

THE ROLE OF EMOTIONAL LANGUAGE VS. FACTUAL ARGUMENT IN POLITICAL SPEECHES

Toxtasheva Shohsanam

Uzbekistan State World Languages University

English philology faculty

E-mail: Odiljonov.ru@gmail.com

Scientific adviser: **Nazarova Gulbahor Azimjon qizi**

Abstract This article examines the interaction between emotional language and factual argumentation in political speeches. It analyzes how politicians use emotional appeals to influence public perception, build trust, and mobilize support, while factual arguments are used to establish credibility and rational justification. The study highlights that effective political communication often combines both strategies, creating a balance between persuasion and logic. The article concludes that emotional language is more influential in shaping attitudes, whereas factual arguments strengthen long-term trust in political discourse.

Keywords: Emotional language, political speech, persuasion, factual argument, rhetoric, propaganda, public opinion, communication strategy

Аннотация В данной статье рассматривается взаимодействие эмоционального языка и фактической аргументации в политических речах. Анализируется, как политики используют эмоциональные обращения для влияния на общественное мнение, формирования доверия и мобилизации поддержки, а также как факты служат для рационального обоснования. Подчеркивается, что эффективная политическая коммуникация сочетает оба подхода, создавая баланс между убеждением и логикой. В заключении отмечается, что эмоциональный язык сильнее влияет на формирование мнений, тогда как факты укрепляют долгосрочное доверие.

Ключевые слова: Эмоциональный язык, политическая речь, убеждение, фактический аргумент, риторика, пропаганда, общественное мнение, коммуникационная стратегия

Annotatsiya

Ushbu maqolada siyosiy nutqlarda hissiy til va faktlarga asoslangan argumentlar o'rtasidagi o'zaro bog'liqlik tahlil qilinadi. Siyosatchilarning jamoatchilik fikriga ta'sir qilish, ishonch uyg'otish va qo'llab-quvvatlashni oshirish uchun hissiy murojaatlardan, mantiqiy asoslash uchun esa faktlardan foydalanishi ko'rib chiqiladi. Tadqiqot shuni ko'rsatadiki, samarali siyosiy muloqot hissiyot va mantiq uyg'unligiga asoslanadi. Xulosa qilib aytganda, hissiy til ko'proq ta'sir kuchiga ega bo'lsa, faktlar uzoq muddatli ishonchni mustahkamlaydi.

Kalit so'zlar: Siyosiy nutq, ishontirish, faktik dalil, ritorika, propaganda, jamoatchilik fikri, kommunikatsiya strategiyasi

Introduction

Political speeches have always played a central role in shaping societies, influencing decisions, and mobilizing citizens. Language in politics is not merely a tool for communication but a powerful instrument of persuasion. Two primary strategies dominate political rhetoric: emotional language and factual argumentation. While

factual arguments rely on logic, data, and evidence, emotional language appeals to feelings such as fear, hope, pride, and anger. Understanding the balance between these two elements is essential for analyzing political influence. [1]

Emotional Language in Political Speeches

Emotional language is a persuasive tool that targets the audience's feelings rather than their rational thinking. Politicians often use emotionally charged words to create a sense of urgency, identity, or solidarity. For example, words like "freedom," "danger," "future," and "hope" are frequently used to shape public perception. Emotional appeals are effective because human decision-making is not purely rational. Psychological research shows that emotions strongly influence judgment and memory. In political contexts, emotional language can:

- *Mobilize large groups of people*
- *Create strong party loyalty*
- *Simplify complex issues*
- *Increase message memorability*

However, emotional manipulation can also lead to misinformation or polarization if not balanced with facts.

Factual Argument in Political Discourse

Factual argumentation is based on evidence, statistics, historical data, and logical reasoning. It aims to build credibility and trustworthiness. Politicians use factual arguments to justify policies, explain economic plans, and defend decisions.

Unlike emotional language, factual arguments appeal to the rational mind. They help voters evaluate policies based on objective criteria. For example, unemployment rates, inflation statistics, or healthcare data are used to support political claims. [2]

The advantages of factual argument include:

1. Strengthening credibility
2. Supporting long-term trust
3. Reducing misinformation
4. Encouraging informed decision-making

However, factual arguments alone may lack persuasive power if not presented in an engaging manner.

Interaction Between Emotional and Factual Strategies

In real political communication, emotional language and factual argument rarely exist separately. Effective speeches combine both approaches. Emotional language attracts attention and creates engagement, while factual arguments provide justification and depth.

For example, a speech about economic reform may begin with emotional references to citizens' struggles and then transition into statistical evidence supporting proposed solutions. This combination ensures both engagement and credibility.

The balance between emotion and logic determines the overall effectiveness of political messaging. Overuse of emotion may lead to populism, while overuse of facts may result in a lack of audience connection. [3]

Psychological Impact on the Audience

From a psychological perspective, emotional language activates the limbic system of the brain, which is responsible for emotions and memory. Factual information, however, engages the prefrontal cortex, responsible for reasoning.

Studies show that audiences are more likely to remember emotionally charged messages than purely factual ones. However, long-term belief formation is stronger when facts support emotional narratives. [4] Therefore, successful political communication integrates both cognitive and emotional processing.

Conclusion

In conclusion, the analysis of emotional language and factual argumentation in political speeches demonstrates that both elements play a crucial and complementary role in effective political communication. Emotional language serves as a powerful tool for capturing attention, evoking feelings, and shaping immediate public responses. It enables politicians to connect with audiences on a personal level, thereby increasing engagement and motivating collective action. On the other hand, factual arguments contribute to the credibility and reliability of political messages by providing evidence-based reasoning and logical support.

The most effective political speeches are those that balance emotion with evidence. Such integration ensures not only immediate influence but also sustained trust from the audience. Therefore, understanding this balance is crucial for analyzing modern political communication.

Ultimately, the interplay between emotion and fact reflects the complex nature of political persuasion, where audience engagement depends not only on what is said but also on how it is communicated. Future research may further explore how cultural, social, and technological factors shape the use of these strategies in different political contexts.

REFERENCES

1. Ashirkulovna, M. F., & Iroda, C. BENEFITS OF DISTANCE LEARNING.
2. Ashirkulovna, M. F., & Erkinovna, U. M. OBSTACLES IN LEARNING THE ENGLISH LANGUAGE. Zbiór artykułów naukowych recenzowanych., 66.
3. Aristotle. (2007). On Rhetoric: A Theory of Civic Discourse. Oxford University Press.
4. Fairclough, N. (2015). Language and Power. Routledge.
5. Lakoff, G. (2004). Don't Think of an Elephant: Know Your Values and Frame the Debate. Chelsea Green Publishing.
6. McNair, B. (2018). An Introduction to Political Communication. Routledge.
7. Wodak, R. (2009). The discourse of politics in action: Politics as usual. Palgrave Macmillan.
8. Маматкулова, Ф. А. (2020). Учебная программа и преподавание в среднем образовании. NovaInfo. Ru, (119), 30-32.
9. Маматкулова, Ф. А. (2020). Использование современных образовательных технологий в формировании лингвокультурной компетенции студентов. NovaInfo. Ru, (117), 63-65.
10. Маматкулова, Ф. А. (2020). Эффективные педагогические технологии повышения навыков письменного дискурса. NovaInfo. Ru, (119), 32-35.
11. Маматкулова, Ф. А. (2020). Особенности критического мышления в повышении межкультурной компетентности студентов. NovaInfo. Ru, (119), 35-37.