

LINGUISTIC IMPLEMENTATION OF PERSUASIVE STRATEGIES AND TACTICS IN POLITICAL PUBLIC COMMUNICATION (A CASE STUDY OF V. PUTIN`S ELECTION CAMPAIGN SPEECHES)

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Abstract

Political discourse is considered to be one of the most essential subjects of scientific research as understanding of political processes and a clear notion of political leaders enable politicians to forecast the development of states and societies, to be fully guided in modern historical events. In political discourse persuasiveness claims to be one of the key criteria of public oratory and is characterized by a clearly expressed structure and defining characteristics from persuasive strategy to persuasive markers.

The research attempts to examine the character of the notion persuasiveness and its place in the theory of linguistic manipulation in terms of political public communication. In this regard the given article differentiates the notions "persuasiveness", "manipulation", "argumentation". This study analyses combinations of persuasive strategies and tactics and ways of their linguistic implementation in election speeches of the President of Russia Putin V.

The authors suggest the hypothesis that various linguistic means, strategies and tactics contribute to effectively implement the category of persuasiveness in Presidential election discourse.

This paper aims to consider the term "persuasiveness", to elicit the most characteristic persuasive strategies and tactics which the politician uses to influence the audience and to describe the ways of their linguistic implementation.

The objectives of the study are:

- to examine features of the notion "persuasiveness";
- to analyze and organize the implementation of specific strategies and tactics of persuasiveness on specific examples of political speeches;
- to find peculiarities and trends of their implementation in election campaigns;
- to determine linguistic means for implementation persuasive strategies and tactics.

The second part of the study is dedicated to the most characteristic linguistic means used by V. Putin in his election campaign speeches. The results of the study can be applied in a range of linguistic disciplines.

Keywords: persuasiveness, persuasive strategies and tactics, linguistic implementation, election discourse.

1. INTRODUCTION

Intensive development of political technologies, a rapidly growing role of mass media, a number of significant political events which have happened in the last years promote the growth of attention of linguists to political

communication which makes this study topical in the field of political discourse.

This study examines strategies and tactics used by politicians to persuade the audience. This research also outlines the most effective ways to influence the audience. Analysis of theoretical materials in methodological works related to political discourse N. Alefirenko, A. Baranov, M. Bakhtin, E. Budayev, A. Chudinov, E. Sheigal, T. Van Deik makes it possible to define the concept and specific character of this phenomenon. A. Zaitseva defines it as “the text which functions in the sphere of socio-political life having particular themes connected with a variety of political issues and political communication” (2013, p. 245).

The category of persuasion is considered to be one of the most essential parts of political communication and which is most effectively realized in mass media political discourse.

The aim of this research is to examine the character of the notion “persuasion” and differentiate the notions “persuasion”, “manipulation”, “argumentation”. The main purpose of political leaders during the election campaign is to win sympathy of the audience, to convince the audience to accept the speaker’s ideas hence there is a great need for defining and examining effective mechanisms of linguistic manipulation, the need arises to analyze persuasive strategies and tactics which help the addressers to win the audience and the ways of their linguistic implementation.

Theoretical research of linguistic manipulation presented in this paper is based on methodological works of such foreign and Russian linguists as G. Vlasyan, Y. Ivanova, O. Issers, V. Maslova, O. Parshina, I. Sternin. The tasks of our study include examining features of the notion of “persuasion”, analyzing and organizing the implementation of specific strategies and tactics of persuasion on specific examples of political speeches, determining linguistic means for implementation persuasive strategies and tactics.

Research for practical studies is based on V. Putin’s election campaign speeches in the period of 2008–2017.

The following methods were applied to in this study to meet the objectives. General scientific methods – method of analysis and induction which implies separation of particular factors from general factors, identification of general statements based on analyzing particular factors. Method of classification used to divide objects into classes according to their peculiar characteristics. Linguistic methods of analysis; synchronic method of linguistic description is used to select and systematize persuasive strategies and tactics, method of discursive analysis aimed at referring the text to political discourse, componential analysis used to identify linguistic and stylistic markers of persuasive strategies and tactics.

