

## The Interrupted Intercourse in the Election Communication: Pragmatic Aspect

Olga K. Andryuchshenko<sup>a</sup>, Gulnara S. Suyunova<sup>a</sup>, Bibigul Dz. Nygmetova<sup>a</sup> and Ekaterina P. Garanina<sup>a</sup>

<sup>a</sup>Pavlodar State Pedagogical Institute, Pavlodar, KAZAKHSTAN

### ABSTRACT

The article provides analysis of the interrupted communication as part of the communication in the election discourse. The authors explored the most typical reasons for the interrupted communication in the electoral discourse analyzed communication failures as a kind of ineffective communication. Communication failures are presented as a result of interrupted communication, which may be determined by several reasons. The paper disclosed the key reason of these failures - the intention of the speaker - the reluctance to continue the conversation for one reason or another. The communication failures in terms of the election discourse were typical largely for the election debate, characterized by the impossibility of predicting future responses, uncomfortable questions that often required non-standard speech decisions on the part of the speaker. The study established the relationship between the ability of a politician to maintain effective communication and the creation of his positive or negative political image. Psychological causes of interrupted speech present a separate group: the emotional state of the speaker, his perception or non-perception of the opponent, the ability to transfer the required opinion in an expressive way.

### KEYWORDS

Interrupted communication, election communication, communication failure, pragmatic aspect, political discourse

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### Introduction

The problem of non-standard communicative situations (communication failures, communicative conflict, interrupted communication, aposiopesis situation) is seen in many speech activity concepts that have developed since the beginning of the second half of the twentieth century in domestic and foreign linguistics.

Linguists attempted to explain the specifics of communication failures, to determine the criteria for their identification, to localize the sources of

**CORRESPONDENCE** Olga K. Andryuchshenko ✉ [olga\\_pav\\_pgpi@mail.ru](mailto:olga_pav_pgpi@mail.ru)

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communication failures, to systematize regulatory postulates (maxims) to identify ways and means to overcome communication failures.

In considering this issue, anthropocentric approach was used as a basic study principle. It is well known that "man is the central figure of communication, both as a speaking person and as the main character of the world, which he speaks about. The anthropocentric approach makes it possible to comprehend the communication system of linguistic phenomena in the unity of form and content, in the synthesis" (Issers, 2006).

Significance of this problem both for the Kazakh linguistics, and for the world linguistics is undeniable. Multidimensionality, complex organization of political language and undeniable relevance of this study identified the main range of issues dealt with by the foreign and domestic political linguistics. First, one is to mention the analysis of political discourse, which directly unites language and society, language and the political system. The analysis of communication failures is regarded as a relevant and promising research topic because it helps scientists in solving and overcoming communication problems. The study of failures in the political discourse is the most acute and topical problem.

The original attempt to understand the role of communicative potential of campaign speech as a content-informative and effective method of influence on the recipient will expand the scientific understanding of the language, the techniques and methods that have manipulative abilities. The analysis of pragmatic aspects of the electoral texts, producing political image of the candidate in the eyes of voters, illustrates the key concepts of modern electoral mechanisms.

The present research attempts to show the verbal interaction of politicians as a specific form of dialogic speech, which does not always "fit" the template and which is not always stable, because its members are forced to correct their actions depending on the situation or the opponent's provocations. Thus, taking into account the characteristics of the communication activities, it seems important to study the interrupted communication, which causes unsuccessful speech act, and therefore, leveling the impact on the listener.

### ***Methodological Framework***

The origins of the linguistic factor analysis in the context of public opinion, particularly, the theoretical substantiation of political discourse, stem from the studies carried out by the Cambridge and Oxford philosophical schools in 1950s. Significant contribution to the study of this problem was made by a number of well-known researchers such as T.A. Van Dijk (1996), G.R. Barthes (1965), M. Foucault (1969), J.G. Pocock (1971), Martel, M. (1983). Among the domestic studies, one should mention research papers by A.N. Baranov (1993), E.I. Sheigal (2000) and others.

The analysis of the political discourse only from the linguistic viewpoint has been carried out quite recently. Important findings in the field of linguistic interpretations of political speech are presented in the works of numerous foreign scholars, in particular, G.R. Barthes (1987), H.P. Grice (1975). These scholars focused on the lexical and lexicometric features of political texts, as well as synonymic potential and the use of paraphrases in communication. G. Seidel (1985) focused on the construction of syntactic structures as an important speech



activity element of politicians as well as on the analysis of their argumentation skills.

