

УДК 811.111:81'42

**Aelita Lebedieva,
Candidate of Philological Sciences, Associate Professor,
Kherson National Technical University**

**Diana Shved,
Student,
Kherson National Technical University**

**CONTEMPORARY ENGLISH-LANGUAGE POLITICAL
DISCOURSE AS A SPHERE FOR THE REALISATION OF
MANIPULATIVE STRATEGIES**

Political discourse is a form of mass communication in which informative and expressive texts are created and disseminated to a specific audience with the aim of encouraging political action or supporting a political course. It is one of the leading areas of communication in which language is used as a means of influencing the consciousness of the masses and is an integral part of the broader concept of political communication.

Political discourse combines linguistic, cognitive and social elements. Its specificity is determined not only by the structure of texts or genre diversity, but also by its pragmatic orientation – to influence, persuade and shape political reality. Political discourse is the central mechanism of verbal interaction through which power strategies, ideological programming and manipulative technologies in the field of politics are implemented.

Political text is a key element of political communication and the main tool for implementing political discourse. An important feature of political text is its manipulative nature, namely its ability to direct the interpretation of the addressee in a direction that is beneficial to the speaker.

Our focus is on analysing language as a means of political power, identifying its manipulative potential and the strategies implemented in political communication.

Verbal influence is the process of using linguistic means to change the opinions, attitudes or behaviour of the addressee [3].

In political discourse, language is used as a tool to influence the consciousness of the addressee, which is why its scientific analysis is of interest to contemporary linguists.

Within the framework of political discourse, researchers distinguish a number of types of manipulation that can be classified according to the nature of information transformations. The main types are:

1. Factual manipulation (deliberate distortion or falsification of facts, which may include false statements, exaggeration or the creation of referential uncertainty).

2. Focus manipulation (shifting the pragmatic focus of a message in order to change the perception of its content).

3. Argumentative manipulation (deliberate violation of the logical postulates of communication, in particular, avoiding justification of one's own positions or masking logical errors) [2, p. 89–91].

Research into the means of linguistic manipulation in contemporary English-language political texts shows that modern political leaders work within a common rhetorical paradigm based on three universal mechanisms of influence:

1. Creating a sense of inevitability (*'hinge moment'*, *'shifting world'*, etc.).

2. Institutionalisation of collective responsibility (*'we must'*, *'we will'*, etc.).

3. Rationalisation of power (presenting political decisions as a technical or moral necessity).

It is through these mechanisms that contemporary English-language political communication is transformed into a multi-level system of persuasion.

Thus, political discourse appears not only as a communicative system that reflects socio-political reality, but also as a mechanism for its active formation. Its structure, functions, and linguistic means create the basis for the implementation of strategies of persuasion, suggestion, and manipulation, through which public opinion and the political behaviour of society are influenced [1].

Linguistic manipulation in political discourse is a multidimensional phenomenon that manifests itself through the specificity of political text, its communicative strategies and linguistic means. It is implemented in the

process of purposeful linguistic influence on mass consciousness and ensures the formation of the necessary social attitudes, support for ideological positions and the legitimisation of power.

Further study of linguistic manipulation and comprehensive analysis of contemporary English-language political discourse remains promising, as it will reveal the underlying mechanisms of language's influence on society and political communication as a whole.

References

1. Руда О. Г. Мовне питання як об'єкт маніпулятивних стратегій у сучасному українському політичному дискурсі : монографія. К. : НАН України, Інститут української мови, 2012. 232 с.
2. Труба Г. М., Гречка С. А. Теоретичне обґрунтування сутності поняття «мовленнєва маніпуляція» у політичному дискурсі. *Вісник Одеського національного університету*. Серія «Філологія». 2020. № 2 (22). С. 89–96.
3. Шевчук Н. В. Особливості політичного дискурсу: зміст, функції, жанрове втілення. *Вісник ДАКККиМ. Політологія*. 2013. Вип. 1. С. 263–269.