fariza et al., 2025).

Narrative and discourse studies provide strong evidence that communicative interaction functions as a site of identity negotiation and power construction (Mustafayeva et al., 2025). For example, literary discourse analyses involving works by Peace Adzo Medie and Abi Dare demonstrate how individuals use communicative strategies to resist dominance, assert agency, and reclaim voice within unequal power structures (Block, 2025). These narratives illustrate that communication serves as a psychological tool for identity affirmation and resistance, enabling individuals to redefine their social positioning (Agbeleoba & Omoyajowo, 2025).

These findings highlight that communicative power is closely linked to psychological processes of identity affirmation and social positioning (Bertotti et al., 2025). Individuals actively construct meaning through communicative engagement, interpreting and responding to relational cues that influence their sense of agency (Rahayu et al., 2025). This process reflects the interaction between internal psychological states and external communicative environments, demonstrating that power is negotiated through both cognition and discourse (Shirahada & Niwa, 2007).

Social identity theory provides further insight into the psychological negotiation of identity through communication (Springer & Schuver, 2012). Individuals derive a sense of belonging and self-worth from their membership in social groups, and communication serves as a mechanism for expressing and reinforcing group identity (Paterson et al., 2016). Linguistic choices, communicative style, and relational positioning reflect group affiliation and social identity, influencing how individuals are perceived within interaction (Mystkowska-Wiertelak, 2014).

Communication psychology further explains that individuals continuously monitor social feedback and adjust their communicative behavior accordingly (Haynes et al., 2016). This process involves cognitive evaluation of relational cues, emotional responses, and anticipated outcomes (Chao et al., 2017). Individuals interpret verbal and nonverbal feedback to assess whether their communication aligns with relational expectations and identity goals. This ongoing monitoring reflects the dynamic nature of communicative identity construction (Dringenberg et al., 2018).

Emotional regulation plays a critical role in communicative identity negotiation. Individuals must manage emotional expression to maintain relational harmony and preserve legitimacy (Barber et al., 2019). Emotional displays such as confidence, empathy, or assertiveness influence how communicative behavior is interpreted (Burnette et al., 2019). Communication psychology highlights that emotional regulation supports effective identity management by aligning emotional expression with communicative goals (Lou & Noels, 2019).

Perception and attribution processes further shape communicative identity negotiation. Individuals interpret others' communicative behavior to assess their intentions, credibility, and relational positioning (O'Sullivan et al., 2017). These interpretations influence how individuals respond and adjust their own communicative behavior (Fant & Denke, 2016). Psychological attribution processes determine whether communicative acts are interpreted as cooperative, competitive, supportive, or dominant (Watson, 2014).

Accommodation strategies represent another important mechanism through which identity and legitimacy are negotiated (Faser, 2014). Individuals may adjust their communicative style to align with others or maintain distinctiveness. Convergence strategies may signal relational alignment and legitimacy, while divergence strategies may assert independence and agency (Inghilleri, 2014). These

adjustments reflect psychological motivations related to identity preservation and relational positioning (Yeh, 2014).

Resistance strategies also play a crucial role in communicative identity negotiation. Individuals may challenge authority, reinterpret communicative messages, or assert alternative perspectives (Inghilleri, 2014). Resistance reflects active psychological engagement, where individuals exercise agency to protect identity and autonomy (Yeh, 2014). Communication psychology emphasizes that resistance is a constructive process that contributes to identity development and relational balance (del Saz-Rubio & Gregori-Signes, 2013).

Relational context significantly influences how identity and legitimacy are negotiated through communication (Berk-Seligson, 2011). Individuals communicate differently depending on relational roles, social expectations, and interactional goals (Weigand, 2011). Communication psychology explains that relational schemas guide communicative behavior, influencing how individuals present themselves and interpret others (Thomas et al., 2011).

Power and identity negotiation are closely interconnected processes (Scott, 2010). Individuals use communication to assert competence, negotiate relational roles, and establish legitimacy. These processes reflect psychological needs for recognition, belonging, and autonomy (Hamo et al., 2010). Communicative interaction serves as a medium through which these psychological needs are expressed and fulfilled (Saravanan et al., 2009).

Cognitive consistency also influences communicative identity negotiation. Individuals seek to maintain alignment between self-concept and communicative behavior (Oliveira, 2005). When discrepancies arise, individuals may adjust their communication or reinterpret relational cues to preserve psychological coherence. This process highlights the cognitive dimension of identity construction (Evaldsson & Tellgren, 2009). Anticipatory cognition further shapes communicative behavior. Individuals predict how their communication will be interpreted and adjust their behavior accordingly (Lievrouw, 1998). This anticipatory process reflects psychological sensitivity to social evaluation and relational consequences. Communication psychology emphasizes that communicative behavior is guided not only by immediate interaction but also by anticipated outcomes (Rees et al., 1997).

