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POLITICIAN'S LINGUISTIC PERSONALITY AS KEY FIGURE OF INSTITUTIONAL DISCOURSE

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Abstract

The article deals with the approaches to studying a politician's linguistic personality. The communicative potential of the manifestation means of a politician's personality is analyzed. The authors present the algorithm of studying the characteristics of an institutional linguistic personality. The foundation of identifying the essential characteristics of a linguistic personality is the linguocognitive approach that takes into account the complex parameters of a politician's speech. A politician's discourse is studied based on the interpretational analysis of the utterance. In light of the anthropocentric concept, systemic discourse means are linguistically interpreted. As an integral part of the spiritual culture, the institutional discourse, while being universal, reveals specific traits of verbalization in different languages. These traits are caused by the subjective nature of interpreting the world inherent in speakers which is undoubtedly of interest to linguistics. A hypothesis is set forth that the semantic of linguistic units with the institutional component reflects the attitude of any linguistic culture to fundamental concepts of being and thinking, and the methods of political verbalization can be interpreted as elements of a nation's linguistic self-identification. The prospects of the study appear to lie in the development of new synergetic cognitive and communicative approaches to studying linguistic units with an institutional component.

Keywords

Linguistic personality – Institutional discourse – Linguocognition – Semiotics of text and utterance

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Introduction

Any prominent politician is a representative example of the linguistic community that they belong to. The politician's creation of new words reflects the typical characteristics of national communication. Based on this, we view institutional discourse as a communicative structure which is a vector of individual and national characteristics of communicative behavior. This standpoint is connected to the cognitive and communicative approach to interpreting the characterological components of an institutional utterance.

Political activity in its speech aspect is built primarily on using pre-made communicative units: structures, patterns and clichés associated with features of linguistic thinking in terms of ideological preferences. Linguistic thinking is projected onto political activity which is linked to mythological beliefs of every national and cultural community through the conventionality of semantics. Mythologization is a universal tool of cognition, organization and categorization of reality. Mythologization encompasses all levels of social and individual practices. At the same time, a political myth is a particular state of consciousness, a specific cognitive paradigm that produces the individual's system of beliefs about the culture of institutional communication.

Theoretical framework of the study

The use of the ethnocentric approach to analyzing linguistic data is becoming increasingly relevant in linguistics in recent decades. The interpretation of language semantics through the system of concepts and categories of objectively existing objects and phenomena. The study of discourse becomes a means of exploring human behavior¹.

Any object of study requires to draw epistemological boundaries for interpreting the terminology applied during the analysis of the material under investigation. Modern institutional discourse is also in need of such categorization.

Institutional discourse, like any other discourse, is a complex communicative phenomenon with differential features that some researchers attribute to the product of the speech action with the semantic uniformity, relevance (appropriateness), association with a certain context, genre and ideological affiliation inherent in it². Other researchers³ associate these features with the verbalized activity and its connection to a whole cultural layer, social community and even a specific historical period.

Important categories of the modern institutional discourse often include "unity" and "diversity" of personal characteristics of the native speakers' national identity.

According to E.I. Filippova, "The contradiction between the person's *unity* and *variety* is solved within the framework of the role theory or the instrumentalist approach

¹ V. E. Chernyavskaya, *Diskurs vlasti i vlast diskursa. Problemy rechevogo vozdeistviya* (Moscow: Flinta, 2006).

² V. Z. Demyankov, "Rebyata, eto ne lingvistika, eto yazykoznanie!", *Russkii yazyk za rubezhom* Vol: 1 num 278 (2020): 15–20 y V. Olyanich, *Prezentatsionnaya teoriya diskursa (monografiya)* (Volgograd: Paradigma, 2004).

³ V. V. Krasnykh, "Svoi" sredi "chuzhikh": mif ili realnost? (Moscow: Gnozis, 2003); A. P. Sedykh, "Spetsifika rechevogo vozdeistviya Zhaka Shiraka", *Politicheskaya lingvistika* Vol: 1 num 35 (2011): 24-29 y E. I. Sheigal, "Neverbalnye znaki politicheskogo diskursa", *Osnovnoe vysshee i dopolnitelnoe obrazovanie: problemy didaktiki i lingvistiki* num 1 (2000): 157-161.

where identity *bearers* or *markers* serve as instruments <...> The new understanding of national identity as a multifaceted and changeable phenomenon which replaced the opposition of the "naturalist" and "culturalist" approaches predetermined the special role of cultural *heritage* or the national *treasure* as its *substrate*. "National identity" is the most important for one's self-identification emotional and intellectual connection with the extended image of "we" that includes both contemporaries with whom the individual shares a common name, common language, common territory, historical and cultural heritage and symbols, past, present and future, as well as previous and future generations"⁴.

