

ARTICLE

INDIRECT TACTICS OF SPEECH INFLUENCE IN THE POLITICAL DISCOURSE

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ABSTRACT

The article discusses the issues of speech influence in the political discourse. It is generally recognized that the political discourse is the discourse of politicians. The main function of a political text is the function of speech influence. Linguistic means used to express certain political views are in the center of attention of specialists. The subject of study includes those linguistic means that can be used to implement the impact on the interlocutor. The authors focus on examination of indirect tactics that are certainly considered no less effective than the direct ones. The leading research method is the descriptive one as it enables to reveal the peculiarities of using indirect tactics of speech influence by Russian politicians. Different methods such as the method of continuous sampling and the method of linguistic analysis are applied as well. The speeches of prominent Russian politicians such as Vladimir V. Putin and Sergei V. Lavrov are examined in the research that is focused on widespread techniques and tactics of speech influence used by politicians such as an understatement, compliment, allusion, joke, and etc. The above-mentioned numerous "arts" presuppose non-intrusion of direct speech goal. These are so-called implicative arts. The authors of the research made certain conclusions relating to use of indirect tactics in the Russian political discourse. Language specifics and functions of indirect speech acts in different types of discourse are mentioned in a number of contemporary linguistic studies but remain a byway linguistics in spite of the fact that the effect of their influence is obvious.

INTRODUCTION

KEY WORDS
communication, speech influence, communicative tactics, political discourse.

There are different approaches to the phenomenon "political discourse" in linguistic literature. It is generally recognized that the political discourse is the discourse of politicians. The main function of a political text in the function of speech influence. Linguistic means used to express certain political views are in the center of attention of specialists. The subject of study includes those linguistic means that can be used to implement the impact on the interlocutor [1], [2], [3].

The main tactics of speech influence, the indirect ones in particular, were examined in the research. The understatement is considered the main principle of building indirect tactics of speech influence, which is based on the fact that actually any tactic of this type offers a person the riddle to solve. It can have different degrees of complexity, but only after solving it, a person can become aware of the message of the text [4]. Besides, indirect tactics traditionally include art of compliment, allusion, and joke. The above-mentioned numerous "arts" presuppose non-intrusion of direct speech goal. These are so-called implicative arts. The term "implication" in linguistic theories based on rhetoric commonly means "assuming". Therefore, a term "to imply" means "to assume, to have a hidden plan/intent".

Language specifics and functions of indirect speech acts in different types of discourse are mentioned in a number of contemporary linguistic studies but remain byway linguistics in spite of the fact that the effect of their influence is obvious.

Speech influence is defined as purposeful verbal communication with the aim of changing human consciousness or manipulating the behaviour of the object by the subject. Effective speech influence helps the speaker to achieve his goals and maintain communicative equilibrium. In other words, it can lead to maintaining or improving the relationship with the interlocutor.

Indirect influence is said to be a process of using linguistic forms for the expression of illocutionary force, which is not connected with their direct linguistic meaning [5].

Indirect tactic of speech influence is frequently called an intriguing tactic that involves personal characteristics of the listener and include the addressee in the communication [6].

One of the main features of indirect tactics is the fact that it provides the addressee with the opportunity to discern the message of the text. In other words, the recipient can sort out several options in the mind and choose the correct one; in the same time, he realizes why other options are unsuitable. This will allow him to make the right decision. In contrast to the direct speech influence, when the statement is clearly articulated and the recipient is supposed to understand it unambiguously, the indirect tactic does not necessarily lead the listener to a single goal. Moreover, this goal may not succumb to strict formulation. Besides, while the direct tactic guarantees all listeners the same result, the indirect one ideally leads the listener to his own results: the tactic is unraveled, but the conclusions made by different listeners may be different as well [7].

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Received: 10 April 2018
Accepted: 31 May 2018
Published: 4 June 2018

The conclusions, which are drawn by the listener in the process of “decryption” of indirect tactics of speech influence, are turned out less perceptible but more interesting and original than those that are drawn in the process of understanding texts built up with the use of direct tactics.

MATERIALS AND METHODS

Different methods were used to solve the tasks set in the research. The leading research method is the descriptive one as it enables to reveal the peculiarities of using indirect tactics of speech influence by Russian politicians. Different methods such as the method of continuous sampling and the method of linguistic analysis are applied as well.

