



ANALYSIS OF TACTICS AND STRATEGIES USED IN THE SPEECH OF  
PRESIDENTS.

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**Annotation:** *It is clear that strategy and tactics play important role in speeches. Their correct use will help the speaker achieve his intended goal with success. In this article, we will see a lot of new ways and methods how to utilize strategy in political speeches.*

*The research aims to find out tactics and strategy through the analysis speeches which used by presidents in front of the audience.*

## I INTRODUCTION.

It is important that the speaker is not only able to convince or follow the audience to himself, but also to establish close contact with them. When the audience believes that the speaker is also one of them, they trust them both in their words and in their thoughts. It also indicates that the speaker cannot use this strategy well if he starts his or her speeches with loud statements or a problem. Using a clear, simple, compact dictionary instead gives a good result. "The most effective strategy is the various questions and answers posed by the speaker. Because through this, the speaker is able to draw the audience's attention to himself. The most important thing is that the audience listens carefully to you".<sup>1</sup> In addition to appearance especially eye contact using the right facial expressions it is also considered a tactic. Again, I would like to note that the use of strategy also plays significant because it does not work well to convey the idea directly but to express them beautifully will have more effect on the listeners for example Trump, a classic marketer and businessman, has simplified his statements and speeches and often in order to be understandable to the common people<sup>2</sup>

The fact is that his listeners understand his statements and realize the concept that politicians do not have to be geniuses. Or rather, by giving motivation to the audience, he showed that they are just as intelligent a person as politicians, because there were no jargon, complex sentences or difficult issues. It was one of the main strategies used to make viewers feel on part with the candidate. Because the audience felt free to understand Trump's speech, which would not be an exaggeration to say the success of the strategy

## MAIN PART

This is considered a way to control speech and Trump mentally talked to the audience as if they were talking to their peers. Only their methods of choice of words differed dramatically. Another way for Trump to control the speech was to take into account the comments made by his critics. They criticized the speech even more than the

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<sup>1</sup> Rogers, E.M. (2004). Theoretical Diversity in Political Communication

<sup>2</sup> In L.L. Kaid . (2008)Handbook of Political Communication



topic. So, if we conclude from the middle of these two strategies, it will be as follows: make a text about how you perceive your audience and how you want your audience to accept you. As a political strategy, manipulating and controlling symbols and evidence is important to emphasize these political victories.<sup>3</sup>The creation of political slogans will be especially memorable and impressive if it concerns optimism, hope confidence. Events and performances people expect you to come up with solutions, not problems, therefore it is necessary to organize a speech in a similar way, taking into account both these aspects.

Another example is a reliable speech strategy that is Dr. Jay a Conger's paper "The Art of persuasion". In his publication, he noted that convincing someone is not only about your argument and position, but also about how you present it.<sup>4</sup> Dr. Jay a Conger studied the behavior and methods of politicians of several business leaders and created a guide to help convince any person: strengthen your confidence: it is very difficult to convince someone, because he must not only trust you and trust what you say. The first step is to have confidence in yourself and gain that confidence by proving that you are an experienced person in this area. You can get it through a qualification or diploma, experience and more.

Based on the findings of the data analysis, some conclusion can be inferred firstly, strengthen your position by presenting arguments: giving examples or showing past success results is a great way to strengthen your arguments and help convince your audience. Establish a good relationship with the audience: we are beings who do business with the feeling that is most often given to the feeling, and emotions often win in a rational way.

#### REFERENCES:

- 1 Rogers, E.M. (2004). Theoretical Diversity in Political Communication /.
- 2 In L.L. Kaid . (2008)Handbook of Political Communication.
- 3 Issers (2016) The publicistic style in the politics.
- 4 <https://www.tactics.com>

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<sup>3</sup> Issers, (2016) The publicistic style in the politics.

<sup>4</sup> <https://www.tactics.com>