



## **Political Linguistics as a Basis of Political Speech**

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**Abstract:** In the given article political linguistics is studied as a fundamental method of political text and political speech. Political knowledge is a basic source of political study that is related to all subjects. In this article the full information is given about political linguistics. The aim of this article is to give information to students how the relations link between politics and language and connection with other subjects in every sphere of the world.

**Keywords:** political linguistics, political speech, political text, political, rhetoric, political communication.

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### **Introduction**

In recent decades, the most promising scientific areas most often appear in the zone of contact between different fields of knowledge. One of these areas was political linguistics, a science new to that arose at the intersection of linguistics with political science and also takes into account the achievements of ethnology, social psychology, sociology and other humanities. The need for the emergence and development of a new scientific direction is determined by the growing interest of society in the conditions and mechanisms of political communication.

Political linguistics is closely connected with other linguistic areas - with sociolinguistics, which deals with the problems of interaction between language and society, with functional stylistics and especially with studies of journalistic style, with classical and modern rhetoric, with cognitive linguistics and linguistics.

Political linguistics is also closely connected with the sciences that study individual, social and national consciousness: with social psychology, cultural studies, sociology, political science, ethnography.

The subject of study of political linguistics is political communication, i.e. speech activity focused on the promotion of certain ideas, the emotional impact on the citizens of the country and inciting them to political action, to develop public consent, make and justify socio-political decisions in the face of a plurality of points of view in society. Every person who at least occasionally reads newspapers, turns on the radio or TV, becomes the addressee of political communication. When this person goes to the polls, he participates in political life and does this not without the influence of the subjects of political communication. And then the sphere of interests of political linguistics should include not only the transfer of political information, but also everything related to the perception and assessment of political reality in the process of communicative activity [1;5-6].

### **The main part**

The main function of political communication is the struggle for political power based on the use of communicative activities.

The main goal of political linguistics is the study of the diverse relationships between language, thinking, communication, subjects of political activity and the political state of society, which

creates conditions for the development of optimal strategies and tactics of political activity. Political communication affects the distribution and use of power due to the fact that it serves as a means of influencing the minds of people who make political decisions (voters, deputies, officials, etc.). Political communication not only transmits information, but also has an emotional impact on the addressee, transforms the political picture of the world that exists in the mind of a person.

Modern political linguistics is actively involved in the general problems of political communication (analyzes its differences from communication in other areas), studies the problems of genres of political speech (slogan, leaflet, program, newspaper article, speech at a rally, parliamentary controversy and etc.) and features of the functioning of political texts. The most important areas of political linguistics also include the consideration of individual political concepts within the framework of the corresponding language and national culture, addressing the problems of understanding the political realities of a state by citizens of other states, a comparative study of political communication in various countries and at different stages of social development [6;120-121].

The most important postulate of modern political linguistics is a discursive approach to the study of political texts. This means that each specific text is considered in the context of the political situation in which it was created, in its relationship with other texts, taking into account the goals, political views and personal qualities of the author, the specific perception of this text by different people. Be sure to take into account the role that this text can play in the system of political texts and, more broadly, in the political life of the country.

The origins of modern political linguistics can be found already in ancient rhetoric: the problems of political eloquence were already actively dealt with in Ancient Greece and Rome. The study of political communication is socially in demand primarily in a democratic society, and therefore the relevant studies reappeared along with the development of democracy in Western Europe.

Political linguistics as an independent scientific direction arose in the second half of the 20th century. Referring to the initial stage of the development of this science, experts name, in addition to philologists who studied the social aspects of the functioning of the language, the English writer George Orwell and the German literary critic Viktor Klemperer.

New political conditions have led to a change in the methods of communicative influence, but politics is always a struggle for power, and in this struggle the winner usually becomes the one who is better at using communicative weapons, who is able to create in the mind of the addressee the picture of the world necessary for the manipulator. For example, an experienced politician will not call for cuts in social programs for the poor, he will only talk about "tax cuts". However, it is well known what funds are usually used to finance assistance to low-income citizens. A skilled specialist will offer to fight for social justice, for "reducing the gap between the rich and the poor," and not every voter will immediately understand that this is a call for an increase in direct or indirect taxes, and not only millionaires have to pay them. Similarly, a seasoned politician will talk not about cuts in aid to the poor, but about the importance of tax cuts, but it is easy to guess which budget lines will suffer after tax cuts [6;55-70].

