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STRATEGIC COMMUNICATION OF POLITICAL DISCOURSE

САЯСИ ДИСКУРСТАҒЫ СТРАТЕГИЯЛЫҚ КОММУНИКАЦИЯ

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ABSTRACT

The article discusses political discourse and its principles and ways to influence it. At present, the domestic and foreign linguistic schools are aimed to identifying the strategic communication in the political discourse, which is a linguist of the national language, in the national consciousness of the people. It also focuses on identifying the research framework of modern political linguistics. The system of political communications influences public consciousness to achieve certain political goals. Today, the public should be a good strategist besides the speaker. In this regard, the article clarified five types of strategic directions, examples are given. It must enter not only one person but a whole society.

Since the middle of the last century, political discourse has had its influence in shaping and enhancing the state's image at the international level in various fields. In the conditions of changing the economic situation, the formation of a positive image of the country certainly affects the improvement of economic partnership and economic situation. In this case, of course, a special role is played by political discourse.

Discourse is closely related to theory, divided into political and social positions. And in some studies, discourse is a distinctive feature of a political agent. Based on a study in the future, discourse will have a single meaning, regardless of whether it is spoken or visual. A person who writes political texts expresses his political views on these political opinions.

Nowadays the speech and actions of political figures in various fields of political linguistics are studied scientifically. And also aims at identifying a range of studies of modern political linguistics.

Key words: Discourse, politics, political discourse, political linguistics, strategy, PR (public relations) political communication.

ТҮЙІНДЕМЕ

Мақалада саяси дискурс және оның ұстанымдары мен әсер ету жолдары туралы қарастырылады. Қазіргі таңда отандық және шетелдік лингвомәдениеттану мектебі ұлттық тілдің бойынан тіл иесі – халықтың ұлттық санасында дүниетанымдық көзқарасы бойынша қатталып қалыптасқан саяси дискурстағы стратегиялық коммуникацияны анықтауға бағытталған. Саяси комуникация жүйесі белгілі бір саяси мақсатқа қол жеткізу үшін қоғамдық санаға әсер етуші болып табылады. Бүгінгі таңда қоғам алдында сөйлеуші шешен болумен қатар мықты стратег болуы шарт.

Осыған орай мақалада стратегиялық бағыттың бес түрі нақтыланып, мысалмен берілген. Ол бір адамға ғана емес, жалпы қоғамға әсер етуі қажет.

Өткен ғасырдың ортасынан бастап саяси дискурс әртүрлі салаларда халықаралық деңгейде мемлекеттің имиджін қалыптастырып, көтеруге өз ықпалын тигізе бастады. Экономиканың өзгеруі жағдайында елдің жағымды имиджін қалыптастыру экономикалық әріптестік пен экономикалық жағдайдың жақсаруына тікелей әсер етері сөзсіз. Бұл жағдайда, әрине, саяси дискурс ерекше роль атқармақ.

Дискурс теориямен тығыз байланыста болып, саяси және әлеуметтік ұстанымдарға бөлінеді. Ал кейбір зерттеулерде дискурс саяси агенттің ерекше көрініс болып табылады. Зерттеу негізінде дискурстың болашақтауызша немесе визуальды айтылғанына қарамастан, мағынасы бірдей болады. Саяси мәтінді жазушы адам дәл осы саяси көзқарастарға қатысты өзінің саяси пікірін білдіреді.

Қазіргі таңда түрлі салаға бөлініп зерттеліп жүрген лингвистика саласында бүгінгі күнгі саяси шешендердің сөйлеуі мен іс- әрекеті ғылыми тұрғыдан зерттелуде. Сондай-ақ қазіргі таңдағы саяси лингвистиканың зерттеу шеңберін де анықтауға бағытталады.

Тірек сөздер: Дискурс, саясат, саяси дискурс, саяси лингвистика, стратегия, PR (паблик рилейшнз), саяси коммуникация.

