

Linguopragmatic aspect of modern communication: main political media speech strategies and tactics in the USA and the UK

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Abstract

The article is devoted to the definition of the concepts "speech strategy" and "speech tactics", consideration of political media discourse as an environment for the realization of speech strategies and tactics, linguopragmatic analysis of American and British political media texts. Main political media speech strategies and tactics used by politicians in the USA and the UK are identified and described. A political media speech strategy is defined as the whole complex of speech acts carried out to realize the goals of the political dialogue in mass media. A political media speech tactic is the specific stage of political media speech strategy. It is established that political media discourse represents the environment for the realization of speech strategies and tactics. The main blocks of media political speech strategies are positioning, cooperation, and conflict strategies. The self-representation strategy is a general strategy, which implements all these block strategies.

Key words: discourse; pragmatic effects; influence; mass media, media political speech strategies and tactics, the USA, the UK

Introduction

One of the main roles in determining the image and position of the country is the way it is presented by the political leaders of the given state in the international arena. Through their speeches, official and unofficial statements, policy appeals communicate both with the international community and with citizens of their state. The subject of linguistic research in recent years is often the political media strategies and tactics of communicative interaction that politicians, heads of state, representatives of social movements, leaders of political parties and associations use in mass media to inspire the audience on certain issues, or to present their own position. The relevance of the topic of this study is determined by the importance of politics in the life activity of modern society and the insufficient study of the distinctive features of political media speech interaction.

The object of the research work are political media speech strategies and tactics in the political media discourse of the USA and the United Kingdom of Great Britain and Northern Ireland.

The subject of the analysis is the basic verbal means in American and British political media speech strategies and tactics.

This study is based on the following hypothesis: modern politicians in the USA and the Britain use similar and different speech strategies and tactics in the political media discourse to achieve their goals in the struggle for power.

The purpose of the study is to determine the political media speech strategies and tactics in the American and British political discourse.

This purpose is achieved through the solution of certain tasks: to define the concepts of "speech strategy" and "speech tactics"; 2) to consider political media discourse as an environment for the realization of speech strategists and tactics; 3) to analyse the linguopragmatic aspect of American and British political media texts - to identify and describe main political media speech strategies and tactics used by American and British politicians.

The research novelty is determined by the choice of the research object – political media speech strategies and tactics in the political media discourse of the USA and the United Kingdom of Great Britain and Northern Ireland. The main political media speech strategies and tactics of politicians in modern political media discourse are revealed.

The theoretical significance of the research results lies in the identification of verbal means of implementing political media speech strategies and tactics in the American and British political discourse. This study complements the development of linguopragmatic issues in political discourse and contributes to further development of the problems of political linguistics, media linguistics to improve the effectiveness of political influencing media texts by using lexical, grammatical, stylistic means and techniques in political media speech strategies and tactics of politicians.

The practical value of the work lies in the possibility of applying the actual material in the teaching of special courses on political linguistics, discourse linguistics, media linguistics, linguopragmatics, impact theory, practical foreign language course in the aspect of "newspaper", in diplomas and master's works, and in the practice of political image formation in mass media.

Theoretical Research Base: Condition of Problem's Study

The theoretical basis for this research consists of publications of foreign and domestic authors (Tarde, 1969; Levinson, 1983; Thompson, 1995; Jamieson, Campbell, 1997; Zyubina, 2005; 2016; Olyanich, 2007; Issers, 2008; Apresjan, 2013; Rixon, 2014; Strauss, 2014; Voutilainen et al., 2014; Merkulova, 2015; Merkulova, 2017; Davydyuk, Panasenko, 2016; Tantucci, 2016; Bobyreva et al., 2017; Buzinova, 2017; Sedyh, Buzinova, 2017; Zheltukhina et al., 2016).

Verbal capabilities are realized with the help of speech symbols, sounds necessary for the speaker to represent a vision of the world, politically correct assessment of current events. The voluntative function of language as a tool of influence on another person is realized in different ways. The invitingly and incentive function is associated with the category of evaluation, which serves as a means of achieving the goal. That is what a politician needs. The ability to convince and influence implies a certain set and technique of using different methods of verbal interaction (argumentation, facial expressions, emotional colouring of speech phrases and sentences, gestures, etc.). In many cases, speech impact can be considered as verbal communication for its participants, taken in the aspect of achieving and implementing the set tasks of speech interaction. The overwhelming majority of native speakers knows the rules and patterns of human communication, and their observance contributes to the success of communication. In information models, the influencing function of the language is realized through a variety of methods of speech interaction (Zheltukhina, 2003).

