

**Language in Power Struggle – Barack Obama vs. John McCain and Iveta Radičová
vs. Ivan Gašparovič (Sociolinguistic Look at the Presidential Election)**

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In the study of language, some of the most interesting questions arise in connection with the way language is “used”, rather than what its components are. When we carry this investigation further and ask how it is that we, as language users, make sense of what we read and write, we find out that the whole text is “compact”; it has its structure, its introduction, body and conclusion. This aspect of language behaviour is very important from a social point of view – first, the role played by language in conveying information about the speaker and, second, the function of language in establishing social relationships.

But is the language used in the same way in every situation or can we talk about some differences? What is the role of the language in the fight for power?

The given paper based on the speeches of presidential candidates in the USA and Slovakia explores some of the most useful techniques that make political speeches powerful. Not only does it study the choice of words but also, with the help of “*Figures of Speech*” by A. Quinn, it studies how repetitions, ellipses or hyperbatons influence the strength of the speech. It, moreover, compares the “linguistic war” between two “couples” – man vs. man and woman vs. man.

References

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