

## **Peculiarities of expressing communication strategy of the representatives of the Tatarstan Republic authorities and the population on online platforms**

**By**

**Ildar Gabdrashitovich Akhmetzyanov**

Kazan Federal University, Candidate of Philological Sciences, Associate Professor, Institute of International Relations

Tel: +79274196328

ID SCOPUS: 56518244400

ORCID ID: 0000-0002-6353-3416

E-mail: [ildar-rashit@yandex.ru](mailto:ildar-rashit@yandex.ru)

**Narkiz Kamilevich Mullagaliev**

Kazan Federal University, Candidate of Philological Sciences, Associate Professor, Institute of International Relations

ID SCOPUS: 57136839500

ORCID ID: 0000-0002-5988-3181

E-mail: [narkizmoullagaliev@mail.ru](mailto:narkizmoullagaliev@mail.ru)

**Almira Kadyrovna Garayeva**

Kazan Federal University, Candidate of Philological Sciences, Associate Professor, Institute of International Relations

ID SCOPUS: 56440138200

ORCID ID: 0000-0002-7540-1007

E-mail: [almiragaraeva09@yandex.ru](mailto:almiragaraeva09@yandex.ru)

**Leyla Rinatovna Fazleeva**

Government of the Republic of Tatarstan

E-mail: [prav@tatar.ru](mailto:prav@tatar.ru)

### **Abstract**

The given article deals with the issue of communication strategies of the representatives of the Tatarstan Republic authorities. It presents the analysis of various speech influences, such as social; expression of will; explanation, informing; evaluative and emotional. The conducted research reveals the linguistic peculiarities of the acts of speech presented in various online platforms. Such linguistic peculiarities as the usage of modality to express the will of the speaker, intentions, recommendations, praise and many others were identified during the research work. The authors made research into the acts of speech of the representatives of the Tatarstan Republic authorities presented on the official portals of the Republic of Tatarstan and on the social networks like Instagram, Facebook, vKontakte, Odnoklassniki. The work presents the materials taken from the personal accounts of the Tatarstan Republic authorities in the abovementioned social networks. The material of this paper can be recommended for use in modern practice of higher institutions, as well as in the system of language training to hold seminars and practical classes in the country study.

**Keywords:** international relations, political linguistics, the representatives of the authorities, speech influence, communication, acts of speech, official portals of Tatarstan Republic, Instagram, Facebook, konyaite, Odnoklassniki.

## 1. Introduction

### 1.1. *The importance of the problem*

The growth of information technologies and of artificial intellect, the 21st century communication takes major place on online platforms, where information is transmitted to the interlocutor in real time wherever they are located. Due to this there is also a change in the perception of information. Online platforms are the storage of loads of media texts that are one of the widespread forms of language existence (Dobrosklonskaya, 2005, p. 3).

This or that way each speaker is interested in how the speech influenced the interlocutor. According to the plans to solve the tasks, the speaker predetermines a certain strategy to interact with the interlocutor. Information transmission in the process of communication can be viewed as a series of decisions of the speaker. The most part of them are accepted unconsciously, almost automatically, however, some of the situations require a conscious search (Issers, 2008, p. 10; (Lingfeng & Nair, 2021; Loskutov & Pierre, 2021).

### 1.2 *Status of a problem*

It is important to study language as a tool used by politicians to persuade the public with their assertion of power. In fact, language is ideological as speakers can speak in a way that supports their interests. What are the mechanisms of power inherent in language? The speech of the politicians (oral and written) is directed to fulfil certain tasks, and as the speech itself is a form of newspaper or journalistic style, the basic aim of it is defined as to have informational and agitation influence on the interlocutors to create the public opinion. Consideration of the communication situation, its general and particular characteristics, the rightful use of the stylistic devices and their expressive means may lead to the better interaction of the speaker with the audience, to the achievement of the needed results. In this regards the linguistic research of the political communication presents an interest in studying the linguistic behaviour of the politicians, and namely, the linguistic means, rhetorical techniques implementing manipulative strategies used with an aim of persuasion (Vasilkova, 2018, p. 42).

### 1.3 *The research Hypothesis*

This article presents the communication strategies in the texts of representatives of the Tatarstan Republic authorities on online platforms such as <https://prav.tatarstan.ru/tat/>, <https://tatarstan.ru/tat/>, <https://tatar-inform.tatar/news/>, <https://ok.ru/>, <https://www.facebook.com/>, <https://www.instagram.com/>.

In the monographic study O.S. Issers (2008) following L.L. Fedorova (1991) points out four types of speech influence on the interlocutor. According to the research conducted, the following speech influence types were defined: 1) social; 2) expression of will; 3) clarification, information; 4) evaluative and emotional. With regard to the suggested classification, the social type of speech influence is used in the situations in which there is no transmission of information as such, but there are certain social acts like greetings, oaths, prayers. We have to note that there are indicated unequal acts of speech in a row (prayer does not require a real interlocutor, so very limited resources of speech influence are used in it). As for the expression of will this type includes acts of orders, requests, rejections, advice and so on, that is all the acts of speech directed to the fulfilment of the speaker's will. Evaluative and emotional type of speech influence is connected with the social, objectively set moral and legal relations with the interpersonal subjective and emotional relations (reproach, praise, accusation, insult, and threat). Clarification and information, as a type of speech influence, is

defined by the author as explanation, report, message, and recognition (Issers, 2008, p. 21-22).

