

POLITICAL STUDY

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Speech strategy of the conflict in asymmetric political communication (on materials of the Russian-Georgian conflict of 2008)

The article considers the problem of constructing the political discourse of international relations through speech strategies of conflict. The phenomenon of asymmetric political communication, characteristic for modern world order, as political interaction of unequal political actors is investigated. The main speech strategy applied in political communication of asymmetric type such as strategy of self-presentation, discredit strategy, strategy of persuasion and strategy of a manipulation are studied. The use of these strategies in the political discourse of Georgian President M. N. Saakashvili during the Russian-Georgian conflict in 2008 is analyzed. The author come to the conclusion that the application of speech strategies of conflict allows political actors to reach a dominant position in the international communicative space, to get the support of the international community, to legitimize their political actions and, in certain cases, to win information warfare.

Key words: speech strategy of conflict, asymmetric political communication, international political discourse, communicative tactics, Russian-Georgian conflict.

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