статус, интенциональность, иллокутивный вектор, а также дискурсивно-когнитивные структуры текстов, связанных со спецификой кодификации, способами кодирования/декодирования объектов реальной действительности, категоризацией моделируемого текстового пространства и др. Перечисленный аналитический фундамент, по нашему предположению, позволяет выстроить представление о том, что авторская картина мира как личностный конструкт содержит в себе ментальные продукты авторского миропонимания.

Таким образом, описание когнитивно-дискурсивных зависимостей, существующих между языком и мышлением и спецификой их вербализации позволит описать абстрактную модель дискурсивного сознания, а значит попытаться понять феномен творчески мыслящих людей.

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LINGUO-PRAGMATIC AND SEMANTIC MEANS OF IMPLEMENTING THE PERSUASION STRATEGY IN ENGLISH POLITICAL DISCOURSE

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Abstract. In modern society, linguistic sciences pay close attention to political discourse, since there exists a strong relationship between language and politics, which makes their separate existence impossible. That is why professional teams of philologists, image-makers and PR specialists work on politicians' speeches. The relevance of the study is explained by the fact that a multifaceted analysis of politicians' verbal behavior, communicative strategies, tactics and techniques they use to implement intentions in public affairs contributes to a clearer understanding of political discourse and efficiency determination in the impact of politicians' speeches on the mass addressee. The article deals with the consideration of political discourse and politicians' verbal behavior peculiarities (based on a case study of British Prime Minister Boris Johnson's speeches). The authors give a brief overview of Russian and foreign scientists' works on communicative strategies and tactics. Most of the focus is on the ways to persuade the audience. The persuasion strategy is viewed as a macro strategy implemented with the help of an argumentation sub-strategy. The paper provides a classification of tactics that explicate an argumentation strategy, as well as the pragmalinguistic means used by politicians to manipulate public opinion and audience

behavior are examined. The purpose of the study is to describe the macro strategy of persuasion in British political discourse, as well as the tactics for its implementation. The results obtained can be used for lectures on the theory of linguistic manipulation, semantics and pragmatics of conversation, imageology.
Keywords: public affairs, political discourse, communicative strategy, persuasion macro- strategy, argumentation, tactics

ЛИНГВОПРАГМАТИЧЕСКИЕ И СЕМАНТИЧЕСКИЕ СРЕДСТВА РЕАЛИЗАЦИИ СТРАТЕГИИ УБЕЖДЕНИЯ В АНГЛИЙСКОМ ПОЛИТИЧЕСКОМ ДИСКУРСЕ

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Аннотация. В современном обществе лингвистические науки уделяют пристальное внимание политическому дискурсу, так как существует прочная взаимосвязь языка и политики, делающая невозможным их раздельное существование. Именно поэтому над речами политиков работают профессиональные команды филологов, имиджмейкеров и специалистов по пиару. Актуальность исследования объясняется тем, что многоаспектный анализ вербального поведения политиков, коммуникативных стратегий, тактик и приемов, используемых ими для реализации интенций в политической коммуникации, содействует наиболее четкому пониманию политического дискурса и определению эффективности воздействия выступлений политических деятелей на массового адресата. Статья посвящена рассмотрению особенностей политического дискурса и вербального поведения политиков (на материале выступлений премьер-министра Великобритании Бориса Джонсона). Авторы делают краткий обзор трудов отечественных и зарубежных ученых в области исследования коммуникативных стратегий и тактик. Основное внимание уделяется способам убеждения аудитории. Стратегия убеждения рассматривается как макростратегия, реализуемая с помощью аргументационной субстратегии. В работе приводится классификация тактик, эксплицирующих аргументационную стратегию, а также рассматриваются прагмалингвистические средства, используемые политиками для манипуляции общественным мнением и поведением аудитории. Цель настоящего исследования – описать макростратегию убеждения в британском политическом дискурсе, а также тактики ее реализации. Полученные результаты могут быть использованы при подготовке и чтении лекций по теории речевого воздействия, семантике и прагматике речевого общения, имиджелогии.
Ключевые слова: политическая коммуникация, политический дискурс, коммуникативная стратегия, макростратегия убеждения, аргументация, тактики

Introduction. In a modern democratic society, government institutions and statesmen are constantly faced with the problem of building productive interaction with a mass addressee. The situation of political interaction is one of the main areas of human communication, in which the manipulative influence of the participants on each other occurs to the greatest extent. Rivalry in the political arena, implementation of one's initiatives, strategic coalition building, electorate gaining and protection of self-identity are performed in political discourse.

