

ECONOMIC DISCOURSE OF LINGUOPRAGMATIC

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Abstract: The aim of this work is to determine the conditions and mechanisms for the implementation of the communicative and pragmatic potential of English preemies in economic discourse.

Keywords: Economic discourse, communicative-pragmatic, paramecia, transformations, occasional, structural modifications

Political linguistics is the study of language as a tool of persuasion in politics, especially speeches and campaigns. It examines the effects of slogans, mass media, debates, and propaganda. The study of political linguistics is important for undergraduates and postgraduates, as it will contribute to a better understanding, analysis and production (including in the process of translation into other languages) of relevant texts. At the same time, the study of political linguistics will help to better understand the political processes taking place in the modern world, learn to see the true meaning of the speeches of political leaders and the ways they use to manipulate public consciousness. Today, the problems of the relationship between language and power, language and ideology, the role of myth in political communication and linguistic manipulation proper are attracting the attention of an increasing number of linguists

The study of political linguistics is particularly useful when analyzing international negotiations. International negotiations are complex events with many factors where language and culture barriers often occur. Translators run into difficulties ensuring that nuances and details are not lost in the translation process. At the moment, political linguistics, which emerged at the intersection of political science and linguistics, belongs to the actively developing areas of linguistics. Nominations for new research areas traditionally appear late. Before a certain name can be assigned to the established direction, the field of research must formulate its subject and try out new methodological approaches. The phrase "political linguistics" appeared in the late 80s of the last century, but the actual origins of this trend should be seen earlier, when a steady methodological interest in the study of political communication, rhetoric, and semiotics began to form a separate area of scientific research

Research of political communication within the framework of traditional rhetoric and stylistics. Initially (that is, even before the emergence of political linguistics as a special scientific field), publications on the problems of political communication were perceived as a kind of stylistic or rhetorical research. The corresponding publications were mostly "prescription", praising or critical (discrediting) in nature⁴

The German philologist Victor Klemperer described in detail the "Newspeak" for which he had misfortune to observe 12 years. His book "LTI. Notizbuch eines Philologen" «LTI. The philologist's notebook» was dedicated to the communicative practice of German fascism, and the letters "LTI" in its name denote "the Language of the Third Empire". It should be noted that the practice of the Nazi "Newspeak" turned out to be much more diverse and sophisticated than the theory created by George Orwell. For example, it turned out that it is not necessary to prohibit a particular expression- just put it in quotation marks. For example, Heine's "German poet" is no longer a German at all and not quite a poet; respectively writing "outstanding scientist" Einstein allows you to question the genius of an

outstanding physicist. Many others were put at the service of the ideas of fascism in Hitler's Germany language tools: Viktor Klemperer describes in particular detail the symbolism and metaphor of fascist propaganda, as well as the practice of banning "objectionable" words and concepts while promoting "new" words and ideas.

A variety of different lexical units were found during research, and among them are a number of the neologisms that are specifically observed and applied in political discourse. Therefore, it was important for us to choose the neologisms that are of political nature by definition. The study of the lexical means also helped us to reveal the stylistic techniques of public speaking, which remain relevant today. Stylistic methods in speeches of prominent politicians sometimes acquire manipulative aspects. Having a precise basis, they can influence the person, introduce certain economic and political illusory ideas, and define other norms and values. It is significant that the technology of manipulation by lexical means has been known for a long time. Neologisms are recognized to affect the consciousness of the recipients. Linguistic techniques are widely used to establish emotional climate, critical reflection, psychological pressure, and choice of associations in order to incite conflict situations. In general, we can say that the choice of lexical and linguistic methods can either limit the effect of manipulation in speech or contribute to its success. For instance, when the meaning of the piece of information is distorted, meaningless connotations are embedded, media text comprehension is negated, and ethical standards are challenged, it may lead to the reader's aggravation and negative perception.

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