



A Conversation Analysis Study on Identity Construction in Fraudulent Phone Call

Li Jiabin

School of Foreign Languages, Shandong Normal University, China

2023024105@stu.sdn.edu.cn

Received: 19 Aug 2025; Received in revised form: 17 Sep 2025; Accepted: 21 Sep 2025; Available online: 27 Sep 2025

©2025 The Author(s). Published by Infogain Publication. This is an open-access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>).

Abstract— This study employs conversation analysis to examine two authentic cases of institutional identity fraud, specifically telecom fraud involving impersonation of police officers and customer service. By transcribing and analyzing the discourse between the fraudster and the victims, this study explores the practices of the fraudster's identity construction in the different phases of institutional identity fraud. We demonstrate that the fraudster achieves explicit identity construction by directly clarifying the identity, or by performing identity verification in the beginning part of the fraud call. During the fraudulent phone call, the fraudsters use authoritative discourse and comprehension-check questions for identity construction during the fraudulent process.

Keywords— Identity Construction, fraudulent phone call, conversation analysis



I. INTRODUCTION

As a new kind of contactless crime, the telecom fraud has become a public hazard, with criminals targeting massive numbers of innocent victims. It is a prominent criminal problem that currently affects social stability and the sense of security of the public (Ning Yea, 2019). On May 11, 2022, the Ministry of Public Security (MPS) announced five types of high incidence telecom network fraud cases, which are click farming and rebate scams, false investment and finance management, false network loans, impersonating customer service, and impersonating public security organs. In fraud activities, criminals often pretend to be public security organs (Public Security Bureau, Procuratorate and Court) and other authorities to disguise their identity and cheat victims, so as to implement fraud. This type of fraud is called institutional identity fraud. It not only causes financial losses to the victims, but also affects people's confidence in the social governance system. Therefore, in-depth study of the characteristics and modes of institutional identity fraud has important theoretical and practical significance for preventing and combating fraud, maintaining social stability and restoring public trust. The purpose of this paper is to conduct an in-depth analysis of the conversation of institutional identity fraud, and to explore the linguistic and behavioral strategies adopted by fraudsters when they impersonate institutional identities to commit fraud, as well as the

discourse response and coping style of victims in this context. This paper uses the methodology of conversation analysis to transcribe and analyze real fraudulent phone calls, focusing on the practice of fraudsters' identity construction in different stages of institutional identity fraud process.

II. LITERATURE REVIEW

The scientific research on telecom frauds has achieved a lot since the end of last century. On the one hand, the early research achievements on telecom fraud was mainly as follows, the introduction to telecom fraud (O'Brien & John T, 1998.), the categorization of telecom fraud (Collins & Michael, 1999), causes and consequences of telecom fraud (Hoath & Peter, 1998), suitability of relevant laws and regulations (Albrecht, 2008), and the technological development in banks and telecommunications companies for the prevention on telecom fraud (Cox, 1997). On the other hand, with the development of internet and online communication, the research is increasingly focused on the novelty of telecom fraud, such as the approaches to the computer-aided identification of telecom frauds (Subudhi, 2017), the improvement of relevant laws to promote the establishment of law enforcement system and administrative supervision system to prevent and combat

telecom fraud (Wu, 2015), the joint investigation and control mechanism among banks, judicial bodies and telecommunications companies (Wang, 2016), the mechanism of international cooperation on the prevention and punishment and the judicial assistance mechanism (Huang, 2016).

In addition, the linguistic research on telecom fraud focuses remarkably on email frauds. Chilwa(2009) has made a computer-mediated analysis of discourse structures and functions of emails, which reveals that the email writers apply discourse/pragmatic strategies such as socio-cultural greeting formulas, self-identification, reassurance/confidence building, narrativity and action prompting strategies to sustain the receivers' interest. Onyebadi and Park (2012) have examined the framing of email communications used in the frauds, with the findings indicating that the scammers used Realism as the main persuasive lexical characteristic in the messages.

