

# THE THEORY OF SPEECH ACTIONS IN PRE-ELECTION SPEECHES

Hamidova Nozimaxon Jakbarali qizi  
nozimahamidova355@gmail.com

Sobirova Feruza Islomjon qizi  
f.sobirova@uzwlu.uz

## Abstract

This article covers the application of speech action theory in pre-election speeches. What candidates say in public is treated not only as information, but as a pragmatic act with a certain power of influence. The role of speech acts such as promises, summons, thank you in political campaigns and the mechanism of their influence on the decision of the audience are analyzed in a simple and understandable way.

**Keywords:** Speech actions, election speeches, commission, directive, political communication.

## Introduction

Pre-election speeches are one of the most important stages of the political process, and it is through them that candidates convey their program, goals and ideas to voters. At the same time, along with the simple informative task of the language, the functions of influence, persuade, encourage, motivate are also strongly manifested. According to the theory of speech actions, every sentence a person utters actually performs a certain communicative action. Therefore, the use of this particular theory in the analysis of political discourse helps to better understand what purpose they serve.

The theory of speech actions was developed by J. Austin and J. Searle, which states that each statement "is characterized not only by the fact that it conveys information, but also by the fact that it performs a practical action. This theory" is used especially effectively in election speeches.

## Discussion:

As we analyze pre-election speeches, one of the most common rhetoric acts in them is to make a promise. Candidates often outline their future plans in a rigid way, take responsibility for themselves through phrases such as "we will create new jobs", "improve the quality of education", "we will improve roads". This is called a commissariat speech act, and it serves to instill confidence in the voter. Promises are usually made in a positive tone, in a way that is hopeful for the future, which is why they have become the most basic piece of political discourse.

Also, in pre-election speeches, there are a lot of speeches about summons and encouragement. Phrases such as "vote", "let's act together", "let's start the change today" are used in order to



directly urge the voter to active action. Such directive speech acts have a direct impact on the outcome of the campaign, as they inspire and mobilize the audience. Speeches in the tone of encouragement are usually delivered with a strong emotional background, which makes their impact even stronger.

In the speech of candidates, emotional expressions such as thank you and acknowledgment of the people's support are also frequent. These expressive speech actions show the sincerity of the candidate, help to build a close relationship with voters. Expressions such as "Your trust strengthens me", "I am proud of our people", "I am confident in the future of our country" become the tone of a human conversation and give the audience a warm feeling. Sincerity is one of the most impressive aspects of a politician's speech.

Sometimes in the pre-election speeches there are cases of announcing a new initiative, innovation or official decision. Such statements fall within the scope of declarative speech actions. For example, making an official statement about the start of a campaign or announcing an important clause in the program. These types of speeches establish the political and official status of the speech, helping the audience feel the seriousness of the process.

The theory of speech acts in modern linguistics is one of the important methodological foundations for the analysis of the sociocommunicative functions of the language. In his opinion, any sentence should be fully understood not only in terms of semantic meaning, but also by the intention of saying it (illocution component) and the real effect that this sentence has on the listener (perlocution component). Austin offers a three-stage analysis of the act of speech. The relevance of this theory becomes more evident if we analyze it in the context of modern communication, especially in the context of digital communication. For example, a social media post like "You have to finish this task today" is superficially declarative, but illocutively it takes on the character of a command. If, as a result of this sentence, the user changes his movement and proceeds to perform the task, this case will be a perlocutional result. Or even though the sentence "Who will take over this project?" uttered by a leader in online meetings in a corporate environment is expressed as a locutional act in the form of a question, its illocutive nature signifies the intention to assign a task. As a result, one of the participants is responsible – and this is the obvious manifestation of the perlocution effect. J.L. Austin's theory of speech acts is an important scientific approach that underpins the analysis of language as a social activity. He considered language not only in a structural sense, but as an active element of the communicative process. This theory of Austin laid the foundation for the formation of the science of pragmatics and allowed the study of language as an active social tool.

In particular, against the background of the development of today's interactive and multichannel means of communication, the practical value of the theory of speech acts is growing even more. Viewed in this light, Austin's work ranks among the fundamental studies that have left a deep imprint on the philosophy of language and applied linguistics.



**Further Information:**

The effectiveness of pre-election speeches depends on many factors:

- The age composition of the listener
- The political situation in the country
- The emotional power of the speech
- The correct use of rhetorical figures
- The presence of credible facts

Also, in recent years, communicative strategies such as populist rhetoric, metaphors, "emphasis on national values" have been widely used in political speeches. In general, pre-election speeches are formed by the combined use of various speech actions. Promises inspire confidence, invocations mobilize the audience, and gratitude creates spiritual intimacy. Each speech action has its own purpose, and when they work in harmony, the power of speech increases. Speech action theory is therefore very useful in analyzing political speech, showing more clearly what strategy a candidate has used through speech.

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