RESULTS AND DISCUSSION

It is worth mentioning that, in fact, any indirect tactic is not quite accurate. That is why the arts connected with indirect speech tactics such as the art of compliment, allusion, and joke are gradually disappearing from every-day speech. However, these tactics are essential when influencing the recipient in the political discourse. Each of indirect tactics that are mentioned above will be examined and analyzed further using the examples from the texts and speeches of prominent Russian politicians.

The art of compliment

Compliment is an element of speech etiquette, which contains a certain exaggeration of positive human qualities. As a result, psychological phenomenon of suggestion is triggered and a person tries to “grow” to those qualities, which are highlighted in the compliment. Actually, the compliment contains the psychological mechanism of suggestion.

Mechanism of compliment includes the following building blocks: utterance of pleasant words, exaggeration of the quality of the interlocutor, evocation of a sense of satisfaction, formation of positive emotions, and creation of sympathy to himself or to the issue discussed.

The most effective compliment is the one that is given simultaneously with the anti-compliment to the speaker. This contrastive method encourages the interlocutor to the courtesy of a response.

As a demonstration of this indirect tactics of speech influence here is an example taken from an interview with Vladimir Putin given to broadcaster ABC, in which the President called the American entrepreneur and showman, the future President of the United States Donald Trump a “bright, talented” (Rus. колоритным, талантливый) man who wishes to put the U.S.-Russian relations on a more solid basis.

“Russia does welcome this,” (Rus. Как Россия может не приветствовать это) Vladimir Putin said.

Donald Trump in his turn told the broadcaster ABC that it is a “great honour” for him to receive a compliment from Vladimir Putin. He stated in response, “It is always a great honor to be so nicely complimented by a man so highly respected within his own country and beyond” [8].

The response of the Minister of Foreign Affairs of the Russian Federation Sergey Lavrov to the words of U.S. Secretary of State John Kerry can be considered another illustration of compliment.

At the beginning of the Moscow talks, he expressed hope that the talks will be successful and, on this occasion, congratulated Lavrov on his birthday.

“I want to take this moment to wish you a happy birthday. I hope that this milestone will give you extra wisdom in these negotiations,” John Kerry said.

Sergei Lavrov had a ready tongue. “Thank you, John, but if wisdom is measured by the number of birthdays, I can't keep up with you,” (Rus. Спасибо, Джон, но если мудрость измерять количеством дней рождения, то мне за тобой не угнаться) he said.

In this case, we see how mutual compliments create a supportive and trusting atmosphere for further communication.

The art of allusion

Allusion is one of the indirect ways of transferring information as well as the technique of implicit speech influence. In dictionaries the word allusion (hint) is interpreted as ‘words (and a gesture, act), which can be understood with the help of guess’ [9], ‘a word or expression which does not express the thought directly and fully, the thought can be understood with the help of guess’ [10].

The essence of the allusion is to convey a certain context using addressee’s knowledge about the situation and the reality. In general, the allusion is based on mentioning a certain component of a typified situation,

which is used to reconstruct the situation itself, or those components that make up the content of the allusion. If the recipient does not have the necessary background knowledge, the hint will not be comprehended.

Influencing effect of the allusion as well as other indirect tactics of speech influence is based on the effect of privatization of knowledge. According to A.N.Baranov, cognitive value of the allusion is in the fact that after guessing, understanding the allusion based on its incomplete traces in the linguistic form, the listener, making an extra effort to obtain the knowledge, will not abandon it but introduce into his model of the word. As a result, he will be inclined to use it later [11].

The use of the tactic of allusion with humorous coloring can be illustrated with the following examples.

In 2014, Russian president spoke about NATO, "We don't want this military alliance to rule the roost next to our fence. They, in fact, are not bad guys, but they would rather visit our country, for example Simferopol, as guests, than we visit them." (Rus. «Мы не хотим, чтобы военный альянс хозяйничал около нашего забора. Они, в общем-то, неплохие ребята, но пусть уж лучше они просто так приезжают к нам в гости в Симферополь, чем мы к ним туда»)

The next example is the response of the Russian President to the remark of the member of the forum "Valdai".