Besides, the research on cellphone fraud discourse has also attracted attention. Yuan(2019) select the corpus collected in telecom fraud cases and apply theory of pragmatic presupposition to study the discourse patterns of criminal gangs or criminal individuals so as to provide important clues and evidences for investigation and determine the investigative strategies. Chen(2020) discuss the threat language of fraudsters in Chinese cellphone fraud conversations from the perspective of discourse psychology. Fan (2024) has made a pragmatic analysis and structured description of the fraud telephone, and built a structured model of the fraud telephone, describing the conversation structure, module function, implementation strategy, module content and other characteristics. Iloanusi (2022) analyzes scam calls in Nigeria, focusing on the contextual cues used by fraudsters and the responses of the recipients, and examines ten scam call audio clips using CA. Using conversation analysis to study telecom fraud conversation provides detailed insights into the linguistic strategies, power dynamics, and contextual interactions employed by fraudsters to manipulate victims. Therefore, this paper uses a conversation analysis approach to analyze.

Identity construction theory is an important framework for understanding how individuals display and construct their identities through language and behavior in social interactions. It has a wide range of applications in the fields of sociology, linguistics and psychology. In linguistics, identity construction theory is used to analyze how language constructs identity in everyday communication. Holmes (2000) showed that identity features such as gender, occupation and cultural background are displayed and constructed in language use. Identity construction theory demonstrates and constructs

personal identity through language and interactional behaviors, and the method of conversation analysis plays an important role in revealing the processes and mechanisms of identity construction in interaction. Recent studies on identity construction using Conversation Analysis highlight its application in various contexts such as doctor-patient communication, educational settings, family interactions, and legal interviews. These studies reveal that identity is dynamically constructed through language and discursive strategies, showing fluidity in roles and relationships across different interactional settings. The findings underscore the importance of conversational techniques in establishing and negotiating identities in both face-to-face and virtual environments.

Research on identity construction in telephone fraud focuses on how fraudsters construct their false identities through linguistic and interactional strategies in order to deceive and manipulate victims. Chen(2020) delves into the threatening language used in Chinese cellphone fraud, highlighting how fraudsters create false identities through strategic information sharing and turn-taking.

Based on previous studies, most research subjects have been relatively broad, with few analyses focusing on specific types of fraud. Therefore, this paper will select institutional identity fraud, which has been increasingly prevalent in recent years, as the corpus for analysis. The study aims to examine the practices used by these fraudsters to construct their identities.

III. DATA AND METHOD

3.1 Method: Conversation analysis

Conversation analysis is a sociological research method proposed and developed in the 1960s by Harvey Sacks and his colleagues Emanuel Schegloff and Gail Jefferson. This method uses audio or video recordings of people's real interactions as its only means of collecting observational material, and makes detailed textual and symbolic transcriptions of natural conversations, including pauses, trailing off, overlapping, and so on, in order to reproduce as much detail as possible of the natural conversations in written form. On this basis, the methods by which people perform different social behaviors are explained, and the laws and order of interactive communication are discovered. Turn-taking, turn-design, repair, sequence, and preference structure are some of the more mature and systematic conversational mechanisms discovered by conversational analysis research.(Wu & Liu, 2018)

In CA, "practice" refers to the specific linguistic and interactional behaviors used by participants during conversations. These behaviors, often learned through repetition and socialization, include types such as turn-

taking management, repair mechanisms, sequence organization, and identity construction. Studying these practices helps understand the mechanics of interaction, reveals social and cultural norms, and can be applied in fields like education, healthcare, and law to improve communication strategies.

3.2 Data

The data for this study consist of 10 mins transcribed recordings collected from Internet real institutional identity fraud cases. We employed a conversation analytic methodology (Sacks et al., 1974) for the current research. Conducting a study within a CA framework requires making recordings in a naturally occurring setting, transcribing the recorded data to identify interactional patterns and building a collection of recurring patterns of interaction based on microanalysis of the data. Transcriptions were done following the conventions developed by Jefferson (2004) (see Appendix).

IV. ANALYSIS

Although the fraudster constructs a series of institutional identities such as "police" and "customer service", these identities are constructed and utilized differently at different times (e.g., at the beginning, middle, or end of the phone call) during the telecom fraud process. In the interaction with the fraudster, the defrauded person defines the identity of the other party according to the specific context. In this paper, we use CA to study the process of constructing the suspect's identity in cases of institutional identity fraud, focusing on the discursive interactions between the defrauder and the defrauded, as well as how the defrauder manifests the objectivity of his or her institutional identity in different ways and under different timing positions.

