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## THE GENERAL CONCEPT OF POLITICAL LINGUISTICS

**Introduction.** Political linguistics as a branch of linguistics studies the issues of political communication and their relationship with the socio-political processes. The need to ensure proper understanding of information provided by politicians in their speeches, specification of the aspects emphasized in political speeches, creation of certain attitudes in the society and many different problems led to identification of political linguistics as a separate research area, which stands out from the General scientific discipline of linguistics. This allocation occurred as the result of peculiarities of the ways of communication.

**Relevance of the research** is stipulated by the need of studying the phenomena of political linguistics that have influenced the globalization process, which touches all aspects of life, the socio-political sphere in particular.

**The objective of the given paper** is to determine the main stages of the development of political linguistics and analyzes the genres, concepts and the scope of the political linguistics study.

*Stages of development of political linguistics.* Historically there are several stages in the formation of political linguistics as a separate scientific field. The first stage is the beginning of the 20<sup>th</sup> century. At that time there developed the stylistic and rhetorical thrust of political texts, the critical analysis of political texts was recommended and completed, with the aim of achieving maximum success in the political sphere. The second phase is about 20-50<sup>th</sup> [1:55]. Political linguistics stands out as a separate research area, which has been facilitated by the overall political situation in the world: two world wars, destruction and the creation of empires, redrawing of borders of States. Therefore, there is the necessity to study political communication. The third stage includes 60-80<sup>th</sup> – the years of the cold war – and it is determined by the presence in the conceptual apparatus of linguistics – “nuclear language”. Political speeches have significant metaphorical statements. The fourth and the last stage – the end of the 20<sup>th</sup> – the beginning of the 21<sup>st</sup> century, characterized by the end of the cold war, “globalization” in the world, “restructuring” the ratio of the post-Soviet countries.

*Genres of political communication.* Modern linguistics abundances in signs highlighting some genre. T. V. Shmeleva distinguishes in the structure of signs: the communicative purpose, the model of an author, the concept of an addressee, contents, events, communication factors, past and future, the linguistic form. These signs are regarded as the basis of this classification, which determines genres within the political discourse:

1. Ritual genres (the inaugural speech, anniversary speech, traditional broadcast);
2. Orientational genres (a party program, the Constitution, the President’s message on the situation in the country, a report, decree, agreement);
3. Agonal genres (a slogan, advertising speech, election debate, parliamentary debate) [3].

*Basic concepts of political communication.* The purpose of political linguistics is the study of general issues of political communication. Political linguistics analyzes the differences of communication in the political sphere of communication and other areas, focuses on the problem of the political speeches’ genre (a slogan, leaflet, programme, newspaper article, speech at the meeting, parliamentary debate, etc.) and features of functioning of political texts. This science highlights the problems of distyle of individual politicians, political parties and trends, examines strategy, tactics and techniques of political communication, with regard of composition, vocabulary and phraseology of political texts, using a variety of imaginative means. The fields of linguistic interpretation in political communication are synonymy, arguments, syntax, statements, vocabulary, narrative functions, rhetorics, semiotics, grammar. Despite the variety of different styles, behaviours, statements of politicians, political parties, political commentators, scientists in the framework of the scientific field of political

linguistics distinguish the general approaches and peculiarities of information presentation from the standpoint of achieving the required result [2:39].

R. Jakobson, a Russian-American linguist, elaborated six basic functions of communication, that, undoubtedly, can be applied in the field of political communication: referential, conative, metalingual, emotive, phatic and aesthetic. This overall classification has been adopted by most modern linguists. Since the primary goal of political communication is the conquest of political power, from this point the language is perceived as the means to gain power and control people. Therefore, all above mentioned functions are subordinated to the realization of the main task in political communication. The paper considers the regularities of the implementation of these functions in political communication.

1. The referential function is aimed at the transmission of information, which should lead to a change in the political consciousness of the addressee. In political texts we constantly find information about these or other events in the political life of the society, economics, science, culture and other realms. This information can be presented in the form of reports, summaries, thoughts, comparisons with different genres. All this information is usually interpreted in terms of politics.

2. Conative (apelative, vocation, cognitive, regulative, instrumental) is a function of influence on the addressee, since political communication often has the task to mobilize citizens / voters to perform certain actions. The main way to implement an incentive function – it is a direct incitement to political activity.

3. Emotive function is focused on the expression of emotions of the author, it excites the emotions of the recipient.

4. Metalingual function is aimed at explaining the meaning of words or statements. For example, in political texts there are often found fragments in which the author explains the essence of the special terms and concepts to the reader, since not all readers understand the significance of their meaning.

5. Phatic function is associated with establishing and maintaining a contact between the interlocutors. This feature is actively manifested in everyday communication [4:201].

*The scope of the study of political linguistics.* The study of linguistic, textual or discursive phenomena.

In this field experts are studying units related to one or another linguistic level (vocabulary, phraseology, morphology, syntax), or text units, genre features of political texts, their composition, means of communication between the parts, a text-based means of emphasis meanings, and this area of research includes the study of the so-called “verbal behavior”.

This field of research is devoted to the study of the so-called “verbal portraits” of leading politicians. Experts also try to characterize the role of distyle in the formation of charismatic perception of the policy’s application to speech features of the specific political leaders. In a separate group it should be allocated to research on the relationship of political orientation and speech means of expression. In particular, the paper reveals that political extremists (both right and left) are more likely to use metaphorical images. It is easy to notice the increased aggressiveness in the speeches

of a number of contemporary politicians who follow nationalistic views. The comparison of metaphors in communicative practices of politicians from different countries is interesting as well. It is shown in the works of Dzh. Chareris-Chorny, who studies the rhetoric of British and American politicians, how metaphors are used regularly in the speeches of the political leaders of USA and UK to update the desired emotive association and creation of political myths of monsters and mesiah, villains and heroes. Such researches allow to identify the benefits of specific politicians in the choice of a particular conceptual region to describe a political reality. For example, “the iron lady”. M. Thatcher is prone to military metaphors, John Bush Jr. actively uses criminal images, and Silvio Berlusconi prefers football metaphors [5].

**Conclusion:** 1. Political linguistics as a separate academic discipline has undergone four stages of formation and development, which is stipulated by the political situation in the world, so it is inextricably linked to global trends in the political sphere of certain countries and the world as well.

2. Political linguistics is largely associated with science and the goal of its research is the description of political communication between various actors of the political sphere.

3. Political linguistics is a multifaceted and multi-discipline, thus, its study should be based on its review from different viewpoints, the relationship between different genres.

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