LINGUISTIC APPROACH ON THE ANALYSIS OF POLITICAL TEXT

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Abstract - The growing influence of politics on everyday life is changing the role of various types of media texts. Media texts are able to influence human behavior. The purpose of a political text is to provide members of the human community with certain actions or assessments.

Therefore, the descriptive and critical methods were chosen as the leading methods in this study for finding the optimal configuration of linguistic analysis.

The material of the study are some dictionaries (of modern German / Russian) and political texts in German and Russian mass media (news reports, essays, critical analyses) between 1990 and 2010.

The most important linguistic component of political discourse is politically oriented vocabulary, its semantic features and intercultural differences that determine the characteristics of a political text or document. Lexical units in these texts, forming conceptual fields of the source language, are inextricably linked with the associative field represented in the foreign language space.

In the course of the study, the criteria of linguistic objectification of the ideological orientation of the text (linguistic, cultural and cross-cultural component of political vocabulary, the influence of etymology and morphological structure of words on the overall modality of the text) were developed. The system of semantic oppositions in the cross cultural aspect can be associated with the implementation - non implementation of a certain scenario (pattern) of the situation.

Keywords - Political Linguistics, Text Analyses, Relationship between Language and Ideology, Non-Formalized Analysis

I. INTRODUCTION

In connection with the growing influence of politics on everyday life, specialists in various branches of knowledge are engaged in the study of this sphere. They are political scientists and psychologists, philosophers and sociologists, economists, philologists and translators. Many researchers believe that politics, as a sphere of social life, directly affects thinking, defining actions and actions in unity with their linguistic representation. Thus, it is recognized that political discourse is one of the important objects of interdisciplinary research. The popularity of this direction was confirmed in the form of a new direction in linguistics – political linguistics. The study of political texts is due not only to the needs of linguistic theory, which today turned to functional issues, but also the need to build schemes or scenarios in political science, as well as the development of methods of analysis of political texts and Internet.

In linguistic Russian literature is accepted the concept of "political discourse". There are semantically similar definitions of "socio-political speech" "propaganda-political speech", "political language" (see A. N. Baranov O. I. Vorobieva, A. P. Chudinov, E. I. Sheigal, T. V. Yudina, [1]). As a rule, the discourse is called the text in the interpretation of the person to whom it is addressed [2]. The discourse consisting of sentences or their fragments is concentrated around some "reference" concept called "discourse topic". The social purpose of political discourse is to encourage members of the human community to commit certain actions: actions or assessments of a positive character [3: 104], for which the "customer" of such a reaction is formed a certain model of perception of socio-political reality.

Therefore, political discourse is the object of linguistic study as a "secondary language subsystem with certain functions, a kind of thesaurus and communicative influence" (O. I. Vorobyov), as a kind of ideological discourse (V. N. Bazylev) [2].

II. METHODS

Linguistic studies of political discourse are based on two theses: the system and the text. The linguistic study of political discourse is carried out using critical, cognitive, descriptive and quantitative methods. Within the framework of the cognitive method, political stereotypes that form beliefs and reflect the relationship between language and ideology are studied.

The researchers note that political discourse is controlled by the main ideologies on the basis of which the formation of social positions, on the one hand, and personal emotional experiences of specific events and situations, on the other hand. Ideological analysis considers a politically oriented text, rather, in terms of reflection of ideological beliefs and evidence of the interaction of different ideologies. From an ideological point of view, the choice of words and expressions is an extremely important tool of power for structuring the "reality" in question [4: 103]. Therefore, descriptive, critical and quantitative depending on the tasks were chosen as the leading methods in this study. The material are as political texts in the European discourse between 1990-2010, as well as the scheme of linguistic interpretation of political texts in the German and Russian languages.

III. RESULTS

To determine in which special areas a greater number of neologisms of the German language are formed, the most common dictionaries of neologisms were analyzed: the dictionary "New vocabulary: neologisms of the 90s in the German language" (Neuer Wortschatz: Neologismen der 90-er Jahre im Deutschen, abbreviated NW) edited by D. Herberg et al. (2004), the online dictionary of neologisms OWID of the Institute of the German language (IDS), the new edition of the Duden dictionary (2017, contains about 145 000 words, 5000 of which are neologisms), dictionary of German neologisms by W. Quasthof – "Deutsches Neologismenwörterbuch. Neue Wörter und Wortbedeutungen in der Gegenwartssprache" (2007). In the latter, the author identifies the following special areas: politics, Economics, computer/technology/Internet, money, society, etc. The sources are the largest and most diverse in content media in Germany (for example, "Berliner Zeitung", "Frankfurter Allgemeine","Mannheimer Morgen", "die tageszeitung", "Die Zeit"), Austria (for example, "Salzburger Nachrichten") and Switzerland (for example, "Zürcher Tagesanzeiger"), as well as digital full-text collections of German language corpora, which already contain more than three billion forms of words from different types of texts (for example). such as novels, non-fiction articles and collections, Newspapers, magazines, etc.), the housings are constantly expanding.

