FINAL USA PRESIDENTIAL DEBATE: REFLECTIONS ON SOME ARGUMENTATIVE-COMMUNICATIVE STRATEGIES

Allahverdiyeva A.
PhD in philological sciences, Associate professor
Azerbaijan University of Languages

Abstract

The article aims to reveal the basic rhetorical-argumentative strategies employed by Hillary Clinton and Donald Trump during the final debate in 2016 US presidential campaign. We distinguish a number of extra-linguistic and linguistic means of argumentation to fostering competitiveness, showmanship and personification of the political process. The article is due to the constant increase of argumentative power in turning TV debates from an ordinary example of political discourse into a powerful tool of influence on voters. It is the degree of credibility based on argumentative strategies that often shape the political future of candidates. These strategies are viewed as a means of influencing the opponent and the electorate in general, also denigrating the opponent for the purpose of creating a more beneficial personal profile.

Keywords: political discourse, political debates, argument, communicative argumentation, argumentation strategies.

Introduction.

Although the name of the US president has long been known, the details are so far fresh in memories because of numerous linguistic and extra-linguistic moments. The 2016 final US presidential debate can be said to have marked a kind of new stage of the genre spread around the world – the political struggle. It is time to study rhetorical behavior of the candidates and try to impartially assess the argumentative strategies to confirm or disprove the hypothesis and assumptions regarding the patterns of verbal behavior and applicable arguments.

Such categories as topic, speech strategy, and language tools are differentiated among the important elements of discourse. The study of speech strategies occurs within communication (Markovich 1998, p. 420) in which these strategies are observed as awareness of goals, and the definition of means to achieve them. By combining several strategies, it is possible to intensify or weaken the emotional response and the degree of persuasion (Markovich 1998, p. 418). Since the main purpose of political discourse is to inspire the recipients for "politically correct" actions or assessments, i.e. the purpose of political discourse is to convince the addressee, to represent arguments for reasoning and action, this process is best obvious in political discourse. It makes the study of argumentation vital in political discourse. Politicians have a specific task — to win the support of the population, spreading convictions in the masses that correspond to their own interests, however, realizing it so that the masses perceive these convictions as correspondence to common social interests. Since this task cannot always be fulfilled with the help of rational persuasion or logical evidence, politicians use the strategies and the means of speech to influence on audience's emotions (Kuntsevich 2005).

The most distinguished argumentative strategies observed during the above mentioned debate are: attack, defense, ignoring, interception and interruption.

Background.

Analysis of political speeches allows identifying the strategies and tactics of argumentation used to convince the audience. The studies of speeches by famous politicians allow to predict their further actions and intentions on the one hand, to establish the most effective ways of influencing listeners on the other hand. That is why, the proposal of the study of spoken communication, in particular, the strategies and tactics of argumentation used in political discourse through dwelling in greater detail on the system of linguistic means seems justified.

Since the times of ancient Greek and Roman philosophers, argumentation has been of interest to rhetorical research as one of the ways of controlling the behavior of audiences or individuals. Plato, Aristotle, Cicero, Socrates dealt with questions of rhetoric, considering oratory as one of the most important and most effective ways of influencing and persuading audiences.

Linguistic manipulation of political consciousness in political discourse is realized through verbal implication due to ideology, evaluation, modality, mobility, semantics and pragmatists of the word, variability of denotative and connotative meanings the same linguistic signs under the influence of social, cultural and other factors. Politicians understand the need to learn in this style of speech and literary language standards that are able to give the highest efficiency. Any politician is faced with the need for the correct location, layout of language units, then there is all that constitutes the essence and specifics of the construction of speech (Andreev 1999, p. 86).

On defining argument.

Argument is the evidence to change the position or beliefs of the audience, which usually consists of a single statement or more than one related statements. It serves to support the thesis of argumentation - a statement by which an arguing side finds it necessary to impress. It must be noted that a statement can become an argument when it is used in communication process to achieve a specific goal. Interactivity and focus - these are the main communicative and pragmatic properties of argumentative communication.

The nature of argumentation as a linguistic phenomenon is studied by the theory of argumentation.

