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**Bragging as Psycholinguistic Phenomenon and Its Verbal Manifestation
in Political Discourse**

Field of Study - Philology

Abstract

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General Characterization of the Thesis

Boasting has always been, and still is, an integral part of human existence. It possesses a complex and multifaceted nature, and its fundamental study requires interdisciplinary research, involving both independent and hybrid fields.

The topic is **relevant** insofar as boasting is one of the most common forms of self-expression in contemporary reality. Bragging manifests in various contexts for the purpose of building social identity and self-promotion, starting from boastful statements in kindergarten ending up with self-congratulatory narratives in political rhetoric.

Boasting knows no age, gender, ethnicity, social status, religious belief, or profession. It can be found everywhere and among everyone. Each of us boasts, whether consciously or unconsciously, with the only difference being the form of expression on a linguistic level. Some people's boasting is very obvious and conspicuous, while others' is disguised and indirect. Accordingly, depending on the conversational strategy chosen by the speaker, the effectiveness of influencing the listener and achieving the desired outcome varies.

Boasting, as a psychological action in political arena, represents a discourse of self-branding, where the speaker strategically uses language to establish authority, dominance, and legitimacy. It assists political actors in creating political identity and shaping the trajectory of political

narratives. Its purposeful utilization serves as a tool for persuasion, manipulation, and compliance with political agenda.

The scientific novelty of the research lies in the fact that, despite bragging being highly prevalent in everyday life, it is relatively understudied by English scholars and entirely neglected by Georgian scientists. Boasting remains largely unexplored as a phenomenon overall, let alone in politics.

Our **dissertation aims** to explore political boasting through its psychological implications, portraying it as a listener-oriented phenomenon actively employed by political opponents against each other.

In simpler terms, we seek to study boasting as a psychological phenomenon within the context of political discourse. This involves the examination of complex benefits, linguistic strategies, discursive tactics, rhetorical devices, and cognitive mechanisms that contribute to political boasting. Additionally, it assesses whether boasting, as a potent psychological phenomenon, serves as a key constituent of political discourse, determining whether it contributes to the effective "discrediting" of political opponents or fulfills a strategic purpose, serving the interests of the public, enhancing the superiority of a political figure, and so forth.

To achieve the stated objectives, we will explore the following: 1) Reviewing theoretical academic works on discourse in general, including political discourse and its frameworks, along with studying theoretical materials on rhetoric and psycholinguistics; 2) Examining the

phenomenon of bragging, its motivating factors, expressions, and its role in politics.; 3) Investigating whether the perception of boasting has changed over time and whether it's seen as a distinct trait in today's society, like self-promotion or self-presentation; 4) Revealing different types of boasting in politics and how they're conveyed linguistically in Georgian and American political discussions.

The study employs the following **research methods**: Quantitative analysis - involves categorizing examples of political boasting in English and Georgian during data processing. The Descriptive method - is utilized for the development and interpretation of empirical material. The Comparative method - is employed to compare general and distinctive characteristics of political boasting in English and Georgian. Text analysis - is conducted to scrutinize the stylistic, rhetorical, and linguistic elements used in narratives of boasting within texts.

Theoretical part of the research is based on works by Georgian scholars (such as Ts. Barbakadze, E. Beliashvili, N. Kirvalidze, S. Omiadze, B. Porchkhidze, T. Shavladze, T. Gagoshidze, etc.) as well as foreign researchers (J. Mali, S. Whitbourne, M. Green, I. Scopelliti, V. Dijk, S. Ovul, M. Warrell, P. Klaus, M. Fineman, N. Fairclough, R. Nordquist, A. Garnham, G. Altmann, W. Cowles, S. Mills, R. Wodak, M. Jørgensen, P. Chilton, etc.), including articles, monographs, and other types of academic papers.

As for the **practical basis of the research**, the study examines both Georgian politicians such as Sh. Natelashvili, M. Saakashvili, N.

Burjanadze, G. Margvelashvili, D. Bakradze, I. Kobakhidze, K. Kaladze, etc., and American politicians such as D. Trump, B. Clinton, J. Bush, H. Perot, A. Gore, B. Obama, and other examples of political boasting. The Georgian empirical material can be found on <https://www.youtube.com/>, while the English examples are available on <https://www.c-span.org/>.

The **research's theoretical significance** lies in its valuable insights into the interplay of boasting with psychology, linguistics, and political discourse.

The **practical significance of this research** lies in its potential to generate interest in political discourse, psycholinguistics, and phenomenon of bragging, making it a valuable resource for scholarly, master's, or doctoral studies. It may also evoke the curiosity of psychologists, psycholinguists, and behavioral therapists. Moreover, individuals from diverse backgrounds and professions can benefit from the valuable insights offered, particularly in learning how to showcase achievements without being labeled as boastful. This research could be particularly relevant for politicians, whose public image is integral to their success, and for ordinary citizens seeking clarity in their voting decisions. Additionally, political PR campaign organizers, strategists, advisors, and speechwriters can gain significant insights from this study. Furthermore, the research contributes to media representatives by facilitating accurate and competent commentary and evaluation of political speeches. The study introduces novel terminology associated with boasting (some of which have been translated in our research, while others remain as

neologisms). Professional translators have the opportunity to offer more refined variations for these terms, ensuring their accuracy and effectiveness in conveying meaning across languages. Lexicographers may consider incorporating these newly coined terms into dictionaries to enrich the lexicon and facilitate communication in the field of boasting studies.

The structure of the dissertation is defined by research aims and objectives. It consists of an introduction, three main chapters, a conclusion, references and appendice.

In the **introductory part**, the relevance and scholarly novelty of the research are outlined, along with the definition of the research object, aims, and objectives, as well as the theoretical and practical significance of the dissertation, the methodological approach to the research, and the structure of the dissertation.

The first chapter of the research, titled "Political Discourse as a Subtype of Discourse and Its Linguistic Peculiarities," comprises three sub-chapters: 1. "'On the Term 'Discourse.' Discourse and its Characteristics"; 2. "From Ancient Rhetoric to Contemporary Political Discourse"; 3. "Linguistic Features Relevant to Political Discourse". Each of these sub-chapters offers scholarly insights essential for comprehending political discourse from a linguistic perspective.

The second chapter of the research, titled "Bragging as a Complex Psychological Phenomenon," consists of five sub-chapters: 2.1. "The

concept of bragging, its provoking factors, and variations"; 2.2. "Bragging - as a reflection of culture norms, 2.3. "Braggings or Self-Promotion? – Understanding Bragging in Modern Contexts"; 2.4 "Bragging as a speech act"; 2.5. "Bragging from a psycholinguistical standpoint". The goal of each subchapter is to gain, analyze, and present theoretical insights derived from psychological and linguistic scholarly literature regarding the phenomenon of boasting, aimed at understanding its theoretical underpinnings and empirical findings.

The third chapter of the dissertation, "Bragging Types and Their Linguistic manifestation in Georgian and American Political Discourse," takes a practical approach and is structured into the following subsections: 3.1. "The Linguistic Expression of Boasting"; 3.2. "Bragging in Georgian Political Discourse," further divided into two paragraphs: 3.2.1. "Direct Bragging in Georgian Political Narratives," 3.2.2. "Humblebragging in Georgian Political Narratives", 3.3. "Bragging in English Political Discourse," also divided into two paragraphs: 3.3.1. "Direct Bragging in English Political Narratives" and 3.3.2. "Humblebragging in English Political Narratives." Their aim is to practically demonstrate all the theoretical hypotheses outlined in the previous chapters.