The strategy and tactics of speech interaction implies a certain structuring of the communication process, the use of different methods and methods to achieve the desired success. The study of the problem of speech impact in modern linguistics can not do without consideration of key interrelated concepts: "strategy" and "tactic" of communication.

In literature (both scientific and publicistic), there is no single definition of the concept of "strategy". The interpretation of this concept depends on the approach used. In the most general sense, the strategy is defined as a general direction of speech influence (Skovorodnikov, 2004), or as a definite scheme for achieving a speech impact on participants in communicative interaction (Sheigal, 2004; Sheigal, Ivanova, 2004).

From the position of psycholinguistics, the communicative strategy is interpreted as the result of verbal interaction, determined by the practical goals of the speaker, i.e. the construction of speech behavior in accordance with their goals and intentions

(Borisova, 1999), awareness of the need to use various speech methods in the construction of the model of speech interaction (Veretenkina, 2001).

The main characteristics of a communicative, or speech, strategy are purposefulness and systemic character.

Strategy is a common goal of achievement, general principles and ways to achieve it, predetermining the choice of individual techniques for realizing the common goal of the speaker. A.V. Golodnov (2003) understands speech strategy as a certain set of verbal and non-verbal methods and methods for solving problems of communicative interaction.

We are closer to the point of view of O.S. Issers (2008), and we will take it as the basis for analyzing public texts in genres belonging to the sphere of politics, namely, the fact that speech strategy is a certain set of speech acts for the achievement of a specific goal of political activity. This plan consists of a set of corresponding methods and methods, depending on the specific conditions and subjects of communication.

Speech interaction is directly related, depends on the main stages of speech activity – planning and control. Therefore, the strategy of verbal communication is a direction of development of the intellects of the participants of communication, because participants of the communication process, implementing verbal and non-verbal acts, raise the intellectual level, using evaluations.

Thus, *the strategy of speech interaction* is the use of a certain set of different verbal and non-verbal methods, methods and means to solve the corresponding tasks of communicative interaction, taking into account the reality and the opinions of the dialogue participants.

Proceeding from the above, we will talk about *a speech strategy* as a set of verbal, cognitive and communicative actions. In the political sphere, the strategy of speech interaction is aimed at changing the views of participants in political communication and their evaluation of historical processes and phenomena.

The next level of communicative interaction is a speech technology.

Speech, or communicative tactics are usually interpreted as certain communication actions, corresponding to the plan of speech communication (Issers, 2008).

Most communicative tactics are perceived by the majority of scientists as a more particular phenomenon rather than a strategy, a definite step toward the set goal of speech interaction (Skovorodnikov, 2004). From another point of view, communicative tactics are set of means and techniques (Ozhegov, Shvedova, 2006), a certain action to achieve the goal (Issers, 2008).

Thus, *speech tactics* can be correlated with a certain stage of the implementation of a speech strategy, as they realize a separate speech task of this stage.

Therefore, a *political media speech strategy* we define as the whole complex of speech acts carried out to realize the goals of the political dialogue in mass media. A *political media speech tactic* represents the specific stage of the political media speech strategy.

Then we will consider the political media discourse as an environment for the implementation of political media speech strategies and tactics.

In linguistics, the term "discourse" is often used to describe various features of a particular linguistic sphere of research, so it is very difficult and difficult to talk about the existence of any single theory of discourse. V.I. Karasik (2016) interprets the term "discourse" as a certain stage, the beginning of which is the way to supply the necessary information and the result is the achieved solution. This is a thought-provoking meaningful process, expressed in the analysis of interconnected speech texts for the transmission and comprehension of information received by participants in communicative interaction, as well as for analysing verbal and non-verbal methods and means used in the political sphere (parliamentary debates, public speeches, etc.). Communication depends on the social position of the speaker and is therefore studied

in the analysis of various models of situations of public communication in the mind of both an individual and a certain social community as a whole (Karasik, 2016).

Discourse has a certain structure. It consists of following elements: agent, client, purpose, period, and social context. The questions: how, who, what, why are essential in the allocation of the political type of discourse. The answers to these questions will be the object of study (Varshavskaya, 2003).

From the point of view of sociolinguistics, V.I. Karasik (2016) distinguishes the discourses of the participants of communication and spheres of communicative interaction. He singles out personal and institutional discourses (Karasik, 2016). The type of discourse organized according to the social status of the speaker is a verbal interaction in different social groups and depends on the social role played by the participants in communication, as well as the type of socio-political institution. The institutional discourse includes, in particular, political discourse.