## 2. Methods

The article deals with the issue of communication strategies of the representatives of the Tatarstan Republic authorities. It presents the analysis of various speech influences, such as social; expression of will; explanation, informing; evaluative and emotional. The authors made research into the acts of speech of the representatives of the Tatarstan Republic authorities presented on the official portals of the Republic of Tatarstan and on the social networks like Instagram, Facebook, vKontakte, Odnoklassniki.

## 3. Results and Discussion

Following the classification of speech influences suggested by L.L. Fedorova and O.S. Issers, the communication strategies of the representatives of the Tatarstan Republic authorities and the population on online platforms can be grouped into the following types of communication impact.

The first type is the social speech influence, which is as underlined by L.L. Fedorova (1991) and O.S. Issers (2008), and it can be noted in the greetings of the representatives of the Tatarstan Republic authorities. The President of the Republic of Tatarstan R.N. Minnekhanov can rightfully be considered as the founder of this trend in the Republic, who posts greetings for the population of the republic every morning in his personal account in Instagram ([www.instagram.com](http://www.instagram.com)) since its start. An invariable attribute to the post with the words “Hærle irtə” is a photo of the square in front of the building of the State Council of the Tatarstan Republic and the building of opera and ballet theatre named after M.Jalil ([https://www.instagram.com/p/qk4eTvzD7x/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/qk4eTvzD7x/?utm_source=ig_web_copy_link)). Many official accounts of the governmental and municipal organs of the Tatarstan Republic followed R.N. Minnekhanov and on a daily basis greet their subscribers wishing them “Доброе утро (Good morning)” (“Hærle irtə” in Tatar). We can note this in the following posts, like in the official account of the Tatarstan Republic in Instagram ([https://www.instagram.com/p/CMYp8SDn6Xj/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMYp8SDn6Xj/?utm_source=ig_web_copy_link)), official page of Mayor’s Office of Kazan ([https://www.instagram.com/p/CMbRglGBusZ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMbRglGBusZ/?utm_source=ig_web_copy_link)), Kukmor municipality of Tatarstan ([https://www.instagram.com/p/CLa-pBSBHx4/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CLa-pBSBHx4/?utm_source=ig_web_copy_link)), Vysokaya gora municipality of Tatarstan ([https://www.instagram.com/p/CML-njxBdYR/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CML-njxBdYR/?utm_source=ig_web_copy_link)).

The same trend to greet the population can be noted in the other online platforms such as “Facebook” ([www.facebook.com](http://www.facebook.com)). Official account of Tatar-Inform greets its subscribers (<https://www.facebook.com/tatarinform/photos/a.1133347393396520/4192590487472180/>), official community of the Mayor’s Office of Kazan (<https://www.facebook.com/kznru/photos/a.910695279035807/3564519113653397/>) and many others.

Due to the events taking place in the country and the world in general, today there is a tendency to create a positive image of the authorities not only in the Tatarstan Republic, but also in the Russian Federation. However, it should be noted, that such communication is usually one-sided and sends the signal about the positive sides of the people’s life to the

population. Perhaps, it would be better for the authorities of the Republic to have two-sided socialization and react to the questions or problems that people leave in the comments to the posts, as the socialization online means real time communication. In such case it truly may lead to the full-fledged socialization of the representatives of the Tatarstan Republic authorities with the population living in this territory.

Also, congratulations of the population with this or that holiday or commemoration may also be considered as the social speech influence. Apart from the greetings and wishing good morning to people, the representatives of the Tatarstan Republic authorities actively use online platforms to say the words of congratulation. The President of the Republic R.N.Minnekhanov, for example, congratulates the people with various holidays in his Instagram account, like wishing Happy New Year ([https://www.instagram.com/p/CJd2bu3qm58/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CJd2bu3qm58/?utm_source=ig_web_copy_link)), Student's Day (Tatyanin Day) ([https://www.instagram.com/p/CKdQXVQFZe3/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CKdQXVQFZe3/?utm_source=ig_web_copy_link)), the Day of the defender of Fatherland (Vatanny saklauchylar kene – in Tatar) ([https://www.instagram.com/p/CLoP6ItlGzh/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CLoP6ItlGzh/?utm_source=ig_web_copy_link)), International Women's Day (Halykara hatyn kyzlar kene – in Tatar) ([https://www.instagram.com/p/CMJZZzMKBKc/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMJZZzMKBKc/?utm_source=ig_web_copy_link)). The Mayor's Office of Kazan also congratulates fair ladies with International Women's Day ([https://www.instagram.com/p/CMJVfSuJcMz/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMJVfSuJcMz/?utm_source=ig_web_copy_link)), the Day of the defender of Fatherland (Vatanny saklauchylar kene – in Tatar) ([https://www.instagram.com/p/CLn3\\_uxJ0Qf/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CLn3_uxJ0Qf/?utm_source=ig_web_copy_link)), Maslenitsa (pancake week) (maj chabu – in Tatar) ([https://www.instagram.com/p/CMPNEBwJRKL/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMPNEBwJRKL/?utm_source=ig_web_copy_link)).

