

THEORETICAL CONSIDERATIONS ON MODERN POLITICAL LINGUISTICS

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Abstract: *Understanding wisely, what is happening in politics in the modern world, the study of political linguistics helps to see the world political processes, the meaning of the speeches of political leaders and the ways in which they manipulate public consciousness. When modern political linguistics entered the field of science, initial theories and views began to appear. In this article, information about the first theories is covered and a detailed explanation is given.*

Keywords: *Political linguistics, political discourse, politics, political communication, political subjects.*

Introduction:

In recent decades, one of the most promising scientific directions is political linguistics, which emerged in the field of science at the intersection of linguistics with political science and includes the achievements of ethnology, social psychology, sociology and other humanities, is a type of science. The need for the emergence and development of a new scientific direction is determined by the increasing interest of society in the conditions and mechanisms of political communication.

Political linguistics is related to other fields of linguistics, i.e., sociolinguistics dealing with problems of interaction between language and society, functional stylistics and especially the study of journalistic style, classical and modern rhetoric, cognitive linguistics and text linguistics. closely related. Political linguistics is closely related to the sciences that study personal, social, and national consciousness, i.e., social psychology, cultural studies, sociology, political science, and ethnography[1; 34-70]

Main Part

The main task of political communication is the struggle for political power based on the use of communicative activity: political communication is intended to directly or indirectly affect the distribution of

power (elections, appointments, creating public opinion, etc.) and its use (legislation, decrees, is a process aimed at making decisions, etc.). Political communication reflects the existing political reality, changes with it and participates in its transformation [3, 120-154].

The main goal of political linguistics is to study various relations between language, thinking, communication, subjects of political activity and the political situation of society, which creates conditions for the development of optimal strategies and tactics of political activity. Political communication affects the distribution and use of power, as it serves as a means of influencing the minds of people who make political decisions (voters, deputies, officials, etc.). Political communication not only conveys information, but also has an emotional impact on the receiver, creates a political picture of the world that exists in the human mind.

The origins of modern political linguistics can be traced back to ancient rhetoric. The problems of political oratory were studied in Ancient Greece and Rome. The study of political communication is socially in demand, primarily in a democratic society, and therefore related studies appeared with the development of democracy in Western Europe. Let's consider the main stages of the history of the study of political communication [2;45-78]

1. At first (that is, before the emergence of political linguistics), publications devoted to the problems of political communication were mainly praise or discredit. In the first type of publications, authors tried to show their readers how to succeed in speaking or other speech activities. Prominent examples of such publications include the works of Dale Carnegie and Paul Sauper, who review many specific speeches and publications and offer highly effective recommendations. In the second type of publications, the main attention was focused on describing in detail the rhetorical skills of certain politicians and/or criticizing the communication practices of other political leaders.

2. Political linguistics emerged as an independent scientific direction in the second half of the 20th century. In addition to philologists who studied the social aspects of language activity, experts point to the early stage of the development of this science, and mention the English writer George Orwell and the German literary critic Viktor Klemperer.

At the next stage of the development of political linguistics, foreign specialists R. Vodak, D. Watts, T. A. van Dijk, J. Lakoff, K. Hacker, L. Gan, J. Guizing, N. Chomsky, etc. they were able to learn communicative practice in modern Western democracies. These studies have shown that the

manipulation of the mind by language is constantly used in democracy, but it is a more sophisticated manipulation [5, 240-245].

The history of the emergence and development of any scientific discipline is inextricably linked with the history of society, and political linguistics, which took place in a number of events of the 20th century, is no exception. The starting point for the formation of political linguistics was the First World War, which led to unprecedented human losses and a radical change in the worldview of mankind. In the new conditions, the need to study political communication and its connection with socio-political processes has become increasingly clear. After the experience of an unprecedented propaganda conflict between warring countries, knowledge about the mechanisms of manipulation of public opinion will have high scientific and humanitarian value.

It is noteworthy that after the war, the attention of researchers of political language was focused on studying the ways of forming public opinion, the effectiveness of political propaganda and military propaganda. The most important works of this period are associated with the work of Walter Lippmann, Paul Lazarsfeld, and Harold Lasswell [2; 45-87].

Conclusion:

In conclusion, it can be said that excellent scientific works and theories for the development of the field of political linguistics have been made in different countries. Publications dedicated to the comparative analysis of political relations in different countries have a special place. The ways of perceiving political reality and linguistic expression of each country have national characteristics, which are explained by the historical conditions of formation of national mentality and political culture. Comparing the political relations of different countries and eras makes it possible to distinguish more clearly the differences between "ours" and "alien", accidental and natural, "universal" and only specific to one or another national speech. All this contributes to a better understanding between peoples and intercultural tolerance.

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