

TYPES OF POLITICAL DISCOURSE AND THEIR LINGUISTIC FEATURES

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Abstract: *Political discourse serves as a fundamental tool for shaping public opinion, constructing ideologies, and legitimizing authority. According to Fairclough [1], political language is a battleground where dominant ideologies are either reinforced or contested. Van Dijk [2] argues that political discourse is strategically crafted to persuade, manipulate, and control public perception. This study categorizes political discourse into official, electoral, media, and informal types, analyzing their linguistic and stylistic features through discourse analysis theories. Additionally, it examines how rhetorical strategies, lexical choices, and syntactic structures contribute to the persuasiveness of political communication.*

Keywords: *political discourse, rhetoric, communicative strategies, speech style, linguistic features, persuasion.*

Language plays a central role in politics, functioning as a vehicle for ideology, power, and persuasion [3]. Political discourse is not merely a form of communication; it is a strategic instrument employed by politicians, media, and institutions to shape public consciousness [4]. Through linguistic and rhetorical devices, political figures construct realities, establish authority, and influence collective decision-making processes.

Types of Political Discourse

1. Official Political Discourse

Official political discourse includes governmental statements, laws, and diplomatic speeches. Chilton [5] highlights that this type of discourse relies on institutional power and legitimacy to establish authority. It is often formal, structured, and marked by authoritative tone, reinforcing state policies and governance strategies.

2. Electoral Discourse

Electoral discourse plays a crucial role in democratic societies. Politicians employ rhetorical strategies such as populism, metaphor, and repetition to persuade voters [6]. This discourse often appeals to emotions, national identity, and collective values, using persuasive speech patterns to establish a connection with the electorate.

3. Media Political Discourse

Media acts as both a channel and a participant in political discourse. According to Wodak [7], media discourse shapes political narratives, sets the agenda, and influences public opinion. News framing, selective reporting, and linguistic choices in political journalism contribute to the perception of political figures and events.

4. Informal Political Discourse

With the rise of social media, informal political discourse has gained significant influence. Digital platforms enable direct communication between politicians and citizens, yet they also facilitate misinformation and propaganda [8]. This type of discourse is dynamic, interactive, and often shaped by user-generated content, memes, and viral narratives.

Linguistic and Stylistic Features of Political Discourse

Political discourse employs various linguistic strategies to achieve its communicative goals. Common features include metaphors, euphemisms, and intertextual references [9]. Rhetorical devices such as parallelism and rhetorical questions enhance the persuasive impact of political speeches [10]. Additionally, the use of personal pronouns, imperative sentences, and emotive language helps politicians connect with their audience.

Conclusion

Political discourse is a dynamic and influential form of communication. By examining its linguistic and rhetorical characteristics, scholars can better understand how language is used as an instrument of power and persuasion. Future research should focus on the evolving role of digital platforms in shaping political discourse and its impact on public engagement.

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