As evidenced by the quantitative analysis of neologisms of the dictionary U. Kvasthof, 24 % of the neologisms of the dictionary belong to the field of "politics", 22% - "economy", 11% - "computer, Internet, technology" and others, which represents about 60 % of all tumors.

A large number of tumors in the modern German language appeared in connection with geopolitical changes in Europe: first – the unification of Germany (die Osterweiterung, der Solidaritätszuschlag, die Ostalgie, das Dunkeldeutschland), then – the integration of Europe (das Euroland, das Eurogeld, die Eurozone), increased activity of terrorist organizations (der Anti-Terror-Krieg, der Schläfer etc.).

The creation of new words and expressions is explained, on the one hand, by the emergence of new realities in the socio-political life of the country, on the other hand, by the change in the semantics of the name of an existing phenomenon. Thus, the word das Euroland has two meanings: one of the countries of the European group, members of the European monetary Union, and the state, member of the European monetary Union. The frequency of use of this token, reflected in the graph of the digital corpus of the German language (DWDS) indicates that the word is actively used since the late 1990s in the second sense ("Euroland", bereitgestellt durch das Digitale Wörterbuch der deutschen Sprache, <https://www.dwds.de/wb/Euroland>, 28.02.2009).

Neologism die Osterweiterung (the extension to the East), according to the digital case of the German language (DWDS) has been used in German in the early 1900s and early 2000-ies ("die Osterweiterung", aus dem Kernkorpus des Digitalen Wörterbuchs der deutschen Sprache (DWDS), <https://www.dwds.de/r?corpus=kern&h=1&from=&q=die++Osterweiterung>, 28.02.2019). In his second "coming" the word die Osterweiterung was not associated with any expansion of the borders of Germany to the East, and received the value associated with a certain historical stage of life of the European Union: the gradual accession to the European Union of the former socialist camp.

Initially, the ironic concept of das Dunkeldeutschland for Eastern Germany (the former GDR as part of Germany after unification) under the influence of social factors quickly transformed in 1990-1999 into a negative and sharply negative: in contrast to West Germany, where the streets were well lit, in the GDR at night the streets were darker and without billboards. Therefore, visitors from Germany jokingly began to call the GDR "dunkles Deutschland" / "Dunkeldeutschland"[https://www.bedeutungonline.de/was-bedeutet-dunkeldeutschland-wo-kommt-der-begriff-her-wortherkunft-und-bedeutung-erklaert/, 28.02.2009].

The name "der Schläfer", originally had the meaning 'sleeping man', since the late 90-ies of the last century is increasingly used as a designation of a special agent or member of a terrorist organization, infiltrated in a foreign country, but not actively manifesting himself ["Schläfer", DWDS, <https://www.dwds.de/wb/Schläfer>, 28.02.2019].

The texts also use words familiar to the average person, creating an ideological context depending on the political orientation. The stylistic effect of the use of these words is created both by repeated repetition of such words and their derivatives, as well as by explicit or implicit underlining of the positive characteristics of their supporters and derogatory characteristics of ideological opponents.

III. ANALYSES

In the situation of competition and a large number of players in the political arena, the victory of individual politicians is guaranteed only if they not only create and maintain their own positive image in the eyes of the public, but also criticize their opponents, creating for the enemy an unsightly picture of a failed politician or a loser party. Within the opposition "friend — or-foe" this is expressed in the fact that the politician is a generalized carrier of values of "his" group, which is his potential electorate, and, at the same time, the defender of these values from the encroachments of "outsiders" or "enemies" adhering to other value orientations. Thus, the opposition "friend — or-foe" is aimed at consolidation with its target audience and distancing itself from the "stranger"[5].

