



Research Article

## THE ROLE OF STYLISTIC DEVICES IN SHAPING POLITICAL DISCOURSE AND PUBLIC ENGAGEMENT

**Submission Date:** November 11, 2024, **Accepted Date:** November 16, 2024,

**Published Date:** November 21, 2024

**Crossref doi:** <https://doi.org/10.37547/philological-crjps-05-11-03>

**Journal Website:**  
<https://masterjournals.com/index.php/crjps>

**Copyright:** Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

**Maqsdova Nodirakhon Zafarjon qizi**

**Student at Ferghana State University, Uzbekistan**

### ABSTRACT

Researchers have always noted that there are stylistic features of political texts that would always see them as being effective tools in appealing and manipulating the audience. All these texts use tropes such as metaphor, reinforcement, parallelism, and appeal to emotion to convey messages with certain communication purposes. Such devices help politicians to work with emotions, to explain some ideas and to link themselves and their opinions with the society, so their information is considered and effective. When focusing on the stylistic and rhetorical features of political speeches we learn more about how language can be used to influence, mobilize and construct the world out there. In this article the necessity and function of such techniques in political discourse will be explained and illustrated.

### KEYWORDS

Alliteration, euphemism, parallelism, metaphor, rhetorical devices are examples.

### INTRODUCTION

Politics have always relied in oratory from the earliest of civilizations as a means to enforcing change upon the populace. And it is values in classical Greece where such as Aristotle outlined conditions of the situation, stressing on the role of persuasion in the speaking. Modern politicians use language not only to address

people and share ideas, but to try to persuade them into following their lead.

Political texts are different since they serve not only an informative purpose but also persuading and involving. A good political speech message is one that clearly addresses the rational audience along with appeals to pathos and/or aesthetic senses. These features are



indeed important to students of linguistics and communication because they provide further insights about the impact of language on the perception of the public.

## METHODS

I found that political texts reach out their objectives through stylistic and rhetorical strategies. The public speaking tools then come in handy to ensure that the translator is able to put across an idea in comprehensible language that elicits an aspect of an emotion or call to action. Some of the most widely used methods include:

1. Alliteration: This are types of repetitions in which initial sounds heard in closely related words are repeated to improve rhythm and memorability [1].
2. Metaphors: Bringing detail and experience into the equations so as to bring the theory into reality.
3. Repetition: Primary to underlining important thoughts and ideas by using synonyms or just repeating the words.
4. Parallelism: Organization of the sentences or phrase in harmony, with repetitions, parallelisms.
5. Euphemisms: Substituting one term for another less likely to evoked negative associations or anger.

## RESULTS

About Communicative Functions of Political Texts  
Political texts serve several key functions, including:  
In order to provide a clear and credible political opinion. The-government-promises-to-implement-efficient-policies-by-presenting well-formulated-arguments and convincing tone with the aim of gaining people's confidence.

Able to promote critical thinking. Through questions asked or opposition proposed political speeches engage the thinking process of the audiences.

Inspiring action. It is very common, during speeches, to find certain statements encouraging the public to support certain policies, campaigns or movements.

## DISCUSSION

### Key Stylistic Features

#### 1. Metaphors

They are usual in political discourse because they are useful to build mental schema which help to understand political affairs. For example, Lakoff's 'Strict Father Morality' maps the system of governance on the principle of strict paternalism with focus on the principles of punishment and responsibility. This approach enables politicians to give some decisions a cloak of ensure or parental actions [2].

#### 2. Alliteration

It brings vibration and an accent to political speeches. Examples from notable figures include:

"Let every nation know..." — John F. Kennedy

As we stressed, the imperatives of freedom and the inspiration of independence call for their further elaboration.

Speakers begin similar words with the same sound, and this makes the words sound musical and easy to memorize.

#### 3. Parallelism

The relationships made through parallel structures help create the best balance in ideas and the rhythm boosts the impact of these ideas. Examples include:

"Too much inequality. Too little progress. Too many threats."

This increases the credibility of arguments since all points have the same level, as embraced by parallelism.

#### 4. Euphemisms

Euphemisms act as a kind of buffer because people do not like to be 'hit over the head' with a concrete fact which makes controversial topics more digestible. For example:



In military operations, the ‘Cost of doing Business’ is referred to in the term ‘Collateral Damage’ which literally means ‘Dead Civilians’.

They are described as either ‘negative growth’ or ‘recessions.’[3]

The nature of political discourse

The distinctive features of political discourse include:

1. Agonistic Ability: To show the ability of argumentation.
2. Aggressiveness: Communicating certainty and perseverance in the promotion of concepts.
3. Ideological Character: Representing and advocating particular political policies.
4. Theatricality: Trying to convey information in a grand, sometimes even theatrical manner.

Such usages of language enable politicians to keep away from direct attack and erased portrayal of the situation.

#### 5. Biblical Allusions

Politics gain moral backing from the Bibles; this we get from the speeches given politically. Calling upon scriptures has a familiar appeal for people of the culture or belief system of the text in question. Examples include:

“The battle is not to the strong alone...”.[4]

Cited from political speeches

To illustrate the effectiveness of these devices, consider the following examples:

Metaphor:

The future is still arduous, but the path we navigate in front of us is the path absolutely right. This metaphor describes challenges in a way that one has to finish the race to achieve a purpose.

Parallelism:

We have the most tolerant and generous young people we have ever had. We have the strongest defence force. The brightest of the bright name lights of entrepreneurial innovative spirits.” — Barack Obama

Euphemism:

Such terms as ‘rightsizing’ as opposed to ‘dismissals’ are used as a way of trying to avoid hitting a raw nerve. [5]

### CONCLUSION

From the study, it is evident that the stylistic features of political texts are central to the appeal to audiences and influence the generally populace. Metaphors, parallelism, and euphemisms are used by political persons to deliver speeches that evoke, educate, and motivate people into action. To the students and research scholars, particularly those interested in language, culture and politics these elements are eye openers as they reveal how these areas are intertwined.

### REFERENCES

1. Hayes, S. C., Strosahl, K. D., & Wilson, K. G. Acceptance and Commitment Therapy. The Guilford Press, 2011.
2. Lakoff, G. Metaphor, Morality and Politics. 1995.
3. Jonathan, R. Alliteration in Culture. Macmillan, 2011.
4. Cuddon, J. A. A Dictionary of Literary Terms and Literary Theory. Penguin Books, 1992.
5. Hillary Clinton's Speech, Democratic National Convention, 2016.