

# [Faculty and attitudes about their specific interests. what](https://assignbuster.com/faculty-and-attitudes-about-their-specific-interests-what/)

FACULTY OF ENGLISH LANGUAGE Finalproject   The Importanceof Language in Politics               Candidate:                                                                                    Mentor: Edmont Kamberi                                                                           Asoc. Pr.

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2017Prishtine   Candidate:                 Edmont KamberiStudent ID:                College:                      AABMajor:                        English Program:                    MasterMentor:                      Asoc. Prof. Dr. Venera Llunji   Abstract Thisproject on language and politics looks into the use of language when it is necessaryfor developing and reinforcing a politician’s power during his or her politicalactions, such as in campaigns or statements. I examine how linguistic resourcesand devices are used to manipulate, persuade, and, very often, distort reality. The use of political language is to foster and stregnthten events, people, andthe politician’s goals, and to conceive them in a desirable and filthy way to manipulateand control the ideas and behavior of people.   IntroductionLanguageis essentially a system of communication where signs and sounds reveal an idea, action or an object.

The language history accelerated from many thousands ofyears. Primarily language was spoken not written. However, with the advent ofdifferent writing instruments and later on with printing techniques progressedfar off. The language is a tool that spread knowledge, without which humanswould have prevailed dull about the life in general and the process of it.

Itis important to study language as a tool of communication during their wholelife and it is considered to be the vital to the human’s life. Language is aninstrument that helps remove misunderstandings by employing their arguments andtransfer proper communication among each other. In fact, language isideological as people can talk in a way to share their interests and supporttheir opinions.

.  Language and Politics Languageis a very crucial device and a key point to study as a means of persuading. Very often, politicians use language as a tool to convince their public abouttheir declarations and statements. Factually, language is a significant theory for speaker to some pointsthat can support their claims and attitudes about their specificinterests.  What are the fundamentaltechniques of influence in language? Language, many say, is important tool andpowerful mean for politicians to show their attitudes toward their interestgroups. Politicians, very often, employ different linguistic strategiesinvolving language manipulation as a powerful technique of their politicalrhetoric to convince the society for their political goals andachievements.  To their political actionsand debates, usually politicians use a wide level of rhetorical instruments andalso manipulative language to reach the goal toward the audience.

Most of persuading language techniquesinvolve; phonology, syntactic, lexis, semantic, pragmatic and many othermanipulative devices for their campaign which a group of people consider it tobe ‘ lies’ and ‘ full of rubbish’.  Thisproject will examine some past political candidates who deployed differentstrategies to achieve their political goals. Languageis the oldest and the most powerful instrument that many politicians decide toemploy when they beg to persuade the public about their specific interests. Lopez (2014), states that the skill of using linguistic assets in agreementwith claims of each communication form is a beneficial ability in reachingpublic or personal gains (Lopez, 2014).

The aim of the political declarations, statements and speeches incite the public reactions, to act in a way that wouldbe beneficial and valuable for political achievements. These attempts are takenvery often by politicians who aspire the public and address theirpreoccupations.  With the implication ofindirect language manipulation, attentive speakers have consistently been aptto control the mind of people, influence over their assumptions, point of viewsand public concerns to a point of making people believe and admit falseproclamations as accurate hypothesizes, or even to enforce policies inconsistentwith their concerns and interests (Thomans & Wareing, 1999). Gainingpower and managing it impose a heavy connection in politics.

The appropriateform for a politician to reach and reinforce the consent and acceptance of thepublic opinion , and also implementation of their policies depends on thenecessary ability of the politicians’ speech and the language their employ. Theadequate technique to achieve to the consent of the public is to form anideology and to make public voluntarily acknowledge as their own. According towhat is said, a politician can make an extensive scope of linguisticalternatives for his or her rhetoric that may have an important and decisiveimpact in shaping and forming an ideology about a specific subject that wouldmake the public to willingly welcome the statements of that politician to betrue. Generally, political leaders trick the presumptions of the public and theincitement of the appropriate intellectual compositions by choosing or takingspecific lexical features or rhetoric approach to gain the reliability of theirdeclarations and build up and expand a certain ideology to public. This canlead to self-evident of politicians’ assertions and allow them to be consideredas powerful within the claims that are made by them, as they believe in thesame ideology that has been developed and feed throughout the creation of thesame diffusive event (Thomas & Wareing, 1999).  Awide range of linguistic studies have intended on scrutinizing techniquesand  kinds of language used bypoliticians to increase ideologies in the public opinion and reach certainpersonal goals and objectives (Edelman, 1977; Bolinger, 1980; Fairclough, 1989; Arnold, 1993; Thomans & Wareing, 1999).

Mostly, these studies focusedon types of the rhetoric and the use of these linguistic devices. The continualchange in the meaning and the frames of the political rhetoric, though, requirenew research.  Recent studies conductedon the rhetoric took the roots from the classical works, even though it is wellknown that the dilemma, and the media by which, political assertions work inthe modern time through which, political eloquence is frequently intervened tothe public by electronic version of communication or textual forms mostlymaking obscure the differences between politics and entertainment (van Zoonen, 2005),  in many aspects  are distinctive from the classic observations((Condor, Tileag? & Billig, 2013).