

LINGUISTIC ANALYSIS OF POLITICAL SPEECH

Narimanova Diyora Jalilovna

Jizzakh Branch of the National University of Uzbekistan

1st-Year Master's Student in Linguistics, English Philology

Abstract

Political discourse holds a central position in modern linguistic studies, serving as a crucial component of discursive practice. It often conveys a strong sense of populism through various linguistic tools and strategies. The effectiveness of political discourse is largely determined by its objectives and intended outcomes. Language that resonates with the public's sentiments and expressions has the power to engage audiences effectively. This article examines theoretical perspectives on political discourse and provides a linguistic analysis of its structure. Additionally, Barack Obama's speech is analyzed from a linguistic standpoint.

Keywords: Political speech, political discourse, rhetoric, linguistic analysis, repetition, figurative language.

Introduction

As a social construct, politics has played a fundamental role in human civilization since ancient times. Theoretical discussions on political matters date back to renowned philosophers such as Confucius, Plato, and Aristotle. Over time, the field of politics has evolved with extensive theoretical and practical insights. Language and politics are deeply interwoven, as political actions are largely expressed through communication. A statement made by one individual can exert considerable influence over others, emphasizing the power of language in shaping public perception.

Fairclough argues that linguistic power allows those in authority to regulate and influence the behavior of others. Within political discourse, this linguistic influence enables individuals to assert their ideologies, power, and expertise convincingly. T.A. van Dijk suggests that political contexts do not dictate specific speech patterns; rather, they shape how individuals interpret and articulate political realities based on a cognitive link between discourse and context. This

demonstrates that language is a fundamental tool in political communication, used to shape opinions and persuade audiences.

Political discourse has been extensively studied from various academic perspectives, analyzed across different disciplines and theoretical frameworks. This reflects its global significance, influencing both internal and external aspects of society. Different researchers have referred to this concept using various terminologies. In academic literature, it has been labeled as "political discourse" (политическая дискурс; E.I. Sheigal, A.N. Baranov), "social-political speech" (общественно-политическая речь; T.V. Yudina), "political propaganda" (агитационно-политическая речь; A.P. Chudinov), "language of public opinion" (язык общественной мысли; P.N. Desenov), and "political language" (политический язык; O.I. Vorobeva).

Linguistic Characteristics of Political Discourse

Political speeches exhibit distinct linguistic features, with rhetoric and figurative language playing a crucial role in persuasion. Politicians frequently use rhetorical devices such as metaphors, similes, and hyperboles to enhance their message. These linguistic tools create vivid imagery, making complex political concepts more relatable and engaging for the audience. For instance, the term "American Dream" is commonly employed as a metaphor to inspire hope and unity. In Barack Obama's inaugural address, he metaphorically refers to historical struggles to emphasize resilience: *"We are shaped by every language and culture drawn from every end of this Earth; and because we have tasted the bitter swells of civil war and segregation..."*

Another defining feature of political discourse is the use of emotionally charged language. Politicians craft their speeches to evoke strong emotions and unite audiences around a common purpose. This is achieved through the deliberate use of powerful adjectives, expressive adverbs, and striking imagery. Emotional appeals help politicians build a connection with the public, fostering trust and loyalty. However, the use of emotional language can also serve as a tool for manipulation, diverting attention from logical reasoning.

Political discourse also relies heavily on strategic grammatical structures, particularly pronouns. Politicians frequently use words such as "we," "us," and

"our" to create a sense of inclusivity and solidarity, reinforcing their alignment with the audience.

A linguistic analysis of Barack Obama's inaugural speech reveals his skillful use of first-person plural pronouns to promote unity. Additionally, political figures sometimes use passive voice to shift focus away from themselves and reduce direct accountability.

Furthermore, political language often incorporates specialized terminology and jargon. Politicians use technical vocabulary to demonstrate expertise and establish credibility in their respective fields. While this enhances their authority, it may also create barriers for audiences unfamiliar with such terminology. In *Political Discourse Terminology*, V. Connolly classifies political vocabulary into three categories. First, it is frequently used in political ideologies and discussions. Second, the meanings embedded in these terms shape political reasoning and contribute to a broader conceptual framework. Third, when these elements align, decisions and policies tend to gain wider acceptance.

Repetition is another key linguistic strategy in political communication. By reiterating key points or slogans, politicians reinforce their primary messages, ensuring they resonate with the audience. Repetition helps emphasize critical ideas and makes them more memorable. Barack Obama effectively employed this technique in his speeches to strengthen his arguments and amplify emotional impact.

CONCLUSION

In conclusion, political discourse possesses distinct linguistic features that differentiate it from everyday communication. These features are deliberately employed by politicians to persuade, influence, and unify audiences. Understanding these linguistic elements allows for a more critical analysis of political speeches, providing deeper insight into their underlying messages.

Referebces

1. Billig, M. (2002). *Arguments and Arguing: The Productive Functions of Argument in Conversation*. Cambridge University Press.
2. Bove, R. L. (2015). *The Politics of Language: Language, Power, and Political Discourse*. Cambridge University Press.

3. Chilton, P., & Schaffner, C. (1997). Discourse and Politics. John Benjamins Publishing Company.
4. Chudinov, A. P. (2008). Political Speech: Linguistic Aspects of Political Discourse. Moscow: Nauka.
5. Connolly, V. (2005). Political Discourse Terminology. Oxford University Press.
6. Desenov, P. N. (2002). Language of Public Opinion. St. Petersburg: Russkaya Rech'.
7. Fairclough, N. (2001). Language and Power (2nd ed.). Pearson Education.
8. Goffman, E. (1959). The Presentation of Self in Everyday Life. Doubleday.
9. Jensen, K. B. (2002). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. Routledge.