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## Specific Features of Linguistic Argumentation In Political Discourse

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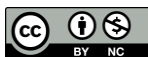
**Abstract:** The scientific interest in argumentation in political discourse is due not only to the increasing role of politics and politicians in the world and their being in the media spotlight, but also to the emergence and development of a number of new disciplines, such as Image Studies, PR management, Political Psychology and others. The relevance of our work is that, at the present stage of development, Political Linguistics is considered to be one of the fastest growing areas of Linguistics. It deals with the study of “political communication”, that is speech activities which aimed at promoting certain ideas, creating emotional impact, in order to encourage people to adopt certain political ideas, decisions and actions. Politics, in fact, is a kind of linguistic activity in which language is used to exercise power. The ability to influence the addressee and manipulate human consciousness through language is increasingly becoming of interest to researchers engaged in discourse analysis, political science and linguistic studies.

**Keywords:** argumentation; political discourse; political linguistics; emotional impact

### 1. Introduction

In the XXIst century, due tot the process of globalisation, the term “power” is understood not only as a form of law and politics in governance, but more broadly, as a way to assess social dangers emanating from various social institutions. Language itself becomes a means of assessment and manipulation. Due to the widespread use of information technologies, the English language is of particular importance, and it is on its example that we can

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consider some of the processes of using language to exercise power.

The main theme and purpose of political discourse is embodied in its instrumental purpose in the unfolding struggle for power between certain political forces. Hence the obvious position of researchers who believe that “persuasion is the main characteristic of political discourse”. The effectiveness of political discourse is defined by many as meeting this main goal (Prihodko, 2000).

The success of communication in political speech is based on “the mastery of language norms and the ability to produce texts of various types” (Kondratenko, 2007, p. 16). The goal of communicative interaction is often to convince the addressee of the correctness of the speaker’s point of view.

In political discourse, the argumentation strategy plays a major role, as this discourse is argumentative in nature. It is believed that most political speeches/texts are an attempt by the speaker to persuade the audience to share his or her views and ideas, to secure the greatest support and thereby legitimise certain decisions. Argumentation as an intellectual activity of searching for grounds and evidence, analysing and selecting them, systematically considering alternative versions with their verification and evaluation of logical consequences, choosing the most effective solutions, and identifying the most convincing means of justification for the addressee, is the core of any information work and permeates any communication processes (Belova, 2003).

In his work “Fundamentals of Communicative Linguistics” (2004), Batsevich F. identifies certain conditions on which the concept of argumentation is based:

- 1) argumentation is a social activity;
- 2) argumentation is an intellectual activity;
- 3) argumentation is a verbal activity;
- 4) argumentation belongs to the sphere of thought;
- 5) the purpose of argumentation is to justify or refute an opinion;
- 6) argumentation consists of a set of statements;
- 7) argumentation is aimed at obtaining approval from the audience (Batsevich, 2004, p. 344).

In the academic literature, the effectiveness of argumentation is interpreted not as the use of only appropriate linguistic means, but as the correctness, accuracy of judgement and compliance with the norms of political behaviour. In a broad sense, argumentation is the

process of presenting arguments that are part of the structure of political discourse and reflect the communicators' perceptions of their persuasiveness (Belova, 2003, p. 4).

Belova A. D. emphasises that the understanding of argumentation as a type of communicative, socio-cultural, explicitly strategic activity is aimed at achieving individual communicative goals by speakers through the means of persuasive influence on the recipient. "The peculiarity of argumentation as a process is to create persuasiveness, to persuade the addressee. Ideally, the strategic task of argumentation - persuasive influence - is achieved through the credibility of arguments, their consistency, sufficiency and consistency of their presentation" (Belova, 2003, p. 9).

The analysis of the linguistic means involved in argumentation can be carried out on the basis of the fact that in modern linguistics the plan of the content of a linguistic unit includes two components - the semantic component and the pragmatic component. The semantic component fixes the argumentative meanings of statements in the lexical meaning of words (Zaitseva, 2002, p. 337).

Argumentation is also seen as a type of linguistic behaviour (Belova, 2003, p. 10), including in a certain social sphere. This is in line with the tendency observed in modern science to consider linguistic phenomena through the prism of human characteristics as a biosociocultural being, which is inherent in the third-generation cognitive science.

The types of argumentation include the following: from the concrete to the abstract and vice versa, by association, descriptive, analytical, empirical, contextual and compositionally determined, explicit and implicit. Types of argumentation may differ from each other in terms of organisation, structure and composition. Thus, contextual methods of argumentation include arguments to tradition and authority, to intuition and faith, to common sense and taste. In the case of empirical argumentation, references to experience are always noted. There are cases when the same process of argumentation combines both experience and theoretical reasoning.

