



STRATEGY AND TACTICS IN POLITICAL DISCOURSE

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Abstract. The article examines political discourse, and what types of strategies and tactics are used by statesmen in political discourse.

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In the speech of each person, a certain intention (goal) is expressed, and the communicator determines the strategy and tactics for achieving his goal. Strategy refers to a general plan of communicative behaviour that, when executed, leads to achieving the goal. This includes the direction of developing the conversation and the use of tactics to achieve the desired result.

Despite the widespread use of the term "strategy" in linguistics, there is no generally accepted definition. The close connection of speech strategy and tactics Strategic Plan determines the choice of tools and methods of their implementation. From a pragmalinguistic point of view, strategy is understood as a "set of speech actions" [1] or "a series of decisions made by the speaker, including specific communicative actions and the selection of linguistic resources" [2].

Present-day linguistics derived the terms "strategy" and "tactics" from the theory of military action planning. Communicative strategy and communicative tactics are the planning of a speech activity, and the choice of principles, methods and paths that ensure success. The strategy includes planning in a maximally generalized view. In political communication, the strategy will be aimed at changing the political views of the addressee, and his attitude towards one or another theory, events, or people.

The strategy is chosen depending on the goal set in the current situation. For example, a campaign goal for any candidate is to gain voter support.

Experience shows that for this, either a strategy of praise of the entrepreneurial and moral qualities of the candidate and the superiority of his ideas, or a strategy of condemning other candidates and the parties that nominated them in the eyes of voters is used. In the first case, the emphasis is on favourable prospects for the arrival of "right" candidates to power, and in the second – to frighten voters with the harsh consequences of the "wrong" election. A strategic plan can be directed to rational influence at a dominant level, focusing on appealing to voter sentiment, or on influencing the harmonic unity of rational and emotional arguments.

A special analysis shows that during the elections to the Russian President and State Duma of 1995/1996 and 1999/2000, the centrists and rightists used the communicative strategy of discrediting Communists by alerting voters to the consequences of the return of souls to power for communists (condemnation). The slogan of the election campaign that took place testifies to this: "Vote or lose!", "Choose with your heart!", "Boris, I'm wrong!" (On behalf of Zyuganov), "Trust, hope, love," when the spark flares up – phone 01", "Don't let the red conspiracy – vote for Yeltsin!". The application of these strategies can be explained by the fact that they were perceived as more effective than praising the moral qualities of right and business leaders and the results of the economic and social policies they pursued.

Communicative tactics are concrete methods of implementing a strategy. Different tactics can be used to implement a single strategy. For example, a strategy of discrediting a candidate is a tactic



of predicting what sad results it can bring if elected, a tactic of insulting a candidate, his loved ones, symbols dear to him, personal negative qualities of a candidate (falsehood, greed, incompetence, erudition, non-independence and so on) demonstration, tactics of spreading false information about the candidate about his leadership, communicative qualities can be used.

The science of psycholinguistics evaluates strategy as “a way of organizing speech behaviour following the intention of the communicant” [3]. This includes awareness of the general situation, determination of the direction of action and the organization of influence. The strategy also covers the time perspective of the person concerned with communication [4].

Political discourse defines strategy types as follows [5]:

1. A covert strategy that involves hiding unnecessary information to reduce its impact and make unpleasant facts less light.
2. Mystification. A hoax strategy that involves hiding the truth and deliberately deceiving the audience.
3. Anonymous. An anonymous strategy (depersonalization) that serves as a means of avoiding liability.

The above classifications may not cover all strategies, as different researchers offer alternative or complementary strategies based on a specific research focus.

In pre-election speeches, politicians effectively use persuasion strategies. For example, if we focus on the following speech:

We have initiated major reforms in the medical field. As a result of this, the situation has changed radically. Now we have enough for such patients both modern hospitals and qualified specialists and funds for treatment. But to please our population from the medical system, we still have to do a lot of work.

We appreciate respected professors and academics, Master and graduate students conducting scientific research, and teachers and teachers of universities, in a word, our hard-working scientific and creative intellectuals deserve the prosperity of the motherland we appreciate their contribution. I take the opportunity to thank all of them and express my sincere respect and good wishes [6].

The Statesman Sh. Mirziyoyev in his speech above, was able to use the tactics of persuasion of the people, as well as the tactics of gratitude, effectively forming a sense of confidence in the future for voters.

President of the Republic of Uzbekistan Sh. M. Mirziyoyev's campaign articles and program are the basis for determining strategy and tactics in Uzbek language campaign speech. He spoke on five main areas of the campaign program. These routes are as follows: 1. Education and health. 2. Social Security. 3. Banking sector. 4. Rule of law. 5. New Uzbekistan, a safe and peaceful state.

From the main directions of this pre-election program, it can be seen that Sh. M. Mirziyoyev who was a candidate for the post of head of state is the most prominent political figure. "It is the tactical advantages that indicate the communicative competence of the linguistic personality" [7].

The social responsibility of the political leader is to satisfy the wishes of the people. Consequently, in the context of the struggle for power in politics, pressing problems revolve around the formation of the image of a political leader (a purposefully formed external image). In this regard, the strategy of self-expression plays a key role in the formation of public perception and the image of a politician.

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