Communication in the sphere of politics is a collective, hierarchical, complexly organized, purposeful activity that requires mass communication and interaction between the state and citizens, individual representatives of power and individuals, both in the country overall and in a single city or village. Distinctive features of political speech interaction are the following: public communication (speech, appealing, dialogue, etc.), one-orientation (from the communicator to the recipient), unstable and heterogeneous character of the audience (considering the various social and role statuses of those present).

Political discourse is a social phenomenon that each of us constantly faces. Struggle for all levels (municipal, regional, federal) of power is the leitmotif of communicative interaction. The higher the degree of formation of civil society in the state, the more active its socio-political component. Politics permeates all spheres of human interaction. Political discourse is interesting both for specialists in this sphere, for example, journalists, sociologists, political scientists, and ordinary people.

Political discourse in the opinion of T.A. Dijk (2002) is a socio-political direction limited by politics. This is exactly what accentuates. Governmental discussions and referendums, parliamentary (including pre-election) polemics, speeches by representatives of the legislative and executive apparatus of the authorities, public appeals of leaders of socio-political movements and organizations are those areas that have a political component in their content aspect. Social and political speech is the activity of specialists engaged in political activities professionally. Public institutions are of great importance that function in a certain period and have an impact on the participants in the communication process. Dialogues of politicians, or professionals engaged in political activities professionally, are considered to be discourses occurring in the appropriate institutional environment, such as a meeting of the State Council, a meeting of the legislature, a conference of a political party or forum of leaders of youth political movements and associations. In other words, a certain person in a certain socio-political situation should voice a public speech. Thus, discourse is then political when it accompanies political action in the surrounding political environment.

The scientist from Austria R. Vodak (1997) gives a figurative description of the discourse, explaining his location between two points on the same straight line: on one side - the general requirements for the political language as a whole, on the other - the slang of a certain social group with specific, inherent only to it specific features. Perhaps he is right. Such an interpretation of the concept under investigation also takes place in contemporary political activity. Proceeding from this, we can talk about the diversity and contradictory nature of the tasks of the language of political dialogue. Firstly, it should be accessible to all for agitation and propaganda purposes, and secondly, it is intended and is targeted at a particular social group that takes into account all its features.

Methodological Bases and Research Methods

The methodological basis of the work is a systematic approach, which includes system-integrated, system-structural and system-functional approaches. The pragmatic approach to the study of political media communication takes a special place. According to the systematic approach, the implementation of political media speech strategies and tactics in the American and British political media discourse in the linguo-pragmatic aspect is carried out through the interaction of verbal and non-verbal components. In this work, we used various methods and techniques of linguistic research: semantic and syntactical analysis, stylistic analysis, contextual analysis, the technique of quantitative counting.

The material for analysis was 50 texts of political media speeches delivered by the American and British political figures (Donald Trump, John McCain, Barack Obama, Tony Blair, etc.).

Results and Discussion

We will define the concepts of "speech strategy" and "speech tactics", consider political discourse as an environment for the realization of speech strategies and tactics, describe a gender approach to the study of political communication, consider a gender analysis of the English-language political texts.

By analyzing the discourse of politicians, it is customary to single out different types of communicative strategies. E.A. Shejgal (2004) believes that in this discourse, the most commonly the following are used: the strategy of veiling (in other words - concealing unwanted information); the strategy of hoax (exaggeration, endowment with certain qualities, often non-existent); the strategy of anonymity (depersonalization) to abdicate responsibility.

O.S. Issers (2008) singles out strategies of self-representation, discredit, argumentation and manipulation in the political discourse.

O.P. Malysheva (2009) points out that there is a three-way dialogue in political communication: on the one hand, the speaker himself, on the other, the target audience, to whose consciousness the statements and maintenance of the proposed point of view come, and the "strangers" – the opposition (or the opposing bloc-rivals, speaking the language of sports), whose speech acts are actively used to reduce the authority of the opponent, to slander the politician. In connection with this, the researcher unites various strategies of political discourse into three main ones: 1) positioning; 2) cooperation; 3) conflict.

The first and, in part, the second type of strategy correspond to the strategy of self-presentation. Using a variety of tools and techniques of this strategy, the politician creates and controls his / her external image, thereby forming an impression about himself / herself and demonstrating it to others. Therefore, in order for the speech impact to be successful, the self-presentation strategy is especially important. Self-presentation is the manifestation of oneself in the external world, exposing the good and presentable to their individual and professional skills for the purpose of creating a positive impression about oneself and their tasks (Zheltukhina, 2003; Aleshchanova et al., 2017). This is true, because how a politician presents himself to the audience depends on the fulfillment of the ultimate goal and whether the desired result is achieved.

