

PHILOLOGY

Diana Z. Abdurakhmanova

(Southern Federal University. Rostov-on-Don, Russian Federation)

Implementation of speech influence in the context of political relations (based on the material of American social networks)

Speech impact in the political environment has the main communicative purpose of influencing the audience. A linguistically successful message that adheres to the principles of effective speech impact expands the sender's electorate and presents political activities in a more favorable light. Politicians use two types of speech influence in their speech: direct and indirect. It is examined the principles of the effectiveness of speech influence and their application by politicians in the vastness of social networks, since social networks are a tool that most accurately characterizes the linguistic personality of the addressee. In addition, the concepts of direct and indirect speech influence are disclosed. Both types are used as part of a discrediting strategy that aims to belittle the status of one's opponent. This strategy is implemented using certain tactics and techniques.

Key words: political discourse, speech influence, communicative tactics, principle of accessibility, principle of expressiveness, principle of associativity.

August 18, 2021
