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Madrid (Spain) 19th - 21st of November, 2012



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LINGUOCULTURAL AND PRAGMATIC FUNDAMENTALS OF TEACHING POLITICAL DISCOURSE AT HIGHER SCHOOLS

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Abstract

Nowadays the vital importance of the world political situation has made political discourse a subject for linguocultural interdisciplinary studies as well as a subject for special teaching. It implies effective use of the experience and the knowledge that have been gained and stored throughout years in such humanities as politology, philosophy, linguistics, sociology, psychology and hermeneutics. We consider linguistic analysis of political discourse of paramount importance since political thought and actions are inseparable from political speech. In fact, any political idea or action is born, prepared, realized and controlled with the help of language. The growth of interest towards political discourse has brought the birth of a new trend in linguistics – the trend of so-called “political linguistics”. We consider the research interests of linguists towards political discourse to be predetermined by two main factors:

1. On the one hand, the research of political discourse is motivated by the inner needs of linguistic theory which has always demonstrated great interest towards the functional studies of the language in various spheres of life;
2. On the other hand, the growing interest towards the interdisciplinary research of political discourse can be considered as a social order (request) which aims to study not only the peculiarities of political thought and actions, but those linguistic means politicians use in their speeches in order to affect and control public opinion.

As a result, we consider political discourse to be a subject for linguocultural studies as this paradigm of research, namely the broad understanding of culture, enables us to carry out integral analysis of those aspects of political discourse that form its interdisciplinary essence. The study of political discourse via linguocultural paradigm implies working out such research methods of political discourse that are oriented on the revelation of the existing logical links between linguistics and the above-mentioned humanities. We think that the main instrument of such analysis of political discourse is its anthropocentric-communicative interpretation that enables us to reveal and generalize the set of those sociocultural and linguopragmatic peculiarities of the textuality of political discourse that should underlie its teaching at higher schools. These peculiarities of political discourse are: its institutionality and illocutionary function, linguistic diglossia, informational specificity, polemic and theatrical nature, abundance of slogans, ambiguity and esoterism, axiology, metaphorization and manipulating with symbols, the addressee factor and its interactional peculiarities, specific contact with the audience and its dependence on mass media.

Keywords: political discourse, linguocultural studies, pragmatic fundamentals, interdisciplinary essence, textuality, interactional peculiarities, illocutionary function.

1 INTRODUCTION

At the present stage of the development of civilization the vital importance of the world political situation has made politics and political discourse a subject for intensive researches as well as a subject for special teaching. Such growth of scientific interest towards political discourse can be regarded as a social request, aimed to study not only the peculiarities of political thought and actions, but also those linguistic means that politicians employ to affect and control public opinion.

Critical review of special researches devoted to the study of political discourse has revealed that it can be analysed at least from the following four viewpoints:

- a. from the political point of view on the basis of which conclusions of politological nature are made;