

**Subject matter:** «Speech strategies in political discourse»

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**Topicality of the research:** A study of political discourse is theoretically and empirically relevant nowadays because this is the language of the top echelons of power. Every political discourse is unique as it has different aims and uses different tactics to influence people.

**Objective of the research:** is the structural and semantic analysis of the English discourse.

**Tasks of the research:** In our research we tried to analyze political discourse, its functions, types, object and purposes. We tried to solve the following tasks: to study specifics of the political discourse as a speech category; to analyze lexical, grammatical, syntactical and stylistic manipulative tactics; to elicit the most popular manipulative techniques in speeches of B. Obama and V. Putin.

**Theoretical and practical significance of the research:** Political discourse is a multifaceted phenomenon, and it is impossible to analyze it without taking into consideration its various aspects. Manipulative techniques are used at all levels of speech. The main aim of political discourse is the struggle for power and its preservation. Political discourse can have integrative, instigative, declarative or performative functions.

**Results of the research:** Communicative strategies may vary and it depends on the tactics of the politician and the type of recipient. We analyzed interviews and public speeches of American and Russian presidents in order to find the strategies that they use in their political discourse. In our study we found out that the presidents use different types of manipulation: consolidation, stylistic figures, different styles of speech, rhetorical questions and so on.

For the translator it is important to have a deep knowledge in this sphere to give the right translation. As political discourse is full of techniques the translator must preserve its manipulative impact in the other language in order to put pressure on the recipient.