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LINGUISTIC REALIZATION OF COMMUNICATION STRATEGIES AND INFLUENCE TACTICS IN POLITICAL DISCOURSE

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This paper is dedicated to the study of strategies and tactics that are realized in the English political discourse by means of a definite set of speech figures, including the metaphor, repetition, neologisms, euphemisms, phraseological units, rhetorical questions, paraphrases, antithesis and hyperbole. In the modern era of political campaigns no candidate enters political debate without having duly considered if and how such debate benefits his or her candidacy. Politics is a multifaceted phenomenon that involves a quest for power and influence where language plays an essential role. Research in the domain of political discourse is of paramount importance since it is with the help of the language that millions of people all over the world are imposed views on by elected officials. With influence taking place on so many levels, it is practical to consider political communication from all possible angles of view. Thus this research examines oral and written texts produced within the framework of political discourse not only from a linguistic standpoint, defining the exact speech figures employed by politicians, but aims at discovering what strategies and tactics are pursued with the help of stylistic, syntactic and lexical devices which create ideas and form opinions amongst the electorate.

Key words: political discourse, communicative strategy, communicative tactics, figures of speech

Introduction. Language plays a crucial role as a rapidly and steadily evolving means of communication whose significance over the years has drastically increased, especially due to the blurring of borderlines between individual states and nations within a globalised environment. Since nowadays it takes seconds for the written and spoken word to reach a multimillion audience, the potential impact of any message can be tremendous. The latter fact has spawned avid interest in the language as a tool of power not only amongst politicians whose purpose was to make extensive use of its aforementioned capabilities but among linguists as well who were eager to uncover the mechanisms underlying the ability to persuade and be persuaded, oftentimes defying logic and reason.

Over the years a multitude of texts were produced by politicians and compiled into language corpora to be analysed by political discourse scholars from communicative, pragmatic, cognitive, lexical and grammatical standpoints. Nevertheless, with new texts appearing and novel communicative influence strategies being invented, the relevance of constantly examining those proves self-evident. Such analysis is required for purely practical purposes: to study political thought and its expression either to help manipulate public opinion or to insure it against manipulation since language experts both invent and uncover the most apt ways to put ideas into the heads ordinary citizens.

Hence the topicality of the problem allows us to formulate *the aim* of the article, which consists in scrutinizing the operation and implementation of communication strategies and influence tactics in political rhetoric.

Communication strategies and influence tactics in political discourse. Using language is the most powerful way to influence people. This property is fully manifested in political discourse, which has always been a battle ground for power race, innuendo and manipulation. Political communication evidently is a construct organized in compliance with definite rules and pivoting upon verified strategies and influence tactics which are rarely spoken of but regularly employed.

So long as the main purpose of political communication is to achieve and maintain power, the aforementioned strategies and tactics acquire special significance when it comes to imposing ideas, prevailing upon the electorate to act in a certain way, brainwashing and trying to prompt them to believe that a particular politician's views are their own and his/her ideas are the only ones worth considering. Language and politics are intertwined given that no political regime can exist without communication. It avails elected officials to inform, further their causes, gain support for legislation changes and persuade the general public in the inevitability of some foreign and home policy decisions. Thus one may say that the nature of politics is mostly discursive, for the majority of political actions are inherently linguistic actions.

Communicative strategies and tactics are a relatively new object of linguistic research compared with the language, text and even discourse. Still, at present there are no generally accepted definitions of the aforesaid concepts; their clear distinction and classification are lacking [3, p. 12]. In consequence, there is no unanimity of opinion regarding their understanding and interpretation.

However, it is quite explicit that by saying something the author of the message is primarily concerned with its impact and efficiency, but at the same time he/she takes account of the particularities of a given speech situation and accordingly develops a general approach to dealing with that definite situation. In view of the above it is possible to speak of linguistic communication with regard to the overall strategy of communication (the goal) and its specific tactics (progress).

N.I. Formanovska states that "strategic plan and tactical steps are closely connected" [10, p. 58]. Each strategy of political discourse is realized through the use of certain tactics (see Figure 1), constituting sets of techniques which help to choose the appropriate figures of speech [4, p. 16]. Within the framework of political discourse O.L. Mihaleva singles out three communication strategies: reduction strategy, improvement strategy and theatricality strategy. The first strategy is realized by making use of the tactics of accusing the opponent and creating a negative image. The improvement strategy, respectively, is based on the tactics of creating a positive image of the message sender. Finally, the theatricality strategy includes a variety of tactics, such as tactics of information, forecasting, incitement [7, p. 68].

