

Persuasion Techniques Used in Festive Political Speeches

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Abstract

Persuasion is a key word used in the definition of political discourse as a form of communication built with a view to convincing. For this article, we selected for analysis the presidential speeches delivered on the National Day of Romania between 2005-2009. We start from the assumption that festive political discourse has mainly a descriptive role by reporting to a certain reality - the National Day, but it also has a strong persuasive role. In this paper, we have identified and commented on key persuasion techniques used in festive presidential speech. Thus, we analyzed intertextuality as an elevated form of persuasion, the mobilizing force of myths, emotional involvement, vague expression and identification of issues of general interest concomitantly with a call for action.