

PHILOLOGY

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Phonetic means of language game representation in confrontational political media discourse

Modern political media discourse is characterized by a high level of speech aggression. At the same time, the language game is one of the most frequent sources of generating acute interpersonal conflicts. A language game is always associated with a violation of norms, is characterized by illocutionary duality, and therefore is a complex object of primary legalization. A specific feature of the implementation of a language game by means of the phonetic level is that, along with invective and metalanguage functions, it is also capable of implementing a neutralizing function. The latter is aimed at restoring the status quo between communicants within the framework of a heated political debate. The phonetic level of the language system is characterized by a high degree of conservatism. Hence, any deviation from the rules attracts the attention of the recipient and creates a vivid and memorable image. The article studies the most productive types of a language game based on violating the norms of phonetics.

Key words: language game, communicative strategy, discrediting strategy, phonetic level, tactics of accusation.

May 11, 2021
