

CHARACTERISTICS OF POLITICAL DISCOURSE IN ALBANIA

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ABSTRACT

Political communication is a speech, the nature of which includes objectives and formal political parameters and secondly, it is television. In the context of a political communication with the public, when talking about a speech, it is understood that its form, type or even the content, are specific, because it can't be the same as a university lecture, nor can it be built as a text/writing in print media. In communication theories, it is known that the speech produces reality. Sometimes, it is reality which produces certain speeches, but also, a certain speech may produce a reality. In this work, when talking about speech, we'll understand our way of being, which includes not only our language and words, but also our way of acting, interacting, feeling, believing, appreciation or use of the objectives, symbols, technology devices; knowing ourselves and others as ourselves in meanings of certain ways. Nowadays, our political language is not just ordinary, but has tuned into a political vandalism, whereas Albanian woman has to face this challenge in order to become part of the political group. This study aims to observe female political discourse, based on their growing participation in political leadership positions and their continues language "struggle"; it also aims to identify a common denominator in terms of political communication that can lead to a success formula for females in politics. Meanwhile, from a methodological approach this study aims to measure the dimension of this concern throughout a qualitative analysis of the political discourse content in Albania within a ten year timeframe, from 2005 until 2014.

Keywords: Discourse, woman, political communication, language, politics.

INTRODUCTION

Today's political debates and political philosophy are closely related not only to communication, but also to language and discourse. The discourse analysis is a new field of study that belongs to the second half of the twentieth century. It consists of approaches that study language use and its contexts. It does not deal with language as a system but with special acts of discourse. This analysis is based on linguistic elements but in any case sees the language as social interaction. The linguistic materials used in speech are an important indicator of the speaker's identity. Political language is the main tool of policy-making. It is used depending on certain political benefits and may be clear or unclear according to the policies truthfulness/reality. The range of political speech varies.

Talk less and say more, talk more and say nothing, complicate the phrase to conceal thought, smiling to disguis hatred, all these are tools of policies expressions. The language used by the political leaders is a hardened language that doesn't allow them to reach a political consensus.

The unfinished style has become an evident feature of albanians poltician speech. But political comunnication experts knew that ABC of political communication is : the politician

should think twice because the words connotation depends not only on the speaker but even on the listener. (Fuga, 2005)

Even if the political language is natural, it is closely related to the relevant ideology. Political leaders in Albania, regardless of their gender, use special language mechanisms by adding patriarchal and aggressive elements to their debates and discussions. So they describe their political adversary by using comparative adjectives and through the literal figure of hyperbolism. "In fact, every political action is prepared, accompanied, controlled and influenced by language." (Chilton & Schäffner, 1997) – In a way, language is essential in transforming process of political willpower/volition into social action. Meanwhile, there are other scholars who say that politics is not only developed through language but language is politics in itself. (Fairclough, 1989: 23) It even comes to the definition that: "Politics is discourse and discourse is politics." (Shapiro, 1981: 1-2) so, the word has a great power in politics, it "*makes lies seem true and murder respectable.*" (Orwell, 1969: 217-219)

FEATURES OF POLITICAL SPEECH (THE CASE OF MRS. TOPALLI)

Everybody is impressed by the language and communication not just in the Parliament, but also outside of it, a language which is not only aggressive, but also discriminatory toward the opponent. This language not only offends the opponent, as much as it indirectly offends the public, the Albanian citizen. The situation seems "aggravated" as this action is being repeated over and over, not causing an incident anymore, but it is creating a "standard" way of communication. This standard of communication is unacceptable to the Albanian society or other democratic nations, as within this kind of communication there is a use of different types of racism (gender, age, local, etc.), intolerable for democratic societies.

This kind of public and politic speech is different from the kind of speech that the feminine nature should be represented by. We expect feminine tones, kind expressions without harsh criticism, a diplomatic communication, which doesn't harm the image of another person, a courtesy language. But this doesn't happen in the Albanian reality. This doesn't happen because, no matter what we expect of feminine nature, we find different features in their public speeches tones. We all know that men differ in their speech style: cut, convincing and determining, rough and sometimes threatening, but in our reality, this masculine element is very well adapted by female lectures, who have made of this type of communication their "model role" in their politics.

Regarding female speech in politic, we note that it is distinguished of a high level of emotional expression, which is achieved through a large rhetorical meanings, the usage of the words and emotional expressions. For this speech to be convincing, it must be inclusive and interactive. (Atkinson, 1984)

In a situation of opposition and power, political speech's characterized by a variety of theoretical means: metaphors, repetition, anti-thesis, large use of the comparative scale of relative and absolute, a high density of expressions and expressive emotional words, means which influence to persuade and manipulate the public, generally speaking.