Depending on the frequency of use in the strategy of self-presentation, several groups are allocated:

1) Detailed planning of the development of a specific situation, used by most administrative apparatus: the tactic of relating oneself to someone or something in a certain historical era, proximity and similarity with the audience (using jargon, reduced vocabulary - "being closer to the people"), the tactic of distancing oneself

from someone, search for one's social base, the promise, the tactic of minimizing and simplifying characteristics, the use of numerous metaphors;

2) certain techniques that are used by specific representatives of the state apparatus of government, state officials: tactics of blocking (or forming a neutral) negative impression of oneself, tactics of exaggeration of "I am a topic", drawing attention to my positive characteristics;

3) methods and tools used in tactics of shocking, a tactic of ridicule (Bykova, 1998). The second type of strategy, the strategy of cooperation, can be attributed to the strategy of credibility. The implementation of this strategy is based on the use of such language tools and means that neutralize the opinions of participants in the political dialogue, different from the views of the speaker.

O. N. Parshina (2004) calls this strategy as argumentative one. The main tactic of this strategy, according to the researcher, is the tactics of justifying the estimates. Quotations, phrases containing a moral and psychological assessment, constitute the bulk of the statements of political discourse. Depending on how well and accurately the assessment is presented, the way it is presented, the effect of the argument will largely depend on whether the goal is achieved or not. The more reasoned and proven evidence, the higher the impact on the audience. A participant in a political dialogue can only use sound assessments in his/ her speeches. Then they are accepted as an argument. Otherwise, there will be a "rejection" of the assessment of the speaker. Thus, we will define the justification of the estimates as the use of various utterances to single out causal links in the text with the aim of arguing for their position (Parshina, 2004). O.N. Parshina (2004) proposes using two models for justifying the estimates. In the first model (model A): the evaluation depends on the use of certain motivated actions due to some cause (from effect to cause), in the second model (model B), an estimate is given that flows from cause to effect.

This tactic is most often used in their speeches by presidents and leaders of social movements, political parties. This is explained by the fact that power as a psychovolitional phenomenon includes an irrational and emotional level, therefore, communication on political topics is never neutral or objective; it is always characterized by an evaluation characteristic, purely personal perception, heightened emotionality, i.e. a subjective component. In other words, there is no objective logic factor here, a lot depends on subjective evaluation.

The strategy of relevance belongs to cooperative strategies. Its essence lies in the informational semantic correspondence between the information request and the response received. In the opinion of O.P. Malysheva (2009), to implement strategies of cooperation, tactics of integration and creating a psycho-emotional atmosphere are used.

Tactics of exposing and opposition (Malysheva, 2009) present the strategy of conflict or discredit. The main objectives of these strategies are to undermine the credibility of the political opponent, to discredit him. These strategies are a manifestation of verbal aggression and are often used by politicians during TV debates. With regard to these strategies, tactics are also used to bring the opponent out of himself (provocative questions, labeling, piling up unspoken charges), threats, invective (insult), accusations, reproaches, taunts and ridicule. Next, we will consider gender approach to the study of political communication.

In this research, we studied the media texts of the speeches of politicians. First, we turned to the texts of speeches, addresses, polemic discussions of politicians to identify the most common techniques and methods used by them in their speeches.

Within the framework of the positioning and representation strategy, in order to persuade the audience politicians often use such basic concepts as: *democracy, law, unity, freedom, liberty, homeland, security, safety, future, strength, growth, faith, prosperity, love*. For instance:

– "Rather, it has been the risk-takers, the doers, the makers of things – some celebrated but more often men and women obscure in their labor, who have carried us up the long, rugged path towards *prosperity* and *freedom*" (Obama, 2009).

– "On some issues like *racial equality* the Conservatives have left behind the prejudices of the past. I welcome that" (Blair, 2010).

– "Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends – *hard work* and *honesty*, courage and *fair play*, tolerance and curiosity, *loyalty* and *patriotism* – these things are old. These things are true. They have been the quiet force of *progress* throughout our history" (Obama, 2009).

Being "sacred formulas" for every citizen of their country, they are used to justify their actions to members of society. The use of these terms and characteristics is a feature of the vocabulary of various politicians, and their active use in their speeches has a magical effect on those present.