Currently, the study of political discourse has become ingrained in Russian and foreign linguists' range of interests [1; 5; 10; 19; 21]. Close attention to political discourse has a number of reasons: the deep interests of linguistical thought, for which the spheres of the language existence were the object of study in different historical epochs; the politological need to analyze social and political thinking, its correlation with political actions; social needs, consisting in the desire to make political interaction transparent, free from manipulation of public opinion [2, p. 245].

There exists a wide and narrow understanding of political discourse. A broad understanding of discourse presupposes such types of interaction in which at least one political link is required: an actor, a recipient, or political content [1; 6; 19].

For a focused position, political discourse is a class of genres limited to the social sphere, namely politics. It narrows the concept of political discourse by professional lines [8, p. 96–98]. It means that statesmen's discourses include those utterances that were made by

professional politicians in communicative situations of political interaction, including government sessions, parliamentary meetings, party meetings, elections, debates, public speaking to voters, etc. [17].

N. T. Basyrova suggests considering political discourse from three positions:

- the individual hermeneutic position, contributing to the recipient's adequate interpretation of the addressee's political discourse in situations of political interaction;

- the sociopsycholinguistic approach involves assessing the degree of a statesman's political intentions efficiency;

- the physiological position analyzes political discourse, like any other, but in consideration of political and ideological aspects [3].

The main features of political discourse are evaluative and active character, efficiency, protection of one's point of view and identity in communication.

Taking into consideration the peculiar role of the media in broadcasting political discourse, which becomes addressed to a wide range of people, the researchers emphasize the trend towards the integration of mass media and political discourses [14; 16].

The specificity of political discourse is the addressee's massive nature, and it is the mass audience that is focused on most of political discourse genres: inaugural address, radio address, reports, decrees, advertising speeches, speeches at rallies, etc.

The functional specificity of political discourse in comparison with other types of discourses lies in its key function of being an instrument of political power and serving the achievement of this power, the war for it, its retention, implementation, ordering and recombination. All of the above allows us to highlight the main functions of political discourse: the unification of political agents, the function of solidarization of interests and distance from opponents, dissonance and harmony, interpretation and orientation, the active and informational function, the function of inspection, verification and inspiration [18, p. 53].

Being institutional in its nature, political discourse has its own sublingual system, which covers professional vocabulary, collocations, and paremiology. As a result, political discourse is a phenomenon, the essence of which can be expressed by the formula "discourse = sublanguage + text + context" [19, p. 16]. Thus, political discourse is a phenomenon that has its own sublanguage and includes text, speech interaction in combination with pragmatic, linguistic and extralinguistic aspects.

This work emphasizes the institutional nature of political discourse, which operates with its own sublanguage, as well as a set of strategies, tactics and techniques that allow manipulating the value system and behavior of the mass audience, and has as its goal a war for power. Like other types of discourse, political discourse is a combination of text and extralinguistic factors, communicative situations and sociocultural components.

Communication parties try to be understood by the addressees and to have a certain impact on them, using various speech strategies. The purpose of this article is to describe the specificities of being and implementation of the persuasion macro-strategy in British political discourse. The object of the research is the persuasion macro-strategy as a means of implementing the inviting and motivating function of political discourse. The subject of the research is strategies and tactics for implementing the persuasion macro-strategy. British Prime Minister Boris Johnson's addresses to the people were selected as the research material. The paper used the continuous sampling method of empirical material, context analysis, descriptive-classification method.

1. Communicative strategies and tactics. The development of various approaches to understanding communicative strategies and tactics is a priority area of modern linguistic theory [4; 8; 9; 11; 15; 22].

Dutch linguist Teun A. van Dijk studied the concept of "strategy". He noted the gradual modification of the original observation object, which "can be characterized rather as structural" [7, p. 156], into a "more dynamic, process-oriented, operational model" [7, p. 156–157], underlying the strategic approach. The scientist studied the strategy from a cognitive position, emphasizing that "the strategy is designed to build a textual base, which is a semantic representation of the perceived texts of episodic memory" [7, p. 164].