In opposition situations, female speech is, in most cases, rough, controversial and contestant. This kind of speech contains accusations, rebukes, account requests, and doubts the truthfulness of the opponent's facts, harsh and accusatory tones. Expression occurs with high

critical grades, with criticisms notes, straight and categorical orders, even with challenging and warning notes.

The accusation and account request by the other political opponent, somehow expresses and shows not only the distancing of the speaker from the opponent side, but also the distancing from their responsibilities in their political actions.

To undermine the opponents' power and to deliberately avoid their formality, we often see critical and disdainful tones, which express the need, the urgency, even the necessity for political actions. Apart from this point of view, I'm not saying that there are no cases when the communication tones are kindly and "diplomatically" expressed, although there may be awareness and critical tones where the lecture protagonist and the promotion of public lecture equality are required.

Referring to Mrs. Topalli figure, based on the analysis of emotional expression in political speeches, I can say that her speeches as a politician, have high expression levels. And, being this tool a mean of expressing the personal attitude of the lecturer, in the case of Mrs. Topalli, this expression serves as a strategy to invite to engage emotionally the listeners in issues discussed during speeches.

In the political speech of Mrs. Topalli, we have often seen a mixture of conversational speech with bookish speech, and even an easygoing speech, where has been noted a controversial attitude, accusatory and even striking. As for her speech, it contains pre-prepared speeches, which are read out loud in the parliament of Albania. In her speeches we note simple and short sentences, even elaborated sentences, where the use of active toward passive, is predominant. We even note uncompleted structures, because of a spontaneous unprepared speeches, where there's a lack of prepositions or nouns. If we stopped to the lexical terms, we can find there expressions of folk culture as: *to earn the living, a lie always has a tail, etc.*

The quality of speeches of deputy Mrs. Topalli is very much alike a careless speech, as characterized of a heavy political language: full of harsh tones, personal accusations, controversial attitude, a high rhetorical level, a disclosure of a violating vocabulary of literary norms. Very often, the language is full of personal accusations.

Another extracurricular factor is the society we live in, a society with patriarchal mentality, where in political and other leading positions, men are in domain, though there is also a significant participation of women. In this society and mentality, for women to gain political supremacy and to be successful in their public and political speeches, means they must show and prove roughness, be aggressive, have a strong and a manhood character. *"Political parties have not yet transformed gender equality and gender representation into a culture of behavior; still women are seen as insecure candidates in an aggressive political environment where unfortunately, not always the vote goes for the programs and values of the candidates."* (Topi, 2011: <http://agjencia.info/2011/04/08>)

I think it is worth to mention the fact that we've inherited from the dictatorship time "symbolic survivor of violence in language", which "through question-answer, account requests and invitations to confess, endlessly bring back the POLICE model of communication." (Vehbiu, 2007:67)

In this flow, another influencing factor in the aggressive style of political communication, is the transition Albania had to go through, by changing the regime. This period had a great influence, according to professor Lloshi "the level of aggressiveness of the social and political language in Albania in these years is incomparable even to other countries which went through the same transition." (Lloshi, 2012: 239)

METHODOLOGY

This study aims to observe female political discourse, based on their growing participation in political leadership positions and their continues language "struggle"; it also aims to identify a common denominator in terms of political communication that can lead to a success formula for females in politics. The scope of this study is to identify and analyse the possible solutions for masculine phenomenon of female discourse in Albanian politics. Meanwhile, from a methodological approach this study aims to measure the dimension of this concern throughout a qualitative analysis of the political discourse content in Albania within a ten year timeframe, from 2005 until 2014. This research study describes political reality and tries to explain why Albanian politicians have acknowledged the masculine and "violent" model of political communication. By assessing woman political discourse in Albania, this study aims to draw inductive conclusions which open a new study path for young researchers.

CONCLUSIONS

The political discourse characteristics continuously form the political culture of a nation. In an opposition and power situation, political discourse is characterized by a variety of theoretical tools: metaphors, repetition, antithesis, broad use of the comparative and superlative forms, use of expressions and emotional words, tools that together influence to persuade and manipulate the public in general sense. We knew that men differs from women according to their speech style. Men are persuasive, decisive and sometimes threatening while women are discerned about the high level of emotional expression, such as the use of emotional expressions. But this discourse in opposition situations in most cases is controversial and contested; in its content there are accusations, rebuttals, doubting the truth of the opponents' facts, harsh and accusing tone.

Political rhetoric often degraded into trivial debates, vulgar mots, and personal attacks, reflecting a lack of professionalism, responsibility and ethics. In our society and mentality, women in order to gain political supremacy and to be successful in their political and public discourse - must show and prove aggressiveness, a strong and manly character. Not only Albanian political reality, but even general political environment is defined by a strong male presence. Even though Albanian politics is "violent", women continue to get in because the fate of the country is in their hands. This is our political culture, we have a limited political culture and a few years in which we are making a move in the transition or in achieving our political affairs.

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