Political News – Language and Discourse

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Abstract :
This article approaches political news and their analysis, according to the structure of the written press. Political news shall be analyzed as language phenomena and as discursive structures. The persuasion strategy of the issuer and the way he sees things underpin the political language. The social context of the problem, the language used, the journalistic language of the news, the status of the issuer, are always at the border between pragmatics and semantics, between linguistics and political sciences, between sociology and marketing policy. This article aims to address only a few elements of the also complex relationship between ideology and press, between the language used and the sphere of politics, without doubt remaining open for the many forms and visions that are to come.

Keywords: *political news; political analysis; political language; scientific terminology; idiom*

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Introduction

The difference between language and discourse is described by many researchers in specialized works. Speech requires spoken and written language. Some linguists describe the discourse as the context of the emergence of certain statements (political discourse, internet discourse, religious discourse, legal discourse, etc.). Instead, language represents a system of communication, the system of words, signs and sounds. Political discourse lies at the heart of political news and has its own characteristics. Within political news, it is well-known that we encounter words never seen or heard before because a speaker or a creative writer has just invented them. The new records are constantly added to dictionaries, as speakers have to reference new concepts, objects and ideas.

Political language / discourse - characteristics

Ferdinand de Saussure was the first to make the difference between language and speech. The starting point of Saussure's reflections is the unique, absolute, expressive act of speech, the endless series of different sound products and the series of different meanings.

Due to language, the audience reduces a particular phonic performance to one or another of the phonic production classes and a particular significance to one or another of the significance classes. Saussure makes the distinction between langue (as the possibility to use a language), parole (as a set of signs used by a community such as Romanian, French, English etc.) and speech (as a speaker in a given language). The language has a synchronous dimension (as relationships between signs at a given time) and a diachronic dimension (as the evolution of signs over time).

In its turn, the idiom encompasses the terms that define the different kinds of languages, the regional varieties of a language, as well as its social varieties.

According to the French linguist Philippe Blanchet: "An idiom is a minimal network of individual linguistic systems that are identified by an autoglottonym and a specific linguistic consciousness" (Blanchet, 1991: 85).

The invention of new words and concepts of language is a necessary part of maintaining the current social dynamics. For example, in the case of news, social scientific terminology is faulty and misused, such inconsistencies may be the reason for misunderstanding. As in any other field, in politics too, the creation and use of typologies - sets of coordinated terms that provide labels for different components of the analytical domain of interests - is often at the center of social scientific analysis.

When referring to political analyzes, we can think of either political theory or thinking, in short, of political science as academic discipline or newspaper articles, political events, speeches, etc.

The dialect - the territorial branch of a language – has a political character as well. Political-type dialects vary depending on several criteria: affiliation to a particular party, the type of speech of a particular speaker, his preparation which may be philological, political, journalistic. Equally, it is true that political discourse can be spotted by anyone who can fit smoothly into the category it belongs to.

Political terminology is not a hundred percent specific, that is, it can be found in other types of discourse, too. Political terms are limited, the field itself is not one that would not allow the understanding of political discourse by people with other types of professional training.

James Rayburn tells us at the beginning of his novel, "The Absolute Truth", that according to George Orwell "Political language is designed to make lies sound truthful

and murder respectable, and to give an appearance of solidity to pure wind". To Orwell, language decline must ultimately have political and economic causes, because "if thought corrupts language, language can also corrupt thought". Thus, political language must be mainly formed by euphemisms, questions begging and a disturbing wave of dim. Orwell says that "four years have passed since the Dayton Accords brought a complicated, bitter peace to Bosnia. Almost a year has passed since NATO air strikes drove Serbia forces out of the Yugoslav province of Kosovo, making possible another complicated, bitter peace. Soldiers from United States, Great Britain, Russia, and many other countries (…) are now stationed as peacekeepers in the Balkans. Besides a considerable reduction in violence – no small achievement – what has the world's intervention wrought?" (*Yugoslavia and the World*, The Atlantic Monthly, April 2000: 79).

Orwell speaks about the fact that this type of description and phrase is a "defense of the infinite". The presence of the Balkan soldiers, these "peacekeepers", the fall of bombs on Yugoslavia, the whole description is too brutal for most people to experience this kind of feelings and not to imply that it matches the alleged purposes of political parties. So, the unprotected villages are bombed from the air, the inhabitants were chased away in the countryside: this is called pacification.