2. THEORETICAL FRAMEWORK

After analyzing many theoretical materials in a variety of methodological works, O. Bykova (1999), N. Ostroushko (2002), O. Issers (2003), C. Tindale (2004), A. Chudinov (2006), D. Walton (2006), we can provide a brief review of the notions “manipulation”, “argumentation” and “persuasion”. Most scientists agree that “manipulation” is a type of persuasion aimed at hidden change of the recipient’s attitude or actions with regard to something in the addresser’s interests. However, the concept of linguistic manipulation seems to be more appropriate in this context. N. Ostroushko (2002, p.87) defines it as “manipulation realized by willful and intentional use of any peculiarities of language structure”. Linguistic manipulation is based on psychological and psycholinguistic mechanisms that force the recipient not to take a message with a grain of salt, cause some illusions and misbeliefs and provoke them to behave in a way beneficial for a manipulator.

Manipulation appeals to emotions and feelings such as dislike, joy, fear, patriotism and etc. Its implementation can be easily achieved by means of emotional and expressive lexis. The right choice of lexis fosters the achievement of the goal, e.g. to cause anger or, on the contrary, to increase sympathy. In other words, the recipient’s intentions, ideas and feelings are being programmed. For their part, emotions experienced by recipients influence their actions and behavior.

The goal of manipulation is the formation of a particular vision of the world in the minds of potential voters, reduction of their ability to critical thinking and creation the illusion of free choice. Hence, it is a very effective technique to win over the audience.

Scientists define argumentation as the process of forming reasons, justifying beliefs and drawing conclusions with the aim of influencing the thoughts and/or actions of others and reaching agreement with the audience. It is obvious that argumentation is a type of communication as it suggests exchange of information, a speaker and a recipient, dialogue and social context. Argumentation is aimed at persuading the recipient to accept statements and is implemented by creating a text in a social context. When you know how to change individual’s views and to make them agree with your statement, you can influence their worldview and exercise

your authority.

Thus, we can conclude that persuasion is a part of argumentation. The term itself has different interpretations in English and Russian scientific discourses. Russian scientists define persuasion as the recipient's assessment of the objective content of a message in relation to its validity/invalidity. W. Schoberle, A. Pratkanis, O. Issers, A. Golodnov, E. Shelestyuk consider persuasion as a type of manipulation opposed to rational argumentation or as the combination of means aimed at supporting and strengthening arguments.

We choose the second interpretation of the term 'persuasion' in our research. Therefore, we understand persuasion as persuasiveness of the text based on linguistic means of supporting argumentation. For this reason, we suggest that persuasion is the combination of argumentative and manipulative strategies and tactics which are closely interrelated and manifested in political communication.

So, as a result of this theoretical background we formulate the following conclusions:

As persuasion is a part of argumentation, it can be investigated in communicative aspect. On the other hand, manipulation is a type of persuasion based on psychological and psycholinguistic mechanisms. Therefore, persuasion is a semantic category which includes strategies and tactics that are implemented through verbal means of expressing intentional impact on the recipient's mind and aiming to change their behaviour.

We also found out that interpretation of the notion "strategy" can differ due to the approach of study. Cognitive approach considers that strategies and tactics of communicative impact are realized in speech through communicative strategies and tactics. In pragmalinguistics "strategy" is a chain of the speaker's decisions or choices of specific communicative actions and linguistic means. Psychological approach suggests that "strategy" is the organization of verbal behaviour in accordance with "cognitive side of communication" or "vector of verbal behaviour". It is aimed at the most effective and successful solution of the speaker's intention. Communicative tactic is defined as "a piece of the speech representing one or more actions contributing to implementation of the given strategy". When you combine a few speech tactics with such stages of speech as planning and control, you can increase or decrease emotional response and the degree of persuasion.

