



PEOPLE'S FRIENDSHIP UNIVERSITY OF RUSSIA
Institute of Foreign Languages

PRAGMATIC ASPECT OF AMERICAN POLITICAL DISCOURSE (BASED ON D. TRUMP'S AND J. BIDEN'S SPEECHES)

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THE RELEVANCE OF THE RESEARCH

the interest of modern linguistics in the study of various types of discourse;

phenomenon of American political discourse examines the linguistic and cultural specificity of it;

pragmatics of American political discourse characterizes political activity and the necessity to create strategic models for constructing discourse.

OBJECT

- American political discourse

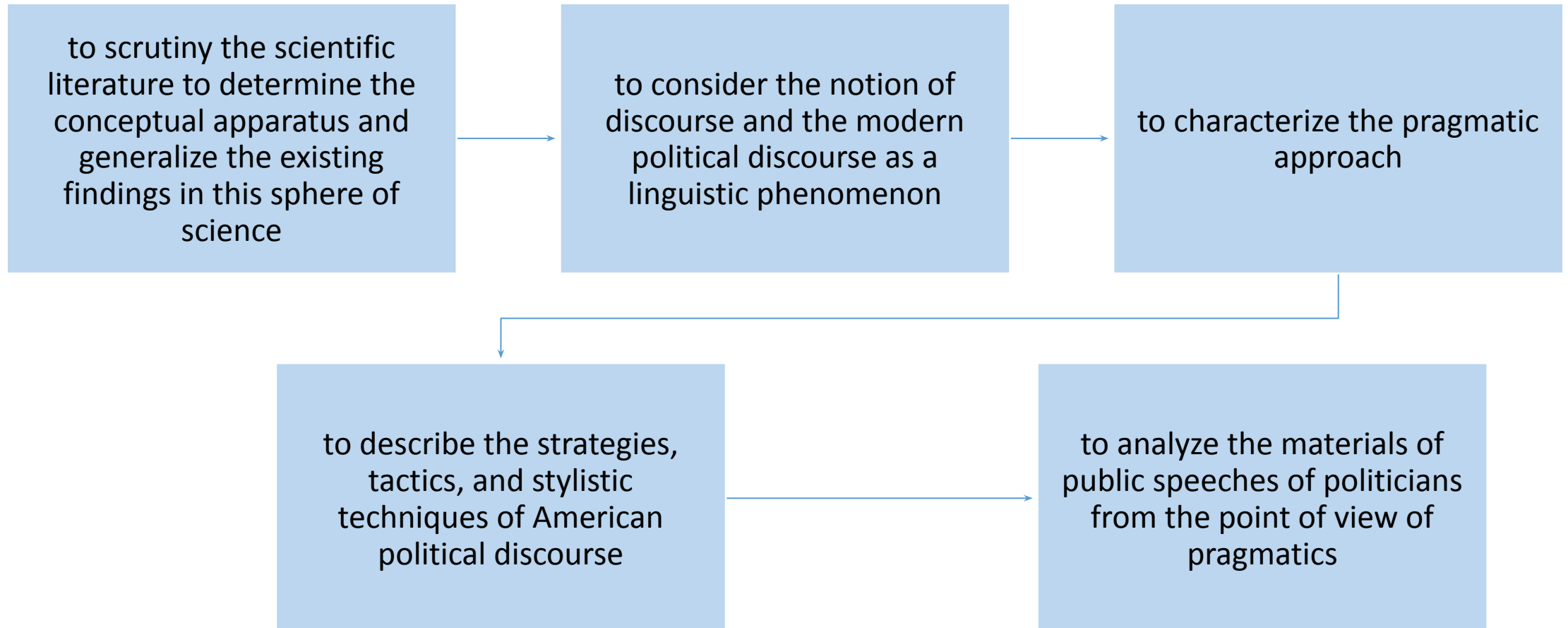
SUBJECT

- pragmatics of American political discourse on the basis of Trump's and Biden's speeches.

OBJECTIVE

- is formulated as the development of strategies and conceptual foundations for building political discourse and identifying the features of American political discourse with the main pragmatic attitude of this type of discourse.

TASKS:



Discourse

A complex unity of linguistic form, meaning and action, which could be best characterized by the concept of a communicative event or a communicative act (by T. A. van Dijk).

A special form of using language in current time, reflecting a certain type of social activity of a person (by E. S. Kubryakova).

Any end segment of speech that represents a certain unity in terms of content, transmitted with secondary communicative goals and having an organization corresponding to these goals, and also connected by other cultural factors than those that relate to the language itself (by R. Barth).

The Concept of Political Discourse

In a broad sense, it includes such forms of communication in which at least one of the components belongs to the sphere of politics: the subject, the addressee or the content of the message.

In a narrow sense, political discourse is a type of discourse which goal is to gain, maintain, and exercise political power.

The Pragmatic Approach

The characteristic of information in terms of its usefulness and suitability for solving a problem.

The pragmatic aspect determines the possibility of achieving the set goal using the received information.

The Problems of Pragmatics

1

is related to the fact that when addressing the subject of speech, the attention of researchers of speech communication is attracted

2

is related to the addressee of the speaker, that is, addressing the addressee puts the focus of attention

3

is related to the relationship between the addressee and the speaker, whose interest is attracted

Pragmatics of D. Trump's and Biden's Speeches

	Donald Trump	Joe Biden
1. Manipulation and forming a public opinion	<i>"What truly matters is not which party controls our government, but whether our government is controlled by the people."</i>	<i>"And I promise you I will fight for those who did not support me as for those who did."</i>
2. Self-association with the people.	<i>"Whether we are black or brown or white, we all bleed the same red blood of patriots".</i>	<i>"But the American story depends not on any one of us, not on some of us, but on all of us."</i>
3. Dissatisfaction with the previous administration.	<i>"And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land."</i>	<i>"Politics doesn't have to be a raging fire destroying everything in its path."</i>

Pragmatics of D. Trump's and Biden's Speeches

	Donald Trump	Joe Biden
4. Frequent use of repetitions and parallel constructions	<i>"These are just and reasonable demands of righteous people and a righteous public."</i>	<i>"My whole soul is in it today, on this January day. My whole soul is in this. Bringing America together, uniting our people, uniting our nation."</i>
5. The use of "America" in the sense of the people themselves	<i>"America will start winning again, winning like never before."</i>	<i>"Through a crucible for the ages, America has been tested anew and America has risen to the challenge."</i>
6. The call to unite and act together	<i>"The time for empty talk is over. Now arrives the hour of action."</i>	<i>"To overcome these challenges, to restore the soul and secure the future of America, requires so much more than words."</i>
7. The mention of the Bible.	<i>"The Bible tells us how good and pleasant it is when God's people live together in unity."</i>	<i>"And I promise this, as the Bible says, 'Weeping may endure for a night, joy cometh in the morning'."</i>

PRACTICAL RELEVANCE OF PRAGMATIC ASPECT OF POLITICAL DISCOURSE IN THE FIELD OF LINGUISTICS

Research results can be applied in such sciences as:

- Sociolinguistics
- Intercultural communication
- Translation theory

Conclusion

Strategies of manipulative influence are implemented to attract recipients' attention and make people listen to public speech.

In the texts of the speech of both politicians, there is an emphasis on the self-association with people and the unity of the people.

There is criticism of the previous administration, against which the intentions and promises of politicians look encouraging.



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