

## Manipulative and Pragmalinguistic Aspects of Political Discourse

Zharas Turysbekovich Taubayev

Kazakh National University named after al-Farabi, Almaty, Kazakhstan; Zharasxiansheng@mail.ru

Doi:10.5901/mjss.2015.v6n6s2p254

### Abstract

*The article considers some peculiarities of manipulation and pragmalinguistic aspects of political discourse. The purpose of the article is to study and make clear the role of use of manipulative and pragmalinguistic elements in political discourse. First of all, there is given comprehensive definitions of discourse, then author gradually moves to political discourse. He dwells on what kind of factors dramatically influence on manipulation in political discourse and gives exact definitions of them. Moreover author touches pragmalinguistic factors that play the main role in manipulation processes, in particular main units of pragmalinguistics such as informema and pragmemata. There is given analysis of an election which was held in Kazakhstan this year and candidates' political discourse. What kind of pragmalinguistic elements do they prefer to use in their political discourses. By the end of the article, author shows the importance of political discourse in society, how it makes remarkable contribution to the society and even it creates the managing system of the country.*

**Keywords:** political discourse, manipulation, pragmalinguistics, impact

### 1. Introduction

At present time the role of political discourse is increasingly rising. There are several reasons of it: primarily, lots of countries have open economy and as a result have deep integration with other countries, secondly there are a range of Commonwealth organizations among countries such as Shanghai Cooperation Organization and others. The third factor which is might be less important factor but plays global importance is Intercultural Communication. Many presidents pay a short unofficial visits to one country to make negotiations concerning crucially important issues. In all cases political people use political discourse.

First and foremost, let me draw your attention to the term "discourse". There are a number of scientists who investigated discourse such as A. van Deik, V.Z. Demiyankov, T. Milevskaya, Zh. Dubiya, P.Serio and others [Chernayavskaya V.E., 2003]. According to Van Deik, discourse is the result of verbal activity, apart from linguistic components it comprises extralinguistic factors (cognitive structure, aims and principles of a sender). That means discourse can not be just a text, but also a speech with concrete aims, approaches [Aubakirova S. S., 2010]. Therefore, discourse can be in written form and in spoken form, it's more than writing or text. Moreover, in discourse we can notice the speaker's intention and emotion. It comprises pragmalinguistic elements, kinesics, proxemics and other additional elements that do not exist properly in many texts. Because in discourse people communicate face to face or in front of audience. Discourse is used to persuade people, to change their points of view. That's why it is an inseparable part of politics and politicians use it to embellish their speeches to convince people.

Political discourse comprises all above-mentioned considerations, but it is more specific, political-oriented. There are scientists who dealt with political discourse such as E.I. Sheigal, T.A. Voroncova, E.I. Gloanova, O.V. Gaikova and others [Sarsikeeva G.K., Bokaeva A.N., 2013]. Politicians' interviews, opinions, standpoints are covered by political discourse. Sheigal E.I. points out that "Political discourse is every existence, subject, receiver or content that are belonged to politics" [Sheigal E.I., 2004]. The main object of political discourse is politicians' speeches, opinions. Because only politicians create political discourse. Thereby, politician's role is quite important because he must not only give information, but also influence, effect, even persuade people. That is called manipulation. Mostly politicians do that when they have election to convince that their programs are leading and perspective. Why does political discourse play an important or key role in human beings' lives. Because political discourse is the mechanism that solves human beings' social problems, makes their lives more better. In political discourse we can see reflection of people's problems and their solutions and only politicians can take measures in solving problems by using political discourse. But in order to solve they need to use manipulation.

If we look up the word "manipulation" in highly-regarded Cambridge dictionary "manipulation is to control someone or something in a clever way so that they do what you want them to do" [Cambridge dictionary]. Oxford advanced

learner's dictionary gives the following definition "manipulation is the behavior that controls or influences somebody / something, often in a dishonest way so that they do not realize it" [oxfordlearnersdictionaries]. On the base of given definitions we can arrive at a conclusion that manipulation is the persuading people in a clever way or in a dishonest way. In manipulation politicians must have feedback from audiences, that's why they touch very tough, must-solve problems and only in this case people can express feedbacks and show reactions. As we know, if people show reactions that means psychological manipulation. I want to say that in political discourse mostly we can notice psychological manipulation. But for many politicians it's very difficult to create the atmosphere, condition where people express feedbacks or reactions. In this case people are exploited as a stimulus-reaction process.

## 2. Research Methods and Analysis

Research methodology is based on the analysis of political newspapers, journals and also electronic newspapers, journals. Particularly, analysis of politicians' speeches, opinions and promises. Analysis of political newspapers reveals the importance of political discourse in manipulation process, the main mechanisms and their features.

Nowadays one of the way of using manipulation is to exploit well-known singers, martial art stars, sportsmen and their discourses (speeches) to convince people. It's one of the best of way of manipulating people. Because, those celebrities are the best exemplar for people, they believe them and encourage them. People know that they reached lots of achievements in this life and they won't mislead them, vice-versa will show bright future. That's why they strongly believe in celebrities and their speeches.

The second not less important factor is charisma, reputations of politicians. Let's consider Ukraine. Now for the time being, there are conflicts between people and power within the country. There are lots of political people who want to express and demonstrate right political course. One of them is Vitali Klichko, the leader of the party "UDAR". He uses his charisma, personality in order to manipulate people. His boxing achievements, very tall stature plays key role in manipulating people which help to use political discourse correctly, properly. One more example is Ronald Reagan 40<sup>th</sup> president of the United States. In his political discourse as a manipulation he used his charisma, appearance. Actually he was Hollywood film star. That's why people loved him and believed him. So, he made most of it and manipulated people with his political charisma. As a result he won the election and was the president of the United States.

