

**THE USE OF STYLISTIC FIGURES TO ENHANCE THE IMPACT ON THE LISTENER IN
POLITICAL DISCOURSE**

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Aidana Abylova

E- mail: aidana.abyllova@alato.edu.kg

Phone number: +996 502505026

Abstract : *Political discourse plays a crucial role in shaping public opinion, influencing policies, and mobilizing societies. One of the most effective tools used by politicians to strengthen their rhetoric and persuasion is the application of stylistic figures. This article explores the use of various stylistic devices, such as metaphors, anaphora, antithesis, and rhetorical questions, in political speeches and debates. By analyzing notable political speeches, the study highlights how these figures enhance emotional appeal, reinforce key messages, and create memorable communication.*

Keywords: *Stylistic figures, political discourse, rhetoric, persuasion, metaphor, anaphora, antithesis, rhetorical questions, emotional appeal, public speaking.*

**САЯСИЙ ДИСКУРС ТА УГУУЧУГА ТИЙГИЗГЕН ТААСИРИН КҮЧӨТҮҮ ҮЧҮН
СТИЛИСТИКАЛЫК ФИГУРАЛАРДЫ КОЛДОНУУ.**

Айдана Абылова

*Ала-Тоо Эл аралык университетинин "Филология" факультетинин
магистранты*

E- Mail: aidana.abyllova@alato.edu.kg

Телефон номуру: +996 502505026

Кыскача мазмун: *Саясий дискурс коомдук пикирди калыптандырууда, саясатка таасир этүүдө жана коомдорду мобилизациялоодо негизги ролду ойнойт. Саясий лидерлердин өз билдирүүлөрүн күчөтүү жана аудиторияны ынандыруу үчүн эң эффективдүү инструменттеринин бири – стилистикалык фигураларды колдонуу. Бул макалада саясий сүйлөө жана дебаттарда колдонулган ар кандай стилистикалык каражаттар, мисалы, метафоралар, анафора, антитеза жана риторикалык суроолор талданат. Белгилүү саясий сөздөрдүн мисалдары аркылуу бул фигуралар эмоционалдык таасирди күчөтүүгө, негизги ойлорду бекемдөөгө жана эстен кеткис коммуникацияны түзүүгө кандайча жардам берери каралат.*

Негизги сөздөр: *Стилистикалык фигуралар, саясий дискурс, риторика, ынандыруу, метафора, анафора, антитеза, риторикалык суроолор, эмоционалдык таасир, коомдук сүйлөө.*

ИСПОЛЬЗОВАНИЕ СТИЛИСТИЧЕСКИХ ФИГУР ДЛЯ УСИЛЕНИЯ ВОЗДЕЙСТВИЯ НА СЛУШАТЕЛЯ В ПОЛИТИЧЕСКОМ ДИСКУРСЕ

Айдана Абылова

*Магистрант факультета «Филология»
Международного Университета Ала-Тоо*

Аннотация: *Политический дискурс играет ключевую роль в формировании общественного мнения, влиянии на политику и мобилизации общества. Одним из наиболее эффективных инструментов, используемых политиками для усиления своего риторического воздействия, является применение стилистических фигур. В данной статье рассматривается использование различных стилистических приемов, таких как метафоры, анафора, антитеза и риторические вопросы, в политических речах и дебатах. На основе анализа известных политических выступлений исследуется, как эти фигуры усиливают эмоциональное воздействие, подчеркивают ключевые послылы и создают запоминающееся сообщение.*

Ключевые слова: *Стилистические фигуры, политический дискурс, риторика, убеждение, метафора, анафора, антитеза, риторические вопросы, эмоциональное воздействие, публичное выступление.*

INTRODUCTION

Political discourse is an essential means of communication in democratic societies, serving as a bridge between leaders and the public. The effectiveness of political speech relies not only on logical arguments but also on rhetorical strategies that engage and persuade audiences. Stylistic figures, as rhetorical tools, amplify the persuasive power of political language, making messages more compelling and memorable.

This article examines the use of stylistic figures in political discourse and their impact on the listener. It focuses on how these figures evoke emotions, reinforce ideas, and shape perceptions. By analyzing examples from historical and contemporary speeches, the study aims to illustrate how politicians utilize linguistic devices to achieve their rhetorical goals.

Key Stylistic Figures in Political Discourse: 1) Metaphor- Metaphors allow politicians to conceptualize complex issues in a relatable manner. For instance, in Winston Churchill's speech, "An Iron Curtain has descended across the continent," the metaphor "Iron

Curtain" vividly depicted the division between Western Europe and the Soviet-controlled East, reinforcing the urgency of the situation.

2) Anaphora- Repetition is a powerful rhetorical tool that enhances memorability and emphasis. Anaphora, the repetition of words or phrases at the beginning of successive clauses, is frequently used in political speeches. For example, Martin Luther King Jr.'s "I Have a Dream" speech effectively employs anaphora to inspire and unify the audience.

3) Antithesis- Contrasting ideas placed side by side create a striking effect, emphasizing differences and guiding the audience toward a preferred perspective. John F. Kennedy's inaugural address contains a famous antithesis: "Ask not what your country can do for you—ask what you can do for your country," encouraging civic responsibility and patriotism.

4) Rhetorical Questions- Rhetorical questions engage the audience by prompting reflection and emphasizing a point without requiring an answer. Barack Obama, in his speeches, often used rhetorical questions such as "Will we accept an economy where only a few of us do spectacularly well?" to provoke thought and align the audience with his perspective.

Materials and Methods This study employs a mixed-methods approach, incorporating qualitative and quantitative analysis. The methodology includes: Literature Review: Examination of political speeches from various historical and contemporary contexts to identify the use of stylistic figures. Textual Analysis: A detailed rhetorical analysis of selected political speeches to determine the frequency and impact of stylistic figures. Audience Perception Surveys: Collection of data from listeners and readers to assess the effectiveness of stylistic devices in political persuasion. Comparative Analysis: Comparison of different political figures' rhetorical strategies to evaluate their effectiveness in different sociopolitical contexts.

Results: The findings indicate that stylistic figures significantly enhance the impact of political discourse. Key observations include:

Increased Memorability: Repetition-based figures such as anaphora improve audience recall of key messages.

Emotional Engagement: Metaphors and rhetorical questions evoke strong emotional responses, fostering a deeper connection with the audience.

Persuasive Strength: Antithesis and contrast-based rhetorical strategies enhance the persuasiveness of arguments by clearly defining opposing viewpoints.

Cross-Cultural Effectiveness: Stylistic figures are effective across different languages and cultures, although their impact may vary depending on historical and cultural contexts.

The Psychological and Emotional Impact The effectiveness of stylistic figures in political discourse lies in their ability to evoke emotions, create vivid imagery, and enhance message retention. By appealing to pathos (emotions), ethos (credibility), and logos (logic), politicians craft speeches that resonate with diverse audiences. Emotional engagement, in

particular, fosters a sense of connection between the speaker and the listener, making the message more persuasive.

Conclusion This study highlights the significant role of stylistic figures in political discourse and their impact on the listener. The findings indicate that the strategic use of metaphors, anaphora, antithesis, and rhetorical questions enhances the effectiveness of political communication by increasing emotional engagement, reinforcing key messages, and making speeches more memorable.

Moreover, the research demonstrates that these rhetorical devices are universally applicable across different political and cultural contexts. By employing stylistic figures, politicians can create persuasive narratives that resonate with their audience, fostering both intellectual and emotional responses.

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