

## PHILOLOGY

***Karina V. Leshnevskaya***

*(Rostov State University of Economics, Rostov-on-Don, Russian Federation)*

### **Functioning of lingua-demagogic communicative and speech strategies in economic discourse**

Speech strategies of linguistic demagoguery are mainly the object of study in works dealing with the problems of political and literary discourse. This article examines the specifics of the expression of demagogic speech strategies and tactics in the Russian economic discourse. The nature of the studied discourse is defined as a hybrid one. It includes the characteristics of economic, media and political discourses. The allocation of linguistic demagogic speech strategies and tactics is substantiated. The typology of linguistic demagogic strategies functioning in the economic discourse is presented. The article contains a generalization of theoretical knowledge on the problem of communicative speech strategies and tactics. The analysis of communicative speech strategies and tactics identified in the texts of the economic publications is presented.

Key words: speech activity, communicative speech strategy, communicative speech tactic, communicative action, linguistic demagoguery, economic discourse, hybrid discourse.

***March 26, 2021***

---