

PHLOLOGY

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Linguistic study of media-political discourse (based on the analysis of speeches by G.A. Zyuganov, B.N. Yeltsin and V.V. Zhirinovsky) (part 2)

The article examines the media political discourse of the most prominent actors of Russia at the end of the XX – beginning of the XXI century – B.N. Yeltsin, G.A. Zyuganov and V.V. Zhirinovsky. The specifics of the relationship between the author and the addressee in the political agenda are traced. The personification of the political and discursive personality of its subjects is taken into account. In the second part, the speech units of B.N. Yeltsin and V.V. Zhirinovsky are analyzed. The characteristics of the addressees are presented. The explication of the meanings embedded in the lexemes is performed. The linguistic tools used to establish patterns of political success and failures are presented. The article shows the specifics of the formation of the author's image in the media space through speech and non-verbal behavior.

Key words: discourse, politics, addressee, communication, speech.

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