Faced with such a writing, the reader seems rather to read a novel, not to read a story about living human beings embedded in a desolated reality.

The system of meanings common to those who share a certain ideology derives from the distribution and allocation of power through the force of discourse or the eloquence of the political act of communication. Ideologies usually arise due to imbalances or strong stagnation in society, aiming at reaching or regaining trajectory toward progress. There is a strong support for the emergence of diversified sources of communication that promise solutions for getting out of the deadlock and for an ideal remodeling of society.

Any ideology is almost oximoronic by its mere operation, it always promises freedom, independence, but for these things it requires regimentation, obedience and an inevitable loss of identity. In order to have a strong impact, an ideology must bring to the attention of individuals new, original ideas with a deep reforming character and a potential for robust change. This new character is a source of vulnerability in assuming ideological choices in the population.

Analyzing the connection between ideology and language, Edward Sapir identifies significant variations in the potential for internalization and externalization in terms of reflexivity and enhanced development of mental mechanisms and implicitly of ideological values. The Exeget also explores a generative dilemma concerning the interchangeability of cyclical dualism - ideology, namely the idea that language is the source of ideas, and ideas give birth to language: Only the external form of the language is constant, its internal significance, its value and its mental intensity varies according to the type of attention or the content of the reflection, chosen by the mind, it is understood that it also varies according to the general development of the mind.

Undoubtedly, political struggle is a confrontation of resources, and the true goal of resources is the acquisition of communication and communicators. Language as a decisive weapon has become relevant in the process of asserting and consolidating political power. Its universal character implies a certain level of versatility, but an effective communication act will, without exception, rely on contextualizing it, adapting the message in order to resonate with listeners, but also on shaping communication in order

to best harness the strength of the candidate's transmission, thus increasing the chances of credibility and naturalness in expression.

Language correlates interaction transactions between systems that are not interconnected. It is an art, but also a pragmatic science at the same time, thus acquiring the status of strategic art of asserting the power of manipulation and control. Language thus gets a dimension of the truth that pulses in the heart of a community. The linguistic exegesis centers on the understanding of lexical options, but the socio-political dimension also treats the dimensions of manipulation or even the assumption of a negative ideology, not by ignorance, but by the sphere of intervention of the gregarious emotional framework.

Language, as a finality, proposes a true communication of social reality. Political communication assumes the need to express social reality and focuses as an objective adaptive and resonant expression of truth. Unfortunately, truth is not a universal constant, it does not possess even some objective stability, it means its own version of the ideological viability of each individual or group. That is why an effective political communication act will, on the basis of a sociological study, agglutinate the compatibility of all the truths of the participants in the political game, trying to reach a formula for identifying the justice and the legitimacy of their cause. Nae Ionescu speaks of truth systems, generative pulses of truth based on their own experiences and perceptions, and re-evaluations of truth that can coexist even at the level of one person: […] there are as many systems as there are people. Why does everybody say that only he discovered the truth? Because every man believes that the truth can only be for him. And what's coming out of here? This is the knot of the matter. Because in philosophy every philosopher judges only with his experience, and the philosophical experience is unique to every man. [...]. When a philosopher has reached a formula, he remains committed to it forever. If today I'm raising Kant from the dead, surely they would say the same thing. He would say, 'I was still right' too, and he could defend his system against anyone attacking him. (Ionescu, 1993:34)

Rodica Zafiu says that the existence of the political discourse cannot be questionable, but the idea of political language is quite controversial. Zafiu adds that is "hard to be defined through a list of purely linguistic features (lexical and morphosyntactic), political language is nevertheless easily identifiable by reference to the field of use and to the communication context, which determines the association of a specific vocabulary with a series of discursive strategies. Its essential features are persuasive stake and ideological content; from these derive, as secondary features, the appeal to euphemistic strategies and the tendency to cliché" (Zafiu, 2007: 28).

Also, Rodica Zafiu confesses that from the point of view of functional stylistics, political language does not have a clearly marked individuality, it is to a large extent identified with standard language, resembles the journalistic language that influences it, uses specific terms but does not have a rigorous terminology, interferes with legal and administrative language. Although it is difficult to define it using a list of purely linguistic features (lexical and morphosyntactic), political language is easily identified by reference to the communication situation and to the field of use. The persuasive stake and ideological content or tendency to cliche are its fundamental characteristics. The communication situation involves an individualized speaker who speaks on behalf of a group, not in his own name, addressing a wider audience. The conative function is undoubtedly the most important function of political language because it seeks to change opinions, attitudes, and even the actions of those to whom it addresses. The massive use of euphemism is undoubtedly the most important feature of political language;

„euphemism consists in the conscientious replacement of linguistic expression with negative meaning or connotation by another, neutral or positive, in order to avoid a negative effect" (Zafiu, 2007: 35).

