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**STRATEGIES AND TACTICS IN POLITICAL DISCOURSE
(STRUCTURAL ASPECT)**

**СТРАТЕГІЇ І ТАКТИКИ У ПОЛІТИЧНОМУ ДИСКУРСІ
(СТРУКТУРНИЙ АСПЕКТ)**

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A politician, like any other person, in the process of communication can resort to certain strategies and tactics in order to achieve effective results. The term “strategy” comes from the Greek: *strategia*, from *stratos*— army and *ago*—lead and is defined as a general scheme of actions of participants in the communicative process, a general plan for achieving the goal pursued by the interlocutors.

The main aim of the given thesis is to present an overview of the structural classification of main types of communication strategies. Strategy is the process of developing and implementing a communicative task, which is set with the goal of effective influence on the addressee. Tactics, on the one hand, is a method of speech influence, a set of speech means, on the other hand, a way of implementing a strategy. Within one strategy, several speech tactics

can be identified that work for it. A communicative move is a specific means of achieving the communicative effect specified in the tactical setting [4].

One of the most widely spread classification singles out the following types:

– *cooperation*, which contributes to the organization of joint activities, ensures its success, consistency, and efficiency. This type of interaction is also denoted by the terms "agreement", "adjustment", "association".

– *rivalry*, the choice of which shakes joint activity, creates obstacles on the way to understanding, it is also denoted by the concepts of "competition", "conflict", "opposition", "dissociation".

– *compromise*, which is able to settle the conflict through mutual concessions: both sides concede something that ensures a joint solution to the problem.

– *adaptation*, which is accompanied by the concession of the interests of one of the parties: a person does not try to defend his interests and agrees to do what the other wants.

– *avoidance* accompanied by evasion, escape, a person's attempt to get out of a conflict situation without resolving it, without yielding to his views and interests, but also without insisting on them. A person does not defend his rights, does not cooperate with a communication partner to develop a certain decision [2].

From the point of view of the nature of the processes of generation and understanding of discourse, the following types can be singled out:

– *propositional strategies*, which involve the construction of propositions based on semantic interpretation, that is, recognizing the meanings of words and syntactic structures;

– *strategies of local coherence*, aimed at establishing connections between the facts presented in the sentences, based on the linear ordering of sentences, explicit means of communication and knowledge that was obtained from previous sentences and stored in long-term memory;

– *macro-strategies* that make it possible to form the above-mentioned sequence of macro-proposals in such a way that the addressee can guess about the general topic of the message, having received only a minimum of information from the first proposals;

– *schematic strategies* associated with the presence of traditional forms of organization of macro-propositions, which provide a generalized syntax of the meaning and macro-structure of the message text;

– *production strategies* that involve drawing up a plan of the semantic macrostructure of the message based on the elements of common knowledge of the communicators and the communicative context and the selection of information that is presented in the proposals at the local level, which as a

result can lead to changes in the macrostructure and the formulation of surface structures with different semantics, pragmatic and contextual data;

– *stylistic strategies* that make it possible to select and interpret linguistic means in view of contextual information (e.g., formality of communication, types of communicators, etc.), ensuring stylistic coherence of speech, compliance with a certain register;

– *rhetorical strategies* that increase the effectiveness of verbal communication and contribute to the understanding of the discourse, drawing attention to important concepts, means of global and local communication, pragmatic aspects, etc.;

– *non-verbal strategies* necessary for processing non-verbal information (e.g, gestures, facial expressions, posture);

– *conversational strategies* that implement the social and communicative functions of discursive units, speech acts or sentences, i.e. ensure the variable performance of the role of the speaker depending primarily on the social characteristics of the communicators, as well as on the non-verbal information of communication and the specifics of the situational context [3].

The next typology of communicative strategies is based on such extralinguistic factors as ethnicity, social status, gender and age of communicators, the nature of communicative signs, temporality, addressee-addressee relations. This classification is presented in the form of a set of oppositions:

- universal/ ethnically specific;
- commonly used/ individual;
- commonly used/status-based;
- commonly used/ aged;
- unisex/gender marked;
- verbal/ non-verbal;
- atemporal/ limited in time;
- cooperative/conflict;
- addressee-oriented / addressee-oriented;
- informative/motivating [1].

Strategies and tactics in political discourse refer to the various techniques and methods used by politicians and political actors to shape and influence public opinion, promote their agenda, and gain support. Politicians often frame issues in a way that emphasizes their preferred interpretation or perspective. They use language and rhetoric to shape public perception and garner support for their policies or positions. Emotional appeals are frequently used in political discourse to evoke strong emotions in the audience. Politicians may use personal stories, dramatic language, or appeals to fear, anger, or hope to sway public opinion. Politicians employ persuasive language techniques, such as rhetorical devices, repetition, and persuasive appeals (such

as ethos, logos, and pathos) to convince the audience of their arguments or positions.

Politicians frequently engage in attacking their opponents' positions or character while defending their own. This tactic involves criticizing opponents, highlighting their weaknesses or failures, and presenting oneself as the better alternative. Memorable slogans and catchphrases are commonly used in political discourse to simplify complex issues and create a sense of unity or identity among supporters. These phrases are designed to be easily remembered and repeated, reinforcing the politician's message. Politicians sometimes use fear as a tactic to influence public opinion. They may exaggerate threats, highlight potential dangers, or create a sense of urgency to rally support for their policies or to discredit opposing viewpoints.

In response to opponents' claims or criticisms, politicians may engage in fact-checking and debunking to challenge or discredit the accuracy of their opponents' statements. This tactic aims to undermine the credibility of opponents and strengthen one's own position. Public relations and media management strategies are employed to control the narrative and shape public perception. This includes managing press conferences, interviews, and media appearances to present themselves and their messages in the most favorable light.

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