

LINGUISTIC FEATURES OF THE POLITICAL SPEECH

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ANNOTATION

This article analyzes the linguistic features of political speeches, focusing on the distinctive characteristics of them. It examines elements such as articulating objectives, creating emotional impact, utilizing evidence and statistical data, addressing contradictions, engaging in criticism, employing rhetorical questions, and using impactful expressions. Additionally, the structural components of political speeches are explained, supported by examples from the speeches of prominent political figures.

Key words. Political discourse, political speech, linguistic features, communication strategies, introduction, main part, conclusion, key points, criticism, rhetoric question, conveying ideas.

INTRODUCTION

A political speech is a discourse created by individuals engaged in political activities and dedicated to addressing political issues. Its primary objective is to convey political ideas and perspectives to the audience, inspire them to take specific actions, and influence political processes.

Political speeches can take various forms, including addresses delivered at meetings, congresses, councils, as well as diplomatic speeches and political briefings. Political speeches also vary in tone and structure depending on the context and some aim to inspire the public, like campaign rallies, while others focus on negotiation and persuasion, like debates or international summits.

The distinctive features of a political speech lie in its content and the issues it addresses (such as the distribution of power between states, within a state, and its structures), its functions (influencing the audience's perception of the political landscape, evoking emotional responses, and encouraging specific actions), the selection and use of vocabulary and other elements shaped by ideological conditions, as well as the utilization of communication strategies and tactics specific to this type of activity. Indeed, the distinctive characteristics of political speeches are further reinforced by their reliance on rhetorical strategies, such as the use of metaphors, anaphora, and triadic structures, to enhance persuasive effectiveness. Moreover, the sociopolitical context in which a speech is delivered plays a critical role in shaping its rhetorical choices, discourse patterns, and the intended communicative impact on the audience.

In addition, according to Law Insider, a political speech is a discourse associated with the state, government, political organizations, or state administration. Speeches delivered on socio-political issues by government representatives, political figures, or individuals conducting political campaigns are also considered political speeches. This term does not apply to the administrative,

legal, or civil domains. Thus, a political speech is a formal or informal discourse delivered by statesmen, politicians, or other leaders with the aim of achieving specific political objectives or influencing an audience. These speeches are typically used to garner audience support, persuade decision-making, explain ideas, or draw attention to particular issues.

A political speech encompasses various communicative and strategic features and always serves a specific purpose. Its primary objective is to persuade the audience to support a particular idea or decision, defend the interests of a political movement or party, or highlight issues that inspire action. For instance, a president's annual address to the nation outlining the national development plan exemplifies how such speeches aim to encourage public support for reforms and explain state policies.

In political speeches, appealing to the emotions of the audience plays a crucial role. By evoking feelings such as patriotism, fear, hope, or pride, politicians exert a powerful influence on their listeners. For example, during election campaigns, politicians often speak about the nation's promising future, saying phrases like, "The year 2022, which is coming to an end, has been extremely challenging and full of trials, and this is undeniably true. The experiences we have gained during this period clearly demonstrate one truth: progress can only be achieved through hard and courageous work. Such words inspire hope and motivate the audience.

To make a speech impactful, it must be supported by facts, figures, and evidence. This enhances credibility and persuades the audience to arrive at a particular decision. For instance, when discussing economic growth, a politician might use statements such as: "This year, for the first time in our history, we have ensured that the amount of pensions and social benefits does not fall below the minimum cost of living. For example, in 2017, 500,000 low-income families received social assistance, whereas today, more than 2 million families are being supported. The allocated funds have increased sevenfold, reaching 11 trillion UZS annually."

Additionally, political speeches often involve criticizing opponents' viewpoints or highlighting their mistakes. For example, during the 2023 Labour Party conference, Keir Starmer stated, "The Government has lost control of the British economy – and for what? They've crashed the pound – and for what? Higher interest rates. Higher inflation. Higher borrowing. And for what? Not for you. Not for working people. For tax cuts for the richest 1% in our society. Don't forget. Don't forgive."

