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**Abstract**

**Key words:** pragmatics, communicative strategies, politeness, positive/negative face, threatening acts (FTAs), political discourse.

The present paper consists of an Introduction, 2 chapters and a conclusion.

It is devoted to the theme of language and power and communicative strategies typical of political discourse. This theme is always on the top of the agenda as the choice of certain communicative strategies helps people to destroy or maintain the 'face' of the interlocutor. It is especially important in relation to political debates, when politicians have to destroy the 'face' of their opponents and to defend their own 'face'.

The work focuses on the usage of Face Threatening Acts (FTAs) in political discourse and on the strategies which politicians use to introduce FTAs into their speech. The aim of this paper is to identify which types of FTAs are performed more frequently and what strategies are used in the majority of cases.

The first chapter includes theoretical material concerning the notion of pragmatics, speech strategies, politeness theories and presents the classification of FTAs, worked out by P. Brown and S. Levinson. The second chapter is devoted to the analysis of 6 episodes taken from the Primary Debates in California and New Hampshire and describes which Face Threatening Acts the candidates use in their speech and what strategies and language means they apply to perform or mitigate FTAs.

In the course of the research methods of discourse analysis aimed at singling out and classifying speech acts and identifying communicative strategies employed by the speakers were used.

According to the results of analysis, we can draw the conclusion that political communication is characterized more by impoliteness than politeness. The majority of politicians tend to destroy the positive face of their opponents rather than their negative face. FTAs are as a rule performed directly in the form of insults, accusations, criticism, disagreement, disapproval, and boasting.

The present bachelor thesis opens prospects for developing other related topics, for example, studying the wide variety of ways of performing on-record and off-record FTAs in different genres of political discourse, as well as in other communicative spheres.

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