

Research Topic: Persuasion strategies and ways of their implementation in the English language political discourse

Graduation Qualification Paper from:

Pyatigorsk State University

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Chair of Experimental Linguistics and Intercultural Competence

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography, Addendum.

Keywords: political discourse, campaign discourse, speech portrait, linguistic model, concept, communicative component, speech strategies and tactics, ways of implementation.

Abstract:

This paper is devoted to the study and analysis of persuasion tactics and persuasion strategies in the English, namely, British and American political discourse.

The current situation in the world requires competent politicians who can express their thoughts clearly, and most importantly, convincingly, both for their fellow citizens and for citizens all over the world. Thus special attention is drawn to the study of persuasion strategies and ways of their implementation in political discourse. These factors determine the relevance of our research from both the theoretical and practical sides. The relevance is also determined by the great interest of citizens in the techniques used by politicians for successful speech impact.

The significance of Researched Topic is in the formation of a rational critical view of the verbal behavior of politicians. It also helps to raise the political consciousness of society, and optimization techniques of speech influence.

The novelty of the study is determined by insufficient knowledge of persuasion strategies in modern political discourse, although some aspects of this problem were developed by a number of researchers, which is reflected in the works of the following authors: E.I. Sheigal, O.S. Issers, A.N. Baranov, V.Z. Demyankov, A.P. Chudinov, S.N. Plotnikova, O.N. Parshina, I.F. Ukhmanova-Shmygova, S.E. Kuntsevich, EK Pavlova, N.G. Yuzefovich and many others.

The object of the research is the English-language political discourse.

The subject is persuasion strategies and ways of their implementation in the speeches of British and American politicians.

The purpose of this paper is to identify the main persuasion strategies used to achieve their strategic goals.

The given purpose specified the performance of the following **tasks**:

1. to study the concepts of “discourse” and “political discourse”;
2. to study the features and functions of political discourse;
3. to study the conviction as a type of speech influence;
4. to identify the main strategies of persuasion in political discourse;
5. to consider persuasion strategies in American political discourse;
6. to consider persuasion strategies in British political discourse;
7. to compare the strategies of persuasion in the American and British political discourse and to identify common and distinctive features.

The first chapter deals with theoretical aspects of the study of political discourse and strategies of persuasion.

The second chapter presents the analysis of political speeches delivered by British and American politicians also describing the features of their speech impact.

The **application** represents an intellectual product: test “Idioms of the political discourse”.