**Table 1:** shows concisely the main factors that influence on a good manipulation .

Manipulation Factors	
	1. Involving artists and their discourses in order to make sure or convince electors
	2. Personal charisma
	3. Reputation that helps to give electors hope they will also have such kind of achievements.

In political discourse, politicians in order to manipulate they try to influence, impact on electors. As we know in order to impact we use pragmalinguistic elements. Pragmalinguistics is the study how to impact on people or even change their ideas, opinions. According to L.A. Kiseleva there are two main units of pragmalinguistics: informema and pragramema. [Esenova K., 2004]. Informema provides only with theoretical knowledge, gives intellectual knowledge and makes people aware of important facts. Whereas in contrast pragramema's role is not only to provide with information, but also to influence, persuade people and even to change their minds, ideas, opinions. Mostly we have pragramemas in correspondence with situation. They have very colourful meanings and occur when the real problems occur. For example, if there is a war or disorder within the country, many politicians use the pragramema "stabilization". Because this special pragramema plays crucial role in solving this problem, all people are sick of war or disorder and want to have a peaceful life.

Now to make it clear and empirical let me draw your attention to the election in Kazakstan which was held in 26<sup>th</sup> of April 2015. There were 3 candidates: the incumbent president Nursultan Nazarbayev, two candidates Turgun Syzdykov and Kusainov Abelgazy. I want to scrutinize their political discourses and what kind of means, elements do they use in their political discourse as a manipulation. I think there is no need to consider the political discourse of our president. He won the election and one of the admirable, outstanding person in our country.

Turgun Syzdykov mostly had a conservative direction and pointed out not to be under the effect of western mainstream. People are tend to lose spiritual values and do not pay much more attention to spiritual world, they have free access to the Internet but they do not think about reliability of information. Moreover eating not nutritious food, junk food has detrimental effects on people and lead to obesity, cardiovascular diseases. The main unit of his agitation process was Marxism and anti-globalization. So, he thought that conservatism or communism where all people were equal was

the best way of developing. Of course maybe some percentages of mature people voted for him. Let me give some extracts of Turgun Syzdykov's speech "We made a big step for preserving scientific communism ideas". Here the influential word or pragmema is "communism". Because as I have mentioned before politicians use pragmemas when the exact problem occur and pragmemas are created due to them. Next sentence: "Global computerization and especially western electronic Mass Media manipulates the communities' consciousness which leads fundamental erosion cultural layer of the planet". Unarguably "global computerization" and "manipulation" are pragmemas which considerably influence on people's mind and get feedbacks from people. Because nowadays "global computerization" is one of the main problems in our country, all people are addicted to using Internet and Social networks. So it needs to be solved and furthermore it's the best weapon to influence on people because, they also have this problem. Many parents do not know how to restrict their children not to use so much time Internet and sit down in front of the computer. It has vast detrimental effects on children. The last speech of Turgun Syzdykov: "Western standards of cinematography are based on violence". Here, we pay attention to the "western" and "violence". Because it has great effect (positive / negative) on society.

The next candidate Kusainov Abelgazy mostly pays attention to ecological problems. That's why political discourse is directed to ecological problems. Some extracts from Kusainov Abelgazy's speech: "Today, from my point of view, the main problem of ecology – insufficient ecological culture of citizens". The most influential pragmema is "ecological culture". Because it is quite important problem in our society that we do not preserve environment, throw trash on the ground, carbon dioxide emission from the factories. The gap in ecological culture leads to air pollution, environment will be mess and others. That's why this issue has impact on people. Next speech of the candidate: "I think, ecological education and enlightenment – is always important ". I suppose this question insight out and I aware of problems of Industrial Safety. Here, ecological education and industrial safety are pragmemas. By using these crucially important situations or pragmemas he wants to have effect on people.

### 3. Results and Consideration

As the result illustrates, in order to manipulate, politicians or people who work in this sphere do the following things:

- involve popular celebrities and add popular celebrities achievements in their political discourses;
- use attention-grabbing charisma and impeccable reputation to convince them that won't disappoint them and as a result to manipulate them.

The result of analysis of politicians' political discourses as a manipulation illustrates the following information:

**Table 2:** illustrates the pragmemas that are used by Turgun Syzdykov (the ways of influencing / manipulating people)

Turgun Syzdykov	Communism, global computerization, manipulate, western, violence
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**Table 3:** Illustrates the pragmemas that are used by Kusainov Abelgazy (the ways of influencing / manipulating people)

Kusainov Abelgazy	Ecology, ecological culture, ecological education, industrial safety
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So we can see that Turgun Syzdykov used mostly communism, global computerization in his political discourse as a main way of manipulation. He did not touch any other political discourse in election process. Whereas in contrast Kusainov Abelgazy touched ecological problems as a main manipulation and pragmalinguistic source in his political discourse.

### 4. Conclusion

As a result of research, we may arrive at a conclusion that political discourse and its manipulation, pragmalinguistic elements play key role in managing, controlling the society, country. Political discourse (manipulation) not only influence, impact on society but it's the factor that creates, forms the society. It directs or guides the society, on the base of it all educational, economical institutions are organized. Due to political discourse controversial issues are discussed and find their solutions. But in order to do that politicians or people who work in this sphere must know how to influence on people and manipulate them. In this case the aim of this article is to demonstrate how to manage, influence and manipulate people. Thereby, politicians on the base of those mechanisms in political discourse control the society, country.

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