

# **POLITICAL LINGUISTICS AS A RAPIDLY DEVELOPING BRANCH OF MODERN LINGUISTICS**

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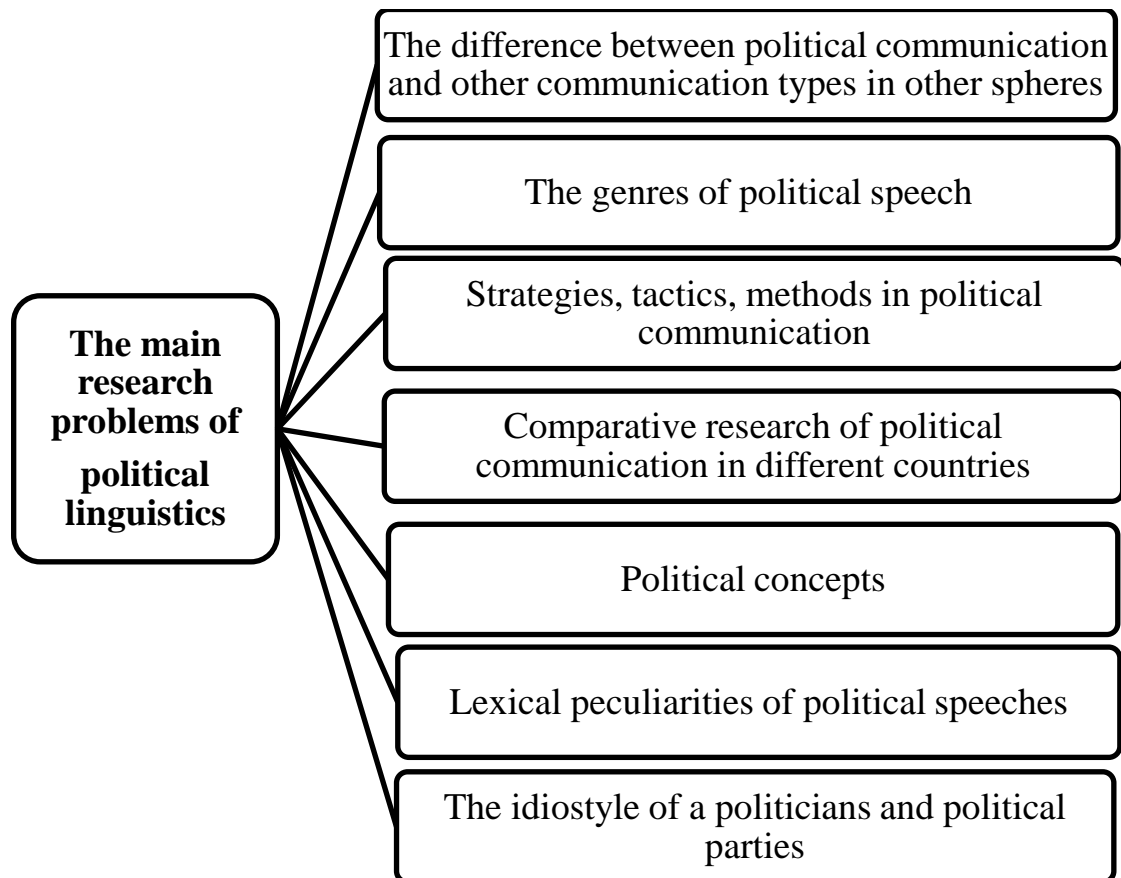
In recent years there has been a growing interest in researching political linguistics as an independent interdisciplinary science, its key notions and significance in the system of other linguistic branches. We are inclined to think that it may be accounted for by an intensive development of political technologies and the emergence of scientific papers dealing with the analysis of political discourse of famous politicians, its language representation through the prism of political speeches.

The interdisciplinarity of political linguistics was researched by Ukrainian scholar L. Synelnykova, while the researches of scholars: O. Aleksiiievets, V. Hromovenko, L. Nahorna dealt with theoretical basics of political linguistics.

Many attempts have been made with purpose of defining the term «political linguistics». For instance, in the coursebook «Political linguistics» by a Russian scholar S. Tykhonova the following definition of the term is given: « ... a relatively new direction of linguistics, which appeared at the intersection of linguistics and political science taking into account the achievements of a number of humanitarian sciences, such as pragmalinguistics, communicative and cognitive linguistics, ethnology, social psychology, sociology and others» [3, p. 12].