4.1 Data

At the beginning of a telephone scam, the scammer uses the structural features of the identification-recognition sequence (Schegloff, 1986) in the beginning of the telephone call to directly construct his or her own explicit institutional identity. The practices for the construction of the fraudster's institutional identity at this point include: informing the other party of their institutional name, informing the other party of their work number or name.

Excerpt 1:

- 1 ((The phone rings, and the call is answered))
 2 SCA : 啊:你 把 这 手机 免提 关掉
 a: ni ba zhe shouji mianti guandiao
 you let this phone speakerphone turn off
 ah: Turn your phone's speakerphone off

- 3 啊:我们 这个 案件 还在 (0.3) 还在 这个 侦办 期间
 a: women zhege anjian haizai haizai zhege zhenban qijian
 Our this case still still this investigation period
 ah: Our this case is still (0.3) is still during this investigation period
 4 啊:你 不能 把 我们 这个 案件 的 部分 啊
 a: ni buneng ba women zhege anjian de bufen a
 you cannot let our this case NOM part PRT
 ah: You cannot disclose parts of our case
 5 告知 这个 无关 的 第三者 (0.2) 啊:
 gaozhi zhege wuguan de disanzhe a
 inform this unrelated NOM third party PRT
 to unrelated third parties (0.2) ah:

At the beginning of the call, the fraudster makes an immediate request: at line 2, he asks the recipient to turn his cell phone off speakerphone, which is a tactic to control the conversation environment. Through this requirement, fraudster attempt to establish a sense of authority and control, making the victims feel compelled to follow instructions. The fraudster then emphasized that the case is under investigation: Line 3 mentioned that the case is currently under investigation, in order to increase the urgency and importance of the dialogue. This statement will make the victim think that the matter is serious, thereby increasing their awareness of fraudulent discourse. Subsequently, the fraudster explicitly states that the case must not be communicated to an unrelated third party in Line 5, which further enhances the secrecy and formality of the conversation and gives the recipient a sense of sensitivity and confidentiality, which leads to a greater level of trust in the identity of the fraudster.

Excerpt 2:

- 35 SCA : 好, 我 先 自我 介绍 一下,
 hao, wo xian ziwo jieshao yixia,
 okay I first myself introduce once
 Okay, let me introduce myself first,
 36 我 是 这个(.) 亳州 公安局 啊(.)
 wo shi zhege Bozhou Gong'anju a
 I am this Bozhou Public Security Bureau PRT
 I am this (.) Bozhou Public Security Bureau ah (.)
 37 这个 刑侦 支队 的 民警,
 zhege xingzhen zhidui de minjing,
 this Criminal Investigation detachment NOM policeman,
 this Criminal Investigation Brigade's police officer,
 38 啊(.)我 姓 陈(0.2)耳 东 陈(.) 陈 卫民(.)
 a wo xing Chen er dong Chen Chen Weimin
 a I surname Chen ear east Chen Chen Weimin
 Ah (.) my surname is Chen (0.2) ear-east Chen (.) Chen Weimin
 (.)

39 警民编号<031289>听到吗?
jingmin bianhao ling san yi er ba jiu tingdao ma?
police number zero three one two eight nine hear PRT?
police code <zero three one two eight nine> do you hear me?

In excerpt 2, the fraudster first clarifies his identity in line 36-37: the fraudster clearly identifies himself as a police officer from the Criminal Investigation Detachment of the Bozhou Public Security Bureau, providing specific information about his workshop and position. This detailed self-introduction helps to enhance the authenticity and credibility of the identity. This stage plays an important role in the construction of their identity. It can be noted that the fraudster provides specific name and police number (Chen Weimin, police number 031289) in line 38-39, which further convinced the victims of their identity. This specific information will make the victim feel the formality and authority of the fraudster's identity. At the end, the fraudster also asks "Did you hear it?" after the introduction, which makes the victim feel the importance and seriousness of the conversation, further enhancing the authenticity of their identity.

Excerpt 3:

03 FRA : 嗯:就是说 这边 呢 帮 您 核实 一下您 的这个 身份信息(.)

en Jiushishuo zhebian ne bang nin heshi yixia nin de zhege shenfen xinxi
en namely here PRT help you verify once you NOM this identity info
Um: That is to say, on our end, we are helping you verify your this identity information (.)

