

Language tools in political discourse

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Abstract

In this article we will address some language tools used in political discourse. Given the early studies of the political notion, old rhetoricians like Aristotle finds that there are three factors: Ethos, Pathos and Logos used by politicians in political discourse. Firstly, we will also base ourselves on Burkhardt's techniques and his analysis of this study. We explain the object of political discourse and above all the difference between *speech* and *discourse*, where we accept the use of the term *discourse* as the most globalized one. Secondly, we distinguish three main areas of discourse: a) the use of language, b) the communication of knowledge, c) the interference in certain situations. Thirdly, among the most commonly used linguistic tools in the political discourse are the rhythm, repetition, phonemic variation, morphs, locutions, stylistic figures, indirectly manner with ellipses, tropes, dialogue, narration, the use of first-person singular in *us*, which is also known as phenomenon called "*nosismi*". One of the main language tools are the phrasemes and phraseotems on which our article is based, binary concepts, constructions like "*us*" "*them*". Finally, the use of metaphors and modal verbs illustrated in the discourses of Albanian and English politicians.

Keywords: Discourse, nosism, phrasemes, phraseotems, binary concepts.

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