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LINGUISTIC INFLUENCE IN POLITICAL DISCOURSE

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Discourse is quite a complex communicative phenomenon which combines extralinguistic factors and elements of cognition. In addition, there is no single common definition of this concept or an integrated approach to this phenomenon, because different scholars offer their interpretation of the concept “discourse”. Nowadays, the notion of discourse is one of the main concepts of linguistics, which is studied in pragmalinguistics, cognitive linguistics, text linguistics, etc. The study of political discourse covers a wide range of subject matters. The first matter should be identifying political discourse from other types of discourse which seems to be a problematic issue. According to Van Dijk [7], Chilton and Shaffer [6] political discourse concentrates on the issues of power, control, domination, and conflict.

This study is concerned with an important feature of political discourse, i.e., influence strategies. This feature has become the most prominent characteristic of this type of discourse due to the nature of politics itself. Referring to the basic theme found in the traditional study of politics, Chilton and Schaffner define politics as “a struggle for power, between those who seek to assert and maintain their power and those who seek to resist it” [6, p. 5]. Consequently, politicians use language as a means of conveying political ideas that are, at most, far from the truth. This can be observed in Chilton's definition of political discourse as “the use of language to do the business of politics and includes persuasive rhetoric, the use of implied meanings, the use of euphemisms, the exclusion of references to undesirable reality, the use of language to arouse political emotions and the like” [6, p. 226].

In political discourse, a serious role is assigned to the methods of influence on the target audience, which force the politician to resort to the manner of material presentation and to form a linguistically specific text. The study of the problem of influence is certainly associated with the peculiarities of using language units and their special organization, therefore, it is necessary to consider the pragmatic nature of the political discourse in connection with its distinctive style properties.

The influence function of the political discourse is linked with the following strategies:

- argumentation that is aimed at the utilitarian motives of the addressee and represents the referential and meta-linguistic functions of the language;
- manipulation, which correlates with ethical motives and also engages the referential and linguistic functions of language,
- fascination, which is related to the aesthetic motives of the addressee and actualizes the aesthetic and emotional functions of the language,
- suggestion that appeals to the psychological motives of the addressee and realizes the emotional function of language.

The purpose of *argumentation* is not to derive a true conclusion from true arguments, but to convince the addressee of the validity of a certain position (thesis) through the arguments given [5, p. 6].

Fascination (from the Latin *fascinatio* “charm”) is understood as the influence of a natural signal or purposeful human behavior on another person, which causes aesthetic and emotional pleasure [4].

Suggestion (from the Latin *suggestio* “suggestion”) is interpreted as a kind of purposeful communicative influence on the behavior and consciousness of a person (or group of people), whereby a person (group of people) contrary to the available factual information (perceived, retrieved from memory) recognizes the existence of something that does not really exist, or does something contrary to one's intentions or habits [3]. That is, the essence of suggestive influence lies in the direct appeal to the unconscious part of the mind, bypassing the stage of intellectual comprehension.

Manipulation is defined as a deliberate influence on communicators or communicative communities for the purpose of systematic, purposeful management of consciousness, thinking skills, feelings, etc. [8, p. 99], designed to appeal not so much to the mind but rather emotions [2, p. 61] and is related to misleading. Political discourse, along with the media, is at the forefront of mass media manipulation. It is also necessary to distinguish between *manipulation* and *persuasion* as straightforward strategies of influence. Persuasion is a process of rationale based on the active participation of the subject. On the contrary, manipulation appeals to the psychic realm and is directly related to the manipulation of consciousness, since it represents the “invasion of the consciousness by a foreign idea without direct participation in this act of the “I” of the subject” [1, p. 24–25].

Political discourse influences the addressee taking into account socio-cultural, status and psychological realities through the use of linguistic signs, stylistic devices and non-verbal communication means (illustrations) in the projection on the interactivity of the subjects of communication (message – addressee). The pragmatic loading of political discourse is determined by the unity of their compositional and stylistic structure, whereby in the mind of the addressee there are images that form a single picture, which builds the overall image of a certain politician or a political party.

The method of influence is generally understood as the deliberate use of such language means that affect the behavior of voters, and therefore they acquire a pragmatic meaning. Linguistic means of different levels take an active part in achieving the necessary effect and form the speech structure of political discourse [10, p. 228].

The manipulative style will manifest itself in such traditionally existing linguistic tiers: morphology, lexicology, syntax and semasiology. The elements of the sub-language of manipulation can contain additional connotations, express brightness, expressiveness, or to interpret the situation ambiguously, to distort from the essence. Verbal manipulation is carried out mainly by affecting the emotional sphere of the object of manipulation. Thus, “the presence of stylistic parameters of linguistic units (from neutrality to expressiveness) testifies to the existence of a special code that realizes the emotional function of language. Emotional code, as a linguistic universal, is formed in each language by its own set of means, among which are expressiveness and emotiveness of all levels – from phonological to structural ones” [9].

Thus, we can conclude that political discourse is understood as speech formation (oral or written) relating to the sphere of politics realized verbally and extra-verbally, that are actualized in a certain situational context and are targeted at the implementation of specific pragmatic intention. Argumentative communication allows determining the position of a political figure, regulating the ways of influencing the audience and following the structure of building arguments in order to influence the conscience of listeners. Consequently, linguistic influence in political discourse can be accomplished through various linguistic levels and manipulative techniques, since language has a sufficient set of verbal and non-verbal means to effectively exercise psycholinguistic influence.

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THE STYLISTIC DEVICE OF ALLUSION FROM THE STANDPOINT OF INTERTEXTUALITY THEORY IN MEDIA DISCOURSE

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In linguistic circles the problem of defining allusion has always been acute since allusion is multidimensional phenomenon, which allows to approach its investigation from different angles. Most commonly, allusion is defined as frequently used language peculiarity, which makes reference to the historical or literary fact, but, in fact, allusion is a far wider notion than just a veiled reference to a particular event [1].

The term “allusion” can be traced back to the XVI century. At that time this notion was often mentioned in diverse linguistic works and was explained as a hint on the specific well-known situation, but didn’t enjoy popularity. Active investigations started from the XX century and along with those – disputes over the most accurate definition of the term “allusion”.

Enormous amount of definitions is dependent on the big amount of approaches to allusion investigation: literary, cognitive, cognitively discursive, linguo-stylistic,