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## **WAYS OF TRANSMITTING VERBAL AGGRESSION IN DIFFERENT SYSTEM LANGUAGES IN POLITICAL DISCOURSE (ON THE EXAMPLE OF PRE-ELECTION DEBATES)**

*This research article examines the transmission of verbal aggression in political discourse, particularly in pre-election debates, across three distinct system languages: English, Kazakh, and Russian. The study presents a comprehensive analysis of how candidates employ verbal aggression as a communication strategy in debates conducted in these languages, taking into account their unique cultural and linguistic features.*

*The research adopts a mixed-method approach, combining qualitative discourse analysis and quantitative content analysis, to identify and categorize the various strategies and levels of verbal aggression used by candidates in the selected debates. Additionally, the study introduces the term «aggressogen,» a measure of the degree of verbal aggression in a person's speech across different system languages and the tolerance levels of speakers of each language.*

*Results demonstrate that the utilization of verbal aggression in pre-election debates evokes diverse reactions from the audience, which are influenced by cultural norms and individual preferences of listeners. The study finds that candidates may employ aggressive expressions strategically to assert strength and determination or to discredit opponents, but such behavior can also lead to negative perceptions and rejection from certain audience segments.*

*Furthermore, the research highlights the significance of cultural and linguistic nuances in shaping the interpretation and acceptance of verbal aggression in political discourse. The study emphasizes the importance of considering cultural contexts when analyzing the impact of verbal aggression on the audience's perception of candidates.*

*Moreover, the introduction of the term «aggressogen» contributes to the field of linguistic studies and political discourse analysis, laying the groundwork for further research in this domain. Overall, this research offers valuable implications for political communication and translation studies, deepening our understanding of verbal aggression's role in shaping political discourse in diverse linguistic and cultural settings.*

*Keywords: verbal aggression, political discourse, cultural characteristics, language strategies, audience reactions, aggressogen, political goals*

## **Introduction**

Throughout human history and the development of human civilization, aggression has been a prevailing aspect of life. Conflicts are an inevitable part of human existence, ranging from personal choices to global wars. Among all beings, humans are known for their persistence in resorting to violence as a response to conflicts, leading to prolonged and endless disputes worldwide. Defining aggression can be challenging due to its complexity, but it generally encompasses various forms, including physical aggression (e.g., attacks and fights), psychological aggression and intimidation (involving threats, blackmail, insults), sexual harassment, offensive remarks, indecent assaults, and verbal aggression (e.g., name-calling, shouting, baiting, etc.).

In modern political discourse, verbal aggression becomes a vivid and noticeable tool employed by political figures to achieve their objectives. Pre-election debates become particularly significant moments in electoral campaigns, where candidates showcase their positions and abilities. However, the effectiveness of using verbal aggression and its reception by the audience can significantly vary depending on the cultural and linguistic peculiarities of diverse language systems.

Our aim is to assess and classify the diversity of methods for conveying verbal aggression in English, Kazakh, and Russian languages using pre-election debates as an example. The study will uncover the unique features of each language and their influence on the effect of conveying aggressive statements. Such analysis will provide a better understanding of how verbal aggression can impact the formation of the image of political figures and the audience's perception of candidates.

In the scope of this research, English, Kazakh, and Russian languages were chosen as representatives of different language families and cultures.

The results of this study will contribute significantly to the fields of political linguistics and translation studies, while also holding practical significance for political figures, aiding them in adapting their communication strategies for diverse cultural and linguistic audiences. A deeper understanding of verbal aggression and

its influence on political discourse will help shape more conscious and constructive approaches to communication and public discourse.

### **Materials and methods**

Aggressive language can cover a broad spectrum, ranging from relatively polite expressions to outright rudeness. Politeness does not always guarantee courteous communication, as seemingly elegant messages may conceal cruel intentions. For instance, flattery often involves excessive praise to manipulate someone's perception in a favorable light.

The level of self-esteem or certain character traits can also have an impact on the manifestation of aggression. As Kenneth D. Locke stated, «Narcissistic individuals may be more prone to aggression because they tend to believe that they have more humanizing qualities than others do.» [1, p. 99–102]. This not only sheds light on the complex interplay of self-perception and aggression but also underscores the significance of understanding these dynamics for fostering harmonious social interactions.

