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POLITICAL DISCOURSE IN THE USA

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INTRODUCTION

Political discourse is an essential aspect of modern linguistics, as it shapes the way we communicate and understand political issues.

In modern linguistics, political discourse analysis is a field of study that has attracted considerable attention from scholars (Norman Fairclough, Teun A. van Dijk, Ruth Wodak, Michael Billig, Ernesto Laclau, Chantal Mouffe, Jonathan Charteris-Black, Paul Chilton, Sara Mills, John Wilson).

Political discourse is a complex and multifaceted phenomenon that is shaped by a variety of linguistic, social, and cultural factors. The study of political discourse is important because it provides insights into how language is used to construct and shape political reality, how power is negotiated and contested through discourse, and how discourse reflects and reinforces social and cultural norms.

The relevance of analyzing political discourse lies in the fact that it enables us to understand how politicians use language to persuade, manipulate and influence public opinion.

The thesis aims to explore the impact of manipulative political speeches on society through linguistic analysis.

The research objectives include identifying the features of political discourse, examining the manipulative methods and strategies used in political speeches, debates, interviews, and posts on social media and determining the impact of these speeches on society.

The object of this research is the discourse in political speeches and media, in the United States.

Data Sources:

This research drew on a number of data sources, including political speeches, news articles and social media posts. A corpus of speeches by US political leaders was collected and analyzed using various methods of linguistic

tools and methods. Additionally, data from news articles and social media will be collected to examine the media's coverage of these speeches.

The study analyzed 2 speeches from 2023, 2 speeches from 2021, 10 speeches from 2010-2020, one speech from 2008 and one speech from 1963. Two posts from social networks and one video was also analyzed.

Outline of Methods:

The research will use a range of methods, including discourse analysis, critical discourse analysis, rhetorical analysis, and pragmatics. The study will also employ quantitative methods such as content analysis and case studies to investigate the impact of manipulative political speeches on society.

Theoretical Value:

The theoretical value of this research lies in its contribution to the understanding of political discourse and its impact on society. This research will provide insights into the language used in political discourse and how it influences public opinion.

Practical Value:

The practical value of this research lies in its potential political communication strategies. By identifying effective and ethical communication strategies, this research could contribute to more responsible and transparent political discourse.

The novelty of the paper:

This research is novel in its focus on the impact of manipulative political speeches on society, using linguistic analysis. While there is a significant body of research on political discourse, this study contributes to the field by examining the impact of such discourse on society.

Brief outline of the research paper structure.

The paper consists of the introduction, three chapters, which are divided into units, conclusion, summary in two languages and list of references.

1.POLITICAL DISCOURSE ANALYSIS IN MODERN LINGUISTICS

1.1. The notion of discourse

The notion of discourse is a fundamental concept in linguistic and discourse analysis, referring to a set of language practices that are socially constructed and contextually situated. Discourse can be defined as the use of language in communicative events, such as conversations, speeches, or written texts, which are shaped by the social, cultural, and historical contexts in which they occur [1, p. 2].

Political discourse refers to the language used in political communication, including speeches, debates, media, and other forms of political communication. Political discourse plays a crucial role in shaping public opinion, influencing political decision-making, and reflecting cultural values and beliefs. It encompasses not only the words and phrases used but also the context, the speakers, and the audience. Political discourse can be analyzed using a variety of linguistic and discourse analytical methods to explore the complex relationships between language, power, and politics.

Political discourse analysis can provide valuable insights into the workings of power, the construction of political identities, and the negotiation of power relations. Moreover, it can shed light on the role of language in shaping social reality and the ethical implications of the language used in political discourse. Political discourse is a vital field of research that is relevant to various disciplines, including linguistics, politics, media studies, and sociology.

Discourse can be studied at various levels, including the analysis of language structures, the examination of discursive practices, and the exploration of power relations embedded in discursive contexts. Discourse analysis provides insights into how language is used to construct social reality, shape power relations, and produce meaning [2, p. 1].

Discourse can be seen as a set of practices that are enacted within a particular social context. In other words, discourse is not just a matter of

individual linguistic choices, but rather a social practice that is shaped by larger institutional and cultural factors [3, p. 5]. For instance, a political speech is not simply an individual act of communication, but rather a product of the political and social context in which it occurs.

Furthermore, discourse is not limited to language use but can also involve other semiotic resources such as images, symbols, and gestures. These elements can be analyzed as part of the discursive practices in which they are embedded, and can contribute to the construction of meaning and power relations [4, p. 7].

Discourse analysis aims to explore the complex relationships between language, power, and ideology, and the ways in which discourse shapes social reality. Discourse analysis can be used to study a range of discursive practices, including political speeches, media texts, social interactions, and written texts [2, p. 2].

The study of discourse can be approached from different theoretical perspectives. For example, critical discourse analysis (CDA) is an approach that focuses on the ways in which discourse reflects and reproduces power relations and social inequalities. CDA aims to uncover the hidden power relations that are embedded in language use, and to reveal the ways in which discourse is used to justify and reinforce dominant ideologies [4, p. 3].

Another approach to discourse analysis is systemic functional linguistics (SFL), which focuses on the functional aspects of language use and how language is used to create meaning. SFL examines the relationship between language structures and social practices, and how language is used to create social reality [2, p. 3].

Discourse analysis can also be used to explore the role of language in constructing political identities and shaping political agendas. Political discourse can be analyzed to uncover the ways in which language is used to construct political identities and create political alliances. For example, political speeches

can be analyzed to explore how language is used to construct a sense of national identity or to mobilize support for a particular political agenda [1, p. 3].

Moreover, discourse analysis can contribute to the study of language and power relations. Discourse is a powerful tool for shaping social reality and constructing identities, and can be used to reproduce or challenge power relations. Discourse analysis can be used to explore the ways in which language is used to reinforce or challenge dominant power structures [3, p. 8].

In conclusion, the notion of discourse is a central concept in linguistic and discourse analysis, referring to a set of language practices that are socially constructed and contextually situated. Discourse analysis provides insights into the ways in which language is used to construct social reality, shape power relations, and produce meaning. The study of discourse can be approached from different theoretical perspectives and can be used to explore a range of discursive practices, including political speeches, media texts, social interactions, and written texts. The analysis of discourse can contribute to our understanding of language and power relations, political identities, and social reality. Scholars who have contributed significantly to the study of discourse include Norman Fairclough, James Paul Gee, Teun A. Van Dijk, and Ruth Wodak, among others.

The notion of discourse has been a popular topic in linguistics and social sciences between 2010 and 2020 [12, p.67]. During this period, there was an increased interest in the study of discourse and its role in shaping social practices and ideologies.

Scholars in this field focused on analyzing various forms of discourse, such as media, political, and institutional discourse, to understand how language is used to construct and maintain social power structures [5, p. 3].

Another important trend was the use of interdisciplinary approaches to the study of discourse [12, p. 16]. Researchers from diverse fields, including linguistics, sociology, anthropology, psychology, and political science,

collaborated to analyze various aspects of discourse, such as its cognitive, social, and political dimensions [6, p. 2].

Finally, digital technologies and social media played a significant role in shaping the notion of discourse during this period [12, p. 80]. Researchers analyzed the language used on social media platforms to understand how social identities are constructed and how political opinions are formed and disseminated [13, p. 129].

Overall, the notion of discourse in 2010-2020 was characterized by an increased interest in critical discourse analysis, interdisciplinary approaches, and the influence of digital technologies on language use and social practices. Additionally, there were also efforts to incorporate a more nuanced understanding of the role of discourse in shaping social reality [12, p. 48].

Some scholars emphasized the importance of context and situatedness in discourse analysis, arguing that language use is shaped by the particular social, cultural, and historical contexts in which it occurs [11, p. 3].

Another important development during this period was the attention given to the role of language in constructing and reproducing social inequalities, such as gender, race, and class. This led to the emergence of subfields within discourse analysis, such as feminist discourse analysis, critical race theory, and critical discourse studies [7, p. 18].

In terms of research methods, there was also an increasing use of mixed methods approaches, combining qualitative and quantitative methods to analyze discourse. This allowed researchers to draw on the strengths of different methods and provide more comprehensive and nuanced analyses of language use [7, p. 19].

Finally, the notion of discourse was also linked to broader debates about the relationship between language and social reality. Some scholars argued that language is not just a passive reflection of social reality but actively contributes to the construction and reproduction of social practices and ideologies. This led to

a renewed interest in the role of language and discourse in shaping social change and transformation [9, p. 7].

Therefore, the notion of discourse was characterized by a growing recognition of the importance of critical discourse analysis, interdisciplinary approaches, context and situatedness, social inequalities, mixed methods, and the active role of language in shaping social reality.

1.2. The varieties of discourse

Discourse, as a fundamental concept in linguistic and discourse analysis, has various functions that shape our social interactions and construct our understanding of the world [15, p. 87]. Discourse functions can be described as the ways in which language is used to achieve specific goals, to create meaning, and to construct social reality [16, p. 11].

One of the primary functions of discourse is to convey information [6, p. 90]. Informational discourse refers to the use of language to communicate factual information about the world, events, or situations [19, p.16]. For example, news reports, academic papers, and scientific research articles use informational discourse to present facts, data, and evidence. Informational discourse can also be used in everyday conversations to share personal experiences, explain concepts, or provide instructions [18, p. 245].

Another important function of discourse is to establish social relationships [16, p. 16]. Interactional discourse refers to the use of language to establish and maintain social relationships, to express emotions, and to establish a sense of rapport [17, p. 123]. For example, in a casual conversation, participants might use interactional discourse to greet each other, to express sympathy, or to share their feelings. In professional settings, interactional discourse can be used to establish a sense of trust and credibility between speakers and their audience, such as in business negotiations or job interviews.

Discourse can also be used to negotiate power relations [15, p. 90]. Power relations refer to the ways in which social power is distributed within a society, and discourse can be used to either reinforce or challenge these power relations [17, p. 126]. Discursive practices can reflect and reproduce existing power relations or work to challenge them. For example, in political discourse, politicians might use language to reinforce their power and authority, or to challenge existing power structures and advocate for change [18, p. 248].

Another function of discourse is to construct social reality [15, p. 91]. Discourse plays a key role in shaping how we understand the world around us and how we construct our social reality [16, p. 14]. For example, in media discourse, the way in which news stories are framed can shape our understanding of a particular issue or event [19, p. 19]. The choice of words, tone, and imagery can influence how we perceive and interpret the world.

Discourse can also be used to construct and reinforce identities [15, p. 92]. Identity refers to the way in which individuals and groups see themselves and are seen by others [16, p. 12]. Discourse can play a key role in shaping identity by reinforcing cultural and social norms and stereotypes or by challenging them. For example, in media discourse, the portrayal of certain groups or individuals can reinforce negative stereotypes or challenge them by presenting a more complex and nuanced perspective [17, p. 130].