Other municipal institutions of the Republic also congratulate people with the holidays and commemorations. Official account of Kukmor district in Odnoklassniki ([www.ok.ru](http://www.ok.ru)) (<https://ok.ru/trudovaya.slava>), Vesokaya gora district (<https://ok.ru/profile/582855679749>), as well as the other district in vKontakte ([www.vk.com](http://www.vk.com)) like Baltasi district (<https://vk.com/baltasi>), Saba district (<https://vk.com/sabatannargroup>), Tyulyachi district (<https://vk.com/tulachigazeta>).

As it can be noted from the abovementioned examples, the representatives of the Tatarstan Republic authorities actively use online platforms to have social speech influence. These indicate that social network and accounts allow holding socialization of the authorities with the population in virtual mode online.

Greetings and congratulations via Internet sites are becoming a kind of traditional line of public behaviour of the representatives of the Tatarstan Republic authorities. These posts in the social network accounts or video addresses to people usually report about the achievements in this or that sphere, though, in that case the people read and see only the subjective situation, which is expressed implicitly. So, people are unaware of anything that the authorities do for further development of the Republic of Tatarstan in particular and the country in general. Also, people do not follow the tackling of the burning issues. Thus, it is obvious, that in the two-sided communication online in virtual mode, which is a way to conduct communicative strategy of speech influence, we might witness the rapprochement between the authorities and the population of the country.

The second type of speech influence (expression of will) deals with acts of speech as orders, requests, rejections, and advice. In the explanatory dictionary by D.N. Ushakov, the

phrase “expressing will” defined as follows – detecting wish, will, order (<https://ushakovdictionary.ru/word.php?wordid=6272>). The communicative strategy of expressing will may be divided into the following groups such as 1) motivation, appeal, demand, and command; 2) wish, instructions, intentions; 3) recommendations, advice, reflection.

The speech influence that urges, motivates, appeals to take action can be witnessed in the act of speech of the President of the Tatarstan Republic R.N. Minnekhanov in the official portal of the Republic of Tatarstan from December 24th, 2020: “Katlauly shartlarda bezneñ alda Tatarstan ik”tisadynyñ konkurenciyagə səlätlelegen arttyru burychy tora. Bezgə finans, žiteshtery, energetika həm hezmət resurslaryna sakchyl mənəsəbət buldyryrga kirək. Konkursta žiñučelər respublikanyñ kiləchək innovacion ȳseshenə həm anda yashəyčelərneñ tormysh-könkyreshen ȳsterygə zur əlesh kertylären dəvam itər dip yshanam” (In these difficult terms, we are faced with the issue of increasing the competitiveness of the economics of Tatarstan. We have to create respectful attitude to the economic, energy and human resources. I hope, the winners of the contest will continue to contribute to the further innovative development of the Republic, as well as to the improvement of the social position of its people) (<https://prav.tatarstan.ru/tat/index.htm/news/1896196.htm>). In this context the phrases “konkurenciyagə səlätlelegen arttyru burychy tora” (we are faced with the issue of increasing the competitiveness), “sakchyl mənəsəbət buldyryrga kirək” (we have to create respectful attitude), “zur əlesh kertylären dəvam itər dip yshanam” (I hope, the winners of the contest will continue to contribute to) indicate to the appeal to take actions from the interlocutors of this act of speech.

Motivation, appeal, demand and command also can be witnessed in the speech of the head of the Office of the President of the Republic of Tatarstan A.A. Safarov posted in the portal of Official Tatarstan from the February 3d, 2021: ““Eshləmi torgan” formatlardan kitərgə, globalizaciya shartlarynda respublika halyklary tellərendə massakyləm mäg”lymat charalaryn ȳsterərgə kirək. Dən’ya ȳzgərə, sezdən də ȳzgəreshlər sorala, tujan tellərdə syjfatly kontent buldyra beləsez” (We need to move away from “ineffective” formats, in the terms of globalization we have to develop the media in the languages people of the Republic speak. The world is changing, and you are also required to change, you can create the quality content in native languages) (<https://tatarstan.ru/tat/index.htm/news/1920056.htm>). This act of speech appeals to move away from the ineffective formats with the help of verbs “kitərgə” (move away), and express motivation with the phrase “sezdən də ȳzgəreshlər sorala” (you are also required to change).

The speech of the Chairman of the State Council of the Republic of Tatarstan F.M. Mukhametshin from March 1st, 2021 also appeals to take an action: “Koronavirus əle žiñelməgən, bu esh belən alga taba da shəgyllənəse bar. Həzer virusny žiñy əchen məmkin kadər tizrək vaknaciya ȳtkəry burychy tora. Vakcina bar, tabiblar əzer, hər rajonda ȳtkəry uryny bilgeləngən. Bez ȳz kəchebezne ađlatu eshenə yunəltergə tiesh” (Covid-19 is still to be defeated and we have to work further to tackle this issue. Today we are facing the task to vaccinate to win Covid-19 as fast as possible. We have vaccine, the doctors are ready, each district has the venue for the vaccination. We should make every effort to spread information) (<https://gossov.tatarstan.ru/tat/index.htm/news/936.htm>). This act of speech includes the following calls to action, such as “alga taba da shəgyllənəse bar” (have to work further), “vaknaciya ȳtkəry burychy tora” (are facing the task to vaccinate).