So in the context of the theoretical overview, we will examine various types of aggressive statements used in political discourse. Open insults, sarcastic remarks, demonization of opponents, the use of sarcasm and irony, as well as skillfully hidden threats and accusations – all are part of the strategies of verbal aggression employed in political communication. Analyzing each type of aggression will help better understand their functionality and impact on the process of shaping candidates' images and the audience's perception.

What is the significance of verbal aggression? The authors of the «Stylistic Encyclopedic Dictionary» offer the following definition: «the use of language means to express hostility; a manner of speech that insults one's pride and dignity» [2, 340]. The emphasis on the linguistic aspect of this phenomenon is essential.

Language selection for the study. To achieve the research goal, we selected three different countries with distinct linguistic and cultural characteristics: the United States of America (English language), Kazakhstan (Kazakh language), and the Russian Federation (Russian language). This choice allows us to cover languages belonging to different language families, which is crucial for our comparative analysis.

Data Collection and Analysis of Pre-Election Debates. The primary data source is audio and video recordings of pre-election debates involving candidates from different countries.

Three debates were analyzed: the U. S. 2020 presidential debate took place on September 29, 2020, and it was conducted in English. Kazakhstan's presidential debate occurred on November 11, 2022, with the debate conducted in Kazakh.

Presidential election debate was held on February 28, 2018, and the language of the debate was Russian.

**Research methods.** Through discursive analysis, it uncovers recurring language patterns and their connection to cultural and political contexts. Pragmatic analysis goes further, examining the speech acts, strategies, and presuppositions candidates employ. The research compares these strategies across languages, shedding light on the global interplay between language and aggression.

**Ethical Considerations** During the research, we strictly adhered to ethical principles, and the research results were used solely for scientific purposes.

### **Results and discussion**

Unique Strategies of Verbal Aggression in the English Language:

In the first U. S. 2020 presidential debate between Republican President Donald Trump and Democratic challenger Joe Biden, Joe Biden discredits his political opponent through generalized criticism of personal qualities.

Biden to Trump: «You should get out of your bunker and get out of the sand trap and ... the golf course and go in the Oval Office and (put) together Democrats and Republicans, and fund what needs to be done now to save lives.»

Trump to Biden: «You didn't think we should've closed our country (to China) because you thought it was terrible.»

«... We've done a great job. But I tell you, Joe, you could never have done the job we've done. You don't have it in your blood.»

Biden on Trump's leadership on the pandemic: «He panicked or he looked at the stock market. ... A lot of people died, and a lot more (are) going to die unless he gets a lot smarter a lot quicker.»

Responded Trump: «There's nothing smart about you, Joe.»

We can identify instances of verbal aggression and rhetorical strategies employed by both candidates. Let's analyze the verbal aggression in their statements:

**Biden's Aggression:**

Biden starts with the suggestion that Trump should leave recreational activities («sand trap» and «golf course») and focus on his presidential duties. This can be seen as a subtle critique of Trump's priorities during his presidency, implying that he was not fully engaged in his role.

Biden accuses Trump of not taking effective action during the early stages of the pandemic, stating that he either panicked or was overly concerned about the stock market. This suggests incompetence or misplaced priorities on Trump's part.

Biden implies that Trump needs to become smarter quickly to prevent further loss of lives, which can be interpreted as a direct attack on Trump's intelligence.

### Trump's Aggression:

Trump responds to Biden's criticism by immediately attacking Biden's judgment, insinuating that Biden was against closing the country to China during the early stages of the pandemic. This is a classic example of an ad hominem attack, diverting from the argument to question Biden's stance.

Trump asserts his superiority, saying that Biden could never have done as good a job as he did. This statement not only challenges Biden's competence but also portrays Trump as more capable.

Trump concludes with a personal attack, claiming that there's nothing smart about Biden, which is a direct insult to Biden's intelligence.

In this exchange, both candidates employ verbal aggression as a rhetorical strategy to undermine their opponent's credibility and competence. They use tactics such as sarcasm, personal attacks, and questioning each other's judgment. These aggressive exchanges are characteristic of political debates where candidates aim to gain an advantage and appeal to their respective bases.

