COMPLEX ANALYSIS OF POLITICAL TEXT

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Abstract - The article deals with a fundamentally new theoretical task – a comprehensive and holistic analysis of the socio-political text as a source of information about the value orientations of society. Most of the existing methodologies in the various Humanities studies focus on the analysis of only one or several aspects of the text that are out of context, which narrows, limits and distorts the situation under analysis. The article proposes the concept of the integral structure of the socio-political text, focused on the methodology of its analysis, the areas of application of computer technology and areas in which the work of the analyst is necessary.

Keywords - Political Linguistics, Complex Analysis, Text.

I. INTRODUCTION

Political linguistics is at the intersection of linguistics, political science, sociology, cognitive research, psychology and other Sciences. Each research paradigm studies certain features of the political discourse, "choosing" from the political text the subject and object of study necessary for itself.
The researchers pointed out a lot of methodological paradigms: one of them treats the text as an information trail; cultural direction; we have structural approaches (great influence of semiology and semiotics); we can also see the influence of the literary-critical research paradigm, the cultural attitude is realised with the help of linguistic categories; semiotic-structural direction; performative (activity) research paradigm from the standpoint of how it "behaves in society"; the critical research paradigm [Samarkina, p. 54-56]. We also note the possibility of using the methods of discourse analysis, content analysis of functional linguistics, psycholinguistics, ethnomethodology, cognitive linguistics, etc.

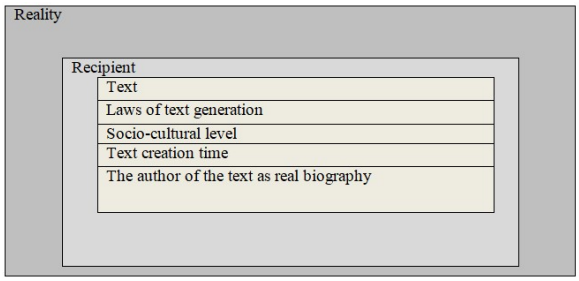
Methods

However, the task of a holistic, comprehensive analysis of the political text has not yet been set. It is the text that modern human being is faced as a participant of social and political life. The complexity of the analysis assumes that the results of the analysis of a particular text by different linguistic (and not only) methodologies are correlated with each other and give a General complementary understanding of the meaning of the text.

II. ANALYSIS AND RESULTS

To do this, it is necessary to build a universal model of socio-political text, and then determine the scope and capabilities of a methodological paradigm.

First of all, let us imagine the general situation of text generation (Fig.1).



(Fig.1).

The first level, basic, is the level of the author of the text as a real person. If we analyse political the text, in this case it is important to know the political biography of the author: participation in certain events, parties, social movements. However, the author as a specific person and the image of the author that is constructed in the text are in a complex relationship with each other: they are not equal, sometimes even opposite, because the image of the author in the text of non-fiction with an undoubted autobiographical basis is the image of the "desired self", the result of constructing the image. At this level, methods of psycholinguistics, imagelogy, social psychology, etc. can be used.
The second level is the text creation time. The epoch determines the system of thinking of a person and his system of values, and most importantly, the peculiarities of language. Each epoch has its own psychological language, cliches and signs denoting certain emotions, phenomena, concepts. Behind these formulas there are phenomena uniting people of a certain epoch, understandable to them without explanations (for the reader of another time the connection between the word and the meaning is lost, these words become meaningless, "empty"). At this level, psycholinguistics, social psychology (including historical social psychology), the history of language should be applied.
The third level is sociocultural. Each Creator of the text is a result of a certain system of values, even if he does not realise it. He belongs to a certain group: social, age, national, gender, etc. All this is revealed

through critical analysis of discourse, content analysis, discourse analysis, semiotic analysis, etc.

The fourth level is one of the laws of text generation. Each text has a common structure for all texts (introduction, development, conclusion; thesis, proof, sub-conclusion, etc.), deployed in accordance with the rules of a genre that defines all levels of the text, from the methods of information selection, it's representation to the title. At this level important are genre analysis, structural analysis, etc.

