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Genre and stylistic peculiarities of the political discourse (on the material of Addresses of Heads of states)

The article is dedicated to the comparative analysis of Kazakh, Russian and Bulgarian presidential discourse. Presidential power influences both the domestic and foreign policy of the state. Based on this, there has been a tendency to consider the presidential discourse as an independent trend for the last two decades in Linguistics. The article presents an overview of a number of works devoted to the study of the speeches of Heads of state, the classification of political genres and the discursive approach to the investigation of metaphor, and it identifies the conceptual spheres to be the most active sources of modern political metaphors. The purpose of the work is to determine similarities and dissimilarities in the texts of the Addresses of the Heads of States (Kazakhstan, Russia and Bulgaria), the quantitative analysis and interpretation of linguistic means, as well as the manifestation of the linguistic persona of the leader in the Address. The object of the research is the study of the personal factor in the Address, the patterns of representation of reality by the political figure through the prism of the frequent use of language means. The material of the research is the texts of the Addresses of the Presidents of Kazakhstan, Russia and Bulgaria for 2021-2022. The analysis made it possible to conclude about the high frequency of use of specific types of metaphor in the given historical period. We suppose that the construction of semantic models, calculation of the frequent use of linguistic means and analysis of statistical data allow us to show the peculiarities of the implementation of metaphors in the Kazakh, Russian, and Bulgarian political discourse, due to the individual characteristics of the speech of the President's persona and his ethnocultural representation of the reality.

Keywords: discourse, speech genres, linguistic persona, metaphorical models, ethnocultural reality.

Introduction

Political discourse reflects the socio-political processes, culture, mentality and values of people to be studied. It determines the interdisciplinary nature of its study at the nexus of various disciplines as Political study of language, psycholinguistics, cognitive linguistics, Pragmatics, Rhetoric, linguistic manipulation theory, and linguistic persona theory.

Political leadership is an object of modern studies. Language becomes a tool for influence, manipulation and categorisation in political communication. It leads to an understanding of political events [1; 58]. Moreover, linguists are interested in the effectiveness of specific use of speech genres in the discourse of a linguistic persona [2; 39].

Comparative and quantitative studies of discourse markers in the politicians' speech are not still a part of the most relevant topics of language investigations.

Public speaking is the subject of study in the works of many scientists, but some of its aspects still seem to be understudied and require additional consideration. Thus, the public political speech of modern Kazakhstani politicians remains inadequately to be studied, the investigation of which still lacks. The comprehensive and comparative approach to highlighting communicative and speech features and analysing language markers in politicians' discourse aims to determine the quantitative indicators in the texts to be researched. Thus, the main objective of the study is revealing of linguistic similarities and dissimilarities stipulated worldview and social and cultural differences of texts of Presidents' addresses. The second one is to conduct the quantitative analysis, data interpretation and specify strategic attitudes of linguistic persona of a leader.

Methods and materials

K.-J. Tokayev's Annual Message to the people of Kazakhstan for 2022, V.V. Putin's Address to the Federal Assembly for 2021, and R. Radev to the people and the National Assembly of Bulgaria for 2022 have been analyzed within the framework of studies.

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The corpus under investigation is 20783 words; where two Russian texts contain 15048 words and the Bulgarian text is equal to 3034 words (the Russian version is automatic translation and is 2701 words). The Message of the Kazakhstani President was considered in the Russian version, and it's convenient to compare with V.V. Putin's Address. These two countries are members of the Eurasian community and have been closed in their historical ties for many years.

Bulgaria is one of the former socialist countries that collaborated closely with the USSR. Now it is a member of the EU. Russian and Bulgarian belong to the same language family but relate to different groups (East Slavic and South Slavic). Therefore, they differ in the morphological structure (Russian is the inflectional, synthetic language, while Bulgarian is characterized by pronounced analytics), so it will be interesting to compare the speech texts of the Heads of State.

Interdisciplinary and intradisciplinary links specify the modern paradigm of scholarly knowledge. This allows analyzing the speeches of political leaders applying the corpus analysis tools of studies in quantitative, corpus, political and comparative Linguistics.

Content analysis, continuous sampling method, computer processing of texts, word frequency count, collection and analysis of statistics are the primary techniques of this study.

The chosen research methods and techniques will allow for analyzing the frequency of language units in the Address of political leaders and identifying similarities and differences in the pragmatic meaning of language units. It is one of the advanced trends for the following research in the given field of knowledge.

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Results and their discussion

Modern political discourse has an interdisciplinary multidimensional character reflecting the people's socio-political processes, culture, mentality and values.