The Minister of Culture of the Republic of Tatarstan Irada Ayupova calls to be kinder  
*Res Militaris*, vol.12, n°3, November issue 2022



from her personal account on Instagram: “Davajte budem dobree! Əjdəgez mərhəmətlərək bulıjk!” (Let’s be kinder!) ([https://www.instagram.com/tv/CKBkphfHsof/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CKBkphfHsof/?utm_source=ig_web_copy_link)).

Expressing will can also be traced in indicating wish, instructions and intentions. The speech of the Minister of Education and Science of the Republic of Tatarstan I.G. Khadiullin on the government portal from March 9th, 2021, has these notions: “Bez həzer informatika buencha BDI uzachak auditoriyalərne ǰihazlandıyabyz. Komp'yuterlar, skanerlar, printerlar satyp alabyz. İmtihannar bashlanganchy barlyk shartlarny buldyrachakbyz” (We are going to equip the classrooms where there is going to take place unified state exam on Informatics. We buy computers, scanners, printers. Before the start of the exam, we will create all the conditions) (<https://prav.tatarstan.ru/tat/index.htm/news/1944924.htm>). The words “barlyk shartlarny buldyrachakbyz” (will create all the conditions) express the wish and intentions of the Minister.

Recommendations, advice and reflection as communicative strategy of expressing will can be noted in the following examples. In particular, the address of the Deputy Chairman of the State Council of the Republic of Tatarstan Marat Akhmetov at a meeting of the Committee on ecology, nature management, agro-industrial and food policy from March 10th, 2021: “Kıy ellar dävamynda bez urmannar az dip zarlanabyz. Hıch yugy elyna 500 gektar gyna bulsa da agach utyrtırğa kiräk” (For the many years we have complained about the fact, that we have the shortage of forests. Then, at least, it is necessary to plant the trees in the 500 hectares of land) (<https://gossov.tatarstan.ru/tat/index.htm/news/947.htm>). Expressions “hıch yugy” and “gyna bulsa da” (both translated like – at least) make the reader or the recipient of the act of speech to some kind of reflection or these words sound like recommendation or advice from the speaker.

Reflection on the work of philanthropists can be noted in the address of the Chairman of the State Council of the Republic of Tatarstan F.M. Mukhametshin in the venue of the social online forum “Technologies of kindness” from March 1st, 2021: “Bygen həjriyachelek beløn shögyl'lønıche yash'lörebez bötøn ǰämgyyat' öchen ırnäk bulyp tora. Alar ihlas hēm namusly. Alga taba da ız öleshlören kertächäklörenə yshanabyz, - dıde Fərıt Möhəmmätshın. - Bez kыrgännördən hēm ishetkännördən tırən kanəgat'lek aldyk. Sez keshelər ber-bersenə nındı ǰylylyk beløn yarıdēm itylören, Tatarstanda yahshy eshlər geografiyasenēn nichek kınəyuen kыrsättegez. Tormysh shulkadər kыpkырly, yarıdēm ity telöge berenche planga chyga. Bu respublikabyzda yashöche barlyk halyklarga has matur tradiciya” (Young people participating in the charity today are the role models for the society. They are sincere, wholehearted, and honest. We are sure they will continue their contribution further along, - Farid Mukhametshin said. – We were greatly satisfied with what we saw. You showed us how kindly people help each other, how the geography of the kind works spread in Tatarstan. Life is so multifaceted and the willingness to help and support come first. This is a good tradition, which is inherent in all peoples living in our republic) (<https://gossov.tatarstan.ru/tat/index.htm/news/936.htm>). In our view, the following expression indicate the reflection of F.M. Mukhametshin: “ırnäk bulyp tora” (is the role model), “tırən kanəgat'lek aldyk” (were greatly satisfied), “yahshy eshlər geografiyasenēn nichek kınəyuen kыrsättegez” (showed how the geography of the kind works spread), “respublikabyzda yashöche barlyk halyklarga has matur tradiciya” (a good tradition, which is inherent in all peoples living in our republic).

From the abovementioned examples, it is obvious, that expressing will as communication act can mostly be found in the official portals of the Tatarstan Republic rather

than in social network.

The third type of speech influence clarifies and inform people. This type of speech influence as a communication strategy is used when the authorities have a wish to explain their actions, clarify these or those instructions, inform the population about upcoming events. The representatives of the Tatarstan Republic authorities actively use online platforms for these reasons. Clarification, explanation and informing as an act of speech influence can be noted not only in the official portals of the Tatarstan Republic, but in the official accounts in various social networks as well.