Linguistic devices in political rhetoric. Pragmatically speaking, political figures in their public appearances use specific communication strategies and resort to a number of influence tactics. From a linguistic point of view, in their everyday life politicians fall back on abundant linguistic means to add expressivity to their conversation and emphasize the high level of their speech culture.
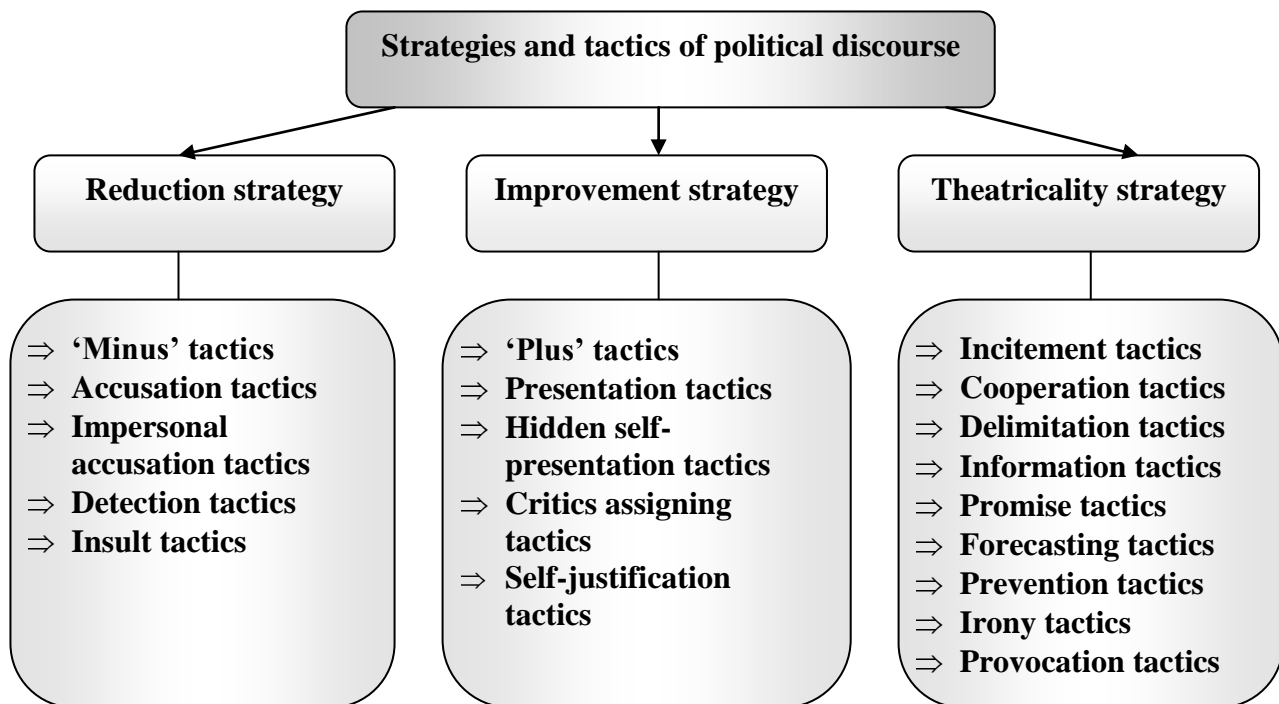
Strategies and tactics of political discourse

Reduction strategy	Improvement strategy	Theatricality strategy
⇒ **'Minus' tactics** ⇒ **Accusation tactics** ⇒ **Impersonal accusation tactics** ⇒ **Detection tactics** ⇒ **Insult tactics**	⇒ **'Plus' tactics** ⇒ **Presentation tactics** ⇒ **Hidden self-presentation tactics** ⇒ **Critics assigning tactics** ⇒ **Self-justification tactics**	⇒ **Incitement tactics** ⇒ **Cooperation tactics** ⇒ **Delimitation tactics** ⇒ **Information tactics** ⇒ **Promise tactics** ⇒ **Forecasting tactics** ⇒ **Prevention tactics** ⇒ **Irony tactics** ⇒ **Provocation tactics**

Figure 1. Political discourse communication strategies and influence tactics

One of the main rhetorical means of creating the imagery and emotional coloring of political speech is the **metaphor**. Provided that the purpose of the text is to achieve emotional stimulation or inspire belief, it is evident that using metaphors underlies the mechanism of propounding a hint or a pointer for the recipient as to how the meaning of the message is to be interpreted. It follows that the role of the metaphor is suggestive [9, p. 187].

In his speech of August 28, 2014 Barack Obama compares Islamic State of Iraq and the Levant to a malignant tumor and a terminal illness, thus realizing a reduction strategy with the help of a shrewd metaphor: *"As I've said, rooting out a cancer like ISIL will not be quick or easy, but I'm confident that we can and we will, working closely with our allies and our partners"*.

