

THEORETICAL FOUNDATIONS OF THE STUDY OF THE MECHANISMS OF POLITICAL INFLUENCE OF SPEECH

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Abstract. This article provides comprehensive information about the congratulatory speech – one of the most frequently used types of speech in modern communication. The topic is explored in depth and illustrated with examples. Observations are presented regarding the holiday congratulatory speech as a key genre of rhetoric.

Keywords: rhetoric, congratulatory speech, communication, genre, holiday greeting.

NUTQIY SIYOSIY TA'SIR MEKANIZMLARINI O'RGANISHNING NAZARIY ASOSLARI

Annotatsiya. Mazkur maqolada zamonaviy kommunikatsiyada eng ko'p qo'llaniladigan nutq turlaridan biri bo'lgan tabrik nutqi haqida batafsil ma'lumot berilgan. Mavzu chuqur yoritilib, tegishli misollar bilan izohlangan. Shuningdek, ritorikaning muhim janrlaridan biri sifatida bayram tabrik nutqiga oid kuzatishlar bayon etilgan.

Kalit so'zlar: ritorika, tabrik nutqi, kommunikatsiya, janr, bayram tabrigi.

ТЕОРЕТИЧЕСКИЕ ОСНОВЫ ИЗУЧЕНИЯ МЕХАНИЗМОВ ПОЛИТИЧЕСКОГО ВОЗДЕЙСТВИЯ РЕЧИ

Аннотация. В статье представлена комплексная информация о поздравительной речи как одном из наиболее часто используемых видов речи в современной коммуникации. Тема подробно раскрывается и иллюстрируется примерами. Представлены наблюдения относительно праздничной поздравительной речи как ключевого жанра риторики.

Ключевые слова: риторика, поздравительная речь, коммуникация, жанр, праздничное поздравление.

Introduction. Speech is one of the fundamental means of human communication and a powerful instrument for influencing public consciousness, shaping attitudes, and directing social behavior. In the political sphere, speech performs not only an informative function but also serves as a means of persuasion, legitimization, mobilization, and the construction of political meanings. Through carefully selected linguistic expressions, rhetorical strategies, and communicative techniques, political actors seek to influence how individuals and social groups perceive political events, evaluate public policies, and respond to political initiatives. Therefore, the study of the mechanisms of political influence through speech represents an important area of interdisciplinary research at the intersection of linguistics, political science, psychology, and communication studies.

Political speech can be examined through various theoretical approaches that explain how language contributes to the formation of political attitudes and public perceptions. Druckman (2022) emphasizes the importance of considering the interaction between speakers, audiences, persuasive messages, and communication contexts when analyzing political persuasion. Similarly, political discourse analysis highlights the role of linguistic choices, rhetorical structures, metaphors, and communicative practices in constructing political meanings and influencing audience interpretation.

The mechanisms of political influence through speech are multidimensional and involve linguistic, rhetorical, cognitive, emotional, and sociocultural factors. The persuasive potential of a speech may depend on the credibility of the speaker, the logical coherence of arguments, the emotional resonance of the message, and the audience's existing beliefs and values. In addition, nonverbal elements, including intonation, voice quality, facial expressions, and gestures, may contribute to the interpretation and perceived persuasiveness of political communication. Consequently, political speech should be studied not merely as a linguistic product but as a complex communicative phenomenon operating within a particular social and political context.

The relevance of this study lies in the need for a systematic theoretical understanding of the mechanisms through which political speech shapes perceptions, attitudes, and communicative responses. Although political rhetoric and persuasion have been extensively examined in linguistic and political communication research, an integrated approach that considers linguistic, psychological, and contextual dimensions remains essential for a comprehensive interpretation of political influence.

The purpose of this article is to examine the theoretical foundations of studying the mechanisms of political influence through speech, identify the principal approaches to understanding political persuasion, and explain the role of linguistic, rhetorical, and psychological factors in the process of political communication. The study seeks to establish a conceptual basis for analyzing political speech as a form of purposeful communication whose influence depends on the interaction between the speaker, the message, the audience, and the broader sociopolitical environment.

