

## LINGUISTICS

*V.A. Borisenko, M.V. Samofalova*

*(Southern federal university, Rostov-on-Don, Russia)*

### **Linguacultural aspect of a leader presentation in non-media political communication**

Any communication depends on the political and social context of its development. The article is devoted to the study of leaders' political communication in non-media space from the point of view of linguacultural aspect. Modern linguistics pays much attention to political discourse in its various manifestations. The study of political discourse from the point of view of non-media sphere expands the understanding of the specific character of political communication. The author examines different theoretical and linguistic trends: the principle of speech dominance, correlation of media and non-media character of political communication, linguistic characteristics. The article focuses on linguacultural discursive complex, which reflects a cultural phenomenon and is associated with a particular national culture. Non-media political communication confirms the cultural representation.

Key words: non-media communication, political discourse, communicative situation, linguacultural discursive complex, cultural phenomenon.

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