

**Лингво-коммуникативные технологии политического маркетинга и  
электорального инжиниринга в глобальном аспекте**

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There has been much research done recently into new information-communication technologies which allegedly influenced the mass opinion (and perhaps even determined the results) in major national and international events, like the US presidential election or Brexit. Experts say of ‘hacking and leaking’ peculiar information, that was then compromised, and of ‘big data’ collected via social nets and then used for personalized modification of messages and individualized presenting of information, e.g., in techniques of psychometrics, or psychographics, audience profiling, psychological targeting (like those allegedly used by Cambridge Analytica, etc.). Consumer behavior is believed to be similar to electoral (political) behavior, that is, the data and ways how people get the information for making decisions are similar when they shop and when they vote, therefore marketing and advertising techniques might be successfully applied in political marketing and electioneering. The personality data determine even the language used in ad messages or voter scripts, to convince or manipulate the segmented audiences [1, 6]. Such techniques should be viewed in terms of national security, as they can be exploited by military bodies and secret services as informational weapons within particular countries and on the global arena. With the rapidly increasing public and academic interest in the persona of Donald Trump, we consider important to trace his lingual and communicative features as efficient techniques of psy-verbal electioneering. Journalists, political analysts, sociologists, psychologists, linguists have already done lots of research in his speech characteristics, and even introduced the term “the Trumpese language” to define his peculiar speech style, unusual for consensual politicians. After his being elected the 45th President of the USA (taking into account the global importance of this position and Trump’s continued communicating with the world directly by means of his Twitter account) we have introduced a new cross-discipline of “Verbal Trumpology” as an umbrella term for researching his rhetoric and communicative peculiarities [3, 4]. Researchers and journalists have already identified the trend of decreasing the level of speech complexity in politicians’ speech in our era of multimedia, because “simpler language resonates with a broader swath of voters in an era of 140-character Twitter tweets and 10-second television sound bites” [7]. The Boston Globe staff reviewed the language used by the 2016 US Presidential candidates, Democrats and Republicans, putting the transcripts of the candidates’ speeches through the Flesch-Kincaid readability tests (which give higher grade levels to those using longer words and longer sentences, which tend to be more complex and require a higher grade level to comprehend). According to this study, Trump “speaks in punchy bursts. . . It’s all easily grasped, whether it’s his campaign theme (“Make America Great Again”), words about his wealth (“I’m really rich”), or his disparagement of the Washington culture (“Politicians are all talk, no action”). He dismisses his opponents with snippy sound bites that. . . have been devastatingly effective”. To sum up, “with his own choice of words and his short, simple sentences, Trump’s speech could have been comprehended by a fourth-grader” (i.e. the 4th grade school pupil) [7], while his competitors in the election could only be understood by people with higher level of education. We have also discovered the specifics of the Internet communication impact [2] efficient in business and political spheres in the information age. Now, we have analyzed the key recent speeches by D.Trump including the nomination acceptance speech at the Republican National Convention July 21, 2016; his Presidential campaign speeches; three Presidential Candidates Debates; President-Elect Victory Speech

November 9, 2016; News Conference 11 January 2017; Inauguration Speech 20 January 2017, and the textual content of D.Trump's official Twitter account. The results of this analysis reveal the following major characteristics of his speech, verbal and communicative style (all the illustrating examples below are taken from D.Trump's speech at the Republican National Convention): - purposeful simplicity (lexical, grammatical, stylistic) – short and clear words and sentences, transparent style of expressing himself (e.g. “Beginning on January 20th 2017, safety will be restored... I will present the facts plainly and honestly. We cannot afford to be so politically correct anymore... The democrats are holding their convention next week. Go there. But here, at our convention, there will be no lies”; - colloquial manner with informality, self-interruptions and digressions, and use of slang (e.g. “The Democrats on the other hand, received 20- use of verbal intensifiers (e.g. “violence... will soon, and I mean very soon come to an end”; “In 2009 ISIS was not even on the map”; repetitions and parallelisms (e.g. “this is the legacy of Hillary Clinton: death, destruction and terrorism and weakness. Boo! But Hillary Clinton's legacy does not have to be America's legacy”; “We will make America strong again. We will make America proud again. We will make America safe again. And we will make America great again!”); - massive use of imperative mood (e.g. “Build the wall!”, “Believe me!”); - combination of all above mentioned in promising without specifying how to achieve it, which can be compared to ‘seller's speak with suggestive effect” (e.g. “Our trade deficit in goods reached, think of this, our trade deficit is 8 hundred billion dollars. Think of that. 800billionlastyearalone.Wewillfixthat; 1Boo!Lockherup!Lockherup!Lockherup!j).Asforextra—linguisticinnovations,successfullyusedbyD.Trumpduringhiselectioncampaign,individualizedtargetedpoliticalpreferencesoftheaddressees,andtoinfluencetheirelectoralchoice.Thecumulativeeffectoflingual,communicativetechniqueswastheictoryintheelection,whichprovestheirefficiencyandneedLevelAnalysisoftheBusinessWebDiscoursesinEnglishj.Doctoraldissertation(InstituteofLinguisticsandCommunicativeTrumpology)(onlingual,rhetoricandcommunicativetechnologiesofD.Trump)j.In : Scientificenquiryinthecontemporaryworld : theoreticalbasisandinnovativeapproach.8thed.Research89.4.Danyushina,Yulia1VerbalTrumpology)(onrhetoricandcommunicationtechnologiesofD.Trump)j.2312–2773.Vol.3,7.2017.Pp.7–9.5.Grassegger,HannesVonundMikaelKrogerus.Ichhabenurgezeit,FundTycoon.BehindtheTrumpPresidency : HowRobertMercerexploitedAmerica'spopulistinsurgencgradelevel.TheBostonGlobe.Oct.20,2015.P.3.