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TEACHING POLITICAL DISCOURSE

Annotation

This article provides notion about teaching political discourse as well as consideration of political culture reffering to the formal language which used in government, the public communication techniques from professional politicians who employ to gain and maintain power of speeches are given.

Key words: power group, approach, types, discourse, political communication, addressee.

SIYOSIY DISKURSNI O'QITISH

Annotatsiya

Ushbu maqola siyosiy nutqni o'rgatish haqida tushuncha bergan, shuningdek, hukumatda qo'llaniladigan rasmiy til bilan bog'liq siyosiy madaniyatni ko'rib chiqqan ya'ni nutq kuchini qozonish va saqlab qolish uchun ishlatiladigan professional siyosatchilarning ommaviy aloqa usullarini yaqqol misollar keltirgan.

Kalit so'zlar: kuch guruhi, yondashuv, turlar, nutq, siyosiy kommunikatsiya, adresat.

ПРЕПОДАВАНИЕ ПОЛИТИЧЕСКОГО ДИСКУРСА

Аннотация

В этой статье дается представление о преподавании политического дискурса, а также рассматривается политическая культура, связанная с официальным языком, который используется в правительстве, приводятся методы публичной коммуникации профессиональных политиков, которые используются для завоевания и поддержания силы речи.

Ключевые слова: властная группа, подход, типы, дискурс, политическая коммуникация, адресат.

Introduction. The primary focus of the provided research analysis is political speech. Numerous definitions exist for political discourse, but the one that is most frequently used is that of A.N. Baranov, who defined it as "the totality of all speech acts used in political discussions, as well as rules of public policy, sanctified by tradition and proven by experience" [1].

In addition to providing her own definition of political discourse, E.R. Levenkova notes that current discourse studies would be incomplete without an examination of the mental realm of human existence. Political discourse is defined by the researcher as "a linguistic expression of public practice in the sphere of political culture, which is the professional use of language, which is based on the nationally and socio-historically conditioned mentality of its speakers" [2].

When studying political discourse, both foreign and domestic scientists and the writers of these definitions focus exclusively on the public communication strategies used by professional politicians to seize and hold onto power. Accordingly, T.A. Dyck questions in his book "The Discourse of Power" if the media is a "power group" and, if so, if political speech is responsible for the outcomes of the actions of journalists, reporters, and other members of this group. The author argues that the media cannot be seen as political speech in and of itself; rather, it can only help spread political discourse and make it easier for individuals worldwide to access it [3].

Literature review. E.I. Sheigal, A.G. Altunyan, A.P. Chudinov, and others are among those who support a broad commemoration of political discourse, which includes all forms of linguistic activity in which something connects it with the world of politics (be it the subject, addressee, or the content of a sample of discourse), in contrast to linguists who support the so-called "narrow" approach to understanding political discourse. As a result, media goods are also discussed in political debate.

The media serve as "an intermediary between politicians and the people", according to E.I. Sheigal. This implies that how political events are portrayed in news feeds, on radio, and on television affects how regular people view these same events. As a result, it is undeniable that several nations can cover the same global issue in different ways [4].

According to A.P. Chudinov, political communication conducted by journalists and intended for a large audience is comparable to the other three types: public, addressed to the general public; hardware, available only to initiates and concentrated on state institutions; and political speech activity of a broad spectrum of people not directly involved in politics but actively participating in social events like rallies, etc. [5].

Another individual who contributed to a comprehensive approach to political speech is V.V. Zelensky, who distinguished between official and personal levels of politics. The first is predicated on the various ways that politics manifests itself in people's social lives beyond national boundaries. The mass media is also a part of it. When a person has relationships with other individuals or the outside world, the second level of politics is realized [6].

Research methodology. The traits of the two discourse kinds are determined by the variations in policy levels, and these traits are closely associated with the classification mentioned above.

In the first instance, the speaker is obviously given a defined position; he represents a particular social institution and has a particular social standing. In the second instance, the speaker represents himself as an individual with a distinct set of characteristics.

The political views of the author, other discourses that may be implicitly or explicitly represented in a given discourse sample, the political context that shapes the discourse's content, and other speech activity components are all crucial for contemporary political linguistics to consider when analyzing political discourse.

Therefore, "the study of the degree of influence of various linguistic, cultural, social, economic, political, national and other factors on this text and on its perception by the addressee" is a prerequisite for studying political discourse.

Regarding the purposes of political speech, scholar V.V. Vinogradov's functions of language—namely, impact, communication, and communication—must be cited in this context. The political discourse includes representations of each of these roles. Since the politician's speech is primarily intended to affect the audience rather than to provide any knowledge, the influence function is given the primary role. Since there is frequently no contact at all between the writer and the recipient, the role of communication also becomes less important [7].

Discussion and results. Considering the orientation of each language function to a communication component, it appears more practical to examine a different categorization of language functions created by R. Jacobson. Accordingly, he makes a distinction between the purposes of aesthetics, motivation, emotion, and communication.

Seemingly, the incentive function—which entails influencing the addressee in order to acquire and hold onto power—is the primary purpose of political communication. Political discourse is defined by E.I. Sheigal as "communication, the main intention of which is the struggle for power". Sheigal even includes this element in his description. Political rhetoric is frequently used to manipulate people because, as we can see, it is motivated by a desire for power. The fight for power suggests that in order to persuade the audience to act (for instance, prior to elections), one must first persuade them of the speaker's sincerity of aim and the accuracy of their assessments, among other things. Political language is therefore so rich in stylistic devices that allow the speaker to make his points more powerful and compelling [4].