The scientific term that binds politics and the individual's position is called "discourse." French sociologist Pier Burdier said: “Discourse is a possible position in the space and the views expressed on these principles. In particular, discourse on policy creates policy space, identifies possible positions and allocates dispositions between agents according to planned principles. However, political discourse is a very wide-ranging discourse formation that can not be studied "[1].

The political and social position closely related to the theory on discourse. For example, in the concept of M. Fuco, discourse is the external organizer of the position, and according to Yu. Habermas' concept, discourse reflects the particulars of political and social position of the agent. In essence, the linguist Roland Bart has introduced the concept of discourse in the scientific circulation. He says: "In the future, we call speech compositions as discourse, debate, and even though they are verbal or visual, they all have the same meaning." [2, 74], after that the concept of discourse was politically motivated.

The writer of political texts expresses his political views on these political views. This political text can only affect some members of society, and on the other hand, if we take a broader look, it may affect the whole nation.

At present, the field of research in the branch of political linguistics is expanding, is a branch of science that has a different direction. An important part of this branch, which is being studied differently, is the linguistic use of the political figures and their actions.

In recent years, many work has been done on political communication. One of them is J.K. Ibraeva's book "Fundamentals of psychological linguistics". Chapter 3 of this work is called " Basics of psycholinguistics”. This chapter gives a lot of information about the influence of speech and nonverbal influence on political communication, psycholinguistics and political technology: the problem of political PR communicative management, as well as the image of the modern politician in the field of influence psycholinguistics.

Strategy and tactics in communication - planning speech, sorting out approaches, tricks to help you succeed. Zh.K. Ibraeva, referring to foreign scientists in her work, points out the cognitive-speech strategies of politicians as follows. They are:

1. *Conclusion.* Typical sentences: "Always the same", "Each time you go through it," It will always be repeated. "

2. *Give an example.* ‘Here's an example’, "For example, last week," "Take our politician. He is ... ".

3. *Correction.* This is a formulas or rhetorical strategy (often lexical). Individual speech control produces the following assumptions: any CV or reference, which leads to "false" or unwanted comments, and the listener's deep implication or association assessment.

4. *Amplification.* Typical sentences: "It's awful, shy, shame ..."

5. (*Strikingly*) adaptation, permits. Typical sentences: "There are good people among them," "No need to worry, but ...", "Politicians can do the same thing" (and also a comparison).

6. *Repetition*. The formulation is closer to its functionality: attention, information structuring, subjective judgment, underline more important topics, and more.

7. *Contradiction.* A step with some cognitive activity. Rhetorical: attract the attention of the participants (structuring of information). Semantic: Designing positive and negative assessments of people, their attitudes or qualities - often by opposing US and THEIR group (typical example: "We had to work for many years, and they get benefits and do nothing ") - and all the situations in which conflicts of interest are encountered.

8. *Softening.* This step serves in general the self-identification strategy, which reflects understanding and tolerance, and the "exclusion" of estimation or digestion.

9. *Scroll.* Typical example: "I do not care, but other MPs are protesting our faction."

10. *Deviation.* Typical sentences: "I do not know", "I do not associate with them", "I do not care what they are doing", "I do not have time ..." [3, p. 75].

Depending on the purpose, it is possible to distinguish between effective and ineffective communication. When people meet their goals, communication will be more effective. The psychologists' are called this process cooperation. According to A. Kudiyarova, the most inconvenient arguments are individualism and aggression, as the propagandistic partner has been ignored, and his defense strategies are triggered. When the researcher describes interpersonal interaction strategies, the following five types are distinguished:

1. *The strategy of the rivalry,* to increase its competitiveness. A person is focused exclusively on his own goals and does not consider the purpose of others. "Not to you, to me".

2. *The strategy of escape* according to the motivation to reduce the winning of others. Avoiding true intentions, avoiding communication, for reducing the winning of others not to achieve their goal as well "You do not have and me, too."