The reduction strategy has both explicit and implicit expression of the speaker's negative attitude not only to the subject matter, but also to opponents, aiming to disgrace them. For this reason negative metaphors are mostly favored by elected officials, for instance, referring to what negative effects their adversaries' actions might have had: *"The Bush-McCain foreign policy has dug us into a very deep hole with very few friends to help us climb out' (Joe Biden) or 'In the face of tyranny, a band of patriots brought an empire to its knees"* (Barack Obama).

On the other hand, **repetition** in political discourse is often applied to motivate, encourage or lift up the spirits of the audience. The widespread use of this figure of speech is quite natural and justifies its purpose: through repetition one and the same information stops being perceived consciously and its subconscious impact comes to the fore [2, p. 6]. Repetition as a manipulative tactics organizes the communication process and focuses on specific information [1, p. 35]. In campaign speeches politicians often repeatedly bring up an issue, which they intend to put into the spotlight or whose aim is to lull the recipients and help gain their ultimate support. For example, one may hear an invitation to enjoy a lucrative prospect: *"Free Education. Free Medical care. Free Employment. Free food"* (John Sidney McCain),

or be engaged in a tempting activity of dreaming up the future: *"We're going to provide retirement security for working Americans. We're going to provide long-term care"* (Hilary Clinton).

Being repetitive without being boring requires a certain level of language mastery and the inherent ability to influence. Without repetition a political speech is likely to be more captivating, but it is also likely to generate less response. A great number of repetitions are used with positive coloring and in this way predominantly theatricality strategy is realized: *"Stand up to defend our country from its enemies. Stand up for each other; for beautiful, blessed, bountiful America"* (John Sidney McCain).

Neologisms in political discourse are used to create an expressive and emotional background. To illustrate, under President Roosevelt a term *'New Deal'* was coined to define new political and economic measures striving to improve the US economy. Sometimes neologisms are used to refer to matters whose discussion may be a source of discomfort. It should also be mentioned that a politician who successfully devises and fittingly uses neologisms is considered to be a creative and an educated sort of person. This helps to construct a positive image of a politician and strengthen his/her influence on the masses [5, p. 52].

In political discourse there are many other speech figures, in particular **euphemisms,** which are used to alleviate disagreeable topics and convince the electorate or the opposition. Political euphemisms help to alter the perception of facts and events which may repel or otherwise unsettle and disturb the audience. Those tropes are able to shift focus of attention from the main information to unimportant details. Most euphemisms in political discourse can be traced in various spheres like work and private life of politicians and their environment, economic and political activities of public authorities and political parties, elections, military campaigns, espionage, etc. [8, p. 42]. In general, political euphemisms are meant to semantically manipulate the content, to modify the recipients' world-view and to control their behavior. Mostly euphemisms realize the theatricality strategy as in the example below: *"This time we want to talk about the men and women of every color and creed who serve together, and fight together, and bleed together under the same proud flag"* (Barack Obama).

Apart from metaphors, repetition, neologisms and euphemisms, **phraseological units** or idioms are just as widely used in political speeches, making the discourse more expressive, emotional and compelling. Idioms can carry positive, negative and neutral semantics, but more frequently they can be observed as a means of improvement strategy. To cite an instance: *"We will move heaven and earth to give our children good education"* (Hilary Clinton).

Another effective tool at the disposal of present-day politicians is **rhetorical questions** which are included in public speeches to attract the attention of the audience, establish an atmosphere of unity with them, and invite them to join in the decision-making by painting quite a vivid picture within the theatricality strategy: *"I said "who should I leave out? Who gets to choose who is left out?"* (Hilary Clinton).

Rhetorical questions may include an answer suggested by the addresser: *"Is that what you want for your children? For other countries to race ahead of us, using our ideas? What folly that would be. We must never let it happen"* (John Major).

The use of rhetorical questions followed by addresser answers has three major pragmatic effects. Firstly, it makes an implicit answer explicit and facilitates its understanding by the audience. Secondly, it transforms a monologue into a dialogue. Thirdly, it makes the rhetorical question more argumentative. Audience responses to political speeches, such as applauses and cheering indicate their approving perception of a speech as well as their support for a politician.

Considerable stylistic expressiveness is also conveyed by the **irony**, which has a pronounced emotional and an estimated perlocutionary effect [6, p. 223]. In political discourse irony is often used as a means of verbal aggression, principally serving the invective function. Irony itself is not essentially defamatory but often proves so:

"What's the difference between Obama and God? God doesn't think he is Obama" ("Late night political humor").

"It was proposed this week that members of Congress use video conferencing and other remote technology to work from their home states instead of Washington. They figure they can get just as much 'not done' at home as they get 'not done' in Washington" ('Washington post').

Besides, in their speeches politicians rely heavily on **paraphrases** allowing them while discussing a topic to concentrate on some aspects and to divert attention from the others. The following statement draws attention to Afghanistan – a country which the United States freed: *"It is deeply troubling that a country we helped liberate would hold a person to account because they chose a particular religion over another"* (George Walker Bush).

