

PHILOLOGY

Nikita N. Ravochkin

(Kuzbass state technical university named after T.F. Gorbachev; Kuzbass state agrarian university named after V.N. Poletskov, Kemerovo, Russian Federation)

Linguistic study of media-political discourse (based on the analysis of speeches by G.A. Zyuganov, B.N. Yeltsin and V.V. Zhirinovsky) (part 1)

The article examines the media political discourse of the most prominent subjects – B.N. Yeltsin, G.A. Zyuganov and V.V. Zhirinovsky. The specifics of the relationship between the author and the addressee in the political agenda are traced. The emphasis is placed on the personification of politics and the discursive personality of its actors. In the first part, the speech units of B.N. Yeltsin and G.A. Zyuganov are analyzed. The characteristics of the addressees are presented. The explication of the meanings embedded in the lexemes is performed. A connection has been established between the images of authors and addressees in the media space. The linguistic means used are presented, which make it possible to establish patterns of political success and failures. In conclusion, the interim results of the study are summarized and summarized.

Key words: discourse, politics, addressee, communication, speech.

January 30, 2025