04 您 的 身份证 号 是 不是 xxx?
nin de shenfenzheng hao shi bushi xxx?
you NOM identity card number right not xxx?
Is your ID number xxx?

05 GIR : ↑多少?
duoshao?
What
↑ What (did you say)?

06 FRA : 您 的 证件 号 是 不是 xxx?
nin de zhengjian hao shi bushi xxx?
you NOM certificate number right not xxx
Is your ID number xxx?

07 GIR : 你 怎么 知道 我的 身份证 号?
ni zenme zhidao wode shenfenzheng hao?
you what know my ID card number?
How do you know my ID number?

08 FRA : 是 这样 的(.) 我 是这边(.) 支付宝 的 工作人员(.)
shi zheyang de Wo shi zhebian Zhifubao de gongzuoren
right this way NOM I am here Alipay NOM staff
Yes (.) I am here (.) Alipay staff (.)

09 所以 呢(.) 是 能 看见 您的 个人 信息 的(.)
suoyi ne shi neng kanjian ninde geren xinxi de
so PRT right can see your personal information NOM
So therefore (.) [I] can see your personal information (.)

10 就是说(.) 目前 您的 支付宝 账号(.)
jiushishuo (.) muqian ninde Zhifubao zhanghao
namely currently your Alipay account
That is to say (.) your currently Alipay account (.)

11 是 用 您的 身份证 实名 认证 绑定过 的吗?
shi yong ninde shenfenzheng shiming renzheng bangdingguo de ma?
right use your ID card real-name identification bound NOM PRT?
Was it real-name verified and bound using your ID card?

12 目前属于违规的学生账户(0.2)然后呢(.)
muqian shuyu weigui de xuesheng zhanghu ranhou ne
currently belong to violation NOM student account then PRT
Currently classified as a non compliant student account
(0.2),and(.)

13 这边今天就给您致电(.)
zhebian jintian jiugei nin zhidian
here today give you call
I'll call you here today (.)

14 就是需要耽误您几分钟(.)
jiushi xuyao danwu nin jifenzhong
namely need delay you several minutes
It will take you a few minutes (.)

15 把您对接到支付宝后面的系统里面。
ba nin duijiedao Zhifubao houmian de xitong limian.
let you connect Alipay behind NOM system inside
to connect you to the system behind Alipay.

In excerpt 3, an excerpt of a fraudulent phone call impersonating Alipay customer service, the fraudster does not identify himself at the beginning of the call, but first verified his identity information in line 06. The fraudster confirmed the ID card number of the fraudster, which build his sense of authority and credibility by directly calling his personal information, so that the fraudster believes that the other party does has the right to view his private information, and further enhancing his sense of control over the fraudster. The fraudster will reduce suspicion and increase trust because the fraudster have access to their personal information. In line 08, the fraudster clearly states that he is a "staff member of Alipay", establishing his institutional identity through this direct self declaration. This identity claim not only increases the formality of the conversation, but also enhances the trust of the victim in their identity.

At this stage the fraudster informs the other party of his or her institutional identity as part of a direct construction of identity, including using the practice of "appositive

reference” (Chu Zexiang, 1998) to inform the other party of their identity and to “introduce himself” in a position other than at the beginning of the call. Appositive reference is a rhetorical structure in which one word or phrase follows or replaces another to provide further description or explanation. This is often used to clarify the reference, add information or clarify the object being referred to. In institutional identity fraud, a fraudster may use appositive reference to emphasize his or her assumed identity or to add credibility to the discourse. For example, in Excerpt 3, line 08, “Yes. I’m here, Alipay staff”, “wo shi zhe bian(I am here)” and “Alipay staff” are in appositive reference. “wo shi zhe bian(I am here)” is an ambiguous pronoun, but the subsequent “Alipay staff” adds to it explicitly, providing specific identity information. Through this structure, the discourse becomes more concrete and credible, further reinforcing the identity constructed by the scammer. These practice is also in Excerpt 2, line 36, Excerpt 4, line 18, and Excerpt 6, line 12.