This theory explores and classifies the ways of persuading audiences in various communicative situations — both in science and in political discussions or speeches, as well as the ways of their expression. This is a multidisciplinary field embracing linguistics, discourse analysis, communication theory, social psychology and philosophy. By studying the structure and nature of argument in real, natural situations argumentation becomes a multilateral phenomenon. "In this sense, it has a long interdisciplinary tradition that starts with ancient rhetoric, dialectic, and logic and continues today to include recent research in areas such as online communication and artificial intelligence." (Lewinsky, Mohammed 2016). Or: "All discourses are governed by universal-pragmatic "rules of argumentation" (Habermas1981, p. 25). Linguistic studies on the theory of argumentation are also based on the works by K. R. Wallace, R. L. Anderson, C. D. Mortensen, J. Dewey, R. Rorty, J. Habermas, S. Toulmin, S. Jackson, S. Jacobs, H. Perelman, G. Johnston, F. Van Eemeren, R. Grootendorst and others.

According to the theory of argumentation, one of the components of influencing by speech, the main strategic objectives of argumentation is persuasion which is aimed at transforming the addressee's world picture, thereby controlling his consciousness. In other words, argument is the main tool of persuasion: "Argumentation is a verbal, social and rational activity, aimed at convincing a reasonable critic of the acceptability of a standpoint by putting forward a constellation of propositions justifying or refuting the proposition expressed in the standpoint." (Eemeren, Grootendorst 2004, p. 1).

Depending on communicative goals and evaluation criteria of the sides, the form of argument can vary. Taking into consideration the comprehensiveness of the classification, we accept the one suggested by J. Habermas: 1) *theoretical* - affecting cognitive-instrumental statements; 2) *practical* - thematizes normative correctness; 3) *aesthetic* - the focus is the relevance of standards of values with its evaluative statements; 4) *therapeutic* - using expressive statements and seeking to establish the credibility of expressive means; 5) *explanatory* - aimed at clarity and correctness of symbolic constructions (Habermas 1981, p. 45). Although this is not the objective of our research, we just mention we are also of the opinion that each of these forms appears in political discourse. Politicians are enabled by the non-material nature of social values to make appeal to a more diverse encirclement of people by combining contradictory values (Gordon, Miller 2004). Hence, as stated by observers of political rhetoric, argument should be regarded as a means of combining various values as more compulsory due to the scope of interests they encircle (Sanders, Hamilton 2001).

It is suggested that in political debates the addressee's socially conditioned attitude to the opponent which is compliance and fit in the situation, the structure of the situation, the aspect of dynamic processes embedded in the scheme of the impact itself, is also included to the structure of argument (Sanders, Hamilton 2001). Sharing this approach, we are of the opinion that in political discourse, the result of the influence by speech depends not only on the correctness of the chosen strategy or tactics, but also on the identity of communicants. In this respect, non-resistance includes active support or, at least, tolerance for the intentions and interests of the interlocutor. This, invariably, takes place not only in political context, but also in specific cultural, historical or social contexts.

Argument can also be classified according to the nature of audience. Given this, argument can be universal (or rational) or contextual (or irrational).

Universal reasoning is applicable to any audience since the universal methods of argumentation include: direct (empirical) confirmation; indirect empirical confirmation (in particular, confirmation of consequences); diverse ways of theoretical argumentation: deductive justification, systemic reasoning, methodological argumentation, etc. All the diverse ways of universal argumentation can be divided into empirical and theoretical ones. Among various methods of theoretical argumentation, of particular importance are: 1) *deductive argument* - the derivation of a substantiated statement from other, previously accepted statements; 2) *systemic argument* - substantiation of an assertion by including it in a well-tested statement system, or theory; 3) *principal verifiability and fundamental refutability* - demonstration of the fundamental possibility of empirical confirmation or refutation of substantiated statement; 4) *compatibility condition* - demonstration that the substantiated position is in good agreement with laws, principles and theories relating to the area of phenomena under study; 5) *methodological argument* - substantiation of the statement by reference to the reliable method with which it was obtained.

All the above-mentioned methods of universal (empirical and theoretical) and contextual reasoning form the basis of all methods of reasoning, but they do not exhaust many other possible methods of persuasion (like the classical method, the method of contradiction, the extraction of conclusions, the comparison (analogy, paradox), etc.)

