THEORETICAL FOUNDATIONS OF POLITICAL DISCOURSE IN ELECTION CAMPAIGNS

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Abstract: This article studies the role of political discourse in the system of political activity and social institutions, its theoretical, methodological and linguistic features. The article analyzes the essence of the concepts of "discourse" and "political discourse", based on the scientific views of such scientists as V.N.Bazilev, A.N.Baranov, E.Koseriu, I.F.Ukhvanova-Shmigova. It also comprehensively covers the phatic nature of political speech, the role of language as a means of social power and influence, the three-level structure of political discourse (semantic, cognitive, pragmatic) proposed by Y.V.Gorbacheva and its main functions, as well as the regulatory (regulation) function according to Y.I.Sheygal.

Keywords: Political discourse, political speech, discourse analysis, phatic communication, cognitive level, pragmatic level, regulatory function, political communication, linguistic influence.

Abstract: This article examines the role and significance of political discourse within political activities and social institutions, highlighting its theoretical, methodological, and linguistic characteristics. The study analyzes the concepts of "discourse" and "political discourse" through the academic perspectives of scholars such as V.N.Bazylev , AN Baranov, E.Coseriu , and I.F.Ukhvanova-Shmygova . Furthermore, it details the phatic nature of political speech, the function of language as an instrument of social power and influence, the three-tiered structure of political discourse (semantic, cognitive, and pragmatic levels according to Ye.V. Gorbacheva

), and its essential functions, particularly focusing on the regulatory function defined by Ye.I. Sheygal .

Keywords: Political discourse, political speech, discourse analysis, phatic communication, cognitive level, pragmatic level, regulatory function, political communication, linguistic influence.

Political activity is always of particular importance in the dynamics of any society. The international status of a nation, its interaction with other states, and its position in the world community depend on its specific political influence or circumstances.

Among the primary social institutions, scientists distinguish a political institution. The communication that occurs within this institution between its representatives is considered as a communication established through political speech, which is viewed from the point of view of the institutional affiliation of communicators. An important component of political communication is the speech delivered during elections, which contains a clear strategy and tactics of the speech behavior of politicians [1].

Discourse is a text that is formed in the eyes of the speaker. Discourse consists of words or sentences, and the content of speech is often concentrated around the concept of “reference” called “theme of speech”. Ukhvanova-Shmigova writes in this regard as follows: “Discourse is any text (oral and written, modern and historical, real and artificially constructed), real and “complete” in terms of its completeness and accuracy, polyphony and multifunctionality. Its content plan, in

[1] https://studbooks.net/837147/literatura/teoreticheskie_osnovy_political_discourse

addition to direct communication, includes the entire complex of knowledge about the world, society, communicants, communicative codes and their interaction" [2].

Currently, there is a growing interest among linguists in the subtleties of political speech. As noted in previous chapters, political speech is a frequent phenomenon in public life and has a special social significance. However, there is no clear definition of the term "political discourse". Political speech is a multifaceted subject of study, as it arose at the intersection of many disciplines, such as political science, political philology, social psychology and linguistics. It is closely related to the study of the structure, goals and content of speech used in a specific political context.

V.N.Bazilev believes that political speech can be considered as a variant of phatic speech. It should be noted that phatic speech is a type of speech act that is aimed at establishing contact with the interlocutor and does not carry any semantic load.

Phatic speech establishes a close connection between the speaker and the listener, and in this sense, the specific goals of political speech, in addition to the transmission of factual information, serve the main purpose of facilitating communication. Then the transmission of information becomes a secondary function of speech. In order to ensure a comprehensive and well-thought-out understanding of the text, the author must rely on collective knowledge and ideas. When it comes to political texts, the use of a knowledge base is important, since politicians address their messages not to a specific segment, but to the entire population of the country. According to A.N. Baranov and Y.G. Kazakevich, political speech encompasses all

[2]Ukhvanova-Shmygova I.F. Methodology issledovany politicheskogo discursa. Aktualnye problemy soderjatelnogo analiza obshchestvenno-politicheskikh tekstov. Vypusk 3. / I.F. Ukhvanova-Shmygova , A.A. Markovich, V.N. Ukhvanov ; pod obshch. ed. I.F. Ukhvanovoy-Shmygovoy . - Mn.: Technoprint , 2002. - 360 p. - S. 10.

speech acts used in political discussions, as well as rules of state policy that are based on tradition and experimentally verified [3].

In fact, it is almost impossible to achieve complete neutrality in the use of language. E.Koseriu explains that speech itself is inherently "politically charged", since it serves as a symbol of solidarity with other members of society who use the same language. The choice of specific aspects of the situation being discussed, the order in which the participants are included in the text, and the expression of the speaker's position in relation to the information being transmitted – all this significantly affects how the speech message is perceived by the addressee. Even if the speaker seeks to express himself objectively, he is forced to make a choice about alternative ways of describing the same situation within the framework of language [4]. This emphasizes the function of language as a means of representation. Similarly, linguistic influence remains very influential in the field of political speech. It is worth noting that political communication has a great impact on the public consciousness.

Political communication and the political discourse it creates require in-depth study.

It should be noted that scholars have not come to a consensus on the definition of the concept of "political discourse". Consequently, there is no single approach to determining the functions of political speech. For example, Y.V.Gorbacheva identifies a three-level structure of political speech. These are:

1. Semantic level – language level.

[3]Baranov A.N. Parliamentary debates: traditions and innovations / A.N. Baranov, E.G. Kazakevich. - M.: Znanie, 2001. - 64 p. - S. 6.
[4]Balakar R.M. Language as an instrument of social government (theoretiko-empiricheskoe issledovanie zyzyka i ego ispolzovaniya v sotsialnom kontekste / R.M. Balakar . - M.: Nauka, 1998. - 136 p. - P. 35.

2. Cognitive level - the level of reason and unconsciousness (in other words, the hierarchy of meanings and values, value orientation, worldview, knowledge system, worldview, etc.).

3. Pragmatic level – activity level (motivational, goal setting).

Y.V.Gorbacheva identifies the following main functions of political discourse: 1) informational; 2) communicative; 3) goal-setting function; 4) socialization and identification function; 5) orientational; 6) diagnostic; 7) differential; 8) interpretative; 9) integrative; 10) function of creating new meanings; 11) normative; 12) control.[5]

According to Y.I. Sheigal, political speech, along with religious and advertising speech, is a part of discourses in which the regulatory function is dominant. Based on the purposeful orientation, the main function of political speech can be considered its use as an instrument of political power (struggle for power, acquisition of power, its preservation, implementation, stabilization or redistribution).

In conclusion, political discourse is an important institutional phenomenon that shapes public consciousness and regulates political relations in modern society and state administration. Political discourse serves not only to convey information, but also to establish communication with the audience (phatic function), to instill certain values and worldviews, and to direct public actions. Its complex structure at the semantic, cognitive, and pragmatic levels and its leading regulatory (exercise and maintenance of power) function make political discourse a priority scientific area that requires in-depth research at the intersection of many disciplines.

[5]Gorbacheva E.V. Political discourse kak mechanizm formation of gosudarstvenno-grajdanskikh otnosheniy.: abstract dis . ... candy. polit. Nauk . - M., 2005. - 165 p.

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