### Unique Strategies of Verbal Aggression in the Kazakh Language:

The Kazakh language is distinguished by its rich cultural and linguistic characteristics, which are reflected in the realm of political discourse. During pre-election debates conducted in the Kazakh language, candidates actively employ metaphors and analogies drawn from cultural traditions to emphasize their arguments and criticize their opponents.

Example: An exchange of verbal aggression occurred between Karakat Abden and Saltanat Tursynbekova.

«Saltanat Khanym, when you meet with the people, you criticized me, saying that I am not worthy of participating in the presidential race. Everyone knows that I advocate for the dignity and honor of Kazakh women. Yet, you adopt sexist views following Mr. Kazyken. Is this your life stance?» – questioned Karakat Abden.

«Firstly, Karakat Khanym, you might cook kurt, visit the regions, and pour kymyz, but there has never been sexism among the ordinary people. If you knew me, I am a professional lawyer. Sexism and ageism are distant notions for me. Such accusations are unfounded. I defend women from domestic violence and call on you to do this together and unite our forces,» stated Saltanat Tursynbekova.

In the exchange between Karakat Abden and Saltanat Tursynbekova, we can observe instances of verbal aggression and rhetorical strategies used by both individuals.

### Karakat Abden's Aggression:

Karakat Abden begins by directly addressing Saltanat Tursynbekova and accusing her of criticizing her in front of others. This is an aggressive move as it publicly challenges Tursynbekova's actions.

Abden implies that Tursynbekova has adopted sexist views, which is a direct attack on her character and beliefs.

The phrase, «Is this your life stance?» is confrontational and suggests that Tursynbekova's actions contradict her supposed principles. It challenges her integrity.

Saltanat Tursynbekova's Response:

Tursynbekova responds with a counter-attack, indirectly questioning Abden's qualifications and abilities by mentioning cooking kurt, visiting regions, and pouring kymyz. This can be seen as belittling Abden's actions and portraying her as lacking the professionalism required for the role.

Tursynbekova dismisses the accusation of sexism and ageism as «unfounded,» implying that Abden's claims lack validity. This can be viewed as a defensive move to protect her reputation.

By stating that she is a professional lawyer and that such notions are distant for her, Tursynbekova attempts to establish her credibility and expertise, indirectly contrasting it with Abden's alleged shortcomings.

In this exchange, both participants employ verbal aggression as a rhetorical strategy to challenge each other's credibility and integrity. They use tactics such as direct accusations, belittling comments, and dismissive language to undermine each other's positions.

The Specifics of Verbal Aggression in the Russian Language:

In pre-election debates conducted in the Russian language, candidates employ various lexical and syntactical techniques to convey verbal aggression. Negative emotions are often expressed through the use of certain words or phrases, and candidates may emphasize their points with repetitions or changes in intonation.

Example: "Vladimir Volfovich, you will manage to respond" remarked the program host, Vladimir Solovyov, implying that each candidate was allocated a specific time for their speech. In this case, the time was allocated to Baburin.

However, the leader of the LDPR continued to speak, and another participant in the debates, Ksenia Sobchak, intervened. «It's harmful to get so worked up at your age,» she said to Zhirinovsky, who responded by calling her «a fool.»

The host asked the LDPR leader to maintain self-control, but Zhirinovsky persisted in making offensive remarks towards Sobchak, including referencing her participation in the reality show «Dom-2.» In response, Sobchak stated, «Even the participants of 'Dom-2' behave more decently than you.» Despite her cutting remark, Zhirinovsky's aggression towards the only female candidate did not subside. As a result, Sobchak poured a glass of water on Zhirinovsky.

Thus, we can observe the following:

Use of Verbal Aggression: Zhirinovsky, the leader of the LDPR, displays aggressive behavior by exceeding the allocated time for his speech. He insults



Ksenia Sobchak, a participant in the debates, calling her «a fool» and recalling her involvement in the reality show «Dom-2.» This allows him to discredit her and express disrespect towards her status as a candidate.

Counterattack from Ksenia Sobchak: Ksenia Sobchak intervenes in the altercation, noting that it's harmful for Zhirinovskiy to get so worked up at his age. She also criticizes him for his offensive remarks and compares his behavior to that of participants from the reality show «Dom-2,» asserting that they behave more decently.