4.2 Identity construction during fraud process

If the entire fraudulent activity is regarded as a more complex and complete activity, then remove the beginning of the fraudulent phone call and the end of the fraudulent phone call, the middle part of what we call the fraud process. When victims question the fraudsters of current fraudulent activities, fraudsters also use identity construction to eliminate their doubts and carry out their own fraudulent activities. The practices for constructing institutional identities include: the fraudster’s use of authoritative discourse and comprehension-check questions for identity construction.

4.2.1 Authoritative discourse

Authoritative discourse is one of the common practices used by fraudsters to commit institutional identity fraud. This tactic involves the use of formal language, references to authoritative institutions or policies, and the demonstration of mastery of the recipient’s personal information. These authoritative discourses serve the following purposes: through the use of authoritative discourse, the fraudster attempts to quickly establish the recipient’s trust in his or her identity; the use of authoritative discourse reduces the recipient’s suspicion by making the conversation seem more formal and credible; and through the demonstration of authority and professionalism, the fraudster is better able to manipulate the course of the conversation and get the recipient to cooperate with his or her demands.

Excerpt 4:

18 SCA : <我们这个>亳州 公安局 今天 打电话 给你 (0.2)

- women zhege bozhou gong'anju jintian dadianhua geini
our this bozhou Public Security Bureau today call you
<our>The bozhou Public Security Bureau is calling you today (0.2)
- 19 那 最 主要 的 目的
na zui zhuyao de mudi
PRT most main NOM goal
The main purpose
- 20 啊 (.) 也 没有 说 你 有 犯罪 (.)
a ye meiyou shuo ni you fanzui
PRT also not say you have commit a crime
Ah (...). And it doesn't say you committed a crime (.)
- 21 但是 我们 有 接到 这个 武汉 公安局 这边
danshi women youjiedao zhege Wuhan Gong'anju zhebian
but we receive this Wuhan bureau of public security here
But we have received an urgent investigation document
- 22 传真过来 一份 紧急 协查 文件
chuanzhengulai yifen jinji xiecha wenjian
fax a portion urgent assistance in investigation file
faxed by the Wuhan Public Security Bureau
- 23 那 这份 文件 (0.3) 啊:
na zhefen wenjian a
PRT this document PRT
Then this document (0.3) ah:
- 24 是 要求 我们 要 通知到 你>这个<王丽萍本人啊
Shi yaoqiu women yao tongzhidao ni zhege Wang Liping benren a
PRT need we demand inform you this Wang Liping oneself PRT
is requiring us to notify you >this< Wang Liping yourself ah
- 25 带上 身份证 到 我们 公安局 过来 签收 的
daishang shenfenzheng dao women gong'anju guolai qianshou de
bring ID card arrive our bureau of public security come sign NOM
To bring your ID card to our Public Security Bureau to come and receive it
Excerpt 5:
- 39 SCA : 根据 武汉 公安局 传真 过来 的
genju Wuhan Gong'anju chuanzhen guolai de
according to Wuhan bureau of public security fax come NOM
According to the document sent by fax
- 40 这份 文件 上面 显示(0.3)
zhefen wenjian shangmian xianshi
this document above show
from Wuhan Public Security Bureau, it shows (0.3)
- 41 这个 武汉 公安局 在 这个 最近(0.3)
zhege Wuhan Gong'anju zai zhege zuijin
this Wuhan bureau of public security in this recently
Recently, Wuhan Public Security Bureau (0.3)
- 42 啊:他们是 有 抓获 一名 这个 洗黑钱 的 犯罪 分子
a tamen shi you zhuhuo yiming zhege xiheiqian de fanzui fenzi

a they PRT have arrest one PRTmoney laundering NOM commit member
Ah: they have arrested one [of] this money laundering criminal

- 43 啊:他叫这个刘杰(.)文刀刘(.)杰出的杰(.)
 a ta jiao zhege Liu Jie wen dao liu jie chu de jie
 a he call this Liu Jie wen dao liu jie chu de jie
 Ah: he is called this Liu Jie (.) Liu (.) Jie (.)
- 44 这个刘杰(0.2)啊(.)他是一名男性(.)45岁
 zhege liu jie a ta shi yiming nanxing sishiwu sui
 This liu jie PRT he is one man forty-five years old
 Liu Jie (0.2) ah (.) He is a male (.) 45 years old

Excerpt 6:

