

Summary

Subject Matter: Language manipulation in the German-language political discourse: linguistic and pragmatic aspects

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The relevance of the topic research: political communication inures not only for communication, but also for affecting the consciousness of a person, thus forming a political picture of the world

Subject of the research: is cognitive-communicative strategies, manifesting the linguistic features of A. Merkel's speech impact on the audience

Objective of the research: are the texts of public speeches by the German Bundeschancellor referring to the German-language political discourse

Goal of research:

- 1) conduct an analytical review of the theoretical material;
- 2) to consider and differentiate the concepts of "discourse", "political discourse", "public speech";
- 3) analyze the public speeches of A. Merkel from the position of pragmalinguistic and linguistic aspects; identify typical features of the implementation of communicative strategies and tactics of the political leader
- 4) establish a typical set of language tools used by the subject, which will create his language portrait.

Theoretical significance of the research is defined by the attempt to provide an analysis of typical set of strategies and tactics of the political leader in order to evaluate the language manipulation

The result of the research:

- determined the psychotype of Chancellor A. Merkel;
- defined key concepts that are used in speech of A. Merkel (Sicherheit, Gerechtigkeit, Ordnung, Multilaterales, Zusammenarbeit, Zusammenhalt, Solidarität) ;
- realized a typical set of strategies and tactics of public A. Merkel's speeches;
- established typical set of strategies and tactics, that conduct efficiency of manipulative impact of the political leader of Germany

Recommendations: consider it possible to continue research of efficiency of manipulative impact based on german-language political discourse