

PHILOLOGY

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The communicative situation “Insult” in the political discourse (on the material of the German language)

The article introduces a pragmalinguistic analysis of the communicative situation of “Insult”. Insult is demonstrated as a conscious means of constructing a political discursive space, which is based on the pragmatic intention to offend the addressee in order to gain an advantage in communication. As an effective tool of speech influence and regulation of the communication process, insult is analyzed in such a segment of political discourse as political media discourse. The article proposes a model of the communicative situation of insult, which includes such components as the addressee, addresser, goal, communication channel, setting and context, perlocutionary and post-communicative effect. Of particular interest in the constructed model are the last two components. All components are considered separately and illustrated on the material of the German language.

Key words: political discourse, mediadiscourse, communicative situation, insult, modelling of social interaction.

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