In Linguistic Science, political discourse is classified as an institutional type and specified by the following characteristics: 1) speech events to be typical for this communicative situations 2) speech behaviour in performance of distinct social roles; 3) topics of communication; 4) intentions determining speech strategies [3; 44, 4].

There is still no general perception about a strict typology of political discourse. The differentiation of its genres is carried out according to various principles in Modern Linguistics.

T.V. Shmeleva distinguishes three genres of political discourse: genres presenting decisions to a society; discussing decisions and public mass actions [5; 56].

Relying on the integration-orientation-agonality triad, E.I. Sheigal differentiates the political discourse by a key objective: ritual genres; informational and prescriptive texts and advertising speech, election and parliamentary debate (agonal) [6].

The Kazakh researcher B.S. Karimova, following E.I. Sheigal, describes the political discourse as a conglomerate of specific genres with the field structure. At the centre of this fusion, there are genres to be prototypical for this type of discourse; at the periphery, there are contaminated ones that have dual nature and are at the junction of different types of discourse. The following hyper genres belong to the central ones: program documents, a public speech of a politician, and election campaigning corresponding to the principal intention of the political discourse – the power struggle. The researcher considers political memoiristic as a peripheral genre at the junction of political and artistic discourses [7; 39].

The investigations of the Kazakh scientists are devoted to the consideration of political genres and analysis of speeches of Kazakhstani and Russian politicians in the comparative aspect [8, 9]. The study of M.G. Vazanova and Z.N. Jakushkina considers language use in politics and text corpus expertize in linguistics [10].

The necessity to take into account the specifics of oral or written communication in the classification is indicated by the researcher O.N. Parshina, who believes that it is required to pay attention to the political discourse when we divide it into dialogic and monological [11].

Taking into consideration that these classifications do not contradict each other, we will take into account all the criteria to be proposed above to describe the material. The research interest is caused by the fact that speeches of state officials are the least studied of all the ritual genres of the political discourse.

According to the Encyclopedic Dictionary, Message is an appeal of a statesman or public organisation to another statesman or a public organisation on some political issues [12; 810].

According to the genre peculiarities of the Presidents' Addresses, they can be attributed to business speeches. N.A. Zamurueva considers them as a set of linguistic means, the function of which is to serve the sphere of official business relations, i.e. relations arising between state bodies, organisations or within them, organisations and individuals [13; 121].

This genre of political discourse is characterised by formality, rigour, and the possibility to use specific stable expressions with mandatory adherence to certain linguistic and stylistic norms.

The Russian researcher P.B. Parshin considers the idiostyle concept of a political leader in his works on the language of politics. He underlines the peculiarities of what, how, to whom and what this or that subject of political activity speaks about [14; 183].

D. Graber stands for the analogous point of view. He supposes that to achieve goals, politicians should be able to solve urgent problems with linguistic means [15; 196]. Language of political communication is of great importance in governing a country.

As Russian linguist A.P. Chudinov says that political language is to promote specific ideas, influence emotionally on citizens of a country and to encourage to political actions [16]. D.R. Akopova emphasises manipulative characteristics of political language expressing speech influence to carry the people [17; 403].

So, political speech is pragmatic, it is characterised by certain strategies, tactics that makes it possible to persuade the addressee to act [18].

The studies carried out through the implementation of the tools of philological sciences are of particular interest. Thus, M.V. Gavrilova's works are devoted to the linguocognitive analysis of Messages to the Federal Assembly [19]. A.P. Chudinov and E.V. Budaev research the discursive peculiarities of the politicians' speech [20].

According to the researcher B.A. Akhatova, politicians use linguistic means to inform, hide true goals, persuade, manipulate and govern [21].

The Kazakhstani investigators proposed to consider the issue of the relationship of language and mentality [22].

Parshina O.N. studies strategies and tactics of speech behaviour of elite political class [23]. J. Charteris-Black conducts cognitive metaphor analysis of politicians' address through the metaphor method and critical discourse analysis [24].

Consideration of characteristics of linguistic arrangement of the Messages of the executive heads of the nation of Kazakhstan, Russia and Bulgaria are investigated for the first time in this work.

To determine the main themes and directions of addresses of the political leaders of these three countries and to identify the most common words in the text, the semantic clouds of these texts were compiled (Figures 1–3) (<https://wordsccloud.pythonanywhere.com>).

