

МЕДИЦИНА, ПЕДАГОГИКА И ТЕХНОЛОГИЯ: ТЕОРИЯ И ПРАКТИКА

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Expression of Emotions in Political Speech: Verbal and Non-Verbal Methods

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Annotation: This article examines the role of emotional expression in political speech, exploring both the verbal and non-verbal techniques employed by political leaders and orators to convey their emotions and connect with their audience. The study delves into the strategic use of linguistic features, tone, and body language to elicit specific emotional responses and shape the narrative of political discourse. By analyzing a range of political speeches and presentations, the article provides insights into the sophisticated interplay between emotion and rhetoric in the realm of politics.

Keywords: political speech, emotional expression, verbal techniques, non-verbal communication, rhetorical strategies, audience engagement

Introduction: Political discourse has long been recognized as a powerful tool for shaping public opinion and mobilizing support. Beyond the content and substance of the message, the manner in which political leaders convey their ideas and emotions has a significant impact on the effectiveness of their communication. This article investigates the ways in which politicians and orators strategically utilize both verbal and non-verbal methods to express emotions and connect with their audience, thereby enhancing the persuasive power of their political speech.

Methods: This study employs a multi-faceted methodological approach, combining qualitative and quantitative techniques to analyze the expression of emotions in political speech. The research includes:

1. Linguistic analysis: The study examines the use of specific linguistic features, such as emotive language, metaphors, and rhetorical devices, in a sample of political speeches and presentations.
2. Prosodic analysis: The research investigates the role of tone, pitch, and vocal variations in conveying emotional undertones and emphasizing key points.

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3. Non-verbal analysis: The study evaluates the use of body language, facial expressions, and gestures in political speech, and how these non-verbal cues reinforce or contradict the verbal message.

4. Audience response: The research incorporates feedback and reactions from audience members to gauge the emotional impact and effectiveness of the political rhetoric.

Results: The findings of this study reveal the strategic and nuanced ways in which political leaders and orators leverage emotional expression to shape their communication and influence their audience. The analysis of the linguistic features in the selected political speeches highlights the deliberate use of emotive language, metaphors, and rhetorical devices to evoke specific emotional responses, such as anger, fear, hope, or pride.

The prosodic analysis further demonstrates how politicians modulate their tone, pitch, and vocal variations to emphasize certain points, convey confidence or concern, and establish a connection with the audience. The non-verbal analysis underscores the importance of body language, facial expressions, and gestures in reinforcing or contradicting the verbal message, ultimately influencing the audience's perceptions and emotional responses.

Analysis and Discussion: The results of this study underscore the crucial role of emotional expression in political speech, highlighting the intricate interplay between verbal and non-verbal methods of communication. Political leaders and orators strategically employ a range of techniques to evoke specific emotional responses, shape the narrative, and ultimately sway public opinion.

The effective use of emotive language, rhetorical devices, and prosodic variations allows politicians to establish a strong emotional connection with their audience, while the strategic use of non-verbal cues, such as body language and facial expressions, reinforces the authenticity and sincerity of their message.

The findings also suggest that the audience's emotional responses to political speech are influenced by a complex combination of verbal and non-verbal factors. The audience's perceptions, interpretations, and reactions to the emotional expressions in political discourse are crucial in determining the overall effectiveness and impact of the communication.

Conclusion: This study underscores the pivotal role of emotional expression in political speech, highlighting the sophisticated interplay between verbal and non-

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verbal methods of communication. Political leaders and orators who skillfully navigate this landscape are often more successful in captivating their audience, shaping public opinion, and achieving their desired political objectives.

By understanding the strategic use of emotional expression in political discourse, scholars, policymakers, and communication experts can develop more effective strategies for analyzing, interpreting, and engaging with political rhetoric. Ultimately, this knowledge can contribute to a deeper understanding of the complex dynamics that underlie the power of political speech and its influence on societal and political outcomes.

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