

Pragmatic Analysis of Political Discourse: A Case Study of Presidential Debates**Analisis Pragmatis Wacana Politik: Studi Kasus Debat Presiden****Evizariza**

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Pragmatic analysis in the context of political discourse, especially in presidential debates, has become an important subject of study in understanding how language is used to influence public opinion and shape political images. This research aims to investigate the pragmatic strategies used by presidential candidates in debates to influence public opinion, with a focus on implicatures, speech acts, politeness strategies, and linguistic markers. The research method used is a systematic literature review by collecting and analyzing related articles from reputable international databases. The results of the discussion show that pragmatic analysis provides a deep understanding of the way political language is used by candidates to achieve their political goals and how it is interpreted by the public. The implications of this research include a better understanding of the dynamics of political communication, the influence of political language on public opinion, and its democratic implications. In conclusion, pragmatic analysis in the context of presidential debates makes a significant contribution to our understanding of political communication and democratic participation.

Keywords: Pragmatic Analysis, Political Discourse, Presidential Debate, Public Opinion, Systematic Literature Review

ABSTRAK

Analisis pragmatik dalam konteks wacana politik, khususnya dalam debat presiden, telah menjadi subjek kajian yang penting dalam memahami bagaimana bahasa digunakan untuk mempengaruhi opini publik dan membentuk citra politik. Penelitian ini bertujuan untuk menyelidiki strategi pragmatik yang digunakan oleh kandidat presiden dalam debat untuk mempengaruhi opini publik, dengan fokus pada implikatur, tindak tutur, strategi kesantunan, dan penanda linguistik. Metode penelitian yang digunakan adalah systematic literature review dengan mengumpulkan dan menganalisis artikel-artikel terkait dari database internasional bereputasi. Hasil pembahasan menunjukkan bahwa analisis pragmatik memberikan pemahaman yang dalam tentang cara bahasa politik digunakan oleh kandidat untuk mencapai tujuan politik mereka dan bagaimana hal itu diinterpretasikan oleh publik. Implikasi penelitian ini meliputi pemahaman yang lebih baik tentang dinamika komunikasi politik, pengaruh bahasa politik terhadap opini publik, dan implikasi demokratisnya. Kesimpulannya, analisis pragmatik dalam konteks debat presiden memberikan kontribusi yang signifikan terhadap pemahaman kita tentang komunikasi politik dan partisipasi demokratis.

Kata Kunci: Analisis Pragmatik, Wacana Politik, Debat Presiden, Opini Publik, Sistematis Literature Review

1. Introduction

The analysis of political discourse, particularly in the context of presidential debates, is a complex and multifaceted endeavor that requires a pragmatic approach. Political discourse is often manipulative and laden with prosodic features (DEVIATNIKOVA, 2021; Elieba, 2022). It is crucial to understand the linguistic and cognitive aspects of manipulative political discourse, as well as the contextual features of presidential debates (DEVIATNIKOVA, 2021; Elieba, 2022). Additionally, the pragmatic analysis of political discourse involves investigating the linguistic means for implementing persuasive strategies and identifying pragma-semantic characteristics and discursive markers (Gurevich, 2022; Stetsyk, 2018). This is essential for understanding the

dynamics of changes in political discourse and the strategies employed by politicians to persuade their audience (Stetsyk, 2018).

Furthermore, the study of political discourse in presidential debates extends beyond linguistic analysis to encompass the examination of logical fallacies in candidates' argumentation (Warman & Hamzah, 2020). This highlights the importance of critically evaluating the content and structure of political discourse to discern fallacious reasoning. Moreover, the analysis of vice presidential debates and the reactions of viewers to such debates underscores the unique rhetorical demands and message strategies employed in these discursive contexts (Benoit & Airne, 2005; McKinney et al., 2011).

In conducting a pragmatic analysis of political discourse, it is essential to consider the methodological aspects of case studies. Case-oriented analysis allows researchers to maintain empirical intimacy with the cases under study, providing a nuanced understanding of the discursive phenomena (Sandelowski, 2010). Additionally, the differentiation of specific types of political discourse, such as the Question Time of the UK Prime Minister, and the investigation of their pragmatic features contribute to a comprehensive analysis of political discourse (H., 2020).