Via various social networks, the official accounts inform the population about upcoming events not only in the territory of the Republic of Tatarstan, but also beyond it, for example, official account of the Republic of Tatarstan posted the following poster: “Tatarstan showcase will take place in the regions of the Russian Federation. March 18 and 19 there will be musical comedy “Apipa” (by Ilshat Rakhimbai) for the cinemagoers of Nizhny Novgorod region. Screenings will take place in the Poshatovo, Bolshoe Rybushkino and Urazovka villages. Spectators also can speak with the popular Tatar stage artist Dilya Nigmatullina” ([https://vk.com/nashtatarstan?z=photo-85877975\\_457775054%2Falbum-85877975\\_00%2Frev](https://vk.com/nashtatarstan?z=photo-85877975_457775054%2Falbum-85877975_00%2Frev)).

Rimma Ratnikova, the Chairperson of the Commission of the State Council of the Republic of Tatarstan to establish the identity of the texts of laws in Tatars and Russian posted in her personal Instagram account the following information about the upcoming presentation of the book. She posted it in Tatar and in Russian: ““Kukmor. Bulatov’s era. Bulatov dövere” - March 10th in Kukmor, in the district House of Culture there will be the presentation of a new book. My fellow countryman encouraged me to collect the information and publish a book about my father. 2015 elda yaktashym, tanylgan zhurnalist, kyp ellar "Vatanym Tatarstan" gazetasynda bash möhərrir urynbasary bulyp eshləgən Gəbdəlbər Rizvanov kitap chygaru ideyase belən miña kerde. Kitapny nichə el jyganny shunnan yzegez chamalarsyz. YArıı, 5–6-bit yazyp birəm dip bashlagan idem, ul esh Kukmara, Saba, Mamadysh raionnarynyñ uzgan gasyr 60-80nche elgy tarihlary belən tirənnən bəiləngən gailəbez tarihynda əverelde. Kalganyn irtəgə sələsherbez inde ... (In 2015 my fellow countryman, an outstanding journalist Gəbdəlbər Rizvanov, who worked as a deputy chief editor in the newspaper "Vatanym Tatarstan" for many years came to me with an idea to publish a book. You might understand how long it took us to collect information for the book. I agreed and decided to write about 5-6 pages, but later it turned out into the history of our family connected with the history of Kukmor, Saba, and Mamadysh district of the 60s and 80s of the 20th centuries. Let’s talk about the other facts tomorrow ...). So, all in all, the book became the book of history of the districts, where we lived, and which is closely connected to our family” ([https://www.instagram.com/p/CMMXuJQhBbb/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMMXuJQhBbb/?utm_source=ig_web_copy_link)).

An official portal of Kukmor district of the Tatarstan Republic informs its readers about the weather forecast: “19 mart kenne Kukmara rajonynda toman teshəchək. Bu hakta rajonnyñ berdəm dezhur-dispatcherlyk hezməte həbər itə. Kyk jəze bolytly bulachak. Beraz yuesh kar yavachak. Kən'yak-kənchygyshstan tən'yak-kənchygyshka kychyche jilneñ tizlege sekundyna 3-8 metr, uryny belən kəchəygəndə 14 metry təshkil itəchək” (March 19 there will be foggy in Kukmor district. The dispatching service of the district reports. There will be clouds. There is a possibility of the sleet. The wind is going to blow with a speed of 3-8 meters, at times with the gust of 14 meters per second) (<http://kukmor-rt.ru/news/sogy-yanalyklar/kukmara-rayonynda-toman-m-yuesh-kar->

ktel?fbclid=IwAR1TL0BRRySLidxsE21zn3Hff7yqB8JZBPuSKcoWCx-u8h7NfVi53lz\_WAM»).

Clarification and explanation are also used with the connection to Covid-19. Apart from these, the representatives of the Tatarstan Republic authorities explain the rules of behaviour with the strangers. For example, official portal of Kukmor district clarifies what to do not to be trapped by the fraudsters: “Chit nomerlardan shaltyratuchylar beløn sejləshkəndə ig"tibarly həm sak bulygyz. Kemgəder akcha kychergənche, telefonny sünderep, mæg"lymatnyñ, shulaj uk shik tudyrychy həbərlərneñ dərəslegen yañadan tiksheregez. Bank kartasy həm schet nomerlary turyndagy mæg"lymatlarny bary tik yzegez genə belegez, tanysh bulmagan keshelər yaisə internet satu-aluchylary yullagan shikle syltamalar asha kerməgez” (Be cautious while answering the calls from unknown cell numbers. Before making transactions, turn off your mobile, and crosscheck the information, make sure its authenticity. Do not tell third persons any information connected with your bank account, cash cards. Do not go through any suspicious links sent by unknown people or internet sellers) (<http://kukmor-rt.ru/news/k%D3%A9n-temasyi/ramil-nurgaliev-kukmara-rayonynda-moshenniklar-korbannary-kimemi>).

An official portal of Zainsk district explains: “Həzer koronavirustan vakcina yasatyr aldynnan Covid-19 antitənceklərənə test kirək tygel. Bu hakta TR Ministrlar Kabinetynda uzgan brifingta TR səlamətlek saklau ministrynyñ berenche urynbasary Al'mir Abashev sejləde” (Nowadays there is no necessity to undergo the test on antibodies of Covid-19 before the vaccination. First Deputy Minister of Health of the Republic of Tatarstan Almir Abashev talked about this at a briefing in the Cabinet of Ministers of the Republic of Tatarstan) (<http://zainsk-rt.ru/news/ya%D2%A3alyiklar/tatarstanlylarga-koronavirustan-vaktsinatsiya-yasau-chen-antitnceklrg-analiz-tapshyryrga-kirkmi>).