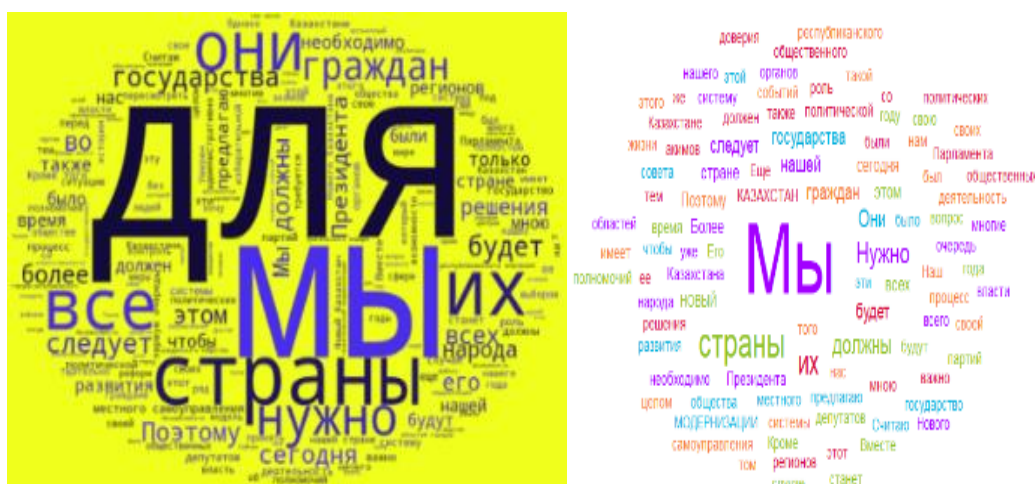


Figure 1. Semantic cloud of K.-J. Tokayev's Message



Figure 2. Semantic cloud of V.V. Putin's Message

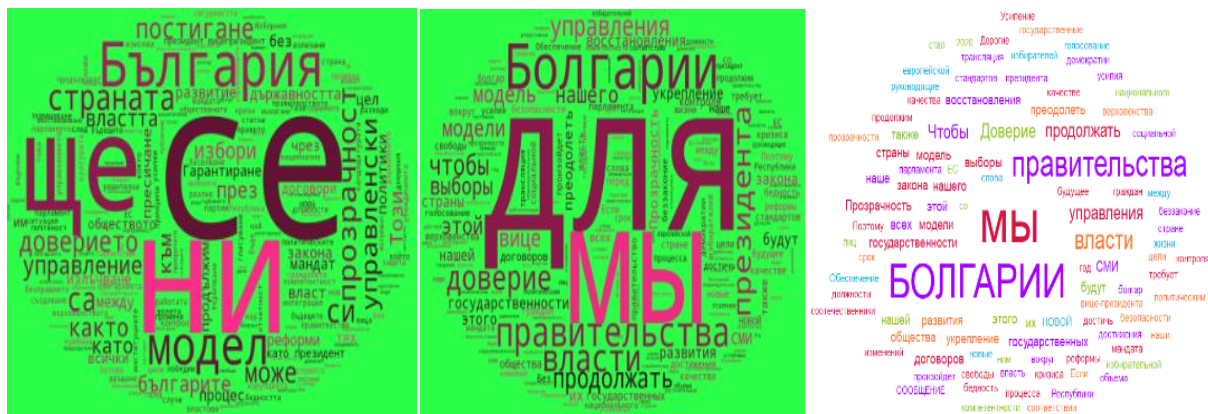


Figure 3. Semantic cloud of R. Radev's Message

The analysis of the linguistic structure of the three Messages showed that the personal pronouns “I” and “we” are the most active words in the texts. These pronouns indicate the president and listeners as speakers. According to A.M. Peshkovskii, these are pronouns that have a subjective-objective meaning. They express various relations between a speaker to what he is speaking [25; 154].

As a speaker, the president chooses linguistic means and arranges his statement:

Мы прошли... *Я* тогда открыто заявил... [26]. — (We have passed / I then openly declared — the author's translation).

...*мы* направили. *Я* жду [27]. — ...we allocated; I am waiting for (the author's translation).

...*назначих* три служебни правителства (*я* назначил три временных правительства).

Оставам отворен за диалог и *споделям* отговорността [28].

(I appointed three Governments / I remain open to dialogue and I share responsibility — (the author's translation).

On E.M. Volf's opinion, personal pronouns are the general class of pronominal words [29; 24]. They are deictic words and indicate the person speaking, the sender of the address.

Personal pronouns denote persons or objects in terms of their relationship to the speaker. The personal pronoun “I” can be used to show a person's bright individuality. The Heads of the Government transmit some information to the addressee with “I” pronoun.

In addition, the “I”, “we” pronouns and “my”, “our” possessive pronouns can become a means of subjectification of the author's narrative. They are considered as a stylistic device enhancing subjectivization under specific conditions.