Further, we focus on the classifications of strategies and tactics. After analyzing classifications of L. Veretenkina, O. Issers, I. Loginova, O. Parshina we can conclude that O. Parshina's classification, based on the speaker's desired goal is the most organized and full. She elicits

- strategy of self presentation and tactics of identification, solidarity, opposition;
- argumentative strategy and tactics of reasonable assessments, comparative analysis and illustration;
- strategy of propaganda and tactics of promises and appeal;
- strategy of discredit and tactics of impeachment and defamation;
- manipulative strategy and tactics of playing with words, exaggeration, distracting attention from urgent issue;
- strategy of maintaining power and tactics of interpretation, admitting the problem, explanation, commenting, emphasizing positive information;
- strategy of self-defense and tactics of self-justification, criticism and challenging.

Choosing to focus on the linguistic implementation of the above mentioned strategies and tactics in political public communication, we highlight that there are no clear grounds for identifying types of strategies and their relationship to tactics. Persuasive potential of political discourse is realized through tactics that are represented by a wide range of linguistic means. In other words, tactics consist of a set of persuasive linguistic means and logical links, which influence the audience directly. Figures of speech or expressive means are the most important ways to appeal to a recipient.

Further, we analyze election campaign speeches of Vladimir Putin and elicit the most characteristic ways of linguistic implementation of persuasive strategies and tactics which he uses to influence the audience.

Our research shows that metaphor is the most often used figure of speech in Presidential election discourse.

We suggest dividing metaphors into the following groups:

- State as a person

"Мы открыты для партнерства и диалога со всеми нашими друзьями, со всеми странами" (We are

open to partnership and dialogue with all our friends, all countries)

“Но нужно все равно оздоравливать финансовую систему в интересах, прежде всего, клиентов” (Our financial system needs rehabilitation to the advantage of its clients, first of all).

Representation of a state as a person helps each recipient to understand their importance and responsibility to the society and reduce the distance between a politician and people. Characteristics of a person are transferred to a state. So we can say that development, formation, standard of living and status in the world depend on the efforts of this state. It has weak and strong sides. It struggles for its place in the world.

– Road

“Международное сотрудничество – дорога с двусторонним движением” (International cooperation is a two way process).

“Мы за конструктивное взаимодействие и диалог по вопросам борьбы с международным терроризмом, контроля за вооружениями, обеспечения коллективной безопасности” (We support constructive cooperation and dialogue on the issues of the struggle with international terrorism, arms control and collective security).

“Будем двигаться дальше к созданию Евразийского союза, открывающему новую эпоху отношений на постсоветском пространстве” (We keep moving to Eurasian Union, which will open a new stage of relations in the former Soviet Union).

“Нам нужно сделать так, чтобы можно профессионально позволить человеку продвигаться в бизнесе” (We have to provide professional development for any person in business).

These metaphors are used to highlight an observable and clear goal which our political leader suggests. The audience can choose what they really want: to start their business, get good education and a well-paid job or buy a home. Metaphors are supposed to prompt a particular decision or behaviour.

Putin`s speech is rich in epithets. They make the speech more emotional and inspiring.

“Устойчивое увеличение” (Steady growth)

“Конструктивное взаимодействие” (Constructive cooperation)

“Неоспоримый факт” (Undeniable fact)

“Широкий диалог” (Broad consensus)

“Максимальная защита” (The greatest possible protection)

“Яркое талантливое целеустремленное молодое поколение” (Bright talented ambitious young generation).

Linguistic means which make V. Putin`s speech peculiar and memorable are idioms. They seem to be really impressive as they usually do not match the style of the text.

“Кто нас обидит, тому в течение трех дней мало не покажется” (If anybody insults us, they will find more than they can handle).

“Это полная чушь, несуразица, сапоги-всмятку” (This is total nonsense, absurdity, soft-boiled boots).

