
POLITICAL SPEECHES AS A SOURCE OF HUMOROUS AND SATIRICAL EFFECT

Azimova Marjona Salim qizi

Senior teacher of SamSIFL

Annotation:The aim was to contribute to the discussion of the satirical genre about the meaning of idioms such as irony and sarcasm, hyperbole and allusion, pun and parody, caricature and meme, in order to achieve a special ironic and sarcastic effect, in order to show how animators, resort to vulgar and ambiguous humor to satirize mediocre people, established habits, and dominant ideologies and ways of thinking in contemporary American society, especially in American politics.

Key words:Satire, humor, irony, political discourse, pragmatics.

Understanding and using the terms of satire and humor requires grasping the implicit meaning of a text or speech and understanding the communicative intention of the speaker or author. In this respect, grasping the nuances of humor and satire is one of the most challenging aspects of discourse and requires pragmatic, discursive and socio-cultural skills. These interrelated abilities indicate the audience's linguistic competence in terms of linguistic means and mechanisms.

The study of humor as a rhetorical device in political speeches has attracted considerable interdisciplinary research attention from scholars, showing that both political discourse and humor have culture-specific features that should be taken into account. Ignoring cultural differences in humor and satire in political discussions can lead to dramatic unfortunate consequences. To uncover the speaker's communicative intention, everyone must be aware of all kinds of contextual knowledge: situational, social, political, cultural, psychological, etc.

To understand humor and satire more deeply, it is helpful to recognize all its mechanisms and linguistic devices. Among the mechanisms of satire and humor include paradox, allusion, ambiguity, presentation of the obvious as revelation, negation of the obvious, abrupt changes in style and expression, and several others.

Humor and satire play an important role in US politics. It is difficult to imagine politics without jokes and humor. Media freedom plays an important role in spreading humor and satire around the world.

One of the hottest topics in modern US history relating to the election campaign occurred on November 8, 2016. That year, the 45th President of the United States was elected. The Republican Party nominated billionaire businessman Donald Trump, while the Democrats chose Hillary Clinton as the first female presidential candidate in US history. Both Clinton and Trump have been public figures for decades, with Clinton known as a lifelong politician and Trump as an unconventional billionaire. The contrast between the two candidates could not be greater.

According to a May 2016 Washington Post-ABC News poll, the presidential election, Hillary Clinton and Donald Trump, was a contest between two candidates who were considered unfavorable by the majority of voters. The motivation of voters was usually to vote against the candidate they dislike, rather than to vote for the person they wanted as their leader [Balz, Clement 2016].

In this contest, two well-known candidates made extensive use of satire and humor against their opponents in order to gain popularity and win as many votes as possible. After analyzing many political speeches as part of this research work, we decided to investigate their speeches and point out the linguistic and stylistic means used to achieve the effect of satire and humor.

Irony in political speeches can be perceived as harsh, especially when directed at opponents. To understand the irony of Hillary Clinton's statement, implicitly accusing Trump of caving in to Putin and becoming his stooge, one must look at the political situation in the United States and the relationship between the United States and Russia. The context is the 2014 presidential election and the race between Clinton and Trump.

“Donald really is as healthy as a horse. You know, the one Vladimir Putin rides around on.”

In this example, Hillary Clinton uses the phrase «healthy as a horse» to describe Trump's health. When the second sentence about Putin's horses is added, the comparison takes on a sarcastic tone. This implies that President Trump is following Putin's orders. Without context, the sarcastic meaning can be difficult to understand.

First of all, it is important to note that Putin is often portrayed in the media as a talented athlete and equestrian. Secondly, Mrs. Clinton has been portrayed by some journalists as someone in poor health and unfit to lead the country. Clinton has defended her position in contrast to her rival Donald Trump. She wants to convey to voters that although she is not as healthy as her rival, she is not going to give in to Putin and is attacking her opponent.

The following examples contain sarcastic remarks that function both as an attack on the opponent and as self-defense: When Hillary Clinton speaks about Donald Trump, she highlights his strengths, highlighting qualities such as vision and trustworthiness. She speaks about “preparation” and sarcastically describes it as “performance enhancer”.

In this case, the irony is clear, as is the humorous effect. It is enough to know that, unlike Clinton, Trump sometimes speaks spontaneously without preparation. The audience does not need any additional background information, since it is clear that “preparation” and “medicine” are not the same thing.

“There is nothing like sharing a stage with Donald Trump. Donald wanted me drug tested before last night and I am so flattered that Donald thought I used some kind of performance enhancer. And I did, it’s called preparation”.

The next example concerns President Trump's publicly known past indecent conduct: He was accused of having multiple romantic relationships with contestants while hosting a beauty pageant.

“Before the dinner started, Trump went to Hillary and asked how you are. She said, ‘I’m fine now get out of the ladies’ dressing room’”

The addressee should recognize the connection between President Trump's habit of entering the girls' locker room while they are changing at beauty pageants and Hillary's comments urging her to go out of her way to understand the irony here. The irony functions as a mockery and highlights some unpleasant facts from Trump's biography.

From the above findings on political humor and satire, it can be concluded that the specific pattern of use of linguistic and stylistic devices to achieve humorous effect in speeches as a means of influencing public opinion depends largely on: government; preservation and advancement of democratic freedoms, especially freedom of expression and freedom of the press in the United States; avoiding criticism or defending opponents through satire, etc.

Using satire and humor can make a speech livelier, memorable, and persuasive. Skilled speakers use these tools to have a greater impact on their audience and achieve their goals. Modern politicians frequently use satire and humor for various purposes, such as attacking opponents, gaining support, attracting the audience's attention, strengthening their own image, and entertaining the

masses. The examples analyzed in the dissertation study are based on puns, ambiguity, absurdity, irony, hyperbole, memes, cartoons, and more.

The list of used literature:

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