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STRUCTURAL AND SEMANTIC FEATURES OF THE CANDIDATE FOR PRESIDENT OF UKRAINE V. O. ZELENSKY'S PROGRAM (ON THE MATERIAL OF ELECTIONS OF THE PRESIDENT OF UKRAINE IN 2019)

Introduction. The rapid development of linguistic manipulation science is due to such factors as global processes of democratization of social relations, the leveling of basic social opportunities, the development and maximum expansion of the range of services, considerable leveling of the social hierarchy and the emergence of a phenomenon of adversity in all sections of society.

Even Ancient Greek scholars argued that the word has a great power, to manipulate people, their actions and thoughts. After the First World War there came an urgent need to study political discourse and its linguistic and extra-linguistic peculiarities, since at that time political communication reached its apogee [1: 248–249].

Review of recent publications. The features of political speech at various levels have been researched by M. Babak, F. Batsevich, A. Bashuk, Ya. Bondarenko, V. Demetska, O. Zernetska, K. Kantura, N. Kondratenko, N. Petliuchenko, H. Pocheptsov and others. Content analysis of the texts of different styles and genres has been conducted by B. Berelson, A. Zdravomyslov, H. Lasswell, V. Yadov and others.

Objectives of the paper. The purpose of the research is to determine the structural and semantic features of the candidate for President V. O. Zelensky's program (on the basis of the elections of the President of Ukraine in 2019). The purpose of the analysis involves solving the following tasks: to give the definition of a term 'political program'; to analyze the election slogans; to characterize the features

of the linguistic content of V. O. Zelensky's election program.

Results of the research. According to the linguists, the election campaign is one of the most important elements of the election procedure and is a complex communicative process that takes place between the addresser (speaker) and the addressee in temporal, spatial and other dimensions [3: 45]. A specific role during the election campaign belongs to propaganda materials, which include the political program.

According to the definition by M. M. Vehesh, the political program is “a plan which one or another party, a coalition, a social group, a class, a nation and a world community are ready to support» [2: 144]. It should cover not only the basic principles of the vision of problems in the country, the purpose and objectives of the politician or the party, but also the methods and terms of their fulfillment and achievement.

One of the features of a political program is an advertising slogan. Its aim is to briefly and aphoristically present the main idea of the program.

Volodymyr Oleksandrovykh Zelenskyi has used the following slogan: **LET'S CHANGE UKRAINE TOGETHER!** This slogan is based on the call principle. The motto is an exclamation sentence with obvious declaration of values and intentions. In the context of communicative purposes, this is a slogan-message, which clearly corresponds to political ideology, is associated with program strategies of the politician. The slogan of such type can be easily kept in minds of people as related to state interests. Also, the slogan is written in capital letters in bold type.

O. Chorna emphasizes that communicative role is a “mental image that the addresser (speaker) attempts to create in the minds of the recipients in the process of communication, adhering to stereotypes of verbal/non-verbal behavior adopted in society, or randomly choosing/constructing models for implementing the latter via linguistic and communicative resources” [5: 34].

In the work by O. Chorna, 16 communicative roles of the political leader [Chorna, 2017] are identified, which can be implemented in the program of a certain politician. The most significant in the candidate for President V. O. Zelenskyi's program (2019) is the communicative role of the political leader as “Democrat”. The program begins with a narrative sentence: *I will tell you about Ukraine of my dream.*

All provisions are given in thematic units.

To verbalize the above mentioned communicative role the following techniques have been used:

- To become “the part of the nation” and gain empathy with voters, the politician repeatedly uses the name of the country - *Ukraine*, the generic names as *the state*, *the country* in order to express admiration for it and its *citizens*, *people*, *inhabitants*, *residents*, *population*, *nation*, *Ukrainians* and *society*.

- The analyzed program explicitly intends to get closer to the nation, since the candidate does not separate himself from it, he often uses pronouns *we* (16 times), *everyone* (10), *our* (5), *each one* (4), and the lexical item to denote community - *united*. In this way, a profound influence on voters has been made which persuaded voters in their unity with the politician.

- Such lexical units as *openness* and *transparency* represent the vision of the path to political power.
- Lexical unit for denoting democratic values and processes, such as *power*, *referendum*, *president*, *elections*, *equality*, *guarantor*, *law*, *democratic system*, *rights*, *voting*, *democracy*, *opposition* also make a great influence.
- The politician appeals to important human emotions, feelings, sensations: *trust*, *happiness*, *justice*, *respect*, *wish*, *dignity*, *tolerance*;
 - to universal values as *life*, *value*, *good*, *will*, *love*, *freedom*, *conscience*.
- An important syntactic feature is the use of seven sentences of symmetric structure of the type “When X is not Y”, where X is something positive, Y is something negative: *where the Carpathian forests are under immunity, but not the MP’s*; *Where the pensioner gets a decent pension, but not a heart attack because of the sum for communal services*; *Where doctors and teachers get real wages, and corruptionists get their jail time*.

Attention is also drawn to such word-play as: *Less State in the life of people, more people in the life of the State*.

We come across a direct quote of God’s commandment: “*Thou shalt not steal!*” – *which is the central in the fight against corruption*.

It should be noted that the layer of conversation vocabulary draws attention and distinguishes Volodymyr Zelenskyi’s program from others: *elderly woman*, *communal service*, *buttonpushing* and *nepotism*. This may be explained by the candidate’s age group and his desire to get closer to his electorate, which is mostly the youth.

Conclusion. Consequently, the politician sets himself the goal to create an image of an altruistic fair leader who manages people upon their consent and according to their interests. Volodymyr Zelenskyi has a communicative role of a “Democrat”. He attempts to develop positive attitude of voters to himself as to an honest manager who treats his country’s citizens with great respect and is concerned about their problems.

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CONSOLIDATION STRATEGY IN RITUAL GENRES OF POLITICAL DISCOURSE

Introduction. The strategy of consolidation is crucial in political rituals, since the purpose of ritual communication is to unite people into one community, that is, an actualized integrative function. Politicians deliberately or unconsciously choose the language tools that are most powerful and effective in terms of impact on the addressee.

Review of the recent publications. The following scholars have been engaged in the study of consolidation typology of the political discourse strategies: O.Y. Sheihal, H. P. Hrais, A. Maslova and others.

Objective of the paper. The paper aims at analyzing the linguistic peculiarities of strikes in ritual genres of political discourse.

Research results. According to O. J. Sheihal, the strategy of consolidation is subject to all ritual genres – not only inaugural speech, but also greetings, gratitude, compassion, etc. [5: 142].

The main means of implementing communicative and strategic consolidation is the use of pronoun forms *we*, *our*, *all*, etc., for example: "*We have made an effort together with this document*" (Inaugural speech, P. Poroshenko, 2014); "*From the standpoint of rigid pragmatism, we will also approach the issues of foreign policy of the state*" (Inaugural speech, L. Kuchma, 1999). These and suchlike means are characteristic of all ritual texts [4: 36].