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## POLITICAL SPEECHES: THE ART OF LANGUAGE MANIPULATION

It is evident that language may have a strong power in contemporary world. It helps to influence people's minds, manipulate their opinions, and provoke their thoughts. Speaking about politics, language is a tool to win elections, demonstrate opposite views on the same issue, and even cause a strong misunderstanding on vital problems.

No need to say that one of the key fields to study in cognitive linguistics is that of figurative language and metaphors usage. Recent studies have been dedicated to this problem in political discourse. Though the term "political discourse" has been treated differently starting from the concepts of human interaction or political rhetoric, key focus has been put to products of the discourse of politics. By that we mean political speeches, election campaigns, reporting political activity in the media, and public statements [2, p.417]

It is interesting that most political speeches have become rather aggressive and negative in their nature. They clearly show what the candidates' priorities are and what they are associated with. In American discourse political leaders often demonstrate that they are concerned with foreign oil, national security and business which they see as all being closely interrelated. That was a vision of John McCain. He wanted people to view him as their friend and as an ally against foreign threats. In his speeches he "metaphorically summoned the future into being by calling onto an undetermined actor to realize his claims and then humbly proposed that leadership was a privilege bestowed by the people" [1, p.85]. The scholars payed attention to McCain's evocation "Let it begin now". They treated it partly as "a command and reminiscent of prayer in religious discourse" [1, p.85]. It is still unclear what the true meaning of this statement was. It can also be treated as a language manipulation. Is it a command of a former officer, or a strong statement of a possible future President of

the country. Also it is still unclear who the agent of the statement is. Anyway, the politician's goal was to secure his position of a representative of a conservative party. The commander-in-chief and a devoutly religious man images were both important to demonstrate his political party preferences [1, p.85].

So, in today's globalized world political speeches become more and more figurative. Political metaphors contain words' ambiguity and dual nature of statements. Sometimes we really doubt if language manipulation was not meant as a double-edged sword to distort the general picture and justify certain actions of the politicians.

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## **INTERCULTURAL COMMUNICATION AND DIGITAL TECHNOLOGIES**

Growing acquaintance of people with cultures other than their native culture is one of the essential features of present times. The process of globalization helps to understand that communication between different cultural systems is an essential element of the modern world picture. The processes associated with globalization involve regular contact between different cultures in other areas. This situation requires the solution of practical problems and problems of acculturation of the representation of one culture in another cultural community. Intercultural communication remains an issue in the current conditions of the quality of higher education. It contributes to the formation of professional and communicative competence of future professionals. Among foreign and Ukrainian researchers who consider intercultural communication issues are Z. Hasanov, V. Zasluzhenyuk, S. Kucheryan, V. Miroshnychenko, O. Zhornova, S. Nieto, T. Rulker, and others [2].

The term "intercultural communication" refers to exchanging knowledge, ideas, thoughts, and emotions between people from different cultures. In 1972, American scholars Larry Samovar and Richard Porter put forward the first definition of intercultural communication in their book *Intercultural Communication*. According to this definition, intercultural communication is communication in which the sender and recipient belong to different cultures. Intercultural communication is a complex and complex phenomenon that includes separate areas and forms of communication among individuals, groups, and countries belonging to other cultures [1].