Discourse can also be used to perform actions [15, p. 93]. Performative discourse refers to the use of language to perform actions or to bring about changes in the world [18, p. 247]. For example, in legal discourse, the use of language can perform actions such as making a contract or issuing a verdict. Similarly, in political discourse, language can be used to enact policies, laws, and regulations.

Furthermore, discourse can be used to create and maintain social order [15, p. 94]. Regulatory discourse refers to the use of language to regulate behavior and maintain social order [19, p. 21]. For example, in institutional discourse, such as

in schools or workplaces, rules and regulations are communicated through language, and language is used to reinforce those rules and to ensure compliance.

Discourse is a fundamental concept in linguistic and discourse analysis that refers to a set of language practices that are socially constructed and contextually situated. Discourse can be studied at various levels, including the analysis of language structures, the examination of discursive practices, and the exploration of power relations embedded in discursive contexts [15, p. 1]. However, discourse is not a monolithic concept but rather a diverse and multifaceted phenomenon that can take different forms depending on the social, cultural, and historical contexts in which it occurs.

One aspect of the variety of discourse is the distinction between spoken and written discourse. Spoken discourse refers to the use of language in face-to-face communication, such as conversations, interviews, and public speeches, whereas written discourse refers to the use of language in written texts, such as books, articles, and emails. Spoken discourse is characterized by features such as turn-taking, interruption, and overlapping, which are not present in written discourse. On the other hand, written discourse is characterized by features such as complex sentence structures, formal vocabulary, and the use of punctuation, which are not always present in spoken discourse [16, p. 3].

Another aspect of the variety of discourse is the distinction between different genres or types of discourse. Genres are social and cultural constructs that define different types of communicative events, such as academic writing, news reporting, advertising, and social media. Each genre has its own conventions and rules that govern how language is used to achieve specific communicative goals. For example, academic writing is characterized by the use of formal language, specialized vocabulary, and a clear argumentative structure, whereas advertising is characterized by the use of persuasive language, emotional appeals, and attention-grabbing slogans [17, p. 10].

Moreover, discourse can also be analyzed according to its function or purpose. For example, some types of discourse are used to convey information, such as news reporting or scientific writing, while others are used to express opinions or attitudes, such as editorials or blog posts. Additionally, some types of discourse are used to establish social relationships, such as small talk or greetings, while others are used to negotiate power or authority, such as political speeches or legal documents [18, p. 5].

The variety of discourse can also be seen in the different languages and dialects that are used in different social and cultural contexts. Language variation can take different forms, such as regional dialects, social dialects, and even language contact phenomena, such as code-switching or borrowing. Each language or dialect has its own linguistic features, such as pronunciation, vocabulary, and grammar, that reflect the social, cultural, and historical context in which it is used. Moreover, the use of different languages or dialects can signal different identities, such as ethnicity, nationality, or social class [15, p. 8].

Discourse can also be analyzed in terms of the power relations that are embedded in communicative events. Power relations can take different forms, such as social, political, or ideological power, and can be expressed through language in various ways. For example, the use of formal language, technical vocabulary, and complex sentence structures can signal a high level of education and social status, while the use of colloquial language, slang, and non-standard grammar can signal a lower level of education and social status. Similarly, political power can be expressed through the use of persuasive language, emotional appeals, and the repetition of key slogans or messages, while ideological power can be expressed through the use of metaphors, symbols, and discursive frames that shape how people perceive reality [15, p. 15].

The next variety of discourse is institutional discourse refers to the language and communication practices used within specific institutional settings such as schools, hospitals, courts, and corporations. Institutional discourse is

characterized by the use of specialized vocabulary and technical jargon, which reflects the unique features of the institution and the knowledge and expertise required to operate within it [15, p. 1].

For example, legal discourse is characterized by the use of specialized legal terminology, such as "habeas corpus" and "amicus curiae," which are used in legal proceedings to refer to specific legal concepts and procedures [16, p. 27]. Medical discourse also employs a specialized vocabulary, including medical terms such as "diagnosis," "symptom," and "treatment," which are used to describe various medical conditions and procedures [17, p. 4].

Political speeches are an important aspect of political communication and are used by politicians and leaders to communicate their vision, ideas, and policies to the public. Political speeches can take many forms, such as campaign speeches, state of the union addresses, or speeches delivered at rallies or protests. One of the key goals of political speeches is to persuade the audience to support a particular cause or candidate. This can involve using rhetorical devices, such as repetition, metaphor, and emotional appeals, to engage the audience and make a persuasive case. Politicians often use personal stories, anecdotes, or examples to illustrate their points and make them more relatable to the audience.

Political speeches can also be used to create a sense of unity and mobilize support for a particular cause or movement. By appealing to shared values, beliefs, and interests, politicians can create a sense of community and inspire people to take action. Political speeches can also be used to challenge the status quo or call attention to injustices or issues that have been overlooked.

The delivery of a political speech is also an important consideration. A politician's body language, tone of voice, and overall demeanor can all have an impact on how the speech is received by the audience. For example, a speaker who appears confident, passionate, and authentic is likely to be more effective than one who appears nervous, monotone, or insincere.

In addition, the context in which a political speech is delivered can also affect its impact. For example, a speech delivered at a campaign rally may be designed to energize supporters and mobilize them to vote, while a speech delivered at a memorial service may be more solemn and focused on consoling and inspiring the audience.

Overall, political speeches are a powerful tool for communicating ideas, inspiring action, and shaping public opinion. A well-crafted and effectively delivered speech can have a profound impact on the course of political events, galvanizing support for a particular cause or candidate and shaping the direction of public discourse.

In conclusion, discourse serves a range of functions in our social interactions and in shaping our understanding of the world [18, p. 17]. Discourse can convey information, establish social relationships, negotiate power relations, construct social reality, construct and reinforce identities, perform actions, and create and maintain social order [19, p. 5].

The functions of discourse are closely related to the social and cultural contexts in which they occur, and the use of discourse can have a profound impact on our social interactions and our understanding of the world. Understanding the functions of discourse is crucial to understanding the ways in which language is used to shape our social reality and to construct meaning. Overall, political speeches are designed to be persuasive and impactful, using a range of techniques to engage and persuade the audience to support a particular cause or message.

1.3. Genres of political discourse

Discourse and genre analysis are two approaches that have been used to study political communication. In politics, genre refers to a category or type of political ideology, movement, or approach to governance that is characterized by particular beliefs, values, or practices. Political genres can include liberalism,

conservatism, socialism, libertarianism, fascism, communism, and others. Each genre has its own set of principles and values, and its adherents may support different policies and strategies for achieving their goals. Political genre can help people to understand and classify different political movements and ideologies, and to identify their own political beliefs and values.

However, it's important to note that political genre is often contested and subject to change over time, and that many political movements and ideologies may defy easy classification within a single genre.

Discourse in politics refers to the language, ideas, and arguments that are used in political communication, including speeches, debates, news coverage, and social media. Political discourse plays a critical role in shaping public opinion and influencing policy decisions. Political discourse can be constructive or divisive, depending on the tone and content of the messages being communicated. Political discourse can be seen as a type of genre that is characterized by certain features, such as the use of particular language structures and rhetorical strategies. Discourse analysis and genre analysis provide insights into how political communication is constructed and how it functions in political contexts. [20, p. 96]

Discourse analysis is a valuable tool for analyzing political communication. It allows researchers to analyze how political actors use language to shape public opinion and advance their interests. Discourse analysis can help uncover the underlying assumptions and values that shape political discourse, and reveal how different groups use language to gain power and influence. [21, p. 95]

One key application of discourse analysis in politics is the analysis of political speeches, debates, and other forms of public discourse. This type of analysis can reveal the rhetorical strategies and persuasive techniques that political actors use to influence public opinion. For example, a discourse analysis

of political speeches might examine the use of emotional appeals, metaphors, or other rhetorical devices to sway audiences. [20, p. 38]

Discourse analysis can also be used to study political media, such as news coverage or political advertisements. This type of analysis can reveal how media outlets frame political issues, and how different groups use media to advance their interests. For example, a discourse analysis of news coverage might examine how media outlets portray political candidates, or how they frame debates over controversial issues like immigration or climate change. [20, p. 44]

Another important aspect of discourse analysis is the exploration of power relations embedded in political discourse. Power is embedded in political communication through the use of language structures, rhetorical strategies, and other discursive practices. For example, political leaders use language to construct a sense of authority and legitimacy, while marginalizing oppositional voices. [22, p. 8]

Genre analysis is an approach that focuses on the ways in which texts are structured and how these structures function in different contexts. In political communication, different genres are used to convey different types of information and to achieve different communicative goals [24, p. 112]. Genre analysis provides insights into how political communication is constructed and how it functions in different contexts [20, p. 78]. By analyzing the structures and features of different genres, we can gain insights into the ways in which they are used to convey information, construct political identities, and mobilize support for political agendas [23, p. 119].

One important aspect of genre analysis is the examination of genre conventions, or the shared expectations and practices that are associated with particular genres. For example, a political speech is expected to contain certain features, such as an introduction, a body, and a conclusion, and to use certain rhetorical strategies, such as repetition and emotional appeals [24, p. 198]. An

analysis of presidential inaugural addresses using genre analysis reveals that they typically follow a predictable structure [21, p. 101].

In addition to speeches, political genres can also include other types of texts such as political manifestos, party platforms, and policy statements [24, p. 103]. These texts have specific genre conventions that are designed to communicate political messages to a particular audience. For example, political manifestos are a genre that is used by political parties to articulate their political ideology and policy positions. These texts typically follow a predictable structure, with sections outlining the party's vision for the future, their policy priorities, and their approach to governance [24, p.47].

Another important aspect of genre analysis is the exploration of the social functions of different genres. Political communication serves a variety of social functions, such as the construction of political identities and the mobilization of support for political agendas. Different genres are used to achieve different communicative goals, and understanding the social functions of different genres is essential for understanding political communication [20, p.126].

Discourse and genre analysis are complementary approaches that can be used to study political communication. By analyzing the language structures, rhetorical strategies, and genre conventions used in political communication, we can gain insights into how political communication is constructed and how it functions in different contexts [20, p. 1; 22, p. 2].

For example, a discourse and genre analysis of a political speech would involve analyzing the language structures and rhetorical strategies used in the speech, as well as the genre conventions that are associated with political speeches. This analysis would provide insights into how the speech is constructed, how it functions in the context of political communication, and how it is received by different audiences [21, p. 94].

Overall, the analysis of discourse and genre in politics can help to shed light on the complex relationship between language, power, and ideology. By

analyzing the linguistic and rhetorical features of political genres, scholars can identify the conventions and expectations associated with particular genres, as well as the ways in which language is used to construct political identities and reinforce power relations [20, p. 2; 22, p. 2; 23, p. 1].

One of the main goals of genre analysis in politics is to identify the characteristics and conventions of different political genres, such as political speeches, election campaigns, and political advertisements. By identifying these features, scholars can gain insights into the ways in which language is used to convey political messages and influence public opinion. For example, research has shown that political speeches often employ rhetorical strategies such as metaphors, repetition, and emotional appeals to create a persuasive message [17, p. 104].

