

ANALYSIS OF RESEARCHES OF POLITICAL DISCOURSE

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At the turn of the millennium as a result of the development and growth of the role of communication technologies, globalization communicative space in modern society research of problems communicative impact on public consciousness and the consciousness of the individual came to the fore. The areas where permanently implement planned or aimed communicative impact can be considered the media, advertising products and services and, of course, politics. The mechanism of influence on mass consciousness in politics can trace studying political discourse, which in recent decades has become one of the most popular objects of research not only in linguistics, but also in other sciences. Nowadays when becoming increasingly important mechanisms of political manipulation, it has played a more important role in the political life of the community, as it is one of the key elements of direct and manipulative process.

Relevant today is the study of political discourse ability to convince and motivate an audience to action and interpretation of political speech influence as having potentially means power or desire for it. The political discourse - a phenomenon that we encounter every day. The struggle for power is the main theme and motive of the sphere of communication. As this struggle is realized through language, and language is an intermediate between the outside world and man, the existence of linguistic research within political science is imminent. Most of the works devoted to the analysis of political discourse relating to the field of linguistic and pragmatic: they are given fairly detailed analysis of numerical arsenal of linguistic resources, accompanied by a variety of connotations that form the reader the appropriate ideological orientation.

Political discourse is a phenomenon that can be seen in at least three respects: philological, like any other text, and the researcher notes "background" - political and ideological concepts that dominate the world of the interpreter; Sociopsycholinguistics - hidden achievements in assessing whether the speaker distinct goals that are clearly political; individual hermeneutic - in identifying personal meanings of the author and / or interpreter discourse in certain circumstances. In addition, from culturally appropriate, political discourse appears important social identifier and repeater of social values. Therefore, it is clear that the study of political discourse is the intersection of different disciplines and related forms of analysis, objectives and content of the discourse that is used in certain political situations.

The relevance of the study of political discourse dictated by the specifics of the object of study, because there is a need for objective scientific substantiation of this phenomenon. But still there is no consistency in understanding political discourse by the various sciences. Interest in the study of this issue find representatives of different professions and different scientific disciplines. Basic theory of political discourse were laid by the Oxford and Cambridge Philosophical schools in 50s of XX century, which analyzed the linguistic context of public opinion. Among the classic work on this subject can be called work T.A. van Deik, R. Barthes, M. Foukko, J. Habermas and research local authors: M.V. Ilyin, E.I. Sheyhal, O.M. Baranova, G.G. Pocheptsov. Unfortunately, management science still has not resolved the issue systematization of experiences, identifying positive and negative influences on the state-government processes in Ukraine.

In this article, the authors set out to file a general overview of the concept of political discourse and its specific forms, and analyze the main achievements of leading scientists in the study of this phenomenon. Special attention is given to the subject of political discourse and analysis of political speeches, because this issue is an area for further research authors. The relevance of such research is predetermined orientation of modern linguistics to study the functional aspects of language units in general and ontological category of the subject properties, particularly in political speeches Ukrainian politicians.

Interest of analysis of political texts caused by factors such as internal problems linguistic theory. This analysis is required for purely practical purposes: to study political thought and society monitoring of various trends in the field of public awareness, communication attempts to free political manipulation of public consciousness. By political discourse include public speaking politicians statements of politicians, political observers and commentators in the media publications, materials specialized publications that deal with various aspects of policy. The political discourse – is a discourse of politicians. It is formed in the context of functioning political institutions (government meeting, session of Parliament, Congress, etc.) and is a political, if accompanied by a political act in the relevant institutional atmosphere. Taken into account, first

of all, that the main function of political discourse is a function effects with speech and linguists interested in what language and speech means used to impose political ideas.

At first sight it is the only means of communication and its relation to politics is the ability to agree interests of a group of people or otherwise express dissatisfaction with the actions of the other group. But from that and begin deploying events that can sometimes decide the fate of entire nations.

The pragmatic aspect available in all styles and in all genres and texts in political discourse it is different quantitative and qualitative nature. Number characterized by the intensity of the impact, qualitative aspect of the content features and pragmatic means of implementation in the communication process. The political discourse - a product of mental processes both individual and collective. Each mental model is unique. But gender, age, the role of groups and discourse are relevant only when communicant pay attention to them.

Significant prospects for further research is problematic category subject to political discourse. They can be focused on the features of self-speaker discourse in opposition or ideological systems of values. Of particular note is the study of linguistic discourse authoritarian personalities, as well as identifying the role of media in the interpretation of strategies and tactics addressee political speech. Thus, the political discourse as speech to properly social institution requires thorough research because its ingredients appear effective means of political influence.

In this article evolution of the concept of political discourse as an object of linguistic and political studies has been considered. A comparative analysis of the concepts of "political discourse" and "political speech" was given. Term "political linguistics" was introduced. Also an overview of research on the analysis of political discourse was provided. Special attention was given to the subject of political discourse and analysis of political discourse.

Keywords - political discourse, political linguistics, political speech, the subject of political speech, content analysis.