In the **final part**, general findings of the research are presented as thesis statements.

The brief content of the work

Chapter 1. "Political Discourse as a Subtype of Discourse and Its Linguistic Peculiarities"

The first chapter of the paper consists of three subchapters. In the first subchapter, titled "**On the Term 'Discourse': Discourse and Its Characteristics**," discourse is described as a multidimensional and complex communicative phenomenon that interests various scientific disciplines: critical theory, sociology, philosophy, linguistics, ethnology, semiotics, anthropology, educational sciences, cognitive sciences, and political sciences.

In this chapter, both dictionary definitions of the term "discourse" and the definitions developed by various linguists are presented.

In the article "Definition and Examples of Discourse," R. Nordquist states that the study of discourse is equivalent to the analysis of written or spoken language in a social context. It is concerned with linguistic units ranging from smaller ones, such as phonemes and morphemes, to larger linguistic units such as lexemes, syntax, context etc.
<https://www.thoughtco.com/discourse-language-term-1690464>

In the paper "The Structure, Semantics, and Functioning of the Linguocultural Components of Georgian Discourse," S. Omiadze attempts to differentiate between text and discourse. Drawing on Van Dijk's school of discourse analysis, he proposes their differentiation through the introduction of the category of situation. Specifically, the researcher states that discourse= text + situation while text= discourse – situation (**Omiadze, 2006:25**)

In the work "Critical Discourse Analysis: History, Agenda, Theory and Methodology" by R. Wodak and M. Meyer, discourse is viewed as a genre, style, and socially conditioned phenomenon that helps to maintain the social status quo (**Wodak, 2009:3**)

In "Discourse and Social Change," we read that the purpose of discourse is not only to represent the world but also to transform it. The formation of discourse is influenced by power and ideology, and in turn, it influences social identities, social relationships, systemic knowledge, and beliefs. (**Fairclough, 1992:64**)

T. Gagoshidze shares Habermas's view that discourse can be equated with discussion. Just like any text, discourse undoubtedly involves the presence of two entities: the speaker (author) and the listener (addressee). As communication progresses, their roles change, indicating the dialogic nature of discourse (**Gagoshidze, 2015: 29**)

In the article "On the Interpretation of the Concept of Discourse," N. Gogolashvili presents P. Ricoeur's theory of discourse. According to the author, the realization of discourse always occurs in a specific time and a specific present. It always expresses the particular world view that it claims to describe and represent. (**Gogolishvili, 2008:91**)

The production of discourse requires the following elements: the author of the discourse, the addressee of the discourse, the written or spoken text, and the time and place of the discourse. Among these, the role of the listener is especially worth mentioning, as the listener represents the main

constructing element of the discourse; without considering the listener, it is impossible to create any narrative with meaningful content.

As evident, discourse is characterized by its multifaceted and evolving nature, making it one of the most rapidly advancing and attracting fields of study. Because of its dynamic nature, a single, universally accepted definition of discourse has not yet been found in academic circles. Discourse functions as a culture within culture, having considerable influence in shaping societal realities, driving their evolution and transformation.

In the second subchapter "**From Ancient Rhetoric to Contemporary Political Discourse**", We delve into whether ancient rhetoric serves as the foundation for contemporary political discourse. We examine these two phenomena separately and in relation to each other.

Rhetoric emerged in ancient times as a distinguished, eloquent form of communication, utilized primarily by influential orators. The practice of rhetorical techniques was considered an essential aspect of comprehensive education. (Porchkhidze, 2018: 35) Over time, sophists refined rhetoric as a new level of knowledge. Nowadays, rhetoric isn't just about speaking well; it's about influencing people's actions and aligning them with specific goals, rather than just sharing ideas. (Porchkhidze, 2018: 38)

In her article, "Rhetoric, Stylistics, Pragmatics," Ts. Barbakadze writes that Quintilian referred to eloquent rhetoric as "ars bene disendi" (the art of speaking well) and "bene disendi scientia" (the science of speaking well). Rhetoric combines two aspects of understanding: aesthetical and scientific.

It is the science of persuasion and conviction.

<https://mastsavlebeli.ge/?p=1817>

Rhetorical texts aim to create a positive emotional state in the audience, establish trust and empathy, dispel skepticism, and regulate/control the audience's emotional responses in a rational manner. (Porchkhidze, 2018: 13-14) This objective can be accomplished by employing persuasive stories, anecdotes, humor, metaphors, or concise statements, as well as by presenting imaginative scenarios, vivid comparisons, and analogies. (Porchkhidze, 2018: 26)

As per Cicero's doctrine, a political leader ought to be an orator rather than just a declamator. Three tasks lie before the orator: to persuade with logical arguments, to instill confidence in the audience, and to exert influence over them. (Bakhtadze, 2021: 13)

Political discourse is nothing if not rhetorical action. Without rhetorical maneuvers, political actors cannot achieve the goal that is common to both politics and rhetoric: influencing the audience.

Political discourse represents an emerging sub-discipline of social and humanitarian studies. Politics entails significant struggle for power. Every exertion of power is symbolically constructed, as politics is not just about enacted meanings but also about codified symbols that are actualized in the process of communication. For politicians, as well as for orators, the manipulation of the listener is impossible without a profound understanding of linguistic structures, as politics involves social and

political aspirations that shape society's course. This actively occurs in our daily lives, influencing the interpretation of socio-political events and defining the trajectory of societal existence. **(Kampf, 2015:4)**.

In the work "The Use of Pronouns in Political Discourse," M. Alavidze suggests that studying political discourse is crucial for understanding society. The media has played a significant role in increasing interest in this field by providing various opportunities to analyze political texts. **(Alavidze, 2007:1)**

In the article "Ukrainian Institutional Political Discourse in a Communicative–Cognitive Aspect," the author Golubovskaya argues that political discourse is the concrete manifestation of political communication, where political texts are actualized in the process of interaction between political subjects (politicians, political power) and political objects (audience, electorate). **(Golubovskaya, 2022 : 31)**.

In her paper "Political Discourse as Interdisciplinary and Interparadigmatic Research Area," N. Kirvalidze suggests that political language serves propagandistic purposes. It should be understandable to a wide range of audiences and, accordingly, be capable of orienting towards a specific social group. It can be informative, rhetorical-convincing, or emotionally-expressive. **(Kirvalidze, 2009:2013)** Political discourse is always considered in relation to two main audiences: the specific public, who is the direct addressee of the message, and the so-called "implied audience," sitting behind TVs which represents the wider masses of

people, sometimes even the entire population of a country. (Kirvalidze, 2009:114).

Due to the fact that political discourse is primarily directed towards convincing the audience and influencing their actions, it can be explicitly marked. Its author, the politician, on one hand, seeks to present their own ideas ideologically close to the audience, while on the other hand, they maintain a certain distance to demonstrate their competence and gain the listener's trust. Through this delicate balance, politicians can engage in communication that accounts for various differences in age, gender, ethnicity, religion, or perspectives within their diverse audience.
<https://www.alia.ge/ratom-iqheneben-andazebs-politikosebi/>

Political discourse is the art of communication directed towards the audience. It encompasses the integration of linguistic and socio-cultural meanings tailored to the listener, with its basis rooted in rhetoric, known as the science of effective expression (Bene Disendi Scientia).

In the third subchapter "Linguistic Features Relevant to Political Discourse" we explore the main linguistic "tricks" that create the ecosystem of political discourse, through which politicians successfully manipulate collective knowledge of society, obtain goodwill from the audience, and demonstrate high intellectual and moral capabilities.

