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**VERBAL COMMUNICATION STRATEGIES OF THE POLITICAL MEDIA DISCOURSE****Bratanich O.V.**

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The article deals with problem of verbal communication strategies and tactics in the political media discourse on the example of English political debates the past 10 years, due to the need for systematic study of new forms of expression and attraction of the attention of the recipient by using the language of communication strategies.

**Keywords:** verbal communication strategies, tactics, political media discourse, author, addressee.

**F**ormulation of the problem. Language is a tool of the strongest impact on the audience. That is why there was a need comprehensively examine the language of communication strategies in today's media discourse, because without a knowledge of them is impossible an effective intercultural communication.

Demand to study the language of communication strategies caused by the possibility of their use as a influence over a social consciousness and forming national ideology. As speech communication strategies emerge as baseline characteristics of linguistic personality, their research will contribute to the elucidation of of language forms of integration of the international community and the means of expressing their identity.

**Analysis of last investigations and publications.** The communicative strategies are increasingly becoming the subject of linguistic research. Labours of scientists who are developing the concept of «discourse» and «political discourse»: N.D. Arutyunov, V.I. Karasik, A.J. Sheyhal, «communicative strategies and tactics» T.A. van Dijk, O.S. Issers. At the same time conception of the es-

sence of communication strategies characterized by the ambiguity.

Most fully in our view defines the notion «communication strategy» O.S. Issers. Followed by the author we realize communication strategy «as a set of speech acts that are aimed at achieving communicative goals and implemented in communication tactics» [4, c. 124]. Communicative tactics, according to the O.S. Issers, be considered as «one or more actions to facilitate implementation of the strategy» [4, c. 125]. According to the American researcher William A. Gempson, media discourse is the result of cooperation between the two levels – cultural (own media discourse) and cognitive (public opinion) [10, 2].

During the deployment of discourse appears such a view of the world that «builds» his reproducent (author) and interprets it recipient (hearer, reader, etc. ) [7, 13]. The concept of media text goes beyond the verbal sign system level and is sequence of signs of different semiotic systems (linguistic, graphic, audio, visual) communication specifics are caused by specific media channels [2, 54].

Under the communication or spoken, strategies linguists understand the deliberate saturation of

newspaper and publicistic style features speaking for the economical use of language means to attract attention of the reader and as a result expansion of readership [6, 73].

**Formerly pointed unresolved aspects of the problem.** Features of speech and political discourse are a great opportunity for exposure. Political discourse as a variety of persuasive discourse marked by manipulative characteristics, which is expressed by in rendering of speech influence on addressee with the purpose to make a cognitive changes in his world picture, which would entail the regulation dispositions and recipient activities for the benefit of addressee. Speech influence performed by a communication strategies and tactics, the essence of which consists in transaction of the knowledge recipient above the his value categories, emotions, will.

The implementation of a particular strategy takes place due to the tactics that constitute specific phase of implementation of communication strategy, which is characterized by a definite collection of techniques defining the usage of certain linguistic means. The term «political discourse in the media» is ambiguous, as may relate to a discourse same political representatives of the media and journalists discourse of politicians, journalists, policy and political representatives in the media. An example of the discourse of politicians or other political figures (such as press secretaries) can serve as performances of 20 important matters or emergencies, such as parliamentary debates, speeches at party conferences, summits and statements, press conferences and more. These events built into the journalistic discourse of news and, in the case of vehicles alerts may be transferred directly from the scene or later broadcast as a piece of audio or video.

The discourse in which politicians and other political representatives interact with journalists is dialogical form of communication, which usually takes place in the form of interviews. Referring again to the means of notification, such interviews may occur in radio and television news to be covered in magazines or on talk shows, one-on-one or with a group of experts) [8].

To identify speech strategies in the current political the discourse of the English media – this is the first and **the urgency of our research.** The goal of research implies the solution of the following tasks: to introduce a typology of language policies; discover the peculiarities of language consumption strategies in powerful items of text and clarify their role as proponents of social and of cultural property in the English political discourse.

**The main material research.** Wide development the mass media made actually political activities of speech and political discourse – the primary form of political action. Contemporary linguistics tries to answer the question about role of language in the ongoing struggle of people for power and effects and reflection of the struggle in the speech which they use while. Communication strategy may be called a set of measures for implementation communication intentions of of the speaker, the development of which accounted for circumstances in which communication proceeds.