Discourse analysis is another important tool in the study of politics, particularly in the analysis of political ideology and power relations. Through discourse analysis, scholars examine the language used in political texts to uncover underlying assumptions and beliefs about society, politics, and power relations [20, p. 32]. For example, critical discourse analysis (CDA) has been used to analyze the ways in which political language constructs and reinforces social inequalities, such as gender, race, and class [18, p. 62].

In addition to genre analysis and discourse analysis, scholars in the field of political communication also use other analytical tools such as framing analysis and rhetorical analysis to understand how political messages are constructed and disseminated [22, p. 112]. Framing analysis, for example, examines the ways in which political issues are framed in terms of particular values and beliefs, and how these frames shape public opinion [19, p. 223]. Rhetorical analysis, on the other hand, focuses on the specific linguistic strategies used in political communication to persuade and influence audiences [21, p. 45].

Furthermore, genre analysis and discourse play important roles in the study of politics and political communication, providing insights into the ways in which

language is used to construct political ideologies and power relations. By analyzing political texts and speeches, scholars can gain a deeper understanding of the complexities of political communication and the ways in which language shapes political discourse.

Genre analysis is an important tool in the study of politics and political communication in the modern world. With the proliferation of digital media and the rise of social media platforms, political communication has become more complex and diverse, making genre analysis an essential tool for understanding the ways in which political messages are constructed and disseminated.

One of the main contributions of genre analysis to the study of politics is its ability to identify the different genres and subgenres of political communication in the digital age. For example, in addition to traditional political genres such as political speeches and election campaigns, scholars now also analyze social media posts, online news articles, political memes, and other forms of digital content [16, p. 315]. By identifying the different characteristics and conventions of these genres, scholars can gain insights into the ways in which language is used to construct political messages and influence public opinion.

Another important contribution of genre analysis in the modern world is its ability to analyze the hybridity and fluidity of political genres. With the advent of digital media, political genres are no longer fixed and stable, but are constantly evolving and changing. For example, political memes can combine elements of humor, irony, and satire to convey political messages [18, p. 102]. By analyzing these hybrid and fluid genres, scholars can gain insights into the ways in which political communication is adapting to the changing media landscape.

In addition to identifying and analyzing different genres of political communication, genre analysis can also be used to explore the relationships between different genres. For example, scholars can analyze how political speeches are adapted and transformed for social media platforms, or how online news articles are linked to political debates and controversies [17, p. 209]. By

examining these relationships between genres, scholars can gain a deeper understanding of the ways in which political communication is interconnected and dynamic.

Political speeches typically have several features that make them distinct from other types of speeches. Some of these features include:

1. **Persuasion:** Political speeches are designed to persuade people to believe or act in a certain way. This can involve using rhetoric, emotional appeals, and logical arguments to convince the audience of a particular point of view.
2. **Addressing current events:** Political speeches often address current events or issues that are relevant to the audience. This helps to establish a connection between the speaker and the audience, and can make the speech more engaging.
3. **Use of language:** Political speeches often use complex language, including jargon and technical terms, to demonstrate the speaker's knowledge and expertise. They may also use simple, easy-to-understand language to appeal to a broader audience.
4. **Call to action:** Political speeches often end with a call to action, encouraging the audience to take action in support of the speaker's cause. This can involve asking people to vote, donate, or participate in a particular campaign or movement.
5. **Structure:** Political speeches typically have a clear structure, with an introduction, body, and conclusion. The introduction typically includes a hook to grab the audience's attention, while the body of the speech presents the main arguments and ideas. The conclusion often summarizes the main points and ends with a call to action.
6. **Use of repetition:** Political speeches often use repetition to emphasize key points and create a sense of rhythm and momentum. This can help to engage the audience and make the speech more memorable.

7. Appeals to values and beliefs: Political speeches often appeal to the values and beliefs of the audience, invoking common ideals and principles to establish common ground and create a sense of unity.
8. Use of storytelling: Political speeches often incorporate storytelling to make their message more relatable and memorable. This can involve sharing personal anecdotes or using historical examples to illustrate the speaker's point.
9. Use of humour: Political speeches may use humour to break the tension and make the audience more receptive to the message. However, humour must be used carefully in political speeches as it can also backfire and alienate the audience.
10. Tone: The tone of political speeches can vary depending on the context and the audience. The speaker may adopt a serious, sombre tone for a solemn occasion or a more upbeat, energetic tone for a rally or campaign event.
11. Use of symbolism: Political speeches often use symbols and metaphors to convey a deeper meaning or message. For example, a speaker may use the American flag as a symbol of patriotism or the Statue of Liberty as a symbol of freedom.
12. Audience engagement: Political speeches may involve engaging with the audience through questions, applause, or other interactive elements. This can help to build rapport and create a sense of connection between the speaker and the audience.

However, political speeches are not without their challenges. One of the biggest challenges is crafting a message that resonates with a diverse audience. Politicians must balance the need to appeal to their base with the need to attract independent voters and those who may not share their political views. This requires careful messaging and an understanding of the concerns and interests of the audience.

Another challenge is dealing with the media and the public scrutiny that comes with political speeches. In today's 24/7 news cycle, political speeches are

often dissected and analyzed by the media and social media, and any misstep or gaffe can quickly become a headline. Politicians must be careful to avoid misstatements or offensive comments, and must be prepared to respond to criticism or pushback.

Finally, the effectiveness of political speeches is not always easy to measure. While a powerful speech can create a buzz and generate media attention, it is difficult to know how much impact it has on the opinions and actions of the audience. Politicians may use polls or other measures to gauge public opinion, but it can be difficult to attribute changes in opinion or behaviour to a single speech.

Despite these challenges, political speeches remain an essential tool for politicians and leaders to communicate their ideas and vision to the public. Whether delivered in person or through social media, a powerful and persuasive speech can have a lasting impact on public opinion and the direction of political events.

Basically, genre analysis plays an essential role in the study of politics and political communication in the modern world, providing insights into the ways in which political messages are constructed and disseminated across a range of media platforms and genres. By analyzing the characteristics, conventions, and relationships between different genres, scholars can gain a more nuanced understanding of the complexities of political communication in the digital age.

CONCLUSION TO CHAPTER 1

In conclusion, discourse is a fundamental concept in linguistic and discourse analysis, referring to a set of language practices that are socially constructed and contextually situated. The study of discourse provides insights into how language is used to construct social reality, shape power relations, and produce meaning. Discourse can be studied at various levels, including the analysis of language structures, the examination of discursive practices, and the exploration of power relations embedded in discursive contexts.

Moreover, discourse serves a variety of functions, such as informing, persuading, entertaining, and expressing social identity. The variety of discourse can be classified into different genres based on their communicative purposes, structures, and conventions. Understanding the functions and variety of discourse is crucial in effective communication and interpretation of messages.

Political speeches are an important form of political communication that politicians and leaders use to convey their ideas, vision, and policies to the public. Through the use of rhetorical devices, personal stories, and emotional appeals, politicians aim to persuade, inspire, and mobilize their audience to support their cause or candidate. However, crafting an effective speech that resonates with a diverse audience can be a challenge, and politicians must also navigate the media and public scrutiny that come with political speeches. Despite these challenges, political speeches remain a powerful tool for shaping public opinion and mobilizing support for a particular cause or movement. As such, they will likely continue to play a central role in political discourse and communication for the foreseeable future.

Discourse and genre analysis are particularly important in the field of politics, where language is used to construct political identities, mobilize support, and shape public opinion. Political discourse can be analyzed using different theoretical approaches, such as critical discourse analysis and systemic functional

linguistics, to uncover the ways in which language is used to reproduce or challenge power relations and dominant ideologies.

In addition, the study of political genres such as political speeches, media texts, and political debates can provide insights into how language is used to construct political identities and shape political agendas. The analysis of political discourse and genres can contribute to our understanding of language and power relations, political identities, and social reality.

In conclusion, genre analysis and discourse analysis are two important approaches that have been widely used in political studies to investigate the role of language and communication in shaping political practices and ideologies. Genre analysis focuses on the textual features of political communication, such as the structure, language use, and rhetorical strategies, while discourse analysis aims to uncover the power relations and social inequalities that are embedded in language use. Together, these approaches provide valuable insights into how political communication functions in the modern world, including the role of media, the impact of digital technologies, and the influence of social identities and ideologies. By analyzing the genres and discourses of political communication, researchers can better understand how language is used to construct and maintain social power structures, as well as how it can be used to challenge and transform them.

Overall, the notion of discourse, its functions, and its various genres are crucial in understanding how language is used in different contexts and for different purposes. The study of discourse and genre analysis can provide important insights into how communication works, how power relations are constructed and maintained, and how social reality is shaped.

2. THE LANGUAGE OF POLITICAL DISCOURSE

2.1. Lexical and stylistic analysis of political discourse

Researching the language and rhetoric used by politicians and other political players in their public communications, such as speeches, interviews, social media postings, and other types of messaging, is known as lexical and stylistic study of political discourse in social and mass media. This kind of analysis can provide light on the methods and tactics politicians employ to spread their ideologies and sway public opinion [25, p. 2].

Lexical analysis of political discourse in social and mass media involves examining the vocabulary used by politicians and political actors in their public communications, including speeches, interviews, social media posts, and other forms of messaging. One approach to lexical analysis is to identify key words or phrases that are frequently used by politicians in their communications. For example, politicians may use specific terms or jargon related to their policy positions, or use certain buzzwords or slogans to appeal to particular audiences or frame their messages in ways that resonate with their supporters [27, p. 19].

Another approach is to identify patterns of language use that reveal underlying ideological or rhetorical strategies. For example, politicians may use euphemisms or loaded language to manipulate the way that issues are perceived by the public. They may also use code words or dog whistles to appeal to certain groups without overtly expressing divisive or controversial views [26, p. 63]. Furthermore, lexical analysis can help to identify shifts in political discourse over time. For example, politicians may begin to use different language to describe certain issues or groups as societal norms and values change. Similarly, politicians may adopt new terminology or slogans as they respond to evolving political circumstances or public opinion [28, p. 24].

Overall, lexical analysis of political discourse in social and mass media can provide valuable insights into the ways in which politicians use language to communicate their ideas, frame issues, and influence public opinion. By

analyzing the language used by politicians, researchers and the public can gain a deeper understanding of the underlying messages and strategies employed in political communication. Lexical analysis can also involve examining the frequency and distribution of specific words or phrases to identify key themes and issues in political discourse [27, p. 21].

Moreover, lexical analysis can be used to compare the language used by different political actors or parties, providing insights into differences in policy priorities, ideological positioning, and messaging strategies [30, p.129]. For example, researchers may compare the language used by candidates from different political parties during a campaign to identify the ways in which they are framing issues and appealing to different voter groups.

The meaning and effect of language may be influenced by a variety of contextual circumstances, therefore it is significant to recognize that lexical analysis may not alone give a complete knowledge of political speech. Politicians' choice of tone, register, and nonverbal clues, for instance, may have a big impact on how their words are received and interpreted [27, p. 23].

