

The speech of presidents as the element of strategic communication

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Strategic communications are considered as extremely broad activities related to the achievement of strategic goals, promotion or change of cultural (ideological) values in the minds of target audience, improving the image of the state in the world. The whole history of human society, including the political events of recent days, shows how important it is for any person, and politics in particular, to own the word, to be able to build their speech behavior on the basis of the most effective strategies and tactics. It is obvious that even one carelessly spoken word, perhaps the intonation with which it is pronounced, can lead to irreversible, sad and even tragic consequences.

Concepts in the speech of the presidents are abstract entities used to represent elements of information about the conceptually recreated political picture of the world. Acquiring and accumulating experience and knowledge, a person transforms them into concepts. Discourse is presented as a set of interrelated concepts. The Central concepts of discourse are "Power", "People" and "President" [3].

To identify the features of the speech of the presidents of Russia and the United States, it is necessary to study the linguistic and cultural paradigm that politicians use in their speeches to make a successful impact on the audience, as well as to consider the linguistic and thematic features of the Russian and American presidential discourse.

The methods of word formation are used in the texts of political discourse to create on the basis of productive models of semantically capacious words with increased expressiveness, units of political vocabulary with a pronounced evaluative value, which not only denote certain realities of social and political life, but at the same time represent them as a desired goal of certain political forces, which is the practical side of their creation and use [2]. In English, at this level, it is interesting to use definite and indefinite articles, modal constructions, the use of passive instead of active (this technique allows to establish causal relations between political events, subjects of the political process and is the most important condition for understanding the true meaning of a political statement), subjunctive mood, degrees of adjectives. In the Russian language, the use of reflexive and irrevocable verbs, nouns, the method of nominalization, which allows to replace the action with the concept of action (this technique conveys the speaker's distraction from the political process itself), the ordering of elements in complex sentences with compositional conjunction (the order of words in such constructions is not accidental, as the speaker tries to establish and demonstrate personal or social priorities), introductory clarifying elements and oppositions, direct references (policies, resorting to this method is particularly active tend to manipulate the audience).

A speaker with a high degree of communicative competence is ready to use a certain set of speech means in a public speech to achieve certain goals. Moreover, the goal can be not only

to convince the audience of the correctness of the ideas submitted by the speaker, but also to encourage the audience to concrete practical actions. Speech influence is the motivation of the listener by means of speech to a certain action, which is carried out by organizing speech communication so that the listener chooses from among the possible actions the one to which the speaker pushes him (by threats, promises of encouragement, ridicule, rhetorical question, admonition, request, etc) [1].

In 2007 Vladimir Putin made a bellicose speech at the security conference in Munich, with the help of which "wanted to scare the West with his frankness, believing that, perhaps, the "Western partners" will take into account his concerns and take several steps towards". Czech Minister Karel Schwarzenberg said: "We must thank President Putin, who has clearly and convincingly proved why NATO should expand." [4]. Here we can observe the opposite effect.

The research showed that it is necessary to keep in mind that the choice of a model of communication is determined not only by the goals and objectives of the communication strategy, but also the context and characteristics of the environment. In today's world, it is necessary to significantly reformat communication strategies, which may consist at least in expanding the methods and tools of communication, and as a maximum — in replacing the goals, objectives and the basic communication model, which should always bear in mind both researchers and practical specialists of strategic communications.

Источники и литература

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