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### MODERN APPROACHES TO THE STUDY OF PERSUASIVENESS IN POLITICAL DISCOURSE

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H. Lasswell is believed to be the leading theoretician in the field of persuasiveness. The model created by the scientist has constituted grounds for shaping and updating the paradigm of theoretical perception of the structure of the act of communication. The latter involves finding answers to five key questions that create a holistic view of the act of communication between a speaker and their audience. The speaker and peculiarities of their speech style, the content and form of a specific message, the ways and means of information dissemination, the key features and properties of the audience, as well as the expected and obtained results from a public speech are under consideration. Therefore, a comprehensive approach to considering the phenomena of persuasion and its influence within the framework of political discourse allows us to understand the communicative act at the functional, structural and contextual levels [1].

Another example of essential research conducted in the field of persuasion phenomenon by K. Hovland, I. Janis and H. Kelley was presented in their book "Communications and Persuasion". Their work extensively gave a detailed account and extended H. Lasswell's theory. In accordance with their research persuasive communication is considered to be a process which is capable of disseminating stimuli that contribute to the changes in recipients' attitudes and behaviours. The program for the study of attitudes based on the instrumental model of learning was suggested by the scientists. The parameters of the quality of the message, sincerity, attractiveness of the speaker and the chosen means of information transmission, the level of trust of the audience, as well as their features, which imply age, attentiveness, conviction, intelligence, etc., are at the forefront of the phenomenon of persuasiveness. It has been discovered that psychological resistance to the persuasiveness of a speaker depends on the worldview of recipients, their group norms, levels of anxiety, self-esteem and aggressiveness, as well as the presence of counterarguments to speaker's theses. The likelihood of the audience changing their attitudes and beliefs directly correlates with the plausibility of the message, the authority of the information source, as well as with the support and encouragement of the speaker within the framework of the public speech itself. The received information is further analyzed by the audience through the prism of their own experience and the prevailing value system among them [2].

An important study by F. Boster and P. Mongeau has formed the thesis according to which the manipulation of fear and intimidation turns out to be less effective due to the naturally different perception of the persuasiveness of such a phenomenon by a recipient and an initiator of persuasion [3]. Furthermore, their conclusion has been complemented by R. Perloff in his research. In accordance with the work in question a persuader may overexaggerate the possible impact on the audience, but this also implies that a more realistic approach to persuasion via fear will have a higher level of effectiveness [4].

The model of the probability of persuasion formed by R. Petty and J. Cacioppo remains relevant. In compliance with it two important ways of persuasion, to be more precise, central and peripheral ones, have been distinguished. The first one involves a higher level of processing of the message by the audience, which makes the attitude formed due to this method of persuasion more reliable and stable, while the second method can be implemented through the creation of positive or negative associations of the speaker, as well as through a simplified conclusion connected to the benefit of accepting their opinions [5].

**Conclusions.** Modern studies of the phenomenon of persuasiveness require researchers to cover the matter completely and thoroughly by comprehending various structural and functional aspects of public speaking.

Modern research examines incentives for recipients in terms of their effectiveness, expediency, and takes into account the context as an important factor in the success of communication. The effectiveness of a public speech depends on the individual characteristics of the speaker and the collective characteristics of the listeners, their tendency to perceive certain arguments and judgments of the speaker. Therefore, public messages should be formed in the agreement of the desired effect with the realism and probability of implementation of the impact on a certain audience.

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