Applying the strategy of self-representation, every politician uses a certain set of stylistic and syntactic techniques that stimulate the audience's interest in the content of the speech. It is the form, manner and ways of presenting the material that are of great importance. Therefore, metaphors are often observed in speeches of political figures. Using this technique, a politician, gives an example of simple and accessible to a wide audience images. For instance, there are often extended metaphors, the basis of which is the image of fire, as can be seen from the following fragments:

"It is the fire-fighter's courage to storm a stairway filled with smoke, but also a parent's willingness to nurture a child, that finally decides our fate" (Obama, 2009).

"But the remarks that have caused this recent firestorm weren't simply controversial" (Obama, 2008a).

Another tactic, often used by politicians for self-representation, is the tactics of identification, one of the most important in creating the image of a politician.

When it being realized, the politician demonstrates his belonging to a particular social and status group. Before the eyes of the audience, he can be represented in terms of his belonging: a) to a political party, b) to the state, c) to a certain social group. The emphasis is laid on the characteristic signs of those social roles played by the politician.

"I would not be an American worthy of the name, should I regret a fate that has allowed me the extraordinary privilege of serving this country for a half a century. Today, I was a candidate for the highest office in the country I love so much. And tonight, I remain her servant" (McCain, 2008b).

In this phrase, J. McCain not only associates himself with the American people, but also expresses his pride in the fact that he is a true American. This is a good move, because Americans are characterized by profound patriotism and take their national identity very seriously.

In 2012, implementing the tactics of identification within the strategy of self-representation, B. Obama became closer to the electorate and spoke the same language with them. In his speech, B. Obama uses the word 'guys', in order to create an atmosphere of casual conversation and at the same time to win his audience over:

"We're making progress," he said, drawing cheers. "Yeah, you guys -- by the way, you can all sit down, all right? I didn't realize everybody was still standing up. Sit down, take a load off. You guys can't sit down though, because you don't have chairs. You guys stay straight -- although bend your knees so you don't faint." (Jones, 2014).

Barack Obama's reference to his race in the speeches may also attributed to the tactics of identification. An African-American became the candidate for presidency and then the president of the country for the first time in the history of the United States. Although in his pre-election appeals, B. Obama did not often mention this. But this could have a strong effect on the minds of people living in a country where the

infringement of rights due to differences in skin color is one of the most pressing issues..

"I am the son of a black man from Kenya and a white woman from Kansas. I was raised with the help of a white grandfather who survived a Depression to serve in Patton's Army during World War II and a white grandmother who worked on a bomber assembly line at Fort Leavenworth while he was overseas. I've gone to some of the best schools in America and lived in one of the world's poorest nations. I am married to a black American who carries within her the blood of slaves and slaveowners – an inheritance we pass on to our two precious daughters. I have brothers, sisters, nieces, nephews, uncles and cousins, of every race and every hue, scattered across three continents, and for as long as I live, I will never forget that in no other country on Earth is my story even possible" (Obama, 2008a).

In this passage, B. Obama emphasizes the fact that his wife's ancestors came from two social strata: slave owners and slaves, and blood of many races flows in the veins of his relatives. As you know, a huge number of different cultures and races live in the United States, so B. Obama claims that he like no one else is suitable for the presidency of this country.

"I can no more disown him than I can disown the black community. I can no more disown him than I can my white grandmother – a woman who helped raise me, a woman who sacrificed again and again for me, a woman who loves me as much as she loves anything in this world, but a woman who once confessed her fear of black men who passed by her on the street, and who on more than one occasion has uttered racial or ethnic stereotypes that made me cringe" (Obama, 2008a).

In this expression, B. Obama emphasizes the connection with the representatives of both races and the intolerant attitude towards racial and ethnic stereotypes. This is explained by the fact that the president of such a state as the US should be free from national and ethnic prejudices and ensure the unity of the nation.

Another important tactic in forming the political image is the tactics of distancing. The essence of the tactics of distancing is the distance, detachment from the opponent, the addressee.

"Senator Obama might criticize special interests that give more money to Republicans. But you won't often see him take on those that favor him. If America is going to achieve energy independence, we need a President with a record of putting the nation's interests before the special interests of either party. ... I have that record. Senator Obama does not" (McCain, 2008a).

In this case, J. McCain first creates a negative image of his opponent, arguing that B. Obama cannot change the interests of the party for the sake of the people, and then uses the tactics of distancing, thereby exposing himself in a favorable light.