Escalation of Aggression: Despite the host's reminder to maintain self-control, Zhirinovskiy continues with his offensive attacks towards Ksenia Sobchak, insisting on his aggressive stance. This leads to further escalation of the conflict and negatively impacts the atmosphere of the debates.

Emotional reaction of Ksenia Sobchak: As a result of Zhirinovskiy's continuous insults, Ksenia Sobchak loses patience and pours a glass of water on him. This reaction may be a response to emotional tension and negative emotions triggered by verbal aggression.

In this dialogue, we can observe the use of verbal aggression strategies from Zhirinovskiy, who insults and criticizes Ksenia Sobchak, as well as her counterattack in response to his aggression. The escalation of the conflict and emotional reactions highlight the negative effects of verbal aggression on communication and interpersonal relationships.

One of the notable outcomes of this research is the introduction of the term «aggressogen,» which measures the degree of verbal aggression in individuals speaking different languages and assesses the tolerance levels of speakers of various languages. This term provides a valuable tool for gauging the level of verbal aggression in speech across different languages and helps evaluate the capacity for tolerance among speakers from diverse linguistic backgrounds.

The findings of this research have broad implications for fostering better cross-cultural understanding and enhancing communication strategies in multicultural and multilingual societies. Understanding how cultural and linguistic peculiarities affect the expression of verbal aggression can contribute to creating a more tolerant and respectful social environment, promoting constructive dialogues, and avoiding misunderstandings in intercultural interactions.

Overall, the research on verbal aggression in various linguistic systems holds great societal significance, as it sheds light on the complex dynamics of political communication, the influence of language on the perception of candidates, and the reactions of audiences. The knowledge gained from this study can pave the way for improved political communication practices and contribute to the cultivation of a more inclusive and harmonious global society. Table 1 illustrates levels of aggression – «aggressogens».

Table 1 – levels of aggressiveness, their description and examples.

Level of aggression	Description	Example
Level 1: Neutral expression (1 point):	At this level, verbal aggression is practically absent. Speech is conducted without aggressive elements, based on respect for the interlocutor.	«Thank you for your point of view. I would like to add...»
Level 2: Low aggression (2 points):	At this level, statements may contain slight critical hints, but they remain moderate and do not cause a strong negative emotional response.	«Perhaps your argument needs clarification. Perhaps you can provide additional data?»
Level 3: Light aggression (3 points):	At this level, speech contains clear expressions of displeasure, indignation, or some offensive language, but they remain fairly moderate.	«Your statement seems to be somewhat misleading. Maybe we should reconsider the facts?»
Level 4: Moderate aggression (4 points):	At this level of verbal aggression, some criticism and insults can cause negative emotions in the interlocutor, but they are not too bright and obvious.	«Your arguments are unconvincing and untenable. Please provide more substantiated evidence.»
Level 5: Medium aggression (5 points):	At this level, speech contains expressions of overt aggression, breaches of etiquette, and harsh insults that can evoke significant negative emotions.	«Your approach is completely unacceptable. I don't see how you can support such a position.»
Level 6: Above average (6 points):	At this level of verbal aggression, aggressiveness predominates, and utterances become harsher and more intolerant.	«You should better prepare before the debate so that your position sounds at least somehow convincing.»
Level 7: Significant aggression (7 points):	At this level, speech contains clear and open expressions of aggression that can offend and hurt the interlocutor.	«Your arguments are absolutely incorrect. You clearly have no understanding of the situation.»
Level 8: High Aggression (8 points):	At this level, statements contain rude insults, threats, or obvious attempts to discredit the interlocutor, causing a strong negative response.	«Your words clearly testify to your complete lack of professionalism and incompetence.»
Level 9: Very high aggression (9 points):	At this level, speech is filled with extremely offensive and aggressive language, which can lead to anger and strong negative emotional impact.	«You can't be taken seriously. Your presence here only takes time for the other members.»
Level 10: Extreme Aggression (10 points):	At this level, speech is riddled with violent insults, rude humiliations, and blatant threats that can provoke violent reactions and damage interpersonal relationships.	«You should be ashamed of such terrible statements. You do not deserve respect and only allow self-hatred.»