N. Msakhradze states that denotative and connotative meanings, allusions, parallelisms and repetitions, figurative language, emotional

lexicon, hyperboles, modal verbs, and deixis are frequently used in political discourse. **(Msakhuradze, 2013:28)**

In addition, political discourse is characterized by polemics, which often resembles a verbal battle. This becomes particularly evident in pre-election debates, when confrontation shifts from the battle space to the political scene.

Slogans are also peculiar to political narratives and can be considered as social-political advertising. Also, political discourse is characterized by communicative-pragmatic strategy aimed at neutralizing unwanted information, alleviating fears and anxieties inherent in the masses, discouraging depersonalization, and preventing conflicts in the process of discourse **(Kirvalidze, 2009:2013)**

Political discourse stands out from other types of discourse due to its aggressiveness and evaluative nature. It employs a declamatory style, propagandistic triumphalism, and ideological justification, all revolving around rhetoric, abstracted and displayed erudition, heightened criticism and verbosity, sophistry, demagoguery, pretense of absolute truth. Furthermore, for greater persuasiveness, statistical language and numbers are frequently used. **(Msakhuradze, 2013:36)**

This is a brief overview of linguistic “manipulations” that determine the uniqueness of political discourse on the chaotic political arena, impact on societies sharing common linguistic traits, alter their worldview, and attain desired political ends.

Chapter 2. "Bragging as a Complex Psychological Phenomenon"

The second chapter of the work consists of five subchapters. In the first subchapter titled "**The concept of bragging, its provoking factors, and variations**", we discuss boasting as one of the common forms of self-expression in the modern, highly competitive era by distinguishing between its types and provoking factors.

According to evolutionary biology and its proponents, boasting is a result of natural selection, the main evolutionary process, where individuals constantly strive to demonstrate their advantages to defeat rivals.

In the article "Bragging: When Is It OK and When Is It Not OK?" S. Krauss Whitbourne emphasizes that if we ask people their opinion on bragging, most of them will characterize it negatively. However, everyone tends to enjoy the process of boasting themselves.
<https://www.psychologytoday.com/intl/blog/fulfillment-any-age/201207/bragging-when-is-it-ok-and-when-is-it-not-ok>

According to N. Vedmesh, phenomenon of bragging originates from early childhood. The tendency to boast exhibited during childhood, accompanies individuals as they grow older.
<http://psihomed.com/hvastovstvo/>

Undoubtedly, boasting is a rather risky process, as we do not know how the audience will receive it. According to the politeness theory presented in the article "Automatic Identification and Classification of Bragging in

Social Media," self-promotion endangers the speaker's intention to gain approval and a positive attitude from society (positive face). Moreover, boasting contradicts the classic theory of politeness, specifically the maxims of modesty and self-denigration. (Jin, 2022:2)

According to R. Lee Hotz's article "Science Reveals Why We Brag So Much," 40% of human communication, whether consciously or unconsciously, is devoted to talking about oneself. In 2015, a team of neuroscientists at Harvard University conducted an experiment using functional magnetic resonance imaging (fMRI) on a target audience to determine what happens at the level of brain cells and synapses during boasting, which in turn answers the question of why people boast. The study found that when people talk about themselves, the mesolimbic dopamine system is activated. This is the same system that typically becomes active when a person experiences feelings of pleasure and satisfaction, such as after eating, earning money, or engaging in sexual activity.

<https://www.wsj.com/articles/SB10001424052702304451104577390392329291890>

Professor of Marketing and Behavioral Science I. Skopelliti identifies the reasons for bragging. In her opinion, one reason for boasting may be the desire to make others envious of our successful life or to cover up our **insecurities** and **shortcomings**.

https://www.youtube.com/watch?v=pNTyl_nUOV0

Another reason for boasting may involve **narcissism and egocentrism**. Such individuals often see themselves at the center of attention, seeking validation of their own importance through self-promotion. In the article "Boasting as a Psychological Phenomenon and Its Verbal Expression in Social Media," emerging researcher N. Gerasimenko identifies **low self-esteem, feeling of inferiority, emotional instability, lack of genuine relationships, feeling of emptiness** as determining factors for boasting. (Gerasimenko, 2019:19)

Another reason for bragging may be a **strong desire for self-presentation**. In their paper "Humblebragging: A Distinct and Ineffective Self-Presentation Strategy," O. Sezer, F. Gino, and M. Norton write that self-presentation is a common social phenomenon. They argue that the effectiveness and longevity of both our romantic and professional relationships depend on how accurately we present ourselves (**Sezer, 2015:4**)

Bragging is a complex and multifaceted phenomenon. The two most common types are Direct Bragging and Indirect Bragging, also known as humblebragging.

Direct Bragging occurs when people openly showcase their own abilities, achievements, acquisitions, social status, or other qualities, with the intention of advertising themselves. For instance: "I won the competition, got first place, and made everyone else look small".

Humblebragging, as opposed to direct bragging, is a more intriguing phenomenon. The term "Humblebrag" was added to the Oxford English

Dictionary in 2014, defined as: "An ostensibly modest or self-deprecating statement whose actual purpose is to draw attention to something of which one is too proud." For example: "I've been signing so many autographs lately, that I was writing a card to my dad and started to write my last name".

O. Sezer, F. Gino, and M. Norton identify humblebragging as "false modesty," "faux modesty" and "self-deprecating narrative". According to them, this type of bragging serves a dual purpose: to elicit sympathy as well as excitement from the audience. **(Sezer, 2015:4)**

Some researchers categorize individuals based on the types of bragging behavior they exhibit. For instance, in T. Shavladze's scholarly article "Lingua-Cultural Peculiarities of Facebook Bragging - Narcissism On Facebook," the following classifications are highlighted:

1. The Work Bragger- "The project succeeded because of my strategies. Without my input, it would have failed";
2. The Relationship Bragger – "Don't you think we make the perfect couple?";
3. The Body Bragger - "I've been working so hard on my body; I hope people notice";
4. The Religious Bragger - "I fast twice a week and pray for hours every day. Not everyone has that level of commitment";
5. Bragging mom - "It's cute that they think their child is talented; they should see what my child can do";
6. The Travel Bragger - "I've traveled extensively throughout Europe. I'm practically a connoisseur of European culture." (Shavladze, 2015:97)

Second subchapter titled **“Bragging - as a Reflection of Culture Norms“** examines bragging as cultural phenomenon and the influence of cultural values on the communication patterns of political bragging.

Bragging can manifest differently in verbal expression depending on various factors. For instance, it can be influenced by whether the speaker comes from a collectivistic or individualistic society. Also, whether they belong to a culture rich in axioms such as "Yankee ingenuity," "Tall Poppy Syndrome," or "Crab Mentality," among others.

As we know, language represents the cultural memory where individualistic and collectivistic values are accumulated and expressed in various aspects, including bragging. The conceptualization of bragging tends to carry more negative connotations in English and Georgian languages. For example, in English: “A great boaster is rarely a great performer”, “Don't sing your own praises, let others do it for you”, “Bragging may impress some, but humility wins hearts” etc. However, in American culture, there are phrases with positive connotations too: „It ain't bragging if you can back it up“, “If you did it, it ain't bragging”. In Georgian language, expressions related to bragging tend to have predominantly negative connotations: “Bragging is the hallmark of fools”Bragging adds no worth.”ს.შ. It should also be noted that due to the interaction of cultures, the integration of Georgian culture with global culture, and the change in the mentality of the younger generation, the perception of bragging phenomena is gradually shifting towards a more positive connotation, which suggests that in the Georgian language too,

expressions related to bragging will gradually acquire positive connotations.

