

PHILOLOGY

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Strategies of speech influence in pre-election communication: analysis of verbal and non-verbal components

The article examines verbal, non-verbal and paraverbal means of speech communication, the features of their use, and provides an analysis of the additional meanings they bring to the statements of political figures. The linguistic means that add additional meanings to utterances are analyzed. It is determined that the intonation of speech forms the speech effect along with linguistic means, and sometimes plays an even more important role in the transmission of implicit meanings. A conversational analysis of fragments of speeches by participants in political discourse was carried out. The characteristics of both verbal and paraverbal means of communication are presented. Based on the analysis, it was revealed that the combination of linguistic and extralinguistic means significantly increases the manipulative potential of utterance.

Key words: political communication, debate, public opinion, speech impact, intensification of meaning, paralinguistic means, prosodic components of speech.

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