The obtained findings can be utilized by politicians to enhance their interactions with diverse audiences more effectively, considering language and cultural peculiarities. Additionally, this research broadens knowledge in the fields

of translation studies and political linguistics, serving as a foundation for further investigations in this domain.

**Audience Reactions to Verbal Aggression:** The analysis results revealed that audience reactions to verbal aggression can be diverse and depend on the cultural characteristics and individual preferences of listeners. Some audiences may respond positively to aggressive statements, perceiving them as a sign of strength and decisiveness. Meanwhile, others may react negatively, rejecting candidates who employ aggressive communication methods.

**Role of Cultural and Linguistic Specificities:** It is essential to note that audience reactions to verbal aggression are closely linked to the cultural and linguistic specificities of each country. What is perceived as aggression in one culture may be considered normal and acceptable in another. This underscores the importance of considering cultural contexts when analyzing verbal aggression in political discourse.

Taking into account the use of verbal aggression in the aforementioned examples in different language systems such as English, Kazakh, and Russian, specifically in these instances, we can assess the levels of aggression: In the English language – Level 6 (Above average) In the Kazakh language – Level 4 (Moderate aggression) In the Russian language – Level 9 (Very high aggression). Figure 1 presents the levels of aggression in the given samples of debates in different countries.

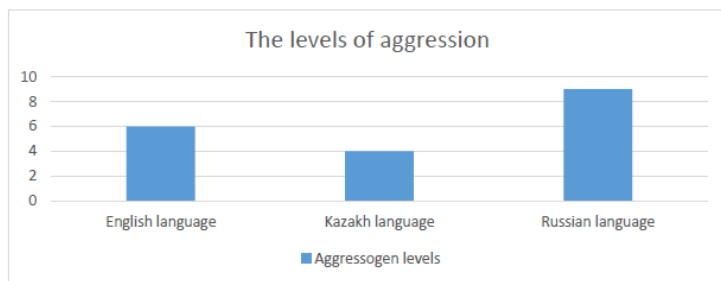


Figure 1 – levels of aggression in the analysed debate samples.

It should be noted that different debates exhibit varying levels of tension and the usage of different levels of aggressions.

## Conclusion

The findings of our research confirm that verbal aggression plays a significant role in political discourse and can have a substantial impact on the formation

of candidates' images and audience reactions. Our comparative analysis has demonstrated that each language possesses its unique characteristics and strategies for conveying aggression, opening new horizons for studying the interplay between language, culture, and political communication.

The practical significance of our study lies in the fact that candidates and political teams can adapt their communication strategies, assess the level of aggressions, and consider the cultural peculiarities of the audience. This will enable them to interact more effectively with a wide audience and achieve their political objectives. Additionally, the research results can serve as a starting point for further studies in the fields of translation studies and political linguistics.

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### **САЯСИ ДИСКУРСТА ӘРТҮРЛІ ЖҮЙЕЛІК ТІЛДЕРДЕ АУЫЗША АГРЕССИЯНЫ БЕРУ ЖОЛДАРЫ (САЙЛАУ АЛДЫНДАҒЫ ПІКІРТАЛАС МЫСАЛЫНДА)**

*Бұл ғылыми мақалада саяси дискурста, атап айтқанда, сайлау алдындағы пікірталастарда ауызша агрессияның берілуін үш түрлі жүйелік тілде: ағылшын, қазақ және орыс тілдерінде қарастырады. Зерттеу кандидаттардың осы тілдерде жүргізілетін пікірсайыстарда олардың бірегей мәдени және тілдік ерекшеліктерін ескере отырып, вербалды агрессияны қарым-қатынас стратегиясы ретінде қалай қолданатынына жан-жақты талдау жасайды.*

*Зерттеу таңдаулы пікірсайыстарда үміткерлер қолданатын ауызша агрессияның әртүрлі стратегиялары мен деңгейлерін анықтау және санаттау үшін сапалы дискурс талдауы мен сандық мазмұнды талдауды біріктіретін гибриді (аралас) тәсілді пайдаланады. Сонымен қатар, зерттеуде әртүрлі жүйелік тілдердегі адамның сөйлеуіндегі сөздік агрессия дәрежесінің өлшемі және әр тілдегі ана тілінде сөйлейтіндердің толеранттылық деңгейлері болып табылатын «агрессоген» термині енгізілген.*

