***SOME ASPECTS OF SPEECH TACTICS IN ARGUMENTATIVE DISCOURSE***

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***ABSTRACT***

Argumentation is a process of evidentiary reasoning. In everyday thinking, argumentation is understood as a way of convincing someone of the truth or correctness of something (a thought, a state of affairs, or an action). In an argumentative text, the thesis designed to draw the attention of the recipient to an important thought.

**Key issues.** Argumentative text refers to the mental field of knowledge and is intended to provide a leap from old knowledge to new. According researches argumentation is necessary when a person needs to accept decision, i.e. the situation of choice is implied from the available options. Argumentative text composition contains three elements: **thesis, arguments and conclusion**. It is a logical-communication process that involves subject-subject relations, it is always dialogic and wider than logical proof since it assimilates in itself not only the “technique of thinking”, but also "technique of persuasion" (the art of influencing the thinking, feeling and will of a person).

Argumentation is the art of conveying to the recipient an important ideas through well-organized information, leaving the reader to formulate a conclusion.

 The **main aspects** of the argument are as follows:

"factual aspect", "rhetorical aspect", "axiological aspect", "ethical aspect" "logical aspect" (consistency and mutual consistency of arguments, their organization into a deductive conclusion).

The **communicative strategies** of argumentative discourse cause the main difficulties and problems, since argumentation as a way of speech influence on a mass listener is a popular research topic in recent years, but, nevertheless, the political situation in the world is constantly changing and it is very important for politicians to select persuasion techniques, reasonable arguments and facts for the correct construction of their public speeches.

 In research from Mayaffre argumentative communication is communication between separate individuals or a separate individual and an audience with a pronounced focus on influencing and controlling the minds of those who perceive speech from outside speaker in order to establish a consensus between the speaker and the listener through persuasive discourse. The defining features of argumentative communication are contradiction, expressed in a cognitive or axiological conflict, as a technique of persuasion.

 Argumentative or persuasive communication is characterized by influencing the interlocutor. Its goal is to change, transform, modify the "picture of the world" of the communicant. The effectiveness of persuasion, its success or failure as an intentional move, is reflected in the recipient's response by a nonverbal action (or failure to perform) an action

 Persuasiveness as a sign of political discourse finds its expression in a conscious, intentional impact on cognitive-mental sphere of the recipient of political information with the purpose of achieving the result necessary for a particular political party or particular politician. Political discourse analysis calls for openness and risk taking rather than closure and validity. The complexity of political discourse opens up for a variety of interpretations and findings.

The **research methods** applied are: discursive (non-rhetorical), context-situational, culturological, functional-stylistic.

 ***Key words:*** *discourse, argumentative communication, art of persuasion, political speech, recipients.*

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