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Repetition in Inaugural Addresses of Presidents of Azerbaijan

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Abstract. Among all genres of political discourse, political speeches can be considered as the most problematic. This is because they are characterized by the use of various strategies and tools that help politicians convey a political message and persuade people to adhere to different ideologies and opinions.

First of all, it is important to note that we consider discourse as a language pattern that people use in different areas of their social life. Presidential speech is one of the subgenres of political discourse that shares the characteristics of both spoken and written discourse. This is actually a broad area worth studying. In this connection, the article aims to examine different types of repetitions (direct repetitions of sounds, words and sentences) and their function in inaugural speeches of presidents of Azerbaijan Heydar Aliyev and Ilham Aliyev. Inaugural speeches are distinguished by their differences, originality, and most importantly, in terms of the use of language tools.

The result of our analysis suggests that repetition is used as the main stylistic and lexico-grammatical device in the discursive strategy of the presidents to reflect inclusiveness and create shared responsibility with the audience. The research also shows that the repetitions bring an element of credibility to an idea. Repetition of any idea several times in the form of sounds, words and phrases can be reflected in the mind of the audience. It ultimately creates more convincing image in the audience.

Key words: Heydar Aliyev, Ilham Aliyev, Azerbaijan, inaugural speeches, political discourse, presidents, repetition.

Introduction. Theoretical framework.

According to Van Dijk, *“political discourse is a particular instance of political action and interaction. In other words, it is a study of speeches and texts of professional politicians”* (Van Dijk, 1993: 18). Fairclough also views political discourse as a social activity that forms and shapes us (Fairclough, 1995: 89). Thus, political discourse is a form of text, regardless of whether it is spoken or written.

In political discourse, language is incorporated into the text through sentences and selected words, expressing the speaker's ideological beliefs and ideas. Thus, the study of political discourse does not study isolated sentences and words, but examines the forms of words and phrases that carry a political message.

Repetitions are not only used as linguistic devices but also serve various political purposes. The use of different types of repetitions in presidential inaugural speeches demonstrates that language is not

manipulated merely to showcase stylistic prowess but also to convey the speaker's ideology and ideas, exerting a direct influence on the audience.

Repetition in discourse has been extensively studied for a long period of time (Johnstone, 1994; Tannen, 2007). Repetition is defined as “the act of repeating or saying the same statement repeatedly” (Oxford Dictionary, 2003), representing a semantic phenomenon referring to the repetition of words; using more repeated phrases and sentences than are necessary to clarify a term or an idea. This can be considered as a central and important concept for understanding individuals and their ideas. Similarly, Kavin (1972: 1) described repetition as a *“basic, automatic, a widespread and endlessly useful linguistic strategy”*. Furthermore, for Johnstone repetition is a stylistic device that has a specific rhetorical effect (Johnstone, 1994: 27).

According to Halliday and Hassan

(Halliday & Hassan, 1976: 592), repetition in discourse serves as a “uniting” agent, connecting new expressions with previous ones using repeated words, phrases or sentences. At the same time, Tannen (Tannen, 2007: 60-62) argues that cohesion may seem the most obvious but not the sole function of repetition, as it expresses the speakers' stance and contributes to the semantic organization of their ideas. The scholar also adds that repetition is a vital part of any discourse, providing a strategy for connecting with the audience. Furthermore, repetition, as a method of reiterated use, allows for emphasis or rhythm in the development of ideas.

Repetitions are considered one of the most important factors involved in the formation of meaning in discourse. In this regard, it is necessary to mention the important role of repetition in learning the text-building and its cognitive functions (Mammadov, 2019: 7). Repetitive sounds, words, phrases and sentences show the mental state of the speaker by giving logical emphasis to the sequence.

In some cases, words, phrases or sentences are repeated to achieve a poetic effect. This means that repetition is used to achieve a specific textual function. In addition, as a flexible tool, repetition adds excitement and pleasure to the speech, increasing the audience's comprehension. In other words, by adding emphasis to some important parts of the speech, repetition conveys them directly to the minds of the listeners.