- 12 FRA : 额::因为 是 这样的(.)国家三一五会议结束以后呢(0.2)
E Yinwei shi zheyangde Guojia SanYiWu huiyi jieshu yihou ne
PRT because is this country SanYiWu conference finish after PRT
Uh:: Because it's like this(.) After the National 3-15 Conference ended (0.2)
- 13 中国 领导 现(.)会联合 五部委
 Zhongguo lingdao xian huilianhe wubuwei
 China leader present unite five ministries
 Chinese leaders now (.) will jointly five ministries and commissions
- 14 发布了 十个 公告 嘛(.)
 fabule shige gonggao ma
 release ten announcement PRT(.)
 issued ten announcements. (.)
- 15 然后是关于进一步大学生互联网消费贷款
 ranhou shi guanyu jinyibu daxuesheng hulianwang xiaofei daikuan
 then is about further undergraduate internet consume loan
 Then is regarding further university students internet consumer loan
- 16 监督管理工作的通知。
 jiandu guanli gongzuo de tongzhi.
 supervise mange work NOM notice
 supervision management work notice.

The above excerpt is the stage of the fraudster's "case background description" during the fraud process. In Excerpt 4 in lines 20-21 fraudster mentioned "But we have received an urgent investigation document faxed by the Wuhan Public Security Bureau", and in Excerpt 5 in line 39-40 "According to the document sent by fax from Wuhan Public Security Bureau, it shows", authoritative documents are cited to increase the authority and authenticity of the discourse. The victims think this information is officially endorsed, thus reducing suspicion. Then more detailed information about the criminal (name, gender, age) in Excerpt 5 lines 42-43 are provided. These specific details make the case appear real and credible. By describing the details of the fraudster, the fraudster is reinforcing his mastery of the case and further enhancing the credibility of his police identity. In addition to the description of the time, line 40 in Excerpt 5 "recently" is

mentioned. By providing a specific timeline, the fraudster is increasing the immediacy and urgency of the case, and making the fraudster feel the reality and importance of the case.

In impersonating Alipay customer service fraud, Excerpt 6, the fraudster claims that the victim's account belongs to a "non-compliant student account" and explains that this is due to a change in national policy. By citing official information such as the "Two Sessions" and the "Announcement issued by five national institutions", the fraudster further enhances the authority and credibility of his words, leading the victim to believe that this is an official and legitimate act.

4.2.2 Comprehension-check questions

The phrases "Is it clear?" and "Do you understand?" in institutional identity fraud can be collectively referred to as "comprehension-check questions". These types of questions can be used by the fraudster to confirm the level of understanding of the recipient, but they also reflect his or her manipulative role in the conversation. These are also another practices of the fraudster in the process of the fraud..

Excerpt 7:

- 32 SCA : [你这边]待会注意听(0.2)警官问到你的问题
 ni zhebian daihui zhuyi ting jingguan wendao ni de wenti
 You here later take care hear police ask you NOM question
 [you] later pay attention to listening (0.2) to the questions the police officer asks you
- 33 你这边做到这个(0.2)实话实说就可以(.)清楚吗?
 ni zhebian zuodao zhege shihuaishishuo jiukeyi qingchu ma?
 you here achieve this speak frankly ok clear PRT
 You can (0.2) speak frankly (.) Clear?
 ...

- 69 SCA : 我知道(0.2)你要清楚我们公安局
 wo zhidao ni yao qingchu women gong'anju
 I know you should understand our bureau of public security
 I know (0.2) you need to understand [that] our Public Security Bureau
- 70 要chao 要找你(0.2)是很简单的(.)清楚吗?
 yaochao yaozhao ni shi hen jianan de qingchu ma?
 find find you is very easy NOM clear PRT
 Want to want to find you (0.2) is very simple (.) Clear?