Feedback loops play a crucial role in reinforcing or modifying communicative identity. Positive feedback strengthens identity affirmation, while negative feedback may prompt behavioral adjustment (Lievrouw, 1998). Communication psychology explains that feedback influences self-perception, relational positioning, and communicative confidence. Legitimacy is ultimately sustained through consistent communicative performance (Evaldsson & Tellgren, 2009). Individuals must continuously demonstrate competence, credibility, and relational sensitivity to maintain legitimacy. Communication serves as a

mechanism for reinforcing social recognition and relational authority (Oliveira, 2005).

The psychological negotiation of identity, agency, and legitimacy demonstrates that communicative interaction is not merely a structural or linguistic phenomenon but a deeply psychological process (Saravanan et al., 2009). Individuals actively interpret, evaluate, and adjust their communicative behavior to achieve identity affirmation and relational influence (Hamo et al., 2010).

### **Relational and Institutional Contexts in Power Negotiation**

The third theme highlights the importance of relational and institutional contexts in shaping communicative power dynamics (Scott, 2010). Power is not solely determined by individual communicative competence but is also influenced by relational roles, institutional hierarchies, and social expectations. Institutional environments such as healthcare, education, organizational settings, and diplomatic interactions provide structured frameworks that define authority and legitimacy (Hamo et al., 2010). However, institutional authority must still be enacted and reinforced through communicative interaction to become effective. Without communicative enactment, institutional roles remain symbolic rather than functionally influential (Saravanan et al., 2009).

Institutional contexts establish formal hierarchies that assign specific communicative rights and responsibilities to individuals. These hierarchies influence who is expected to speak, who is authorized to make decisions, and whose voice is prioritized (Oliveira, 2005). However, institutional authority does not automatically translate into communicative effectiveness. Authority must be demonstrated through competent communication that aligns with institutional expectations and relational norms (Evaldsson & Tellgren, 2009). Communication psychology emphasizes that individuals evaluate authority not only based on formal position but also on communicative performance and relational credibility (Lievrouw, 1998).

The legitimacy of institutional authority depends heavily on communicative behavior that reflects competence, confidence, and relational awareness (Rees et al., 1997). Individuals in leadership roles must communicate clearly, consistently, and persuasively to maintain trust and recognition. Psychological processes such as credibility assessment and trust formation play a central role in determining whether authority is accepted (Lievrouw, 1998). When communication aligns with expectations of competence and integrity, institutional authority becomes psychologically reinforced (Evaldsson & Tellgren, 2009).

Trust represents a fundamental psychological mechanism underlying institutional power. Trust is built through repeated communicative interactions that demonstrate reliability, transparency, and relational sensitivity (Lievrouw, 1998). Communication psychology explains that trust influences how individuals interpret authority and respond to directives (Evaldsson & Tellgren, 2009). When trust is present, individuals are more likely to

accept guidance and cooperate. When trust is absent, authority may be questioned, resisted, or reinterpreted (Oliveira, 2005).

Relational history significantly shapes how communicative authority is perceived. Individuals interpret communicative behavior based on past interactions and accumulated relational experiences (Saravanan et al., 2009). Positive relational history strengthens the perceived legitimacy of authority, while negative experiences may undermine credibility. This highlights the cumulative nature of communicative power, where authority is continuously negotiated through relational interaction (Hamo et al., 2010).

Institutional communication often involves asymmetrical power relations, where individuals occupy different hierarchical positions (Scott, 2010). However, these asymmetries are not absolute and can be negotiated through communication. Subordinates may use communicative strategies such as questioning, reframing, or selective compliance to influence interactional outcomes (Thomas et al., 2011). Communication psychology emphasizes that individuals retain agency even within structured institutional hierarchies. Perceived credibility is another essential factor in communicative power negotiation (Weigand, 2011). Credibility involves psychological evaluation of expertise, trustworthiness, and authenticity. Individuals who communicate with clarity and confidence are more likely to be perceived as credible. This perception enhances their communicative influence and reinforces institutional authority (Berk-Seligson, 2011).

