

## THE THEORETICAL AND METHODOLOGICAL BASES OF DISCURSIVE STRATEGIES IN UZBEK AND ENGLISH PUBLIC SPEECHES

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**Abstract.** This study investigates discursive strategies in public speeches from a pragmatic and critical perspective, focusing on Uzbek and English language contexts. Utilizing Critical Discourse Analysis (CDA) as the main methodological framework, discourse is interpreted as a form of social practice closely connected to ideology, power and audience influence. Through systematic analysis of lexical choices, agency construction, legitimization strategies and evaluative patterns, the research demonstrates how speakers strategically shape collective identities, normalize particular worldviews and guide audience interpretations. The results indicate that discursive strategies operate variously across genres relying on communicative goals, confirming the methodological relevance of CDA for comparative public speech analysis.

**Keywords:** Critical Discourse analysis, discursive strategies, power, ideology, pragmatics, public speech.

### Introduction

One of the most important communication channels for influencing public opinion and persuading audiences is political public discourse. Political actors use both common and unique linguistic elements and rhetorical strategies in these speeches to express specific ideas, assess current sociopolitical developments, and inspire audiences to take particular actions. Discursive strategies—that is, linguistic and stylistic techniques intended to create meaning and exercise influence—are essential to this process.

The theoretical underpinnings of discursive tactics are the main topic of this section, with a focus on how Critical Discourse Analysis (CDA) and Framing Theory might be used to analyze them. The discursive and pragmatic aspects of political discourse, such as persuasion, manipulation, and goal-oriented communication, may be examined using a variety of analytical tools provided by these theoretical methods. The theoretical and methodological underpinnings of CDA are first discussed, based on the methods created by Norman Fairclough, Teun A. van Dijk, and Ruth Wodak. Next, Framing Theory is examined, based on the models put forth by Robert Entman and George Lakoff, and its application to political discourse in Uzbek and English is discussed.

One of the main focuses of pragmalinguistics and discourse studies is the investigation of discursive tactics in public speaking since a better comprehension of these strategies allows for

a more accurate assessment of their effects on audiences. In a broad sense, the term "discourse" refers to language-shaped communication behaviors that are ingrained in sociocultural contexts.

To put it another way, discourse is a type of communication that aligns with certain social or cultural contexts and is organized in accordance with common norms, customs, and conceptual frameworks. In addition to linguistic components, discourse often includes broader social, cultural, and historical aspects.

As a result, the interconnectedness of linguistic units, the ideological meanings ingrained in them, and the power connections created by discourse must all be carefully considered when analyzing public speech. Specialized techniques are used in public presentations, especially political and inspirational talks, to influence audiences, spread certain ideas, and instill ideologies. Critical Discourse Analysis (CDA) and Framing Theory are two of the many theoretical approaches and analytical frameworks that must be used in order to examine these tactics.

As a result, this section offers a thorough analysis of these theoretical underpinnings, including their main proponents, contributions to pragmatic and linguistic discourse analysis, application to public speech, strategic importance in political and motivational discourse, and their convergent and divergent traits. Every theoretical assertion is backed up by pertinent academic references.

### **Theory and Foundations of Critical Discourse Analysis (CDA)**

Examining the connections between language and power is the focus of the multidisciplinary study of critical discourse analysis (CDA). It views speech as a type of social behavior rather than just a grammatical or structural thing. CDA looks at how language decisions are influenced by and integrated into larger institutions, social structures, and power dynamics.

In order to uncover underlying power dynamics, latent meanings, ideological stances, and belief systems encoded in texts, CDA is an analytical method that looks at conversation within a larger social context.

According to linguist B. Zakirova, CDA first appeared in the late 1970s and early 1980s in reaction to conventional linguistic techniques that mostly ignored the social and political elements of language in favor of formal and normative characteristics. For instance, members of the Critical Linguistics school (Fowler, Hodge, Kress, and others) investigated how ideology and domination are linguistically expressed in texts in an effort to show how language and power are related. This legacy was then expanded upon by CDA, which established the methodical study of language as a socially rooted activity rather than just a linguistic system.