Summarizing the above mentioned, we generalize the inherent features of argumentation as following:

— argumentation is a purposeful activity - its task is to strengthen each speaker's convictions;

— argumentation is a social activity aimed at other people, and it implies a dialogue and an active involvement of the other side to the arguments presented;

— argumentation presupposes the rationality of those who perceive it, their ability to rationally weigh the arguments and accept or challenge them;

— argumentation is expressed in the language in the form of pronounced or written statements, and the theory of argumentation explores the relationship of these statements.

Methoods.

— The qualitative and interpretive method of analyzing discourses - the method of intent-analysis is used to achieve our aim.

— We analyze different excerpts of dialogues extracted from the YouTube final debate recordings between the candidates for the USA presidency broadcasted on CBS News TV channel on October 19, 2016 (Watch the Final Clinton-Trump Debate (Full Debate -

10/19/16)
https://www.youtube.com/watch?v=6ru6uvTq39I) and the transcript of the debate (Full transcript: Third 2016 presidential debate – POLITICO: https://www.politico.com/story/.../full-transcript-third-2016-presidential-debate-23006...) to fulfill the study.

— It is almost a two-hour political debate where the two candidates – Hillary Clinton and Donald Trump do their best to convince the audience. The programme is moderated by Fox News anchor Chris Wallace who asks the opponents questions and tries to manage the turns. The main topics of the debate were the key issues of the election campaign - economic development, creation of new jobs, racial problems, police brutality, cyber security, terrorism, "Islamic State", etc.

Analisys.

As Pickering and Gambi suggest: "Comprehenders do not delay a word, phrase or sentence before performing lexical access, parsing, and semantic analysis. In fact, they analyze each word as they encounter it and integrate it with prior context in a highly incremental fashion." (Pickering, Gambi 2018). The approach can hardly be refuted since in the course of the analysis we came across with considerable linguistic means that serve as argumentative strategies in the debate.

First of all, it must be mentioned that the most important feature of the debate like all other presidential debates, is their dialogical nature. As Rassinskaya suggests, "Political text is a dialogical apriori. In case of the TV debates, we deal with the so-called double dialogue: the dialogue by politicians with each other and with the audience." (Rassinskaya 2015, p. 412). It must be mentioned that both the levels are equally important. Everything said by candidates are addressed not only to opponents, but also to audience as a whole. Each candidate wants to influence audience whom they try to manipulate by deliberately chosen communicative strategies. The choice of turn-taking mode is not random; it depends on the strategic planning of the candidates, who view it as a means of projecting their personality as well as their political program onto the audience. Thus the dual nature of discourse is highlighted: dialogue between candidates and dialogue with audience.

Analysis shows that Clinton took full advantage of the time at her disposal and attention of the audience. The point here is in skillful use of classical rhetorical tricks which made Clinton's speech slender and more convincing. At the very beginning of the first round of the debate, Clinton stated that, above all, she is a mother and a grandmother. In the background of general restraint of a candidate for presidency, such a personal message was a strategy of manipulation based on the gender role and as described by researcher Sheinov "a female strategy" (Sheinov 2019).

From rhetorical point of view, also from the point of view of some political scientists, Trump's whole speech is based on the well-known conceptual opposition "we-they" as described by Alieva (Alieva 2008, p. 18). Conversation techniques, boorish interruptions, appeal to the opponent by "she" instead of "Hillary," are supposed to make him "we-man" in the eyes of Americans. "We" means inclusive, as opposed to "they". Trump's style:

"Are you with me for a new America or with Clinton, who is in power in the United States for thirty years when nothing changed?"

— … is not a simple question; it is a kind of offering the audience a choice. Why does he need it? From the point of view of linguistic psychology, the expected question can be answered by creating a contrasting background that allows to better conveying ideas to audiences, and even denigrating the opponent to put it simultaneously.

In the examples below, we traced some interesting and fruitful communicative-argumentative strategies in the debate used by each participant. These strategies, in our opinion, are lined up in the regulations that determine individual communicative styles of D.Trump and H.Clinton.

In the passage below, we observe an interesting communicative situation, based on remarks, without role switching. We see that Clinton continues bringing forth arguments to support her thought without paying attention to what Trump says. As for Trump, it is not legible whether he refers to his interlocutor, the moderator or the audience. Most likely, he simply comments on her view-point and does not put in a claim to obtain the communicative role:

CLINTON: Well, Chris, I am on record as saying that we need to put more money into the Social Security Trust Fund. That's part of my commitment to raise taxes on the wealthy. My Social Security payroll contribution will go up, as will Donald's, assuming he can't figure out how to get out of it. But what we want to do is to replenish the Social Security Trust Fund...

