

ANALYSIS OF POLITICAL SPEECHES AND ADDRESSES BASED ON SELECTED LINGUISTIC TOOLS

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Abstract

The proposed research aims to analyze linguistic features and addresses of political discourse using different linguistic devices. By analyzing public political performances of politicians and presidents I will research how that civil servants shapes public opinion using rhetorical and linguistic devices in their speech. Moreover, this work will have information about what kind of words, signs or gestures uses politicians to manipulate and persuade their audiences. As we all know, there are different kind of politicians with different styles of speech who is trying to convince and get their listeners attention and voice. And this research work will show the comparisons between these different styles of talking to different auditory. Also, there will be a comparison of various politicians from Kyrgyzstan and other countries, which will show the differences and similarities of speaking in public or interviews during the election, where they can promote themselves and influence the audience using different language aspects, and people's interests.

Key words

Politician, public speech, deputies, president, election, political, language, auditory, listener, candidate, performance.

ТАНДАЛЫП АЛЫНГАН ЛИНГВИСТИКАЛЫК КАРАЖАТТАРДЫН НЕГИЗИНДЕ САЯСИЙ БАЯНДАМАЛАРДЫ ЖАНА ЭЛ АЛДЫНДА СҮЙЛОГОН СОЗДОРДУ ТАЛДОО

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Кыскача мазмуну

Сунушталган изилдөө лингвистикалык өзгөчөлүктөрдү жана саясий дискурстагы тилдик аспектерди ар кандай тилдик ыкмаларды колдонуу менен талдоого багытталган. Саясатчылар менен президенттердин коомдо сүйлөгөндөрүн талдап, мамлекеттик кызматкерлер өз сөздөрүндө риторикалык жана лингвистикалык каражаттарды колдонуу аркылуу коомдук пикирди кандайча түзөрүн изилдейм. Мындан тышкары, бул иште саясатчылар аудиториясына таасир этүү жана ынандыруу үчүн кандай сөздөрдү, белгилерди же жесттерди колдонору жөнүндө маалымат берилет. Белгилүү болгондой, ар кандай аудиторияны ынандырууга жана алардын көңүлүн бурууга аракет кылган ар түрдүү стилдеги саясатчылар бар. Бул изилдөө ар кандай аудиторияга кайрылган сүйлөө стилдеринин салыштыруусун көрсөтөт. Ошондой эле, Кыргызстан менен башка өлкөлөрдүн саясатчыларынын коомдук сүйлөгөндөрү же шайлоо учурундагы интервьюлары салыштырылып, алардын өздөрүн кантип көрсөтүп, тилдик аспектерди жана адамдардын кызыкчылыктарын колдонуп аудиторияга кантип таасир этери тууралуу окшоштуктар жана айырмачылыктар аныкталат.

Негизги сөздөр:

Саясатчы, коомдук сөз, депутаттар, президент, шайлоо, саясий, тил, аудитория, угармандар, талапкер, аткаруу.

АНАЛИЗ ПОЛИТИЧЕСКИХ РЕЧЕЙ И ВЫСТУПЛЕНИЙ НА ОСНОВЕ ВЫБРАННЫХ ЛИНГВИСТИЧЕСКИХ СРЕДСТВ

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Аннотация

Предлагаемое исследование направлено на анализ лингвистических особенностей и аспектов политического дискурса с использованием различных языковых приемов. Анализируя публичные выступления политиков и президентов, я собираюсь исследовать, как государственные служащие формируют общественное мнение с помощью риторических и лингвистических средств в своих речах. Более того, в работе будет

представлена информация о том, какие слова, знаки или жесты используют политики для манипуляции и убеждения своей аудитории. Как известно, существуют разные типы политиков с различными стилями речи, которые стремятся завоевать внимание и голоса своих слушателей. Данное исследование продемонстрирует сравнение этих различных стилей общения с разными аудиториями. Также будет проведено сравнение различных политиков из Кыргызстана и других стран, что позволит выявить различия и сходства в их публичных выступлениях или интервью в период выборов, когда они могут продвигать себя и влиять на аудиторию, используя разные языковые аспекты и учитывая интересы людей.

Ключевые слова:

Политик, публичная речь, депутаты, президент, выборы, политический, язык, аудитория, слушатель, кандидат, выступление.

Introduction

Political speeches play a big role in society, which helps politicians shape public opinion thanks to different techniques in speech and behavior. When the elections start people start thinking about who the best candidate is, and who to choose. And through all the early performances and campaigning in public deputies build people's trust in them, which makes them change their minds and elect them.