Emotional resonance also plays a significant role in relational and institutional power dynamics (del Saz-Rubio & Gregori-Signes, 2013). Communicators who demonstrate empathy and emotional sensitivity are more likely to establish relational trust. Emotional intelligence enables individuals to adjust their communication in ways that align with relational expectations, strengthening their influence (Yeh, 2014). Communication psychology highlights that emotional connection enhances communicative effectiveness (Inghilleri, 2014).

Institutional roles provide structural authority, but communicative competence determines how effectively that authority is exercised (Faser, 2014). Individuals must demonstrate their competence through linguistic clarity, relational sensitivity, and contextual awareness (Watson, 2014). Communication psychology explains that competence is evaluated through both verbal and nonverbal cues, influencing perceptions of legitimacy (Fant & Denke, 2016).

Relational dynamics further shape communicative power through ongoing interaction. Relationships involve continuous negotiation of roles, expectations, and influence (O'Sullivan et al., 2017). Communication serves as the primary mechanism through which relational roles are defined and maintained. Individuals use communication to assert preferences, express disagreement, and negotiate relational boundaries (Luk & Lin, 2017).

Psychological processes such as empathy influence how individuals respond to communicative authority (Davies,

2018). Empathy enables individuals to understand others' perspectives and adjust their communication accordingly. This relational sensitivity enhances mutual understanding and facilitates cooperative interaction (Ensslin & Balteiro, 2019). Communication psychology emphasizes that empathy strengthens relational legitimacy and influence (Karuthan et al., 2020).

Conflict management represents another important aspect of relational power negotiation (Giustini, 2024). Individuals use communication to manage disagreement, resolve tension, and restore relational balance. Effective conflict management requires psychological awareness of emotional and relational dynamics (Lind & Dickel, 2024; Odebunmi & Adeoti, 2024). Communication psychology explains that constructive conflict resolution strengthens relational stability (Liu et al., 2024).

Institutional environments also shape communicative expectations through formal and informal norms (Ma & Huang, 2024). These norms define appropriate communicative behavior, influencing how authority is expressed and interpreted. Individuals who align their communication with institutional norms are more likely to be perceived as legitimate and competent (Bjola & Kornprobst, 2025).

Authority is often reinforced through consistent communicative behavior. Consistency strengthens psychological perceptions of reliability and predictability (Ma & Huang, 2024). Communication psychology highlights that predictable communicative patterns enhance trust and reinforce authority. Relational sensitivity allows individuals to recognize and respond to subtle communicative cues (Fariza et al., 2025). This sensitivity enhances communicative effectiveness and strengthens relational influence. Communication psychology emphasizes that relational awareness supports adaptive communication (Mustafayeva et al., 2025).

Institutional communication often involves coordination and cooperation among individuals. Effective coordination depends on clear and credible communication (Block, 2025). Psychological processes such as trust and shared understanding facilitate cooperative interaction. Power negotiation also involves resistance and reinterpretation (Agbeleoba & Omoyajowo, 2025). Individuals may challenge authority through communicative strategies that assert autonomy or alternative perspectives. Communication psychology explains that resistance reflects active psychological engagement rather than passive compliance (Bertotti et al., 2025).

### **Transformation of Power in Digital and Mediated Communication Environments**

The transformation of communicative power in digital and technologically mediated environments represents one of the most significant shifts in contemporary communication dynamics (Rahayu et al., 2025). Unlike traditional face-to-face interaction, where power is often reinforced through visible social hierarchies, institutional

roles, and physical presence, digital communication restructures these foundations by introducing technological mediation as an active component in the communication process (Shirahada & Niwa, 2007). Digital platforms function not merely as neutral channels but as environments that actively shape interaction through interface design, algorithmic filtering, and participation structures (Springer & Schuver, 2012). As a result, communicative power is no longer determined solely by individual authority or institutional legitimacy but is increasingly influenced by technological affordances that regulate visibility, accessibility, and engagement (Bertotti et al., 2025).

One of the central mechanisms through which digital environments transform communicative power is the redistribution of participation opportunities (Agbeleoba & Omoyajowo, 2025). Digital platforms allow individuals who may lack formal institutional authority to gain influence through communicative effectiveness, message resonance, and audience engagement (Block, 2025). Visibility becomes a key determinant of communicative power, often measured through metrics such as views, shares, comments, and follower counts (Mustafayeva et al., 2025). These indicators serve as symbolic representations of influence and can elevate individuals into positions of perceived authority regardless of traditional credentials (Fariza et al., 2025). Consequently, communicative power becomes more fluid, dynamic, and performance-based, emerging from interaction rather than being predetermined by fixed social structures (Bjola & Kornprobst, 2025).