Within the framework of research priorities of this work, it seems appropriate to note the importance of finding out how a modern native speaker of a national language (**personality unity**) connects with national identity (**diversity of implementation**) in line with the functioning of institutional discourse.

Thus, political nomination in linguistic culture fulfills several functions related to the ways of identification, topological models of reflecting reality, institutional and axiological characteristics.

The linguistic personality is perceived through its textual (discourse) manifestation as behind every text, there is a personality that knows the system of the language⁵. Professional politicians supposedly also know the national language while fulfilling themselves as linguistic personalities, and we proceed from this premise.

A politician's linguistic personality can be considered in correlation with the national conceptual framework with the creative functioning parameters inherent in it⁶. A national politician can be viewed as a "language-creating individual". Interpreting political texts as a "meaning-generating mechanism" (the term by Yu.M. Lotman⁷), we view this type of discourse as an independent semiotic construct with not only individual linguistic characteristics but also national features of the way the language functions.

When choosing means of realizing the semantic structure of an utterance, in other words, the semantic-notional and pragmatic format of the political text, a political leader is not free from the genre conditionality of this task. We are talking about the ethnocultural conditionality of choosing linguistic means⁸. At the same time, the consideration of idiolect specifics of the author's discourse seems to be an extremely important point in the process of cognitive-communicative analysis, based on which the nuclear characteristics of a political leader's linguistic personality can be identified.

⁴ E. I. Filippova, *Territoriya kolektivnoi identichnosti v sovremennom frantsuzskom diskurse: abstract of Dissertation (Moscow, 2010)*.

⁵ V. P. Belyanin, *Osnovy psikholingvisticheskoi diagnostiki: Modeli mira v literature (Moscow: Trivola, 2000)*.

⁶ A. P. Chudinov, "Rossiiskaya politicheskaya lingvistika: etapy stanovleniya i vedushchie napravleniya", *Vestnik Voronezhskogo gos. un-ta. Series: Lingvistika i mezhkulturnaya kommunikatsiya num 1 (2003): 17-29*.

⁷ Yu. M. Lotman, *Vnutri myslyashchikh mirov. Chelovek – tekst – semiosfera – istoriya. (Moscow: Yazyki russkoi kultury, 1999)*.

⁸ A. P. Sedykh, "Natsionalnaya literatura i kommunikativnaya kultura natsii", *Vestnik Moskovskogo gorodskogo pedagogicheskogo universiteta. Series: Filologiya. Teoriya yazyka. Yazykovoe obrazovanie Vol: 2 num 10 (2012): 6-20*.

Methods

Political culture and institutional discourse should be studied not only as a nominative mechanism but also as a communication phenomenon and all aspects of these phenomena should be viewed from the perspective of their saturation with communicative information⁹.

We share E.V. Paducheva's opinion that the description of the features present in the semantic interpretation of the text structure is part of the linguistic competence and the interpretation of the text is based only on identifying the meanings that are inherent in the text only as it is written in the national language¹⁰. In other words, objective linguistic analysis precedes the identification of ethnocentric/individual elements in the structure of the author's discourse.

Political phraseology dominates the leader's linguistic thinking and imposes clichés and euphemistic phraseological units upon the leader. While a version of the politician's linguistic personality can be modeled in this epistemological context, the personality type under consideration cannot be studied without including the instrumentarium of idiolectal phraseology. At the same time, native speakers of a national language are not always familiar with all the parameters of the phraseological units and can miss associative meanings¹¹. Moreover, phraseological units present in a political leader's speech stimulate emotional rather than logical perception of the utterance. Characterologically, quantitative and qualitative indicators of the phraseological density of a politician's speech can make up the empirical database for the linguistic identification of the politician.

Results and discussion

Traditionally there are several levels of a linguistic personality:

1. Verbal-semantic.
2. Cognitive.
3. Pragmatic.
4. Communicative¹².

The multilevel model of *homo loquens* (speaking man) defines the individual as a set of differential traits and, depending on the existential/communicative manifestation, encompasses the functions specific to the situation under investigation.

⁹ A. P. Sedykh; Zh. Yonghua; D. A. Shchukina; O. I. Vorobeva y S. B. Nikonov, "Parameters of communication behavior and national language", *International Journal of Recent Technology and Engineering* Vol: 8 num 4 (2019): 9039-9043.

