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DISTINCTIVE FEATURES OF POLITICAL LINGUISTICS

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Abstract: The article aimed at the formation and distinctive features of study of political linguistics is gaining a significant place all over the world. In the field of political linguistics, the study of political language requires a comprehensive knowledge of the history of this scientific direction, its current state, its interaction and influence with other scientific directions.

Keywords: formation, specific features, political linguistics, political context, discourse analysis, political communication.

Political linguistics has a number of distinctive features:

- 1. Analysis of political speech. Political linguistics studies the language strategies and methods used by political leaders and organizations to form a political environment, manage emotions, convince and motivate the audience. He analyzes language constructs that help shape political beliefs and ideologies.
- 2. The influence of language on political stability and conflict. Political linguistics studies how linguistic differences and contrasts can contribute to political conflicts. It also analyzes how the use of certain language strategies can help resolve political conflicts.
- 3. Language and power. Political linguistics studies the relationship between language and political power. It explores how language can be used to establish and maintain political power and how language norms and standards can be used to control and suppress certain groups or minorities. This includes analysis of political speeches, legislation, or media discourse.
- 4. Political sociolinguistics. Political linguistics also studies the social aspects of language in a political context. He analyzes the interaction of language and social factors such as class, race, gender and nationality in political processes.
- 5. Language and political identity. Political linguistics explores how language is related to the formation and expression of political identity. He explores how language is used to express political beliefs belonging to a particular political group or ideology, as well as to mobilize and control political passions and emotions.
- 6. Language and political conflicts. Political linguistics studies the role of language in political conflict and conflicts. He analyzes how language is used to







create and maintain conflicts, form opposing groups, and manipulate public opinion within the framework of political conflicts and competition.

The formation of political linguistics is an interesting topic related to various historical and scientific events. When forming political linguistics, attention should be paid to the following aspects:

- 1. Historical context. Political linguistics began to attract the attention of scientists from the past. This is evidenced by the influence on the development of political linguistics of such political events as the French Revolution, World War II and the Cold War.
- 2. Basic theoretical concepts. The basic concepts and theories underlying political linguistics include the study of politics.
- 3. Methods and approaches. To analyze political discourse, one can consider various methods and approaches used in political linguistics. This may include critical discourse analysis, rhetorical analysis, semiotic analysis, and other methods.
- 4. The role of political linguistics. Political linguistics helps to identify the influence of language on the formation of political ideologies, manipulation of the public and the creation of political representations.
- 5. Criticism and problems: Limitations and difficulties associated with the analysis of political discourse, as well as ethical issues that may arise in the study of political linguistics.
- 6. Practical guide. There are opportunities to use political linguistics to analyze political speeches, election campaigns, media reports and other political communications. The results of research in the field of political linguistics can be used in the formation of political strategies and communicative approaches.
- 7. Interdisciplinary integration. Political linguistics is closely related to other disciplines such as political science, sociology, psychology and anthropology. They are preferred for a more complete and in-depth understanding of political discourse.
- 8. Problems and prospects. There were also difficulties associated with the analysis of many languages and cultures, as well as ethical problems that may arise when studying political linguistics.

Therefore, political linguistics helps to better understand political processes, and its results can be used in the development of effective communication strategies and political decisions.







The study of political linguistics is important and relevant in the modern world, because political speech plays an important role in shaping public opinion and making political decisions.

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