

Leaders and Language of Power

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Power

- *... great or marked ability to do or act,...*
(strength, might, force)
- *... the possession of control or command over others ... (authority, ascendancy)*

Webster's College Dictionary

- "the ability to influence others" (Hackman, Johnson, 2004)

Sources of Power

- Coercive
- Reward
- Legitimate
- Expert
- Referent

Empowerment

- To empower: *to give official or legal power or authority to; to endow with an ability, enable*

Webster's College Dictionary

- Sharing power with others – increase of power

Leadership Communication Styles (Hackman and Johnson)

- Authoritarian
- Democratic
- Laissez-faire

- Task
- Interpersonal

Sociolinguistic approach

- Face (negative, positive)
- Power
- Solidarity
- Personality of speaker
- Social Status

Conversational Analysis

In communication:

- Need for connection (intimacy)
- Need for independence (status)
- Communication strategies:
 - Framing
 - Indirection, vagueness
 - Power, solidarity

Discourse Analysis

- Critical Discourse Analysis
- Discourse Structures:
 1. Graphics
 2. Sound
 3. Morphology
 4. Syntax
 5. Semantics
 6. Schematic Structures
 7. Rhetorical Structures
- Context
- Persuasion
- Legitimation
- Politeness

Pragmatics

- Meanings in context
- Speech acts: locutionary, illocutionary, perlocutionary
- Co-operative principle and maxims (Grice)
- Politeness principle (Leech)
- Hedging

Persuasive techniques

Political rhetoric (Max Atkinson)

- Alliteration
- Allusion
- Antithesis, contradiction
- Lists of three
- Metaphor, extended metaphor, simile
- Parallelism
- Parenthesis
- (Rhetorical) questions and suggesting answers
- Repetition
- Wordplay

Example:

“In the long history of the world only a few generations have been granted the role of defending freedom in its hour of maximum danger. I do not shrink from this responsibility; I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavour will light our country and all who serve it, and the glow from that fire can truly light the world. And so, my fellow Americans, ask not what your country can do for you. Ask what you can do for your country.”

John F. Kennedy

Conclusions

- Linguistic disciplines – help to understand hidden meanings and relations in communication
- How to achieve desired effect by communicating
- Relationship between leadership styles and communication styles



Thank you!