In political speech, as considered by Johnstone, repetition enables the speaker to speak fluently and skillfully (Johnstone, 1994: 6). Politicians repeat words to touch the emotions of the audience. Therefore, repetition is used as a persuasive strategy and can have an important emotional impact on the audience. Thus, the use of repetition is a very effective strategy and helps politicians to achieve certain functions: to present themselves positively, to justify their actions, and achieve a specific political impact on the audience.

In swearing-in speeches, we observe repeated use of key words throughout the text, not in a sequential manner, but at specific intervals. It is worth noting that repetitions are intentionally employed at the

beginning and end of the speech to evoke a response, stimulate the audience's imagination, and evoke corresponding emotions. This practice contributes to the dialogization of monologic speech (Cap, 2022) and engages the internal activity of the listener.

Repetitions in discourse have been studied extensively and for a long time from different perspectives (Halliday & Hasan, 1976; Tannen, 2007: 44). On the other hand, repetition, as an intentional component, depends on the speech culture of the text sender, its function is to inform the audience, influence its behavior, and stimulate emotional and speech reactions. Figuratively and emotionally language affects different levels of perception. Figurative language is the main condition of artistic style. There are different levels of indicators of figurativeness:

1. At the phonetic level.
2. At the lexical level.
3. At the grammatical level.

Repetitions are common in political discourse since politicians use them for various purposes. For example, rhetorical repetitions can be considered as one of the most crucial elements of cognitive preparation for introducing an idea into the mind of the listener. Research shows that repetition also lends credibility to an idea. By repeating a particular idea multiple times in the form of words, a politician can create a more compelling image in the mind of his/her audience. According to Mammadov et al., *“The emotionality of images plays the role of informational source for associative richness, as well as the role of motivation of the cognitive foundation for repetition”* (Mammadov, 2019: 50). Thus, the **paper aims** to revisit this topic by focusing on the ways how Azerbaijani Presidents use these linguistic devices to produce necessary pragmatic and cognitive effect on their audience.

Methodology. The article deals with the study of repetitions used by Azerbaijani Presidents to produce pragmatic and cognitive effect on the audience in their inaugural addresses. For this purpose, the methods of discourse analysis and content analysis have been applied to reveal various types of repetitions in the inaugural addresses of the Presidents of Azerbaijan Heydar Aliyev and Ilham Aliyev.

Data. The extracts of inaugural speeches have been mainly selected from the swearing-in speeches of the Presidents of Azerbaijan Heydar Aliyev and Ilham Aliyev. The following two sections of the paper deal with two types (phonetic and lexical) of repetition which perform very important pragmatic and cognitive functions in these speeches.

Phonetic repetition. Traditionally, phonetic repetitions perform poetic and rhetorical functions in discourse. These two functions complement each other in all types and genres of discourse (Mammadov et. al 2019: 8). At the phonetic level, repetitions include alliterations, assonances and consonances, which are the main object of this section.

Despite alliteration (the repetition and harmonization of consonant sounds at the beginning of words) is typical for literary discourse, politicians also use this very expressive and emotional type of repetition. The following piece of text from the inaugural speech of Azerbaijani President Ilham Aliyev illustrates it:

(1) *“Dağlıq Qarabağ əzəli Azərbaycan torpağıdır, Azərbaycanın ayrılmaz hissəsidir. Bizim əzəli torpağımız olan Dağlıq Qarabağ bu gün siyasi və hüquqi cəhətdən də Azərbaycanın ayrılmaz hissəsidir”* (Ilham Aliyev's inaugural address, 2013). (“Nagorno-Karabakh is the ancient land of Azerbaijan, an integral part of Azerbaijan. Nagorno-Karabakh, which is our ancient land, is an inseparable part of Azerbaijan politically and legally today”).

In this example, the alliteration of the sounds *z* and *r* has been used in the words and phrases *Azərbaycan*, *Dağlıq Qarabağ əzəli Azərbaycan torpağıdır*, *Azərbaycanın ayrılmaz hissəsidir*, *bizim əzəli torpağımız* to increase the effectiveness of the speech.