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implementation of communication strategies, which is characterized by a specific set of techniques that define use of various language means. Different approaches to classifying the strategies and tactics, but in our research we adhere to the classification proposed by O.L. Mikhalev [5]. The given classification allows considering the basic strategies used by politicians the most complete and thoroughly to build speeches and, as a result of, for the maximize achieve their aims. Distinguish three major strategies of the political discourse:

- strategy for lowering;
- strategy to increase;
- the theatricality strategy [5].

Let us review each of the foregoing strategies in more detail.

The strategy directed in the decrease to defamation of the opponent, which is a political rival. Given strategy implies the use of the tactics, implicitly and explicitly expressing the negative attitude to the subject matter communication. The desire to weaken the enemy's position or express a negative attitude to the situation carried out by of a few the tactics:

The tactic analysis – a negative is a situation description, founded on a negative attitude to it, but the author does not directly declares his discontent. A significant role is played use of vocabulary resources, implicitly expressing of the speaker attitude. We give an example of such articles: the President was complicit or approved of Islamic terror attacks, saying on Fox News, «*There is something going on*» [13].

Author uses impersonal sentences, that gives the appearance of the independent and unbiased a situation analysis. Tactics of accusations consists in ascribing the of guilt to someone, the representation of the situation and the opponent in a negative context. The speaker seeks to to denounce the opponent uncover his negative attributes and intents with irony.

*Obama's remarks, motivated by his disgust over Trump's response to the worst terror attack since 9/11, were also deeply ironic, given that Trump has hounded him for years with insinuations that he's not a real American* [13].

For realization the prosecution tactics used by lexical means with a negative value evaluation. Frequently the accusation is unfounded and unproven, but such a strategy is used by many politicians in communication. Speech is full of charges against his adversary, the opponent is in a very bad light, but are not backed his allegations any evidence, attempting to attract the attention of audiences emotional remarks. The bright figurativeness accomplished by the use of such a stylistic device, as a metaphor. The role of political communication metaphor is the impact on the consciousness of the audience across the indirect nomination in expanding the boundaries of performance interpretation. The use of metaphor enables the author to build a a vivid opposition between the situation in the past and the situation is now. For a call to fight against all with these problems and describe the plight of ordinary Americans, Obama actively uses metaphors.

*And yet, somehow, we're still hearing stories like the one I heard from a veteran named Bill Allen, who told me that on a trip to Chicago, he actually*

*saw homeless veterans fighting over access to the dumpsters* [13].

About the country president of the USA said, as a living man who is possesses personal characteristics, one possesses kids and it has been active.

*This isn't how America works. The idea is simple – America invests in you, and you invest in America. That's how we're going to ensure that America succeeds in this century. But amid the quiet of this spring day in Elwood, we also hear life. And as we are called by the memories of those who found the courage to lay down a life so that others may live, we thank God for blessing us with the privilege of knowing such heroic sons and daughters of America* [12].

The above passage is built using of such reception, as repeat. In this example, the words sufficiently close to each other so they can be seen.

Here of particular note the phenomenon of syntactic parallelism. The function of persuasive impact. for speech uses the same word many times, with each time increasing its emotional and expressive coloring. Repeated speech element does not only attract the attention of the audience, at the same time underlining its importance, but also fulfills the function of suggestive. This achieves a the growth emphatic effect, thanks to which the candidate achieves the desired result. Multiple repetition of an idea it ensures a more successful passage of a true or acceptable.

Special attention should paid to the use of verbs and participles, the negative connotation of which allows to influence on the listener. A negative utterances coloration accomplished by the use by the author of lexical items with a negative connotation.

*I know there's been a lot of publicity about this speech, but no single speech can eradicate years of mistrust, nor can I answer in the time that I have this afternoon all the complex questions that brought us to this point* [12].

The tactics impersonal charges represents a situation in which accused does not openly called. Use of the given stylistic device, certainly attracts the attention of listeners and enhances the effect on consciousness.

The use of such syntactic and lexical resources are extremely beneficial to the policy which is to due to this it is possible to enhance the impression of contrasting the two groups. The speaker can put the situation in a negative context, but does not mention perpetrator of this case, using grammatical structures and lexical units with a very broad value, potentially include a wide range of participants. The politician addressing the audience as members of his circle, causing a sense of the only destinations, and therefore, gives the interests of the general.

*We want to build an America where every person has a place where if you work hard and do your part, you can get ahead and stay ahead. That's the basic bargain of America. And we cannot get to where we need to be unless we stand together and stand up against prejudice and paranoia and prove once and for all that America is great because is America is good* [11].