Political narratives are often portrayed in a standardized manner, utilizing the same stylistic and rhetorical devices. However, since politics is a part of culture, and every culture is unique, we still observe minimal differences in politically narrated stories materialized on the verbal level. This slight variation also legitimizes the claim that bragging is culturally determined. The cultural difference between Georgian and English-language political bragging is most effectively illustrated through such rhetorical device as allusion.

For example, Georgia's third president, Mikheil Saakashvili, often employs humblebragging on the background of self-praise, using allusive references to Georgian kings in conjunction with achievements and reforms. „ის 9 წელი იყო ყველაზე დიდი და წარმატებული განვითარების ეპოქა, რომლის შედარება შეიძლება გიორგი ბრწყინვალეს ეპოქასთან და უფრო ადრე, საქართველოს აღორძინების ეპოქასთან, რომელსაც საფუძველი დაუდო დავით აღმაშენებელმა.“ (Those nine years were the greatest and most successful era of development, it can be compared to the era of **George the Brilliant** and, earlier, to Georgia's Renaissance period initiated by **David the Builder**. Translated by K.Tophuria) https://www.youtube.com/watch?v=y_X-exj2aqA

American Senator Bob Dole brags about his party's heritage and uses allusive references by mentioning the name of a renowned political figure like Abraham Lincoln:

„I said in my acceptance speech in San Diego about two months ago that the exits are clearly marked. If **you** think the Republican party is some place for you to come if **you're** narrow minded or bigoted or don't like certain people in America, the exits are clearly marked for you to walk out of as I stand here without compromise, because this **is the party of Lincoln**“.

<https://www.c-span.org/video/?74273-1/1996-presidential-candidates-debate>

In the third subchapter, “Bragging or Self-Promotion? – Understanding Bragging in Modern Contexts”, we address questions such as: What is the modern society's attitude towards the phenomenon of bragging? Is it possible to boast without inciting aggression from the audience? Is bragging positive or negative phenomenon?

On Forbes.com, M. Warell states that self-promotion is a strategy aimed at branding oneself to establish an esteemed place in society.

<https://www.forbes.com/sites/margiewarrell/2013/04/29/self-promotion-is-not-crucial-unless-you-want-to-get-ahead/?sh=530b7a1b32ee>

In the work "Brag! The Art of Tooting Your Own Horn Without Blowing It," P. Klaus advises us to speak openly about our achievements, as if we are not impressed with our own accomplishments, no one else will be either. She believes that the greatest achievement in a person's life is

yourself, and therefore, we should not be afraid to boast about our most precious accomplishment, which is our own "self." (Klaus 2004:125) Furthermore, Klaus emphasizes that the higher you climb toward success, the more essential it is to showcase yourself to others. It is better to talk about yourself accurately than to let others do it inaccurately. (Klaus, 2004: 167)

In M. Fineman's book "Brag Better: Master the Art of Fearless Self-Promotion," it is mentioned that a person's gender, background, sexual orientation, age, mental and physical abilities, and childhood experiences shape their attitude toward the phenomenon of bragging. Fineman identifies enthusiastically expressed pride as one of the main provoking factors of bragging. (Fineman, 2020:3)

M. Fineman also offers advice on how to brag without causing irritation: 1. Use facts to present yourself and always speak the truth. Bragging, after all, is simply stating facts, 2. Be confident and assertive, 3. Don't show off just for your own benefit; think about those around you and try to ensure they can also find value in your bragging, 4. Carefully consider what you plan to say. It's not just about what you say, but how you say it, 5. Be concise and adaptable. Effective bragging involves knowing what not to say, 7. Make bragging a habit. (Fineman, 2020:80)

It is never late to brag and it is never early to brag. Sometimes it's okay to boast, and sometimes it is not. The main thing is to know who your audience is and what they want to hear from you. Bragging is very

effective for selling yourself and asking for something in return. (Fineman, 2020:24)

In contemporary times, the term "bragging" has been replaced by "self-promotion." Social psychology explains this phenomenon as follows: self-promotion is a relatively natural behavior because humans inherently seek recognition, whether consciously or subconsciously, to increase their chances of social acceptance. There are situations where self-promotion is unavoidable, it becomes necessary to achieve a goal, for example, when competing with 50 other applicants for a job opportunity.

[Self Promotion Overview & Examples | What is Self Promotion? - Video & Lesson Transcript | Study.com](#)

On the website of the Center for Creative Leadership, it is stated that effective self-promotion is essential for successful communication, sharing information, and establishing new collaborations. A true leader must strike a balance between promoting their achievements and fostering humility. [A Complete Guide to Self-Promotion at Work | CCL](#)

According to K. Witt, self-promotion is the demonstration of one's own skills, ideas, capabilities, and achievements at the right time, in the right way, with a right dose, and for the right purpose. [How to Promote Yourself without Being Full of Yourself \(christopherwitt.com\)](#)

In conclusion, self-promotion is now much more tolerated than before. If there is constructive criticism, there is also constructive self-promotion. It is crucial to understand how to avoid bragging excessively resulting in alienating from the audience. Self-promotion is a universal social strategy

that requires careful consideration, as reaching a balance between showcasing oneself and avoiding obnoxious self-aggrandizement is highly significant.

In the fourth subchapter, "**Bragging as a Speech Act**," we discuss the primary purpose of bragging, which is to influence the audience. This characteristic provides us with an objective basis for considering bragging as a form of speech act.

The action that occurs through the use of language, is known by the name of a speech act. It represents a form of social interaction where concrete intentions are conveyed through words. (Churchelauri, 2020:23).

Bragging is a form of speech act, as much as it is not just the initiation of simple words by an individual but rather an action executed through words, embodying specific intentions within it. It's an intentional verbal expression driven by concrete communicative goals. In our context, this goal is manipulation of the audience.

Speech act categories proposed by J. Austin can be applied to bragging as well. For example, bragging can be seen as an **expressive** speech act. Bragging is expressive insofar as it articulates an individual's beliefs, emotions, subjective judgments about themselves. For instance: "I'm so proud of myself - I just finished writing my first book, and it's going to be a bestseller!" "I must say, I outdid myself with that project presentation. I've always known I have a knack for delivering outstanding results."

Bragging can also be considered as a **representative/assertive** speech act. Its idea lies in the citation of factual and truthful information, rather than

the demonstration of internal beliefs. For example, when someone claims, "I won the spelling bee last year," they are making a factual assertion about their past accomplishment.

Bragging can also be considered as **commissives**. For example, when someone commits to a future action, such as saying, "Just watch, I'll be the best player on the team," they are making a promise or commitment about their future performance.

In the fifth subchapter, "Bragging from a psycholinguistic standpoint", we explore interesting topics of psycholinguistics and discuss their connection with bragging.

These topics include: Slip of tongue, Tip of the tongue, syntactic and figurative thinking, Automatic and controlled processing of information, working memory, Mental lexicon, Effect of Bathroom etc.

Since boasting itself represents a complex and multidimensional psychological unit, it is no surprise if we say that all above listed phenomena can be discussed in relation to bragging.

A speaker who is subconsciously focused on self-promotion may inadvertently express boastful sentiments (**slip of the tongue**) in their narrative. Similarly, a bragger actively engaged in conversation might have another self-praising word on **the tip of their tongue** but struggle to recall it. As for the "**bathroom effect**," a general trait observed in human behavior, it could indeed apply to the phenomenon of bragging.

It is known that a smart bragger always carefully selects their words. On the background of this carefulness, there may emerge such a psychological phenomenon as a **hesitation**.