Another type of phonetic repetition is assonance. Assonance is quite common in discourses across languages and types. Assonance is the harmony of vowel sounds, which is typical for Turkic languages. In modern English, it is characterized as the disharmony of vowel sounds. It is worthy to note that vowel sounds can be repeated jointly with consonant sounds called consonance. It is a very effective instrument used in political discourse. The same words can be analyzed from both the perspective of

assonance and consonance, as vividly demonstrated in the following text from the inaugural speech:

(2) *“Bu, bizim həyat tərzimizdir, eyni zamanda, bizim siyasətimizdir. Artıq Azərbaycanın bu sahədəki təcrübəsi öyrənilir. Bir sözlə, demokratiya, insan hüquqları, hüquqi dövlət quruculuğu ilə bağlı bütün addımlar ölkəmizi daha da gücləndirmiş və dinamik inkişafa imkan vermişdir. Bu bizim həyat tərzimizdir, eyni zamanda, bizim siyasətimizdir”*.

“This is our way of life, and at the same time, it is our policy. The experience of Azerbaijan in this field is already being studied. In a word, all the steps related to democracy, human rights, legal state building have strengthened our country and enabled dynamic development. This is our way of life, and at the same time, it is our policy” (I. Aliyev's swearing-in speech, October 19, 2013)

In this example, the repetition of both vowel and consonant sounds in words “*bizim*, *hüquq*” (our, legal, right), distinguished by a line above, is noteworthy.

Or in another piece of text:

(3) *Ermenistanın bütün regional layihələrdən təcrid etməlilik, etmişik, edəcəyik. Əslində etiraf edirik, Azərbaycandan, güclü Azərbaycan dövlətindən qorxur, Azərbaycan qarşısında acizdir. Ermənilər tərəfindən son 20 il ərzində yaradılan mif ki, erməni ordusu güclü ordudur, erməni iqtisadiyyatı güclü iqtisadiyyatdır, bu mif tamamilə dağıdılıb, bu mifdən əsər-əlamət qalmayıb. Munaqişənin həlli bir daha demək istəyirəmki, priorite təmələdir”*.

“We have to isolate Armenia from all regional projects, we have done it, we will do it. In fact, it admits that it is afraid of Azerbaijan, the strong state of Azerbaijan, and is powerless in front of Azerbaijan. The myth created by Armenians in the last 20 years that the Armenian army is a strong army, the Armenian economy is a strong economy, this myth has been completely destroyed, there is no trace of this myth left. I want to say once again that the resolution of the conflict is a priority issue” (I. Aliyev's swearing-in speech, October 19, 2013).

In the sentence *Munaqişənin həlli, bir daha demək istəyirəm ki, prioritet məsələdir* sounds *i*, *ə* are counted as assonance, and

words *etməliyə, etmişik, edəcəyik*, (we have done it, we will do it.) and words *Azərbaycan, erməni, mif* (Azerbaijan, Armenian, myth) are lexical repetitions. The word Azerbaijan plays a key role in the text as a conduplication.

(4) *“Ona görə sabitliyin qorunması son on il ərzində prioritet məsələ kimi daim gündəlikdə idi. Sabitliyin qorunmasında əlbəttəki, dövlət siyasəti xüsusi rol oynayır, eyni zamanda, xalqla iqtidar arasındakı birlik bax bu sabitliyin təmin edilməsində əsas rol oynamışdır”* (Therefore, maintaining stability has always been on the agenda as a priority issue for the past ten years. Of course, state policy plays a special role in maintaining stability, but at the same time, the unity between the people and the government played a key role in ensuring this stability.) (I. Aliyev's swearing-in speech, October 19, 2013).

In this example, consonances have been produced by the alliteration of the consonants *s, b*, and the assonance of the vowels *o, a*.