All types of speech, especially political discourse, are inextricably linked to larger social structures and power dynamics, according to CDA theory. According to Norman Fairclough, discourse is a kind of social activity that establishes, reproduces, or challenges power relations while also constituting and changing society and culture. According to Fairclough, language is both a unique kind of social action and an essential part of society. He suggests a three-dimensional model of discourse analysis that integrates linguistic analysis with social theory. It

consists of three levels: (1) the textual level, which concentrates on linguistic and formal aspects; (2) the level of discursive practice, which addresses the processes of text production, distribution, and consumption; and (3) the level of social practice, which places discourse within broader socio-cultural and ideological contexts.

Any discursive event, including a political speech, must therefore be analyzed on several levels: as a text with particular linguistic choices, as a discursive practice influenced by institutional production and reception processes, and as a type of social practice connected to societal power structures and ideological formations. In his groundbreaking book *Language and Power*, Fairclough highlights how lexical and grammatical decisions in texts serve to reflect and uphold preexisting power relations. Furthermore, Fairclough emphasizes the ideas of intertextuality and interdiscursivity, contending that every discourse uses references and allusions to draw on earlier texts and discursive traditions, strengthening its persuasive power and connotative meaning.

A number of fundamental ideas that underpin Critical Discourse Analysis are further identified by Fairclough and Ruth Wodak. First, social issues are represented and formed through discourse. Second, power dynamics are a fundamental aspect of speech. Third, speech shapes culture and society in a constitutive way. Fourth, because speech advances specific worldviews and portrays them as obvious or natural, it is ideological in character. Fifth, discourse is inextricably linked to its historical environment. Sixth, the veiled link between speech and social institutions, or lack of transparency, helps to maintain and justify authority.

### **Teun A. van Dijk's Critical Discourse Analysis (Socio-Cognitive Method)**

The socio-cognitive method to Critical Discourse Analysis was established by Teun A. van Dijk, another well-known thinker and major representative of CDA. Van Dijk argues that a thorough analysis of the cognitive models and mental schemas developed in the human mind is necessary to comprehend the link between speech and society. According to his idea, social events and power dynamics are first represented in people's minds before being expressed in speech.

Van Dijk specifically presents the idea of the "context model," which holds that social actors create situation-specific mental or cognitive representations in every communication scenario. These mental models are essential to the creation and understanding of speech. Put another way, speakers choose and use language resources more strategically based on their subjective context models the better they comprehend a particular circumstance. Van Dijk goes on to say that pragmatic alignment and communicative appropriateness are ensured by participants' abilities to anticipate and comprehend each other's mental models.

Van Dijk gives particular attention to the examination of knowledge and ideology in speech within this framework. He contends that language is infused with people's social knowledge, belief systems, and preconceptions, and that revealing these components enables the discovery of texts' hidden meanings, implicatures, and deceptive parts.

For instance, van Dijk finds cognitive frameworks centered around the "Us vs. Them" opposition in his research of racist speech, showing that the out-group ("Them") is usually portrayed negatively while the in-group ("Us") is usually represented positively.

In a broader sense, van Dijk conceptualizes discourse analysis at three interconnected levels: language (micro level), cognition (meso level), and society (macro level). The intricate, mediated link between social structures and language forms is highlighted by this triadic paradigm, with cognition serving as an essential mediator. According to this viewpoint, pragmatic aspects of language, such as speech actions, politeness techniques, and context sensitivity, are also seen to be controlled by underlying cognitive models.

Additionally, Van Dijk contends that the techniques of negative other-presentation and good self-presentation are commonly used in public conversation. For example, "we are following a path of progress" develops the speaker's in-group in a positive way, whereas phrases like "the problems of the previous system" assign blame to others and support the status quo. Only with the methodological tools of CDA can such techniques be systematically identified and interpreted. The tight conceptual relationship between CDA and the idea of discursive strategy is another factor in the decision to use CDA as the primary technique for this study.

Van Dijk's work in CDA is especially focused on revealing political discourse manipulation, including rhetorical strategies that deceive audiences and language choices that are loaded with ideological connotations. His examinations of political discourse in American and European media show how public language serves as a potent tool for sustaining ideological control and influencing social cognition.

### **Fundamentals of Critical Discourse Analysis and Its Methodology**

The fundamental tenets of the Critical Discourse Analysis (CDA) tradition generally center on the idea that language and power are inextricably linked. CDA considers who uses language, in what contexts, and for what goals in addition to examining language's intrinsic structure. Therefore, using CDA to analyze political speeches makes it possible to identify their pragmatic aspects, including manipulation, persuasion, delegitimization (discrediting opponents), and legitimization (self-justification).

