

PHILOSOPHY

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The category of quantity as a lexical marker of the image of Russian and English speaking politicians

This article is devoted to the consideration of the category of quantity as a marker of the manipulative speech strategy "Forming the ratio of the recipient of a text to a speech event by its estimation from the position of accuracy / inaccuracy" in the texts of political interviews. This manipulative strategy can be expressed in one of three plans - an accurate, inaccurate, neutral assessment of reality. Each of these plans has a clear set of lexical markers. The plan for an accurate assessment of reality is represented by the choice of speech signals of exact and approximate quantity, for example, numerals. The plan for inaccurate assessment of reality is represented by emotional-assessive quantitative markers. The plan for a neutral assessment of reality is characterized by a complete absence of actualization of the category of quantity. With the help of a quantitative analysis of the actualization of markers, it is possible to describe certain features of political figures, such as emotionality, non-emotionality, pedantry, to logical thinking, objectivism, etc. This article also describes some features of political interviews as a genre of political discourse.

Key words: manipulative strategy, category of quantity, political discourse, political interview.

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