¹⁰ E. V. Paducheva, *Semanticheskie issledovaniya (Semantika vremeni i vida v russkom yazyke; Semantika narrativa)* (Moscow: Yazyki russkoi kultury, 1996), 198

¹¹ M. V. Gavrilova, *Lingvisticheskii analiz politicheskogo teksta. Politicheskii analiz. Reports on empirical political studies at Saint Petersburg State University* (Saint Petersburg: SPbGU, 2002).

¹² Yu. N. Karaulov, *Russkii yazyk i yazykovaya lichnost* (Moscow: Nauka, 1987); V. I. Karasik, *Yazykovoi krug: lichnost, kontsepty, diskurs* (Volgograd: Peremena, 2002) y K. F. Sedov, *Tipy yazykovykh lichnostei po sposobnosti k kooperatsii v rechevom povedenii. Problemy rechevoi kommunikatsii: Interuniversity collection of academic works* (Saratov: Izd-vo Sarat. un-ta, 2000).

The linguistic personality can be considered not only within the framework of the aforementioned paradigm but also from the perspective of its manifestations through professional language and phraseology, reflecting not only the realities of the craft that the individual has mastered but also their worldview and the philosophical concept of life. In this sense, the tasks of typologizing an institutional linguistic personality should be solved depending on the nationality¹³.

Thus, in a comparative study of ethnic and national variants of the institutional linguistic personality, the integrative approach is the most promising as it includes the study of the cultural aspect of speech behavior in combination with the linguistic approach¹⁴. This refers to the description of the communicative behavior of elite or mass linguistic culture bearers, as well as about the characteristics of people from the standpoint of their communicative competence, within the framework of the analysis of creative and standard linguistic consciousness.

In this context, the politician's linguistic personality can be structured, in particular, considering the analysis of the features of the *ideological, psychological-emotive, ethnocultural, thematic* elements of the national language and its usage. Let us examine each of the listed levels of functioning of the institutional linguistic personality.

Ideological

This stratum correlates to the system of ideas, concepts and views that characterizes the outlook on objective reality and human existence. This does not always refer to the ideological concept of a political party in relation to which a politician positions themselves.

For example, the following utterances primarily reflect the worldview level of politicians' personal language manifestations: "*The difference between a politician and a statesman is that a politician thinks about the next elections, while the statesman thinks about the next generation*"¹⁵; "*Whatever the country's ideology, its national interests are unchanged*"¹⁶; "Different people are addicted to different things. Some are addicted to cigarettes, some, God forbid, to drugs, and some become addicted to money. They say that the worst addiction is to power"¹⁷.

The catalysts of the ideological background in the utterances above are the linguistic sets *politician*↔*statesman*, *ideology*↔*national interests*, *addiction*↔*power*. The active functioning of these linguistic structures as part of the main fund of the national language increases the associative charge of the political leader's corresponding statements. The use of such phrases is interesting, first of all, as a means of conveying the leader's ideological views since their semantics fit into the complex of universal values.

¹³ T. A. Komova y S. I. Garagulya, *Yazykovaya lichnost: Ot slova k tekstu: Na materiale angloyazychnogo diskursa* (URSS: Lobrokom, 2013).

¹⁴ O. A. Kornilov, *Yazykovye kartiny mira kak otrazheniya natsionalnykh mentalitetov: abstract of culturological dissertation, speciality 24.00.04. of the Higher Attestation Commission of the Russian Federation. 2000. Retrieved from: <http://cheloveknauka.com/yazykovye-kartiny-mira-kak-otrazheniya-natsionalnyh-mentalitetov#ixzz6MQLgSLXe>*

¹⁵ Winston Churchill. *Aforizmy*. Retrieved from: http://www.foxdesign.ru/aphorism/topic/t_policy.html

¹⁶ Franklin Roosevelt. *Stuki-druki*. Retrieved from: http://stuki-druki.com/aforizm_Ideologiya.php

¹⁷ Vladimir Vladimirovich Putin. *Zhemchuzhiny mysli*. Retrieved from: <http://www.inpearls.ru/author/vladimir+vladimirovich+putin>

Psychological-emotive

This level reflects the personal parameters of a politician's communicative behavior from the perspective of the emotional parameters of the used linguistic material. The emotionality of the phrasemics of an institutional linguistic personality can be defined in terms of intensity: *neutral, medium, high*.