Lexical repetition. Another frequently used type of repetition is lexical repetition (direct repetition of words and phrases). Lexical repetition can be considered as the most extensively researched among the structural types of repetition in language. (Hoey, 1991; Tannen, 2007; Abdullayev, 2017, etc.). In political discourse, the repetition of words and phrases is one of the key devices, which have a strong cohesive and rhetorical power. For this point, a special interest arises among various genres of political discourse (Ahmadian, et.al. 2017). Direct repetition of words serves for constructing a text and also for emphasizing. Politicians frequently use these very effective devices as seen below:

(5) *“Əsas prioritet məsələ əlbəttə ki, ərazi bütövlüyümüzün bərpasıdır. Bu, ən başlıca vəzifədir, bizim üçün ən ağırli problemdir”*.

“The main priority is, of course, the restoration of our territorial integrity. This is the most important task, the most painful problem for us” (I. Aliyev's swearing-in speech, 2013).

In this piece of the inaugural speech made by President İlham Aliyev, the lexical repetition occurs in this text through the word *ən* (the most). It makes the speech stronger and emphatic. Also, the repetition of the word *ən* (the most) provides an additional

colorfulness to the speech achieving the effect of ascending gradation. The inaugural speech of the president I. Aliyev attracts attention by high excitement, internal anxiety about the fate of his people, the maximum manifestation of the sense of responsibility, the highest limit of principles and determination. Let's pay attention to the speech of the President of the Republic of Azerbaijan:

(6) *Əminəm, Azərbaycan xalqında qəti inam vardır ki, Azərbaycan bundan sonra da yalnız və yalnız inkişaf yolu ilə gedəcəkdir. Əfsuslar olsun ki, müstəqilliyimizin ilk illəri çox ağır keçmişdir, Azərbaycan böyük fəlakətlərlə üzləşmişdir. Demək olar ki, gənc müstəqil dövlət uçurum kənarında idi. Heydər Əliyev siyasəti, onun qətiyyəti, xalqın ona olan inamı bu ağır vəziyyətdən xalqımızı, dövlətimizi çıxara bilmişdir və ondan sonar Azərbaycan inkişaf yoluna qədəm qoymuşdur. (I am sure, the people of Azerbaijan have a firm belief that Azerbaijan will go only and only on the path of development.*

Unfortunately, the first years of our independence were very difficult, Azerbaijan faced great disasters. It could be said that the young independent state was on the brink. Heydar Aliyev's policy, his determination, the people's trust in him managed to get our people and our state out of this difficult situation, and after that, Azerbaijan entered the path of development). (I. Aliyev's swearing-in speech, 2013).

In this example, also, the grammatical forms of pronouns *onun, ona, onu* (him, her, him) have created repetitions. In addition, sounds *i, ə* found in the expression *Müstəqilliyimizin ilk illəri* (first years of our independence) can be considered as assonances.

According to Mammadov et al., repetition creates links not only between the past and the present but also between the relations and transitions of the past and the present. Time order is realized through cognition. In order to build up relations, analytical-synthetic ability of cognition has to pick up those which can bind and synthesize them (2019). In this connection the speech of the great leader H. Aliyev deserves attention:

(7) *“1993-cü ildə Azərbaycan xalqı məni hakimiyyətə dəvət etdi. 1993-cü ilin Oktyabr, ayında Azərbaycanın prezidenti seçdi. Ötən beş ildə Azərbaycan yaşamış, ölkəmizin*

dövlət müstəqilliyi möhkəmlənmiş və inkişaf etmişdir. Ötən beş ildə Azərbaycan xalqı çətin, mürəkkəb, ağır, eyni zamanda şərəfli yol keçmişdir".

"In 1993, the people of Azerbaijan invited me to power. I was elected the president of Azerbaijan in October 1993. In the past five years, Azerbaijan has prospered, has strengthened the independence of our country and developed. In the past five years, the people of Azerbaijan have passed a difficult, complicated, but at the same time honorable path" (H.Aliyev's swearing-in speech, 1993).