Justification of linguistic potential of the political discourse is presented in the works of domestic researchers, such as B.A. Akhatova (2005), O.V. Rassinskaya (2015), N.A. Sineokaya (2013), A.N. Baranov (2001), etc. Due to the theoretical findings provided by A.P. Chudinov (2012), the linguistic paradigm was enriched with new terms, such as "social-political" or "propaganda and political speech", "social thought language", "political language" and so on. The studies by A.N. Baranov (2001), E.I. Sheigal (2000) demonstrate a narrow approach – these scholars identified the individual participants in the political discourse, stressing specific themes of political communication.

Despite these developments in the field of political discourse, election communication as one of its fundamental stages and the associated problems were not studied. The dialogical act between two communicants with a number of semantic and pragmatic features was not studied as well.

### ***The Purpose of this Article***

The purpose of this article is to consider the interrupted communication as a communication failure by the example of political discourse. This research implies solution of the following tasks:

- to consider the mechanism of communication;
- to describe the nature of unrealized speech act;
- to explore breakdown causes of communication;
- to identify key types of communication failures;
- to give examples of communication failures in political communication.

### **Methods and Materials**

The material of the study is based on about 500 campaign leaflets of election campaigns held in 2007 and 2011, held in Pavlodar and Astana. They refer to the candidates for maslikhats from the parties "Nur Otan", "Ak Zhol", "Auy", "Rukhaniyat", the Communist Party of Kazakhstan, the National Social Democratic Party and the self-nominated independent candidates.

Genre selection of factual material is determined by the fact that the leaflet is the most common and effective means of agitation in the Kazakh election discourse. This is determined by a number of factors. First, the mentality of the Kazakh society, inherited from the Soviet reality: the Kazakh people trust rather the written than the oral word, such as debates, interviews. Secondly, the leaflet is small, contains the summary of the most important information, which makes it economical in terms of time required to read it. Thirdly, the leaflet has a clear, strictly fixed structure, which facilitates its memorization and, accordingly, it is learnt more quickly by the voters. Fourth, the leaflet is also emotional and expressive, which makes it the most powerful means of manipulating the emotional part of public consciousness.

In order to achieve research objectives, the authors used a number of methods and techniques that provide the possibility to interpret the interrupted communication as a communication failure by the example of political discourse. The authors used the following research methods: classification method that provided the possibility to disclose specifics of the political discourse phenomena

based on distinguishing the interrupted election communication characteristics; generalization and comparison gave the possibility to disclose the variety, characteristics, relationships and dependencies, general and specific features related to the construction of verbal interaction among politicians; partial use of the statistical method fostered the description of speech errors in the election debates.

Considering the perceptual impact of political broadcasting on recipients as a means of manipulating the audience's attention, analyzing the set of linguistic units and constructing the effective dialogue involved using the focused linguistic methods: contextual analysis (to determine which context parameters of the agitation-oriented political dialogue may be subject to distortion and how the interruption of communication occurs); cognitive-discursive analysis (used while disclosing the functional orientation and the social organization of election broadcasting in the context of political discourse). Research methodology is generally based on the linguistic postulate of the language as the means and instrument of communication.

### Data, Analysis, and Results

Modern linguistic studies evaluate new ways of solving problems related to the functioning of language units in different social spheres. In particular, the last decade witnessed the intensified interest in the study of political language that determined the emergence of additional direction in modern linguistics - political linguistics. Political language and political speech are currently studied as a major and immediate element of manipulative impact on the recipient. Communicative situation in the election campaign, plays, perhaps the most important role, since it forms the general idea about the candidates for elective post.

The election discourse, like any other form of communication, including the text as the speech verbalized result, includes special language tools that meet the goals and objectives. Electoral debates present one of these communicative acts; their key task is to create their own positive image and to discredit the opponent. Statement clarity, emotional credibility, continuity, validity are the main characteristics of a successful political communication and perceptive impact on the audience. In turn, inability to engage in dialogue, statement interruption indicates failure of communication, which does not allow solving pragmatic speech problems. Therefore, studying the mechanisms of unrealized speech act specific for this type of political communication is extremely important for the development of modern election technology aimed at manipulative impact.

