

PHILOLOGY

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Implementation of speech influence mechanism in political discourse

The article considers the strategies and tactics of speech influence in political discourse on the example of speeches of Russian and foreign politicians. Political discourse is marked by a manipulative specificity, expressed in speech influence on the addressee in order to make cognitive changes in their worldview that will cause the desired reaction. The main tactics and strategies of speech influence in political discourse based on explicit and implicit intentions of the political addressee are defined. It is the need to convince the audience that determines the use of certain tactics and strategies, which are an effective tool in political discourse. Implementation of the strategy for reduction is aimed at expressing a negative attitude to the opponent, demonstrating its negative qualities, explicitly or implicitly. The strategy for promotion implements the speaker's desire to appear in a favorable light and demonstrate their best qualities.

Key words: political discourse, communicative tactics, communicative strategies, speech impact, strategy for reduction, strategy for promotion.

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