

## PHILOLOGY

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### **Public-social priorities and ritualized schemes of modern political discourse functioning**

Main characteristics and available approaches in modern linguistics to the core of political discourse as well as its functional peculiarities are considered. Broadside and restricted approaches are used to interpret it. Special attention is paid to pragmatic potential of political messages which are considered in triplicity addresser – interpreter – addressee. Particular attention should be paid to the strategy of intertextuality in the analyzed form of discourse, which is explicated through: statesmen of the past and present; the names of US presidents and their statements; citing presidents of world leaders in science, literature and art; appealing to historical documents, the Constitution, the Bible; statements of ordinary citizens of the United States; quoting the own words pronounced by presidents under certain circumstances at certain periods of time in the past.

Key words: political discourse, intentions, institutional phenomenon, political communication, pragmatic potential.

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