An official account of the Republic of Tatarstan in [www.vk.com](http://www.vk.com) also informs and clarifies the situation about Covid-19: “Tatarstanda «Sputnik V» preparaty beløn vakcinaciya bara. Any 18 yash'tən ölkənrək hər keshe bushlaj yasata ala. 2020 elnyñ töp chirennən privivkany kajda yasatyrğa? Tatarstanda vakcinaciyanə kemnər inde ytkən? Kartochkalarda sejlibež” (We are vaccinating people in Tatarstan with “Sputnik V”. Every person over 18 can have it free of charge. Where to get vaccinated from the most dangerous disease of 2020? Who has already undergone the vaccination? We will explain by cards) ([https://vk.com/beznenrt?fbclid=IwAR0p\\_pUPAVa1DcmVfdA1AVB2hvvQfb\\_HsgdxiTe2sQpbEFfj3Q5kiJS-TMw&w=wall-117743118\\_22761](https://vk.com/beznenrt?fbclid=IwAR0p_pUPAVa1DcmVfdA1AVB2hvvQfb_HsgdxiTe2sQpbEFfj3Q5kiJS-TMw&w=wall-117743118_22761)).

Clarification, explanation and informing the population about these or those events as communication strategy is actively used by the representatives of the Tatarstan Republic authorities via social networks and official portals.

The fourth type of speech influence deals with the evaluation of the activities and the emotions of the speaker. According to O.S. Issers (2008) this group includes reproach, praise, accusation, insult, and threat. In this paper, we would note expressing praise in the materials of the official portals of the Tatarstan Republic. Together with the praise, we would consider the gratitude as one of the aspects of evaluation of the activities in this or that sphere.

At the solemn ceremony of awarding the laureates of the Republican public competition “Leader of the year - 2020”, the State Counsellor of the Republic of Tatarstan Mintimer Shaimiev in his turn highlighted, that the award ceremony “Leader of the year” is being held for the 20th time. And he also pointed out the leaders, heading various entities and



organizations in the years of establishing of the economics of modern Tatarstan: “Житәкче bulu – ул сәләт. Кешеләрне берләштерергә, аларны үз артыңнан алып барырга кирәк. Әгәр син кешеләрне yaratsañ, үзәңнең esheңне yaratasyñ, үзәң jöklängän burychlarny үтәргә әzer ikän – shul vakytta gyna uñyshly житәкче bulyrga mömkin” (To be a leader is a vocation. The leader should unite and lead people. If you love people, love your job, and ready to fulfil the objectives you are tasked with, only then you can become a successful leader) (<https://shaimiev.tatarstan.ru/tat/index.htm/news/1896202.htm>). The praise is expressed with the lexical units as “sәләт” (vocation), “uñyshly житәкче” (successful leader).

Also, at the solemn event dedicated to the Day of the Worker of Agriculture and Processing industry, the President of the Republic of Tatarstan R.N. Minnekhanov expressed his gratitude and praise to the workers of the agricultural and industrial complex: “Tagyn ber tapkyr agrosәнәgat' kompleksy hezmәtkәrlәren bәjrәм belән kotlyjm, - dide ul. - Tugan жirne yaratuugyz, Tatarstan үshenә kertkән tyrysh hezmәtegez әchen rәhmәt belderәм, nyk sәlamәtlek, iminlek һәм yaһа kazanyshlar telim” (Once again my congratulations to workers of agricultural and industrial complex with their holiday, - he said. I want to express my gratitude to them for their love of native land, for their hard work, and for their contribution to the development of Tatarstan, and wish them good health, well-being and reach new achievements) (<https://shaimiev.tatarstan.ru/tat/index.htm/news/1843600.htm>).

Except praise and gratitude, emotions are among most often-expressed posts in the social networks on the Internet.

Sport play's huge role in the Republic of Tatarstan and the achievement in sport improve the image of the Republic not only in Russia, but also in the entire world. Our sport teams such as Kamaz-Master (Paris-Dakar rally), Ak Bars (ice hockey team), Rubin (football team), Zenit (volleyball team), are world-renowned and their achievements in the international competitions help create better image for the Republic. On the one hand, this helped the Republic of Tatarstan to gain the status of the third capital of Russia, and on the other hand, it helps expand the involvement of people, especially youth into the sport and physical culture.