TRUMP: Such a nasty woman.

CLINTON: ... by making sure that we have sufficient resources, and that will come from either raising the cap and/or finding other ways to get more money into it. I will not cut benefits. I want to enhance benefits for low-income workers and for women who have been disadvantaged by the current Social Security system. But what Donald is proposing with these massive tax cuts will result in a $20 trillion additional national debt. That will have dire consequences for Social Security and Medicare. And I'll say something about the Affordable Care Act, which he wants to repeal. The Affordable Care Act extended the solvency of the Medicare Trust Fund. So if repeals it, our Medicare problem gets worse. What we need to do is go after...

TRUMP: Your husband disagrees with you.

CLINTON: ... the long-term health care drivers. We've got to get costs down, increase value, emphasize wellness. I have a plan for doing that. And I think that we will be able to get entitlement spending under control by with more resources and harder decisions.

Although Trump's remark is built into the stream of speech, Clinton does not make a pause without intending to concede the role, nor does she mean the so-called "role switching." Pauses are not recorded at the junction of remarks. Trump interrupts at the junction of the syntagm, makes an evaluative comment and draws back.

However, evaluative remarks are not solely Trump's style. In the following example, Clinton also uses this tactic in building her dialogue:

TRUMP: And our country has no idea.

CLINTON: ... agencies.

TRUMP: Yeah, I doubt it. I doubt it.

Thus, in this debate remarks expressing disagreement, as a rule, transform strategy of interception - "statement-comments" are poured into a whole chain which, from linguistic point of view, could be called the period of simultaneous speaking. As can be seen, the desire to express the disagreement with a partner is the moment of birth of the strategy.

As a rule, the last interrupted syntagm, is characterized by semantic incompleteness and does not have a terminal tone:

CLINTON: There is a lot of evidence about the very good work...

TRUMP: It's been very well studied.

CLINTON: ... and the high rankings...

TRUMP: ... and it's a criminal enterprise, and so many people know it.

As can be seen in the example, immediately after the interruption, Trump tries to be selected for the role. Practically the same is seen in Trump's communicative behavior below:

CLINTON: ... about a potential nuclear - nuclear competition in Asia, you said, you know, go ahead, enjoy yourselves, folks. That kind...

TRUMP: And defend yourselves.

CLINTON: ... of language — well...

TRUMP: And defend yourselves. I didn't say nuclear. And defend yourself.

In the following example, interruptions resulted in a whole chain:

TRUMP: ... that's offshore back into the country. We are going to start the engine rolling again, because right now, our country is dying at 1 percent GDP.

CLINTON: Well, let me translate that, if I can, Chris, because...

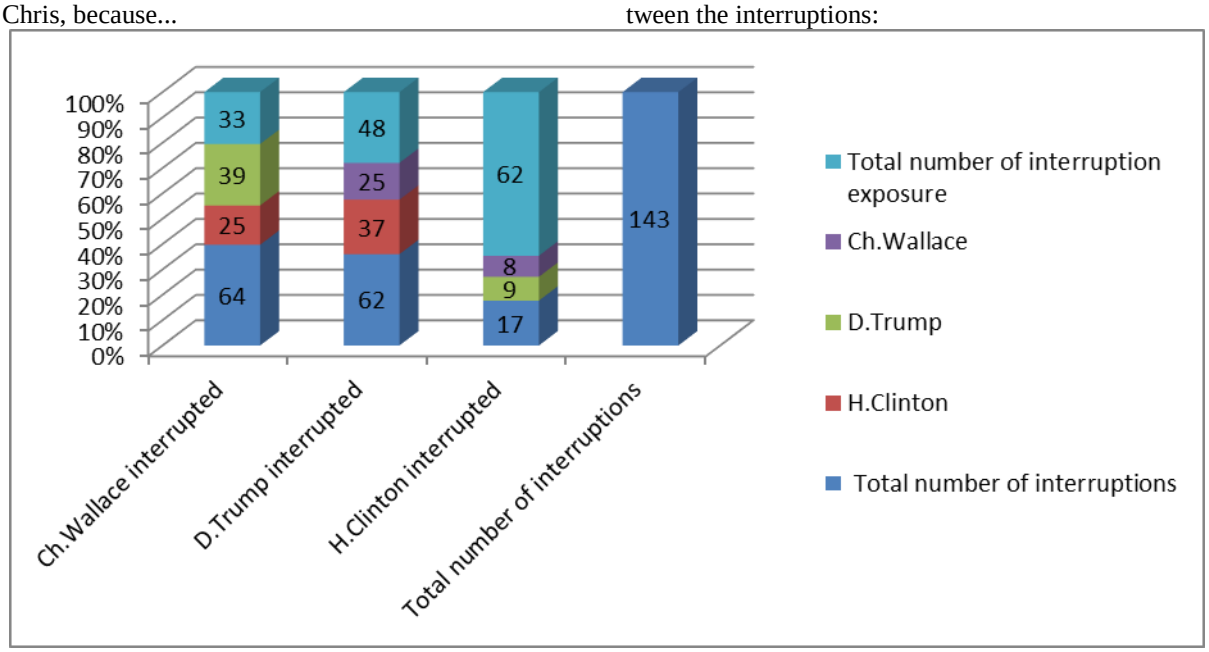
TRUMP: You can't.

