

## ABSTRACT

**Topic of the final qualifying work:** French linguopolitical personology: a discursive turn. Malapropism as a linguopolitical phenomenon

**Information about the requester organization:** IRGLIHT (Institute of Romano-Germanic languages of information and humanitarian technologies) of PSU

**The relevance of the research topic** is determined by the study of the manifestation of the language personality in the political sphere and the analysis of malapropisms that affect the formation of a speech portrait and political image, its subsequent perception not only by the media, but also by society. Analysis of political communication, research of malapropisms and identification of the reasons for their memorization is especially relevant for modern linguistic science.

**The purpose of the study** is to identify the specifics of malapropisms, analyze the reasons for their memorization in society, as well as the influence of malapropisms on the formation of the image of political figures.

**Objectives of the study:**

- to identify key characteristics of political communication and political image;
- to define the phenomenon of language errors as the basis for interpreting political statements;
- to define malapropisms, to conduct a comparative cultural analysis of malapropisms in different countries;
- to establish the reasons for memorization and replication of malapropisms in the media and society.

**The theoretical and practical significance of the research** is determined by the consideration of various works in the field of research of linguopolitical personology and its methodology. The practical significance of this work lies in the fact that the results of its research can be used in teaching French, when writing coursework and final qualifying papers. The application of the work (dictionary of French quasi-aphorisms) can be used in the research of French linguopolitical personology, as well as in the study of intercultural communication in the political sphere.

**Research results:**

Comparative analysis of malapropisms allowed to make the conclusion that replication and memorization of political malapropisms of any country, which is a key indication of the formation of delocutive image, is based on eristic interpretation and the absurdity of the statements, to be more precisely, on irrelevantly and the violation of the principles of communications – maxim of tact, informativeness, modesty, etc.