The problem of verbal communication is one of the most attractive research areas. High prevalence of the dialogical type of speech (including its effectiveness/ineffectiveness) in society determines relevance of studying interruption of speech communication. In order to study speech interaction, one should use the dialogical form of communication. The present world is characterized by a high level of aggressiveness in the verbal behavior of people; one can hear abusive speech quite often, which largely indicates a precondition for ineffective, interrupted communication.

Communication mechanism in the most general form presents a transfer of information from communicators to recipients through a specific channel



accompanied by encoding and decoding processes and assuming feedback. "Communication is a dynamic regulatory system, which includes (as subsystems) groups of interrelated rules governing communicative behavior depending on situational factors and functional communication" (Cameron, 1998).

Infringement of various kinds of information "dosage" rules and the etiquette of communication, the degree of speech act motivation, insufficient consideration of communication attitudes and the addressee's mood can lead to a lack of cooperation between the communicants and, consequently, to the interrupted or unrealized communication. Thus, the "two kinds of communication co-exist and are opposed to each other - cooperative (consent zone) and competitive (disagreement zone)" (Maslova, 2007). The interrupted speech act may be competitive or non-competitive. Let us consider the competitive speech act.

On the one hand, the concept of competitive communication is interpreted quite widely in communication theory – as the "total absence of perlocutionary speech act result" (Maslova, 2007), and on the other - as a "clash of interests, goals, attitudes of communication participants, resulting in the fact that one of the parties involved acts consciously and actively in the prejudice of the other" (Maslova, 2007). Thus, communication usually develops in the spirit of confrontation; communicants differ in assessing the situation along with a feeling of antipathy that occurs between them. Elimination of conflicts, their transformation into partnerships is one of the important applied tasks of communication studies. Competitive speech acts can be attributed to unrealized speech acts.

Missed speech acts contradict the principle of Cooperation and postulates of communicative behavior. They were described in research paper "Logic and speech communication" by H.P. Grice (1975). Cooperation principle was formulated in the following way - "Your communicative contribution at this stage of communicative dialogue should correspond to the common purpose (direction) of the dialogue" (Geis, 1987). Several postulates of the four categories were highlighted - quantity, quality, attitude and method. According to this researcher, compliance with these postulates leads to effective communication.

Next, let us briefly describe each postulate. Quantity refers to the amount of information that should be delivered. This category includes the following postulates: "Your statement should contain no less information than is required", "Your statement should not contain more information than is required." Quality is considered by H.P. Grice (1975) within the general postulate - "Make efforts in order to make your statement true," as well as two more specific postulates: "do not say what you think is false"; "do not say something for which you do not have sufficient grounds". Attitude refers to the postulate "do not deviate from the topic." Method refers to the postulate "clearly express yourself". This postulate includes the following rules: "Avoid confusing expressions, avoid ambiguity, be brief, and be organized."

There are postulates having a different nature. For example, N.I. Formanovskaya (2002) in her study "Speech etiquette and the culture of communication," indicated the rules of speech. There are rules for the speaker and for the listener.

The first rule implies respect and benevolence to the addressee. One should avoid negative assessments of interlocutor personality (fool, parasite, stupid), because "they do not contribute to the achievement of communicative coherence" (Formanovskaya, 2002). It is necessary to take into account age, sex, social status or job position of the interlocutor as well as other factors referring to his social position and try to proportion them with one's own. The third rule - "one's own self should not be put in focus of the speaker" (Formanovskaya, 2002); one should not impose his/her own opinions on the other party. The speaker should be able to choose a topic of conversation that is relevant, interesting and understandable to his partner in a given situation. He also "should follow the logic of the conveyed text" (Formanovskaya, 2002), that is, the speaker needs to ensure that his conclusions do not contradict the premise. It is recommended to use short phrases in the speech, and "not to exceed the length of continuous (without pauses) speaking" (Formanovskaya, 2002). It is necessary to monitor the listener's reaction, to give him a break, to focus on the subject. The speaker should watch his/her gestures, keeping in mind that the other person not only hears, but also watches.

The listener, in turn, should adhere to the following rules: friendly, respectful, benevolent attitude to the speaker; having patience to listen to the speaker, in case it is impossible to listen to the speaker at the given moment, he/she should tactfully postpone the conversation, specifying the reasons for being busy. The listener should try not to interrupt the speaker, not to insert inappropriate comments, jokes, in other words, "not to turn his hearing into speaking" (Formanovskaya, 2002). The listener should be able to estimate the interlocutor's speech, to agree or disagree with him, etc. In case there are more than two listeners, one should not answer the question put to the other interlocutor.

