THE ROLE OF PERIPHRASES IN POLITICAL CONTEXT

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Abstract. This article analyzes some information about the political text, its features, and the functions of using paraphrases in the political sphere. In addition, types of political paraphrases are given.
Keywords: policy, political periphrases, euphemistic periphrases, political context.

INTRODUCTION

Language is a vital element in the daily life of politicians. Finding the right language and choosing the right words to appeal to specific audiences is key to creating a positive image of themselves and the parties they represent. It should not be forgotten that political language is "purposeful": politicians use language to build consensus, maintain support, influence people's thoughts, and attract potential voters. In fact, political figures do not use language randomly: their speeches and public comments are deliberately and carefully constructed for a specific purpose [1,2].

Political text refers to written or spoken content that addresses political subjects, ranging from government policies and elections to political ideologies and societal issues. The features of political text are shaped by the context of politics, and they exhibit several distinctive characteristics:

1. Purpose and Intent:

The primary purpose of political text is often to inform, persuade, or influence the audience regarding political matters. Unlike neutral or informational texts, political text may have a clear agenda to advocate for specific policies, candidates, or viewpoints.

2. Rhetoric and Persuasion:

Political texts frequently employ rhetorical devices to persuade and appeal to emotions, aiming to mobilize support for a particular cause or position. Political texts may use persuasive techniques more overtly than other types of writing to sway public opinion.

3. Ideological Tone:

Political text often carries an ideological tone, reflecting the values and beliefs of a particular political stance or party. The ideological tone can be more pronounced compared to texts in other domains, as political writing aims to express and promote specific political philosophies.

4. Power Dynamics:

Political texts often address power relationships, whether between different branches of government, political parties, or international entities. The discussions of power dynamics distinguish political texts from general discourse, as they often analyze or critique the distribution and exercise of authority.

5. Public Engagement:

Political texts are designed to engage the public, whether through news articles, speeches, or manifestos, aiming to stimulate awareness and participation.The level of public engagement is a distinguishing factor, as political texts often seek to foster informed citizenry and civic involvement.

6. Policy Discourse:

Political texts frequently discuss government policies, analyzing their implications, justifications, and potential impacts. The focus on policy discourse sets political texts apart, as they delve into the practical aspects of governance and decision-making.

7. Societal Impact:

Political texts can have a significant societal impact, influencing public opinion, shaping legislative debates, and contributing to political discourse. The potential for societal impact distinguishes political texts, as their content often carries consequences for governance and public life.

8. Controversy and Disagreement:

Political texts may involve controversy and disagreement, reflecting the diverse perspectives within political landscapes. The presence of conflicting viewpoints and debates is more pronounced in political texts, as they navigate the complexities of differing ideologies and interests.

The political text encompasses a wide range of written and spoken communication that revolves around political themes, characterized by its purpose, rhetoric, ideological tone, engagement with power dynamics, focus on policy discourse, societal impact, and potential for controversy and disagreement. These features distinguish political text from other forms of communication.

The "purpose-oriented" nature of political language leads politicians, especially when the elections loom, to carefully choose the words they use when addressing their audiences. This is especially evident when tackling unsettling or embarrassing, i.e. taboo, issues. As is the convention in politics to appear sensitive to people's worries, political actors try hard to avoid, or at least attenuate, those words that may sound unpleasant, cause discomfort, and, as a consequence, put their public images at risk [2,2].

Therefore, in political speech, the role of periphrases is considered to be particularly large. Periphrasis, or the use of indirect or elaborate expressions instead of a simple and concise term, plays a significant role in political discourse. Here are some aspects of its role:

1. Euphemism and Diplomacy:

Periphrasis is often employed in politics to convey information in a more diplomatic or tactful manner. Euphemistic expressions may be used to soften the impact of harsh realities or controversial decisions.

2. Persuasion and Rhetoric:

Political discourse frequently involves persuasion, and periphrasis can be a powerful rhetorical tool. It allows politicians to frame issues in a way that appeals to specific audiences, making the message more palatable or convincing.

3. Mitigation of Negative Impacts:

Periphrasis is used to downplay negative aspects or consequences of policies, decisions, or events. By employing indirect language, politicians may seek to mitigate potential backlash or criticism.

4. Avoidance of Blame:

Politicians might use periphrasis to shift blame or responsibility away from themselves or their policies. It enables them to discuss sensitive issues without directly acknowledging faults.

5. Creating Positive Associations:

Periphrasis can be utilized to create positive associations with policies or actions. By choosing words carefully, politicians can shape public perception and garner support for their initiatives.

6. Vagueness and Ambiguity:

Strategic use of periphrasis can introduce vagueness and ambiguity into political discourse. This ambiguity allows for flexibility and adaptability, enabling politicians to cater to diverse audiences without committing to specific positions.

7. Censorship and Control of Information:

Periphrasis can be a tool for controlling the narrative and limiting information. Political leaders may use indirect language to conceal details or manipulate the public's understanding of events.

8. Cultural Sensitivity:

In a multicultural or international context, periphrasis helps navigate cultural sensitivities. Politicians may use indirect expressions to communicate ideas without causing offense or misunderstanding in diverse audiences.

9. Strategic Ambiguity:

Periphrasis can introduce strategic ambiguity, allowing politicians to keep their options open. This is particularly useful in negotiations and discussions where taking a firm stance might be counterproductive.

In essence, periphrasis in political discourse serves as a multifaceted linguistic tool, allowing politicians to navigate complexities, shape narratives, and communicate effectively within the dynamic and sensitive realm of politics.

In conclusion, the role of periphrasis in political text is multifaceted and impactful. It serves as a crucial tool for politicians and political entities to navigate sensitive issues, shape public opinion, and influence societal perceptions. Whether employed for mitigation, rhetorical effect, ambiguity, or obfuscation, periphrasis plays a significant role in molding the narrative and framing political discourse. Its strategic use underscores the intricate relationship between language and power, highlighting the nuances of political communication and the influence it exerts on public consciousness. As such, the study of periphrasis in political text provides valuable insights into the complexities of language manipulation and its far-reaching implications in the realm of politics and governance.

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