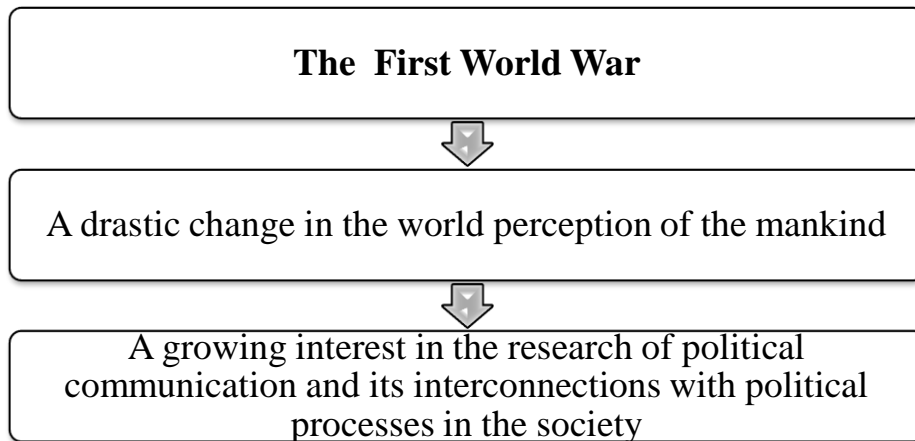
Political linguistics is a branch of linguistics, which studies the issues of political communication and their relationship with socio-political processes [5, p. 178]. D. Senchyshyna and H. Sytar also emphasize that political linguistics: « ... is a multifaceted and multi-discipline ... » [5, p. 181]. It may be elucidated by the use of methodology of other sciences in the process of political discourse analysis.

As the subject of political linguistics is political communication, its main objective is the study of political communication, which may be defined as: «an interactive process concerning the transmission of information among politicians, the news media, and the public» [4, p. 26]. The most striking result to emerge from picture 1 is that political linguistics also aims at studying language peculiarities of political speeches in order to model a communicative portrait of a politician. This portrait helps linguists to classify political leaders according to different criteria. Moreover, it is useful for singling out isomorphic and allomorphic features of communicative portraits of politicians from different countries.



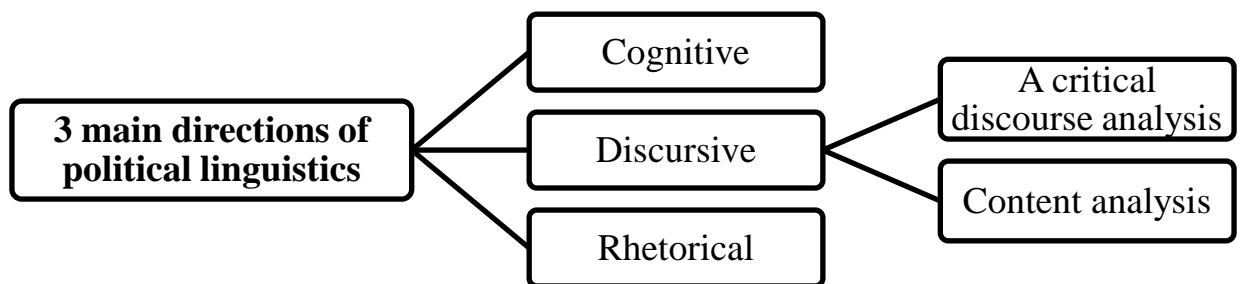
**Picture 1. The main research problems of political linguistics  
(according to S. Tykhonova [3, p. 13])**

Taking into account the evolution of political linguistics, we should emphasize that 20-50-ies of the 20<sup>th</sup> century were crucial in its formation. As it may be seen from picture 2, the First World War was a driving force for its further development. Having triggered a fundamental change in the world perception of the mankind, the war became the catalyst for the study of political communication and its interconnections with socio-political processes [1, p. 248; 2, p. 112].



**Picture 2. The influence of the First World War on the evolution of political linguistics**

As it may be seen from picture 3, there are 3 major directions of political linguistics, such as: cognitive, discursive, rhetorical. In general, a cognitive approach to the analysis of political discourse presupposes the study of concepts, conceptual metaphors and their role in the understanding of hidden ideas in political texts.



**Picture 3. Main directions of political linguistics**

Besides, a discursive direction accentuates the interdependence of the analyzed text with a social situation in the country, the author's political views, etc. The representatives of a rhetorical direction believe that the category of persuasion is an integral element in political texts [3, p. 34].

To sum up, we should emphasize that political linguistics belongs to the number of rapidly developing branches of modern linguistics. Providing a complex analysis of political texts the specialists in the sphere of political linguistics permit finding hidden messages, which are necessary for a clear understanding of a political text.

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