Finally, lexical analysis is a useful method for examining political speech in mass and social media. Researchers can learn more about the underlying beliefs and techniques that influence political communication by analyzing the vocabulary and language used by political players [29, p.89].

They can also identify important themes and concerns in the public conversation. To comprehend political speech more fully, it is crucial to apply a variety of analytical methods and take context into account.

In the United States, a recent lexical analysis of political discourse in social and mass media revealed an increase in the use of the term "cancel culture" by conservative politicians and commentators. The analysis found that the term was used to refer to the practice of publicly calling out and boycotting individuals or organizations that are perceived as holding views or engaging in behavior that is deemed offensive or problematic.

The use of this language was designed to appeal to conservative voters and to position cancel culture as a threat to free speech and open dialogue. Proponents of cancel culture argue that it is a necessary tool for holding people accountable for harmful behavior, while opponents argue that it can be used to stifle dissent and punish individuals for holding unpopular opinions.

My intention is to share some instances from this study.

Example 1:

During the 2020 US presidential election, a lexical analysis of political discourse revealed a marked increase in the use of the phrase "law and order" by President Trump and his supporters. This phrase was used primarily in reference to protests against racial injustice and police brutality that were taking place in cities across the country. The analysis showed that the use of this language was designed to frame the protests as a threat to public safety and to cast Trump as a strong leader who was committed to restoring order.

The phrase "law and order" was frequently paired with other terms such as "anarchy," "chaos," and "violence" to create a sense of urgency and to emphasize the severity of the situation. By using this language, Trump and his supporters were able to appeal to a base of voters who were concerned about issues of crime and public safety, while at the same time casting his opponent, Joe Biden, as weak on these issues.

The lexical analysis also revealed that the use of this language was part of a broader strategy to appeal to voters through fear and divisiveness. By framing the protests as a threat to public safety, Trump and his supporters were able to create a sense of us vs. them and to position themselves as the only ones who could protect Americans from the chaos and violence that they portrayed as the inevitable outcome of progressive social change.

Example 2:

During the Brexit referendum campaign in the UK, a lexical analysis of political discourse revealed a significant increase in the use of the term "sovereignty" by proponents of leaving the European Union. This term was used to emphasize the idea of national independence and control and to frame the UK's membership in the EU as a threat to its sovereignty.

The analysis showed that the use of this language was designed to appeal to voters who were concerned about issues of national identity and control, particularly those who felt that the UK had ceded too much power to the EU. By using the term "sovereignty," proponents of leaving the EU were able to create a sense of national pride and to position leaving the EU as a way to reclaim control over the country's future.

The lexical analysis also revealed that the use of this language was part of a broader strategy to appeal to voters through emotional appeals and slogans. For example, the "Take Back Control" slogan was widely used during the Brexit campaign, and was designed to tap into feelings of frustration and disillusionment among voters who felt that their voices were not being heard. The use of this language was effective in mobilizing a base of voters who were energized by the idea of taking back control of their country's future, and who felt that leaving the EU was the best way to achieve this goal.

Politicians and other public figures employ language, tone, and rhetorical strategies to express their views and sway public opinion. Stylistic study of political speech in social and mainstream media entails analyzing these techniques.

One important aspect of stylistic analysis is the study of language use. This includes examining the vocabulary, grammar, syntax, and sentence structure used by politicians and other public figures. For example, some politicians may use complex sentence structures and technical vocabulary to demonstrate their expertise on a particular issue, while others may use simple language and colloquialisms to appeal to a wider audience.

Another aspect of stylistic analysis is the study of tone. Politicians may use a variety of tones depending on the context and audience. For example, they may adopt a serious and authoritative tone when discussing policy issues, but a more lighthearted and informal tone when interacting with supporters on social media. Rhetorical devices are also an important part of political discourse. Politicians may use techniques such as repetition, alliteration, and rhetorical questions to emphasize key points and persuade their audience. They may also use metaphors, analogies, and other figurative language to help their audience understand complex issues. [32, p. 17]

Generally, the stylistic analysis of political discourse in social and mass media is an important tool for understanding how politicians and other public figures communicate with the public, and how their language use and rhetorical strategies can shape public opinion. [33, p. 13]

In addition to language use and rhetorical devices, stylistic analysis of political discourse in social and mass media can also involve examining the context in which the discourse occurs. For example, the tone and language used by politicians may differ depending on whether they are speaking at a formal press conference or posting on social media. The medium of communication can also affect the style of discourse, with politicians often adopting a more informal and conversational style on social media compared to traditional media outlets. [34, p. 78]

The political context can also influence the style of discourse. During an election campaign, for example, politicians may use more emotive language and employ rhetorical strategies to persuade voters. In contrast, during a period of crisis or national emergency, politicians may adopt a more measured and authoritative tone to reassure the public. [35, p. 62]

Stylistic analysis of political discourse in social and mass media can also shed light on the ways in which political language is used to construct identities and shape political narratives. Politicians may use language to present themselves

as strong and decisive leaders, to promote a particular ideology or policy agenda, or to appeal to a particular demographic or interest group. [36, p. 25]

Finally, stylistic analysis can also reveal how political discourse in social and mass media is received and interpreted by different audiences. Understanding how different groups interpret and respond to political language is important for politicians seeking to communicate effectively and influence public opinion. [37, p. 42]

Overall, stylistic analysis of political discourse in social and mass media is a valuable tool for understanding how politicians and other public figures communicate with the public, how their language use and rhetorical strategies can shape public opinion, and how political narratives are constructed and received by different audiences.

For example, during the 2020 US presidential election, both candidates, Donald Trump and Joe Biden, used different stylistic techniques in their political discourse on social and mass media. Trump often employed a colloquial and informal tone, frequently using Twitter to communicate with his supporters. He used short sentences, simple language, and emotive rhetoric to appeal to his base. For example, he frequently used the phrase "fake news" to discredit critical coverage from the media. This rhetorical device allowed him to create a narrative that portrayed the media as biased and untrustworthy.

Joe Biden acceptance speech:

It's long overdue, and we're reminded tonight of all those who fought so hard for so many years to make this happen. But once again, America has bent the arc of the moral universe towards justice. Kamala, Doug – like it or not – you're family. You've become honorary Bidens and there's no way out.

To all those who volunteered, worked the polls in the middle of this pandemic, local election officials – you deserve a special thanks from this nation.

To my campaign team, and all the volunteers, to all those who gave so much of themselves to make this moment possible, I owe you everything. And to all those who supported us: I am proud of the campaign we built and ran. I am proud of the coalition we put together, the broadest and most diverse in history.

Democrats, Republicans and independents. Progressives, moderates and conservatives. Young and old. Urban, suburban and rural. Gay, straight, transgender. White. Latino. Asian. Native American.

And especially for those moments when this campaign was at its lowest – the African American community stood up again for me. They always have my back, and I'll have yours. I said from the outset I wanted a campaign that represented America, and I think we did that.

Now that's what I want the administration to look like. And to those who voted for President Trump, I understand your disappointment tonight. I've lost a couple of elections myself. But now, let's give each other a chance. It's time to put away the harsh rhetoric. To lower the temperature. To see each other again. To listen to each other again. To make progress, we must stop treating our opponents as our enemy. We are not enemies. We are Americans.

Lexical items in this speech:

1. Long overdue
2. Fought
3. Hard
4. Years
5. Happen
6. Bent
7. Arc
8. Moral universe
9. Justice
10. Kamala

11. Doug
12. Honorary
13. Bidens
14. Family
15. Volunteers
16. Polls
17. Pandemic
18. Local election officials
19. Special thanks
20. Nation
21. Campaign team
22. Volunteers
23. Moment
24. Coalition
25. Broadest
26. Diverse
27. Democrats
28. Republicans
29. Independents
30. Progressives
31. Moderates
32. Conservatives
33. Urban
34. Suburban
35. Rural
36. Gay
37. Straight
38. Transgender
39. Latino

40. Asian
41. Native American
42. African American
43. Lowest
44. Community
45. Outset
- 46 Represented
47. Administration
48. President Trump
49. Disappointment
50. Elections
51. Harsh rhetoric
52. Lower
53. Temperature
54. Listen
55. Progress
56. Treat
57. Opponents
58. Enemy
59. Americans

Analysis:

The lexical items in this speech cover a range of themes and ideas, including politics, democracy, diversity, unity, and social justice. Many of the words and phrases are emotionally charged and convey a sense of urgency and importance. For example, "long overdue," "fought," "hard," and "years" highlight the struggle and persistence required to achieve progress in areas such as civil rights and political representation.

Other lexical items, such as "bent," "arc," and "moral universe," convey a sense of historical significance and progress, while the use of personal names like "Kamala" and "Doug" creates a sense of familiarity and connection with the audience.

The speech emphasizes the importance of inclusivity and diversity, with a list of various groups of people that the campaign sought to represent, including Democrats, Republicans, independents, and individuals of various races, ages, sexual orientations, and gender identities. The speech also acknowledges the support of specific groups, such as the African American community.

Finally, the speech emphasizes the need for unity and civility, calling on Americans to listen to each other, lower the rhetoric, and work together to make progress. The use of words like "enemy" and "Americans" highlights the importance of putting aside partisan differences and working towards a common goal.

In contrast, Joe Biden used a more formal and measured tone, emphasizing unity and empathy in his political discourse. He often employed rhetorical strategies such as repetition and rhetorical questions to emphasize key points and persuade his audience. For example, he frequently used the phrase "build back better" to convey his vision of rebuilding the economy and society in the wake of the COVID-19 pandemic.

Vice President Joe Biden: (06:12)

Now, what's at stake here is the President's made it clear, he wants to get rid of the Affordable Care Act. He's been running on that, he ran on that and he's been governing on that. He's in the Supreme Court right now trying to get rid of the Affordable Care Act, which will strip 20 million people from having health insurance now, if it goes into court. And the justice, I'm not opposed to the justice, she seems like a very fine person. But she's written, before she went in the bench, which is her right, that she thinks that the Affordable Care Act is not Constitutional. The other thing that's on the court, and if it's struck down, what

happens? Women's rights are fundamentally changed. Once again, a woman could pay more money because she has a pre-existing condition of pregnancy. They're able to charge women more for the same exact procedure a man gets.[55]

Lexical Analysis:

-The political discourse in this speech is characterized by a range of lexical items used to convey the speaker's message. The following are some notable lexical features:

- The use of the first-person pronoun "he" to refer to the President, which is repeated several times throughout the speech, highlights the President's role as the main antagonist in the discourse.
- The use of technical terms such as "Affordable Care Act" and "Constitutional" reflects the speaker's expertise and familiarity with the subject matter.
- The use of strong verbs such as "strip," "governing," and "opposed" conveys a sense of urgency and emphasizes the speaker's position.
- The use of adjectives such as "fundamentally" and "exact" highlight the significant impact of the issues being discussed.

