

## The use of language in Political Rhetoric

Saughmon Boujkian, Syria/Armenia

**L**anguage is one of the main ways humans communicate, and that obviously includes politics. Language employs the strategies used to construct persuasive arguments in political debate and political speech, known as political rhetoric. There are many different ways language is utilized in political rhetoric.

Phraseological allusion is a common rhetorical technique used in political discourse. Phraseological allusion is the use of sentences in order to indirectly refer to something. An example of phraseological allusion is the use of ‘weapons of mass destruction’ and ‘weapons of mass affection’ when referring to the Iraqi war (2003-2011); in both phrases, ‘mass’ is used in order to explain that said weapons affected a large number of individuals and so the allusion here is not the use of ‘mass’, but the context in which it is used. This means that this word was used with “destruction” and “affection” in order to emphasize how bad the Iraqi war was and how much it affected and distracted the Iraqi people.

Metonymy is another rhetorical technique used in political discourse. It is defined as the replacement of a word by another which is related or a word that is an attribute.

Examples of metonymy include the use of the phrase “*the crown*” to represent the monarchy, like the British monarchy, or the referral to the capital of a country instead of referring to its government; like Beijing or Brussels. This device is widely used in a political context in order to facilitate the perception of the political image, demonstrating the hierarchy of power within the country. Therefore *the crown*, which has always been used as a figure of power, is an attribute of a monarchy and it is used to show the power that said authorities have. Additionally, referencing a country’s capital instead of its government demonstrates how governments give the most dominant political view of the country, and so, mentioning the capital of a country is equal to mentioning the government itself.

In conclusion, we are able to see that language can be used in many different ways in political rhetoric including phraseological allusion and metonymy. These devices can create huge differences in the opinion or the action that the receiver might have or take. That is why it is very important to further understand these devices and ensure that they are used correctly.



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