

Title: The contemporary American political discourse linguistic features of (based on the Hillary Clinton and Donald Trump presidential campaign material, 2016)

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Topical Importance:: The relevance of the master's work is due to the fact that the study of the contemporary American political discourse development based on Hillary Clinton and Donald Trump presidential campaign material (2016) forms the prerequisites for a deeper analysis of American political discourse as a linguistic phenomenon having a huge impact on the economic political and cultural development of the global world. The examples of the political discourse conceptualization and analyzing of the linguistic-communicative tactics of promoting political discourse in the presidential campaigns of Hillary Clinton and Donald Trump are the basis for further research within the discourse theory framework.

The research goal: To study the contemporary American political discourse linguistic features of (based on the Hillary Clinton and Donald Trump presidential campaign material, 2016)

Tasks:

- Study of the main characteristics of discourse as a linguistic phenomenon
- Analysis of the specifics of political discourse as a special kind of discourse and identifying the features of its conceptualization
- Identification of the main linguistic-communicative strategies and tactics as an integral element of the political discourse manifestation
- Identification of the speech portrait features and linguistic-communicative strategies and tactics of the 2016 Hillary Clinton presidential campaign
- Identification of the features of the speech portrait and linguistic-communicative strategies and tactics of the 2016 presidential campaign of Donald Trump

- Formulation and analysis of the basic concepts of the 2016 Donald Trump presidential campaign

Theoretical and practical value The theoretical significance of the work lies in the further development and solution of an urgent scientific problem - the deepening of the ideas existing in modern political linguistics about the development of modern American political discourse and the degree of its pragmatic impact on the target audience. The practical value of the scientific work lies in the fact that the main theoretical points presented in it, the analysis of factual material and conclusions can be used in the practice of teaching English at language departments, in particular, lecture courses in theory, as well as courses in theory and practice of political discourse .

The results of the study consist in systematizing scientific data exploring the characteristics of political discourse as a linguistic phenomenon and identifying the main trends in the development of American political discourse at the present stage of its development.

Recommendations According to the results of the master's study, we consider it necessary to continue the analysis of the linguistic features of modern American political discourse based on the material of the presidential campaign of Hillary Clinton and Donald Trump, relying on a more complex apparatus of linguistic research.