

MEANS OF CREATING A SATIRICAL AND HUMOROUS EFFECT IN POLITICAL DISCOURSE

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Abstract: This article delves into the study of literary means which help creating a satirical and humorous effect in political discourse. By analyzing comedy shows, cartoons, social media in politics, this research offers nuanced insights into satire and humor and provide examples of irony, wordplay and pun, exaggeration.

Key words: political discourse, irony, pun, wordplay, parody, exaggeration, humor.

Introduction

Political discourse refers to frames of meaning and their ordering and disordering propensities. It attributes special importance to symbolic capital as a form of meaning in contrast to economic capital, the two constituting quite different forms of power. Symbolic capital is a result if events individually narrated, compiled, interpreted, and made into collective master narratives by agents who, by a process of retrievals and projections, orality and writing, narratives and texts, are able to read events as social texts. This, the narrative construction of reality, relies heavily on events as signifiers, particularly as metaphors and metonymies. The main emphasis is on the power of interpretation using myths about the past as evidence. Experience becomes an imaginary real which is taken as a higher and convincing form of truth. Events, considered in terms of difficulties, predicaments, and circumstances, define millennial and transcending goals, resolving such difficulties and predicaments by means of a logic of overcoming. If political discourse takes the form of a mytho-logic it, when formed into discourse communities, constitutes a form of collective power of its own. It distinguishes insiders from outsiders, establishes boundaries, terrains, and affiliations at the level of the state or some lesser jurisdiction. It is in a context of discourse communities that, in these terms, thought engenders political action while political action engenders thought.

According to Arthur Koestler, humor, communication in which the stimulus produces amusement. In all its many-splendored varieties, humor can be simply defined as a type of stimulation that tends to elicit the laughter reflex.

Methods

Combining qualitative and quantitative methods used to analyze satirical and humorous effect in political discourse help comprehend political communication deeper. Qualitative methods allow for in-depth exploration of the content and context,

while quantitative methods provide data-driven insights and patterns across a larger scale. From this, qualitative methods include content analysis (used to identify themes, targets, and satirical devices used in different mediums, such as comedy shows, cartoons, social media, or written satire, and analyze the underlying messages and critiques conveyed), discourse analysis (used to examine the linguistic and rhetorical strategies employed in satirical and humorous political discourse and it involves analyzing the language, tone, metaphors, and argumentation techniques used to convey satire and humor), semiotic analysis (used to examine the visual elements of satirical political cartoons or memes and analyze the symbols, gestures, and visual cues used to create satirical meaning and convey humor), whilst quantitative methods are sentiment analysis (used to quantitatively assess the overall sentiment (positive, negative, neutral) conveyed in satirical and humorous political discourse), social media analytics (to measure the reach, engagement, and virality of satirical and humorous political content), surveys and polls (used to collect quantitative data on audience reactions and perceptions of satirical and humorous political discourse, this measures factors like amusement, understanding, or agreement with the satirical messages).

Results

It is noteworthy that creating a satirical and humorous effect in political discourse is considered to be an effective way to engage and entertain audiences while making a point. Means of creating humor in politics are as follows:

- Exaggeration
- Irony
- Parody
- Pun
- Wordplay

Below, each of the literary devices is discussed and provided with examples.

Exaggeration - satire often relies on exaggerating certain aspects of political situations or individuals to highlight their flaws or absurdities. By amplifying certain characteristics or actions, you can draw attention to the incongruities and contradictions present in politics.

Examples:

1. If we don't pass this bill, our economy will completely collapse, and we'll be facing an apocalypse.
2. We've seen a million new jobs created in just a month!
3. Our opponents' plan will cost taxpayers billions and bankrupt the nation!
4. Failure to address climate change will lead to the extinction of the human race!

Irony - is a rhetorical device often used in political discourse to convey a gap between expectations and reality, highlight contradictions, or expose hypocrisy. The irony, according to M. V.Pivoev, serves for the imaginary praise of what, on the contrary, deserves censure. Utilizing irony can be a powerful tool in political satire. By saying the opposite of what is expected or presenting situations that are contradictory, you can expose hypocrisy and highlight the gap between political rhetoric and reality.

Examples:

1. I will bring transparency and accountability to government! (followed by a lack of transparency and accountability in the politician's actions)
2. I've always been a staunch supporter of this policy! (when evidence shows the politician previously criticized or opposed the policy)
3. I am a champion of family values! (when it is revealed that the politician has had extramarital affairs)
4. We will fight for the working class! (while implementing policies that primarily benefit the wealthy)

Due to its intellectual conditioning and critical orientation irony approaches satire, at the same time, the line is drawn between them, and the irony is considered transitional form between satire and humour. According to provision, the object of the irony is mainly ignorance, while satire has destructive character and creates intolerance to the object of laughter, social injustice.

Parody - Creating parodies of political figures, speeches, or events can be an effective way to satirize them. Mimicking their mannerisms, speech patterns, or famous catchphrases in a comedic way can help highlight their flaws or mock their positions. Parody is based on the comic with a pragmatic effect – laughter, wit, and irony.

Wordplay and puns - Clever wordplay and puns can add humor to political discourse. By using double entendres or creating humorous associations between words, you can satirize political ideas or expose contradictions in a lighthearted manner.

Examples:

1. Make America Grate Again (using "grate" as a pun on "great") - a play on Donald Trump's "Make America Great Again" slogan.
2. Yes We Can...didate (using "can" as a pun on "candidate") - a play on Barack Obama's "Yes We Can" slogan.
3. Politics is just show business for ugly people. - Jay Leno's humorous take on the entertainment aspect of politics.
4. I have the strength of a bear, but I don't have the strength of a bear. - Russian President Vladimir Putin, playing with the double meaning of "bear" (referring to both his physical strength and the national symbol of Russia).

Conclusion

In conclusion, parody, wordplay, irony, and exaggeration are all valuable tools used in political discourse and various forms of comedy. Parody allows for the imitation and mocking of political figures and events, offering a satirical commentary. Wordplay and puns add humor and cleverness to political speeches, slogans, and cartoons, often relying on double meanings or substitutions. Irony, on the other hand, involves a contrast between expectations and reality, creating surprise or highlighting contradictions. Exaggeration amplifies certain aspects or events for emphasis or dramatic effect, evoking strong emotions or creating humor.

Satire is a descriptive reinterpretation of the object of the image, criticizing and resolving with laughter. It has a double plot, first is in the form of comic development of events, and the second is dramatic and tragic collision.

These devices serve to entertain and engage audiences in political discussions, providing a means to critique, satirize, or draw attention to important issues. They can offer insightful commentary, challenge assumptions, or expose hypocrisy. However, it is crucial to use these techniques responsibly and in appropriate contexts, as their effectiveness relies on a balance between wit, accuracy, and respect for the subject matter. Ultimately, these comedic elements contribute to the richness of political discourse by adding humor, thought-provoking insights, and memorable moments.

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