Some politicians use paraphrases to realize the improvement strategy (tactics of hidden self-presentation): *"This is the meaning of our liberty and our creed – why men, women and children of every race and every faith can join in celebration across this magnificent mall, and why a man whose father less than sixty years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath"* (Barack Obama).

Antithesis is a rhetorical means which greatly adds to the ability to engage and captivate the audience by juxtaposing ideas, objects and phenomena. Its contrastive character is fully manifested in the examples below extracted from W. Churchill speeches:

"Be it long or short, rough or smooth, we mean to reach our journey's end".

"Work is proceeding everywhere, night and day, Sundays and week days".

Hyperbole, as well as antithesis, highlights the information presented and makes it more salient to the audience. However, while antithesis is more of a fact statement, hyperbole is intrinsically evaluative. Notwithstanding their differences both means may be used to arouse emotions.

The combination of the emphasizing and evaluative effect of hyperbole explains why this device seems to be particularly suitable for acts of criticism or praise. For example: *"We remain the most prosperous, powerful nation on Earth"* (Barack Obama).

To conclude, the discourse encompassing written and spoken communication in the domain of politics nowadays depends on a number of communication strategies and influence tactics. The latter present an enticing object of study and interest for linguists as their researchers as well as politicians and political institutions as their consumers. As it has been discovered, at least three main communication strategies are employed alongside about two dozen influence tactics in the day-to-day

interaction between political figures and their electorate. In order to attain their goals, the former make use of a myriad of rhetoric devices, namely the metaphor, repetition, neologism, euphemism, idiom, hyperbole, rhetorical question, irony, antithesis and paraphrase. Nevertheless, establishing consistency patterns between figures of speech and influence tactics requires further investigation.

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Я. В. Бялківська,   А. І. Піддема.   Лінгвістична   реалізація   комунікативних стратегій і тактик впливу в англомовному дискурсі.

У англомовному політичному дискурсі мовне планування, а саме тактичне і стратегічне прогнозування висловлювань, досягає рівня технологій, яке необхідне політичним діячам задля досягнення поставлених цілей. Комунікативні стратегії спрямовані на реалізацію цілей комунікантів, а комунікативні тактики являють собою систему дій з підготовки ефективної реалізації стратегії, що описують сукупність прийомів проведення бесіди і лінію поведінки на певному етапі. Всі комунікативні стратегії в межах політичного дискурсу слугують одній меті − боротьбі за владу. Боротьба і перемога складають основний зміст спілкування, однак не менш важливими є учасники такого спілкування. Кожне слово чи граматична структура тим чи іншим чином впливає на свідомість людини, викликає певну реакцію, спонукає до певних дій чи висновків. Мова політики оперує символами, а її успіх зумовлюється тим, наскільки ці символи співзвучні масовій свідомості. Саме тому ефективний вплив не є можливим без широкого використання лінгвістичних засобів, таких як метафори, повтори, неологізми, евфемізми, фразеологічні одиниці, риторичні запитання, парафрази, антитеза та гіпербола. Інтерпретуючи мовну особистість у політичному дискурсі в її цілісності, не можна обмежуватися суто мовним аналізом. Саме знання та комплексний опис базових стратегій і тактик англомовних політичних діячів з комуніктивно-прагматичної точки зору, а також їх співвіднесення з конкретними мовними засобами надасть можливість якісної та повної інтерпретації політичних текстів.

Ключові слова: політичний дискурс, комунікативна стратегія, комунікативна тактика, вербальні засоби.

Я. В. Бялковская,   А. И. Пиддема.   Лингвистеческая   реализация   политических стратегий и тактик влияния в англоязычном дискурсе.

Данная статья посвящена рассмотрению стратегий и тактик влияния, используемых в современном англоязычном политическом дискурсе, а также их лингвистической реализации. В политическом дискурсе важно соблюдать правила установления и поддержания контакта со слушателем. Коммуникативный контакт даёт возможность оказывать влияние на слушателей и помогает достичь необходимого эффекта. Потенциалом воздействия на сознание адресата и на существующую у него картину мира обладают риторические приемы и различные средства образности. Выбор лексических единиц в политической речи определяется, главным образом, их прагматической направленностью на реализацию целей убеждения и создание положительного имиджа политика либо же негативного имиджа оппонента. Во многих политических текстах содержится изложение фактов и мнений, но такая информация должна служить еще одним аргументом для убеждения адресата и в конечном счете влиять на его политическую позицию. Необходимость убедить аудиторию обуславливает использование определенных стратегий и тактик, которые делают воздействие наиболее эффективным.

Ключевые слова: политический дискурс, коммуникативная стратегия, коммуникативная тактика, тропы