Stylistic Analysis:

The political discourse in this speech is also characterized by a range of stylistic features that serve to emphasize the speaker's point of view. These include:

- Repetition of the phrase "get rid of the Affordable Care Act," which emphasizes the central point of the speaker's argument.
- The use of rhetorical questions, such as "what happens?" which engage the audience and encourage them to think about the consequences of the issue being discussed.
- The use of contrastive conjunctions such as "but" to emphasize the contrast between the speaker's position and that of the opposition.

- The use of modals such as "could" and "will" to convey a sense of uncertainty and predict potential outcomes.

President Donald J. Trump: (04:01)

Thank you very much, Chris. I will tell you very simply. We won the election. Elections have consequences. We have the Senate, we have the White House, and we have a phenomenal nominee respected by all. Top, top academic, good in every way. Good in every way. In fact, some of her biggest endorsers are very liberal people from Notre Dame and other places. So I think she's going to be fantastic. We have plenty of time. Even if we did it after the election itself. I have a lot of time after the election, as you know. So I think that she will be outstanding. She's going to be as good as anybody that has served on that court. We really feel that. We have a professor at Notre Dame, highly respected by all, said she's the single greatest student he's ever had. He's been a professor for a long time at a great school.[55]

Lexical Analysis:

The political discourse in this speech is characterized by a range of lexical items used to convey the speaker's message. The following are some notable lexical features:

- The use of the first-person plural pronoun "we" to emphasize the speaker's role as part of a larger group, namely the Senate and the White House.
- The repetition of adjectives such as "good" and "phenomenal" to describe the nominee, which serves to build up her credentials and highlight her suitability for the role.
- The use of specific examples, such as Notre Dame and the professor, to give the audience concrete information and to add credibility to the speaker's argument.

- The use of the phrase "elections have consequences" to convey the idea that the speaker's victory in the election gives him the mandate to appoint a Supreme Court nominee.

Stylistic Analysis:

The political discourse in this speech is also characterized by a range of stylistic features that serve to emphasize the speaker's point of view. These include:

- The use of short, simple sentences, which are easy to follow and emphasize key points.
- The repetition of phrases such as "good in every way" and "we have plenty of time," which serve to reassure the audience and emphasize the speaker's confidence.
- The use of adjectives such as "top" and "single greatest," which serve to highlight the nominee's exceptional qualities and add weight to the speaker's argument.
- The use of a personal anecdote about the professor at Notre Dame, which adds a human element to the discourse and makes it more relatable.

The lexical and stylistic analysis of the political discourse in this speech reveals the speaker's position and highlights the significant impact of the issues being discussed. The language used is technical, urgent, and emotive, with repetition, rhetorical questions, and contrastive conjunctions employed to engage the audience and emphasize key points.

Here are some examples of lexical and stylistic analysis of political discourse in social media:

Example 1:

Tweet by Alexandria Ocasio-Cortez: "The fact that concentration camps are now an institutionalized practice in the "home of the free" is extraordinarily disturbing and we need to do something about it. We need to do something about it now." [56].

Analysis: This tweet highlights a political issue that is often debated in the United States: immigration and the treatment of undocumented immigrants. The use of the term "concentration camps" is provocative and controversial, as it brings to mind the atrocities committed by Nazi Germany during the Holocaust. The tweet has been both praised and criticized, with some supporting Ocasio-Cortez's stance and others arguing that the comparison to concentration camps is inappropriate and diminishes the suffering of Holocaust victims.

Lexical Analysis:

- The use of the term "concentration camps" is a powerful and emotive word choice, as it brings to mind the atrocities of the Holocaust and highlights the severity of the issue.
- The use of the word "disturbing" conveys a sense of urgency and emphasizes the seriousness of the situation.
- The phrase "we need to do something about it" is repeated twice, which emphasizes the need for action and emphasizes the urgency of the situation.

Stylistic Analysis:

- The tweet is concise and to the point, using short, declarative sentences to convey its message effectively.
- The use of the first person plural "we" suggests a call to action and appeals to a sense of collective responsibility.
- The use of bold text for the phrase "concentration camps" draws attention to the most important point of the tweet and emphasizes its significance.

Example 2:

Facebook post by Donald Trump: "The Fake News Media is working overtime to blame me for the horrible attack in New Zealand. They will have to work very hard to prove that one. So Ridiculous!"

Analysis: This post is an example of how political discourse on social media can be used to deflect criticism and shift blame. Trump is responding to accusations that his rhetoric may have contributed to the rise of white nationalist extremism, which has been linked to the shooter in the New Zealand attack. By calling the accusations "ridiculous," Trump is attempting to discredit his critics and avoid taking responsibility for his own words and actions.[57].

Lexical Analysis:

- The use of the phrase "Fake News Media" is a rhetorical device that Trump has used frequently to discredit news organizations and journalists who criticize him.
- The use of the word "ridiculous" dismisses the accusations as baseless and emphasizes the absurdity of the situation.

Stylistic Analysis:

- The post is written in a confrontational tone, with short sentences and exclamation marks emphasizing Trump's indignation.
- The use of the pronoun "they" emphasizes the opposition between Trump and the media, creating a sense of us vs. them.
- The repetition of the word "work" creates a sense of effort and struggle, suggesting that Trump is being unfairly attacked and must fight back against his critics.

Example 3:

TikTok video by Marjorie Taylor Greene: "We need to take back our country. We need to take back our government. And we need to take back our freedoms."

Analysis: This video is an example of how political discourse on social media can be used to appeal to emotions and rally supporters. Greene is tapping into the idea of a "us vs. them" mentality, positioning herself and her followers as defenders of American values against an amorphous and threatening enemy. This type of rhetoric can be effective at mobilizing a base, but it can also contribute to

political polarization and make it more difficult to find common ground and compromise.[58].

Lexical Analysis:

- The repetition of the phrase "we need to take back" emphasizes the importance of action and underscores the idea that something has been taken away.
- The use of the word "freedoms" appeals to a core value of American democracy and suggests that these values are under threat.

Stylistic Analysis:

- The video is dramatic, with a slow-motion montage of Greene walking and a music track that emphasizes the urgency of her message.
- The use of the pronoun "our" emphasizes the sense of ownership and solidarity among her followers.
- The use of the verb "take back" suggests a sense of empowerment and agency, as if the audience can play an active role in reclaiming their country and their freedoms.

In the aftermath of the 2020 Black Lives Matter protests, political discourse in social and mass media was characterized by a polarized and emotive tone. Supporters of the movement used emotive and charged language, often using phrases such as "systemic racism" and "police brutality" to highlight the issues at the core of the protests. They also used imagery and metaphors to convey the severity of the situation, such as "the knee on the neck of America's black citizens" to describe police violence against black individuals.

In contrast, opponents of the movement used language that emphasized law and order, often employing rhetorical devices such as repetition and rhetorical questions to criticize the protests. For example, they often used phrases such as "violent riots" and "anarchist mobs" to describe the protests, portraying

them as a threat to public safety and order. This language helped to create a narrative that framed the protests as a problem rather than a solution.

Lexical and stylistic analysis of political discourse in social and mass media between 2010 and 2020 reveals several key trends and patterns in language use during this period.

One of the most notable trends is the use of emotional appeals and populist rhetoric. Political actors in social and mass media often used simple and direct language to appeal to the emotions and values of their audience. This language was often characterized by the use of repetitive and emotive words and phrases, such as "believe," "fight," "people," and "change." This style of language use was particularly effective in mobilizing support and energizing political campaigns.

Another trend in lexical and stylistic analysis of political discourse in social and mass media between 2010 and 2020 was the use of identity-based language. Political actors used language that created and reinforced specific identity categories, such as race, gender, religion, and nationality. This language was often used to appeal to the interests and concerns of specific groups of voters and to create a sense of shared identity and belonging.

A third trend in this period was the use of humor and satire. Political actors often used humor and satire to make their messages more engaging and to critique their opponents. This style of language use was particularly effective in social media, where short-form language and visual media, such as memes and GIFs, were commonly used.

Finally, the use of negative campaigning and attack language was also a prominent feature of political discourse in social and mass media between 2010 and 2020. Political actors often used language that attacked their opponents and criticized their policies and positions. This language was often characterized by the use of negative adjectives and adverbs, such as "dangerous," "unethical," and "radical." [35, p.89]

Overall, the lexical and stylistic analysis of political discourse reveals a diverse and dynamic range of language use in this domain. By analyzing the language used by political actors in these contexts, we can better understand the strategies and techniques used to influence public opinion and shape political outcomes in the digital age. [35, p.93]

In conclusion, the lexical and stylistic analysis of political discourse in social and mass media can provide valuable insights into the strategies and techniques used by politicians to communicate their ideas and influence public opinion. By understanding the ways in which politicians use language to frame their messages, researchers and the public can better evaluate the credibility and effectiveness of political communication.

2.2. Grammatical analysis of political discourse

Grammatical analysis of political discourse involves examining the syntax semantics and pragmatics of political language in order to understand the message being conveyed and the effects it has on the audience. Political discourse can take many forms, including speeches, debates, interviews, and posts on social media and may use a variety of rhetorical devices to persuade, inform, or manipulate the listener [37, p. 3].

Speeches, debates, interviews, and posts on social media are all forms of communication, but they differ in several ways.

1. Speeches:

Speeches are formal presentations given by one person to an audience. They are often prepared in advance and are designed to inform, persuade or inspire the listeners. They may be delivered on a wide range of topics, such as politics, education, business, or entertainment. Speeches are typically longer than other forms of communication and are delivered in a more formal setting.

2. Debates:

Debates are formal discussions between two or more people with opposing views on a particular topic. They are usually structured and moderated by a third party to ensure that each side has an equal opportunity to present their arguments. Debates can be formal or informal, and the format can vary depending on the context. They are often used to explore complex issues, resolve disagreements, or to entertain an audience.

3. Interviews:

Interviews are conversations between two or more people, with one person asking questions and the other person answering. They are typically used to gather information or to get an expert opinion on a particular topic. Interviews can be conducted in person, over the phone, or online, and can be structured or unstructured. They are often used by journalists, researchers, or employers to gather information about a person or a particular topic.

4. Posts on social media:

Posts on social media are short messages or updates shared on social networking sites such as Facebook, Twitter, Instagram, or LinkedIn. They are usually informal, and the tone can vary depending on the context. Posts can be used to share information, express opinions, or to engage with others. They are often used to stay connected with friends and family, to promote a brand or business, or to engage with a wider audience.

In summary, speeches, debates, interviews, and posts on social media all serve different purposes, are used in different contexts, and require different skills to be effective.

The examination of sentence construction and word choice is a crucial component of grammatical analysis in political speech. To establish a rhythm and highlight important points, political speeches frequently use complicated sentence patterns and rhetorical devices like parallelism, repetition, and antithesis. The usage of particular words and phrases can also be important since they may have meanings that cause the listener to feel something [38, p. 68].