The demand for public engagement compels modern leaders to seek new contexts that allow for direct communication with their audience. In this scenario, the filter – represented by the journalistic community – standing between the head of state and the people is removed. Journalists construct a world of their own, one that often differs from the real world. Direct addresses can eliminate this figurative "barrier." The genre of public greetings, in particular, exemplifies a form of political communication that functions as a direct, live-broadcast medium within the landscape of mass communication.

Methods and methodology. According to prominent scholars of political rhetoric, the "congratulatory speech" fully embodies the characteristics of epideictic oratory. It serves as a crucial component of ceremonial celebrations, bridging the nation's past and future within the context of the present; it praises the values that unite the community, employs an elegant literary style and rhetorical devices for emphasis, and highlights – often in an amplified manner – facts already familiar to the audience. A "festive congratulatory speech" is not merely a speech act but also a political action. The public speaking activities of local government leaders – specifically regional governors – represent an area that has not yet been sufficiently studied within the linguistics of Uzbek political discourse.

In his theory of "New Rhetoric," Ch. Perelman places special emphasis on the social function of epideictic speech: by reinforcing values already accepted by the audience, such speeches create an "emotional-axiological reserve" for future action[2]. In other words, beyond its immediate content, a celebratory greeting also serves to strengthen long-term institutional and social trust. The concept of "phatic communion" – introduced by Bronisław Malinowski – refers to a type of verbal interaction that serves to establish and maintain social bonds rather than to convey information (for example, greetings like "Hello, how are you?"). Roman Jakobson incorporated this concept into his model of communicative functions, terming it the "phatic function" – a function aimed at checking or reinforcing the communication channel itself.

Results and discussion. Holiday greetings serve a largely phatic function – their primary purpose is to regularly affirm and strengthen the "communication channel" between the authorities and the public, while the transmission of specific information or new knowledge is of secondary importance. This constitutes one of the key functional differences between a holiday greeting and a political report speech. In a political speech, the referential (informative) function predominates, whereas in a greeting, the phatic and emotive (emotional) functions take precedence[2]. A holiday greeting is a relatively stable, highly ritualized institutional genre with a strict compositional structure: a form of address, a definition of the holiday's values and significance, a congratulatory formula, and an expression of good wishes. In contrast, a political report speech possesses a much freer, open compositional structure in which various types of sub-content (statistical data, criticism, directives, promises) can be freely combined.

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The theory of formulaic language examines the functioning of linguistic units (formulas) that recur in speech in a ready-made, pre-formed, and virtually invariable state. As demonstrated in the works of A. Wierzbicka and other researchers, formulaic language facilitates the speech process, enables the rapid recognition of social situations, and ensures the "recognizability" of a genre[1]. Holiday greetings serve as one of the most prominent examples of formulaic language: constructions such as "Dear compatriots!", "Dear friends!", "I sincerely congratulate you on the ... holiday," and "May the ... celebration be blessed!" are repeated in a virtually unchanged form across texts by different authors, spanning different years and various holidays. The high frequency and stability of these formulas constitute the most reliable linguistic evidence confirming the institutional-ritual nature of the genre.

A politically articulate speech, rich in moral and ethical substance, enhances a leader's credibility. Through speech, national values, a sense of responsibility, and patriotism are instilled in the youth. In a leadership context, a leader's speech reflects their inner character; the harmony between words and actions demonstrates their humanistic approach to management.

Ethical-spiritual values and ideological concepts are not merely expressed in a leader's political speech but are also instilled into the life of society. For this process to succeed, the speech must be sincere, aligned with the national spirit, grounded in practice, and consistent.

