

LINGUISTICS

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Functional-semantic category of alternativeness as the means of manipulation in the official speeches of American presidents

In the article constructions with the conjunctions *or, either... or*, expressing various aspects of alternativeness are investigated in the official speeches of the USA presidents. Constructions of alternative semantics are regularly used in the institutional discourse of American presidents to manipulate the mass consciousness, to disguise information, to instill certain ideas into the recipient's mind and convince him in their truth and righteousness so that the audience would accept the political course necessary for the head of the State. The meanings which the constructions with disjunctive conjunctions carry include the following semantic variants of alternativeness: mutual exclusiveness, motivation, alternation, distribution, approximation, enumeration, amendment which appear due to the definite modification of the invariant meaning of alternativeness by different contextual means. Each type of constructions with disjunctive conjunctions has its own influential potential.

Key words: presidential discourse, alternativeness, constructions of alternative semantics, manipulation.

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