A. Vashkevich

Research supervisor: A.A. Savko,

Senior Lecturer

Baranovichi State University

Language tutor: A.A. Savko

PROMISE AS THE KEY TACTICS IN THE PRE-ELECTION CAMPAIGN SPEECH OF DONALD TRUMP

In modern political linguistics research conducted upon the study of strategies and tactics of political communication occupies an important place. At the same time, a large number of works on this subject indicate that at the moment there are no single criteria for systematizing strategies and tactics in the political discourse.

As is known, political discourse is a kind of persuasive discourse which makes it manipulative. In this discourse, the political leader tries to exert a verbal influence on the addressee in order to introduce certain cognitive changes into their worldview which will entail the regulation of the dispositions and activities of the addressee in favour of the addresser. V. E. Chernyavskaya defines persistence as "the effect of the author of oral or written communication on their addressee in order to convince them of something, to appeal to perform or not to perform certain actions. In case of persuasive communication, a person consciously produces statements that are aimed at causing a certain reaction in the recipient" [1, p. 15].

O. N. Parshina divides the strategy of persuasion in the political discourse into argumentative and agitational. In order to implement an argumentative strategy, a political leader uses such tactics as reasonable evaluation, contrast analysis, illustration and promise.

Promise is a "statement in which the speaker reports that he undertakes to do something or not to do something, and itself looks like a commitment" [2, p. 21]. Promise is realized in four subtypes of intentional values: promise-intention, promise-desire, promise-commitment and promise-oath. Promises that contribute to a person's

current needs or expectations are most effective. All this leads us to the conclusion that the speech tactics of promise is a technique for achieving the strategic goals of the speaker [3, p. 25].

In the present article we analyze the pre-election campaign speech of the US President in Gettysburg, Pennsylvania, which he delivered on 22 October 2016, being a candidate for the post [4]. This speech is of special interest to us as it is some kind of program of the first hundred days of the presidency of D. Trump, in which the future president tries to present himself from the best possible side, using the strategy of self-presentation, which is realized most often with the help of the tactics of promise. The US President himself defined this speech as the final word before the voters in which he made an attempt to focus their attention on the priorities of his program and to distract voters from the contradictions that pursued him recently.

In his speech, D. Trump not only leads the audience by activating the power of political discourse but also involves listeners in the construction of the future of the country, which is achieved with the help of actualization of the strategy for modeling the alternative future:

One thing we all know is that we will never solve our problems by relying on the same politicians who created these problems in the first place. We now find ourselves at that very special fork in the road. Do we repeat the mistakes of the past or do we choose to believe that a great future, yet unwritten lies ahead for us and for our wonderful, beloved country? I think it does. I know it does. My economic plan will deliver at least 25 million jobs in one decade. Now, our jobs have been taken.

In this example we can see how Trump first talks about bad present days, then visualizes the desired future suggesting that the audience decide to change, then he talks about how he personally intends to help the American people solve the problems while promising a better life.

D. Trump appears before the electorate as a politician well aware of the needs of Americans which he promises to satisfy. You can also notice that he often resorts to the use of lexemes *American people, American character, American voter, America:*

*I'm asking the **American people** to rise above the noise and the clutter of our broken politics and to embrace that great faith and optimism that has always been the central ingredient in the **American character**. There is nothing better or stronger than the **American character**. I am asking the **American people** to dream big, once again. What follows is my 100-day action plan to make **America** great again. It's a contract between Donald J. Trump and the **American voter** and it begins with bringing honesty, accountability and change to Washington, D.C.*

The concept *people* is one of the basic concepts of political discourse and is used by politicians as an instrument of political manipulation. Frequent repetition of word combinations the meaning of which is reduced to *American people* in the speeches of D. Trump inspires Americans with a sense of unity. The emphasis on the importance of the concept *people* for the political leader shows that he is concerned about the fate of his citizens and is patriotically minded.

We would also like to note that D. Trump often mentions in his speech his opponent Hillary Clinton, which allows us to talk about manifestation of a characteristic feature of the American mentality – the desire for competition. In this case, D. Trump in a quite calm and open way says that he is good, and H. Clinton is not:

*These are our drug dealers, gang heads, gang members, killers and cancel visas to foreign country them back. And when **Hillary Clinton** was secretary of state, and they had someone who was bad, really bad. And they brought them back to the country and the country wouldn't take them, she said bring them back. **Hillary Clinton** is not running against me, she's running against change and she's running against all of the American people and all of the American voters.*

By demonizing the opponent D. Trump opposes the negative nature of the actions of H. Clinton against the positive nature of his actions. In this case, the American politician uses the strategy of discrediting the opponent which is realized most often with the help of the tactics of promise. At the same time, the promise comes down to the fact that D. Trump will change everything if he is elected president.

Thus, D. Trump is a good speaker able to keep the attention of the audience. In his speeches, the American political leader uses various strategies most of which are implemented with the help of the tactics of promise.

References

1. Чернявская, В.Е. Лингвистика текста: Поликодовость, интертекстуальность, интердискурсивность / Учебное пособие. – М.: Либроком, 2009. – 248 с.

2. Лухина, Е.В. Социально-ориентированный дискурс в лингво-прагматическом освещении (на материале современного английского языка): автореф. дис… канд. филол. наук: 10.02.04 / Е.В. Лухина. – М., 2011. – 26 с.

3. Труфанова, И.В. О разграничении понятий: речевой акт, речевой жанр, речевая стратегия, речевая тактика // Филологические науки. – М., 2011. – № 3. – С. 56 – 65.

4. Trump Speech in Gettysburg, Pennsylvania, October 22, 2016 [Electronic resource]. – 2016. – Mode of access: http://transcripts.cnn.com/TRANSCRIPTS/1610/22/cnr.03.html. – Date of access: 01.11.2017.