Politics and society become elements trapped in a ballad of carefully regulated communication, the linguistic rituals associated with this collaboration act being implicitly a recrudescence towards the assumed strategies of symbolic enunciation and understanding.

Patterns of non-verbal behaviour are also a potentially decisive form of political emissary, a tacit understanding between actors based on tradition, individualization and repetition.

No matter how much the methodology of applying and disseminating the political message evolves, any innovation can be operated strictly on the basis of its correlation to the collective mentality. In other words, any novelty in political communication must find its correspondent in robust paradigms implemented at the level of the individuals and institutions they seek to address. Moreover „in order to establish itself as a public domain, any political action must primarily express collective and / or institutional interests. From this point of view, political action is by definition representative. Thus, politicians have ideological representativeness (they are representatives of parties or politics) or elective (they represent the electorate who chose them). [...] Secondly, the political action implies the existence of a program of actions presented as a necessity for the public interest. Thirdly, the public policy dimension involves a series of symbolic conditions such as: the past and the reputation of the political man, the collective memory of the electorate, and conventional thinking at a given moment (representations, opinions, and collective attitudes)" (Beciu, 2002:9)

In addition to the rigors imposed, political language also relates to the personal style of each politician, a style that can be concise or prolix, rational or emotional, precise or vague, simple or pretentious, archaic or modern, tense or monotonous. Political language is used in public speeches or in parliamentary debates, in electoral campaigns, but also in advertisements of politicians appearing in the media.

Political news is also based on the political language, used in this case both by the reporter or the moderator and by the guest.

The same author identifies a triple structural axis to support the relevance framework in the effective implementation of the political message. She thinks that it is not just what we say, but who, where and when we address. The technique of constructing language must therefore include not only semantic or linguistic parameters but also spatial, temporal, or personal and collective considerations. Consequently:
a. Political communication is manifested in arenas, that is to say, in certain social spaces where the relations between the participants depend on TV formulas or strategies, as well as on media, in a word of symbolic rules.
b. Political communication takes place in socio-administrative and geographical territories.
c. Political communication forms a field of intentions in which social, communicative, dramaturgical, teleological, axiological, affective and practical actions intersect (Beciu, 2002:21)

Mass-media as the supreme element of political communication surpasses its condition as a simple facilitator of political information. The press is, by no means, perfect, and often its objectivity is put into question. We cannot say we have an independent press, but we can affirm with certainty that in a democratic society the press

is free. The media's struggle to uncover important truths transforms the press into a guardian of democratic order. In this respect, it is relevant to understand the approach of Gwynn Williams concerning the importance of political communication in the propagation and consolidation of the health of a democracy through mass-media which also becomes an element that guarantees the freedom and: […]the order in which a certain way of living and thinking dominates, where a single conception of reality propagates all over society, in all its institutional and private manifestations, influencing its spirit, tastes, morality, customs, religious relations and political and social relations, especially in terms of their intellectual and moral connotations (Williams, 1973:162)

According to Doru Pop, the functionality of the communication act must be based mainly on the persuasive capacity of the candidate in accordance with the information transmission methodology and then there is a concern with the level of understanding about group identity or individual identity of the receptor. In other words, we need a powerful transmitter, an efficient transmission method to reach as many reception sources as possible and a group that if not already convinced of the truthfulness of the message will eventually be captured and empowered by force, insistence, and exclusivity:

The press can alter the electoral beliefs of citizens, can confirm and reinforce existing choices, can induce new ideas in a one-way direction. Moreover, opinion leaders stimulate group loyalty, the social identity of ideological communities and the desire to maintain decisions taken under the pressure of group membership (Pop, 2001: 87-88).

Political news – characteristics

Both political discourse and political news have certainly a structure, a function, a situation, an intention. The structure of a political news is: the description of the situation or of the intention to communicate, the message it wants to convey, of the ideological and social framework in which it falls. What does it intend to reveal and which target audience it addresses to? In general, the tone used by moderators of political broadcasts is a serious one, even aggressive at times. The intent of a political debate is to change the target audience's vision of a political character in vogue, a political party in power, or an important subject for the citizens of a community / country.