A significant aspect of political speech is the use of framing, through which speakers emphasize particular aspects of an issue and influence the interpretive context in which audiences understand it. Chong and Druckman (2007) explain framing as a process that can shape public opinion by highlighting selected considerations. However, framing does not

produce identical effects in every context; its influence may vary depending on audience characteristics, competing messages, and the perceived credibility of the speaker. This suggests that political influence should be examined as a conditional and interactive process rather than as a direct or guaranteed consequence of rhetorical techniques.

The psychological dimension of political speech is equally important. The reception of political messages is shaped by the audience's prior knowledge, values, emotional responses, and interpretive expectations. Emotional appeals may attract attention and establish a connection between the speaker and the audience, while logical argumentation may provide grounds for evaluating the claims presented. Nevertheless, neither emotional intensity nor rhetorical sophistication alone guarantees the acceptance of a political message. The audience remains an active participant in the communication process, interpreting, questioning, or rejecting the information received. Druckman's (2022) framework similarly emphasizes the interaction of speakers, recipients, message characteristics, outcomes, and contextual conditions in the study of persuasion.

Another important issue is the relationship between political speech and ethical responsibility. The persuasive function of language raises questions concerning the distinction between reasoned persuasion, selective presentation of information, and manipulative communication. A comprehensive theoretical approach should therefore consider not only the potential effectiveness of rhetorical strategies but also their transparency, factual validity, and respect for the audience's capacity for independent judgment. This perspective allows political speech to be analyzed both as a mechanism of influence and as a form of public communication with social and ethical implications.

In summary, the discussion indicates that the mechanisms of political influence through speech cannot be reduced to individual linguistic devices or rhetorical techniques. Their interpretation requires consideration of the interaction between language, speaker credibility, audience psychology, cultural context, and communicative purpose. The integration of these dimensions provides a theoretical foundation for further research into political discourse and supports a more nuanced understanding of how political messages are constructed, interpreted, and evaluated in different communicative environments.

Conclusion. The study of the theoretical foundations of political influence through speech reveals that political communication is a complex process involving linguistic, rhetorical, psychological, and sociocultural mechanisms. Political speech functions not only as a means of conveying information but also as an instrument for shaping public attitudes, influencing perceptions, and encouraging specific patterns of social and political behavior.

The analysis demonstrates that the effectiveness of political speech is determined by the interaction of several factors, including the credibility of the speaker, the logical structure of arguments, emotional appeal, linguistic choices, and the sociocultural characteristics of the audience. Rhetorical strategies, persuasive language, and verbal and nonverbal communication techniques contribute to the formation and interpretation of political messages. At the same time, the influence of political speech is not absolute, as its reception depends on individual beliefs, prior experiences, critical thinking, and the broader communication environment.

It can therefore be concluded that a comprehensive understanding of political influence through speech requires an interdisciplinary approach integrating the principles of linguistics, political science, social psychology, and communication theory. The theoretical perspectives examined in this article provide a conceptual basis for further empirical research into political discourse and its mechanisms of influence. Such research may contribute to a deeper understanding of the relationship between language, political persuasion, and public consciousness, while also supporting the development of critical approaches to interpreting political communication.

The attempt to identify the genre-defining criteria of political discourse and to classify its genres based on primary communicative intent has confirmed the hypothesis that such discourse involves the deliberate selection of persuasive mechanisms and the use of an appropriate arsenal of linguistic tools. Holiday greetings delivered by regional governors and political reporting speeches represent fundamentally distinct genres, differing in their distribution of speech acts, vocabulary, and composition: holiday greetings are expressive-phatic in nature, whereas political speeches are representative-directive. Holiday greetings are shaped by highly centralized, standardized texts issued at the national level – a phenomenon that confirms the stability of this institutional genre from the perspective of formulaic language theory.

In conclusion, when studying political discourse, it is appropriate to employ a comprehensive analysis of linguistic units that have been deliberately selected to achieve maximum pragmatic impact within specific contexts. Appeals to ideological values are consistently used as a means to instill a particular worldview and a class-based political perception of reality in people's minds. An individual's perception of the same information varies depending on their social status and outlook on life.

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