

Retracted: Political Discourse as Sliding Mode Manifestations

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ABSTRACT

The article considers the problem of political discourse transformation as exemplified by European (British and Russian) political rhetoric of the 20th century. Considered is the complex nature of political discourse comprising both its variable and invariable aspects reflecting discursive constancy and change which are regarded as manifestations of the sliding mode equally applicable to exact sciences phenomena. The major factors of transformation depend on social change caused by dramatic events in history, namely political conflicts. The invariable part of political discourse is concentrated around the text structure with dicteme as the main information and structure unit of the text and discourse. The variable part is determined by factors of speech regulation including target content of the utterance, status of the speaker and the listener, pre-supposition, and post-supposition. Genre and register specificity of political discourse as its constant characteristics reflect the change.

KEYWORDS

Aspects, Biologic Informatics, Cyber Behaviour, Decision Support System, Dicteme, Political Communication, Political Decision Support System, Political Discourse, Sliding Mode Manifestations, Virtual Learning Offer

INTRODUCTION

In the 20th century, politics became part of a human information space. The study of political discourse seems vital. Politics has become an integral part of everyday reality having entered every household by means of modern media. Development of media, gadgets and the Internet has facilitated the way for political message from the addresser to the addressee and has enabled it to instantly reach the audience either target or non-target. Politics determines and forms attitudes, values and ideas. The increased role of politics in an individual's development is linked to the process of globalization, as well as to the information conflicts and wars which mark the post-globalization period. The existing definitions of politics are centered around its aspects: institutional, hierarchical, pluralistic, etc. Noteworthy is the research into the communication aspect of politics (Chilton 2004: 18). Our understanding of politics includes both institutional and pluralistic aspects and is determined by the struggle for power as a central motif in political activity. We define politics as a system of relationships of subjects acting within the framework of state institutions with the aim of benefitting from their interaction and redistribution of power. As a social phenomenon, politics is expressed in communicative actions. According to J. Habermas, communicative action is an interaction in which

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the actors coordinate plans of their actions, with the reached compromise being measured by their inter-subjective claim for the value (Habermas 2005). Communicative actions of a politician define his/ her communicative activity playing a key role in constructing its genre and typological variety. Communicative interaction involves all participants of the process (“speakers”, “listeners”, along with those who are witnesses to communication process). The participants’ actions and relationship are coordinated by means of political power as the main driving force and motivator of the process. Describing political communication presupposes considering politics as a social phenomenon expressed in communicative actions. Systemic characteristics inherent in it are reflected on the process of regulation political communication.

Political discourse is a complex multidimensional phenomenon that has been in the centre of research interest due to the current geopolitical situation. The study of political communication, particularly in a situation of political conflict, seems of high priority under the present circumstances of overall widespread of information and opposition in the course of information opposition. Of primary interest for a researcher is the functional and communication sphere of politics as a whole and of a political conflict in particular. According to van Dijk, reproduction of political information corresponds to reproduction of political discourse as stipulated by the ties between political actions and political processes on one side, and communication and discourse, on the other. Critical discourse analysis postulates the power being connected with control, and control over discourse means the way to its production, therefore, to its contents, style and finally to mass consciousness (van Dijk, 2013). Another link not to be omitted is the interrelation between language and culture. Language may be regarded both as part of culture affecting its products and the instrument for creating these products (Blokh, 2013a).

Western researchers considered the issues of language and ideology prior to Soviet (Russian) ones due to substantial restrictions on Soviet scholarship. The first works on political communication describe the propaganda techniques (Lippman, 1921; Casswell, 1927; Lazarsfeld, 1940; Klemperer, 1968; as cited in Aleshina, 2016). The issue of language in a state are tackled in the works by Chomsky (1988), Besancon (1989), Hall (1997), Grenoble (2003), Duhn (1995). Political discourse analysis is considered in the works by Fairclough (2003), and Chilton (2004) (as cited in Aleshina, 2016). The above researchers investigated the problems of language and language influence on mass consciousness, the phenomenon of speech manipulation in political rhetoric.

In post-Soviet Russia the relationship of language and Soviet politics came under study in the 1990-s. The issue became the subject both of linguistic and of interdisciplinary research by Kostomarov (1994), Kupina (1995), Ivanova (1998). The interest for political communication problems marks the fundamental works by Sheigal (2000), Wolfson, Chudinov (2006) (as cited in Aleshina, 2016). Speech manipulation in political communication were specifically studied by Baranov, Blakard (1979), Bolinger, Karasik (1992, 2002), Sheigal (2000), Pocheptsov (2000), Chernyavskaya (2006).

Three main directions in researching political communication abroad were generalized and described by Budaev and Chudinov (2008) (as cited in Aleshina, 2016). Rhetorical direction represented by Anderson, Carpenter, Rikkert, Osborn, Tompson. Applies traditional methods of political communication analysis. Cognitive direction scholars (Lakoff, Johnson, Drulak) base their research on the cognitive approach according to which speech activity is perceived as the reflection of the worldview existing in human consciousness. The third, discursive direction is based on the discursive approach giving special attention to the situation in which the text was created and is functioning. Highlighted is the correlation between the text and the social and political conditions and cultural background of the speaker and his/ her national traditions. Within this direction, critical discourse analysis as represented by van Dijk (2013), Fairclough (2003), Ager, Maas, Wodak (2008) considers communication as a form of social practice and is aimed at studying the interaction between the language and social phenomena.

When defining political discourse, we refer to core concept of discourse as a thematically determined text that was conceived as a whole and complete, but considered in the situation of

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