By means of **mental lexicon, working memory**, and the logogens stored in their virtual storage, individuals can retrieve appropriate words with positive connotations precisely when they need them the most.

Syntax, as well as pragmatic considerations, are crucial in the process of communication to ensure adherence to grammatical rules and structural coherence for effective transmission and interpretation of intended meanings.

Chapter 3. "Bragging Types and Their Linguistic manifestation in Georgian and American Political Discourse"

In the first subchapter "**The Linguistic Expression of Boasting**", we enumerate the linguo-stylistic and rhetorical devices that are characteristic of the phenomenon of bragging in general. These include: first-person singular/plural pronouns, adjectives in the superlative degree, elliptical sentences, exaggeration, amplification, repetition, comparison, rhetorical questions, alliteration, contrast, personification, metonymy, oxymoron, epithets, zeugma, onomatopoeia, idioms, irony, etc.

The involvement of various linguo-stylistic devices in the process of boasting helps the speaker create the desired social identity, activate the listener's sensory-perceptual skills and experiences in their mind, make an impression on others by projecting a specific image, construct an impressive and memorable monologue, demonstrate cultural knowledge, and strengthen social connections between communicants.

The second subchapter, "**Bragging in Georgian Political Discourse**," consists of two paragraphs. The title of the first paragraph, "**Direct Bragging in Georgian Political Narrative**," indicates that we focus on the direct forms of boasting expressed by Georgian politicians, highlight its variations, and discuss specific examples of each variation.

In Georgian political reality, the following variations of direct bragging have been identified: 1. Boasting about a teammate and their abilities; 2.

Collective bragging about political experience and achievements of the team; 3. Boasting against the backdrop of depreciating your competitor; 4. Boasting in the future tense based on promises; 5. Boasting about relationships with famous people; 6. Bragging through self-complimenting; 7. Bragging about political courage; 8. Bragging about one's homeland. Let's discuss some of these types:

For example, Prime Minister I. Kobakhidze **boasts against the backdrop of depreciating his competitor**: „პრემიერ მინისტრის გამოსვლა დღეს იყო ნამდვილი **მასტერ კლასი, ნოკ აუტი, ნოკ დაუნ** კრიმინალური ოპოზიციისთვის. **თქვენ** ჩაიბარეთ ქვეყანა, როდესაც სიღარიბის მაჩვენებელი იყო **34%** და მხოლოდ **30%-მდე** შეამცირეთ ეს მაჩვენებელი, მაშინ, როდესაც **ჩვენ** შვიდი წლის განმავლობაში **34%-იდან 18%-მდე** მოვახერხეთ სიღარიბის მაჩვენებლის შემცირება. ეს იყო ბრჭყალებში **თქვენი ეფექტური** პოლიტიკის შედეგი და ეს არის ბრჭყალებში **ჩვენი არაეფექტური** პოლიტიკის შედეგი. სოციალურ თემატიკას რაც შეეხება, აქაც **აბსოლუტურად** არაფერი გაქვთ სათქმელი. **თქვენს** დროს ბიუჯეტი არ იყო იმის ნახევარიც კი სოციალურ სფეროში რაც არის დღეს“ (The Prime Minister's public speech today was a true **masterclass, a knockout, a knockdown** blow to the criminal opposition. While **you** were at the helm of the country, the poverty rate stood at **34%**, and you managed to decrease it to only **30%**. However, during **our** seven years in power, we have reduced poverty from **34% to 18%**. This achievement is a testament to your “**effective**” policies and this is the result of our “**ineffective**” policies. When it comes to

addressing social issues, you have **absolutely** nothing to say. During **your** tenure, the budget failed to address the pressing needs of our society today. Translated by K.Tophuria) (28) გორგი გახარიას წლიური ანგარიში საქართველოს პარლამენტში #LIVE - YouTube

The first statement of the political narrative is **evaluative**, with the previous speaker - the Prime Minister's speech being complimented with **neologisms** of "master class," "knockout," and "knock down," used in an **ironic reference** to the opposition party.

The given example is essentially built on the **antithesis**. The effect of direct confrontation between the previous and current leadership is highlighted by the contrasting use of **pronouns**: "we" for the speaker's side and "you" for the opposition. Additionally, the **antithetical contrast** between "effective-ineffective" is utilized.

To make his speech impressive, Kobakhidze employs **statistical language** and substantiates his statements with numerical evidence. The **adverb** "absolutely" functions as a qualifier, implying a manipulative effect in the process of self-promotion.

The leader of the "Free Georgia" party, K. Kukava, boasts about his political courage: „მე მოვედი პოლიტიკაში 10 წლის წინ ჩემი პრინციპებით და გახსოვთ, რომ მე შემემლო მაღალი თანამდებობები დამეკავებინა სხვადასხვა მთავრობის დროს და ამაზე უარი განვაცხადე და ვამჯობინებდი ყოველთვის როცა რუსთაველზე გამოდიოდა თბილისი, ვმდგარიყავი მათ გვერდით და არ ამცილებია არცერთი დუბინკა, ჭავლი და მხუთავი აირი.

ძალიან ცოტა ასეთი პოლიტიკოსი, რომელიც არასდროს ამას არ გამოკლებია“. (I entered politics 10 years ago with my principles, and **do you recall** how I was offered high positions during different leadership periods? Yet, I consistently **turned down** their offers and chose to stand on Rustaveli Street alongside fellow citizens. I always stood by them and never yielded, even in the face of **threats, coercion, and intimidation**. There are very few politicians like me. There are very few politicians like me who have never compromised on this. Translated by K.Tophuria)
<https://www.youtube.com/watch?v=kqQZXHYgurQ>

Kukava's rhetoric is characterized by the repeated use of **first-person singular pronouns** "I" and "my." He attempts to establish an emotional connection with the audience by addressing them familiarly with "**do you recall.**"

He lists his commendable actions using the stylistic device of **enumeration**, which forms the basis for his self-assessment with the words: "There are very few politicians like me..."

It is noteworthy that the word "Rustaveli" refers to Rustaveli Avenue, not the poet himself. This metonymically represents a place of change, struggle, protest, and transformation. For this to be properly understood, there must be a shared background knowledge between the speaker and the audience.

Georgia's fourth president, G. Margvelashvili, prefers a form of **collective bragging**: „შარშან 1 ოქტომბერს, ჩვენ იმ გეგმით, რომლითაც გაგვავერთიანა ბიძინა ივანიშვილმა, **შევძელით** პოლიტიკიდან,