We can underline that an argument is a means of persuasion that has a linguistic form of expression and appeals to the addressee's mental abilities and personal values. An argument is a reference used alone or in combination with others to prove the truth of a certain statement. As noted by Shevchenko L. in the dictionary "Media Linguistics: Dictionary of Terms and Concepts" (2014), an argument is a theoretical or factual judgement that substantiates a thesis. In the media, arguments are used as factual material, with the help of which information genres are created and divided into logical, psychological and other types (Shevchenko, 2014, p. 24).

The essence of argumentation lies in the interaction of new information coming from the

speaker with his/her intention and methods of its realisation. Starting the process of argumentation, the speaker should turn to textual strategies, which determine the accurate use of language tools, according to discourse strategies, which in turn are related to the genres and specifics of a particular discourse.

In political discourse, one can identify various strategies and tactics of argumentation that depend on the speaker's personality, the situation of communication, the type of addressees and are generally aimed at achieving the goal through persuasion. When studying political forms of communication, there is a desire to identify and predict further actions in the development of the political situation, to establish the most effective ways of exerting persuasive influence on the addressee.

It is generally accepted that the strategy adopted by one person or group of people to get another person or group of people to do what the former wants is known as a linguistic strategy. It involves the manipulative use of language. Therefore, linguistic manipulation is the deliberate use of language in an insidious way to control others. Pragmatically speaking, linguistic manipulation is based on the use of language that focuses on the prelocutionary effect of what is said (Petryk, 2011, p. 6).

An important role in argumentation strategy is played by toponym, also known as a "place-name". Toponyms represent specific causal argumentation schemes that connect an argument or arguments to a conclusion. Linguists understand a topos as "a broad semantic, often stereotypical cliché that contains the general features of certain lines of argumentation" (Wodak, 2004, p. 166). Toponyms "are contained in abbreviated forms of inference that are based on certain knowledge known to each member of the addressee in a particular context" (Kwon, 2014, p. 270). Topos becomes the bridge that determines the causal relationship between the main text and the conclusion in order to bring the speaker's and addressee's views closer together. Topos largely determine the level of success of political rhetoric, as it allows the speaker to regulate the level of his influence on the audience of listeners/viewers.

It should be noted that specific linguistic mechanisms that form the strategy of argumentation include the degree of completeness of disclosure of negative and positive aspects or actions of opponents, explicitness/implicitness of statements, which means openly and implicitly expressed arguments. Information may be hidden due to contextual reasons of irrelevance/inconsistency with the speaker's goals, as well as if its explication leads to a negative perception of the speaker or a positive impression of a foreign/competing person.

Researchers distinguish between logical (or rational) and pragmatic (or rhetorical, emotional) argumentation. Given that the former appeals to rational thinking and the latter to emotions, we consider the terms rational and emotional argumentation to be the most appropriate.

The aim of *rational argumentation* is to substantiate the reliability of knowledge on the basis of a set of logical and epistemological procedures. Rational argumentation is a set of theses and arguments, as it is conceived as a logical mechanism of proof and involves finding the answer to the question “why”. If the strategy of argumentation in general correlates with the concept of persuasion, then rational argumentation is correlated with the concept of proof.

In *emotional argumentation*, the thesis represents the speaker’s personal point of view, which he or she seeks to convince the addressee of. A special role is played by arguments that function as images, as they can be expressed with the help of various stylistic and rhetorical means that give the arguments an emotional tint of persuasive speech and thus contribute to the influence on the emotional and psychological sphere of the addressee’s consciousness. Emotional argumentation causes a special mental state, which is set at the linguistic level by the use of emotionally coloured vocabulary and semiological stylistic devices (tropes). In rhetoric, this type of influence is called pathos, associating with it everything that causes people to change their decisions, which is associated with feelings of pleasure or dissatisfaction, including anger, suffering, fear, and similar and opposite feelings.

Emotionally coloured, psychologically based arguments form the basis of persuasive speech. An argument that appeals to the listener’s feelings evokes certain emotions and feelings, but to achieve this effect, you need to choose the right means of influence. Extralinguistic factors play an important role in this process: the peculiarities of a particular situational act, the communicative and cognitive abilities of the speaker and his addressee. Cultural norms, linguistic and conceptual worldviews also influence the argumentation process.

## **2. Conclusions**

In conclusion, we can say that politics can be considered both an instrument and an influential force. However, when we look at individual or small groups of politicians and their use of language, we usually consider it a type of influential power. This is because,

although we are expected to follow the laws established by politicians, we have a choice about who we vote for and what policies we support.

Therefore, politicians use language in such a way as to gain more influence for themselves and their affiliated parties. A successful argumentation process reflects a set of correctly selected linguistic and speech means, non-verbal elements, and extralinguistic factors, used to finally persuade the addressee. Successful argumentation creates a conviction in the truth of the speaker's theses and the falsity of the opponent's antitheses which is reflected in the feedback, which in turn makes it possible to correct or change the arguments presented.

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