

Faculty and attitudes
about their specific
interests. what



FACULTY OF ENGLISH LANGUAGE Finalproject The Importanceof Language
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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.

It is important to study language as a tool of communication during their whole life and it is considered to be vital to the human's life. Language is an instrument that helps remove misunderstandings by employing their arguments and transfer proper communication among each other. In fact, language is ideological as people can talk in a way to share their interests and support their opinions.

. Language and Politics Language is 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 about their declarations and statements. Factually, language is a significant theory for speaker to some points that can support their claims and attitudes about their specific interests. What are the fundamental techniques of influence in language? Language, many say, is an important tool and powerful mean for politicians to show their attitudes toward their interest groups. Politicians, very often, employ different linguistic strategies involving language manipulation as a powerful technique of their political rhetoric to convince the society for their political goals and achievements. To their political actions and debates, usually politicians use a wide level of rhetorical instruments and also manipulative language to reach the goal toward the audience.

Most of persuading language techniques involve; phonology, syntactic, lexis, semantic, pragmatic and many other manipulative devices for their campaign which a group of people consider it to be 'lies' and 'full of rubbish'.

This project will examine some past political candidates who deployed different strategies to achieve their political goals. Language is the oldest and <https://assignbuster.com/faculty-and-attitudes-about-their-specific-interests-what/>

the most powerful instrument that many politicians decide to employ when they beg to persuade the public about their specific interests. Lopez (2014), states that the skill of using linguistic assets in agreement with claims of each communication form is a beneficial ability in reaching public or personal gains (Lopez, 2014).

The aim of the political declarations, statements and speeches incite the public reactions, to act in a way that would be beneficial and valuable for political achievements. These attempts are taken very often by politicians who aspire the public and address their preoccupations. With the implication of indirect language manipulation, attentive speakers have consistently been apt to control the mind of people, influence over their assumptions, point of views and public concerns to a point of making people believe and admit false proclamations as accurate hypotheses, or even to enforce policies inconsistent with their concerns and interests (Thomans & Wareing, 1999). Gaining power and managing it impose a heavy connection in politics.

The appropriate form for a politician to reach and reinforce the consent and acceptance of the public opinion, and also implementation of their policies depends on the necessary ability of the politicians' speech and the language they employ. The adequate technique to achieve to the consent of the public is to form an ideology and to make public voluntarily acknowledge as their own. According to what is said, a politician can make an extensive scope of linguistic alternatives for his or her rhetoric that may have an important and decisive impact in shaping and forming an ideology about a specific subject that would make the public to willingly welcome the statements of that

politician to be true. Generally, political leaders trick the presumptions of the
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public and the incitement of the appropriate intellectual compositions by choosing or taking specific lexical features or rhetoric approach to gain the reliability of their declarations and build up and expand a certain ideology to public. This can lead to self-evident of politicians' assertions and allow them to be considered as powerful within the claims that are made by them, as they believe in the same ideology that has been developed and feed throughout the creation of the same diffusive event (Thomas & Wareing, 1999). A wide range of linguistic studies have intended on scrutinizing techniques and kinds of language used by politicians to increase ideologies in the public opinion and reach certain personal goals and objectives (Edelman, 1977; Bolinger, 1980; Fairclough, 1989; Arnold, 1993; Thomans & Wareing, 1999).

Mostly, these studies focused on types of the rhetoric and the use of these linguistic devices. The continual change in the meaning and the frames of the political rhetoric, though, require new research. Recent studies conducted on the rhetoric took the roots from the classical works, even though it is well known that the dilemma, and the media by which, political assertions work in the modern time through which, political eloquence is frequently intervened to the public by electronic version of communication or textual forms mostly making obscure the differences between politics and entertainment (van Zoonen, 2005), in many aspects are distinctive from the classic observations ((Condor, Tileag? & Billig, 2013).