



Section 3. General questions of philology and linguistics

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METHODS OF DIRECT AND INDIRECT PRESENTATION OF A POLITICAL FIGURE'S SPEECH

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Abstract

This article examines the forms of presentation of political speech in the media and communication environment. The article shows that the direct presentation method preserves the original content and emotional impact of the speech, while indirect presentation serves to interpret and convey information to the audience. The research results show that although direct presentation has a more objective effect, indirect presentation can reflect the position and interpretation of media institutions.

Keywords: *political figure, direct and indirect presentation, methods, an authoritarian leader*

Introduction

The presentation of a political figure's speech is divided into two parts: direct (word for word) and indirect (paraphrase/interpretation). Direct presentation uses a formal, businesslike style to ensure accuracy (quotations, direct speech). Indirect presentation often uses speech acts to shift focus or to summarize, manipulate, or persuade. Direct Representation Used to convey a position accurately and eliminate distortions. Direct Speech/Quotes: A verbatim repetition of a statement ("I promise..."). Transcripts and Press Releases: The full text of the speech. Stump Speech: A standard speech repeated

verbatim to different audiences. Use of Neutral Vocabulary: To provide an unambiguous interpretation. Indirect Presentation Used to paraphrase, analyze, or soften/strengthen the effect. Indirect Speech: A restatement of the content ("The politician said..."). Summary: Media outlets or their assistants describe the gist without directly quoting. Indirect Speech Acts: The politician expresses a warning or threat by describing facts instead of directly stating it. Metadiscourse: Commenting on one's own speech to control attention ("I must emphasize that..."). Manipulative Techniques: Using emotional words and metaphors to create a desired

image. Key Difference: Direct presentation focuses on the accuracy of the words, while indirect presentation focuses on the interpretation of meaning and context.

Aims and objectives

The aim of the article is to examine the linguistic and stylistic features of direct and indirect methods of presentation of speeches by political figures, to determine the role of these methods in political communication and the formation of public opinion. The objectives are to analyze the theoretical foundations of political discourse, to identify the different characteristics of direct and indirect speech, and to evaluate the mechanism of the impact of presentation methods on the audience.

Methodology and materials

The article uses comparative analysis, discourse analysis and descriptive research methods. The research material consists of speeches of political figures, news broadcast in mass media, interviews and media texts with political content. During the research, direct and indirect speech forms were studied comparatively based on various media samples.

Main part

There are several ways to convey someone else's speech: from a direct quote to a brief summary of the gist of the quoted speaker's speech. Someone else's speech that the author refers to in the text can be direct or indirect. For example, direct speech, introduced by verbs such as "to say," "to speak," "to ask," "to answer," or "to answer," conveys the quoted speaker's statement word for word. For example: "I'm here now," she says, "but I don't know what my future looks like as long as I don't really know that I can stay here" (NYTimes, 16.07.2015). *I want to remind you that Russia is one of the leading nuclear powers,*" he told the children" (NY-Daily News, 29.08.2014). "As the commander in chief of the army, what have you said to the families of dead Russian officers and soldiers," asked the journalist' (Guardian, 18.12.2014). Indirect speech is a paraphrase of the quoted speaker's speech and is presented as a subordinate clause or a second-order clause in a simple sentence. For example,

through indirect speech presented with verbs such as "warn," "threaten," "blame," "to make fun," "insist," "dismiss," "enjoy," "frustrated," "demand," "deny," "complain," "urge," "emphasize," "order" and "brag about", the journalist influences the reader's perception of the information in a certain way. In the following examples, indirect speech verbs indicate to the reader that the person whose speech is paraphrased poses a certain danger and threat: ".he threatened to edge the Ukraine conflict towards a full-blown war (Daily Express, 27 april, 2014).

V. V. Putin warns enemies of Russia: *'It's best not to mess with us. In these examples, the words of the Russian president are conveyed indirectly. The journalist creates an image of an authoritarian leader by using the verbs "to threaten", "to warn" and "to blame".* Perhaps, if the journalist had used direct speech, the reader would have a more neutral image of Vladimir Putin. Indirect quotes also use neutral verbs. Moreover, they can sometimes be supplemented with adverbs expressing the emotional state. speaker. For example, in the sentence "The dog doesn't bother you, does it?" he sadistically asked, knowing full well it did" he sadistically asked, knowing full well it did (Daily Express, 27 april 2014). The adverb "sadistically" (especially in a terrible or cruel way, as painful as possible) clearly expresses the journalist's own assessment, which is also a characteristic of V. V. Putin is described as a person who enjoys humiliating others. The following example involves direct speech by the president: "When television reporter Larry King asked him what happened to the Kursk submarine, in which 118 sailors died, Putin replied curtly: *'It sank.'* Putin was on holiday at a Black Sea resort at the time of the disaster in 2000 and did not return for five days" (The Independent, 22 iyul 2015). The president's direct speech is neutral: he briefly answers the question about what happened to the submarine, saying that it sank. The journalist uses the adverb briefly (short, sharp and impolite) to draw the reader's attention to the fact that the president's answer is too brief. The journalist then also refers to information indicating that Vladimir Putin was on holiday at the resort and did not return to Moscow after learning about the tragedy, thereby advancing the author's criticism of

the actions of the Russian president. Here are some examples of the use of direct and indirect speech in the image creation of German Chancellor Angela Merkel: *“This happened just a week after Mrs. Merkel insisted that marriage should only be between a man and a woman – which caused outrage among civil rights activists”*; Mrs. Merkel, a devout Christian who has been married twice, told YouTube personality Florian Mundt (better known as LeFloid) that “For me personally, marriage is a man and a woman living together. The direct speech in the article conveys the neutral information, conveying Merkel’s personal opinion that marriage should be between a man and a woman. Meanwhile, the use of the verb “insist” in indirect speech presents the journalist’s subjective assessment, thereby emphasizing that a deeply religious person simply cannot have a different opinion. Let’s pay attention to another example: According to Caliber.Az, this was stated by Azerbaijani President Ilham Aliyev at a joint press conference in Washington with US President Donald Trump and Armenian Prime Minister Nikol Pashinyan. Aliyev said that this strategic partnership format covers many important areas: mutual investment, trade, energy, connectivity, transit, artificial intelligence, arms sales, and the fight against terrorism.

This opens up great opportunities for Azerbaijan to continue its development path,

diversify its economy, maintain the current low unemployment rate and look to the future with great optimism. The journalist notes that Azerbaijani President Donald Trump thanked him for lifting the restrictions imposed on Azerbaijan back in 1992, only one year after our country restored its independence. *“I’m very grateful to Mr. President for lifting today the restrictions that were imposed on Azerbaijan back in 1992, only one year after our country restored its independence. After 33 years, these restrictions have been lifted – just today. It is truly a day that will be remembered by the people of Azerbaijan with pride and gratitude,”* Aliyev said. Ilham Aliyev emphasized that President Trump managed to put an end to conflicts in Asia, Africa and now – in the South Caucasus in just a few months. *“If it weren’t for President Trump and his team, our great friend Mr. Vitkov and his team, we would be in an endless negotiation process,”* the President of Azerbaijan said. In order to achieve the desired effect and create a positive image, political figures resort to various methods of manipulation, including verbal influence. Thus, the use of indirect speech in articles reflects the journalist’s subjective assessment, which arises from the intention to create an image of a certain political leader in the reader’s mind.

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