

Communicative Strategies in Colombian Political Speech: On the Example of the Speeches of Francia Marquez

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Abstract : In this article the author examines the communicative strategies used in the Colombian political discourse, following the example of the speeches of the Vice President of Colombia Francia Marquez, who took office in 2022 and marked a new development vector for the Colombian nation. The lexical and syntactic means are analyzed to achieve the communicative objectives. The material presented may be useful for those who are interested in investigating various aspects of discursive linguistics, particularly political discourse, as well as the implementation of communicative strategies in certain types of discourse.

Keywords : political discourse, communication strategies, Colombian political discourse, Colombia, manipulation

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