CLINTON: ... the fact is, he's going to advocate for the largest tax cuts we've ever seen, three times more than the tax cuts under the Bush administration. I have said repeatedly throughout this campaign: I will not raise taxes on anyone making $250,000 or less.

Dangling phrases do not have semantic or logical completeness. Besides that, opponent interruptions are often perceived by the audience as the elements of conflicting style, the violation of cooperative communication. Since the interrupted syntagms do not yield semantic completeness, the meaning of the remarks is captured by the listeners with difficulty. A large number of interruptions can take the dialogue beyond cooperative communication. But as the speech of the debate is strictly regulated by Fox News moderator Chris Wallace, the opponents do not "slip" into the conflicting style, though they try it more than once. In a real dialogue, the interruption of more than 25% of the remarks is a sign of an unfolding quarrel.

The total number of the interruptions taking part during the debate is 143, including the ones made by Chris Wallace. The majority of the interruptions were made by Ch.Wallace who was obliged to do it in order to keep the sides focused on the issues and in line: 39 against D.Trump, 25 against H.Clinton, which makes 64 interruptions. D.Trump comes next according to the number of interruptions made: 37 against H.Clinton, 25 against Ch.Wallace, which makes 62 interruptions. He consistently interrupted H.Clinton - four times as much in the debate. D.Trump also talked over Ch.Wallace far more than H.Clinton. H.Clinton comes last according to the number of interruptions made: 9 against Trump, 8 against Ch.Wallace which makes just 17 interruptions. On the one hand, she is the least interrupting side, on the other, the most interrupted side – she has been interrupted 62 times. D.Trump was interrupted 48 times, whereas Ch.Wallace 33 times.

The diagram below figures out the differences between the interruptions:



In the following excerpt although the immediate transcript holds two remarks, role switching does not occur even once. Clinton does not respond to the opponent's comments, and her cue is not interrupted:

CLINTON: At the last debate, we heard Donald talking about what he did to women. And after that, a number of women have come forward saying that's exactly what he did to them. Now, what was his response? Well, he held a number of big rallies where he said that he could not possibly have done those things to those women because they were not attractive enough for them to be assaulted.

TRUMP: I did not say that. I did not say that.

CLINTON: In fact, he went on to say...

TRUMP: I did not say that.

CLINTON: He went on to say, "Look at her. I don't think so." About another woman, he said, "That wouldn't be my first choice." He attacked the woman reporter writing the story, called her "disgusting," as he has called a number of women during this campaign. Donald thinks belittling women makes him bigger. He goes after their dignity, their self-worth, and I don't think there is a woman anywhere who doesn't know what that feels like. So we now know what Donald thinks and what he says and how he acts toward women. That's who Donald is.

Overlaying time saving and communication efforts are also included into argumentative strategies - the higher the degree of cooperation, the more overlapping occurs. There are the excerpts in the debate, which can be explained by the format of the communication. Those single instances when the candidates still resort to them are the communicative situations when they begin to make a statement immediately after the moderator's remark:

WALLACE: Well?

TRUMP: That was a great pivot off the fact that she wants open borders, OK? How did we get on to Putin?

Or:

WALLACE: All right.

CLINTON: ... because it's an important part of the American experience.