*Нәтижелер сайлау алдындағы пікірсайыстарда ауызша агрессияны қолдану мәдени нормалар мен тыңдаушылардың жеке қалауы әсер ететін аудиторияның әртүрлі реакцияларын тудыратынын көрсетеді. Зерттеу үміткерлер стратегиялық түрде агрессивті сөздерді өздерінің күші мен шешімділігін растау немесе қарсыластарының беделін түсіру үшін пайдалана алатынын анықтады, бірақ мұндай мінез-құлық аудиторияның белгілі бір*

*сегменттерінің теріс қабылдауына және бас тартуына әкелуі мүмкін.*

*Сонымен қатар, зерттеу саяси дискурстағы ауызша агрессияны түсіндіру мен қабылдауды қалыптастырудағы мәдени және лингвистикалық нюанстардың маңыздылығын көрсетеді. Зерттеу аудиторияның үміткерлерді қабылдауына ауызша агрессияның әсерін талдау кезінде мәдени контексттерді ескерудің маңыздылығын көрсетеді.*

*Сонымен қатар, «агрессоген» терминінің енгізілуі лингвистикалық зерттеулер мен саяси дискурсты талдау саласына өз үлесін қосып, осы саладағы қосымша зерттеулердің негізін қалады. Тұтастай алғанда, бұл зерттеу әртүрлі лингвистикалық және мәдени орталарда саяси дискурсты қалыптастырудағы ауызша агрессияның ролі туралы түсінігімізді тереңдете отырып, саяси коммуникация мен аударманы зерттеу зерттеу үшін құнды қорытындыларды ұсынады.*

*Кілтті сөздер: ауызша агрессия, саяси дискурс, мәдени сипаттамалар, тілдік стратегиялар, аудитория реакциялары, агрессоген, саяси мақсаттар.*

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## **СПОСОБЫ ПЕРЕДАЧИ ВЕРБАЛЬНОЙ АГРЕССИИ В РАЗНОСИСТЕМНЫХ ЯЗЫКАХ В ПОЛИТИЧЕСКОМ ДИСКУРСЕ (НА ПРИМЕРЕ ПРЕДВЫБОРНЫХ ДЕБАТОВ)**

*В данной научной статье рассматривается передача вербальной агрессии в политическом дискурсе, в частности, в предвыборных дебатах, на трех различных системных языках: английском, казахском и русском. В исследовании представлен всесторонний анализ того, как кандидаты используют вербальную агрессию в качестве коммуникативной стратегии в дебатах, проводимых на этих языках, с учетом их уникальных культурных и языковых особенностей.*

*В исследовании используется смешанный подход, сочетающий качественный анализ дискурса и количественный контент-анализ, чтобы выявить и классифицировать различные стратегии и уровни вербальной агрессии, используемые кандидатами в выбранных*

*дебатах. Кроме того, в исследовании вводится термин «агрессоген», мера степени вербальной агрессии в речи человека на разных системных языках и уровни толерантности носителей каждого языка.*

*Результаты показывают, что использование вербальной агрессии в предвыборных дебатах вызывает разную реакцию аудитории, на которую влияют культурные нормы и индивидуальные предпочтения слушателей. Исследование показало, что кандидаты могут стратегически использовать агрессивные выражения, чтобы заявить о своей силе и решимости или дискредитировать оппонентов, но такое поведение также может привести к негативному восприятию и неприятию со стороны определенных сегментов аудитории.*

*Кроме того, исследование подчеркивает значение культурных и языковых нюансов в формировании интерпретации и принятия вербальной агрессии в политическом дискурсе. В исследовании подчеркивается важность учета культурных контекстов при анализе влияния вербальной агрессии на восприятие кандидатов аудиторией.*

*Более того, введение термина «агрессоген» вносит свой вклад в область лингвистических исследований и анализа политического дискурса, закладывая основу для дальнейших исследований в этой области. В целом, это исследование предлагает ценные выводы для изучения политической коммуникации и перевода, углубляя наше понимание роли вербальной агрессии в формировании политического дискурса в различных языковых и культурных условиях.*

*Ключевые слова: вербальная агрессия, политический дискурс, культурные особенности, языковые стратегии, реакции аудитории, агрессоген, политические цели.*



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