

PHILOLOGY

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Occasionalism as a manipulative speech unit in political discourse

It is considered the phenomenon of occasionalisms as diagnostic speech units and their manipulative capabilities in political discourse. Putinisms, medvedisms, bushisms, trumpisms and other occasional speech units have a great manipulating potential and are considered as an integral part of the formation of unique and memorable speech images of their authors. From the point of view of intrinsic pragmalinguistics, occasionalisms perform a number of illocutionary functions and can be viewed as speech signals of a number of intrinsic speech strategies. Quantitative analysis of occasional speech units in plans-variants of such strategies makes it possible to create fragments of speech portraits of political figures and diagnose their individual and professional personality traits.

Key words: occasionalisms, speech manipulation, manipulative speech strategies, illocutionary force, political discourse.

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