Whatever the option adopted to strengthen the language persuasion function, regardless of the intended perspective (transmitter-transmitter-receiver environment), language must involve a component not necessarily coercive, but rather overwhelming to change or reinforce convictions. In *The Encyclopedia of Language and Linguistics*, the power of political language can be understood through: the definition of the speech, the explanation of language-in-action and refers to three possible approaches: the speech as a text in the approach of formal linguistics; speech as a conversation in the sociological-empirical approach; the discourse as power / knowledge, in the critical approach. Also, as a corollary of the relationship between language and power, we recall the distinction between power in discourse and power behind discourse - if the first draws attention to discourse as a place where domination appears and relationships of power are staged, the second identifies the discourse itself as a target of domination and hegemony. (The Encyclopedia of Language and Linguistics, 1994: 940).

Political news can be presented in several ways: political talk show, general news about politics, press conference, newspaper article with political subject.

If we are talking about the newspaper article, such a prose has a certain pattern. Starting from the title that definitely needs to have a good grip; and the key disclosure is not necessarily the one that the title insists on.

The magazine "Valeurs Actuelle" titled on August 11, 2016: "The Last Confessions Before the Battle" referring to Nicolas Sarkozy and the announcement of his candidacy from the Republicans. In fact, the confidentiality was not that Sarkozy had announced his candidacy, but that he spoke of his confidence in his future political chances with or without this candidacy. Sarkozy pointed out that "what matters is not so much the announcement of the candidacy, but also what lies behind it, the way and the content," adding: "Those who say I'm dead are based on surveys, that is in the virtual environment. And I prefer living in the real life".

The phrases used in political press articles are usually not long, but on the contrary, they are short, striking and resonant, like "those who say I'm dead", "I prefer living in the real life".

The political talk-show is the basis of profile television. The responsibility of the political talk show moderator is special and deserves all the risks he assumes because the laurel pickers are impressive. The opinion of the talk-show moderators is very important even for political leaders because they can change their fate and the fate of the parties they belong to. People have a special respect for this type of moderators because they are undeniably opinion-makers in a society. The duties of talk show hosts are multiple. They must always be up to date with the latest news even in the hotter minute they are announced by the designated political leaders. Also, the opinions they express on this news should be based on a great documentation, and the guests they have should be best suited to talking about the subject.

Political communication is at first instance a set of procedures. A politician may propose a specific legislative initiative, but in order for it to become law, a series of collaboration mechanisms, including communication with the public, must be activated. Poor communication may induce interference with a set of opposition factors such as negative public opinion, protests, declines in polls or even criticism from internal and external partners. Political communication is based on the symbolic power of the message, on the creation of a language that people not only accept but embrace, the recipients of the message must be motivated and able to transform the abstract theoretical dimension of language into concrete achievements, changes in life daily. Politicians such as John F. Kennedy, Margaret Thatcher, or Bill Clinton did not send a simple message, they used messages that inspired people, generously offered charisma through every word, look or handshake. They understood that the primordial function of communication meant in Ball's expression "the practice of using language to motivate people to believe and to hope for ideas that they would not normally think or implement" (Ball, 2011: 42).

The capacity to persuade voters about the viability of their own political message will include, besides classical communications, specialized methodologies based on informational control, the release of half-truths or even the allocation of financial resources to support some, even obsessively, such as the so-called superpacks in America, which are nothing but media and financial conglomerates that support either the Republican Party or the interests of the Democratic Party. The emergence of these mammoths on the communications front, or other similar entities, has led many voters to lose confidence in the freedom and independence of the democratic process, thus having an opposite effect to the investment interests concerned with the spread of political ideologies.

The tone used by the moderator of a political talk show is usually incisive, very serious, the language is rigorous, with concise and at the object phrases, with repeated key-words, sometimes even excessively, so that the audience has the attention to what

they want. Under no circumstances, moderators of political talk shows are simply theoreticians. They plead for a cause with all the journalistic forces they have.

The moderator's communication behavior can go in several directions. Talk-show can lead the image of the politician in question or of the political party in derision: Karl Zero: "I have prepared the questions, and suddenly I said to myself: «That question is too idiot, but that is, is a question to be addressed: is it mandatory to be old in order to be a candidate?"

