

Speech Impact Realization via Manipulative Argumentation Techniques in Modern American Political Discourse

Authors : Zarine Avetisyan

Abstract : Paper presents the discussion of scholars concerning speech impact, peculiarities of its realization, speech strategies, and techniques. Departing from the viewpoints of many prominent linguists, the paper suggests manipulative argumentation be viewed as a most pervasive speech strategy with a certain set of techniques which are to be found in modern American political discourse. The precedence of their occurrence allows us to regard them as pragmatic patterns of speech impact realization in effective public speaking.

Keywords : speech impact, manipulative argumentation, political discourse, technique

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020