For example, several politicians have used the following emotive utterances: "*Russia is not obligated to follow external demands. They'd be better off **teaching** their wives **to cook soup!***"¹⁸; "*What would any tyrannical regime possessing a weapon of mass destruction think viewing the history of the world's **diplomatic dance with Saddam?***"¹⁹; "*It is no use **hiding one's head in the sand**. Britain's support for Europe in its current shape is already **wafer-thin***"²⁰.

In the cited utterances with phraseological units *to teach to cook soup, a diplomatic dance, to hide one's head in the sand*, the cult connotations are realized that belong to the people in whose language each of the leaders speaks. The connotative background of each statement appears to be saturated with emotions. The pragmatic component of the cited utterances is based on the syntactic opposition of premise and conclusion. Each premise and conclusion are generally affirmative judgments and reinforce the speaker's outlook on events.

Ethnocultural

Every high-profile politician is one of the prominent representatives of the linguistic community to which they belong. Ethnocultural features of an institutional linguistic personality can be divided by the frequency of use of the idiomatic fund of the national language.

For example, major modern politicians increasingly use national phraseology and mythology in their speeches: "*Maybe **our bear** should sit quietly, not chasing any piglets around in the **taiga**, but just eating honey and berries. Maybe they should just leave him alone? They will not. They are trying to put it on a chain. And as soon as they do it they will tear his teeth and claws out. Today this is understood as nuclear deterrence. As soon as it happens, God forbid, the **bear will become useless**, they will make him into a stuffed animal*"²¹; "*The Good Book says don't throw stones at glass houses, or make sure we're looking at the log in our eye before we are pointing out the mote in other folks' eyes*"²²; "*If we left the European Union, it would be **a one-way ticket**, not a return*"²³; "*When looking at him (the acting head of the Ministry of Foreign Affairs of Ukraine Andrey Deshchytzia – note), one remembers a good expression: if you can't sing – don't drink*"²⁴.

¹⁸ Vladimir Vladimirovich Putin...

¹⁹ E. Zorn, Fluid events could move views on war. Chicago Tribune. March 20, 2003. Retrieved from: <https://www.chicagotribune.com/news/ct-xpm-2003-03-20-0303200094-story.html>

²⁰ Cameron poobeshal referendum o vykhode iz ES. Retrieved from: <https://inosmi.ru/europe/20130125/205039310.html>

²¹ Vladimir Vladimirovich Putin. Citaty info. Retrieved from: <https://citaty.info/man/vladimir-vladimirovich-putin>

²² Obamu poimali na iskazhenii citaty iz Biblii. Retrieved from: <http://lenta.ru/news/2014/12/11/obama/>

²³ Cameron poobeshal referendum o vykhode iz ES...

²⁴ Sergei Lavrov. Zhemchuzhiny mysli. Retrieved from: <http://www.inpearls.ru/author/32358>

As we can see, the metaphorical discourse (*the bear as the master of taiga*) and the phraseological units *throw stones, the log in the eye, a one-way ticket, if you can't sing – don't drink*, while depending on the institutional cultural code, to a certain extent form the national-cultural political parameters of the political discourse in their usage. Due to the connotative macrocomponent, the phraseological (metaphorical) material is not only a vivid expressive means of any language but also, while functioning in a politician's speech, affects the emotional structure of the personality of the national linguistic culture representatives as recipients of the institutional text. Let us recall A.P. Chudinov's idea on the important role of "unfolding a metaphorical model" in a political text²⁵. This model actively functions in the aforementioned statements and increases their emotive charge.

Thematic

This level shows the dominant thematic groups in the speech manifestations of politicians. Based on the comparative identification of the prevalent thematic material in political discourse, we can describe the essential features of a linguistic personality.

Thus, the communicative potential of modern politicians is distinguished by the actualization of the following blocks, reflecting the urgent topics of the political world:

1. The Ukrainian crisis.

*"The Ukrainian people should, of course, be able to choose their own path but it should not harm Russia"*²⁶; *"Ukrainian history was taught in such a way, that Ukrainians had nearly taken part in the Trojan war and Jesus Christ was a Ukrainian"*²⁷; *"We force nobody, we blackmail nobody using any threats... We are polite people..."*²⁸.

2. Sanctions against Russia.

*"At different international forums, ministers from the countries that have imposed sanctions on Russia, come up to me one by one, taking me aside and asking me confusedly to take it easy and understand; saying that they don't want to but are compelled to. Consensus, solidarity..."*²⁹; *"If there is a crisis in Russia, it is not very good for Europe. That is why I do not support the policy "the worse, the better". I think the sanctions must stop now. They must be lifted if there is progress. If there is no progress, the sanctions will remain"*³⁰; *"We agree with the need to keep strong sanctions on Russia until it stops its aggression in Ukraine"*³¹.

