ABSTRACT OF THE FINAL QUALIFICATION WORK

Year: 2017

Subject of the final qualification work: "Lexico-semantic Peculiarities of American Political Discourse"

Abstract:

Relevance of the subject of the research: The paper provides an overview of research into specific features of studying political discourse to systematize the data about methods, ways and techniques of linguistic impact on public consciousness.

Aim of the work: to determine the specificity of pre-election discourse as a particular kind of political discourse of a particular genre system and the relevant strategies of speech behavior and their linguistic implementation.

Tasks:

1. to study the nature, purpose and methods of political linguistics;
2. to clarify the concept of "discourse" in general and "political discourse" in particular;
3. to identify the characteristics and functions of political discourse;
4. to investigate the linguistic and lexico-semantic peculiarities of American political discourse;
5. to determine strategy and tactics in campaign speeches of D. Trump

Hypothesis: the creation and study of the speech portrait of a political figure will provide a more accurate understanding of its objectives, to identify features of their linguistic implementation.

Scientific novelty is to study methods and ways of linguistic influence on voters through different strategies and tactics and the usage of lexico-semantic peculiarities of the language in practice.

Basic provisions submitted for protection:

1. The pre-election discourse as a particular type of political discourse presupposes the existence of different functions and language features that are discussed in this

study. Of particular importance are the strategy and tactics employed by political leaders in the election race.

2. Creating a certain image, politicians are guided by relevant concepts and highlight the most topical issues to attract to their side a larger number of voters.

3. Strategy and tactics of the American President D. Trump have a certain set of lexical units that allows you to explore his speech portrait. Another feature of the pre-election speeches of D. Trump is the presence of a large number of promises with different intentions.

Theoretical importance of the research is to develop a general understanding of the discourse as the object of interdisciplinary research, the definition of the model and genre characteristics of the pre-election discourse, the discursive description of the factors of lexical and morpho-syntactic phenomena. The results of the study allow to identify the main linguistic characteristics of pre-election discourse and to trace their sociolinguistic identity and pragmatic orientation.

Practical value of the research: is determined by the possibility of using its results in text linguistics, pragmalinguistics, theory of discourse, theory of intercultural communication. The study may be of interest to sociologists, culturologists, journalists and political analysis.

Results of the research: a comprehensive analysis of the speech portrait of D. Trump on the basis of his speeches in the election campaign of 2016, allowed us to highlight the distinguishing attributes of the American President. The analysis is based on the language model that includes two components – substantive and communicative. Description a meaningful component of the model allows to identify some basic concepts, that uses language personality in their speeches. The analysis showed that these concepts reflect the traditional American values of society. The communicative component of the model allowed us to describe strategies and tactics which are used by D. Trump in the struggle for power.

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