

## THE IMPORTANCE OF TACTICS AND STRATEGIES IN POLITICS

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**ANNOTATION:** Political discourse defines the necessity to use certain speech strategies and tactics in political speeches, which altogether are aimed at creating an image of a politician and manipulating the consciousness of listeners. Implementation of such strategies and tactics in a proper way can evoke the desired emotional response and have an effect on choices people make. Every politician is unique in using their own strategies and tactics, but, in most cases, such tactics are more or less similar as their target is to create a positive image and make people follow this or that politician.

**INTRODUCTION:** It is necessary to define the term ‘speech strategy’. According to O. Issers, a speech strategy is a combination of speech actions aimed at achieving certain communication goals; the whole process involves certain speech production planning and depends on communication circumstances, personal features of the involved participants and the way the plan is realized <sup>1</sup>.

We need to pay attention to one of the existing classifications of political strategies and tactics. We believe that the classification of O. N. Parshina is the most complete and applicable. The first strategy that O. N. Parshina underlines is the self-presentation strategy (creating the image of a politician). <sup>2</sup>This strategy includes the tactics of making oneself equal to others (showing that one belongs to this or that social or political group); and the tactics of opposition (dividing the society into ‘friends’ and ‘foes’).

### MAIN PART

There are two strategies of persuasion.<sup>3</sup>

**Argumentative strategy:** persuading a recipient with the help of arguments). This sub strategy is comprised of several tactics which are as follows:

- Tactics of proven assessment (when a speaker tries to assess something and prove their point);
- Tactics of contrast analysis (comparing and contrasting facts, events, results);
- Tactics of showing a perspective (forecasting development of events, commenting on future goals);
- Illustration tactics (giving examples, facts).

<sup>1</sup> Demyankov V.Z. (2002). Politicheskiy diskurs kak predmet politicheskoy philologii.

<sup>2</sup> Fetzer Anita (2013). The Pragmatics of Political Discourse. Exploration across Cultures. University of Augsburg.

<sup>3</sup> Issers O. S. (2016). Rechevoye vozdeystviye. Uchebnoe Posobiye. Flinta

**Propagation strategy:** the strategy of influencing people's behavior by making them do something, make a choice, which includes the tactics of promise and the tactics of appeal.

The next strategy is fighting for power and it includes the following sub strategies:<sup>4</sup>

**Strategy of discrediting and attack:** undermining your opponent's authority, humiliation, spoiling the reputation, etc.;

**Manipulative strategy:** different dishonest tricks that make the recipient believe the speaker. Here such techniques as giving unfeasible promises, unproven facts, and overstatements are used as well as manipulative tactics among which there is politeness tactics, the tactics of distracting the recipient's attention from the actual problem and overestimation tactics.

**Self-defense of strategy:** persuading that different accusations do not hold true. Here we can identify such tactics as the tactics of explanation, tactics of disagreement and tactics of criticism.<sup>5</sup>

Apart from all the strategies mentioned above, we can also outline the strategies of keeping the power, as well as information-interpretation strategy (informing citizens about the most important events of social, economic and political life). In this case, O. N. Parshina speaks about such tactics as acceptance of a problem; emphasizing the positive aspect of things; tactics of clarifying information; tactics of giving comments; tactics of looking at a problem from a different angle and tactics of defining a solution to the problem. It is also important to mention such a strategy as shaping the emotional state of the audience. The functional tactics here are the unification tactics uniting all people as representatives of one nation, addressing the recipients' emotions, tactics of considering the audience's values (system of values).

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<sup>4</sup> Parshina O.N. (2012). Rossiyskaya politicheskaya rech. Teoriya I praktika. URSS.

<sup>5</sup> Issers O. S. (2016). Exploration across cultures