
TECHNIQUES FOR CREATING COMIC AND HUMOR EFFECTS IN POLITICAL SPEECH

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Abstract. The article analyzes the techniques and methods of creating humor in political discourse necessary to create a certain image of a politician.

Key words: political image, political discourse, the language of politics, the problem of humor in political discourse.

Аннотация. В статье анализируются приемы и методы создания юмора в политическом дискурсе, необходимые для создания определенного образа политика.

Ключевые слова: политический имидж, политический дискурс, язык политики, проблема юмора в политическом дискурсе.

Annotatsiya. Maqolada siyosatchining ma'lum qiyofasini yaratish uchun zarur bo'lgan siyosiy nutqda hazil yaratish uslublari va usullari tahlil qilinadi.

Kalit so'zlar: siyosiy obraz, siyosiy nutq, siyosiy til, siyosiy nutqda yumor muammosi.

Recently, the issue of humor in political discourse has become one of the most attractive areas of research. The problem of political humor seems relevant currently. Every politician uses humor in his speeches, not only to add expressiveness and emotionality to his statements, but also to support his political image. Political image is one of the most important components of a politician's program, therefore politicians consciously use only those funny statements that will be able to positively influence his image.

Political humor is a specific characteristic linguistic personality politician. This is one of the ways to bring the representative of power closer to the people, to make a political the figure is accessible, and his speech is more understandable and attractive for the masses.

Political humor emphasizes the characteristics of a politician not only as a political personality, but also as a linguistic one. In focus researchers paid attention to the statements of politicians that create a comic effect: jokes during speeches, mistakes that make you laugh, creating puns during political speeches.

Many politicians, when creating a joke, invest in it has a certain subtext. Sometimes with one joke a politician can describe the entire current situation, relieve tension in the transition dialects or characterize an opponent. The suddenness of the transition from official political speech to everyday speech enhances the comic effect of the statement.

It should be borne in mind that any joke by a representative of one or another ethnic group, designed for a compatriot, is based relevant background knowledge. Therefore, transferring it to another for a foreigner, language is a significant challenge. This is what causes difficulties in intercultural communication.

In this regard, the study of political humor in a multilingual environment the discourses seem very relevant. It should be remembered that the communication in which humor is created can occur at a high political level, which is essential increases the importance of communication.

The political image of a politician is directly related to humor in political discourse. Politicians deliberately use humor to maintaining your authority. After all, it is he who will subsequently become the main weapon in the struggle for power.

To create humor in political discourse, language games or puns can be used, as well as various stylistic devices: irony, zeugma, paradox, chiasmus and occasionalisms. Language game is one of the means of creating humor in speech policy. It releases the enormous expressive potential inherent in language, which is why politicians use it so readily.

The purpose of a language game is to attract the attention of the listener with the help of language jokes, humor, and wit. The language game is based on various linguistic phenomena. So, with the help of homonyms puns are created. Wide occasionalisms are used. Paronomasia – also popular element of a language game. The language game involves allusions and paradoxes, which, with a slight transformation of the plane of expression, are intended to lead to a radical change in the plane of content.

The language game is designed for the background knowledge of the recipient. Otherwise, the author faces a communicative failure. Puns are often created based on the polysemy of words, which is makes polysemy one of the most expressive means of creating puns.

The function of zeugma is to create a comic effect. Zeugma not only contrasts words with different semantics, which causes a comic effect, but also connects words that are heterogeneous in meaning, which often leads to mutual influence and the identification of deep meanings. Thus, the main means of expressiveness underlying zeugma is polysemy.

Politicians often use the stylistic device irony in their speeches. Irony is a stylistic device through which the interaction of two words appears in a word. Types of lexical meanings: subject-logical and contextual, based on the relationship of opposition (inconsistency). Thus, these two meanings are actually mutually exclusive. The technique is often implemented in colloquial speech.

Among the main distinguishing features are the unjustified reduction or exaggeration of the properties of an object, phenomenon or proper name, which creates a contrast between the new (exalted or degraded) name and denotation. This contrast is the basis of pronounced irony.

The technique is often implemented in colloquial speech. The technique of ironic exaggeration is often combined with another method is praise of one side and censure of the other, for example: "It did take a Clinton to clean up after the first Bush and I think it might take another one to clean up after the second Bush". (H. Clinton) In this example, the author praises the Clintons, and hints that she should be elected president, and at the same time points out mistakes on the part of former presidents.

One of the means of creating humor in political discourse is occasionalism. New words invented by politicians in moment of speech are very expressive and do not always evoke understanding from the listeners. Occasionalisms are not recorded in dictionaries.

Concluding the description of ways to improve efficiency intercultural communication in the format of political discourse, it should be said that when conveying political humor in intercultural communication, it is necessary to take into account the authority of the speaker and for reasons of political correctness, jokes should not be translated or humorous statements addressed to the opponent, because this may be taken as an insult.

When conveying political humor, it is important to convey the underlying the author's subtext, its emotional and informational side, but at the same time be very careful, because... misinterpretation of a joke may cause disapproval from foreigner listeners.

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