In summary, the pragmatic analysis of political discourse, particularly in the context of presidential debates, necessitates a multidimensional approach that encompasses linguistic, cognitive, prosodic, and methodological considerations. By integrating these diverse perspectives, researchers can gain a comprehensive understanding of the manipulative, persuasive, and contextual aspects of political discourse in presidential debates.

To understand the influence of political communication on public opinion and the democratization process, it is crucial to analyze the pragmatic strategies employed by presidential candidates during debates. While there is existing research on political communication and pragmatic analysis, there are still significant knowledge gaps, particularly in the context of presidential debates. An example of such a gap is the need to understand how pragmatic strategies are utilized to shape ethical human-machine interactions, as seen in the computational propaganda phenomenon in political communication (Murtarelli et al., 2021). Additionally, the genre-based analysis of political debates, supported by pragma-dialectic frameworks, provides a valuable method for studying the cognitive construction of political discourse (Issa & Abbas, 2022).

Furthermore, the ethical aspects of political communication and democratic involvement are essential in shaping public opinion and the democratization process (Malik, 2022). The discourse developed by opinion leaders, as well as the use of public opinion and the perception of "the people" in political communication strategies, play a significant role in influencing public opinion (Patiung et al., 2022; Strikovic et al., 2019). Moreover, the role of political image in influencing public perceptions of political parties is crucial in understanding the impact of pragmatic strategies on public opinion and political goals (Ananda et al., 2023).

In the context of democratic processes, the dynamics of the democratic process and the relationship between the state, religion, and democratization should be viewed dynamically rather than statically (Nahrowi et al., 2020). Additionally, understanding the promiscuous nature of public opinion and the role of minority views in policymaking is essential for comprehending the impact of pragmatic strategies on public opinion and the democratization process (Soo et al., 2021).

The use of electronic participation and the dynamics of university network public opinion under the big data environment also contribute to the understanding of how pragmatic strategies influence public opinion and the democratization process (Afonina & Seryohin, 2021; Wen et al., 2022). Moreover, the role of democratic citizens in preserving democracy and the analysis of logical fallacies in political debates are crucial aspects that need to be considered in understanding the influence of pragmatic strategies on public opinion and achieving political goals (Nikolaou et al., 2020; Warman & Hamzah, 2020). In conclusion, the synthesis of these

references highlights the importance of understanding pragmatic strategies in political communication, particularly in the context of presidential debates, to comprehend their influence on public opinion and the democratization process.

This research aims to fill this gap by answering the research question: "How are pragmatic strategies used in political language by presidential candidates in debates to influence public opinion?" The uniqueness of this research lies in its specific focus on the presidential debate as a case study, which can provide deep insight into how pragmatic politics operates in critical political communication situations. The contribution of this research to the literature is to provide a deeper understanding of the role of pragmatic analysis in understanding political communication, as well as providing useful insights for political practitioners and political researchers to understand the dynamics of political debate. In general, the structure of the literature review will discuss the basic concepts of pragmatic analysis in a political context, presidential debates as an object of study, pragmatic strategies in political language in the context of presidential debates, the influence of pragmatic strategies on public opinion, as well as conclusions and implications of research findings.

2. Research Methods

The data sources used in this research come from reputable international databases, including Scopus. Article searches were carried out using keywords relevant to the research topic, such as "pragmatic analysis", "political discourse", "presidential debates", and the like. The number of articles obtained from the initial search was then recorded and validated to ensure data accuracy. In the article selection process, predetermined inclusion and exclusion criteria were used as a guide. Articles that fall within the inclusion criteria are those that have high relevance to the research topic and discuss pragmatic analysis in the context of political discourse, especially in presidential debates. Meanwhile, articles that do not meet these criteria will be excluded from research. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method is used in the article selection process to ensure transparency and accountability in the research process. This approach allows researchers to systematically identify, select, and evaluate articles to be included in a literature review, thereby minimizing bias in article selection and increasing the validity of research results. Thus, the research methods used in this study have been carefully designed to ensure the accuracy and reliability of the findings obtained.