In general terms, almost all speeches of the great leader of Azerbaijan H. Aliyev are distinguished by great expressiveness and high patriotic feeling. In this example, the word *Azerbaijan* was used by the president four times to show his love and loyalty to his motherland and his compatriots. The expression "*Ötən beş ildə*" (*in the last five years*) was used twice and the President expressed by those repetitions the trust and confidence shown to him by his people during this period. Additionally, the repetition of the phrase "*Ötən beş ildə*" (*in the last five years*) enhances the metaphor of the president's journey alongside the people (*the people of Azerbaijan have passed a difficult, complicated, but at the same time honorable path*), emphasizing how a challenging yet productive period has been navigated together, and all challenges are now behind them. This creates a kind of pragmatic effect and unites the president with the nation.

Rhetorical devices have a strong persuasive function that is important in political discourse. It is therefore not surprising that the analysis of political communication has often been reduced to the study of "political rhetoric" (Billig, 2003; Campbell & Jamieson, 1990; 1991; Van Dijk, 1995). Therefore, this study explores repetition as a rhetorical device that helps understand ideology in political discourse. Chilton suggests that political language, being rich in the use of figurative devices, serves a purposeful role in the hands of politicians (Chilton, 2008) who use it to express their ideologies (Van Dijk, 1995). Ideology is a key factor for a politician to compete and compare with other politicians. To this end, they use selected sentence structures or words to convey their ideology.

For this purpose, lexical repetitions are quite effective devices. Consider the following example:

(9) *Ancaq bizim siyasətimiz, addımlarımız, xoş niyyətimiz və xarici siyasətimizin əməkdaşlıq üzərində qurulması bizə böyük dostlar düşərgəsi qazandıra bilmişdir. Bu, bizim böyük siyasi, diplomatik qələbəmizdir, müstəqil Azərbaycanın böyük uğurudur. Xarici siyasətlə bağlı təşəbbüslərimiz, eyni zamanda, bizim iqtisadi imkanlarımızı da artırır. Çünki hazırda Azərbaycanın iqtisadi inkişafı, o cümlədən xaricə qoyulan investisiyaları ilə də bağlı olacaqdır.* (I.Aliyev's swearing-in speech, 2013)

However, our policy, steps, goodwill and foreign policy based on cooperation have been able to win us a large camp of friends. This is our great political and diplomatic victory, a great success of independent Azerbaijan. Our foreign policy initiatives also enhance our economic capabilities. Because currently, it will be related to the economic development of Azerbaijan, including its investments abroad.

This example demonstrates how the President I.Aliyev creatively used the repetition of words including the repetition of the vowel sounds *i*, *a*. "*Ancaq bizim siyasətimiz, addımlarımız, xoşniyyətimiz və xarici siyasətimizin əməkdaşlıq üzərində qurulması bizə böyük dostlar düşərgəsi qazandıra bilmişdir*" (*However, our policy, steps, good intentions, and the establishment of our foreign policy on cooperation have earned us a large camp of friends*). The repetition of the words *siyasət* (*policy*) and *böyük* (*large*) have been used to attract the attention of the audience to the productive changes and accomplishments achieved by his administration. For this purpose, he distributed these words and phrases throughout the text to remind his people about the oath the president had given to his people. Let's consider the following one:

(10) *"Bizim təşəbbüslərimiz və ardıcıl siyasət, müstəqil siyasət bax bu reallıqları aradır. İqtisadi müstəqillik olmadan siyasi müstəqillikdən söhbət belə gedəbilməz. Biz ətrafda baş verən hadisələrə baxırıq, izləyirik, dünyada baş verən hadisələrə biganə qalmırıq. Görürük, o ölkələrdə ki, iqtisadi müstəqillik yoxdur, o ölkələr şantaj obyektinə çevrilir, ölkələrə təzyiqlər göstərilir və o*

təzyiqlər nəticə verir. O ölkələr demək olar ki, xahiş edən ölkələr sırasındadır. Azərbaycan heç kimdən heç nə xahiş etməmişdir, etmir və etməyəcəkdir. Müstəqil siyasətin təməlinə iqtisadi müstəqillikdir. Dünyada ikili standartlar təcrübəsi artıq heç kimə sirr deyildir. Bu barədə daha danışmağa da dəyməz”.