The motivational function of the discourse can be expressed in a variety of ways: implicitly, when the author uses his discourse to elicit a particular emotion from the audience—such as fear, anger, or a sense of unity—or explicitly, when he uses slogans or direct appeals to the people.

Even though the motivating function predominates, language's other functions are as significant in political discourse. Information transmission is the responsibility of the communicative function. Political discourse frequently includes information on significant political events, trends, and other topics that may be pertinent to a particular communicative scenario. The emotional function is in charge of both evoking the same emotions in the addressee and conveying the speaker's sentiments and emotions. The speaker is able to arouse a wide variety of varied emotions in the audience because of the persuasiveness of the speech and the effectiveness of the stylistic approaches chosen. In political discourse, it is critical that the addressee understands the addressee's sentiments since only then can they work together to pursue shared objectives.

The metalanguage function aids in accurately expressing a word's or phrase's meaning. Because the public may not fully understand some phrases, concepts, and ideas used in the political realm, politicians frequently turn to explanation.

The final function in this sequence, aesthetic, aims to make speech more expressive. Political discourse benefits from the employment of stylistic devices since it is vivid and memorable, much as in a literary work.

Political discourse's substantive and formal elements are influenced by its functional aspects. A characteristic of political speech is the amalgamation of expressiveness and uniformity. For the discourse to be understandable to a broad audience, the first element is required. It entails adhering to specific discourse creation and replication sequences as well as language selection guidelines. Expressiveness also enables you to portray the author's emotional state and attitude toward the subject in the discourse.

In addition to being represented through the use of stylistic figures of speech, expressiveness also adds interest to the text, which is crucial in the political sphere since the more intelligent the conversation, the more impact it may have on the listeners.

The political discourse is influenced by the audience's characteristics as well, as seen by the prominence of the mass addressee. This oddity stems from the author's expectation that every discourse sample they produce and distribute would be viewed by a sizable audience at once. For instance, the new president's inauguration address is aired on radio and television both domestically and internationally, and parliamentary discussions are held in front of the assembly.

Another essential component of political conversation is political language. It is typified by ambiguity, which is frequently conveyed through polysemy and words with ethereal meanings. It comes to light because politicians frequently have to talk behind their backs about uncomfortable issues that put a shadow over them. This includes the anonymity of certain remarks made to conceal the identity of the person making a specific choice. This can also refer to the speakers' use of ambiguity in order to avoid coming out as ignorant. Furthermore, ambiguity helps to prevent potential confrontations since, if a speaker speaks incoherently without stating his point clearly, he will not have to apologize for what he said and will be better able to fend off critics and rivals.

As a result, political speech adjusts to circumstances outside its control. G. Lasswell categorizes the various political speech kinds based on the language's degree of transparency and the tensions present in the nation or the wider globe. Therefore, the discourse will be straightforward and succinct, based on recognized criteria, if political decisions are crucial in determining the fate of a nation or an individual, as, for instance, in the case of the adoption of legislation or sentence in court [8].

Other scenarios, where the public must decide for itself how to proceed with future growth, such demands to pick a side in elections or referendums, are nevertheless very stressful since the audience must make a decision and is consequently accountable for it. However, the writers of the discourse are far more free to utilize stylistic devices, convey their feelings about what's happening, and so on.

In this situational scale, the latter are least related to the participants' tension. These include commemorating the inauguration of the new president or the election win of one of the presidential contenders. They are accompanied with the most vivid rhetoric, full of stylistic devices that emphasize social ideals and the notion of national togetherness.

Many academics are currently examining the linguistic aspects of political discourse, sometimes known as "*political language*", which refers to a certain communication style or way with the audience. Political language and extralinguistic reality have a reciprocal relationship. On the one hand, because it represents the nation's beliefs, customs, and interests, it is greatly impacted by the political climate on the international scene. For instance, speakers are sometimes forced by political realities to distinguish between "*their own*" and "*strangers*" in their discourse, and it is frequently

important to draw this line carefully so as to avoid starting fresh confrontations [8].

However, in political debate, the choice of phrase is extremely important. It gives you the ability to affect the addressee's awareness, influencing how he will interpret certain facts and act upon understanding them. It's vital to remember that political language has a crucial role in shaping public perceptions of politicians and political parties, as well as in the process of making significant choices.

These changes in the emphasis of diplomatic action make one wonder what aspects of contemporary diplomacy will alter over time, and whether and how governments should adapt to these changes. Four elements of diplomacy appear to be crucial: (1) *the individual diplomat's personality*; (2) *the fundamental shifts brought about by technological advancements, particularly those resulting from digitization*; (3) *the rise in the number of actors engaged in diplomacy*; and (4*) the heightened sensitivity of diverse publics to foreign policies* [9].

Conclusion. In summary, this also holds true for the discourses surrounding the social domains of "race" and "class". Most groups and their members will occasionally (also) "act politically" because people and their practices can be classified in a variety of ways. Therefore, we can suggest that "acting politically" and political discourse are essentially defined contextually, that is, in terms of unique events or practices whose aims, goals, or functions are perhaps not exclusively but at least primarily political. Politicians' conversations outside of political situations are not included in this, but all other groups, institutions, and individuals' conversations are included as soon as they take part in political activities. From the perspective of discourse analysis, such a contextual definition simultaneously implies that a systematic account of the context and its relationships to discursive structures should be included in the study of political discourse, rather than focusing only on the structural characteristics of the text or talk itself.

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