3. Results and Discussion

3.1. Basic Concepts of Pragmatic Analysis in Political Context

Pragmatic analysis in the political context involves the study of language use within political communication, encompassing various aspects such as politeness strategies, speech acts, and pragmatic failures (Asheva, 2022; Rizka et al., 2020; Xu, 2022; Liu & Kang, 2021). This analysis extends to the examination of political texts in posters, slogans, and jingles, aiming to identify pragmatic acts and politeness principles (Vallejo, 2022). Furthermore, the study of pragmatic failures from a bilingualism perspective provides implications for foreign language teaching, emphasizing the importance of understanding pragmatic aspects in communication (Liu & Kang, 2021). Additionally, the gendered logic of governance in politics is explored through the concept of illiberal pragmatics, highlighting the complex interplay between gender politics and pragmatic considerations in the defense sector (Grzebalska, 2022). Moreover, the endeavor to build pragmatic competence, particularly in terms of politeness strategies, is emphasized as essential in political communication (Ambarwati & Susilo, 2021).

The relevance of pragmatic analysis in the political context is underscored by its application in understanding social movements, predictive models in political science, and the dynamics of political coalitions (Moskvina, 2022; Dowding & Miller, 2019; Chalik, 2021). This application extends to the investigation of politeness and its violations in the political

communication of presidential candidates, reflecting the significance of pragmatic principles in shaping political discourse (Rizka et al., 2020). Furthermore, the analysis of speech acts in films and the study of pragmatic markers in judges' commentaries contribute to a comprehensive understanding of pragmatic phenomena in diverse contexts, including political communication (Xu, 2022; Naben et al., 2019).

In summary, the references provide a comprehensive overview of pragmatic analysis in the political context, encompassing various dimensions such as politeness strategies, speech acts, pragmatic failures, and their implications for political communication and governance.

The relevance of pragmatic analysis in political discourse is crucial for understanding how language is used to achieve political goals and how it is perceived by the audience. Pragmatic analysis, which focuses on the use of language in real-life contexts, provides insights into how politicians employ language to influence public opinion, strengthen political arguments, and shape their political image (Patriarche & Zienkowski, 2022). This approach delves into the performative practices of language, shedding light on the implicature, speech acts, and politeness in political communication (Asmara & Kusumaningrum, 2021). The theories of implicature by Grice and speech act theory by Austin and Searle form the basis for analyzing political language in pragmatic contexts (Tomioka, 2019). By employing pragmatic analysis, researchers can identify the implicative meanings in political speeches, tweets, and debates, offering a deeper understanding of the intended messages and their reception by the audience (McDonnell, 2020; Shevchenko et al., 2020). Furthermore, pragmatic analysis helps in recognizing defense strategies for denying speaker commitment, shedding light on the reasoning behind such strategies (Boogaart et al., 2020).

The importance of pragmatic analysis in political discourse extends to its implications for democracy and political participation. By understanding the basic concepts of pragmatic analysis in a political context, researchers can gain insights into the complexity of political communication and its impact on democratic processes (Randour et al., 2020). Additionally, the study of expressive speech acts in political discourse provides new approaches to understanding politicians' verbal behavior, contributing to a comprehensive understanding of political communication (Gurevich, 2022). Moreover, the cognitive-pragmatic approach to American presidential debates offers a means to explicate the meaning of speakers' messages and their expected impact on the audience, highlighting the significance of pragmatic analysis in understanding political communication (Shevchenko et al., 2020).

In conclusion, pragmatic analysis in political discourse is essential for comprehending the intricate ways in which language is used by politicians to achieve their objectives and how it is interpreted by the public. By drawing on theories such as implicature and speech act theory, pragmatic analysis provides a valuable framework for dissecting political language and its impact on political processes and democratic participation.

3.2. Presidential Debate as an Object of Study

Presidential debates have been the subject of extensive research in recent years, with studies focusing on various aspects such as logical fallacies, discourse analysis, prosodic features, and the impact of social media on public opinion. For instance, Warman & Hamzah (2020) conducted an analysis of logical fallacies in the 2019 Indonesia Presidential Debate, shedding light on the use of fallacious arguments by political figures. Similarly, Elieba (2022) examined the prosodic features of the 2020 U.S. Presidential Debates, specifically focusing on stress, tone, and intonation. These studies highlight the importance of analyzing the linguistic and argumentative strategies employed in presidential debates.