“Our initiatives and consistent policy, independent policy, create these realities. There is no question of political independence without economic independence. We watch and follow the events happening around us, we are not indifferent to the events happening in the world. We see that in those countries that do not have economic independence, those countries become the object of blackmail, pressure is exerted on those countries, and those pressures have consequences. Those countries are almost among the begging countries. Azerbaijan has not asked anything from anyone, does not do and will not do it. Economic independence is the basis of independent politics. The experience of double standards in the world is no longer a secret. It is not worth talking about it anymore” (I. Aliyev’s swearing-in speech, 2013).

As can be seen from the speech, repetitions, anaphora, alliterations, assonances, conduplications were used in the above examples to produce a strong pragmatic effect on the audience and give information about general situation outside the country and at the same time compare it to the stability reached in his own state. The repetitions of the deictic pronouns *bizim* (our) and *biz* (we) usually aim to install confidence in the promise made in the public and also indicate solidarity with the nation. At the same time president thrice repeats *o ölkələr* (those countries) pointing to the ill-wishers of Azerbaijan without direct naming them and shows contrast between his prosperous state and failures of “other countries”.

It is necessary to mention that political speech is one of the genres based on repetition. Politicians believe in its confirmation function and strong persuasive effect, so they use this device for ideological and functional purposes. It is the most common rhetorical device used by political figures to make a point. The following example illuminates it:

(11) *“Təsəvvür edin, əgər iqtisadi müstəqilliyimiz olmasaydı, bizə hansı qərarları qəbul etdirərdilər. İqtisadi müstəqillik, güclü ordu potensialı, cəsarətli, birmənalı siyasət, milli maraqlarımızın qorunması – bu amillər bizi problemlərdən qoru yabildi. Növbəti beş ildə mən Prezident kimi bunu təmin edəcəyəm. Biz bəzi ölkələrin problemlərini bilirik. Bəzi ölkələrdə demoqrafik tənəzzül müşahidə olunur və o ölkələr xüsusi proqramlar tətbiq edirlər” (İ. Əliyevin andiçmə nitqi, 2013)*

“Imagine what kind of decisions they would make us take if we didn’t have economic independence. Economic independence, strong military potential, bold, unequivocal policy, protection of our national interests - these factors could protect us from problems. In the next five years, I will ensure that as President. We know the problems of some countries. Demographic decline is observed in some countries, and those countries apply special programs” (I. Aliyev’s swearing-in speech, 2013).

The repetition of the words *biz*, *bizə* (we and us) in the sentences above is a sign of the president’s unification with the people. Also, *bəzi ölkələrdə*, *bəzi ölkələrin* (in some countries), repetitions of word combinations have been used to strengthen the meaning and pragmatic effect.

Such lexical repetitions expressed by deictic pronouns make speech clearer and more convincing, that lead to the success of public speeches.

The analysis of the functional features of the post-election and swearing-in speech has revealed similarities between them. However, they cannot be completely identified. Thus, the post-election victory speech is more characterized by its expressive function, while the inaugural address has a declarative function. This means that the victory speech can be considered as a genre, because in terms of the considered functions, it is not the same as the inaugural address and has a special purpose, it shows the legitimacy of the current situation; completes the election campaign; summarizing his postulates, the president expresses his gratitude to everyone who supports him and proves that people made the right choice, because this choice allows people to get closer to a perfect society. In addition, we should not forget

intertextuality (de Beaugrande, Dressler, 1981: 182) that is inherent in both genres in the discourse of his successors and contemporaries, increasing the influence of "common knowledge" on the audience.