N.I. Formanovskaya (2002) notes that listeners violate the culture of communication more frequently. Nonobservance of these rules leads to unrealized speech acts.

Another prerequisite of an unsuccessful speech act is that the addressee (executor) originally does not share the speaker's viewpoint; neither agrees nor disagrees or is out of step with the speaker, which implies the possibility of doubt, nonsupport. Individual goals do not coincide, and their interests clash; hence, communication is unrealized, that is, communicative goal could not be achieved.

The quality of understanding the transmitted message depends on a combination of factors - different communication conditions. The aggregate of these conditions is called the communicative and pragmatic aspect. "The general context of verbal communication consists of the explicit and implicit communication. The explicit context includes the notion, which is subject to direct observation. It is divided into the verbal and nonverbal context. The hidden (implicit) context is something that cannot be directly observed (motives, goals, attitudes of communicants, their personal characteristics – educational level, social class, character, etc.) (Van Dijk, 1996). Depending on the context, the statement may lead to different results, including communication failures.

"Communicative failure is a complete or partial lack of understanding of statements by the communication partner, that is, non-implementation or incomplete implementation of the communicative intent of the speaker, as well



as the undesired emotional effect that appears in the communication process, unforeseen by the speaker: resentment, anger, astonishment" (Maslova, 2007). In other words, it is a failure in communication, negative result of communication, in which some speech patterns do not fulfill their mission, the purpose of communication is unattained.

Scientists that attempted to develop a typology of communicative failures, agree that all typologies are rather relative, require clarification and further development. The difficulty is that generally these reasons are not isolated, but form a complex. Classifying communication failures by sources, researchers note those caused by a communicant himself, and communication failures caused by the circumstances of the communicative act.

N.I. Formanovskaya (2002) identifies three factors in the classification of communication failures:

- 1) socio-cultural (differences in worldview);
- 2) psychosocial (different mental models of reality fragments, different assessments of reality fragments and related phenomena, breach of verbal behavior, violation of the communication channel, speech intention misreading). This is the main factor considered in this paper.
- 3) actual language factors (use of nonce words, inaccurate understanding of grammar patterns, inaccurate referential relatedness, ambiguity, paronyms, homonymy, etc.) (Formanovskaya, 2002).

The authors of this research believe that interrupted conversation presents a certain type of communication failures. Changing communicative roles ("speaker" - "listener") in a dialogue leads to the interaction, which may cause disagreement for some reason; this, in turn, leads to interrupted communication.

Communication process implies decisions – to pass or not to pass the information, to choose the lexical content, syntactic structure, the sequence of communication steps. Most decisions are made automatically, but some situations require a deliberate search of strategies and tactics.

Describing different types of communicative tactics, the authors of this study paid attention to communication failures caused by a violation of certain tips of success. The most obvious indicator of failure is a reaction on the part of the listener as well as perlocutionary effects not envisaged by the speaker.

Communicative failure can emerge due to number of facts. The presence of unplanned perlocutionary effects indicates communication failure (along with the failure of speech acts and speech tactics), resulting from non-compliance with certain tips of success. Communication failures are usually caused by incorrect understanding of illocutionary sense of a statement determined by speech situationality. In addition, communication failures can be the result of several factors. These factors include the insurmountable difficulties of verbalization and understanding, conflict between the communicants regarding the mutually acceptable direction of communication, inability of communicants to change the adverse status quo, or to adapt to the situation, which is uncomfortable at the given stage for one or for all participants.

Linguists noted that the prerequisites of communication failures in the communication process were largely subjective in nature: the unwillingness of communicants to engage in a dialogue, to give a straight answer to the question, unwillingness to continue the conversation, etc. This usually results in failures

in communication, echo-questions, and transfer to another topic. On the other hand, if one of the communicants does not know or cannot perform the required action from him, or cannot give an informative answer to the question, this is determined by objective reasons.

Factors of communication failures may also include psychological temperament features of communicants.

In the communication process, one participant uses communication means to transmit his/her emotional state, pursuing a certain communicative goal. Therefore, successful implementation of the communicative act largely depends on the sender's intention and his/her communicative purpose.