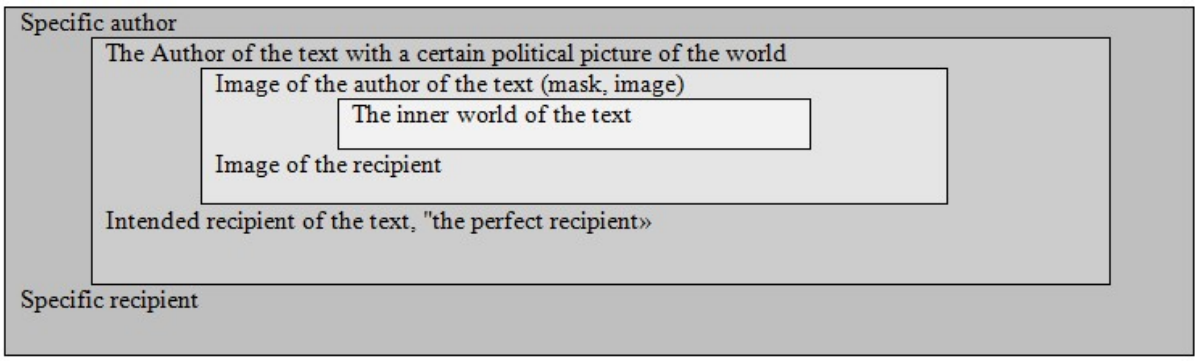
And only at the fifth, the highest level, is the text itself, which is based on the previous ones and cannot go beyond the set goals. That is why a specific text, created by an individual, carries data about society as a whole, which allows the political text to become a source of data for the sociologist, political scientist, psychologist in characterizing the state of society.

The relation to the reality in political text is very complex. First, it is necessary to take into account the ritualization of the text. So, there are situations in which the state is obliged to send a note of protest drawn up in accordance with diplomatic Protocol, but this document does not imply any further action, and, moreover, the drafters of the document know that the opposite party was right (for example, by expelling the detected spies). Secondly, any narrative is the transformation of the phenomena of reality into a story, involves the selection of facts, their assessment in terms of significance or insignificance, building them in a certain sequence, etc. The story about reality is inevitably built in accordance with the author's intention, which is based on the desire to influence the recipient. Therefore, the political text cannot be evaluated from the point of view of "truth/falsity": it cannot be unambiguously attributed to only one of these categories, again, between relative truth and relative falsity is the whole "field", expanse.

However, each text does not exist in a vacuum: it acquires meanings only because it is perceived by the recipient. The relationship between the text and the reader is built dialectically. On the one hand, the Creator of the text tries to influence the possible reader. Often this effect is called manipulation. However, any text is an influence on the recipient and always is a manipulation; otherwise it would not have been created. Therefore, we can talk about the "field" in which we move from non-aggressive to aggressive manipulation. The Creator of the text assumes that it's recipient will be an "ideal" reader or listener, able to understand and evaluate all the author's intentions and/or succumb to the desired effect, becoming a partner or a victim. The image of the recipient created in the text is also valid: the enemy, which the author seeks to persuade, to ridicule; the supporter, the image of a stupid one, etc. In case of sharp differences between the reader for whom the text is focused, and the image of reader in the text subtext, irony, etc., play a big role, it is impossible to find out it by computer text analysis, or any quantitative or structural methods.

The reader perceives the text in accordance with his own settings. This is especially evident thanks to research related to targeting advertisment on social networks and the emergence of such a phenomenon as an information bubble or a filter bubble: the user wants to read only what is consistent with his interests. The perception of the same text by recipients of opposite political views, can be diametrically opposite. How predictable is the recipient's response? What determines the "successful" or "failed" impact of the text? Whether it depends on the factors associated with the text itself (the degree of aggressiveness, the level of logic, emotionality, etc.), or on the reader (age, level of education, features of thinking, psychological type, etc.) – a holistic understanding in this case science has not yet. Remarkable speech, slender, reasoned would be not accepted by an aggressive audience, and on the contrary, the Ronald Reagan speech, for example, illogical, with ragged syntax, had an irrational impact on the audience due to the timbre of the voice. At this level, the data of semiotics, social psychology, sociology etc.