სახელმწიფოს მმართველობიდან გაგვეშვა რეჟიმი, რომელსაც ჰქონდა უზარმაზარი გავლენა თითოეულ ოჯახზე, ფაქტობრივად, თითოეულ ოჯახში ჰყავდა პრობაციონერი. ჩვენ შევძელით უპრეცედენტო, ჩვენ ეს ხალხი ხელისუფლებიდან გავუშვიტ მშვიდად, ყოველგვარი დაძაბულობის გარეშე. დღესაც, ახლა ჩვენ ვაშენებთ ახალ ქვეყანას, ჩვენ ვქმნით სახელმწიფოს, რომლის ძირითადი კონტურებიც, ამ ურთულესი ერთი წლის კოჰაბიტაციის პროცესში შევძელით. ჩვენ შევძელით, რომ მოგველო სოფლისთვის, ჩვენ შევძელით უპრეცედენტო ჯანდაცვის პროგრამის განხორციელება და ახლა ყველა მოქალაქე არის დაზღვეული. ჩვენ შევძელით დაგვემსხვრია პოლიციური რეჟიმი, ჩვენ შევძელით, რომ განათლების სისტემაში შეგვეტანა თვისობრივი ცვლილებები და აი, ამ ფონზე ჩვენ გვაქვს ახალი მიზანი თავისუფალი, თანამედროვე, ევროპული ქვეყნის აშენების. ამ მიზნისთვის ჩვენ უბრალოდ არ გვჭირდება, რომ მოვუგოთ ჩვენს ოპონენტებს. არჩვენები ქართულ ოცნებას მოგებული აქვს. რეალურად ჩვენ ვიცით, რომ მოგებული გვაქვს არჩევნები, მაგრამ ჩვენ გვჭირდება თანამონაწილეობა თითოეული მოქალაქისა ახალი ქვეყნის შექმნაში“. (On October 1st last year, united by the plan of Bidzina Ivanishvili, we managed to remove from politics and government a regime that had enormous influence over every household, with practically a probation officer in each home. We achieved an unprecedented victory, we ousted this regime from power peacefully, without any tension. Today, we are building a new country; we are

creating a state whose main contours **we have managed** to shape during this very challenging year of cohabitation. **We have managed** to take care of the countryside, we have implemented an **unprecedented** healthcare program, and now every citizen is insured. We have broken the police state, **we** have made qualitative changes in the education system. Against this backdrop, **we** have a new goal—to build a free, modern, European country. For this goal, we do not simply need to defeat our opponents. The Georgian Dream has won the elections. **We** know we have won the elections, but we need the participation of every citizen in creating a new country. Translated by K. Tophuria) საპრეზიდენტო დებატები 2013 - ბაქრაძე, ხარატიშვილი, თარგამაძე, მარგველაშვილი - YouTube

Politician begins by mentioning the name of a well-known political figure, immediately establishing trust with the audience. Using the stylistic technique of **enumeration**, he "voices" his team's achievements. To enhance the expressiveness of his message, he employs **repetition**, making the narrative **hyperbolic**. The **pronoun "we"** in the first-person plural is used seven times. **Adjectives in the superlative form** such as "very challenging," "enormous," and the repeatedly mentioned "**unprecedented**" lend a tone of uniqueness and special significance to the message. He boasts about past accomplishments or ongoing actions in the present. Consequently, his boasting is conveyed through verbs in the past and present tenses, such as "we managed," "we are building," etc. The **temporal deixis** "last year," along with the specific **date**, adds credibility and specificity to the statement.

In this example, Giorgi Margvelashvili **boasts about his homeland**: „**მე ვხედავ** ქვეყანას, რომელსაც მსოფლიო იცნობს არა პოლიტიკური კრიზისებით თუ ჰუმანიტარული პრობლემებით, არამედ, მისი **განსაცვიფრებელი** სილამაზით, ცხოვრების სილადით და რაც მთავარია **მშრომელი, შემოქმედი, კეთილშობილი, სტუმართმოყვარე** ხალხით. **მე ვხედავ** ენერგიას, რომელმაც **რუსთაველს** ვეფხისტყაოსანი დააწერინა, რომელმაც **ქვეთიმე თაყაიშვილს** თავგანწირვის ფასად წინაპართა საუნჯის დაცვის ძალა მისცა, ენერგიას, რომელმაც **ფიროსმანს** შავი ლომი დაახატინა და ექიმ **იოსებ ჟორდანიას** პატარა გოგონას გადასარჩენად სიცოცხლე დაათმობინა. **მე ვხედავ** იმ აღტაცების განმეორებას, რომელიც მოჰგვარა მსოფლიოს **მცხეთის ჯვრის** სიდიადემ, ქართული ანბანის უნიკალურობამ, **ვაჟას** პოეზიის სიღრმემ, **ჩაკრულოსა** და **კრიმანჭულის** საოცარმა ჰარმონიამ, ქართული მეცნიერების აზრის მასშტაბურობამ და აღფრთოვანების ღირსმა სპორტულმა სასწაულებმა“. (**I see** a country known to the world not for its political crises or humanitarian problems, but for its **astounding** beauty, vibrant way of life, and most importantly, its **hardworking, creative, noble, and hospitable** people. **I see** the energy that inspired **Rustaveli** to write 'The Knight in the Panther's Skin,' that gave **Ekvtime Takaishvili** the strength to protect the treasures of our ancestors at the cost of self-sacrifice, the energy that led **Pirosmani** to paint the 'Black Lion' and made **Dr. Joseph Jordania** give his life to save a little girl. **I see** the revival of the admiration brought to the world by the grandeur of **Mtskheta's Jvari Monastery**, the

uniqueness of the Georgian alphabet, the depth of **Vazha's** poetry, the incredible harmony of **Chakrulo and Krimanchuli**, the expansive thinking of Georgian science, and the awe-inspiring sports miracles. Translated by K.Tophuria) (27) პრეზიდენტ გიორგი მარგველაშვილის
ონაუგურაცია - YouTube

By repeatedly using the phrase "I see," Giorgi Margvelashvili creates **imagery** of a great Georgia with magnificent people. The use of **adjectives with positive connotations** like "astonishing," "hardworking," "creative," "noble," and "hospitable" enriches the boasting. The author employs **allusive references** by mentioning the prominent figures of Georgian prose, poetry, painting, and art.

In the second paragraph of the second subchapter, "**Humblebragging in Georgian Political Narrative**," we identify the following types: 1. Bragging amidst complaints; 2. Bragging through self-references while citing facts; 3. Boasting through self-references while citing general characteristics; 4. Boasting by citing others' opinions on the party's success; 5. Boasting by citing others' opinions on the country's success; 6. Boasting by citing others' opinions on one's own success; 7. Boasting amidst self-deprecation; 8. Boasting through self-references while complimenting the party; 9. Victim bragging, 10. Bragging by speaking about oneself in the third person.

For example, the leader of a labor party, Shalva Natelashvili **brags amidst complaints**: „მე არ მეკითხებით ამ თემებზე არაფერს თორემ, კონსტიტუციის ავტორი ვარ, მოქალაქეობის კანონის ავტორი ვარ,

ემიგრაციის კანონის **ავტორი ვარ**, იმიგრაციის კანონის **ავტორი ვარ**, იარაღის ტარების აკრძალვის კანონის **ავტორი ვარ**, საპარლამენტო კანონმდებლობის **ავტორი ვარ**, პარტიების, ფრაქციების, კომისიების“. (**Its pity you do not ask me anything on this topic, I am the author** of the law on citizenship, **I am the author** of the migration law, **I am the author** of the law on migration, **I am the author** of the ban on gambling law, **I am the author** of the parliamentary law, **I am the author** of the laws of parties, fractions, and commissions. Translated by K. Tophuria) <https://www.youtube.com/watch?v=T2uyUU1CSww>

Natelashvili expresses dissatisfaction towards media outlets, but despite this subtle complaining, he proceeds to brag. He **repeats** the phrase "I am the author" six times at the end of each statement, creating an **epiphoric** effect. As a result, we see a typical example of **exaggerated** political bravado.