In order to provide a successful speech act, the sender should build his statement according to the grammar rules of a particular language, which would have the content and references (relation to reality); he/she should assign focus to the statement, turning it into an illocutionary act. Therefore, in order to achieve the desired result, the information sender should give the statement a certain illocutionary feature, communicative purpose.

Dialogue is a typical kind of communication act; it is a special kind of speech activity, the interaction of two or more recipients, changes in their cognitive status. Interaction of the communicants as individuals with certain types of social and psychological characteristics, and many individual characteristics is associated with the problem of communication success or failure.

Most types of non-standard communicative situations imply ways of their prevention as well as prevention of inefficient communication, which allows optimizing the communication process. Psychological, social compatibility of communicators, as well as other factors (education, the mood at the moment, etc.) play a very important role. Every person, regardless of social status, is viewed as a complex, psychologically versatile individual, who requires a differentiated approach.

"In each communication case, each component has its idea, its concept and tactics to respond to the speech interaction. The sender utters his/her statement for some reason, having a certain communication and more general (post-communication) goal" (Maslova, 2007).

Along with the speaker's intention, the addressee's mood is essential - what he/she thinks about the subject of communication and the situation in general, and how he/she is going to respond to the speaker's intention. In this regard, communication act is the result of a collision and interaction of the intentions of two or more participants of the speech communication. Depending on the interaction of the speaker and listener's intentions, one should distinguish between the effective and ineffective communication.

Effective communication is understood as "the correlation of verbal techniques with the goals and objectives of communication, communicative perspective" (Maslova, 2007). The addressee's status and closeness of relations between the participants of the communicative act determine the degree of politeness, which manifests itself in the choice of address forms, the degree of categoricalness, voice tone (in the case of oral communication), in using special politeness markers. A correct choice of politeness level, in turn, presents a necessary condition for achieving the planned results. The problem of effective



communication also affects speech planning. This is reflected in the existence of special tactics (attraction or distraction, focus, etc.), which aims at the optimization of speech impact.

Effective communication refers to unbroken communication. Therefore, the interrupted one refers to inefficient communication.

According to Z.K. Temirgazina (2007), "the interruption of speech communication takes place when one of the participants (or both) stops communicating due to inability to achieve communicative purposes".

The most important goal of the election discourse is the struggle for power; therefore, it is characterized by conflicting behavior of communicants. Communicative failures are most vividly presented in the form of debates. Here is an example:

Laura Urazbekova: We understand that social debate unfolding today is most acute since the monument "Kazakh Yeli" was unveiled; however, the sculptures of the Kazakh khans – Djanibek and Kerey - the original founders of the Kazakh Khanate, are missing. Answer the question: will monuments to these glorious heroes be unveiled in Astana?

Taytaliev Bakhytbay: "We envisage these works. The fact is that the monumental complex "Kazakh Yeli" should be considered within a single historical and cultural ensemble "Kazakh history Millennium". It will present all the famous khans, biys and batyrs of the Kazakh steppe, including Djanibek and Kerey. Another thing is that this ensemble should present a genuine artistic work, approved by the State Commission. We will not deal with sleazy trash"

Laura Urazbekova: Instead of all this somewhere in China, no one knows in what company, in the absence of technical documentation, the life-size monument of Djanibek and Kerey is being made of bronze. And today they try to present this sleazy trash as a masterpiece. So, you don't put your money where your mouth is?

Taytaliev Bakhytbay: This fact will be considered by the Commission. The issue is over.

Political communication from a gender perspective was previously discussed and does not present the subject of this article. In this example, a politician tried to avoid answering, being confined to the phrase - "no comment". This tactic shows inadequacy of a person, endowed with power, his inability to bear responsibility for his words and actions. Politicians most often demonstrate unwillingness to respond to a direct question exactly in this way.

Another essential feature of the interrupted communication is its active-subjective nature, i.e., termination is performed consciously by one of its direct participants, because of ineffective communication awareness. Here is an example of conversation between the opposition representative Ualikhan Kaisarov and reporters:

- It is necessary to determine the value and purpose of the Kazakh language. Because the situation is still "unclear": do we, Kazakhs, present the majority or minority or we flirt in front of other nationalities? That is, if we do not clarify the situation with the language people will not get the clear picture – whether they will support us or not.