Two fundamental strategies of political discourse are generally used for the success of the political struggle. We are talking about a strategy of positive self-presentation (in the terminology of T. van Dyck [5]), or a strategy for increasing (in the terms of O. L. Mikhaleva [6]) and negative representation of opponents, or a strategy for lowering. It should be emphasized that both strategies complement each other, as through the creation of a negative image of the enemy translates the idea that "they are bad, and we are good." To analyze this phenomenon in texts helps well-known among domestic and foreign linguists method of content analysis of the text, when through statistical processing the researcher gets an idea of the concepts focused on the creation of a certain language image. This method is described in more detail by A. N. Baranov [7],

In addition to this almost universal method for the study of political journalism texts, methods of non-formalized analysis are also used. A. G. Altunyan suggests three stages of such analysis of political texts [8].

The interpretation of the contents by using the answers to the following questions: "What are the problems the author considers the most important?"; "What are the proposed solutions?"; "Who is the addressee of the message?"; "To whose opinion does the author appeal, whose support does he seek?"; "What is the author's self-determination in the political field?"; "Who are the allies and who are the opponents of the author?"; "How does the author's position relate to the current moment, to the policy?"; "With whom does the author enter into controversy and but what questions?"; "What new does the text bring to the balance of political forces?"; "In what direction does the author seek to change the situation?".

In this case, the unit of analysis is the theme allocated on the basis of the parameters of the actor, the person perceiving the action, the essence of the action and its purpose. In the study of historical, archival documents, which are used as sources, it is important to prove the reliability of the facts.

To assess the reliability of the information in the documents, the following requirements must be met: a) taking into account the goals and intentions of the drafters of the document; b) distinguishing the descriptions of events and their assessment; c) comparing the "target" documents (they are more tendentious, as they are created to have an impact on the recipient) and "natural"; d) taking into account the increase in distortion of information in secondary documents.

IV. DISCUSSION

In the mid-90's a group of scientists from the Institute of Russian language of the RAS conducted a linguistic and statistical analysis of the variable"national idea" on the material of newspaper texts for 1996-1997 [9, 10]. The analysis pursued the implementation of such tasks as the identification of types of interpretation of the concept of "national idea", the definition of the circle of metaphors that are associated in the public consciousness with the national idea; determination of the evaluation component of the "national idea" - what is the balance of negative, positive and neutral assessments in the discussion in the press of this concept. As a result of the study of the material, fifteen types of interpretations of the category "national idea" were identified: democracy, the revival of Russia, state doctrine, ideology, culture, uncertainty, messianism, uniting the beginning, Orthodoxy/conciliarity, the priority of the individual, the priority of the national, monarchy, socialism/communism, value/values, fascism, economic factor. The analysis of political texts allowed to conclude that the concept of "national idea" is less conflicted than other ideologically related concepts. This is confirmed by the fact that in the newspaper texts the metaphors of personification, structure, things, plants/trees prevail in the description of the national idea. Content analysis showed that the concept of "national idea" in political discussions has more positive than negative connotations [1].

It can be argued, after analyzing a number of texts related to the fall of the Berlin Wall, that their ideological orientation was influenced by the prevailing liberal democratic attitudes of 1990-2010. This fact is reflected in the selection of keywords and the mostly positive subjective modality of texts published in the media.

The theories of de-ideologization and re-ideologization, developed by American sociologists Daniel Bell, Edwin Toffler, John Galbraish and other analysts, do not take into account the fact that any text is perceived by the addressee in terms of its ideological attitudes and moral values: Glowing advertising lights in the city are good (as is the case with *Dunkeldeutschland*), and dark streets are bad. But in this way it is created the ideological orientation of perception. After all, it can also be argued that dark streets and the lack of advertising light contribute to a healthy sleep for citizens based on existing researches in the field of health.

A linguistic analysis of the text can thus reveal the positive and negative modality of the text on the basis of the frequency of use of some commonly used concepts (“*freedom*”, “*joy*”, “*democracy*” or “*decline*”, “*disorder*”, “*ruin*”). There can be revealed an objective picture of existing ideas in society, when comparing modality, ideologically oriented key concepts.

V. CONCLUSION

Thus, interpreting political discourse in its entirety, one cannot limit oneself to purely linguistic moments, otherwise the essence and purpose of political discourse will go unnoticed. Understanding political discourse involves knowledge of the background, the expectations of the author and the audience, hidden motives, plot schemes and favorite logical transitions

that exist in a particular era. Therefore, although the term "political science literature" sounds unusual today, and "political science linguistics" has long won its right to exist, it should be recognized that a more interesting result can be achieved only within the framework of combining these disciplines, that is, from political science Philology.

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