

## ANALYZING POLITICAL SPEECHES THROUGH DISCOURSE THEORY

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**Annotatsiya.** Mazkur maqola siyosiy nutqlarni diskurs nazariyasi asosida tahlil qilishga bag'ishlangan. Tadqiqotda siyosatchilar tomonidan jamoatchilik fikriga ta'sir ko'rsatish, siyosiy identifikatsiyani shakllantirish va mafkuraviy g'oyalarni yetkazishda qo'llaniladigan lingvistik hamda ritorik strategiyalar o'rganiladi. Tadqiqot davomida ayrim siyosiy nutqlar sifatli diskurs tahlili usuli orqali ko'rib chiqilib, ishontirish usullari, stilistik xususiyatlar va diskursiv modellari aniqlanadi. Natijalar shuni ko'rsatadiki, siyosiy diskurs auditoriya qarashlarini shakllantirishda ritorik vositalar, emotsional ta'sir, takrorlash va mafkuraviy yondashuvlardan keng foydalanadi. Tadqiqot diskurs nazariyasining siyosiy kommunikatsiya hamda til, hokimiyat va jamiyat o'rtasidagi bog'liqlikni tushunishdagi ahamiyatini yoritadi.

**Kalit so'zlar:** diskurs nazariyasi, siyosiy nutqlar, siyosiy diskurs, ritorika, ishontirish, mafkura, diskurs tahlili, siyosiy kommunikatsiya.

**Аннотация.** Данная статья рассматривает политические речи с точки зрения теории дискурса. В исследовании анализируются лингвистические и риторические стратегии, используемые политиками для влияния на общественное мнение, формирования политической идентичности и передачи идеологических идей. В работе применяется качественный метод дискурс-анализа для изучения отдельных политических выступлений с целью выявления техник убеждения, стилистических особенностей и дискурсивных моделей. Результаты исследования показывают, что политический дискурс активно использует риторические приемы, эмоциональное воздействие, повторение и идеологическое фреймирование для формирования восприятия аудитории. Исследование подчеркивает важность теории дискурса для понимания политической коммуникации и взаимосвязи языка, власти и общества.

**Ключевые слова:** теория дискурса, политические речи, политический дискурс, ritorika, убеждение, идеология, дискурс-анализ, политическая коммуникация.

**Annotation.** This article examines political speeches through the framework of discourse theory. The study analyzes linguistic and rhetorical strategies used by politicians to influence public opinion, construct political identity, and communicate ideological messages. The research applies qualitative discourse analysis methods to selected political speeches in order to identify persuasive techniques, stylistic features, and discursive patterns. The findings demonstrate that political discourse relies heavily on rhetorical devices, emotional appeal, repetition, and ideological framing to shape audience perception. The study highlights the importance of discourse theory in understanding political communication and the relationship between language, power, and society.

**Keywords:** discourse theory, political speeches, political discourse, rhetoric, persuasion, ideology, discourse analysis, political communication.

### INTRODUCTION

Political speeches play a significant role in shaping public opinion and influencing social and political processes. Language is one of the most powerful tools used by politicians to persuade audiences, promote ideologies, and establish authority. Political discourse is not limited to the transfer of information; it also reflects social values, power relations, and ideological structures within society.

Discourse theory provides an effective framework for analyzing political communication. It focuses on how language constructs meaning, represents ideology, and influences social interaction. Political speeches often employ rhetorical strategies such as repetition, metaphor, emotional appeal, and persuasive language to strengthen political messages and shape audience perception.

The purpose of this study is to analyze political speeches through discourse theory and identify the linguistic and rhetorical mechanisms used in political communication. The research also aims to examine the relationship between discourse, ideology, and power in political speeches.

### **METHODS**

This study employed a qualitative research design based on discourse analysis. Several political speeches delivered by internationally recognized political leaders were selected for analysis. The speeches were chosen according to their social significance, rhetorical complexity, and public influence.

The research focused on the following analytical categories:

1. Lexical choices and vocabulary;
2. Rhetorical devices and persuasive strategies;
3. Ideological expressions;
4. Repetition and emotional appeal;
5. Pragmatic and stylistic features.

The selected speeches were carefully examined to identify discursive patterns and communication strategies. The study applied principles of critical discourse analysis to interpret how language reflects power relations and ideological intentions.

### **RESULTS**

The analysis revealed that political speeches frequently use persuasive linguistic strategies to influence audiences. One of the most common features identified was repetition. Politicians often repeat key phrases and slogans to strengthen ideological messages and create emotional impact.

Another significant feature was the use of metaphors and symbolic expressions. Political leaders employed metaphors to simplify complex political issues and make their messages more understandable for the public. Emotional language was also widely used to create solidarity, fear, hope, or national unity among listeners.

The research demonstrated that pronouns such as “we,” “our,” and “together” were frequently used to establish collective identity and strengthen the relationship between speakers and audiences. In addition, political speeches often presented ideological contrasts between “us” and “them,” which contributed to the construction of political opposition.

The findings also indicated that discourse strategies were closely connected to power and authority. Political speakers used language not only to communicate ideas but also to legitimize political actions and maintain social influence.

### **DISCUSSION**

The findings of this study support the principles of discourse theory and critical discourse analysis. Political speeches are not neutral forms of communication; they actively shape public

understanding and social reality. Through discourse, politicians construct identities, represent ideologies, and influence collective attitudes.

The study demonstrates that rhetorical and linguistic strategies play a central role in political persuasion. Emotional appeal and repetition help politicians increase audience engagement and reinforce political messages. Furthermore, the use of ideological framing allows speakers to influence how political events and social groups are perceived.

Discourse theory highlights the connection between language and power. Political discourse reflects institutional authority and social structures, making language an important instrument of political control and influence. Therefore, analyzing political speeches through discourse theory contributes to a deeper understanding of political communication and social interaction.

### **CONCLUSION**

In conclusion, political speeches represent a complex form of discourse that combines linguistic, rhetorical, and ideological elements. The study revealed that politicians employ various persuasive strategies, including repetition, metaphor, emotional appeal, and collective identity construction, to influence audiences and communicate political goals.

Discourse theory provides valuable analytical tools for understanding the relationship between language, ideology, and power in political communication. The findings emphasize that political discourse is not only a means of communication but also a mechanism for shaping social and political realities.

Future research may focus on comparative discourse analysis of political speeches across different cultures, political systems, and historical periods.

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