- Don't you want to explain what kind of "unclear" situation we face?

- No, I do not want.

This communication, as shown by the first example was terminated unilaterally because the politician did not want to explain his statement and to continue the conversation. Such phrases demonstrate the blurring of political and emotional speech, the lack of evidence in mentioning certain facts. Termination of the above communication is based on ignorance of one of the speakers; therefore, he consciously avoided further dialogue.

Z.K. Temirgazina (2007) emphasizes that taking into account the active-subject criterion; interrupted communication does not include situations in which termination of voice interaction is caused by the external objective factors, such as network problems during a telephone conversation; emergency reasons that make a person stop talking and so on.

The author notes that interrupted communication also includes cases when the communicant interrupts communication, without making full use of his intentions due to the duration of speech interaction (which can lead to physical, mental fatigue of participants). For example, one can consider the situation with protracted negotiations, which are transferred to a different time.

Interrupted communication opposes the completed communication, in which "communicants reach their goals, finishing their communication by conventional methods, such as thanking and saying goodbye to each other" (Sheigal, 2000).

Conventional methods of communication interruption within the speech politeness strategies include initiator's apology for ending communication, excuse referring to the circumstances, farewell address, for example, "Sorry, I have to go to a meeting, I am afraid of being late." "We will talk later". "All the best".

In order to mitigate the perlocutionary effect and to "save the face", the initiator can use speech tactics referring to exigent circumstances, which in fact may not exist. "Using such tactics gives initiator the possibility to continue further relations with the communicant" (Sheigal, 2000). For example:

Mukhtar Tayzhan: "It is hard to imagine, what will happen to the Kazakh language, if such politicians who did not learn their mother tongue by the age of 55 come to power... If you gentlemen need only democracy in Kazakhstan and the Kazakh language is not necessary, then go to hell with such your democracy!"

Igor Vinyavskiy: "In Zhanaozen, the Kazakh language is spoken everywhere, but it somehow did not solve the problem. Maybe there would not be a tragedy provided the presence of democracy?"

Mukhtar Tayzhan: "I think we should continue the conversation next time. I have unfortunately no time to explain to you the current political situation".

If the communication partner does not care of "saving the face" and does not think about the future relationship with a partner, he chooses speech tactics that go beyond the boundaries of politeness and sometimes etiquette. For example, "Everything is clear, we will not have a deal"; "It is useless to talk. Goodbye"; "If you don't change your mind, I have nothing to talk to you." "Good-bye and good luck!"

As an example, the authors of this research give the correspondence of the Kazakhstani politicians Mukhtar Tayzhan and Nurtai Mustafayev on the Kazakh "nationalism":

Tayzhan: "In Kazakhstan, a journalist or political analyst who does not know the Kazakh language can not be called as such, because he does not know the opinion of the major part of the Kazakh population, which constitutes the foundation of this state. In other words, he lives in a narrow, "asphalt" society, communicating with his compatriots. Then what a political scientist can he be? It's like the German political analyst, who does not speak German or the Russian analyst who does not speak Russian. This is nonsense".

Mustafayev: "It is useless to talk. On this issue, we will never arrive at a common conclusion".

The communicant states the failure of communication and moves away from further communication. Interrupting communication, the politician avoids sharp polemical issues, which include the problem of the Kazakh nationalism as a social movement. Consequently, the interrupted communicative act refers to the reluctance of one of the communicants to continue disputing.

Thus, the interrupted speech act is part of the communication, which represents inefficient communication. Communicative failure as a result of the interrupted communication is determined by several reasons, one of which is the intention of the speaker - the reluctance to continue the conversation for one reason or another. In the election discourse, communication failures are typical mostly for the election debate, when politicians come face-to-face and have to answer various, sometimes painful and uncomfortable, questions. The way in which a politician moves away from the response or maintains effective communication, creates his positive or negative political image.

### Discussion and Conclusion

This study does not pretend to cover the entire problem or to find its ultimate solution; it is only an attempt to solve only a small part of the tasks faced by researchers engaged in studying contemporary political discourse. We believe that this study will become the prospect of further research dedicated to the election communication, to the pragmatic features of non-canonical communication texts as well as to the in-depth development of the intentional content of various types of texts, as well as comparative studies of different speech cultures.