Obviously, the media builds and rebuilds reality for the public and is one of the most important powers in the state.

G.K. Chesterton believes that, to a large extent, journalism consists in telling some people that "Lord Jones is dead," but they never knew he was alive.

In recent years an increasingly popular phenomenon of journalism has developed: the press conference. Presenting the press conferences "live" on television, politicians picked up one of the most powerful forces in exchange for public opinion between the people and their government. The press conference has become an important source of news and a way to change the attitude of the public towards a certain ideology or the evolution of the public image of a particular politician. All of these facts are part of public communication and, inevitably, of some manipulation strategies.

The press conference requires logistics and means to be carried out in good conditions; "the press conferences do not serve the vanity of the leaders of the public institution, but the press. These give journalists the opportunity to question the members of the management of an institution about major issues of its activity and to communicate to the press a unitary message. When journalists approach leadership one by one, the uniformity of the message is impossible to sustain. For both parties, the administration of time resources is also very important, and a press conference is more advantageous, because if we assume that twenty journalists call each other to investigate the same theme, the latter they will have less time to check the statements made and write the article itself, and the communicator would waste a long time saying the same thing" (Epure: 2004).

The analysis of President Barack Obama's speech in November 2008 will include, in addition to exploring the linguistic resources activated by the first African-American President in the history of the United States of America, and the study of the sociopolitical context that led to the generation of that address. Recognized for his overwhelming charisma, Barack Obama was more than a surface communicator, he knew to captivate and unite a complex and different multiplicity of voters behind ideals communicated eloquently and clearly by virtue of assuming a mission of unification, healing of the nation.

The speech as a whole is the communication confirmation that doubles the political truth that the American dream can be achieved by every citizen of America, regardless of age, race, religion or sex. The applied analysis will explore the interaction between the deliberate use of communication functions in harmony with the political aspirations of the speaker as the bearer of the listener's hope and ideologies.

The President Obama give a good example when he says "if there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer. It's the answer told by lines that stretched around schools and churches in numbers this nation has never seen, by people who waited three hours and four hours, many for the first time in their lives, because they believed that this time must be different, that their voices could be that difference" (Obama, 2008).

The President begins addressing in a very powerful and direct way using the emotional function of language through rhetorical instruments, at a primary level, to declare victory in front of his supporters, and at a secondary level to make a pseudo-arrogance act of silencing its opponents. The communication technique is carefully selected, using an interrogatory rhetoric in determining the veracity of a victory that is not a mere political victory, but the living proof that the American dream is not an ideological utopia, but a concrete reality that has taken shape even under the eyes of the listeners.

The difference between the political talk show and the press conference is that almost always the political talk show is hotly organized just a few hours after a hot event. Guests are announced shortly, the moderator organizes the show in a very short time. The press conference is organized long before, the subject is established, are invited journalists who are interested in the topic approached and have a training in the subject. For the press conference, there are written invitations, the invited guests are invited by phone, given the short time that the moderator has at his disposal to approach them.

In a sense, we are all aware of the political world in which we live, how newspapers, magazines and TV programs that compete with each other in describing a reality they sometimes did not confront or did not witness look like.

Conclusions

In general, both political discourse and political news are closely related to power and handling relationships. Political news in whatever form it manifests is the interpretation of political discourse, and the biggest trap in which it can fall is the lack of objectivity. Lack of objectivity occurs especially because of the rejection of objectivity which, in turn, arises from the favoring of a political group or a representative of a party. The Sapir-Whorf hypothesis according to which language shapes perceptions and thinking is a topical one, as reflected by the analyzes and examples above. It is indisputable that political discourse, as well as its interpretation through political news, can change the thinking and perception of people.

Objective or not, incisive in language or not, moderators of political talk-shows, journalists who write politics headlines, political press conference organizers, politics specialized reporters - all of whom are opinion-makers, road makers for the various political formations, manipulators by willingly reformulated language, in the seemingly severe criticism of the political parties, essentially indisputable partisans of an idea from which thousands of other interpretations emerge.

The role of political communication in the dominance of a society will be accomplished by exploring the linguistic ideology of the discourse generator that will proliferate a multiplicity of manipulation strategies tailored to the context of addressing as well as its own dissemination resources and distribution networks. Political communication exists on a quadruple function axis consisting of: the speech generator, the message made, the dissemination methods and resources, as well as the electoral public that will receive the communication, but will also evaluate the person who delivers that discourse.

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