²⁵ A. P. Chudinov, *Politicheskaya lingvistika: ucheb. posobie* (Moscow: Flinta, 2006).

²⁶ Angela Merkel. *Zhemchuzhiny mysli*. Retrieved from: <http://www.inpearls.ru/pearls/tag/id/47046/value/peregovory+merkel>

²⁷ S. Repov, A. Fufyrin, O. Smolin. *Aforizmy nedeli ot izvestnykh ludei. Argumenty i fakty* num 19. May 6, 2014

²⁸ Sergei Lavrov...

²⁹ Sergei Lavrov...

³⁰ Hollande vystupil za otmenu sanktsii protiv Rossii. January 5, 2015. Retrieved from: <http://www.novayagazeta.ru/politics/66739.html>

³¹ Obama i Cameron vyskazalis za sokhranenie zhestkilh sanktsii protiv Rosii. Retrieved from: <http://www.ntv.ru/novosti/1289217>

3. Economy

*"Today, it is America that stands strong and united with our allies, while Russia is isolated, with its economy in tatters. That's how America leads – not with bluster, but with persistent, steady resolve"*³²; *"The arguments for investing in Britain remain the same. We are part of that single market. We have very low tax rates, a competitive labor force, and all sorts of excellent things like our brilliant universities, the English language and the time zone that is so central to the world. And now on top of that, we have a plan for making Europe more competitive, open and flexible and securing Britain's place within it"*³³; *"And we must understand this, and while understanding, must increase the level of sovereignty, including in the economy"*³⁴; *"Russia is making every contribution in keeping the Ukrainian economy afloat"*³⁵. This is not a complete list of topical issues raised by politicians. One should view the material of this article in the context of the formulation of prospective tasks within the framework of the cognitive-communicative approach to modeling the phenomenon of a linguistic personality, in particular the personality of a politician.

Conclusion

Thus, when considering the language as a dynamic semiotic system, the structure of a sport sign forms a multidimensional substance. At the discourse level, the most important moment in the functioning of a sports nomination is the interpretation mode as a stage of decoding a sign-message associated with the institutional format of communication and the characteristics of the national linguistic worldview. Politics and the linguistic worldview correlate, first of all, at the level of the nominative fund of the national language. It is the specific features of the political nomination that constitute the instrumentarium of linguistic means characteristic of any nation, in which the spirit of the people is reflected.

The multilevel approach to the study of the institutional linguistic personality remains relevant and is an efficient tool for identifying the mechanisms for the implementation of the essential characteristics in a personality of any type. The politician's linguistic personality acts as an active element of the functioning of the institutional discourse. At the same time, institutional discourse is interpreted as an integrative part of national communication. Institutional communication is carried out through a political (ideologized) text which acts as a multi-level communicative structure and the vector of not only idiolectic characteristics but also national characteristics of communication. The idiolectic and the ethnocultural are in a dialectical interaction while being part of the continuous process of actualizing the meaning of the utterance, therefore there is every reason to use the political text as the basis for analyzing the characterological component of the utterance. At the same time, when analyzing a political text, one must consider the extralinguistic factors associated with the communicative competence of the recipient of the institutional message.

³² Obama zayavil o "razorvannoi v klochya" ekonomike Rossii. January 21, 2015. Retrieved from: <https://www.rbc.ru/politics/21/01/2015/54bf30459a794751070ca81f>

³³ Cameron poobeshal referendum o vykhode iz ES...

³⁴ Putin zayavil o nezhelanii Rossii terpet' odnopolyarnyi mir vo glave s SSHA. Lenta.ru. Retrieved from: <https://lenta.ru/news/2015/02/07/putin/>

³⁵ Lavrov: Rossiya delaet mnogo, chtoby ukraineskaya ekonomika derzhalas' na plavu. January 26, 2015. Retrieved from: <https://www.rosbalt.ru/main/2015/01/26/1360958.html>

It is feasible to map out the prospects for further studies of the political leader's linguistic personality, in particular, in the field of corpus linguistics, gender linguistics and comparative linguopersonology. Based on the comparative analysis of communicative behavior exhibited by different nations' members of the political elite, it seems possible to distinguish additional linguosemiotic parameters of the linguistic personality of the studied type.

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