Communicative and pragmatic concepts of verbal communication developed by A.Y. Maslova (2007), A.S. Issers (2006), N.I. Formanovskaya (2002), were first used in the description of interrupted communication of election discourse as an indicator of unsuccessful communication strategy used by politicians. The classification system of communication failure, proposed by N.I. Formanovskaya (2002), was illustrated by examples of debates as the election genre.

Significance of this study lies in the comprehensive analysis of an important propaganda impact on the electorate – election communication, identification of specific properties of the interrupted communication, as well as in the development of typology referring to speech acts of communication as the leading intention of the electoral discourse. Key findings related to the pragmatic aspects of political communication will make a definite contribution

to further development of election discourse theory, political linguistics, and the theory of speech impact.

The original analysis is also important in practical terms: the analysis of political manipulations and various trends in the public consciousness, attempts to demonstrate the need for a well-considered, clear election communication. For the first time, election discourse is considered as a special kind of propaganda context of political discourse on the basis of theoretical developments of well-known scientists in the field of political linguistics. Speech acts of politicians are represented in terms of their pragmatic specificity as the main intention of credibility and impact on the recipient.

Research findings developed the existing techniques used by political strategists and PR-specialists to manipulate the electorate consciousness. Specific features of key mistakes made by politicians during election debates and related situations contribute to the structuring of knowledge related to the pragmatic potential of a particular type of discourse; they enrich the knowledge base of an effective political campaign and successful propaganda-related activities.

### Implications and Recommendations

Pragmatic study of the election discourse involved analysis of the interrupted communication activities as a means of unsuccessful campaign and relevant impact on the electorate. Interrupted communication was considered as the aggregate of various violations of information “dosage” rules and speech etiquette, as a motivation degree of dialogical act, as the lack of communication attitudes and the addressee’s mood.

It was found that the key factors that determine communicative failures present difficulties on the verbal level related to the understanding of the heard information, the inability of communicants to change the adverse status quo, or to adapt to the situation, which is uncomfortable at the given stage for one or for all participants. Each block is unable to implement relevant intention, which in the aggregate forms a negative image of the candidate.

The analysis shows that the subjective factor very often serves as a prerequisite for the interrupted communication (bad emotional state, disregard to the opponent, psychological nature of the communicants, etc.). Based on the study of external factors affecting realization of verbal interaction, the authors of this research described a separate group of reasons being beyond the control of communicants: physical or mental fatigue of participants caused by adjourning the negotiations

Among the main causes of interrupted communication, the authors of this study considered reluctance of one of the parties to continue the dialogue referring to the exigent circumstances, which may not actually exist. This action contributes to mitigating the perlocutionary effect, however, it does not always implement the main task - to sound convincing in the eyes of the audience. As part of the speech politeness strategy, the authors described the initiator’s apology for ending communication, excuses with reference to the circumstances, farewell address, as the conventional method.

The study showed that the communicant’s attempt to interrupt the election speech act artificially (disrupting effective communication) is regarded as innuendo by the recipients and raises doubts regarding the veracity of words



and actions in the political arena and, therefore, forms a negative image. Thus the pragmatic-communicative effect of possible manipulative impact on the consciousness of the recipient remains unimplemented.

Practical significance of this research implies the possibility of using relevant materials and findings in specialized courses and seminars on political linguistics, communication theory, the theory of election discourse, as well as in solving practical problems related to increasing the efficiency of modern politicians. All in all, conclusions of this study are important for professional image makers and PR-experts, specialized in the preparation and conduct of election campaigns, and assimilation of relevant knowledge is essential for the development of civic political culture.

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No potential conflict of interest was reported by the authors.

### Notes on contributors

**Olga K. Andryuchshenko** holds a PhD, Associate Professor of Department of Russian Language and Literature, Pavlodar State Pedagogical Institute, Pavlodar, Kazakhstan.

**Gulnara S. Suyunova** Doctor of Education, Professor of Department of Russian Language and Literature, Pavlodar State Pedagogical Institute, Pavlodar, Kazakhstan.

**Bibigul Dz. Nygmetova** holds a PhD, Associate Professor of Department of Foreign Languages, Pavlodar State Pedagogical Institute, Pavlodar, Kazakhstan.

**Ekaterina P. Garanina** has Master Degree, Researcher of Department of Russian Language and Literature, Pavlodar State Pedagogical Institute, Pavlodar, Kazakhstan.

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