“Мы же видим, что в мире происходит. Как говорится, товарищ волк знает, кого кушать” (We see, after all, what is going on in the world. The Comrade Wolf knows whom to eat, as the saying goes).

“Каждый должен мотыжить свой участок, как святой Франциск, бум-бум, и тогда успех будет обеспечен” (Everyone should tend his own garden, like St. Francis, boom-boom, every day, and then success will be assured).

“Давайте мы мух от котлет отделять будем” (Let us separate flies from meat).

“НАТО расширяется, на восток движется, и базы вокруг нас растут как грибы” (NATO keeps expanding eastward, and the bases are springing up like mushrooms after rain).

“Все эти восемь лет я пахал как раб на галерах, с утра до ночи” (For the eight years I had been working my ass off like a slave).

“Мое изображение и имя в современных условиях являются раскрученным брендом, которым пользуются все, кому не лень” (Today my image and name have become a big brand which is used by

everybody and everything).

“У грузинского президента крышу снесло” (The Georgian President has gone gaga).

It is obvious that informal idioms are not appropriate in formal style, but when they are used by the President, they make him closer to people and reduce the distance between them.

Modern political discourse suggests a lot of precedent phenomena which have become identifiers of their authors. We define such Putin’s sayings as aphorisms or putinisms. Their imperfection makes them really popular because anything that looks unusual attracts attention. Putin’s aphorisms help to form his own style. They are also used to give an assessment, to persuade and influence the recipient.

“Мочить террористов в сортире” (Hit terrorists in the outhouse).

“Духовные скрепы” (Spiritual ties).

“Она утонула” (It sank).

“Уши мертвого осла” (Ears of a dead donkey).

“И ручку верните” (Give my pen back).

“Сборище жирных котов” (A group of fat cats).

“Замучаетесь пыль глотать” (You will wear yourselves off swallowing dust).

We found out that the tactics of interpretation, explanation, commenting, reasonable argumentation are implemented through one of the most effective linguistic means – contrast.

“Говоря о справедливости, имею в виду, конечно же, не печально известную формулу «все отнять и поделить», а открытие широких и равных возможностей развития для всех, успеха для всех, лучшей жизни для всех” (Speaking about justice I don’t mean notorious formula “to confiscate and share” but equal opportunities for development for everybody, success for everybody, the best life for everybody).

V. Putin opposed his understanding of justice to the formula “to confiscate and share”. Then he explains his understanding of justice using “the three word group”: development, success, a better life for everybody. Finally, in this sentence one more linguistic means is used – repetition: the word combination “for everybody” is repeated several times to emphasize the thought of the speaker, to show the importance of this idea for the addresser.

Taking into account the importance of the issue under discussion on the one hand, much detail and information on the other hand, logically arranged argumentative representation of the speaker’s points of view is one of the most effective linguistic means which makes it possible to follow the thread of the speaker’s thought, thus highlighting this notion in the mind of potential voters.

В этой связи отмечу, что с 2019 года государственные и муниципальные органы власти и учреждения будут обязаны проводить закупки только электронном виде, в электронной форме. При этом поставщики смогут подавать заявки без личного присутствия. Таким образом, сократится время заключения контрактов и расширятся возможности отечественных компаний и субъектов Федерации. И конечно, такой механизм позволит снизить коррупционные риски и, надеюсь, усилить конкуренцию” (In this regard I want to point out that in 2019 state and municipal governmental offices will have to make purchases only in electronic format. Thus, suppliers will be able to submit a request and their physical presence is not required. So, it will enable to reduce the time to sign contracts and, as a result, opportunities for domestic companies and constituent entities will be expended. And of course this mechanism will reduce corruption risks and I hope will strengthen competition).

Rhetorical questions and an interactive mode of presentation information partly turn monologues into dialogues. Asking the audience questions V. Putin makes the recipients answer these questions in their mind, think over the addresser’s statements feeling their own participation, importance of their responses. This creates the illusion of being engaged in the current events.