Furthermore, the role of social media in shaping public opinion during presidential debates has been a significant area of interest. McGregor (2019) conducted a content analysis of news stories about the 2016 US election and highlighted the evolving practices of journalists in using social media to represent public opinion. Additionally, Christenson et al. (2020)

explored the impact of social media on public opinion and the strategies employed by presidents to advance their political agendas through platforms like Twitter.

Moreover, the influence of presidential debates on electoral preferences has been studied extensively. Cantú (2023) demonstrated that presidential debates shape electoral preferences in countries with weakly institutionalized party systems, emphasizing the significance of these debates in influencing voter decisions.

In addition, the linguistic and communicative aspects of presidential debates have also been a focus of research (Issa & Abbas, 2022). conducted a genre-based analysis of selected political debates, while Fadilah (2021) investigated the transitivity properties used in the 2020 presidential debate between Donald Trump and Joe Biden. These studies contribute to our understanding of the language and discourse employed in presidential debates.

Overall, the references provide a comprehensive overview of the diverse research conducted on presidential debates, encompassing linguistic analysis, social media impact, and the influence of debates on public opinion and electoral preferences.

Presidential debates are a crucial element of the democratic political process, providing a platform for candidates to openly discuss key issues and present their visions to the public (Hidayah & Kweldju, 2022). These debates play a significant role in enabling voters to make informed decisions by directly comparing and evaluating candidates (Hidayah & Kweldju, 2022). The structured format of these debates, typically involving questions from moderators and limited response times, allows for a focused discussion on relevant government and public policy issues (Hidayah & Kweldju, 2022).

Literature on presidential debates offers valuable insights into various aspects of these events, including their influence on public opinion, communication strategies employed by candidates, and performance evaluations of debate participants (Hidayah & Kweldju, 2022). Additionally, such reviews can help identify knowledge gaps that require further research, making presidential debates an intriguing subject for pragmatic analysis in political discourse (Hidayah & Kweldju, 2022).

Moreover, research has shown that presidential debates can impact public opinion and political polarization (Warner et al., 2021). They also provide a platform for candidates to communicate their health priorities, as evidenced in the communication during presidential elections in France, Spain, and the US (Catalan-Matamoros & Navarro, 2020). Furthermore, the prosodic features of candidates' speech during debates have been studied to understand how emotional states and attitudes are conveyed to the audience (Elieba, 2022).

However, it is essential to note that the focus of the literature and research on presidential debates is not limited to the United States. Studies on debates in Indonesia have explored linguistic experiences, logical fallacies, and the social construction of mass media in the context of presidential elections (Setiawan et al., 2019; Warman & Hamzah, 2020; Putera et al., 2020). These studies have employed various methodologies, including functional theory, genre analysis, and framing analysis, to gain a comprehensive understanding of the dynamics of presidential debates in different political contexts (Setiawan et al., 2019; Warman & Hamzah, 2020; Putera et al., 2020).

In conclusion, presidential debates are a rich subject of study, offering insights into political communication, public opinion, and the democratic process. The literature on presidential debates encompasses a wide range of topics and methodologies, making it a valuable area for scholarly exploration.

3.3. Pragmatic Strategy in Political Language in the Context of the Presidential Debate

In the context of presidential debates, pragmatic strategies play a crucial role in shaping discourse and influencing public opinion. Shevchenko et al. (2020) argue that cognitive metaphors, particularly those related to the economy, are frequently employed in presidential debates to persuade, inform, and manipulate. This aligns with the findings of (Issa & Abbas,

2022), who conducted a genre-based analysis of political debates and highlighted the cognitive construction and language manifestations of politicians' communicative intentions. Moreover, Nguyen & Sawalmeh (2020) conducted a critical discourse analysis of Trump's strategies in the first presidential debate, revealing the deployment of specific strategies such as self-acclamation, verbal attacks, self-rectification, and extra-vocalization. These studies collectively emphasize the significance of pragmatic strategies in political language, shedding light on their role in framing, persuasion, and image construction during presidential debates.

