

The role of repetition as a stylistic tool in political texts

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Annotation: The purpose of this study is to do a research into the importance and specific functions of repetition as a stylistic device in political texts while representing strategy by politicians. The comparison which was drawn for this study is based on the speeches of a famous politician Martin Luther king, Winston Churchill and a former president of the USA, Donald Trump. This study concentrates on highlighting the impact of stressing on the same word repetitively by above-mentioned politicians to defy their stance during their speeches so as to convince the audience which often requires to exploit words to convey an implicit message and to manipulate the folks by provoking their political agenda to keep the authority.

Keywords: Manipulating; exploit words; convey implicit message; convince the audience; emphasizing repetitively

Delivering political message may be one of the most tricky issues due to the fact it is normally characterized by means of the utilization of one-of-a-kind methods and techniques that permit politicians to bring their political messages forward and persuade human beings of their ideologies and thoughts. It is really an appropriate vicinity that is really worth studying and exploring about some of the points that signify this type of stylistic tool. The analysis sheds light on why repetition is used as a fundamental method in politicians' speech to replicate inclusiveness and create a shared responsibility with the audience. Repetition is no longer only designed for the sake of language style, but also, it is used to serve distinctive political purposes. The incidence of distinct kinds of repetition in politicians' speech suggests that language can, without a problem, be manipulated now not only to display his stylistic command as a political speaker, but additionally to convey his political ideologies and views that might also have an instant impact on the audience. The evaluation usually focuses on the pronominal, clausal and phrasal repetition as they are salient aspects in three politicians' speech. Finally, the conclusion sums up the effects of this study

Repetition is a favored tool among orators because it can help to emphasize a point and make a speech easier to follow. It additionally adds to the powers of persuasion—studies exhibit that repetition of a phrase can convince humans of its truth. While investigating this theme, I made an attempt to find clues to the following question

- What is the effect of repetition as a stylistic device ?
- What is the impact of the repetition in elements of political language m
- Why the practice of using repetition in speeches are underestimated because of the poor stereotypes we have with being repetitive ?

One of the important ways in which Trump persuades his target audience is through repetition. The repetition of these sentences creates a poetic style that can have an instantaneous emotional bearing on the audience. That can surely be considered in the warm applause which right away started after the ultimate sentence. In addition, by repeating the phrase "America" in every sentence, Trump tries to exhibit his affiliation and loyalty to America and the American people.

The strongest way Martin Luther King Jr. uses repetition with the aid of repeating the title of the speech: "I have a dream." Through this repetition, he is able to point out what he envisions as a racially equal America. He desires that Americans will live by means of the concept that people are created equal, and therefore, each person live in harmony.

When it comes to Winston Churchill, the famous orator makes use of enumeration and repetition in his speech to underline positive ideas and create a dramatic, memorable effect. For instance, Churchill states that he has full self belief that the British will shield themselves, no matter how long and how hard the combat might be.

Repetition is a persuasive approach frequently used via politicians, journalists, and advertisers – but why is it so effective? According to a number of psychological studies, repeating easy phrases and phrases can persuade us that they are true, even if they aren't. This is partly because we have a tendency to take repetition as a social cue; when we hear something extra than once, we are inclined to be given it as actual because we suppose that the relaxation of the crew may also trust it. In addition, we are more possibly to believe ideas that come easily to us; therefore, the extra familiar we come to be with words and ideas, the extra we will take them to be true. However, this is only accurate to a certain extent. Psychologists additionally observed that the top of the line quantity of times some things need to be repeated to hold its effectiveness goes between three and five; beyond this range, repetition can really have the contrary effect. More importantly, studies exhibit that the use of repetition as a persuasive tactic is most powerful when the audience is now not paying shut attention. This skill that attentive listeners are less likely to be swayed by using weak arguments simply because they are being repeated.

A mixture of theoretical frameworks regarding linguistic and nonlinguistic analytical aspects can clarify the processes to notice "repetition" and tie it with "ideology". In addition to the descriptive notion, comparative and analytical methods will be conducted. Concerning the adopted translation strategies to deliver "repetition". The translation strategies of this article are conceived by using the socio-political linguists. This comparative process is practiced to expose the media agendas towards the politicians' speeches. In addition to the descriptive notion, comparative and analytical methods will be conducted. Concerning the adopted translation strategies to bring "repetition" from different aspects of politics. This comparative process is practiced to expose the media agendas toward certain world leader's speeches. Three exclusive political speeches of three politicians: Martin Luther king, Winston Churchill and a former president of the USA, Donald Trump are gathered from special digital websites. These speeches were delivered all through decisive moments of the either revolution or election or inauguration in the course of exceptional spans of history. Comparing the used translation procedures, which are used to render "repetition" into English, is additionally an critical procedural step towards achieving the study purpose.

Conclusion

In conclusion it can be stated that the repetition has the same emotional loading when used with the aid of skillful political approach at the right time and circumstances and even on occasion it can provoke even more subtle emotions, as they are either "scattered" or "hidden" and the thoughts occur subconsciously. The sizeable use of repetition, by way of politicians, serves a number of functions. As a huge technique, repetition is used in a speech to deliver a political message and persuade people of political views and thoughts. The analysis has shown also that the repetition has been employed in politicians' speeches to guide and fortify positive political ideologies. It is used to motivate hope, patriotism and concord amongst the Americans. The widespread repetition of pronouns such as we, our, you, your is designed to reflect inclusiveness and shared responsibility with the audience. Repetition is additionally employed as a unification strategy that has each an emotional and persuasive electricity on the audience.

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