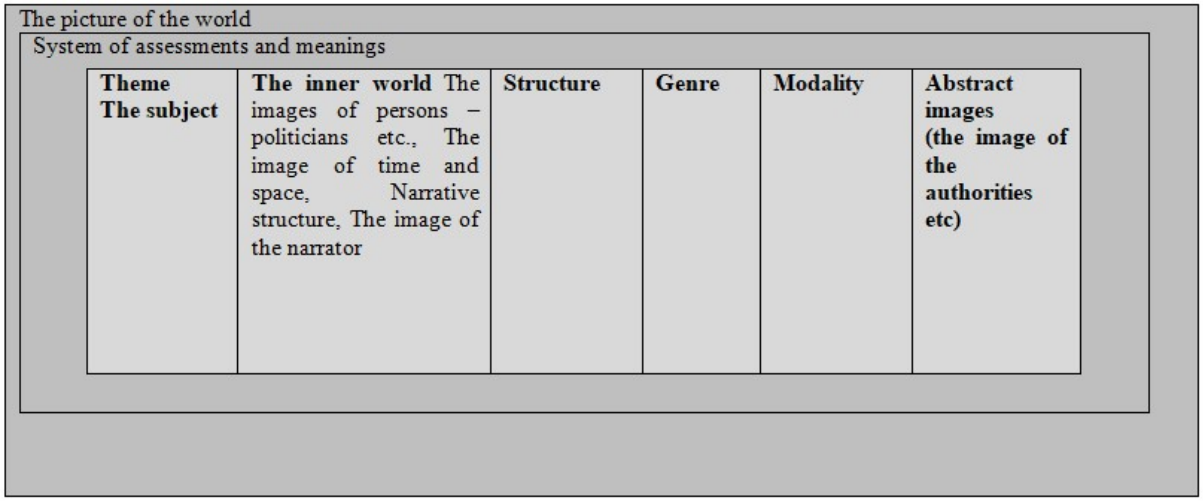
In General, the structure of interaction between the author and the reader of the political text (Fig.2) can be considered as follows:



(Fig.2)

Let us now consider in detail the organization of the political text itself (Fig. 3). This is an "ideal" structure that takes into account all possible levels: in a particular text, they may not be all represented.

However, it should be borne in mind that the text, even very small, reflects the picture of the world as a whole of it's Creator. Therefore, for example, the spatial component of the author's picture of the world (the presence of friendly and hostile spaces, the permeability or impenetrability of borders, the understanding of a certain space as a mystical (for example, Russia) and rationally primitive (the West for Russians), etc.) may not be verbalized in a particular text, but it determines his position, it is reconstructed thanks to other texts or elements of this text.



(Fig. 3)

Let's start with the characteristics of the inner world of the political text. This is what is directly manifested in the text and can be localised and specifically indicated, they are perceived by the recipient directly. The inner world of the text is created in the image and likeness of the real world, but in accordance with the intentions of the author.
First of all, the world is populated by people. Thus, it creates the images of politicians (appearance traits (for example, emphasized absurdity), biography (for example, compliance with its cultural archetype of the hero).

The spatial-temporal organization of the inner world of the political text has its own regularities and is based on oppositions: of the good past and bad present, bad present and a wonderful future; a good present, despite all the current problems and wonderful future, etc. – during the election campaign the choice of one of the opposition depends on the situation of the candidate: whether he was a successful politician in the past, whether he is a representative of the opposition or he is in the government and is going to save his chair. A rare author-politician creates his own individual spatial-temporal organization of the world, basically all the texts reproduce the "ideal model".
All these levels are implemented at the language level primarily through the vocabulary available for analysis by computer programs [Benoit, Cook, Grimmer, Lauderdale and Herzog, Proksch and Lowe, others].
The inner world of the political text is a unity in which all elements correlates with each other. However, most often the analysis is based on the fact that one or another element is extremely enlarged and torn out, torn away from the rest [Young and Soroka].

III. DISCUSSION AND LIMITATIONS

The whole text is created to affirm it's meanings in the process of communication. It is the system of assessments and meanings that determines the choice of topic statements, the composition, the image system, the spatial structure of the inner world. The main "reality" contained in the text is the position of it's Creator. Which, in fact, is the only one that is the subject of analysis. There is no other "reality" in the text. The system of meanings and assessments correlates with the philosophical and political picture of the world of the Creator of the text.
In what cases is a comprehensive analysis of the political text necessary? First, this is due to the volume of the text – in a large text, it is impossible to identify and analyse all levels. Secondly, not every text is "worthy" of such attention – if the speech of the President of a large country should be the subject of detailed analysis, then the note of a small political observer is not.

IV. CONCLUSION

The political picture of the world is understood as the diversity of the subjective reflection of the political sphere in the individual consciousness, and the political picture of the world and its components are a phenomenon difficult to detect by traditional political methods. The system of meanings and assessments correlates with the philosophical and political picture of the world of the Creator of the text. Holistic analysis of the political text is important primarily as

a way to verify the analysis of its specific levels. The presented structure of the political text allows to understand what is being analysed by a this or that level in the text, what is the significance of this level. If we identify what levels of text can be analysed by computer programs, then on the basis of specific private results, it will be possible to "complete" a comprehensive holistic understanding of the text.

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