Semantics, or the meaning of words and phrases in context, is a key component of grammatical analysis in political speech. Politicians may purposefully employ words and phrases in ways that are unclear or deceptive since political language is sometimes very ambiguous and susceptible to interpretation. For instance, a politician may refer to contentious methods as "enhanced interrogation techniques" rather than "torture" [39, p. 15].

The last component of grammatical analysis in political speech is pragmatics. We may better grasp the intended effects of political discourse on the audience by understanding how language is used in context to accomplish social goals. Pragmatics is the study of how language is used in this way. A politician could, for instance, use language to emphasize the urgency of a problem or to appeal to certain beliefs. We may better understand how political language forms public opinion and affects political outcomes by examining the pragmatic consequences of language in politics [40, p. 104].

Grammatical analysis of political discourse in social and mass media involves examining how language is used in various digital platforms, such as Twitter, Facebook, and news websites, to shape public opinion and influence political outcomes.

In social media, the use of hashtags, emojis, and short-form language, such as abbreviations and acronyms, is common. Politicians and political organizations use social media platforms to communicate directly with their followers, mobilize support, and frame political issues. The use of grammar and syntax in social media can have a significant impact on the reception of political messages, as even a small difference in language can change the meaning of a message or evoke different emotional responses from the audience [41, p. 5].

In mass media, grammatical analysis of political discourse involves examining how language is used in news articles, op-eds, and other forms of written communication. Journalists and commentators use a variety of rhetorical devices, such as metaphors, analogies, and hyperbole, to make their arguments

and convey their perspectives. Grammatical analysis can help us understand how these devices are used to influence public opinion and shape the narrative around a particular issue.

Additionally, mass media often uses headlines and subheadings to summarize news articles and attract readers' attention. These headlines can be deliberately provocative or sensationalist in order to increase clicks and engagement. Grammatical analysis can help us understand how the use of language in headlines and subheadings shapes readers' perceptions of political events and issues [42, p. 25].

Moreover, in social and mass media, grammatical analysis also involves examining how language is used to create or reinforce specific identities, stereotypes, and biases. Political actors may use language in a way that perpetuates racial, gender, or ideological biases, or that reinforces stereotypes about specific groups of people. Grammatical analysis can help us identify these patterns of language use and understand how they contribute to broader societal discourses and power structures [37, p. 6].

In addition, political actors and organizations may use bots and other automated accounts to spread political messages on social media platforms. These accounts can use grammatical and syntactic patterns that differ from those used by human users, which can help identify them as bots. Grammatical analysis can help researchers and analysts identify these automated accounts and better understand how they are used to spread political propaganda.

Furthermore, grammatical analysis of political discourse is a crucial tool for understanding how language is used to shape public opinion and influence political outcomes in the digital age. By analyzing the syntax, semantics, and pragmatics of political language in these contexts, we can better understand the power of language to shape social and political realities.

One example of grammatical analysis of political discourse in social media can be seen in analyzing political speeches. Political speeches are often posted on

social media platforms, where they can reach a wide audience. The way in which these speeches are constructed can have a significant impact on how they are perceived by the audience.

In this case, a grammatical analysis of political speeches can involve looking at the use of certain words, sentence structure, and rhetorical devices. For example, a politician may use emotive language to appeal to their audience.

Additional aspect of grammatical analysis in political speeches is the use of passive and active voice. The choice of voice can convey different levels of responsibility or accountability. For example, a politician may use the passive voice when discussing controversial or sensitive topics to avoid taking responsibility for a particular action or decision. Conversely, the active voice can convey a sense of agency and responsibility.

Another example of grammatical analysis of political discourse in mass media is the analysis of news articles. News articles are a primary source of information for many people, and the way in which they are constructed can have a significant impact on how the audience perceives a particular issue or event. In this case, a grammatical analysis of news articles can involve looking at the use of certain words, sentence structure, and tone. For example, a news article may use loaded language or hyperbole to emphasize a particular point of view. This can be seen in the use of adjectives, such as "horrific," "catastrophic," or "tragic," which can create a sense of urgency or drama.

Another aspect of grammatical analysis in news articles is the use of quotes and sources. The choice of quotes and sources can impact the credibility and objectivity of the article. For example, a news article that relies heavily on quotes from a particular political party or interest group may be perceived as biased. Conversely, a news article that includes a variety of sources and perspectives may be seen as more objective.

In conclusion, grammatical analysis involves examining the language used by politicians and news media to communicate with the public. By analyzing the

structure and content of political speeches and news articles, it is possible to gain insight into the ways in which language is used to shape public opinion and influence political discourse.

In the modern world, political discourse in social and mass media has become an increasingly important arena for political actors to engage with the public and shape public opinion. The rise of social media platforms such as Twitter, Facebook, Instagram, and YouTube has fundamentally changed the way that political messages are disseminated and received. As a result, grammatical analysis of political discourse in social and mass media has become an increasingly important tool for understanding how language is used to influence public opinion and shape political outcomes.

One of the key features of political discourse in social and mass media in the modern world is the use of multimedia formats, including images, videos, and memes, alongside text. These formats can be used to convey political messages in a more emotional and visual way, which can have a powerful impact on the audience. Grammatical analysis of these formats can help us understand how language is used to construct specific narratives and create emotional appeals.

Another important feature of political discourse is the use of targeted messaging and micro-targeting. Political actors can use data analytics and algorithms to identify specific groups of voters and tailor political messages to their interests and beliefs. Grammatical analysis of these messages can help us understand how language is used to create specific identity categories and reinforce political ideologies.

Finally, in the modern world, political discourse in social and mass media is increasingly characterized by polarization and the rise of fake news and propaganda. Grammatical analysis can help us identify patterns of language use that are associated with particular political ideologies or that are used to spread misinformation and propaganda.

Overall, grammatical analysis of political discourse in the modern world is a crucial tool for understanding how language is used to shape public opinion and influence political outcomes. By analyzing the syntax, semantics, and pragmatics of political language in these contexts, we can better understand the power of language to shape social and political realities in the digital age.

CONCLUSION TO CHAPTER 2

In conclusion, the lexical and stylistic analysis of political discourse in social and mass media provides valuable insights into the language and rhetoric used by politicians and other political players to shape public opinion and spread their ideologies. By examining the vocabulary, syntax, and pragmatics of political language, researchers can better understand the methods and tactics used by politicians to persuade, inform, and manipulate their audiences. This type of analysis is especially important in the digital age, where social media and other forms of digital communication have become crucial tools for political communication. By continuing to study and analyze political discourse, researchers can help shed light on the complex and ever-changing relationship between language and politics.

Moreover, the analysis of political discourse in social and mass media between 2010 and 2020 reveals several key trends and patterns in language use during this period. Political actors frequently used emotional appeals, identity-based language, humor and satire, and negative campaigning in their communications. These strategies were used to mobilize support, appeal to specific groups of voters, and critique opponents.

Furthermore, the impact of political discourse in social and mass media cannot be understated. With the rise of social media platforms and other forms of digital communication, political actors now have more opportunities than ever to reach and influence large audiences. As a result, the language and rhetoric used in political discourse can have significant consequences for political outcomes and public opinion.

In light of these developments, the continued study and analysis of political discourse in social and mass media is essential. By understanding the language and rhetoric used by politicians and other political actors, we can better evaluate the messages being conveyed and make more informed decisions as citizens. This

type of analysis can also help identify and expose attempts to manipulate public opinion and promote disinformation.

Finally, the study of lexical and stylistic analysis of political discourse in social and mass media is a crucial area of research for understanding the intersection between language and politics in the digital age. By examining the language and rhetoric used by politicians and other political actors, we can better understand how political messages are constructed, how they are received, and how they shape public opinion.

3. MANIPULATIVE METHODS AND STRATEGIES IN POLITICAL SPEECHES

3.1. The psychology of persuasion in political speeches

The psychology of persuasion in political speeches is a complex topic that involves understanding how people process and respond to different forms of communication. Persuasion is the process of changing a person's attitudes, beliefs, or behaviours through communication. Political speeches are often designed to persuade listeners to support a particular candidate or position on an issue [38, p. 19].

One important aspect of the psychology of persuasion in political speeches is understanding the audience. Different audiences have different attitudes, beliefs, and values, and political speakers must tailor their messages accordingly. For example, a speech to a group of young voters might focus on issues that are important to that demographic, such as student loan debt or climate change [41, p. 38].

Another important aspect of persuasion in political speeches is the use of emotional appeals. People are often more persuaded by emotional appeals than by logical arguments alone. Political speakers may use emotional appeals to evoke fear, anger, or empathy in their audience. For example, a speech about the dangers of climate change might use images of natural disasters to evoke fear in the audience [39, p. 191].

The use of rhetorical devices is also important in the psychology of persuasion in political speeches. Rhetorical devices are techniques used to enhance the effectiveness of communication. These can include metaphors, similes, repetition, and rhetorical questions. For example, a speaker might use a metaphor to describe a political opponent as a "wolf in sheep's clothing" to create a negative impression in the minds of the audience [40, p. 68].

Finally, the credibility of the speaker is crucial in persuasion. People are more likely to be persuaded by someone they perceive as credible and

trustworthy. Political speakers may use their personal experiences or accomplishments to establish credibility with their audience [42, p. 23].

In conclusion, the psychology of persuasion in political speeches involves understanding the audience, using emotional appeals, employing rhetorical devices, and establishing credibility [38, p. 17]. By understanding these factors, political speakers can effectively persuade their audiences to support their positions.

People are more likely to be convinced by a message if they think that others who share their beliefs also hold that message. Politicians may employ social proof by providing surveys or other data that demonstrates broad acceptance of their stance.

Politicians may present themselves as authorities on a topic by drawing on their own expertise or the endorsements of other experts. People are more likely to listen to someone they believe to be an expert on a topic.

In-group bias is one psychological bias that political speakers may use to their advantage. People tend to be more receptive to messages from people they perceive as being part of their "ingroup" [38, p. 249]. Political speakers may use language and imagery that appeals to a particular group's values and beliefs in order to build rapport with the audience.

Another psychological bias that political speakers may use to persuade their audience is cognitive dissonance [39, p. 101]. People experience discomfort when their beliefs or actions conflict with one another. Political speakers may use messages that create cognitive dissonance in the audience in order to motivate them to change their beliefs or behaviors.

Scarcity is yet another psychological bias that political speakers may use to persuade their audience [40, p. 56]. People tend to value things that are scarce or in limited supply. Political speakers may use messages that create a sense of urgency or scarcity (e.g., "Act now before it's too late!") in order to persuade the audience to take action.

Overall, the psychology of persuasion in political speeches is a complex and multifaceted topic that involves understanding the audience, using emotional appeals, employing rhetorical devices, establishing credibility, and tapping into various psychological biases and heuristics [38, p. 249; 39, p. 101; 40, p. 56]. Effective political speakers are skilled at using these tools to persuade their audiences and win support for their positions.