Research in the field of theoretical foundations of political linguistics - analysis of specific units within the framework of political texts. The first group includes publications whose authors seek to comprehend the general categories of political linguistics, formulate the theoretical foundations of this science, and characterize its conceptual apparatus and terminology. So, in the textbook A.N. Baranova, political linguistics is presented as one of the directions of applied linguistics, the subject, tasks and methods of this scientific direction are characterized. In such publications, the methodological foundations of political linguistics and the specifics of political language are considered, and definitions of the basic concepts of political linguistics are given.

A significant number of publications are devoted to the study of the specifics of individual genres and styles of political language. Linguists study the specifics of parliamentary debates,

the specifics of meeting speeches, and the language of the mass media. Linguistic and political studies are devoted to the analysis of wall inscriptions, slogans, pre-election controversy, political scandal. The genres of protest, support, rational-analytical and analytical-statistical genres, humorous genres and virtually oriented low genres are specially considered.

Each country has national features in the ways of perception and linguistic representation of political reality, which is explained by the national mentality and historical conditions for the formation of political culture. Comparison of political communication of different countries and epochs makes it possible to more clearly differentiate between “ours” and “foreign”, accidental and natural, “universal” and peculiar only to one or another national discourse. All this contributes to better understanding between peoples and intercultural tolerance. Studies in political linguistics represent a community of a somewhat different kind. They are united primarily by the material being studied (political language, political texts, political discourse), and therefore in this field of knowledge there is no single theoretical basis, methodology and terminology so far [1;30-37].

Linguistics, a text is a sequence of words (sentences) united by a semantic connection, the main properties of which are coherence and integrity. A political text can refer to various genres, it can be oral (a speech at a rally or in a parliamentary discussion, a report at a party congress, a television interview with a political leader, etc.) and written (an editorial or analytical article in a newspaper, a leaflet, a program of a political party and etc.).

A meaningful feature of the type of texts under consideration is the reflection in them of the activities of parties, other public organizations, public authorities, public and state leaders and activists, aimed at developing (in the broad sense) the social and economic structure of society.

The target sign of the political nature of the text is its purpose to influence the political situation by promoting certain ideas, emotional impact on the citizens of the country and inducing them to take political action. In other words, a political text is characterized by a direct or indirect focus on the distribution and use of political power. Many political texts contain a statement of facts and opinions, but such information should serve as another argument to convince the addressee and ultimately influence his political position.

In linguistics, speech is the process of using a language, the result of speech activity is the creation of a text. Accordingly, political speech is the use of a common language in the process of creating a political text. The specificity of political speech is determined by its content and issues (the distribution of power between states, in the state and in its structures), functions (impact on the addressee's political picture of the world, emotional impact on the addressee, inclination of the addressee to certain actions), ideological conditionality in the selection and use of vocabulary and other elements, as well as the use of communication strategies and tactics characteristic of this type of activity.

In political communication, unlike every day or artistic communication, the subject and addressee of speech activity in many cases is not a person as an individual, but a person as a representative of a certain political organization or power structure. For example, many political documents formally do not have an author and are made public on behalf of an organization, state structure; Accordingly, the speech written by the referent is perceived and analyzed as the speech of the president, and many political documents are signed not by their real compiler, but by the head of a political organization or power structure [7;54-60].

## **Conclusion**

Politicians do not deliver speeches as individuals, but rather as representatives of political parties, governments, or nations. In these conditions, they are limited as political actors as to what they can do and say and how.

In this paper, I have presented an analysis of political linguistics and its functions to the subject. The analysis itself has shown that there is an intricate relationship between the speaker of a

representative political text, its formulations, and what is represented.

Already preliminary observations made it possible to discover live that the vast majority of modern researchers' studies in political linguistics have been created in three regions - in North America, in Central and Western Europe and in the post-Soviet states.

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