Georgia's second president, Eduard Shevardnadze, allows himself **boasting by citing others' opinions on his own success**: „ბიუჯეტის საკითხებში მე ბევრი ვერ შემედავება. მთელი ჩემი ცხოვრებაა, კომუნისტების დროსაც **14 წელიწადი** ცენტრალური კომიტეტის მდივანი ვიყავი და **რა თქმა უნდა** ბიუჯეტს ვფლობდი და ვადგენდი და ვმართავდი ამ პროცესს. მე რომ ჩამოვედი საქართველოში, **მაშინ ბიუჯეტზე ვინ ლაპარაკობდა?** არავითარი ბიუჯეტი არ იყო. ისევე როგორც ხალხის დასაქმება არ იყო. ხშირად ვამბობ ქართველმა კაცმა თოხი გადააგდო და თოფი დაიჭირა ხელში და **ერთმანეთს დაესდევდით, ხომ?** და მერე ამ **10 წლის** განმავლობაში ქვეყანა ავად

თუ კარგად დალაგდა, იდეალური მდგომარეობა კი არ იყო, უარესი იყო ვიდრე დღეს, მაგრამ ქვეყანა ხომ აშენდა. როგორც აი **ბუმბა** თქვა, დემოკრატიული სახელმწიფო აშენდა“. (In budget matters, few can challenge **me**. Throughout **my** life, even during the communist era, I spent **14 years** as the secretary of the Central Committee, and **of course, I** was responsible for managing and setting the budget. When **I** returned to Georgia, **who was talking about the budget?** There was no budget to speak of, just like there was no employment for the people. **I** often say, Georgians threw away their hoes and picked up guns, **chasing each other around, right?** But over these **10 years**, the country, despite not being in an ideal state—worse than today—was still built. **As Bush said, a democratic state was established.** Translated by K.Tophuria) (8) შევარდნაძე სააკაშვილისა და ვარდების რევოლუციაზე - YouTube

E. Shvardnadze, by citing specific figures, highlights the success of his political career. He employs rhetorical questions twice, aimed not at soliciting answers from the audience, but rather at highlighting his own achievements in his political career. The allegorical statement "Georgians threw away their hoes and picked up guns" resonates with various audiences and serves as a metaphorical commentary. Similarly, like other politicians, he actively uses the pronouns "me" and "we" to assert authority. The adverb "said" serves as a general disclaimer, reassuring the audience of the honesty of his statements

G. Gachechiladze, a member of the "Georgian Green Party," belongs to the group of boastful individuals who attempt to portray themselves as

victims. **Victimhood bragging** rhetoric is achieved by **enumerating** facts and using **adjectives in the superlative degree**, such as "oldest" and the term "unique": „მე სიამაყით მინდა განვაცხადო, რომ **ერთადერთი** პარტია ვარ, რომელიც სათავეს იღებს ეროვნული მოძრაობიდან და ერთ-ერთი **უძველესი** პარტია არის საქართველოში, რომელიც არის დამფუძნებელი ევროპის მწვანეთა პარტიის და მიუხედავად იმისა, რომ **სისტემატიურ დევნას, შევიწროებას** განიცდიდა ყოველი პერიოდის განმავლობაში, მაინც მოახერხა და შექმნა ეკოლოგიური პოლიტიკის საფუძვლები საქართველოში. (I proudly declare that **we** are the **unique** party that originated from the national movement and is **the oldest** party in Georgia. **Despite systematic persecution and harassment** in every period, we still managed to establish the foundations of ecological policy in Georgia. Translated by K.Tophuria) (7) [#დებატები დედაქალაქის მერობის ყველა კანდიდატს შორის #არჩევნები2021 #LIVE - YouTube](#)

The third subchapter of the third chapter, "**Bragging in American Political Discourse**," consists of two paragraphs and we will analyze them by analogy with Georgian political bragging. In the first paragraph, "**Direct Bragging in English-speaking Political Narratives**," we identify the following types of direct bragging: 1. Bragging in the future tense based on promises; 2. Collective bragging about political experience and achievements of the team; 3. Boasting against the backdrop of depreciating your competitor; 4. Bragging through self-complimenting; 5. Bragging about one's homeland; 6. Boasting about a teammate and their abilities.

The Republican candidate, M. Romney, **brags in the future tense based on promises**: „If I become President, *I'll* get America working again. *I* will get us on track to a balanced budget. The President hasn't. *I* will. *I'll* make sure **we can** reform Medicare and Social Security to preserve them for coming generations“. <https://www.c-span.org/video/?308543-1/2012-presidential-candidates-debate>

The presidential candidate M. Romney boasts about actions yet to be accomplished in the future. Using promises expressed in **conditional sentences with the construction "If...will"**, the **first-person singular pronoun "I"**, the **first-person plural pronoun "we"**, the technique of **repetition**, and the **modal verb "can"**, he tries to persuade the audience not with empty promises but with specific future plans and strategies. He aims to show that the Republican Party can implement transformative reforms and meet public expectations. Moreover, boasting about the future that hasn't yet come creates an image of an exceptionally confident politician. It gives the impression that not only the audience but also the future is under his influence and control, as he preemptively envisions the future scenario.

Former President Barack Obama speaks confidently through self-complimenting: “Four years ago, **I told** the American people and **I told** you *I* would cut taxes for middle-class families, **and I did**. I told you I'd cut taxes for small businesses, **and I have**. **I said** that I'd end the war in Iraq, and **I did**. **I said** that we would put in place health care reform to make sure that insurance companies can't **jerk you around**, and if you don't have

health insurance, that you'd have a chance to get affordable insurance -- **and I have. We've** created **5 million jobs** -- gone from **800,000** jobs a month being lost -- and **we** are making progress. **We** saved an auto industry that was on **the brink of collapse**". <https://www.c-span.org/video/?308543-1/2012-presidential-candidates-debate>

Former President Obama utilizes self-complimenting language through **enumerating** real facts from his successful political career. Actively employs **repetition** technique to emphasize on his successfully carried out political actions. **Parallel constructions** such as "I told the American people," followed by specific promises like "I would cut taxes for middle-class families," "I'd cut taxes for small businesses," "I'd end the war in Iraq," he creates effect of coherence and cohesion in the listener's mind. **The casual language** "I told you...and I did" establishes a causal relationship between the speaker's promises and the subsequent actions carried out. The **specific use of numbers** adds further credibility to the politician's statements. Here, we see how **idiomatic expressions** like "jerk around" and **metaphorical phrases** like "be on the brink of smth" are incorporated into the discourse.

Republican Party member J. French Kemp, brags about a teammate and their abilities: „**Bob Dole**, as I said earlier, **is a man of courage, a man of principles**, a man who crawled out of a fox hole on Riva Ridge in 1945 to save a wounded brethren. The **bible says no greater love hath a man than he gave his life**. Well, Bob Dole did, just about, he'd been through the valley of the shadow and he as Commander-in-Chief can take this country

with the courage of **Churchill**. **The principles of Lincoln** and the indefatigable optimism and spirit that this nation expects from its Commander-in-Chief and the next President of the United States, Bob Dole“. <https://www.c-span.org/video/?281621-2/2008-presidential-candidates-debate>

J. Kemp praises his fellow Republican Bob Dole, portraying him **metaphorically** as "a man of courage" and "a man of principles." Narration of Dole's heroism in 1945 on Riva Ridge, can be rhetorically evoked as **an anecdote** and embodies the **biblical allusion**: "**no greater love hath a man than he gave his life.**" Apart from this, we come across **precedential names** like - Lincoln, Churchill.

Second paragraph of the third supchapter "**Humblebragging in English Political Narratives**" represents the following classification: 1. Bragging amidst complaints; 2. Boasting by citing others' opinions on the party's success; 3. Boasting by citing others' opinions on one's own success; 4. Bragging through self-references while asking rhetorical question.