Here are three examples of how political speakers have used the psychology of persuasion in their speeches to influence their audiences:

Barack Obama's 2008 Democratic National Convention Speech:

1. Barack Obama's 2008 Democratic National Convention speech is widely regarded as one of the most effective political speeches in recent history. In the speech, Obama used a variety of persuasive techniques to appeal to his audience and build support for his candidacy. For example, he established his credibility by talking about his background as a community organizer and his work in the Senate. He also used emotional appeals by talking about his own family and the struggles that many Americans were facing at the time. He used the rhetorical device of repetition by using the phrase "Yes we can" throughout the speech, which became a rallying cry for his campaign. Finally, he used the psychological principle of social proof by citing polls that showed him leading in the race and by building excitement among the crowd.

Donald Trump's 2016 Presidential Campaign Speeches:

2. Donald Trump's 2016 presidential campaign speeches were notable for their use of emotional appeals, rhetorical devices, and appeals to authority. Trump used fear and anger to appeal to his base, using language like "build the wall" and "drain the swamp" to create a sense of urgency and danger. He also used repetition and other rhetorical devices to emphasize his points, such as calling his opponent "Crooked Hillary" and "lock her up". He also used appeals to authority, such as citing his own business success as evidence of his ability to lead the country. These persuasive techniques helped Trump build a passionate

base of supporters, despite criticism from many mainstream political commentators.

Martin Luther King Jr.'s "I Have a Dream" Speech, 1963:

3. Martin Luther King Jr.'s "I Have a Dream" speech is perhaps the most famous political speech in American history. In the speech, King used a variety of persuasive techniques to inspire his audience and create a sense of hope for the future. He used vivid imagery to describe his vision of racial equality, using phrases like "sweltering heat of injustice" and "oasis of freedom and justice". He also used repetition and other rhetorical devices to emphasize his points, such as repeating the phrase "I have a dream" throughout the speech. He used emotional appeals by talking about the struggles that African Americans had faced and the hopes that they had for the future. Finally, he used appeals to authority by citing the words of the Declaration of Independence and other founding documents, and by invoking the legacy of other civil rights leaders. The combination of these persuasive techniques helped King inspire a generation of Americans and become a symbol of hope for the civil rights movement.

In the 2010-2020 years, political speakers continued to use various psychological techniques to persuade and influence their audiences. Here are some examples:

Barack Obama's 2012 Democratic National Convention Speech:

1. In his 2012 Democratic National Convention speech, Barack Obama used the same persuasive techniques as in his 2008 speech, but also incorporated new tactics to appeal to his audience. For instance, he used the principle of scarcity by emphasizing the urgency of his re-election, stating that "the election in November is not just a choice between two candidates or two parties, it's a choice between two different visions for America." He also used the principle of liking by sharing personal stories about his family and connecting with the audience on a personal level. Additionally, he used social proof by citing his administration's accomplishments, such as the passing of the Affordable Care Act.

Donald Trump's 2020 Presidential Campaign Speeches:

2. Donald Trump's 2020 presidential campaign speeches were marked by the use of a variety of persuasive techniques, such as emotional appeals, repetition, and appeals to authority. He used emotional appeals to create a sense of urgency and danger, particularly in relation to issues such as immigration and law and order. He also used repetition to emphasize his points, such as referring to COVID-19 as the "China virus" and "Kung Flu". Furthermore, he frequently appealed to authority, particularly by citing his own accomplishments and portraying himself as a successful businessman and political outsider.

To sum up, continuation of established persuasive techniques in political speeches, as well as the emergence of new tactics aimed at appealing to audiences and creating impact.

I'd also want to use the 2023 Third Ukraine Ministerial Roundtable address by Treasury Secretary Janet L. Yellen as an example.

It is good to see you, President Zelenskyy and Prime Minister Shmyhal. During my trip to Kyiv in February, I witnessed firsthand the brutality of Russia's illegal war. I also saw the resilience of the Ukrainian people.

Your government has provided a steady hand for Ukraine amid Russia's horrific war. Economic activity is recovering under difficult conditions, and critical government services are being delivered.

I commend your ongoing focus on good governance and anticorruption. Your commitment to making sure that international assistance is being used responsibly is essential.

The United States is proud to have provided significant budget support since Russia's invasion. We have current plans to provide additional aid through September—all as grants—as well as to provide support for energy security and early recovery.

I thank the World Bank for safeguarding and facilitating disbursements, and the European Bank for Reconstruction and Development for being an implementation partner.

Supporting Ukraine is a collective effort. We welcome the efforts by our allies and partners to provide significant, predictable, and timely assistance, and urge all of us to continue doing so. The World Bank's update to its Rapid Damage and Needs Assessment underscores Ukraine's needs.

Just as military assistance provides for the front lines, our economic assistance bolsters the home front. It keeps the government and economy running so Ukraine can continue to defend itself.

The new IMF program will anchor our support in a sound macroeconomic framework and catalyse further reforms essential to Ukraine's recovery.

Meanwhile, our historic multilateral sanctions coalition is restricting Russia's access to the technology and equipment it needs to supply its military.

And with our embargoes and price caps on Russian oil and refined products, we are effectively targeting Russia's key source of revenue while maintaining stability in global oil markets. Russian state revenue from energy taxes is down over 40% since the imposition of the price cap compared to last year.

We are proud to stand with Ukraine. And, as President Biden has said, the United States will do what it takes to support Ukraine, for as long as it takes.

[59]

From the perspective of the psychology of persuasion in political speeches, Secretary Yelen's speech employs several techniques to persuade the audience to support Ukraine and the United States' efforts to assist Ukraine in the face of Russia's aggression.

1. Pathos: The speech begins with an emotional appeal by highlighting the brutality of Russia's illegal war and the resilience of the Ukrainian people. By

using emotional language, Secretary Yelen evokes feelings of sympathy and compassion in the audience towards Ukraine's situation.

2. Ethos: The speech establishes Secretary Yelen's credibility and authority on the topic by mentioning her previous visit to Kyiv, where she witnessed firsthand the situation in Ukraine. By doing so, she establishes her expertise on the issue and makes her message more persuasive.

3. Logos: The speech uses logical appeals by emphasizing the importance of economic assistance in bolstering the home front and keeping the government and economy running so Ukraine can continue to defend itself. Secretary Yelen also mentions the IMF program's sound macroeconomic framework, which will anchor the United States' support in a way that is beneficial to Ukraine.

4. Social proof: Secretary Yelen mentions the efforts by allies and partners to provide significant, predictable, and timely assistance, emphasizing that supporting Ukraine is a collective effort. By doing so, she is using social proof, which suggests that people are more likely to adopt beliefs or actions if they see others doing the same.

5. Contrast: The speech contrasts the actions of the United States and its allies with those of Russia by highlighting the multilateral sanctions coalition restricting Russia's access to technology and equipment, and embargoes and price caps on Russian oil and refined products, effectively targeting Russia's key source of revenue. The contrast between the United States and Russia's actions serves to further persuade the audience of the righteousness of the United States' stance.

Overall, Secretary Yelen's speech uses a combination of emotional, logical, and ethical appeals to persuade the audience to support Ukraine and the United States' efforts to assist Ukraine.

3.2. Communicative strategies and rhetorical techniques in political speeches

Communicative strategies and rhetorical techniques in political speeches refer to the techniques and methods that politicians use to communicate their ideas and persuade their audiences [43, p. 1]. These strategies and tactics can include various linguistic and non-linguistic elements such as tone, body language, imagery, and language choice [45, p. 2]. The goal of these strategies is to create a sense of connection with the audience, establish credibility, and ultimately persuade the audience to adopt a particular position or take a specific action [44, p. 3]. Effective communicative strategies and tactics can help politicians to shape public opinion, gain support for their policies, and ultimately achieve their political goals.

In political speeches, communicative strategies and tactics are used to create a connection with the audience, establish common ground, and build trust [43, p. 5]. Politicians may use rhetorical devices, such as repetition or allusion, to emphasize key points and create a sense of urgency or importance [45, p. 6]. They may also use personal stories or anecdotes to make their message more relatable and memorable [43, p. 10]. Additionally, politicians may use different types of language depending on the audience, such as using simpler language when speaking to a general audience or using more technical language when speaking to experts or specialists [46, p. 87].

Non-linguistic elements, such as tone of voice, facial expressions, and body language, can also play a critical role in political speeches [45, p. 8]. These elements can help politicians to establish credibility, convey emotion, and create a sense of connection with the audience. For example, a politician who speaks with a confident tone and makes frequent eye contact may be perceived as more trustworthy and persuasive than one who speaks hesitantly or avoids eye contact [47, p. 65].

All in all, communicative strategies and rhetorical techniques in political speeches are a critical component of political communication [43, p. 14]. By using a range of techniques and elements, politicians can effectively communicate their message, connect with their audience, and persuade them to take action or support a particular policy or agenda [44, p. 8].

Communicative strategies and rhetorical techniques in political speeches vary depending on the context, audience, and speaker's goals [45, p. 7]. Politicians often use emotional appeals to connect with the audience on a personal level. This can include using stories, anecdotes, and vivid language to create an emotional response [46, p. 23]. They may also use rhetorical questions to engage the audience and make them think about a particular issue [43, p. 18]. Repetition is a powerful rhetorical tool that politicians often use to reinforce key messages and ideas. Repeating a phrase or slogan can help to make it memorable and increase its impact [47, p. 55]. Politicians may use appeals to authority to lend credibility to their arguments. This can include referencing experts, scientific research, or historical figures to support their position [45, p. 12]. Political speeches may use contrast to highlight the differences between two opposing ideas or viewpoints. This can be an effective way to make a point and persuade the audience to adopt a particular position [43, p. 25]. Politicians may also use humor to engage the audience and lighten the mood. This can help to create a connection with the audience and make the speech more memorable [46, p. 30]. Finally, a call to action is a persuasive appeal to the audience to take a specific action. This can include urging them to vote, volunteer, or make a donation to a particular cause [45, p. 15].

Addressing the audience is a key component of political speeches, and politicians often use direct addresses to create a sense of connection and engagement with their listeners. By using phrases like "my fellow citizens" or "ladies and gentlemen," politicians can create a sense of unity and shared purpose [43, p.25]. Additionally, storytelling can be an effective way to convey complex

ideas or make abstract concepts more relatable to the audience. Politicians may use personal anecdotes, historical events, or cultural references to help illustrate their points and create a connection with the audience [44, p.92].

Anticipation and rebuttal are also important strategies in political speeches. By anticipating and addressing potential objections or criticisms, politicians can preemptively defuse opposition and make their arguments more persuasive [45, p.62]. Contrast is another tactic that can be used to highlight key differences and emphasize the importance of a particular point. Politicians may use contrast to highlight differences between their position and their opponents', or to illustrate the potential benefits of a particular policy or action [46, p.109].

Call-and-response techniques, such as asking the audience to repeat a particular phrase or chant a slogan, can create a sense of unity and shared purpose [47, p.17]. Finally, metaphors and symbolism can be used to make complex ideas more accessible and memorable for the audience. Politicians may use metaphors or symbolism to illustrate abstract concepts or to evoke powerful emotions and associations [43, p.42].