For example, CDA-based analysis of former US President Donald Trump's speeches have shown that he frequently uses frames related to "threat" and "protection," especially when discussing immigration and terrorism, which serve as fear-based persuasive tactics. Similar to this, research on the language of the Brexit campaign by academics like Fairclough (2018) and Wodak (2020) shows that these speeches mostly focused on legitimization techniques based on ideas of national sovereignty and popular will.

In recent years, there has also been a rise in interest in using CDA principles to analyze political speech in Uzbekistan. Specifically, research by F. Isokova (2024) demonstrates the pragmatic importance of extralinguistic elements in Uzbek political speeches, such as gestures, cultural symbols, and the speaker's physical appearance. Political leaders, for instance, often use paralinguistic techniques to establish their power and create images based on national ideals. This illustrates how verbal and nonverbal cues work together in CDA to boost persuasiveness and believability in political conversation. As a result, CDA offers a strong theoretical and methodological basis for the comparative pragmatic analysis of public political statements in Uzbek and English.

In the present study, the application of CDA follows a systematic and coherent multi-stage analytical framework. The first stage involves identifying the socio-political context. At this stage, the conditions of discourse production, historical moment, institutional role of the speaker, and characteristics of the audience are examined. For example, a presidential speech delivered at the United Nations reflects a strategy of international legitimization rather than audience-oriented domestic persuasion. Consequently, references to unity, stability, and peace in such speeches differ substantially from those in national election campaigns. Without contextual analysis, discursive strategies cannot be accurately interpreted.

The second stage involves linguistic analysis at the text level. This stage concentrates on lexical selections, grammatical constructions, active and passive voice, modal auxiliaries, reiteration, rhetorical patterns, and metaphors. As an example, the use of passive voice (e.g. “was adopted,” “was approved”) hides the identity of those making decisions and serves as a means of diffusing responsibility. Likewise, modal expressions like “must,” “should be considered,” and “necessary” function as discursive tools that heighten normative pressure and obligation.

The third stage involves identifying and interpreting discursive strategies. At this point, the previously analyzed linguistic and grammatical features are scrutinized with respect to their strategic communicative functions. Phrases like “our youth are capable” or “our people are dedicated” demonstrate strategies designed to create a positive collective identity.

#### **The Fourth and Fifth Stages of CDA and the Methodological Conclusion**

The fourth stage encompasses both ideological and pragmatic interpretation. At this point, the recognized discursive strategies are examined regarding the ideological positions and worldviews they endorse, along with how they pragmatically influence the audience. As an illustration, the metaphor “the path of reforms” depicts development as a continuous, stable, and unavoidable process, which serves to marginalize alternative perspectives at the discursive level. Political choices are portrayed as natural and beyond debate through such representation, legitimizing authority and suppressing dissent.

The fifth stage involves generalization and the development of comparative conclusions. At this point, discursive strategies found in various speeches are summarized systematically, with an emphasis on the similarities and differences between the two languages. Through this comparative analysis, an explanation of how discursive strategies are influenced by political, cultural, and pragmatic factors can be empirically grounded. This provides a deeper understanding of their contextual variability and functional specificity.

#### **Conclusion**

In conclusion, Critical Discourse Analysis views political speech not just as a textual artifact, but as a process embedded in social contexts and fundamentally connected to power dynamics. Methodological frameworks created by researchers like Fairclough, van Dijk, and Wodak are essential for revealing the concealed layers of meaning in discourse. This includes discerning the speaker's ideological position, identifying any manipulative intent, and understanding the expected reaction from the audience. These methods enable researchers to uncover the ways in which discourse operates as a means of upholding, contesting, or validating power structures.

Choosing CDA as the main method for analyzing political speeches aligns perfectly with this study's aims, research scope, and methodological direction. As CDA is tailored to reveal how power operates, how pragmatics shape behavior, and how ideology persists through language, it stands out as a particularly suitable and fruitful method for examining the discursive tactics employed in public address. CDA allows for the systematic identification of covert persuasive tactics embedded in discourse, as well as an explanation of their underlying pragmatic effects on audience cognition based on solid scientific evidence.

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