Political Manipulation in Global Discourse

Authors : Gohar Madoyan, Kristine Harutyunyan, Gevorg Barseghyan

Abstract : It is common knowledge that linguistic manipulation is and has always been a powerful instrument of political discourse. Politicians from different countries and through centuries have successfully used linguistic means to persuade the public. Yet, this persuasion should be linguistically unobtrusive. Small changes in wording may result in a huge difference in perception by the audience. Thus, manipulation is a strategy that is mostly used to convey a certain message to the manipulators, who should be aware of the vulnerabilities of their audience and who must use them to achieve control. Political manipulation, though commonly observed in the 21st century, can easily be traced back to ancient rhetoric, which warns us to choose words carefully while addressing the audience. On the other hand, modern manipulative techniques have become more sophisticated, making use of all scientific advances.