POWER OF LANGUAGE AND LANGUAGE OF POWER

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Research purpose. Power of language and language of power in today 's society.

Most scientist agree that the "language and power" relationships are interrelated, elements make mutual impact, one shaping the other. Individuals, institutions, even countries are using language to construct, boost power and to maintain it. There are five language–power relationships, i.e., language reveals power, reflects power, maintains existing dominance, unites, and divides a nation, and creates influence. The first two relationships are coming from the language power and the last three from the power of language.

Language is the most powerful tool of leadership to effectively mobilise others. Through language we can inform, influence, persuade, coerce, deceive, negotiate, manipulate, gossip, hurt, or comfort others. Research suggests that even someone 's personality can change depending on the language one speaks, our personalities really can shift depending on the language we speak. Language can shape individuals and their groups, move large communities, and start, shape, or end historical events. „It does not just describe reality. It creates the reality it describes" (D.Tutu). Speech of M.L.King, B.Obama and others have moved entire nations and have built new fundament for historical events – they used a simple tool – language, a natural human system of symbols that have understood meanings. And silence, too, which adds lots of force to speech when it is used strategically to speak louder than words.

Keywords: language of power, leadership, power of language

Research Methodology. Analysis of documents.

Findings. Language is powerful tool for an individual development, for management and for social control.

Practical implications. N/A