

**THE ROLE OF LANGUAGE IN SHAPING POLITICAL NARRATIVES AND SOCIAL STRUCTURES IN A GLOBAL CONTEXT**

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Abstract

In particular, this article covers the following: Language is crucial in influencing political stories and organizing social realities; the importance of language; transformed political communication; Developing critical awareness of political discourse.

Keywords: Globalization, communication, political stories, society, philosophy, political narratives.

Introduction**Аннотация**

В статье рассматриваются следующие вопросы: Язык играет решающую роль в формировании политических нарративов и организации социальных реалий; важность языка; трансформация политической коммуникации; развитие критического понимания политического дискурса.

Ключевые слова: глобализация, коммуникация, политические нарративы, общество, философия, политические повествования.

Language is not only a tool for communication, but it is also politically important. It is crucial in influencing political events and regulating social reality. Within the framework of globalization, communication has become more complex due to digital platforms and interactions between different cultures. This article explores the role of language not only as a means of communication, but also as a system of power, identity formation, and ideological influence. Using insights from political theory, philosophy, and discourse analysis, the study examines how political figures use linguistic tactics such as framing, metaphor, and rhetoric to shape public opinion. The study highlights the importance of translation and digital media in reshaping political narratives in diverse global contexts. The results show that language plays a significant role in influencing political discourse and social systems, highlighting the importance of critical awareness in understanding political messages.

Language is one of the most powerful tools in human society, serving not only as a means of communication but also as a basis for constructing meaning, identity, and power. In political situations, language influences how people understand reality, how they view events, and how they interact with social systems. In a globalized society, where communication transcends cultural and linguistic barriers, language becomes even more important. Political narratives now transcend national boundaries; they are



rapidly disseminated through digital platforms, reaching audiences around the world. Therefore, understanding the connections between language, politics, and society is crucial for studying current global issues.

The relationship between language and power has been extensively studied in social sciences. According to Michel Foucault, discourse is a system of knowledge that defines what can be said and understood within a society [1]. Language, therefore, is not neutral; it is embedded in power relations and social structures.

Similarly, Jurgen Habermas emphasizes the importance of communicative action, where language serves as a means for rational discussion and consensus-building in democratic societies [2]. However, in reality, political communication often involves strategic language use aimed at persuasion rather than mutual understanding.

Critical Discourse Analysis (CDA), developed by scholars such as Norman Fairclough and Teun van Dijk, provides a framework for analyzing how language reproduces social inequalities and power structures [3][4]. CDA highlights how linguistic choices—such as vocabulary, syntax, and narrative structure—can shape public perception and reinforce ideological positions.

Political narratives are stories constructed by political actors to explain events, justify policies, and influence public opinion. Language plays a crucial role in shaping these narratives.

Framing refers to the way information is presented to influence interpretation. For example, describing a policy as “reform” versus “cut” can lead to different public reactions. Such linguistic choices are strategic and aim to shape perception [5].

Metaphors are powerful tools in political discourse. They simplify complex issues and make them more accessible. For instance, political conflicts are often described using war metaphors, which can influence how people understand and respond to them [6].

Political rhetoric involves persuasive language aimed at influencing audiences. Leaders use rhetorical strategies such as repetition, emotional appeals, and slogans to shape public opinion and mobilize support.

Language is closely linked to identity. It reflects cultural values, social norms, and group affiliations. In political contexts, language can be used to construct collective identities, such as national identity or political ideology.

Language can include or exclude groups. Terms like “us” and “them” create boundaries between social groups, influencing social cohesion and division [4].

In a global context, multilingual communication plays a significant role. Translation and interpretation are not neutral processes; they can alter meanings and influence how political messages are understood across cultures.

Digital platforms have transformed political communication. Social media allows rapid dissemination of political narratives, often without verification. This increases the spread of misinformation and amplifies the impact of language on society [7].

Translation is essential in global political communication. However, meaning is not always transferred accurately between languages. Cultural differences, linguistic nuances, and ideological factors can influence translation outcomes.

Interpreters and translators play a crucial role in shaping political discourse, especially in international organizations and diplomatic settings. Their choices can affect how messages are perceived and understood globally.

To illustrate the role of language, this section considers examples from international political discourse:

- Political speeches translated into multiple languages often show variations in tone and meaning.
- Media coverage of global events demonstrates how different linguistic framing leads to different interpretations.
- Social media campaigns reveal how language can mobilize global audiences quickly.

These examples highlight the importance of language in shaping global political narratives.

The analysis demonstrates that language is a central element in political communication. It influences not only how information is presented but also how it is interpreted and internalized by society.

In the global context, the impact of language is amplified by digital technologies and cross-cultural interactions. This creates both opportunities and challenges. On one hand, it allows for greater communication and understanding. On the other hand, it increases the risk of manipulation and misinformation.

This study confirms that language plays a fundamental role in shaping political narratives and social structures. It is a powerful tool that can influence perception, construct identities, and reinforce power relations.

In the era of globalization, understanding the role of language is more important than ever. Developing critical awareness of political discourse can help individuals better interpret information and engage more effectively in society.

Future research should continue exploring the intersection of language, technology, and politics to address emerging global challenges.

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