As already mentioned above, the strategy of self-representation can be attributed not only to positioning strategies, but also to cooperation strategies. In this aspect, one of the tactics of the strategy of managing the impression of those present is tactics of promise used to please the electorate. Despite the fact that the majority of the population has long ceased to believe the promises of politicians, this tactic still remains one of the key aspects of the election campaign. Here's how J. McCain used the tactics of promise:

"Now, I have a plan to fix this problem and it has got to do with energy independence. We've got to stop sending \$700 billion a year to countries that don't want us very – like us very much. We have to keep Americans' taxes low. All Americans' taxes low. Let's not raise taxes on anybody today" (McCain, 2008c).

In the first sentence, J. McCain emphasizes his own role in solving the urgent problem, claiming that he has a project on how to make the country capable of independently providing itself with energy resources. In the last two sentences, the candidate not only uses the tactics of promise, but also expresses his solidarity with

the people, noting that only together they can reduce the tax burden. The need for this is emphasized with the modality.

"To keep our nation prosperous, strong and growing we have to rethink, reform and reinvent: the way we educate our children; train our workers; deliver health care services; support retirees; fuel our transportation network; stimulate research and development; and harness new technologies" (McCain, 2008f).

The first sentence contains an indication of the noble purpose of the activity. Here the modal verb 'have to' emphasizes the fact that the speaker took certain obligations upon himself.

B. Obama also repeatedly made promises to improve the lives of ordinary workers, to increase salaries and wages, to carry out reforms in various fields:

"And fellow Americans, Democrats, Republicans, independents, I say to you, tonight, we have more work to do... (APPLAUSE) ... more work to do, for the workers I met in Galesburg, Illinois, who are losing their union jobs at the Maytag plant that's moving to Mexico, and now they're having to compete with their own children for jobs that pay 7 bucks an hour; more to do for the father I met who was losing his job and choking back the tears wondering how he would pay \$4,500 a month for the drugs his son needs without the health benefits that he counted on; more to do for the young woman in East St. Louis, and thousands more like her who have the grades, have the drive, have the will, but doesn't have the money to go to college" (Obama, 2004).

In this statement, the politician cites specific cases from the lives of ordinary people, thereby making it clear that he knows more than anyone else all the troubles of citizens, and therefore can help in overcoming them. Here the phrase "more to do with" is repeatedly repeated, pointing to a large number of accumulated problems that need solving urgently.

T. Blair (2010) during the re-election campaign also used the tactics of promise:

"It does two other things that are defining. It acknowledges completely that difficult choices lie ahead. But it seeks to do them fairly, to balance the tough medicine with the compassion. There are policies to cut the deficit but also to help the unemployed, to protect pensioners from poverty, to ensure that opportunity is spread as widely as possible and today a new plan to provide a National Care Service. It seeks to keep Britain together as a nation through troubled times".

In this speech, the politician refers to the difficult situation that arose in the country with the advent of the financial crisis. His promises relate to the elimination of the consequences of this crisis.

An argumentative strategy refers to strategies of cooperation. The main tactic in the argumentative strategy is the tactics of substantiation of the estimates. Politicians often resort to it to make their speech seem more convincing, for example:

"That we are in the midst of crisis is now well understood. Our nation is at war, against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost; jobs shed; businesses shuttered. Our health care is too costly; our schools fail too many; and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet. These are the indicators of crisis, subject to data and statistics. Less measurable but no less profound is a sapping of confidence across our land – a nagging fear that America's decline is inevitable, and that the next generation must lower its sights. Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this, America – they will be met. On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord" (Obama, 2009).

In this appeal, B. Obama first specifies the reason (economic crisis), and then talks about the consequences: the weakening of the economy, the deterioration of housing problems, unemployment, etc. At the end of his speech, he claims that he understands how hard it is to restore everything, but this does not frighten him. Thus, the politician confirms his awareness of the difficult situation in which the country has found itself and at the same time points to his ability to deal with all problems.

T. Blair (2010) used the argumentative strategy to create a negative image of the conservative party:

"The way we are coming through the crisis instead reinforces it. We are not out of the woods yet; but we are on the path out. This did not happen by chance; but by choice. Think back 18 months, think back to the collapse of September 2008, and where the world was. It was poised on the brink of catastrophe. The prediction indeed of many – economists, commentators, even at least in private, leaders, was that we were doomed to repeat the collapse of the 1930's. The spectre of prolonged recession stalked the corridors of economic and political power" (Blair, 2010).

As a representative of the liberal party, T. Blair (2010) points out that the party of power did not do anything and now does nothing to overcome the financial crisis.