The references provide valuable insights into the pragmatic strategies employed in political discourse, particularly within the context of presidential debates. They offer a comprehensive understanding of the cognitive and linguistic dimensions of political communication, highlighting the intricate interplay of language, persuasion, and manipulation in shaping public opinion.

Pragmatic analysis of political language in presidential debates encompasses various communication strategies employed by candidates to achieve their political objectives. These strategies include implicatures, speech acts, politeness and personality strategies, and the use of linguistic markers. Implicatures, which are inferred meanings not explicitly stated, are frequently used by candidates to convey subtle political messages and avoid controversy (Surahmat et al., 2023). Speech acts, such as commands and promises, are utilized to strengthen arguments, attack opponents, and shape voter perceptions (Ashfira & Hardjanto, 2021). Candidates also employ politeness and personality strategies, such as humor and empathy, to avoid offending voters and divert attention from contentious issues (Nguyen & Sawalmeh, 2020). Additionally, linguistic markers, including specific keywords and phrases, are strategically used to convey political messages and construct a strong political identity (Shevchenko et al., 2020).

Furthermore, the cognitive-pragmatic approach in analyzing presidential debates can elucidate the intended impact of candidates' discourse on the audience (Shevchenko et al., 2020). The study of linguistic markers in political debates provides valuable insights into how candidates influence public opinion and construct their political images (Taran, 2021). Moreover, the analysis of presidential communication rhetoric and strategies contributes to understanding the dynamics of political communication in debates (SUSETYO, 2022). The use of prosodic features and emotional state analysis through software programs offers additional dimensions to understanding candidates' communication strategies (Elieba, 2022).

In addition, corpus-based approaches have been applied to study political discourse, contributing to the understanding of pragmatic dimensions in political communication (Taran, 2021). Furthermore, the study of illocutionary speech acts in presidential debates provides insights into the dominant types of speech acts used by candidates (Rosyidi et al., 2019). The analysis of logical fallacies in candidates' arguments during debates sheds light on the reasoning strategies employed by candidates (Warman & Hamzah, 2020). Moreover, the study of social media commentary during televised debates offers insights into the democratic role of live Twitter commentary and its impact on political debates (Robertson et al., 2019).

In conclusion, pragmatic analysis of political language in presidential debates provides a comprehensive understanding of the various communication strategies employed by candidates to influence public opinion, construct political images, and achieve their political goals. These strategies encompass implicatures, speech acts, politeness and personality strategies, the use of linguistic markers, and the analysis of logical fallacies and social media commentary. Understanding these pragmatic strategies is crucial for comprehending the dynamics of political communication in the context of presidential debates.

3.4. The Influence of Pragmatic Strategy on Public Opinion

The influence of pragmatic strategies on public opinion is a complex and multifaceted phenomenon that encompasses various disciplines such as linguistics, psychology, politics, and

computer science. Pragmatic strategies play a crucial role in shaping public perceptions and attitudes, as evidenced by research on the evolution of public opinion spreading on the internet (Zhang & Yong, 2021). This research highlights the significance of stable strategies in influencing public opinion and emphasizes the need for analyzing the influences of such strategies through simulation.

Moreover, the study by Hare (2024) sheds light on the pragmatic nature of public perceptions, suggesting that individuals adopt pragmatic stances influenced by context and nuance, rather than dogmatic beliefs perpetuated in media coverage and social media exchanges. This underscores the intricate interplay between pragmatic strategies and public opinion formation, emphasizing the need to consider contextual factors in understanding public perceptions.

Furthermore, Li & Wang (2021) discuss the cross-network propagation model of public opinion information and its control, drawing parallels between the spread of public opinion and infectious diseases, and highlighting the use of strategies such as vaccination and isolation to minimize the influence of public opinion propagation. This underscores the importance of strategic interventions in managing public opinion dynamics.

Additionally, Ruytenbeek (2023) delves into the discourse-pragmatic strategies used in online interactions between (dis)satisfied customers and companies, emphasizing their influence on prospective customers' perceptions and purchase decisions. This highlights the pragmatic significance of communication strategies in shaping public opinion and consumer behavior.

