

PHILOLOGY

Elena S. Gaylomazova

(Rostov institute of entrepreneur protection, Rostov-on-Don, Russian Federation)

Creolized text in political discourse and political advertising

The meaning and place of the text, as well as political symbols, and the semiotics of knowledge in political discourse are considered. The decisive role of language is emphasized, since every political action is accompanied by its use and is also influenced by it. The importance of political linguistics is noted, the connection of this field of research, first of all, with sociolinguistics and cognitive linguistics, in addition, with the linguistics of text and narrative analysis.

Key words: discourse, creolized text, advertising, political communication, partial creolization, complete creolization of the text.

January 11, 2024