V.E. Chernyavskaya understands under the communicative strategy the complex of actions performed by the sender intentionally for the best achievement of goals in a certain communicative situation [20, p. 46]. O.S. Issers' interpretation of the communicative strategy has a cognitive foundation. The scientist notes that the communicative strategy in the aggregate meaning involves the planning process of verbal communication, in consideration of the specific circumstances in the interaction and the personalities of its participants, as well as the implementation of intentions [9, p. 54]. The communicative strategy, according to O.N. Parshina, is a certain focus of speech actions in a specific communicative situation to achieve communication goals [13, p. 11].

All the interpretations of the strategy emphasize its planned nature, which is a generalized form. Strategies are implemented using a variety of tactics that focus on the key strategy intention.

In the study, the communicative strategy is considered as the global purpose of communication, which determines interlocutors' speech actions. Communicative tactics are micro-intentions that define specific speech acts in a given interaction situation.

There exist a large number of classifications of speech strategies, in which attention is focused on certain motives and goals of strategic behavior. One of the most complete typologies was developed by O.S. Issers. From a functional point of view, the researcher marks out the main and support strategies. She defines the main one as a strategy "which at a certain stage of communicative interaction is the most significant from the perspective of the motives and goals hierarchy" [9]. This type of strategy includes cognitive or semantic strategies, which include submission and discrediting. In turn, support strategies contribute to "the effective organization of dialogue interaction, optimal influence on the addressee and the achievement of communicative goals" [9]. Support strategies include pragmatic, dialogue-based and rhetorical.

Moving from an idea to its implementation in communication, we use verbal means that help us achieve a goal. Each communicative situation uses its own speech strategy, which is represented by a set of speech tactics. Speech tactics are a speaker's practical tool and provide the communication strategy flexibility. However, there exists a certain fixation of several tactics for a particular strategy. For example, the tactics of threats, insults or accusations are more intended for the implementation of the discrediting strategy, and the tactics of generalization, self-presentation, giving an example is for the implementation of the subordination strategy.

The paper discusses the communicative persuasion macro-strategy in political discourse. This strategy is a set of sub-strategies aimed at manipulating the opinions and behavior of other participants in political discourse (political opponents and allies, voters, etc.). The persuasion strategy is verbally embodied in situations of political interaction (political debates, speeches, interviews).

2. Implementation of the communicative persuasion macro-strategy. The persuasion macro-strategy is of undoubted importance for any kind of discourse. It is particularly important for modern political discourse that involves healthy competition among politicians who debate with each other and try to win voters over to their side.

In political communication, the communicative persuasion strategy is a general macro-strategy, which is explicated by private strategies, tactics and techniques.

The persuasion process consists of several components: the actual actor – the government, social institutions, heads of states, political and public leaders, the media, etc .; the object of persuasion is the population at large, or individual social and political groups that a statesman is trying to convince; persuasion tools – political speeches, tactics used to achieve the goal.

Researchers of political discourse strategies emphasize argumentation as one of the productive ways to implement the persuasion macro-strategy [15; 17].

There exist various approaches to identifying and describing persuasion strategies [1; 16; 17]. In the paper, we focus on O. N. Parshina's classification. The scientist also emphasizes the argumentative strategy within the persuasion macro-strategy, which in turn is carried out through various tactics [13].

The principle of argumentation lies in convincing the audience through an argument that is verbally explicated and appeals to a recipient's thinking abilities, his value system, and personal qualities. In political discourse, the argumentation strategy is implemented through certain tactics, such as the contrastive analysis tactics, the pointing to the future tactics, the reasoned assessments tactics and the illustration tactics [12].

The contrastive analysis tactics is based on the method of comparison politicians to certain facts, incidents, results, observations and assumptions, which is a persuasive argument for the audience. Various statistics and numbers are often used in the contrastive analysis tactics as arguments to increase the degree of persuasive influence. *«I am sorry to report that the situation has deteriorated since I last spoke to you three days ago. Our advisory group on New and Emerging Respiratory Virus Threats – NERVTAG – has spent the last few days analysing the new variant. Given the early evidence we have on this new variant of the virus, and the potential risk it poses, it is with a heavy heart that I must tell you we cannot continue with Christmas as planned»* [24]. British Prime Minister Boris Johnson is persuading the British people that it is impossible to ease the restrictive measures on Christmas, as there exists evidence that the situation is worsening compared to earlier data.