Many representatives of the Tatarstan Republic authorities express their emotions in their personal accounts in Instagram, vk.com, and Facebook after the successful participation of the sportsmen in the competitions. In addition, official accounts of the Republic of Tatarstan and other municipal institutions of the republic share their emotions. The other happy moments in the life of the republic are also highlighted. The President of the Republic of Tatarstan R.N. Minnekhanov shared his emotions after Kamaz-Master team won the Paris-Dakar rally and posted in Instagram and in vk.com: “Da my i ne somnevalis'!” (We never had any doubts) ([https://www.instagram.com/p/CKTjt7WlISA/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CKTjt7WlISA/?utm_source=ig_web_copy_link)), ([https://vk.com/albums317079389?z=photo\\_317079389\\_457270396\\_%2Fphotos317079389](https://vk.com/albums317079389?z=photo_317079389_457270396_%2Fphotos317079389)), as well as “Sotnikov, Shibalov, Mardeev, vse rebyata, vse chleny komandy - molodcy! S pobedoj!” (Sotnikov, Shibalov, Mardeev, all guys, all members of the team – you are good guys! My congratulations with the victory!) ([https://www.instagram.com/p/CKEJXinKpfm/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CKEJXinKpfm/?utm_source=ig_web_copy_link)), the President, after series of wins of the ice hockey team “Ak Bars” (Kazan), also posted the following: “10 pobed podryad. Uñyshlar!” (10 wins in a row. Good luck!) ([https://www.instagram.com/p/CJ0VJmPF9Jn/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CJ0VJmPF9Jn/?utm_source=ig_web_copy_link)).

The Chairman of the State Council of the Republic of Tatarstan F.M. Mukhametshin shared his emotions after the victory of “Dinamo-Ak Bars” (volleyball team): “Ot imeni

Federacii volejbola Tatarstana pozdravlyayu vsekh lyubitelej volejbola s blestyashchej pobedoj zhenskogo volejbol'nogo kluba «Dinamo – Ak Bars!» (On behalf of the Volleyball Federation of Tatarstan, I congratulate all volleyball fans on the brilliant victory of the women's volleyball club "Dynamo - Ak Bars"!) ([https://www.instagram.com/p/CJDgTt8FAgN/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CJDgTt8FAgN/?utm_source=ig_web_copy_link)).

After the victory of ice hockey team “Ak Bars” (Kazan) in the Gagarin Cup 2018, an official account of the Republic of Tatarstan in Facebook posted the following emotions: “Ak Bars – obladatel' kubka Gagarina!” (Ak Bars is the winner of the Gagarin Cup) (<https://www.facebook.com/nashtatarstan/posts/755206208010729>).

The representatives of the Tatarstan Republic authorities share their emotion on the events taking place in the republic in the official portals and in the personal accounts in social networks as well. This indicates the fact that sport is in priority in our republic.

Unfortunately, we have to admit, that the majority of the acts of speech are in Russian, or, at least, in a mixed format like in Russian and Tatar at the same time. For Tatar people living in Tatarstan it would be more pleasing to follow the personal accounts of the representatives of the Tatarstan Republic authorities whose native language is Tatar, in Tatar.

## **4. Summary**

The conducted research of the communication strategies and acts of speech influence of the representatives of the Tatarstan Republic authorities concludes that the online platforms on the Internet are actively used to provide the acts of communication.

So, expressing will as communicative strategy includes motivation, appeal, willingness, intention, recommendation, advice, and reflection. Speech influence in this case takes place mostly in the official portals of the Republic of Tatarstan.

Communication strategies of clarification, explanation and informing, as well as greetings, congratulation, evaluative and emotional speech influences are realized both through the official portals of the Republic of Tatarstan and accounts in the social networks on the Internet.

## **5. Conclusion**

The journalistic genre has a great potential to impact and influence the perception of people and is able to transform the critical thinking and understanding of people. The study and the analysis of the types of speech influence in the media texts will open new opportunities to discover communicative strategies in the political media-discourse.

The materials of this article can be recommended for use in modern practice of higher institutions as well as in the system of training diplomats, journalists and linguists.

## **Acknowledgements**

The work has been supported by the Kazan Federal University Strategic Academic Leadership Program.