The frequency of use of this opposition is due to its efficiency and ease of use: a politician for each target audience may find one or another characteristic that could be used as a unifying factor.

*That we can come together and build an America that gives every child everywhere the opportunity to live out their dreams* [11]. *We know that what began as a whisper has now swelled to a chorus that cannot be ignored, that will not be deterred, that will ring out across this land as a hymn that will heal this nation, repair this world, make this time different than all the rest* [11].

Tactics of accusation is accusing opponents, but not unfounded, both in the prosecution tactics, and using the arguments and facts confirming the guilt of any person.

*From the start, Donald Trump has built his campaign on prejudice and paranoia... He doesn't see the success of black leaders in every field, the vibrancy of black-owned businesses, the strength of the black church. He doesn't see the excellence of historically black colleges and universities or the pride of black parents watching their children thrive. And he apparently didn't see Police Chief Brown on television after the murders of five of his officers conducting himself with such dignity. He certainly doesn't have any solutions to take on the reality of systemic racism and create more equity and opportunity in communities of color and for every American* [11].

A distinctive feature of this tactic is to indicate a particular fault, which is attributed to the speaker opponent brightness is statements attached to the use of stylistic and syntactic means, in particular, a rhetorical question and metaphors.

*A man with a long history of racial discrimination, who traffics in dark conspiracy theories drawn from the pages of supermarket tabloids and the far, dark reaches of the internet, should never run our government or command our military. Ask yourself, if he doesn't respect all Americans, how can he serve all Americans?* [11]. *With these questions the recipient is involved in reasoning or experiences, becoming more active. In 2015, Trump launched his own campaign for president with another racist lie. He described Mexican immigrants as rapists and criminals. And he accused the Mexican government of actively sending them across the border. None of that is true* [11].

Tactics of is an insulting and humiliation of the enemy accusation, while this tactic is different apparent emotional color that replaces the use of facts and evidence. It is very emotional, in the debate with the participation of non-flattering, he speaks of supporters.

*He says he wants to «make America great again,» but more and more it seems as though his real message seems to be «Make America hate again»* [11].

In a speech figurativeness accomplished by constructing a parallel syntactic structures, reinforcing the effect of impact on the audience.

**Conclusions and proposals.** During the analysis of language material we have identified the key communication strategies that are used by participants in the political media discourse: self-defense, the prosecution, the psychological impact, exposing the lies of protection. It can be seen of the aforementioned examples, all tactics are characterized by aspiration to discredit the opponent the speaker, which uses rhetorical questions, parallel syntactic structures, and the most commonly used metaphor to stylistic level. The strategy is characterized by a desire to improve the the speaker

present themselves the best advantage, to increase its significance in the eyes of the electorate.

The special attention at studying of political texts, especially pre-election speech, should be given to the theatricality strategy. By the fact that political discourse has target-observer, potential voters, allows political communication is especially spectacular. For successful realization the impact of

the policy is necessary to address to those matters and facets of social life that will interest a potential voter and bring him to the side of the speaker. Syntactic peculiarities of political texts can be regarded as duplicates of different levels, in particular, syntactic parallelism. The need to convince the audience determines the use of certain strategies and tactics that make the most effective impact.

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## ВЕРБАЛЬНІ КОМУНІКАТИВНІ СТРАТЕГІЇ ПОЛІТИЧНОГО МЕДІА ДИСКУРСУ

### Анотація

У статті висвітлюється проблема вербальних комунікативних стратегій і тактик у політичному медіа дискурсі на прикладі англомовних політичних дебатів останніх 10 років, що зумовлена потребою у системному дослідженні нових форм вираження думки та приваблення уваги адресата через використання мовних комунікативних стратегій.

**Ключові слова:** вербальні комунікативні стратегії, тактики, політичний медіа дискурс, автор, адресат.

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## ВЕРБАЛЬНЫЕ КОМУНІКАТИВНЫЕ СТРАТЕГИИ ПОЛИТИЧЕСКОГО МЕДІА ДИСКУРСА

### Аннотация

В статье освещается проблема вербальных коммуникативных стратегий и тактик в политическом медиадискурсе на примере англоязычных политических дебатов последних 10 лет, обусловленная потребностью в системном исследовании новых форм выражения мысли и привлечения внимания адресата путем использования языковых коммуникативных стратегий.

**Ключевые слова:** вербальные коммуникативные стратегии, тактики, политический медиадискурс, автор, адресат.