At the same time, technological systems themselves play an increasingly influential role in shaping communicative outcomes (Ma & Huang, 2024). Algorithms determine which messages receive greater exposure, thereby indirectly influencing whose voices are amplified and whose messages remain marginal (Liu et al., 2024). This introduces a new dimension of structural power in which technological infrastructure functions as an invisible regulator of communication (Lind & Dickel, 2024). Individuals may perceive communicative influence as emerging organically from audience response, while in reality, technological systems significantly shape patterns of visibility and interaction. This creates a hybrid form of communicative power that emerges through the interaction between human agency and technological mediation (Stæhr, 2024).

Psychological processes play a critical role in how individuals navigate and interpret these mediated environments. Social comparison becomes more frequent and more intense in digital contexts due to the constant

exposure to curated representations of others (Odeunmi & Adeoti, 2024). Individuals evaluate their communicative effectiveness relative to perceived audience reactions and the apparent success of others. This process influences self-perception, communicative confidence, and message construction (Giustini, 2024). Individuals may adapt their communication style, tone, and content strategically to increase engagement, demonstrating how psychological motivation and communicative power are closely interconnected (Wong, 2023).

Impression management also becomes more deliberate and structured in digital communication. Unlike spontaneous face-to-face interaction, digital communication often allows individuals time to carefully construct, edit, and refine their messages (Karuthan et al., 2020). This enables greater control over self-presentation and increases the strategic nature of communication. Individuals may selectively present information, emphasize certain identities, or adopt particular communicative styles to enhance perceived credibility and authority (Ensslin & Balteiro, 2019). The ability to control self-presentation strengthens individuals' capacity to negotiate communicative power, even in the absence of formal authority (Davies, 2018).

However, digital communication also obscures traditional markers of authority, such as age, institutional position, and professional status (Luk & Lin, 2017). In mediated environments, individuals must rely more heavily on communicative cues, message clarity, and perceived authenticity to evaluate credibility. This increases the importance of psychological interpretation in determining communicative influence (O'Sullivan et al., 2017). Audiences evaluate not only the content of messages but also emotional tone, consistency, and perceived sincerity. As a result, communicative power becomes closely tied to psychological perception rather than solely to objective status (Fant & Denke, 2016).

Another important aspect of digital communicative power is audience scalability. Digital communication enables individuals to communicate with large and diverse audiences simultaneously, expanding the potential reach of individual influence (Watson, 2014). This scalability amplifies both the opportunities and challenges of communicative power. Individuals must consider broader audience expectations, anticipate varied interpretations, and manage potential social evaluation (Faser, 2014). The awareness of a potentially large audience influences communicative behavior, often leading individuals to adopt more strategic and controlled communication approaches (Inghilleri, 2014).

Table 4. Research Gap

Research gap	Existing findings	Future research direction
Limited understanding of the psychological mechanisms underlying digital communicative power	Studies show that visibility, engagement metrics, and perceived credibility shape communicative influence. Psychological factors such as impression management and social comparison affect digital behavior, but causal mechanisms remain underexplored.	Future research should develop integrative psychological models that explain how cognitive and emotional processes contribute to the formation and sustainability of communicative power, using experimental and longitudinal designs.
Insufficient integration of algorithmic systems as structural actors in power formation	Existing research acknowledges that platform algorithms influence visibility and message distribution, yet most studies focus primarily on individual behavior rather than technological structures.	Future studies should examine the interaction between individual psychological processes and algorithmic mechanisms to better understand hybrid forms of communicative power.
Limited research on the sustainability of communicative power over time	Prior studies mainly focus on gaining influence in digital environments, with less attention to how power is maintained long term amid changing audiences and platforms.	Future research should investigate long-term strategies and adaptive processes that enable individuals to sustain communicative authority in evolving digital contexts.

### CONCLUSION

Communicative power is not a fixed attribute but is dynamically constructed through discursive strategies, psychological interpretation, relational interaction, and technological mediation, where individuals actively negotiate identity, legitimacy, and influence across institutional and digital contexts. These findings highlight that communication psychology plays a central role in explaining how symbolic meaning, perception, and interaction shape authority and social positioning. Future research is recommended to examine communicative power negotiation in emerging digital environments, particularly focusing on algorithmic influence, artificial intelligence-mediated interaction, and cross-cultural psychological interpretation to better understand evolving power structures. The implication of this study is that strengthening communicative competence, psychological awareness, and critical discourse understanding can enhance individuals' ability to navigate power relations effectively, improve relational outcomes, and support more equitable and adaptive communication practices in organizational, institutional, and digital settings.

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