“We” pronoun is often used along with “I” pronoun. Usually pronoun “we” is a means to unite people into superpersonal entities on ethnic and social characteristics. When the speaker identifies himself with humanity and it can express general evaluativity. But, if the speaker relates himself to the definite group, it sig-

nifies private evaluativity on the basis of it we pronoun can be means of unification and opposing oneself to someone.

According to O.N. Parshina, the use of inclusive deixis, expressing the speaker joining the listeners to establish contact, shows the desire of the former to join the audience [11; 32-33].

“We” pronoun expresses the unity of the speaker with the recipient. Thus, the statistical analysis of the factual material showed that in his Address, the President of Kazakhstan, K.-J. Tokayev used the pronoun *we* and its derivatives — 73 times, V.V. Putin — 98 times, R. Radev — 32 times.

The table of the frequency of use of “I”, “we” personal pronouns was compiled to determine the place of “I”, “we” pronouns in the Addresses (Table 1).

Table 1

Frequency of use of *I/we* personal pronouns

Heads of State	I	we
K.-J. Tokayev	33	73
V.V. Putin	13	98
R. Radev	30	32

In the speech of the presidents, as it appears from Table 1, “we” pronoun means “I” and “the government”, emphasising the idea of collegial leadership of the country. The analysis of the average frequency of “I” pronoun in the speech of the three presidents showed the following: the maximum number of “I” pronouns can be found in the discourse of K.-J. Tokayev, the minimum use is observed in V.V. Putin’s texts. The Bulgarian leader R. Radev uses “I”, “we” pronouns in the equal proportion.

Counting the number of pronouns, we have shown that V.V. Putin has a significant amount of it (98 times); K.-J. Tokayev used it 73 times in his speech, and R. Radev is in third place.

Based on this, it can be assumed that Russian President V.V. Putin has already established relationship with the addressees. Using “we” pronoun he formed trusting atmosphere and defined visibility of common goals and interests. K.-J. Tokayev strives to establish a situation of trust and defines common interests. As for R. Radev, the president uses “I” and “we” pronouns in equal. Most likely, this is determined by the fact that R. Radev has recently assumed the office of President. Thus his ego means that he identifies himself as a responsible person and puts the responsibility for carrying out reforms in the country not only on the government but also on himself, but trusting relations between him and the electorate have not yet been fully established.

Мы пошли на этот шаг (K.-J. Tokayev). — We took this step (the author’s translation).

...*мы* отменять не будем (V.V. Putin). — we will not cancel strategic goals (the author’s translation).

мы укрепили... *Мы* восстановили диалог (R. Radev). — we have strengthened... We have restored dialogue (the author’s translation).

The use of “we” pronoun in K.-J. Tokayev, V.V. Putin and R. Radev’s political discourse is inextricably linked with the country’s image. And *we* in the meaning of the country is manifested, first of all, by this personal pronoun in the nominative and indirect cases. And *our* pronominal word is referred to all citizens, for example:

...*наш* народ, *мы* сохранили (K.-J. Tokayev). — *our* people, we have preserved (the author’s translation).

...*наш* высший национальный приоритет (V.V. Putin). — *our* highest national priority (the author’s translation).

...*Наш* народ (R. Radev). — *Our* people (the author’s translation).

The next most frequent word represented in semantic clouds is the word *country* and its name: *Kazakhstan*, *Russia* and *Bulgaria*, i.e. each president emphasises the name of his state, so he is trying to unite the citizens of his country into one single indivisible whole.

The most frequent ones include the short adjective *нужно* (*необходимо*) – *necessary (to be required)* found in the texts, expressing the modality of necessity (K.-J. Tokayev — 26, V.V. Putin — 32, R. Radev — 2). With the help of this lexical item, the country’s leader expresses the strict demand for deputies and ordinary people in his political discourse. It is worth adding that the frequency of the use of the preposition *для* (*for*) has several meanings: indicates the person to whom something is intended; the purpose of the object; the reason, base to commit the act for the sake of; identifies the person from whose position something is

intended and evaluated, or on the subject, action, state, etc., concerning which something is characterised [30].

...для здоровья нации (V.V. Putin). — ...for the health of the nation (the author's translation).

...на защиту суверенитета (K.-J. Tokayev). — ...to protect sovereignty (the author's translation).

The adverb today is used as the designation of what is happening at the moment (K.-J. Tokayev — 15; V.V. Putin — 5; R. Radev — 2), for example:

Сегодня в Послании... (K.-J. Tokayev). — Today, in the Address (the author's translation).