At the end of the conversation with the participants of the forum, Fyodor Lukyanov tried to persuade the President to promise to run for a new term. "The world needs you (Rus. Вы нужны миру)," Lukyanov said. In response Vladimir Putin finished the session with a joke about a bankrupt tycoon, "It is an old joke. After becoming a bankrupt, a tycoon tells his wife, 'We will have to sell our Mercedes and buy Lada (a Russian cheap car), leave our luxurious country house and move to a flat in Moscow. Will you love me still?' She answers, 'Yes, I will love you and miss you a lot' (Rus. Это бородатый анекдот. Разорился олигарх и говорит жене: «Нам придется продать мерседес и купить Ладу, придется переехать из дома на Рублевке в квартиру в Москве. Но ты будешь меня любить?» А жена ему отвечает: «Я буду очень тебя любить и очень скучать»).

Vladimir Putin summed up the meeting, "I don't think that you will miss me like that" (Rus. Но я не думаю, что по мне так будут скучать).

The art of joke.

Joke is a phrase or short text with humorous content. It can have different forms such as a question/an answer or a short story. The joke can contain irony, sarcasm, pun, etc. to achieve its humorous purpose. A joke usually has the ending (the climax), which concludes the story and makes it funny.

Humor is one of the effective means used by political leaders. It is an important part of the leader's personality because of its inherent genetic properties, which are manifested simultaneously by reflection of the nature of objects and situations, influencing a person. Humor helps the leader to find the right psychological distance and thus form a more adequate reaction of the individual. Humor in the speech of the leader optimizes the effect of the basic communicative functions, such as contact making, storage and transmission of the attitude of the leader and the program of actions. It effectively mobilizes communicative resources of the individual through these functions, maintaining emotional bond among team members who are striving to achieve a common goal that is indicated by the leader. Analysis of the effectiveness of the communicative mechanism of humor is illustrated by examples from the speeches of political leaders of "bygone days" as well as contemporary politicians [12].

In September 2000, in an interview with Larry King, a host of CNN channel, Vladimir Putin responded to the question what happened to the Russian submarine "Kursk" with a short phrase: "It sank." (Rus. Она утонула)

The answer of the President caused ambiguous reaction in Russian society; many citizens condemned the head of the state for this mocking and cynical response. However, ten years after the interview with Vladimir Putin the legendary Larry King called his answer about "Kursk" "brilliant" and added that it was one of those "bright moments on TV", which cause a rapid reaction of the audience.

It should be noted that after the interview the Internet users remembered the episode from one of Ian Fleming's novels about James Bond where one of the main characters knows about the death of a secret agent and tactlessly asks what happened to him. A staff member of Secret Service of Her Majesty stops further questions with the words "He died", making him understand that the details should not be disclosed. Larry King confirmed a similar subtext of the response and added that if you do not want to go into details because you do not have enough facts to be taken into account, you should better say, "It sank".

This example demonstrates realization of such tactic as joke as well as understatement.

The Minister of Foreign Affairs of Russia Sergei Lavrov used the tactic of joke when responded ironically to the words of U.S. Secretary of State Rex Tillerson. The Secretary of State compared the relationship between the US and Russia with tango and added that he would not dance in pair with Lavrov. Lavrov reacted in his own way and said, "My mother forbade me to dance with boys as well." (Rus. Мне мама тоже запрещала с мальчиками танцевать)

Outcomes

The analysis of using indirect tactics of speech influence in speech of political figures showed that politicians use different tactics in their media speeches or dialogues with the representatives of other states and political parties. It is important to note that one of the most effective means that political leaders use is humor. Humor helps the leader to find the right psychological distance and thus form a more adequate reaction of the individual. The tactic of allusion has a sufficiently large impact on the listener and communicant, as the art of allusion is one of the indirect ways of transferring information as well as the technique of implicit speech influence.

CONCLUSION

Thus, the study and analysis of selected factual material suggests that, overall, a general idea of indirect tactics of influence on recipient in political discourse is typical of communication in general. Besides, it should be noted that politicians prefer certain tactics, but in some cases, they may use bright contamination of different tactics. The main issues of the research may be of interest to specialists in the field of communication, the results of the analysis of using indirect tactics of influence in the political discourse can be used as illustrative material when creating training courses for communication as well as special courses for the study of the peculiarities of political discourse in general.

CONFLICT OF INTEREST

There is no conflict of interest.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

FINANCIAL DISCLOSURE

None

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