Excerpt 8:

- 19 FRA : 额:女士是这样的(.)
 e nvshi shi zheyang de
 PRT madam is this NOM
 Uh: Madam, it's like this (.)
- 20 在今年 各 大 平台 像往常一样
 zaijinnian ge da pingtai xiangwangchangyiyang

- this year every major platform as usual
This year, major platforms, same as usual,
- 21 给 大学生 贷 那个 房贷 嘛(.)
gei daxuesheng dai nage fangdai ma
pay college students loan that housing loan PRT
provide loans and housing loans to college students (.)
- 22 然后 很多 大学生 因为 就是 还不上 贷款(.)
ranhou henduo daxuesheng yinwei jiushi huanbushang daikuan
then many college students because namely couldn't repay loans
And many college students choose to jump off buildings (.)
- 23 然后 选择 跳 楼 的 视频(0.2)
ranhou xuanze tiao lou de shipin
then choose jump off buildings NOM video
because they just can't repay their loans(0.2)
- 24 频频 发生(.)所以 国家 就下来 一个 这样 的政策(.)
pinpin fasheng suoyi guojia jiuxialai yige zheyang de zhengce
frequently occur so state introduce one this NOM policy
Such incidents occurred frequently(.) so the state introduced this policy.(.)
- 25 就是说 您的 账户 是属于 违规 的 账户(.) 明白 吗?
Jiushishuo ninde zhanghu shishuyu weigui de zhanghu mingbai ma?
Namely your account belong to violation NOM account understand PRT
That is to say, your account is a non-compliant account (.) Understand?

The fraudster repeatedly requests the victim's cooperation and emphasized the need for a private conversation, which further exploits the authoritative identity to make the victim feel compelled to comply. Comprehension-check questions such as "Is it clear?" and "Do you understand?" are used several times in lines 33 and 70 of Excerpt 7 and in line 24 of Excerpt 8.

"Is it clear?" appears nine times in the police impersonation conversation. The multiple use of comprehension-check questions plays an important role in the identity construction of the police impersonator. The question was used to confirm that the victim understood the information provided by the fraudster. This practice not only ensures that the recipient pays attention to important information, but also makes the recipient feel that he or she needs to understand and comply with everything the fraudster says. By constantly confirming, the fraudster is able to ensure that the recipient does not miss any important information, thus increasing the recipient's compliance.

The sentence establishes a sense of authority. This formula is strongly authoritative and is usually used between superiors and subordinates or in official conversations to show a commanding and confirming tone. Through this expression, the fraudster tries to imitate the authoritative tone of a police officer, creating a strong impression of

authority on the part of the victim. Secondly, it reinforces the sense of command. The repetition of "Is it clear?" reinforces the sense of obedience, making the victim feel obliged to follow instructions, thus reducing the likelihood of resistance and suspicion. It also creates a tense atmosphere, making the victim feel that the matter is important and urgent, and thus inclined to cooperate with the fraudster's demands, reinforcing the sense of obedience. The use of comprehension-check questions helps the fraudster to control the pace of the conversation, ensuring that every aspect is under his control. This framing of the interaction allows the victim to be guided in a specific direction, reducing the amount of time spent thinking and the likelihood of suspicion. Through constant validation, the fraudster is able to progressively drill down to more detailed questions and obtain progressively more information.

V. CONCLUSION

This study uses CA to examine the practices used by fraudsters for identity construction in institutional identity fraud. The result shows that at the beginning of the fraudulent phone call, the fraudster achieves explicit identity construction by informing the other party of his or her organization's name and a detailed self-introduction to make his or her identity clear, or by using already-stolen identity information of the defrauded person to verify his or her identity. During fraudulent phone calls, fraudsters use authoritative discourse, such as the use of formal language, references to authoritative organizations or policies, and comprehension-check questions, such as "Is it clear?" and "Do you understand?" to construct identities during the fraudulent process. Overall, this study enriches the understanding of institutional identity fraud in fraudulent conversations and provides ideas for fighting telecom and online fraud. Subsequent research will focus on how fraudsters' constructed institutional identities are recognized, and then propose practical anti-fraud communication strategies at the verbal communication level.

REFERENCES

- [1] Ye, N. , Cheng, L. , & Zhao, Y. . (2019). Identity construction of suspects in telecom and internet fraud discourse: from a sociosemiotic perspective. *Social Semiotics*, 29(3), 319-335.
- [2] O'Brien, J. T. (1998). Telecommunications fraud: opportunities for techno-criminals. *FBI L. Enforcement Bull.*, 67, 20 F. Shu, Construction of a structured model for scam calls based on pragmatic analysis, *Journal of People's Police University of China*, (04), 2024, 5-12.