Although the last syllables of the moderator's words are no longer audible, the listeners do not mind: the imposition of two remarks on the nuclear tones of the latter is not perceived as an interruption. The following example shows that there is nothing personal in this strategy. In some cases, Clinton does not react not only to her opponent, but also to the moderator:

TRUMP: But what she doesn't say is that President Obama has deported millions and millions of people just the way it is.

WALLACE: Secretary Clinton, I want to...

CLINTON: We will not have open borders. That is...

WALLACE: Well, let me — Secretary...

CLINTON: That is a rank mischaracterization.

WALLACE: Secretary Clinton...

CLINTON: We will have secure borders, but we'll also have reform. And this used to be a bipartisan issue. Ronald Reagan was the last president...

In this example Clinton, violating the regulations, gets the communicative role and starts the response cue. Moderator of the debates Wallace tries to besiege her twice, to make respect for the previously agreed rules for conducting the debate. But Clinton ignores him - her strategy is to make a spectacular conclusion, regardless of interruptions or remarks, or their sources.

As a result, it turns out that Trump as a master of the evaluative comments and Clinton with her strategy of ignoring the interlocutor formed a perfect duet:

CLINTON: Well, that's because he'd rather have a puppet as president of the United States.

TRUMP: No puppet. No puppet.

CLINTON: And it's pretty clear...

TRUMP: You're the puppet!

CLINTON: It's pretty clear you won't admit...

TRUMP: No, you're the puppet.

CLINTON: ... that the Russians have engaged in cyber-attacks against the United States of America.

Partner interruptions are most likely, the manifestation of what researcher Alyoshina calls, "persuasive" or "conscription" type of political discourse (Alyoshina 2015, p. 80), and serve as a tool to create a contrasting background for more vivid positioning of personal political characteristics. Next, politicians cite statistics as a logical argument. It is believed that such data represent real statistical studies and talk about real facts. Therefore, listeners do not question them and treat them as indicators of the work done:

CLINTON: We have 11 million undocumented people. They have 4 million American citizen children, 15 million people.

Thanks to the arguments that create the effect of obviousness and well-knownness of certain facts the sides try to influence the audience's consciousness, forcing them to believe in the truth of what was said, or agree with their own opinion. This strategy requires the usage of the so-called "empty words" as: *obviously, undoubtedly, frankly, (as) you know*, *look* and so on:

TRUMP: And frankly, when you look at her real record, take a look at Syria.

Or:

CLINTON: And, you know, look, I understand that Donald's been strongly supported by the NRA.

Reference to individuals and organizations that have credibility or wide recognition also creates the effect of significance of the statement. If the speaker mentions the support by such an organization, it helps him not only to keep the attention of the audience, but also to gain trust:

CLINTON: Well, everything I did as secretary of state was in furtherance of our country's interests and our values. The State Department has said that. I think that's been proven. But I am happy, in fact I'm thrilled to talk about the Clinton Foundation, because it is a world-renowned charity and I am so proud of the work that it does.

In political discourse, personal experience of the sides is also a great strategic tool to persuade. During election campaigns, it is vital for a politician to make it clear to voters that he/she is the best leader, and his/her achievements confirm this. Narratives help to achieve this – "short stories" about the work done, as well as

abstracts that give a clear understanding of the speaker's achievements:

CLINTON: You know, back in the 1970s, I worked for the Children's Defense Fund. And I was taking on discrimination against African-American kids in schools. In the 1980s, I was working to reform the schools in Arkansas. In the 1990s, I went to Beijing and I said women's rights are human rights.

Besides these, certain stylistic devices (rhetorical questions, questions-in-the narrative) and rhetorical-grammatical means (implicative imperatives, expressed using modal verbs, conditional constructions and inclusive language elements) also function as strategies to secure persuasion in the debate. The opponents resort to the use of rhetorical questions which help to focus the attention of the audience on the most important points. Also with the help of rhetorical questions, the addressee establishes contact with the audience, as if involving them in the conversation:

TRUMP: We protect Saudi Arabia. Why aren't they paying? She immediately - when she heard this, I questioned it, and I questioned NATO. Why aren't the NATO questioned - why aren't they paying? Because they weren't paying. Since I did this - this was a year ago — all of a sudden, they're paying.