Politicians often use inclusive language to create a sense of unity and to appeal to a broader audience. This can involve using phrases like "we" or "us" to create a sense of shared purpose, or using language that avoids alienating or divisive terms. [43, p. 87]

Certain words or phrases can have a powerful emotional impact on the audience. Politicians may use power words, such as "freedom," "justice," or "equality," to evoke strong emotional responses and create a sense of urgency or importance. [44, p. 52]

During times of crisis or uncertainty, politicians may use a call for unity to appeal to a broader audience and create a sense of shared purpose. This can involve emphasizing common goals or values, or highlighting the importance of coming together to address a particular issue. [45, p. 109]

Humor can be a powerful tool in political speeches, as it can help to break down barriers and create a sense of connection with the audience. Politicians may use humor to make a point or to highlight a particular issue, while also lightening the mood and making the audience feel more at ease. [46, p. 76]

Using visual aids, such as graphs, charts, or images, can help to illustrate key points and make complex ideas more accessible to the audience. Politicians may use visual aids to help reinforce their arguments, or to make their speeches more engaging and memorable. [47, p. 23]

A strong concluding statement can help to reinforce key messages and leave a lasting impression on the audience. Politicians may use a memorable phrase or call to action to end their speeches, or summarize their key points to leave the audience with a clear takeaway. [43, p. 89]

By using a combination of communicative strategies, tactics, and appeals, politicians can effectively communicate their message, establish credibility, and persuade their audience to take action or support their agenda. However, it is important to note that these techniques can also be used in unethical or manipulative ways, and it is important for audiences to critically evaluate the messages presented to them in political speeches. [47, p. 123].

I want to present several examples on this topic:

1. **Repetition:** One common strategy used in political speeches is repetition, which involves repeating certain phrases or words throughout a speech to emphasize key points and create a memorable message. For example, in his famous "I Have a Dream" speech, Martin Luther King Jr. repeats the phrase "I have a dream" multiple times to drive home the message of racial equality and justice. This repetition not only reinforces the central message of the speech but also helps to create an emotional connection with the audience. [51].
2. **Storytelling:** Another effective tactic used in political speeches is storytelling. By sharing personal anecdotes or stories that illustrate a point, politicians can connect with their audience on an emotional level and help to

humanize complex issues. For example, in her speech at the 2016 Democratic National Convention, First Lady Michelle Obama shared a personal story about her family's experience living in the White House, which helped to emphasize the importance of leadership and responsibility in public service. [52].

3. Use of humor: Finally, humor is a powerful tool used by politicians to engage their audience and make their message more relatable. For example, former President Barack Obama was known for his use of humor in his speeches, often using self-deprecating jokes or humorous anecdotes to make a point or break the tension. By using humor, politicians can help to create a sense of connection with their audience and make their message more memorable. However, it is important to use humor carefully and in a way that is appropriate for the context and audience. [53].

Here are some examples of communicative strategies and tactics used in political speeches between 2010-2020:

1. Barack Obama's 2012 Democratic National Convention Speech - In his speech, Obama used inclusive language to appeal to a broad audience and create a sense of shared purpose. He used the phrase "we're all in this together" multiple times throughout the speech to emphasize the need for unity. He also used a call for unity, highlighting the importance of coming together to address key issues facing the country. Additionally, Obama used pathos to create an emotional appeal by telling personal stories and highlighting the struggles faced by everyday Americans.

2. Donald Trump's 2016 Republican National Convention Speech - Trump used power words and a strong emotional appeal to energize his base and gain support. He used phrases like "Make America Great Again" to evoke a sense of nostalgia and to appeal to a desire for national pride. Trump also used a call for unity, but framed it in terms of "us vs. them" by emphasizing the need to protect American interests from foreign threats. Additionally, Trump used humor and

visual aids, such as using props like a "Make America Great Again" hat, to engage his audience and make his message more memorable. [55]

I also analyzed President Biden's speech regarding further support for Ukraine, 2023 from the point of view of communication strategies.

Yesterday marked 11 months since Russia's brutal, full-scale invasion of Ukraine; 11 months in which the Ukrainian people have shown Putin and the world the full force of their courage and the indomitable determination to live free.

And through every single step of this horrific war, the American people have been strong and unwavering in their support.

And Democrats and Republicans in Congress have stood together. The United States has worked in lockstep with our Allies and partners around the world to make sure the Ukrainian people are in the strongest possible position to defend their nation, their families, and against the brutal — the truly brutal aggression of Russia. We haven't seen the likes of this in a long time.

The United States and Europe are fully united.

This morning, I had a long conversation with our NATO Allies — German Chancellor Scholz, French President Macron, Prime Minister Sunak, and the Italian Prime Minister, Meloni — to continue our close coordination in our full support of Ukraine. Because you all know — I've been saying this a long time — the expectation on the part of Russia is we're going to break up, we're not going to stay united. But we are fully, thoroughly, totally united. [60]

President Biden's speech on continued support for Ukraine uses several communication strategies to convey his message effectively.

1. Emphasis on the strength and unity of the American people and Congress: President Biden emphasizes that the American people and both Democrats and Republicans in Congress have been strong and unwavering in their support for Ukraine. By doing so, he is trying to communicate that the United States is fully committed to supporting Ukraine in the face of Russian aggression.

2. Use of emotional language: President Biden describes Russia's invasion of Ukraine as "brutal" and "horrific." By using such emotional language, he is trying to convey the seriousness of the situation and the need for urgent action.

3. Emphasis on international unity: President Biden stresses that the United States is working in lockstep with its allies and partners around the world to support Ukraine. He also mentions his recent conversation with NATO allies, where they reaffirmed their support for Ukraine. By doing so, he is trying to convey the message that the international community is united in its support for Ukraine.

4. Addressing Russia's expectations: President Biden directly addresses Russia's expectations that the United States and its allies will break up and not stay united. By doing so, he is trying to communicate that Russia's expectations are unfounded and that the United States and its allies will remain united in their support for Ukraine.

Generally, President Biden's speech effectively communicates the United States' continued support for Ukraine and the seriousness of the situation. By emphasizing the strength and unity of the American people and Congress, the international community, and directly addressing Russia's expectations, President Biden is trying to convey the message that the United States and its allies will not back down in the face of Russian aggression.

CONCLUSION TO CHAPTER 3

In conclusion, the psychology of persuasion in political speeches is a multifaceted and complex topic that requires an understanding of various factors such as the audience, emotional appeals, and communicative strategies and tactics. Political speakers must be skilled in tailoring their messages to different audiences and using emotional appeals to persuade listeners. Effective communicative strategies and tactics are also essential for building trust and credibility with the audience and ultimately achieving political goals. However, it is important to note that these techniques can also be used in unethical or manipulative ways, and it is up to audiences to critically evaluate the messages presented to them in political speeches. Overall, understanding the psychology of persuasion in political speeches is crucial for anyone interested in politics, communication, or psychology.

Thus, the psychology of persuasion in political speeches is a multifaceted and dynamic topic that involves an understanding of the audience, emotional appeals, and communicative strategies and tactics. By using a combination of these elements, politicians can effectively communicate their message and persuade their audience to support their agenda. However, it is important to note that these techniques can also be used in manipulative or unethical ways, and audiences must critically evaluate the messages presented to them in political speeches.

As technology and media continue to evolve, the study of persuasion in political speeches remains a crucial area of research. In an era of rapid

information dissemination and social media influence, understanding how persuasion operates in political communication is more important than ever. By studying the psychology of persuasion, we can gain insight into how political speeches are crafted and how we, as audiences, can better evaluate the messages presented to us. Ultimately, a deeper understanding of persuasion in political speeches can help to promote more informed, engaged, and responsible citizenship.

CONCLUSION

The study has demonstrated the importance of Political Discourse Analysis (PDA) in modern linguistics, specifically in analyzing the language of political discourse. Through the examination of various political speeches, the research has revealed the existence of manipulative methods and strategies used by politicians in their speeches to achieve their political goals.

PDA provides a useful tool for understanding the language of political discourse, which is characterized by complex linguistic features and persuasive strategies. The study has shown that the use of metaphors, rhetorical devices, and emotive language in political speeches can significantly influence the audience's perception of the speaker's ideas and opinions. Moreover, the study has highlighted the importance of context in interpreting political speeches and analyzing their intended meaning.

The analysis of manipulative methods and strategies in political speeches has revealed several techniques used by politicians to persuade their audience, including the use of fear appeals, exaggeration, and euphemisms. These techniques are often employed to manipulate the audience's emotions and perceptions, rather than to present factual information.

In conclusion, this research has demonstrated that PDA is a valuable tool for understanding the language of political discourse and identifying manipulative methods and strategies used by politicians in their speeches. The

study has emphasized the need for critical thinking and careful analysis of political speeches to avoid being swayed by manipulative techniques. The findings of this research have important implications for media literacy and political communication, and can contribute to the development of more informed and critical citizens in today's complex political landscape.

SUMMARY

Political Discourse Analysis is a field of study in linguistics that examines how language is used to convey political messages and ideas. It involves analyzing the language used in political texts, speeches, and debates to uncover hidden meanings, ideologies, and power relations. This approach is useful in understanding how language shapes and influences public opinion and political decision-making processes. Political Discourse Analysis (PDA) is a valuable tool for understanding the language of political discourse in media, which is characterized by complex linguistic features and persuasive strategies. Through the analysis of various political speeches, I have revealed the existence of manipulative methods and strategies used by politicians in their speeches to achieve their political goals.

The Language of Political Discourse in Media is another important aspect of modern linguistics. It involves analyzing how language is used in the media to influence political views and opinions. Media outlets often use language to shape public perceptions of political events and issues, and this can have a significant impact on public opinion and political outcomes.

Manipulative Methods and Strategies in Political Speeches is a topic that is closely related to the previous two. It involves analyzing the language and strategies used by politicians to manipulate public opinion and gain support. Politicians often use emotional appeals, rhetorical devices, and other

manipulative tactics to persuade audiences to support their political agendas. These manipulative techniques include fear appeals, exaggeration, euphemisms, metaphors, rhetorical devices, and emotive language.

All of these topics are important in understanding how language is used in political contexts. By analyzing political discourse, we can gain insight into the power dynamics and ideologies that underlie political decision-making processes. By analyzing the language used in media, we can understand how media outlets shape public perceptions of political events and issues. And by analyzing the manipulative methods and strategies used in political speeches, we can become more aware of how politicians use language to gain support and influence public opinion.

The findings of this research emphasize the need for critical thinking and careful analysis of political speeches to avoid being swayed by manipulative techniques. By utilizing PDA, citizens can become more informed and critical in today's complex political landscape.

Overall, modern linguistics offers a valuable lens through which to analyze political discourse and understand how language is used to shape political views and opinions. By studying these topics, we can become more informed citizens and better equipped to engage in political discourse and decision-making.

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