As discussed in the first chapter, the third group of strategies in the political discourse are conflict strategies. One of the tactics of this strategy, the tactic of opposition, is often observed in the speeches of J. McCain. We shall note that J. McCain used the tactics of opposition during the election race for the presidency to a greater extent than B. Obama. He often opposed, discredited Obama's political program to his own, which, in his opinion, could bring much more benefits to the country:

*"Senator Obama proposes to keep spending money on programs that make our problems worse and create new ones that are modeled on big government programs that created much of the fiscal mess we are in. He plans to pay for these increases by raising taxes on seniors, parents, small business owners and every American with even a modest investment in the market. **He doesn't trust us** to make decisions for ourselves and wants the government to make them for us. And **that's not change we can believe in**"* (McCain, 2008d).

In this statement, J. McCain criticizes B. Obama's political program, arguing that the new reforms will entail new financial costs, and common people will have to pay for all this. Using the pronouns *us* and *we*, J. McCain seems to be on the side of citizens, ready to defend their interests, while the other candidate automatically becomes a negative character.

The tactic of discrediting is expressed in revealing and demonstrating the weak points, the opponent's shortcomings in the political dialogue. The main goal of this tactic is to make the opponent less attractive to the audience. The result of using this tactic is an increase in interest in yourself by reducing the strength of the enemy. Here is how J. McCain uses it:

*"Senator Obama doesn't want a free trade agreement with our best ally in the region but wants to sit down across the table without precondition to, with **Hugo Chavez, the guy who has been helping the terrorist organization**"* (McCain, 2008e).

"war on terror" – the fight against terrorism. In accordance with the doctrine of the United States, the fight against terrorism. This is a real war. The alleged terrorist is not just an ideological rival (or an opponent in political views, attitudes, and values). He is a real enemy. Therefore, communication with terrorists is regarded as a very serious attack and threat both to society and the whole state.

Along with tactics of discredit and attack, the tactics of defense should also be mentioned. Created at the right time and adequate protection is one of the forms of confrontation between political opponents (or the opponents). This technique allows attracting the support of the audience if the trust was partially lost in the process of political dialogue. Moreover, this is an important factor in the struggle for the votes of the electorate in any historical period in any state or country.

*"But you know, they're the ones that, with the encouragement of **Senator Obama and his cronies and his friends in Washington**, that went out and **made all these risky loans**, gave them to people that could never afford to pay back. And you know, there were some of us that stood up two years ago and said we've got to enact legislation to fix this. We've got to stop this greed and excess. Meanwhile, the Democrats in the Senate and some -- and some members of Congress defended what Fannie and Freddie were doing. They resisted any change. Meanwhile, they were getting all kinds of money in campaign contributions. **Senator Obama** was the second highest recipient of Fannie Mae and Freddie Mac money in history – in history"* (McCain, 2008c).

In this statement, J. McCain accuses B. Obama of taking loans from the largest companies in America, without thinking about the consequences. B. Obama also reflects this attack using the element of humor. He claims that the head of the electoral headquarters of his opponent also enjoyed the support of these companies, but then sarcastically adds that B. Obama has nothing to do with this:

"Senator McCain's campaign chairman's firm was a lobbyist on behalf of Fannie Mae, not me" (Obama, 2008b).

T. Blair (2010) in the election race for seats in Parliament uses tactics of discredit and attack, criticizing the Tory party (i.e. conservative) for inconsistency in actions and for the constant change of views on politics as a whole.

*"**They look like they're either the old Tory Party, but want to hide it; or they're not certain which way to go. But either is not good news. On Europe, they've gone right when they should have gone centre. On law and order, they've gone liberal when actually they should have stuck with a traditional Conservative position; and on the economy, they seem to be buffeted this way and that, depending less on where they think the country should be, than on where they think public opinion might be"*** (Blair, 2010).

The tactic of accusation also applies to the strategy of discrediting. B. Obama's statement about G. W. Bush should have caused the opponent to feel ashamed for the situation that has developed in the country or the state. *"When George Bush came into office, we had surpluses. And now we have half-a-trillion-dollar deficit annually. When George Bush came into office, our debt – national debt was around \$5 trillion. It's now over \$10 trillion"* (Obama, 2008b).

November 8, 2016 (Tuesday) there will be held the next, 58th elections of the head of state. On the basis of 22 amendments to the US Constitution, B. Obama does not run for the next term. In the United States, there is a mixed type of electoral system. There are two leading political parties in the US: Democrats and Republicans. Each of them proposes and carries out propaganda policy for the candidate. On July 21, 2016, the regular Congress of the Republican Party completed its work in Cleveland. The main goal-oriented idea of the Congress is "Let's make America United once again". This slogan very clearly demonstrates the manifestation of the features of masculine political discourse. D. Trump was proposed for the post from the Republican Party.