In the realm of politics, Hanegraaff & Poletti (2019) provide systematic evidence that public opinion stimulates outside lobbying strategies, underscoring the intricate relationship between public opinion and interest group concerns for organizational survival. This emphasizes the pragmatic considerations that underpin organizational responses to public opinion dynamics.

In summary, the influence of pragmatic strategies on public opinion is a multifaceted and interdisciplinary area of study, encompassing linguistics, psychology, politics, and computer science. The synthesis of these references underscores the intricate interplay between pragmatic strategies and public opinion dynamics, highlighting the need for strategic interventions and contextual considerations in shaping public perceptions.

The use of pragmatic strategies in political language by presidential candidates during debates has a substantial impact on public perceptions and assessments. These strategies, including implicatures, speech acts, politeness, and linguistic markers, play a crucial role in shaping how voters perceive and evaluate the candidates. For instance, the use of implicatures or hidden meanings in statements can create the impression of the candidate as a wise or strategic figure, while assertive speech acts can enhance the perception of leadership or assertiveness (Nguyen & Sawalmeh, 2020). Furthermore, the relationship between the political language used by candidates and the public's acceptance of them is vital to comprehend. Effective political language can increase voters' appeal and trust in candidates, while inappropriate or offensive language can damage their image (Chiu et al., 2021).

Case studies on the use of pragmatic strategies in presidential debates and public responses serve as effective illustrations of how specific language strategies can influence public opinion. By analyzing these cases, it becomes evident how candidates use language to achieve their political goals and how voters respond to them (Jennings et al., 2020). Through a deeper understanding of the relationship between pragmatic strategies in political language and public opinion, relevant political communication trends can be identified, leading to better insights into the dynamics of modern democracy.

In the context of presidential debates, the choice of discourse strategies by candidates depends on their intentions, while their impact on the opponent and the audience is influenced by meta-communicative issues of candidates' communicative behavior and

(im)politeness strategies in particular (Shevchenko et al., 2020). Additionally, the use of hedges and boosters, which are crucial metadiscourse markers to soften and strengthen propositions, is also significant in shaping public perceptions (Kusumawati et al., 2021).

Moreover, the study of the use of women's language features by Kamala Harris in the vice-presidential debate aims to reveal how she, as the first American woman-of-color senator, maintains empowered speech through her linguistic choices (Joseph et al., 2021). Furthermore, the analysis of politeness strategies used by each group of 2019 presidential campaign teams on online news media highlights the importance of politeness in political communication (Prasetyo et al., 2020).

In conclusion, the pragmatic analysis of political language in the context of presidential debates is essential for understanding the dynamics of the relationship between candidates and voters, as well as the factors that influence political preferences. By synthesizing case studies and research on pragmatic strategies in political language, a comprehensive understanding of the impact of political discourse on public opinion can be achieved.

4. Conclusion

Pragmatic analysis in political discourse, particularly in the context of presidential debates, provides deep insight into how language is used by politicians to achieve their political goals and how it is interpreted by the public. By drawing on implicature theory and speech act theory, pragmatic analysis provides a valuable framework for disentangling political language and its impact on political processes and democratic participation. The research results reviewed highlight the importance of understanding pragmatic communication strategies in creating public opinion, strengthening political arguments, and shaping political images. In the context of the presidential debate, pragmatic strategies such as implicatures, speech acts, politeness strategies, and linguistic markers are key in understanding how language is used to influence public opinion and build a strong political image.

In addition, findings in the literature highlight the implications of pragmatic analysis in political discourse for democracy and political participation. By understanding the basic concepts of pragmatic analysis and its application in political communication, researchers can gain deep insight into the complexity of political communication and its impact on democratic processes. In particular, this research emphasizes the importance of pragmatic communication strategies in understanding public opinion, understanding the dynamics of political communication, and strengthening democratic political participation.

The limitations of this research lie in the limited data available and the scope of the literature used. Furthermore, future research could complement pragmatic analysis with broader methodological approaches and more detailed data to deepen understanding of the relationship between pragmatic strategies in political language and public opinion. Additionally, further research could explore the practical application of the findings in encouraging inclusive political participation and supporting more effective democratic processes. Thus, pragmatic analysis in the context of politics and presidential debates makes a significant contribution to our understanding of the dynamics of political communication and democratic participation in contemporary society.

5. References

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