3. *The strategy of tolerance* coincides with motivation to increase the winning share. Don`t sacrifice your goal in order for the partner to achieve its goal. "Not for me, for you."

4. The coincidence strategy implements the motivation for reducing the winnings. Sharing equality partners are far from reaching their goals. "To me, as much as you are."

5. *Collaboration strategy*, co-operation and competition arguments. Full compensation of social needs of the participants of the joint venture. "Everything is for you and for me" [4, p. 56].

PR has a special place in influencing the psychological state of the society. The main objective of PR (public relations) as a scientific system is to analyze the state of communication space, including the organization and use of the world. This gives an opportunity to clarify the direction of the communicative flow process that contributes to the interaction of members of the society with the living environment at each stage of its development. As a practical communication system, the public relations function is used as the main social mechanism for managing the speech ethics, which ensures the formation,

creation and transformation of all social and public relations that meet the needs of a new type of society in accordance with the requirements of time and space.

From the middle of XX century PR-technologies are used in various spheres to form and enhance the image of the state at the international level. Formation of a positive image of the country in the context of globalization of economy will have a direct impact on the economic partnership and improvement of the economic situation, as it promotes confidence in the government and its agents and obtaining substantial benefits in the area of international borrowing. In addition, PR-technologies have been widely used by different countries to enhance their impact on the value system and the world community (cultural and economic).

The RACE system is used in PR management strategies. R (research) - mandatory and analysis; A (action) - creating a common program and concept; C (communication) - establishing communicative communications on the way to achieving the goals set; E (evolution) - providing feedback, summarizing and correction results.

Formation of symbolic performance - Mass demonstrations (support or protest) organized globally (eg anti-globalization, greetings, etc.); public announcement, sports competitions.

Audience classification (segmentation) - defining target orientation of PR-technologies, groups of different countries or population groups taking into account religious, cultural, educational, property, value orientation.

Spin-doctoring is the introduction of social, economic, political and cultural space through information space management technology, decoding information space and information space, as well as restoration of information in crisis situations. The use and development of global media, which has a decisive influence on the image of the world at the global level [5].

The political communication system is a means of influencing public consciousness to achieve certain political goals. According to researcher B.S. Akhatova, political communication consists of the following components: 1) political PR; 2) political propaganda; 3) Political advertising. Political PR is foreseen for a long time in order to build the confidence of the majority on a particular political entity (political party or activist); (2) And political propaganda absorbs specific political ideas on public consciousness to create a certain type of political behavior on the basis of the same conviction; (3) And political advertising calls for a "right choice" of the part of the electorate that has been influenced by the electorate, that is, to vote for a specific political party or its leader. [6, p. 110]

Among these, the PR's communicative influence is weaker than publicity and advocacy, which directly and potentially influences the public. But we can not say the above negative PR materials. Such "black PR" is much more prominent than publicity, with the use of unlawful, dirty technologies to create a counter-argument against any candidate's candidacy. The information is distorted, sometimes false information is given, the slander is subject to various slander, and even provocative actions are planned. In the end, all this is contrary to the true meaning of PR, which means "public relations". If we look at the issue in more detail, it is also regarded as a flagrant offense of national dignity [7, p. 42].

There are many types of PR-technologies. The PR-technologies are used in the direction of the route: the propaganda; Promotion - formation of public opinion in the required direction; publicity - promoting positive outreach in the media, public information, media communication - information support for political activities; brainwashing - intense forms of action; rumors spread. Crisis technology is a deliberate idea of a crisis situation, which is a way to predetermine the future. It is especially effective in traditional cultures. As a result of the crisis and the intensive and accelerated reporting of information, there is a stressful

situation. Many attitudes and values are revised, increased mobility, loss of traditional values, and resulting in a new system of values.