In this study it is important to analyze political discourse based on selected linguistic tools, in order to know how that aspects in speech of politicians can influence to the auditory. A lot of similar works has been done before. For example, "Critical Discourse Analysis of Barack Obama's 2012 Speeches: Views from Systematic Functional linguistics and rhetoric". Specific issues that this study raise and have not been observed in other literature is analyzing different politicians from different continents and make comparisons of their speech. And this research will include not only presidents but deputies also, and new faces. I have chosen this topic because it is something new for me in my field of study, and it was interesting to work in this sphere analyzing discourse with help of linguistic tools. It can be interesting for people who deals with linguistics and politics.

The purpose of this study is to analyze what kind of linguistic tools, gestures use deputies and presidents in their speech. And define how that very tools can influence to the audience. Moreover, I believe that people that works in policy know where to use chosen linguistic tools, or even specific topics and how to use it to get listeners attention and trust in them. I hypothesize that every politician has

their own style of performing and speaking in public which can affect to people shape their idea and opinion about them.

In summary, this study aims to explore how politicians, including presidents and deputies, use linguistic tools and gestures in their speeches to shape public opinion and influence their audiences. By analyzing and comparing the rhetorical and linguistic strategies of politicians from different continents, this research will provide a broader understanding of the techniques used in political discourse. Additionally, it will fill a gap in existing literature by including both prominent leaders and emerging political figures. This work is particularly relevant for those who are interested in linguistics and politics. Ultimately, the study will contribute to a deeper understanding of the relationship between language, behavior, and influence in the realm of political communication.

Research Objectives:

1. Analyze linguistic tools in political language to identify and examine the linguistic tools, rhetorical strategies and gestures used by politicians, including presidents and deputies in their public speeches.
2. Compare the speech styles, linguistic strategies and audience-targeting approaches of politicians from different countries, identifying both similarities and differences.
3. Evaluate how specific linguistic and behavioral elements in political discourse influence audience perceptions, trust and decision-making.

Methodology

In this research I used a qualitative research method focusing on the analysis of political speeches and addresses using selected linguistic tools. A comparative approach will be adopted to analyze speeches from different politicians like presidents, deputies. Data will be collected from different sources, also by watching Tv sources, news, YouTube videos etc. There will be observation of some lectures where politicians will perform. During their lecturing performance I will be able to collect information about their speech and which linguistic devices they use in their speech. So, during the observation there is an opportunity to take notes. Perhaps, there will be a preparation of different questions to ask from the real politicians to understand and feel their style of speaking. After that, it will be seen how they can influence to their audience using the different linguistic tools or maybe even topics. How they can shape their opinion not only their but mine too. There should be analysis of techniques and strategies that they use in different public places. So, the qualitative analysis will be conducted to identify these all things as rhetorical strategies, techniques, style of speaking etc. And comparative analysis will be

performed to examine similarities and differences in the use of linguistic tools through different politicians, even there are possibilities to compare politicians from different countries. The findings of the analysis will be interpreted in relation to the research objectives, hypothesis and existing literature on political discourse. The influence of linguistic devices on audience perception will be discussed, considering factors such as context, audience demographics and political ideologies. I think, that questionnaire also may help to analyze, according to people's answers. Cause they are the listeners and what and which words affected them to believe in deputies or presidents.

Results

The results of this study reveal significant insights into how politicians use linguistic tools and gestures to shape public opinion and influence audience. Politicians, including presidents and deputies, consistently use persuasive linguistic tools such as metaphors, repetition, emotional appeals, and storytelling. These tools are often tailored to specific contexts and audiences, ensuring maximum impact. For example, presidents use more formal and inclusive language, while deputies tend to use relatable and conversational styles.

Nonverbal communication: Gestures such as hand movements, facial expressions, and body posture significantly enhance the effectiveness of political speeches. These nonverbal cues help convey confidence, sincerity, and connection with the audience.

Observations indicate that audiences are more likely to trust and support politicians who use relatable language and address shared concerns. Emotional appeals, such as referencing national pride or personal anecdotes, have a profound effect on audience trust and decision-making.

Discussions

The study underscores the powerful role of linguistic tools and nonverbal communication in shaping political discourse. Politicians strategically employ rhetorical devices and gestures to connect with audiences and build trust. The findings support the hypothesis that every politician has a unique style that influences public perception. This research contributes to the broader understanding of political discourse by addressing gaps in literature, such as comparing politicians across continents and including both established and emerging figures.

Conclusion

This study provides a comprehensive analysis of the linguistic tools, gestures and rhetorical strategies used by politicians to influence audiences. By comparing

speeches from different countries and political contexts, it highlights the interplay between culture, language and persuasion in shaping public opinion. Moreover, even if we look at it separately every politician has his own strategy and style to persuade the listener. The findings are valuable for anyone interested in understanding the political communication. It can be also interesting for linguists and philologists, who are working with researches about discourse and analysis with linguistic devices. The research confirms that effective use of linguistic tools and nonverbal communication like gestures can significantly impact listeners trust and make decision. This study not only adds to the existing literature but also offers practical insights for politicians, campaign managers and communication strategies.

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