Or:

CLINTON: Does it create jobs, raise incomes, and further our national security? I'm against it now. I'll be against it after the election. I'll be against it when I'm president.

Based on the data analysis, we were able to identify other group of argumentative-communicative strategies used by the opponents that induce a certain opinion or action through pressure, implicative imperatives, expressed using modal verbs and conditional constructions:

TRUMP: But I feel that at this point in our country's history, it is important that we not reverse marriage equality, that we not reverse Roev. Wade, that we stand up against Citizens United, we stand up for the rights of people in the workplace, that we stand up and basically say: The Supreme Court should represent all of us.

The call for unity (of the whole nation), with the abundant use of the pronoun "we" (or the so-called inclusive language), awakens the spirit of patriotism in the audience, and if the speaker focuses on national unity, this causes a positive reaction from the audience and is a kind of stimulus for action:

CLINTON: We're going to pull the country together. We're going to have trade agreements that we enforce. That's why I'm going to have a trade prosecutor for the first time in history. And we're going to enforce those agreements, and we're going to look for businesses to help us by buying American products.

Despite the variety of argumentation strategies that influence the audience, politicians often resort to less worthy strategies to achieve their goals. Based on the data obtained, we have identified a special type of strategies used by politicians to deal with the opponent. Highlighting oneself by diminishing the dignity of the opponent or a direct refutation of what the opponent has said, implying the accusation of lying are mainly observed accompanied by the stylistic device antithesis as an effective tool:

TRUMP: She mentions this, which is all fiction, all fictionalized, probably or possibly started by her and her very sleazy campaign. But I will tell you what isn't fictionalized are her e-mails, where she destroyed 33,000 e-mails criminally, criminally, after getting a subpoena from the United States Congress.

Or:

CLINTON: ... it just shows you're not up to doing the job. And let's -- you know, let's be clear about what he is saying and what that means. He is denigrating – he's talking down our democracy. And I, for one, am appalled that somebody who is the nominee of one of our two major parties would take that kind of position.

Conclusion.

Summarizing the analysis, we can state that the debating behaviors of the opponents fit into the framework of a number of several communicative-argumentative strategies and tactics.

First of all, we mostly observe the strategy of interception of the initiative accompanied by evaluative comments, simultaneous speaking, repeating certain words or syntagms and dangling phrases without semantic or logical completeness. This strategy is the reflection of the violation of cooperative communication and is perceived by the audience as the element of conflicting style. Although each debate is of dialogical character, not every remark made by the opponents enables to entail role switching. The remarks made by both sides in the debate express not attention, understanding of the speaker, agreement with the position expressed, but disagreement with them or even their denial. These remarks are evaluative in character and are addressed directly both to the opponent and the audience. Secondly, the opponents address to the strategy of opinion inducement accompanied by implicative imperatives, expressed using modal verbs and conditional constructions. Another widely observed argumentative strategy in the debate is citation and reference to individuals or organizations. We witness citation of statistics in proper which is urgent to be accepted as the indicators of the work done accompanied by the so-called empty words. By means of this strategy the opponents succeed to influence the audience's consciousness and to gain trust. The next argumentative strategy in turn is the utilization of the personal experience by the opponents in the debate. In order to convince the audience in terms of his/her ethos, the sides make use of the narratives about their personal achievements. Thirdly, rhetorical questions and questions-in-the narrative are the next actively used argumentative-communicative strategies in the debate. By these rhetorical tools the opponents focus the attention of the audience on the most important points and also establish contact with them, as if involving them in the conversation. Then, we observe the strategy of inclusive language represented with the abundant use of the pronoun "we" which is perceived as a sign of "the call for unity" by the audience and is the best stimulus for action. In spite of the above mentioned argumentation strategies, the opponents often resort to less worthy strategies in order to

achieve their goals. Here we observe highlighting oneself by diminishing the dignity of the opponent or a direct refutation of what the opponent has said, implying the accusation of lying. These strategies are accompanied by the stylistic device antithesis.

Analysis enable us to state that argumentation is a type of speech act that affects perception on several levels at once and is used to convince a rational listener of the truth of what was said and to increase the likelihood of speaker's success in front of audience. The effectiveness of political discourse can be determined relative in terms of this goal.

We are of the opinion that it is impossible to represent the full analysis of all the argumentative-communicative strategies that are present in the debate. Of course, there might be other(s) implied, which make the debate the object for further research.

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