

The role of linguistic devices in political discourse

Dr. Morena Braçaj

Mediterranean University of Albania

Abstract

As we all know people use language to convey meanings for a certain purpose in a certain social context but at the same time they place themselves in the social organization according to their ideologies and power. Thus, linguists have conducted many studies focused on the way people use their language and especially politicians, who have strong influence on the audience by selecting the proper words and linguistic tools to convey the message and their intention they want to. Therefore, this study aims to provide a brief theoretical overview of the language used in political discourse; with particular regard to the following rhetorical strategies as metaphor use in political discourse, the role of equivocation, the use of personal pronoun, and rhetorical devices which impose applause. Discourse analysts have concluded that all these rhetorical strategies are frequently used in many political speeches in order to convey the message they want and at the same time convince a specific audience. Thus, it is important to be aware of how politicians make use of all these rhetorical strategies in their favor in order to convince, inform or transmit the message to an audience.

Keywords: political discourse, linguistic manipulation, metaphor, rhetorical elements, personal pronouns.

Full Text: [PDF](#)



This work is licensed under [Creative Commons Attribution 3.0 License](#).

Academic Journal of Business, Administration, Law and Social Sciences ISSN 2410-3918 (print)

ISSN 2410-8693 (online)

Copyright © IIPCCCL-International Institute for Private, Commercial and Competition law