Vice President Al Gore **brags by citing others' opinions on the party's success**: "Well, the economy is growing very **strongly** right now. It is **higher than** in either of the last two Republican administrations. **Bob Dole said** in February of this year this is **the strongest economy in 30 years**. The **conservative business journal**, "Barron's," says this is **the strongest economy in 30 years**. We've got good solid growth". <https://www.c-span.org/video/?74250-1/vice-presidential-candidates-debate>

Al Gore doesn't explicitly claim that his party has built the strongest economy. Instead, he subtly boasts about their achievements and supports them by referencing endorsements from prominent politicians. Techniques such as **adverbs** like "strongly," **enumerative structures**, the **comparative form of adjectives** like "higher than," and the **superlative form like** "strongest," as well as the use of **first-person plural pronouns** "we" and **repetition**, all serve to construct Al Gore's monologue in a persuasive manner.

The presidential Independent candidate H. Ross Perot brags through self-references while asking rhetorical question: „Together **we** can get anything done. The president mentioned that you need the right person in a crisis. Well, **folks**, we got one. Pretty simply, **who's the best-qualified person up here on the stage to create jobs?** Make your decision and vote on November the 3rd. **I suggest** you might consider somebody who's created jobs. Who's the **best person to manage money?** **I suggest** you pick a person who's successfully managed money. **Who's the best person to get results and not talk? Look** at the record and make your decision. And, finally, **who would you give your pension fund and your savings account to manage?** And, last one, **who would you ask to be the trustee of your estate and take care of your children if something happened to you?**“ <https://www.c-span.org/video/?33253-1/presidential-candidates-debate>

Perot directly addresses the audience with five **rhetorical questions**: "Who's the best-qualified person up here on the stage to create jobs?",

"Who's the best person to manage money?", "Who's the best person to get results and not talk?", "Who would you give your pension fund and your savings account to manage?", "Who would you ask to take care of your children if something happened to you?". He uses phrases like "Folks," "look," employs the technique of **repetition** with the **first-person plural pronoun** "we," **modal verbs** like "can".

Conclusions:

Here are the insights gathered from the conducted research and the compiled empirical data in both Georgian and English:

□ Discourse is a multifaceted and progressive phenomenon, representing a very attractive field for various academic circles. It is a culture within a culture, playing a significant role in shaping societal reality, perception, and transformation. Operating within socio-cultural, historical, and ideological contexts, discourse can be divided into several types: medical, political, juridical, media, business, educational, religious, and more.

□ Rhetoric draws its roots from the ancient world and serves as a precursor to political discourse. Their ideological quest embodies the notion that both serve common goals, namely: manipulation of collective knowledge in society, acquisition of audience goodwill, and demonstration of high intellectual and moral potentials.

□ The political discourse is characterized by multifaceted linguo-semiotic benefits. Its ecosystem entails the following components: information, phatic-communicativity, emotional-expressiveness, sloganeering, polemics, framing, aggression, ludicity, declamatory style, triumphalistic propaganda, dualities, etc.

□ Psycholinguistics is an interdisciplinary science that draws from ancient Egyptian civilization to explore the psychological and neurological

factors that contribute to human language comprehension and usage. By studying psycholinguistics, we gain valuable insights into boasting as a psycholinguistic phenomenon, unveiling its intricate nature.

□ Modern political reality and the frequent use of bragging allow us to assert that contemporary society is highly receptive to this phenomenon. Moreover, the term "bragging" is often replaced with more neutral synonyms that carry the same meaning, such as "self-promotion" and "self-presentation."

□ The provoking causes of bragging can be attributed to several factors: narcissism and egocentrism, the hormone dopamine released when speaking enthusiastically about oneself, spiritual emptiness, an inferiority complex, and so on.

□ Bragging is a form of speech act, as the monologue of a braggart is not just a sequence of words but an action performed with a specific intent embedded within it. Bragging can be viewed through the prism of the concept of illocutionary force and can be presented as an expressive, representative/assertive, or commissive act.

□ Braggarts' monologues are characterized by common linguistic-stylistic and rhetorical devices. These include: first-person singular pronouns, the collective "we," adjectives in the superlative degree, elliptical sentences, hyperbole, amplification, repetition, comparison, rhetorical questions, juxtaposition, imagery, irony, alliteration,

personification, metonymy, oxymoron, zeugma, onomatopoeia, epithet, litotes, and idioms.

□ The total number of examples of direct political bragging in the Georgian language within our studied empirical material amounts to forty-one (41). Among these, the most prevalent is the type of collective bragging (16 examples), while the least common is bragging about relationships with famous people (1 example). The linguistic expression of direct bragging in Georgian political discourse is quite diverse.

□ The number of examples of indirect political bragging in the Georgian language amounts to fourteen (14). Among Georgian politicians, the most common type is bragging by citing others' opinions about their success (4 examples), while the least common types are bragging in the context of complaining (1 example), victim bragging (1 example), and bragging by talking about oneself in the third person (1 example). Compared to direct bragging, the linguistic expression of subtypes of indirect political bragging in Georgian is less diverse.

□ The number of examples of direct political bragging in English within our studied and analyzed empirical material amounts to forty-eight (48). The most common type is bragging in the context of self-complimenting (19 examples), while the least common type is bragging in the context of future promises (1 example). Similar to the Georgian

examples, the linguistic expression of direct bragging in American political discourse is also quite diverse.

□ The number of examples of indirect political bragging in English amounts to nine (9). The most common type is bragging by citing others' opinions about one's success (4 examples), while the least popular type is bragging by citing others' opinions about the party's success (1 example). Compared to direct bragging, the linguistic expression of types of indirect political bragging in English is also less diverse.

□ The main similarity between Georgian and English political bragging is that the primary message in the speeches of politicians in both languages is the demonstration of pride, superiority, and power. The stylistic and rhetorical devices found in the Georgian language also appear in the English language. These include: listing, repetition, exaggeration, deixis, pleonasm, antithesis, neologisms, irony, idioms, metaphors, statistical language, political terminology, allusion, precedent names, imagery, metonymy, personal, possessive pronouns, comparative/superlative adjectives, antonymous pairs, embedded forms, intensifying adverbs, and so on.

□ In the process of bragging, the cultural background and values of the communicators play a pivotal role. The difference between Georgian and English political bragging is culturally determined. This difference is mainly expressed at the linguistic level through allusions.

The main findings and results of the dissertation are presented in the following publications:

1. "Bragging as a Psycholinguistic Phenomenon and its Manifestation in Political Discourse," International Scientific Periodical Publication "Intercultural Communications," Tbilisi, 2020 (pp. 88-95) ISSN 1512-4363

2. "Political Discourse - Listener-Oriented Manipulative Art," International Scientific Periodical Publication "Intercultural Communications," Tbilisi, 2023 (pp. 63-66) ISSN 1512-4363

3. Bragging in Political Discourse and its Manifestation on Linguistic Level,' An International Journal in English "The Criterion", Vol. 14, India, Feb. 2023, Indexed in google scholar, (pp 265-273), Impact Factor 786, ISSN: 0976-8165

4. 'Linguistic peculiarities of Humblebragging and Outright Bragging in pre-election debates,' RS Global Journals, International Journal of Innovative Technologies in Social Science, Poland, March 2023, indexed in Eric+ https://doi.org/10.31435/rsglobal_ijitss/30032023/7974

Participation in scientific conferences:

1. International Symposium 'Intercontinental Dialogue on Phraseology: Creativity, interdiscursivity, multimodality: Lexis, Phraseology and beyond,' Poland, April 14, 2023. Thesis for presentation: 'Humblebragging VS Outright Bragging in political Speeches.'

2. International Symposium 'Lexis and Phrasemes in Discourse Studies,' Poland, June 2, 2022. Thesis for presentation: 'Linguistic manipulation and Bragging in Political Discourse.'