Besides, the politician uses linguistic units with negative semantics "virus", "risk", which should further motivate people to maintain social distance.

The pointing to the future tactics is aimed at defining a statesman's strategic intentions, ways of their implementation, projects and plans. A recipient, having analyzed the socio-political, as well as the financial situation in the state, gets the opportunity to forecast its development in the future. As a rule, this tactic is implemented using verbs and adverbs of the future tense, modal verbs, the semantics of which reflects actions that a politician is ready to take to achieve the goal: *«And so every day, with ever increasing data, we will be monitoring the R and the number of new infections, and the progress we are making, and if we as a nation begin to fulfil the conditions I have set out, then in the next few weeks and months we may be able to go further»* [23].

The politician explains that subject to certain conditions the situation with the pandemic will improve in the future.

The reasoned assessments tactics implies the presence of reasonable assessments in a politician's discourse, which can be persuasive arguments for the audience. Using such arguments, an addressee strives to impart an objective character to his/her assessment. *«It is now almost two months since the people of this country began to put up with restrictions on their freedom – your freedom – of a kind that we have never seen before in peace or war. And you have shown the good sense to support those rules overwhelmingly. You have put up with all the hardships of that programme of social distancing. Because you understand that as things stand, and as the experience of every other country has shown, it's the only way to defeat the coronavirus - the most vicious threat this country has faced in my lifetime»* [23]. The semantic chain *«you have shown the good sense», «you understand»* marks the prime minister's appreciation for the actions of the British people during their self-isolation. The politician emphasizes the general threat, describing it as "which we have never encountered before, neither in peacetime, nor in wartime". However, human prudence is helping to contain the pandemic.

The illustration tactics involves using a variety of data and examples. As a rule, argumentation operates with reliably known information, which is a reasonable argument for confirming a fact. Statistics are the most frequent means of implementation in this tactic. *«It is a fact that by adopting those measures we prevented this country from being engulfed by what could have been a catastrophe in which the reasonable worst case scenario was half a million fatalities. And it is thanks to your effort and sacrifice in stopping the spread of this disease that the death rate is coming down and hospital admissions are coming down»* [23]. The statesman cites statistics on the deaths of more than half a million people as a result of the pandemic, focusing the audience attention on the fact that only thanks to the people efforts and sacrifices, the death rate is decreasing.

Conclusions. There exist various approaches to understanding the essence of political discourse, but they all emphasize that its key intention is to achieve and maintain power. The analysis of political discourse discovers mechanisms for managing public opinion. Political discourse is a multifaceted phenomenon and is implemented through strategies, one of which is the persuasion strategy. The persuasion strategy takes an important place in political discourse, in which the principle process of influencing the discourse subjects on the mass audience is carried out.

A belief is explicated in speech using logical arguments and argumentation. Argumentation is in persuading listeners to accept a given point of view as correct by putting forward rational arguments in its favor. To a large extent, the success of such an impact depends on a recipient's desire to share the position expressed by a politician. Since politicians' utterances are often aimed at influencing the audience, expression and affectation can prevail over information content and rationality. The paper analyzes the most important strategies and tactics of the persuasion macro-strategy. It is emphasized that the basis of persuasion is the argumentation strategy, which is implemented using the contrastive analysis tactics, the pointing to the future tactics, the reasoned assessments tactics, the illustration tactics.

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ЯЗЫК С.А. ЕСЕНИНА В ФОКУСЕ ОТЕЧЕСТВЕННОЙ ЛИНГВИСТИКИ

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Аннотация. В статье представлены основные направления лингвистического изучения языка С.А. Есенина. Выявлен интерес языковедов к ономастике, сравнениям, колоративам и т.д. в творчестве художника слова. Обобщающий материал содержит анализ тенденций, выявленных в результате изучения имеющихся на сегодняшний день изысканий о языке С.А. Есенина.

Ключевые слова: язык С.А. Есенина, лингвистика, ономастика, колоратив, синтаксис, фразеология, концепт