In political speeches, the use of rhetorical questions and impactful phrases is considered essential. These techniques are employed to capture the audience's attention and provoke their thoughts. A notable example is Barack Obama's speech at the 2008 Democratic National Convention: "If there is anyone out there who still doubts that America is a place where all things are possible; who still wonders if the dream of our founders is alive in our time; who still questions the power of our democracy – tonight is your answer!". In this quote, Obama uses rhetorical questions to encourage the audience to reflect, enhancing the impact of his speech and capturing their attention. This technique is often employed in political speeches to create a deeper influence on the audience and to strengthen the connection between the speaker and listeners.

Political speeches typically consist of three main components: the introduction, the main body, and the conclusion. Each component serves a specific function, and together they ensure the overall effectiveness of the speech. Below, each component is described in detail with illustrative examples:

The introduction serves to capture the audience's attention, introduce the topic, and briefly present the core idea of the speech. For instance, in his speech on January 24, 2025, Donald Trump stated, "I'm going to sign some executive orders. They were very important in just about every

case. And we'll go through the first one, please". Similarly, the introduction, whether formal or informal, is an integral part of all political speeches. The example provided above is slightly informal and is drawn from a speech delivered in an interview-style format.

The main body of a political speech is intended to thoroughly address the topic, provide evidence, and develop key arguments. It is the central and most substantial part of the speech, varying in length and subject matter. The main body is characterized by its rich content and structure, the credibility of its evidence, its persuasive appeal to the audience, and its balance of emotional and logical elements. Additionally, it is designed to delve deeply into the topic, maintaining a clear sequence of ideas. For example:

- Providing information about a problem.
- Presenting and analyzing evidence.
- Discussing completed initiatives and outlining future plans.

The main body can include numerous examples, one of which is Shavkat Mirziyoyev's speech to the Oliy Majlis on December 22, 2019: "Last year, we achieved a 5% growth in agriculture, which is the result of the tireless efforts of our farmers. Furthermore, we have implemented significant changes in the industrial sector. By introducing new technologies, we are enhancing the export potential of our products."

The conclusion of a speech is designed to wrap up the address, summarize key points, and inspire the audience to take action. This section should be the most impactful and memorable part of the speech. The conclusion provides an opportunity to reinforce the main message and offer the audience clear direction for their actions. Its primary functions include summarizing the key ideas, motivating the audience, calling them to action, and establishing a positive tone. For example, the conclusion from Canadian Prime Minister Justin Trudeau's speech on immigration highlights this effectively: "Immigration is essential for Canada's future – but it must be controlled, and it must be sustainable. With today's annual immigration plan, that's precisely what we're doing. Thank you all for being here this morning." Additionally, the conclusion from Shavkat Mirziyoyev's speech at the "Abu Dhabi Sustainability Week" summit on January 14, 2025, serves as another example: "Dear friends! The New Uzbekistan is open to the world on the path of sustainable development and "green" progress, and we invite you all to broad and practical cooperation. In conclusion, I wish great success to the work of this conference."

CONCLUSION

Overall, a political speech is built on impact and strategy. Its success depends on how the politician addresses the audience, balancing logical arguments with emotional appeals. Every speech should be tailored to the needs, interests, and current circumstances of its audience. This is essential because each audience is unique: issues that are pressing in one region may not be relevant elsewhere, which means the speech must be crafted to suit the context and topic. The effectiveness of a political speech also relies on its substantive richness and presentation style. Simply providing facts and figures is not enough—it is crucial to explain how these facts impact the audience and what changes they will bring to their lives. Emotional appeals are equally important for connecting with the hearts of listeners. For instance, discussing themes such as national pride, family values, or the well-being of future generations can foster an emotional connection, increasing the audience's engagement with the speech.

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