## References

- Bratanich O.V. Verbal communication strategies of the political media discourse. / O.V.Bratanich // «Molodij vchenij» • № 12.1 (40) – Gruden', 2016 r. – S.294-297.
- Dobrosklonskaya T.G. Voprosy izucheniya mediatekstov (opyt issledovaniya sovremennoj anglijskoj mediarechi) (Questions of studying media texts (research experience of modern English media language) / T.G.Dobrosklonskaya. Izd. 2-e, stereotipnoe. – M.: Editorial URSS, 2005. – 288 s.
- Fedorova L.L. Tipologiya rechevogo vozdejstviya i ego mesto v strukture obshcheniya (Typology of the speech influence and its position in the structure of communication). / L.L. Fedorova. // Voprosy yazykoznanija, 1991. – № 6. –S.46-50.  
<https://ok.ru/>  
<https://prav.tatarstan.ru/tat/>  
<https://tatar-inform.tatar/news/>  
<https://tatarstan.ru/tat/>  
<https://www.facebook.com/>  
<https://www.instagram.com/>
- Issers O.S. Kommunikativnye strategii i taktiki russkoj rechi (Communication strategies and tactics of Russian speech). Izd. 5-e. – M.: Izdatel'stvo LKI, 2008. – 288 s.
- Jesper Strömbäck and Spiro Kioussis. Strategic political communication in election campaigns// In book: Political Communication (pp.109-128), Publisher: Mouton de Gruyter, Editors: Carsten Reinemann, 2014. – URL: [https://www.researchgate.net/publication/263353301\\_Strategic\\_Political\\_Communication\\_in\\_Election\\_Campaigns](https://www.researchgate.net/publication/263353301_Strategic_Political_Communication_in_Election_Campaigns)
- Kurochkin A.V. Racional'nost' v setевой kommunikacii: ot ierarhii k plyuralizmu cennostnyh osnovanij (Rationality in the network communication: from hierarchy to pluralism of the values). / A.V. Kurochkin. // Strategicheskie kommunikacii v biznese i politike: mater. mezhdunar. konf. (22-23 noyabrya 2017 g.) / otv. red.-sost. D.P.Gavra. – SPbGU, 2017. № 3. S.42-47.
- Leont'ev A.A. Psiholingvisticheckie osobennosti yazyka SMI (Psycholinguistic features of the media language). / A.A. Leont'ev // YAzyk sredstv massovoj informacii: ucheb. posobie dlya vuzov / pod red. M.N. Vo-lodinoj. – M.: Akademicheskij Proekt; Al'ma Mater, 2008. S. 146-170
- Lingfeng, L., & Nair, S. M. (2021). Chinese Undergraduates' Performance in HOTS and LOTS EFL Reading Comprehension for Different Reading Materials According to Gender. *Contemporary Research in Education and English Language Teaching*, 3(2), 31-40. <https://doi.org/https://doi.org/10.33094/26410230.2021.32.31.40>
- Loskutov, A., & Pierre, O. (2021). The Influence of Geographical Conditions, Area and Information System on Economic Development: Mediating Impacts of International Relations. *Journal of Contemporary Research in Business, Economics and Finance*, 3(2), 48-59. <https://doi.org/https://doi.org/10.33094/26410265.2021.32.48.59>
- Ogneva K.A. Tekst informacionno-analiticheskoy stat'i v aspekte kognitivno-diskursivnoj paradigmy (Text of the information-analytical article in the aspect of cognitive-discursive paradigm): avtoref. diss. kand. filol. nauk. / K.A. Ogneva. – Stavropol', 2012. – Rezhim dostupa: <http://dissers.ru/1filologiya/tekst-informacionno-analiticheskoy-stati-aspekte-kognitivno-diskursivnoy-paradigmi-10-02-01-russkiy-yazik-avtoreferat-dissertacii-na-soiskanie.php>
- Romanova T.V. Modal'nost'. Ocenka. Emocional'nost'. (Modality. Evaluation. Emotionality.): monografiya / T.V.Romanova. – Nizhnij Novgorod: NGLU im. N.A. Dobrolyubova, 2008 - 309 s.

- Tolkovyj slovar' Ushakova onlajn (Explanatory dictionary of Ushakov online). – URL: <https://ushakovdictionary.ru/word.php?wordid=6272>.
- Vasil'kova N.N. Politicheskij diskurs: kommunikativnye strategii regulirovaniya (Political discourse: communication strategies of regulation). /N.N. Vasil'kova. // Diskurs-Pi, 2018. – Nomer 3-4 (32-33). – Tom 15. – C. 38-43.

## **Author information**

### **Akhmetzyanov Ildar Gabdrashitovich**

Ildar Gabdrashitovich Akhmetzyanov graduated from the Tatar State Humanitarian Institute in 2000. Candidate of Philological Sciences (2004), thesis "Historical and linguistic research of Turkic-Tatar geographical names in Russian Chronicles (9-16 centuries)". He works as an Associate Professor at the Department of Foreign Languages in the Field of International Relations at the Institute of International Relations of Kazan (Volga) Federal University. His research interests include comparative study of genetically unrelated languages, in particular Tatar and English, and emotional modality in the speeches of Tatar and English politicians.

### **Mullagaliev Narkiz Kamilevich**

Narkiz Kamilevich Mullagaliev graduated from Kazan (Volga region) Federal University in 2012. Candidate of Philological Sciences (2016). Thesis on comparative linguistics: "Fiction modality: based on the English and Tatar languages", considering the peculiarities of transmitting modality in the process of fiction translation from English into the Tatar language. He works as an Associate Professor at the Department of Foreign Languages in the Field of International Relations at the Institute of International Relations of Kazan (Volga region) Federal University. The author speaks several languages, and his research interests include comparative study of the features of the functional-semantic category of modality in the English and Tatar languages.

### **Garaeva Almira Kadyrovna**

Almira Kadyrovna Garayeva graduated from the Yelabuga State Pedagogical Institute in 1983. Candidate of Philological Sciences (2004), thesis "Historical and linguistic analysis of toponyms of Yelabuga County". She works as an Associate Professor at the Department of Foreign Languages in the Field of International Relations at the Institute of International Relations of Kazan (Volga region) Federal University. Sphere of scientific interests includes the study of the issues of onomastics and toponymy. She regularly participates in international scientific and practical conferences.

### **Fazleeva Leyla Rinatovna**

Leyla Rinatovna Fazleeva graduated from Kazan State University in 1997, and from Russian Academy of Justice in 2012. In 2018 she completed MBA program in Kazan (Volga region) Federal University. She works as a Deputy Prime Minister of the Republic of Tatarstan. She was awarded the badge of merit "For labour and valour for the benefit of Kazan" in 2014, and "Letter of Acknowledgement from the President of Tatarstan" in 2018.