

[Manipulative Strategies in Political Discourse: A Linguistic and Rhetorical Approach \(MASPOD\)](#)

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Project timeframe: January 2025. – December 2026.

Project goal:

The aim of the project is to gain new insights into Croatian and international political discourse, in English, German and Italian speaking countries. Excessive manipulation by politicians greatly affects public opinion and democratic processes, so specific linguistic, rhetorical and communication strategies that politicians use for manipulation with the aim of misleading or directing the audience's perception will be investigated and identified. The corpus will be different socio-political contexts, e.g. presidential and local elections, war and migrant crises, increasing numbers of foreign workers, etc. The ultimate goal is to sensitize the public about their exposure to them through the knowledge gained about manipulative techniques in the political arena, which can help strengthen critical thinking in society.

Members of the project team:

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