*"I am your voice. So to every parent who dreams for their child, and every child who dreams for their future, I say these words to you tonight: I'm With You, and I will fight for you, and I will win for you. To all Americans tonight, in all our cities and towns, I make this promise: We Will Make America Strong Again. We Will Make America Proud Again. We Will Make America Safe Again. **And we Will Make America Great Again!***

God bless you, and good night! I love you!" (Bump, Blake, 2016).

His political speech is a vivid example of using the features of the masculine political discourse: categorical, clear language, structuredness of the proposed information. Throughout his speech, D. Trump attracted the audience's views on the crisis of the American nation and the terrorist threat.

Several times, D. Trump drew attention to the need for strict control by the authorities over the current situation. Its main slogan is law and order. This expression was used several times, always stressing, syllable by syllable – an example of the use of such a stylistic device, as anaphora to create imagery and expressiveness of speech with the aim of forcing the situation. D. Trump reminded all those present of the consequences of terrorist attacks and outbreaks of violence that shocked the country more than once. It was stated that the US is constantly in a state of anxiety and a sense of threat. The society is constantly in anticipation of danger. D. Trump evaluates and analyses the policy of the last president from the Republican Party of G. W. Bush very critically. D. Trump accuses him of unleashing the war in the Middle East. He draws the attention of those present to socially unprotected categories, namely, miners. He promises to protect their rights. He is very pessimistic about the current situation in America. So, for example, the word "threat" was used 7 times. As evidence, the number of murders and figures of illegal immigrants with a criminal past were cited. Summarizing his speech, D. Trump talks about the need to revive a strong America. His speech is very bright and emotional. Strict, even categorical statements are used. Assessing the current situation in the US, the activity of the current president he uses the term *Obamacare*: "*We have a disaster called the big lie: Obamacare. Obamacare.*" (Trump, 2015). *Obamacare* is a routine formulation of the political course of the Obama administration. The focus of the events is on the social sphere: health, education, culture. Hence the name. Apparently, D. Trump is the opponent of these changes in the administration of B. Obama. Repeatedly D. Trump drew the attention of those present to the outcome of the current government led the US – crisis in all spheres of society. There is a reference in his speech to the title of the book, the author of which is himself. Such a speech reception of political communication demonstrates the ability of D. Trump to use the situation in his favor: it is veiled by hinting to those present who should be the head of the American people. Emphasizing his importance, Donald Trump cites as an example words of praise from Russian President Vladimir Putin. The pre-election campaign is not over yet. TV debates are actively conducted. The struggle for the presidency is in full swing. The analysis of documentary material with excerpts from speeches by B. Obama, J. McCain, T. Blair, D. Trump shows what techniques and methods of political dialogue are most often used by male politicians. Based on the results of this analysis, the prevailing strategies were positioning and self-presentation strategies. The most frequent tactics were the following: the use of metaphorical models, tactics of opposition, tactics of identification, and tactics of promise. The use of metaphorical models is more vivid in the statements by B. Obama, than other politicians, whose speeches were considered by us. In the speeches of each politician, there were used concepts that are fundamental in every democratic society: *democracy, law, unity, freedom, liberty, homeland, security, safety, future, strength, growth, faith, prosperity, love.*

The strategies of the conflict and discredit are more actively used in the course of election campaigns. Most often, the candidates used it during the debates on TV. When we talk about special cases, based on the analysis of practical material, we found out that J. McCain most often resorted to these strategies, often using verbal aggression in the form of accusations and labeling.

Conclusion

Under political media speech, strategy we understand the whole complex of speech acts carried out to realize the goals of the political dialogue in mass media.

A political media speech tactic we define as the specific stage of political media speech strategy.

It is established that political media discourse represents the environment for the realization of speech strategies and tactics.

There are three basic blocks of media political speech strategies in the political media discourse of the USA and the UK: 1) positioning strategies; 2) cooperation strategies; 3) conflict strategies.

The self-representation strategy is a general strategy, which implements all basic block strategies of the political media discourse.

The dominant speech strategies for politicians in the American and British media political discourse are positioning strategies (43 and 42%). It has been established that American politicians use conflict strategies (41%) to discredit their opponents more actively than British politicians (37%) do.

The most frequent tactic is the tactic of using metaphorical models (65% and 64%).

The speeches of all politicians contain appeals to concepts that are fundamental in every democratic society: *democracy, law, freedom, liberty, growth, future, unity, homeland, security, strength*, etc.

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