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## TACTICS AND STRATEGIES FOR IMPLEMENTING POLITICAL DISCOURSE

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*Comportamentul vorbirii subiectului discursului politic ar trebui înțeles ca un fenomen multilateral și complex, care este determinat de intențiile participantului. Politicienii, în lupta sa pentru putere folosesc toate metodele admise, iar autorii textelor politice selectează cu mare atenție tacticile și strategiile pentru punerea în aplicare a discursului politic și a forma unicitatea și individualitatea acestuia, ceea ce fost propus ca scop de cercetare în articolul dat.*

The speech behavior of the subject of political discourse should be understood as a multi-faceted and complex phenomenon that is determined by the intentions of the participant. Politicians in the struggle for power use all permissible methods, and the authors of political texts carefully select tactics and strategies for the implementation of political discourse. Speech strategies implement speech genres and form their uniqueness and individuality.

K.F. Sedov writes: "despite the fact that the genre prescribes specific norms of communicative influence to language personalities, any genre action is unique in its own properties. Different genres provide different opportunities for communication participants. In the choice of speech means of expression within the genre, variability is determined by the tactics and strategies of speech behavior". In the definition of K.F. Sedov's intra-genre tactics is a speech act that changes the plot twist in the development of plot interaction. The selection of intra-genre tactics depends on the strategies of intra-genre behavior, determined by the individual characteristics of the linguistic individuals taking part in the interaction [1, p. 166].

The same point of view is shared by O.L. Mikhaleva, who understands the communicative strategy as a plan for the optimal implementation of communicative intentions, which takes into account the

subjective and objective conditions and factors in which the communication act takes place and which determine the internal and external test structure and the use of specific language tools. To implement a communication strategy, a set of tactics is used, which are predetermined by the intentions of the speaker and are represented by a set of techniques that determine the use of language tools. O. L. Mikhaleva believes that the chosen method of communication is considered to be the result of the influence of such constitutive features of political discourse as the presence of the addressee-observer and the presence of opposing parties. As a result, there is a need to choose strategies that reduce the status of the opponent, presenting him as an insignificant politician who does not deserve attention, and increase his own importance. The speaker at the same time emotionally influences the addressee, tries to involve him in a political representation. Under the influence of these factors, three strategies are formed in the political discourse. Namely:

1. The strategy of theatricality, represented by a certain set of tactics: provocation, irony, warning, forecasting, promises, information, separation, cooperation, motivation.

2. A strategy for promotion, which is served by the tactics of self-justification, rejection of criticism, implicit self-presentation, presentation, and the tactics of analysis-"plus".

3. A downside strategy, which is implemented through the tactics of threat, insult, denunciation, impersonal accusation, accusation, tactics of analysis-minus [2, p. 45].

According to O. N. Parshina, the strategies used by the subjects of political discourse are determined by the desire of the politician to encourage the addressee to vote for a particular political institution, to strengthen or win authority, to inform the addressee about the subject of speech, about their position on the issues under discussion, to form an emotional predictable mood of the addressee, to convince the addressee of the justice of their own opinion. Parshina identifies the following communication strategies:

- manipulative strategy;
- campaign strategy;

- argumentative strategy;
- persuasion strategy;
- interpretative informative strategy;
- the strategy of forming the emotional mindset of the addressee;
- powerholding strategy;
- self-defense strategy;
- attack strategy;
- discredit strategy;
- strategy of the struggle for power;
- self-presentation strategy [3, p. 13].

The author also emphasizes the dependence of the strategy of speech influence on the set of tactics that implement each strategy of speech influence. The researcher notes that to actualize the same strategy, a politician can use an extensive repertoire of speech tactics: it is possible to encourage a certain candidate to vote using means of discrediting opponents or means of self-promotion. From the author's point of view, the choice of a certain tactic by a politician depends on the final goal of communication, the peculiarities of the communicative situation, as well as on the type of the speaker's linguistic personality.

O.N. Parshina offers the following classification system of communication strategies and tactics that implement them in the discourse in the field of political communication:

- 1) persuasion strategy:
  - campaign strategy: tactics of appeal and tactics of promise;
  - argumentative strategy, which is implemented with the help of illustration tactics, comparative analysis tactics, pointing to the future and reasonable assessments;
- 2) strategies for retaining power:
  - strategy for creating the emotional mood of the addressee: tactics of unity, appeal to the emotions of the addressee, taking into account the value orientations of the addressee;
  - information and interpretation strategy, which is represented by the tactics of recognizing the existence of the problem, emphasizing positive information, explaining, commenting, as well as the tactics of

considering the problem from a new angle and indicating the way to solve it;

3) the strategy of the struggle for power:

- the strategy of self-defense, which is formed through the tactics of criticism, challenge and justification;

- manipulative strategy: manipulative tactics and demagogic techniques;

- the strategy of attack and discredit is represented by the tactics of insult and accusation;

4) the strategy of self-presentation, which is implemented through the tactics of opposition, the tactics of solidarity, the tactics of identification [3, p. 43].

A review of the sources on the research problem allows us to conclude that different strategies are distinguished on the basis of the individual characteristics of the linguistic personality of the producer of the discourse, the final goal of communication and the characteristics of the communicative situation. Tactics that implement strategies are considered an instrument for consistently achieving the goal by solving specific communication tasks. In political discourse, the goal of which is to fight for power, the specifics of communication planning depend on the situation of social interaction of communicants and the peculiarities of the language personality of the politician, which are reflected in tactical preferences and, as a result, the selection of language means. Under the speech strategy, based on this, we will understand a certain direction of the speech behavior of the politician in a certain situation of speech communication, which contributes to the achievement of the predicted communication goal.

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*Recomandat*

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