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The Formation and Specific Features of Political Linguistics

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ANNOTATION

The article aimed at the formation and specific features of study of political linguistics is gaining a significant place all over the world. In the field of political linguistics, the study of political language requires a comprehensive knowledge of the history of this scientific direction, its current state, its interaction and influence with other scientific directions.

KEYWORDS: formation, specific features, political linguistics, political context, discourse analysis, political communication.

Introduction. The rapid development of political technologies, growing mass media and growing political activity contribute to increasing public attention to the theory and practice of political communication. The work aimed at the study of political linguistics is gaining a significant place all over the world.

In the field of political linguistics, the birth of modern scientific work and the appeal of researchers to new aspects of the study of political language requires a comprehensive knowledge of the history of this scientific direction, its current state, its interaction and influence with other scientific directions.

Political linguistics is a relatively new and interesting field of research that studies the relationship between language and politics. It explores how language is used in a political context to influence public opinion, form political beliefs, and encourage people to take political action.

Main part. The formation of political linguistics is associated with the development of socio-political science, interest in the interaction of language and politics. At the beginning of the 20th century, researchers began to pay attention to the role of language in political communication and its influence on the formation of public opinion. Political linguistics as an independent science took shape in the second half of the XX century.

One of the most prominent scientists in the field of political linguistics is the American linguist George Lakoff. He made a significant contribution to the study of the language of politics. In his book "The language of politics", the scientist described in detail how political leaders use language to form certain concepts and control public consciousness. The founders of political linguistics are George Lakoff, Norman Fairclough, Roger Fowler, Theun A. Scientists such as Van Dyck are taken into account.

A.N.Baranova "Introduction to Applied Linguistics", M.V.Gavrilova "Critical discourse analysis in modern foreign Linguistics", A.A.Romanova "Political Linguistics. Functional approach" ("Political Linguistics. Functional approach"), the book by I.V.Wolfson "The Language of Politics. Language Policy" ("The language

of politics. Language policy"), A.P. In Textbook and teaching aids of Chudinov "Political linguistics" ("political linguistics"), E.I. In Sheigal's collective monographs "Methodology of Political Discourse research: actual problems of joint analysis of socio-political texts" ("methodology for the study of political discourse: actual problems of analysis of the content of socio-political texts"), V.N. Bazilev, V.Z. Demyankov, P.B. Parshina, N.M. Mukharyamov and L.M. Mukharyamova, T.G. The Origins of political linguistics in articles Skrebtsov and other researchers, to some extent, the question of its historical development and current state has been analyzed.

Monographs and textbooks on political communication have been widely used in world linguistics since the 70s of the last century. Including "Introduction to the analysis of political texts" by R. Bakhem ("introduction to the analysis of political texts", 1979), "Language in Politics. Introduction to the Pragmatics and Semantics of Political Language" ("Language in Politics. Introduction to the Pragmatics and Semantics of Political Language" (1975), "Political Language" by M. Edelman (1977), "The Language of Politics" by M. Gais (1987), "Political Communication: Rhetoric, it can be noted "Government and Citizens" ("Political dialogue: Rhetoric, government and Citizens") (1988), "Language and political understanding" ("language and political understanding") M. Shapiro (1981) and others. Among recent scientific works, the book by P. Chilton "Analysis of political discourse" ("analysis of political discourse", 2004) and N. Ferklau "Analysis of discourse" ("discourse analysis", 2003) stand out.

Despite the fact that political linguistics is a relatively young scientific field, it can be said that it appeared in Ancient Greece and Ancient Rome in the era of ancient rhetoric. However, the tradition of studying the oratory of politicians was interrupted for many centuries by the transformation of ancient democracies into feudal monarchies, and the study of political dialogue is most in demand in a democratic society. Therefore, relevant studies of the language of politics appeared only in the West and in the United States with the development of democracy.

As a separate field of research, political linguistics appeared in the 20-50s of the twentieth century, which, first of all, was associated with the First World War, which led not only to great human losses, but at the same time to drastic changes in the perception of humanity. There was a need to study political dialogue, and knowledge of the mechanisms of influence on public consciousness has acquired high scientific and humanitarian significance. Thus, the attention of linguists engaged in the language of politics in the post-war period was focused on the study of ways to form public opinion, as well as means to achieve effective political and military propaganda.

The first publications devoted to the problems of the language of politics were mainly practical and advisory in nature. They were supported by political speeches and their authors.

The political dialogue has attracted the attention of many researchers. There is a connection between language and politics. No political regime can exist without dialogue. In addition, the specificity of politics, unlike a number of other spheres of human activity, lies primarily in its discursive nature. Many political movements involve self-expression in speech and its use as a means of communication.

Political linguistics is a science that arose at the intersection of political Science and linguistics, with the aim of establishing the laws of change and interaction in the language of socio-political events.

There are two different approaches to political linguistics. The first is to define the content boundaries of political linguistics as corresponding to the discursive analysis of political discourse or politics. This approach considers political linguistics as one of the branches of applied linguistics. According to him, the subject of

political linguistics is political speech as a set of discursive practices that thus identify participants in political discourse or form a specific topic of political dialogue.

The second approach considers political linguistics as an independent, interdisciplinary and complex scientific direction. The latter point of view considers political linguistics as an autonomous, interdisciplinary and complex field of study. In accordance with this, political communication serves as an object of research in political linguistics. Political dialogue includes speech acts aimed at promoting specific ideas, forming an emotional reaction of citizens and involving them in political actions. In addition, it involves strengthening public opinion, making socio-political decisions and justifying a broad perspective within society. The French sociologist R.J. Schwarzenberg compares political activity with the circulatory system of the human body, emphasizing its vital role in the political system. The main goal of political linguistics is to study the various relationships between language, thinking, communication, subjects of political activity and the political state of society. This creates conditions for the development of acceptable strategies and tactics of political activity.

In this field, specialists study units related to a certain language level (vocabulary, phraseology, morphology, syntax), or text units – genre characteristics of political texts, their composition, means of communication between parts, textual means of emphasizing meanings, etc.

It is clear that political linguistics is a linguistic field that studies language and speech in a political context. He studies how language is used in politics to form public opinion, manipulate the masses, and create the image of political leaders. Political linguistics also studies linguistic tools used in political debates, speeches, and other forms of communication. This helps to understand how language influences political processes, as well as the formation of public opinion and political beliefs.

Currently, political linguistics is becoming relevant as an actively developing field of linguistics, which arose at the junction of political science and linguistics.

The peculiarities of political linguistics are that it studies language not only as a means of communication, but also as a means of power and control. Political lectures, rhetoric and manipulation with the help of language are the main objects of research in this field.

In political linguistics, various methods and approaches are used, such as the analysis of political debates, speech acts, political documents and speeches in the media. Researchers analyze the language techniques used by political leaders to convince and motivate listeners, create certain groups, and manage emotional reactions.

Political linguistics also studies linguistic constructs used to form political beliefs and ideologies. Researchers analyze how certain words, phrases and images relate to certain political values and ideas.

Conclusion. In addition, political linguistics studies the influence of language on political stability and conflicts.

Political linguistics also studies the relationship between language and power. It explores how to use language to establish and support political power, as well as how language norms and standards can be used to govern and suppress certain groups or minorities.

In general, political linguistics helps to better understand how language shapes and reflects political reality, how it is used for political purposes, how it affects society and political processes.

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