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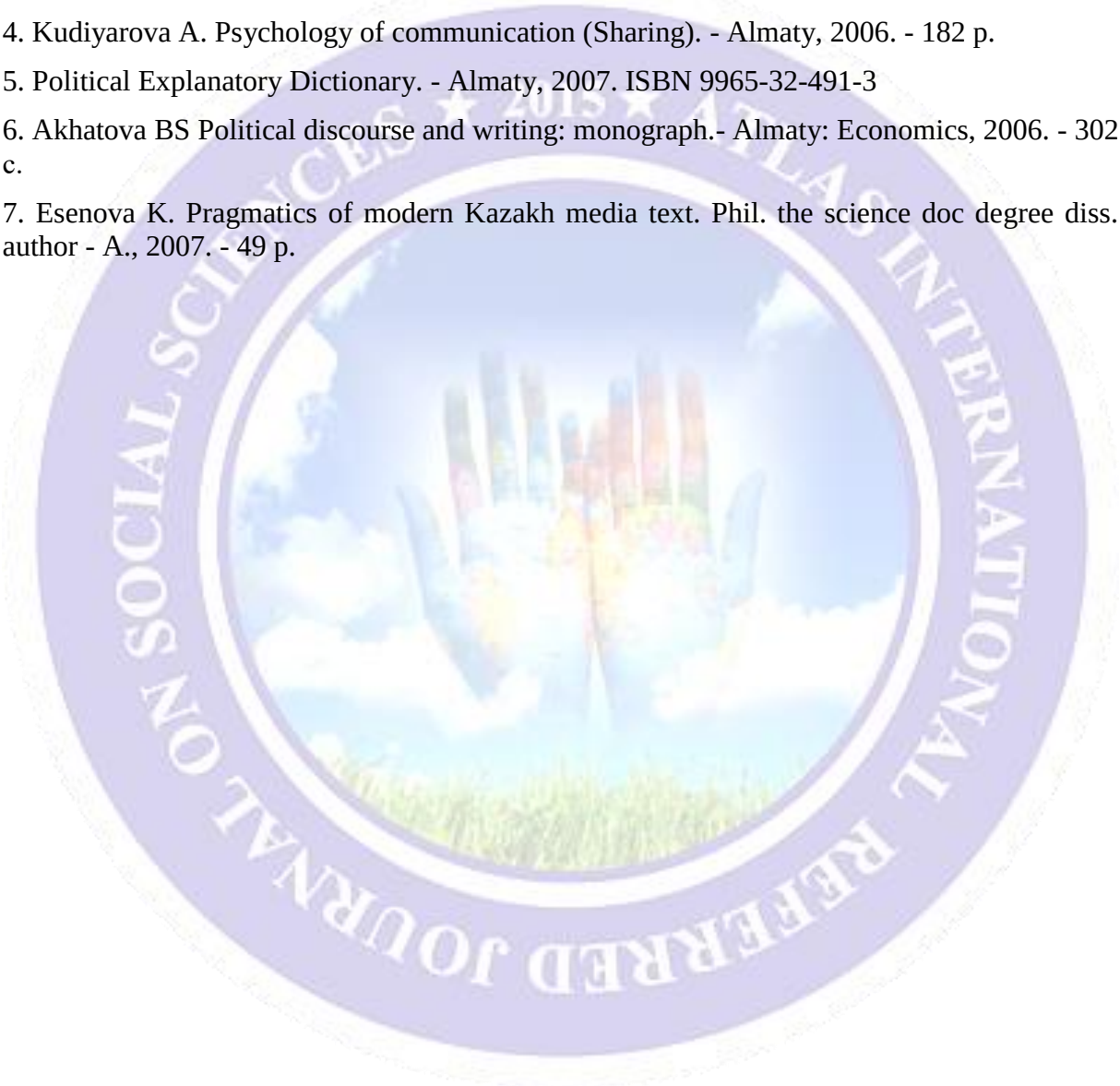
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