- [3] Collins, M. (1999). Telecommunications crime—Part 1. *Computers & Security*, 18(7), 577-586.
- [4] Hoath, P. (1998). Telecoms fraud, the gory details. *Computer Fraud & Security*, 1998(1), 10-14.
- [5] Albrecht, W. S., Albrecht, C., & Albrecht, C. C. (2008). Current trends in fraud and its detection. *Information Security Journal: a global perspective*, 17(1), 2-12.
- [6] Cox, K. C., Eick, S. G., Wills, G. J., & Brachman, R. J. (1997). Brief application description; visual data mining: Recognizing telephone calling fraud. *Data mining and knowledge discovery*, 1, 225-231.
- [7] Subudhi, S., & Panigrahi, S. (2017). Use of Possibilistic fuzzy C-means clustering for telecom fraud detection. In *Computational Intelligence in Data Mining: Proceedings of the International Conference on CIDM*, 10-11 December 2016 (pp. 633-641). Springer Singapore.
- [8] C. P. Wu, The development, changes, and prevention of telecom fraud under the 'Internet+' background, *Journal of People's Public Security University of China (Social Sciences Edition)*, (06), 2015, 17-21
- [9] X. W. Wang, The transformation of ideas and innovation of mechanisms in combating telecom fraud crimes, *People's Tribune*, (02), 2016, 42-44.
- [10] X. L. Huang & Z. C. Wang, On international cooperation in the punishment and prevention of telecom fraud crimes: Background of the big data era, *Guizhou Social Sciences*, (02), 2016, 164-168.
- [11] Chilwa, I. (2009). The discourse of digital deceptions and '419' emails. *Discourse studies*, 11(6), 635-660.
- [12] Onyebadi, U., & Park, J. (2012). 'I' m Sister Maria. Please help me' : A lexical study of 4-1-9 international advance fee fraud email communications. *International Communication Gazette*, 74(2), 181-199.
- [13] Y. Yuan, A study on discourse patterns and verbal strategies in telecom fraud cases, *Journal of Guizhou Police Officer Vocational College*, (04), 2019, 64-68.
- [14] Chen, J. (2021). "You are in trouble!" : A discursive psychological analysis of threatening language in Chinese cellphone fraud interactions. *International Journal for the Semiotics of Law-Revue internationale de Sémiotique juridique*, 34, 1065-1092
- [15] F. Shu, Construction of a structured model for scam calls based on pragmatic analysis, *Journal of People's Police University of China*, (04), 2024, 5-12.
- [16] Ik-Iloanusi, A. I., & Chiemezie, O. A. (2023). Conversational Analysis of Scam Calls in Nigeria. *Awka Journal Of Linguistics And Languages*, 2.
- [17] Holmes, J. (2000). Politeness, power and provocation: How humour functions in the workplace. *Discourse studies*, 2(2), 159-185.
- [18] Y. X. Wu & S. Liu, The sequential structure of request acts in natural Chinese conversation, *Journal of Shanxi University (Philosophy and Social Science Edition)*, (03), 2018, 69-76.
- [19] Schegloff, E. A. (1986). The routine as achievement. *Human studies*, 9(2), 111-151.

APPENDIX

Transcription conventions

(1.5)	Time gap in tenths of a second
(.)	Pause in talk of less than two-tenths of a second (micro pause)
[]	Marks the point of the onset and end of overlapping talk
=	'Latching' between utterances, either by different speakers or between units produced by the same speaker
?	Rising intonation – not necessarily a question
.	Falling or final intonation – not necessarily the end of a sentence
,	'Continuing' intonation – not necessarily a clause boundary
::	Stretching of the sound just preceding; the more colons, the longer the stretching
↑↓	Marked shift into higher or lower pitch
<u>word</u>	Stress or emphasis of underlined item; the longer the underlining, the greater the emphasis
WORD	Markedly louder volume than surrounding talk
° °	Talk between the degree signs is markedly softer or quieter than surrounding talk
<word>	Slower speech rate than surrounding talk
>word<	Faster speech rate than surrounding talk
-	Cut-off or self-interruption of the prior word or sound; often done with a glottal or dental stop
(())	Transcriber's comments on proceeding talk (e.g. description of non-verbal activities)
(word)	Transcriber's best guess of an unclear fragment
(xxx)	Inaudible talk