

общаться на русском языке, постепенно привыкают к нему и заинтересовываются им в все большей и большей степени.

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VERBAL MEANS OF POLITICAL MANIPULATION

РЕЧЕВЫЕ СРЕДСТВА ПОЛИТИЧЕСКОЙ МАНИПУЛЯЦИИ

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The article deals with the notion «political manipulation». Classification of verbal means of political influence is given.

Keywords: political manipulation; verbal means; drawing attention; keeping attention.

В статье рассматривается понятие политической манипуляции. Дана классификация речевых средств политической манипуляции.

Ключевые слова: политическая манипуляция; вербальные средства; привлечение внимания; поддержание внимания.

Before discussing the verbal means of political influence, it is necessary to define what itself this influence or manipulation is. Political manipulation is the specific type of speech influence having for an object introduction in consciousness under the pretext of objective information of implicit, but the desirable contents for these or those political groups. The opinion closest

to the demanded formed on the basis of this contents is called political manipulation [2].

So, means of manipulation with the listener can be classified according to use purpose: means of drawing attention and means of deduction of attention.

1. Verbal means of drawing attention:

A) A metaphor – an ubiquitous principle of language. In usual speech we won't meet three sentences where there would be no metaphor [4].

The sphere of political language games, in principle, should be poor in metaphors, since speech of the public politician in fair degree consists of commissive acts (election pledges, etc). But, as soon as the center of gravity is transferred on emotional influence that in political life (because of low political, economic, etc. to literacy of electorate) happens extremely often, the ban on metaphor acts vanishes. So, when in speech the ultimatum degenerates in the threat, meaning intimidation, it can be expressed metaphorically. The sphere of expression of emotions and emotional pressure brings an artistic element, accompanied by the metaphor.

“This is a shining star of faith, which led millions from tyranny to safe haven of freedom, progress and hope”

B) The intellectual empathy – a joint cogitative work of the speaker and listeners (audience). The speaker states the point of view and seems to be thinking publicly, i.e. aloud, for everyone [4]. Listeners follow the reasonings and make the same cogitative work, joining in the process of creative perception. This manner of public speech carries the name «thinking aloud». The speaker reflects together with listeners, puts various questions, compares the facts, the points of view, polemizes with opponents (imagined or real), includes listeners in the process of creative perception of speech.

Preparing for any performance – whether it is a performance on television, radio or personal meeting with voters – the politician first of all should answer the question: what keywords to use? It is not recommended to show all wealth and a variety of the vocabulary before voters. They won't remember them all the same. But if constantly to use 3-5 keywords, containing the image you want (as though in the "curtailed", "concentrated" look), these words will for certain be kept in memory of the voter.

Keywords possess the following distinctive features.

– They are powerful emotional activators. Except purely positive or negative reactions these words also appeal to various feelings of the audience – pride, generosity, kindness (*freedom, justice, a consent*), cause fear or even hatred (*aggression, genocide, fascism*). Their maximum saturation emotions promote increase of impact on listeners, for this sort of information takes in memory the bigger place in comparison with the emotionally neutral.

– These words are valuable labels as they are directly connected with already available moral and political values. From the point of view of influence, it is extremely important aspect (as it is known from social psychology) as valuable representations are shown in social installations in the form of predisposition of the personality (group) to in advance defined relation to this phenomenon, the person or an event.

– These words represent the words symbols causing certain images. Their semantic contents act in the form of associative figurative representations, at the heart of which last experience lies. Analyzing last experience and representations, the so-called latent (hidden) information, acting automatically, forms the necessary social estimates and installations by their simple transfer from one phenomenon on another.

– One more important line of similar words is their extreme thriftiness. Owing to the extremely saturated contents one short word possesses ability to cause to life, to actualize a large quantity of information which is storing in memory of audience, and also emotional reaction to this information in the direction necessary for acting [3].

2. Verbal means of keeping attention

In a political context the traditional arrangement of sentence parts, namely, a predicate following the subject is preferable. However, use of so-called plug-in structures, which are put between a subject and a predicate, is observed as well. According to the researchers, the similar sentence structure is used to reach higher degree of communicative and emotional intensity of the message [1].

Plug-in designs on the purpose of the use can be divided into:

- a) Additional argument
- b) Strengthening of the emotional and estimated relation to the contents
- c) Specifications (place, action time, status of the subject, etc.)
- d) Comparisons

By means of expression:

- a) Adverbs
- b) Adjectives
- c) Modal structures
- d) Prepositional-temporal structures

Inversion is also means of keeping attention (i.e. word order change) [1].

More often the following elements appear in the first place:

1. temporary framework
2. scene of action
3. frequency of action
4. comparative words
5. generalizations

Sometimes the whole subordinate clause is put in the front, for example action or action time. Such structure raises informativity of the statement and its emotional communication with the listener [2].

The emotional amplifiers addressed to valuable background knowledge of the audience and are capable to "attribute" to the speaker a number of personal properties of axiological character: wisdom, restraint, religiousness, moral force, ability to compassion. These are such words and combinations, as "human dignity", "mercy", «belief in ideals», "dream", "truth", "spirituality", etc.

«Words slogans» like "freedom", "progress", «national interests», etc. are words qualifiers causing unequivocal reaction of mass audience. Appealing to the supreme values – the feeling of patriotism, national pride, human dignity etc., these words comprise the hidden ideological meaning of positive or negative character, have suggestive impact on listeners, partially or completely blocking their rational consciousness.

As for stylistic syntax, here we distinguish:

– repetition of the structure

It's time to speak, it's time for everybody to think over.

Usage of such structure leads to better rhythmic composition of the utterance, increases emotional level of the speech. Each element of the utterance becomes more meaningful, visible on the contrast to the rest of the sentence.

– parallel syntactic constructions

It's not the man that should protect himself using the Law, but it is the Law that should protect the man.

– constructions with homogeneous parts

We are used to and we have learned to unite – family with family, unity with unity, city with city – in order to make our life better.

– emotional opposition

Life has shown that the vector of our movement suggested by me 12 month before was not only new, but the right one.

The idea of emotional contrast leads to the increase of emotional and psychological density of the speech.

"Americans heard how terrible our mistakes are, how unrighteous our deeds are, how wrong our aims are too often. But American people know the truth better than anyone else. And the truth is that we are the greatest democracy in the world. We are the symbol of human's desire to freedom and welfare. We are the embodiment of hope for the progress."

– method "Monologue dialogization":

1) prolepsis (objection prediction);

2) question retaliatory move;

3) rethoric questions

“But is there a price which cannot be paid to make the world free from the threat of nuclear war? We know that there is no such price”

Studying the inaugural speeches we chaise a practical aim. You know that in our fast-moving world every student or pupil must prepare at least one science work or report and each teacher has to give at least one lecture in their life. With the help of means of drawing and keeping the attention of the listeners we can promote some really helpful ideas and results of our work or study. Politicians are just real people and who said that we can't be as persuasive and emotional as they are.

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КОММУНИКАТИВНО-ПРАГМАТИЧЕСКИЕ СВОЙСТВА КОМИЧЕСКОГО В ПОЛИТИЧЕСКОЙ КОММУНИКАЦИИ

COMMUNICATIVE AND PRAGMATIC FEATURES OF COMICAL FORMS IN POLITICAL COMMUNICATION

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В статье раскрываются особенности реформатирования политического общения в рамках тенденции эстетизации и театрализации политической коммуникации. Представлена классификация видов комического, анализируются специфические черты данных видов в политической риторике англоязычных политических лидеров.

Ключевые слова: политическая коммуникация; виды комического; стратегии политической коммуникации; политическая риторика.