“А регионам – пожалуйста. Несмотря ни на какую задолженность и кредитование. Почему”. (But regions will get it. In spite of any debts and a lot of bank loans. Why.)

Persuasion is often implemented through anaphora and parallel constructions which are aimed at focusing the addressee’s attention on the points which are essential for the addresser. The speaker is sure that the recipient will get the message across and will agree with the statement.

"Я мечтаю о том, чтобы в душе каждого человека была надежда, надежда на лучшую долю и на счастье. Я мечтаю, чтобы все мы были счастливы, каждый из нас. Но как это сделать? Главное – чтобы мы были вместе". (I dream that everyone should have a hope, a hope for a better life and happiness. I dream that we all will be happy, every one of us. The main thing is that we should be together).

In this example V. Putin wants the potential voters to pay attention to the notions "hope", "I dream", make them believe in a better life in the future.

Besides, V. Putin's election campaign speeches are characterized by the extensive use of parentheses, conjunctions, pronouns making the speech more vivid, emotional. It frames arguments in a more spoken language way.

"Позвольте мне начать. Очевидно. Даже теряя. По правде говоря" (Let me begin, evident, even losing, frankly speaking).

The frequent use of the phrase "I am sure" underlines the speaker's principles and his vision of the situation. It helps to frame his confidence and proves his case thus persuading the future voters to believe the speaker.

"Мы поможем бизнесу, продолжив наступление на административные барьеры. Будем развивать и гарантировать предпринимательские свободы" (We help our business..., we will guarantee and develop entrepreneurial freedoms).

The extensive use of inclusive pronouns "we" and "our" equates the society and political machinery, unites them and it allows voters to be deeply affected by the problems, to be an integral part of the society. It engages the audience in current affairs.

The frequent use of the personal pronoun "I" identifies the speaker's points of view, his principles.

"Я бы хотел добавить. Я бы хотел сказать. Я хочу заметить. Я считаю" (I would like to add, I would like to say, I want to point out. I believe).

The addresser intends to exercise his authority, influence individual's views. It is an effective way to win over the audience.

Frequent use of lexical items and collocations in V. Putin's election campaign speeches makes it possible to identify the following lexico-semantic fields which characterize the speaker's values and attributes.

"Внутренняя политика" (Home policy) – "Внешняя политика" (Foreign policy)

Lexico-semantic field "home policy" is represented by the following theme groups:

Democracy – confidence-building dialogue, public control, personal responsibility, active regulation, support, patriotism;

progress – development, changes, increase, profit, competition, improvement, building up, stimulation; difficulties – inequality, impetence, bribery, false pride, illegality, injustice, corruption, illegal punishment, indifference.

Lexico-semantic field "foreign policy" is represented by the following theme groups:

escalation of the general climate – superiority of the USA, domination of one country, deepening of imbalance, unipolar world, cold war, total control, to impose strategies and means;

defending interests of Russia – a sovereign country, we will never continue along the path of isolation, an integral part of the world civilization, building up common policy space.

Analyzing these lexical terms we may say that V. Putin in his election campaign speeches focuses the future voters' attention both on positive changes in our country and future plans of our country's development and also on some negative aspects in home policy and foreign policy and he offers the way how to cope with these difficulties.

3. CONCLUSION

The research of the implementation of specific persuasive strategies and tactics on specific examples of political speeches has been carried out. Our analysis of linguistic means used for realization of verbal influence of a politician is based on Putin's election campaign speeches. It can be concluded that strategy of self-presentation and the tactics of identification, solidarity, opposition are implemented through such

linguistic means as idioms, putinisms and repetition of inclusive pronouns. Argumentative strategy and the tactics of reasonable assessment, comparative analysis and illustration are implemented through “three word groups” and logically arranged argumentation. Strategy of maintaining power and the tactics of interpretation, admitting the problem, explanation, commenting, emphasizing positive information are implemented through metaphors, epithets and logically arranged argumentation. The results of the study can be applied in a range of linguistic disciplines.

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