

PHILOLOGY

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The structure of the linguistic persona phenomenon study of political speakers

It is analyzed the significance of linguistic and non-linguistic features as structural components of the linguistic persona of political speakers. The relevance of the chosen topic arises from the lack of a unified interpretation of the categorical apparatus and the structure of the linguistic persona, which is most often represented as the sum of purely verbal characteristics. The peculiarity of political speech, reflected in the permanent manipulative function, determines the relevance of our approach, which consists in the cumulative analysis of the multi-level linguistic and non-linguistic characteristics of the linguistic persona of political speakers. Such a solution to the question of the linguistic persona will make it possible to consider the whole complex of factors influencing the opinion of the listeners and not to overestimate the importance of linguistic means.

Key words: linguistic persona, anthropocentric linguistics, nonverbal communication, non-linguistic characteristics of political speech.

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