Let's pay attention to the swearing-in speech of the great leader H.Aliyev:

(13) *"Azərbaycanda iqtisadi islahatların keçirilməsində torpaq islahat xüsusi yer tutur. Biz 1995-ci ilin sonunda çox cəsarətli addımlar atdıq. "Torpaq islahatı "haqqında radikal qanun qəbul etdik və ötən qısa dövr ərzində o qanunu həyata keçiririk." Torpaq islahatı "qanunu Azərbaycanda torpağın xüsusi, şəxsi mülkiyyətə verilməsi prinsipi əsasında həyata keçirilir. Bizartıq, bunu həyata keçiririk. Bu günə qədər Azərbaycanda şəxsi mülkiyyətə, xüsusi mülkiyyətə veriləcək torpaqların 80 faizi artıq xüsusi mülkiyyətdir".*

"Land reform has a special place in carrying out economic reforms in Azerbaijan. We took very bold steps at the end of 1995, "We adopted a radical law on land reform, and we have been implementing that law for the past short period of time". Land reform is carried out on the basis of the principle of private ownership of land in Azerbaijan. We are already doing it. To date, 80 percent of the lands that will be given to private ownership in Azerbaijan are already private property" (Speech of the President of the Republic of Azerbaijan Heydar Aliyev at the swearing-in ceremony - October 18, 1998).

In this piece of the speech, the words *qanun* (law) *Azərbaycanda* (in Azerbaijan) were used three times, *xüsusi* (special), *şəxs*, (personal), *biz* (we) are used two times; *islahat* (reform), *torpaq* (land), *mülkiyyət* (property) four times, and *həyata keçirmək* (implement) are used three times. By repeating the pronoun *biz* (we) several times, the great leader demonstrates his solidarity

with the nation and his belief in his people. At the same time, he wants to show that the people's property should belong to the people themselves. He expresses this very clearly by using some lexical and stylistic devices available in the Azerbaijani language.

Conclusion. Since discourse is considered as a synthesis of objective and subjective representations of the social world, politicians produce it to represent various events in a way that fits their ideology. For this purpose, they use various linguistic devices including repetitions. The extensive use of repetitions in presidential discourse especially in inauguration speeches serves a number of functions. Repetition, as an important phonetic and lexical tool is an integral part of the president's political message addressed to the people.

The research shows that the different types of repetition used by presidents in their inauguration speeches defend and reinforce their political ideologies. Repetitions also strengthen feelings of hope, patriotism and harmony among the people. The extensive use of the repetition of pronouns to express the concept of patriotism reflects the close relationship and mutual responsibility of the people and the government.

Repetition also serves to reinforce a cohesive strategy with emotional and persuasive force to the audience. In addition, when combined with other stylistic devices, repetition creates a rhythmic flow and connection in speech as a "communicating agent".

Thus, repetitions make it possible to attract ideas that need to be proven, facilitate understanding, assimilate knowledge, and consolidate information in memory.

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Повторення в інавгураційних промовах президентів Азербайджану

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Анотація. Серед усіх жанрів політичного дискурсу політичні промови можна вважати найпроблемнішими. Це тому, що для них характерне використання різних стратегій та інструментів, що допомагають політикам доносити політичне повідомлення та переконувати людей у різних ідеологіях та думках.

Перш за все, важливо зазначити, що ми розглядаємо дискурс як мовний взірець, який люди використовують у різних сферах свого соціального життя. Президентська промова є одним із піджанрів політичного дискурсу, який має спільні характеристики як усного, так і письмового дискурсу. Насправді це широка сфера, яку варто вивчати. У зв'язку з цим ця стаття має на меті дослідити різні види повторів (прямі повтори звуків, слів і речень) та їхню функцію в інавгураційних промовах президентів Азербайджану Гейдара Алієва та Ільхама Алієва. Інавгураційні промови вирізняються

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своєю відмінністю, оригінальністю, а головне – використанням мовних засобів.

Результати нашого аналізу свідчать про те, що повторення використовується як основний стилістичний і лексико-граматичний засіб у дискурсивній стратегії президентів для відображення інклюзивності та створення спільної відповідальності з аудиторією. Дослідження також показує, що повторення додають ідеї довіри. Повторення будь-якої ідеї кілька разів у вигляді звуків, слів і фраз може відобразитися у свідомості аудиторії. Зрештою, це створює більш переконливий образ у аудиторії.

Ключові слова: Гейдар Алієв, Ільхам Алієв, Азербайджан, інавгураційні промови, політичний дискурс, президенти, повтор.