The Future Tense is quite often used to set out a viewpoint of the state head (K.-J. Tokayev — 29; Putin V.V. — 24; Radev R. — 6).

...будут приниматься.; ...будет прислушиваться (K.-J. Tokayev). — will be made; will listen to (the author's translation)..

будет применяться (V.V. Putin). — will be applied (the author's translation).

да бъде активен участник. (R. Radev). — будет активным участником / will participate (the author's translation).

The Address of the Heads of States concerns the economy, politics, culture, education, etc. The key lexical units of different speech parts reflect political leaders' focus on specific topics. They represent the main idea of the president's speech. Thus, nouns were selected and presented in semantic clouds (Figures 4–6).



Figures 4–6. List of frequent nouns in the Addresses of the Presidents of Kazakhstan, Russia and Bulgaria

In the cloud of the President of Kazakhstan, the core words are развитие, граждане, страна, решения, год, правительство, задача, общество, вопрос, поддержка; the Russian president — год, страна, поддержка, граждане, развитие, сфера, решения, правительство, регионы, задача, and the President of Bulgaria — правительство, Болгария, соотечественники, процесс, власть, консенсус, время, etc.

Table 2 has been compiled to make a comparison of the nouns to be used by the three presidents. It demonstrated the order of the ten most famous words, their frequency in the text and the frequency word book and the National Corpus of the Russian language; the quantitative indicator of the lexemes found in the text is given in parentheses [31, 32]. The selection of words in the table has been based on the semantic cloud, which includes all the nouns from the Presidents' speeches.

Table 2

Quantitative analysis of frequent nouns in the Messages of the Presidents of Bulgaria, Kazakhstan and Russian

	K.-J. Tokayev (RK)			V.V. Putin (RF)			R. Radev (B)		
	Lemma	Frequency 1	Frequency 2	Lemma	Frequency 1	Frequency 2	Lemma	Frequency 1	Frequency 2
1	2	3	4	5	6	7	8	9	10
1	страна (28)	44.50	725.7	год (43)	284.72	3727.5	власть (6)	114.15	435.6
2	развитие (29)	68.25	372.6	страна (27)	44.50	725.7	развитие (8)	68.25	372.6
3	гражданин (24)	19.02	199.4	развитие (25)	68.25	372.6	безопасность (12)	11.04	137.1
4	решения (17)	74.51	453.4	поддержка (15)	8.31	110.6	время (7)	1367.19	2015.7
5	год (34)	284.72	3727.5	гражданин (24)	19.02	199.4	страна (11)	44.50	725.7

Continuation of Table 2

1	2	3	4	5	6	7	8	9	10
6	правительство (30)	83.46	277.7	решения (12)	74.51	453.4	процесс (12)	75.72	371.7
7	задача (24)	56.91	282.4	правительство (22)	83.46	277.7	срок (6)	64.60	219.7
8	вопрос (26)	301.01	805.8	ситуация (15)	34.29	298.8	государство (12)	57.79	326.4
9	поддержка (10)	8.31	110.6	регионы (14)	5.40	160.3	гражданин (6)	19.02	199.4
10	общество (5)	82.39	314.7	задача (18)	56.91	282.4	закон (7)	78.34	433.4

After analysing the data in the table, we can draw up the following conclusions:

✓ The frequency of all nouns is higher in speeches than in the frequency dictionary; some are used in Addresses much more often than in average speech. To a certain extent, it indicates the accents in the Addresses (speeches of the presidents).

✓ All three Heads used commonly words *гражданин, год, страна, развитие, правительство, задача, решение, поддержка*.

✓ Leaders lay special emphasis on the name of his state Казахстан, Россия and Болгария.

The words *вопрос, общество* reflect the sphere of attention of President K.-J. Tokayev; the words *ситуация, регионы* are more related to the speech of the Russian president; the nouns *развитие, безопасность, страна, процесс, государство* often attract the attention of the President of Bulgaria R. Radev.

According to the most commonly used words and concepts, it can be seen that the central theme is national development (*власть, проблема, задача, государство, страна, развитие, права и свободы личности: общество, безопасность, граждане, человек*).

Words *регион, поддержка, время* are not often met in the presidents' addresses. The social problems raised can be demonstrated with words and phrases: *правовые and социальные проблемы, образование and культура, экономика*. Such lexical items as *поддержка, правительство, власть* are used to solve these problems.

In this way, it can be concluded that the presidents focus their attention present day, prospects for the development of the country in their Addresses.

Conclusion

The comparative analysis allows us to draw some particular decisions. In the first instance, the text of the Address has the universal peculiarities to be familiar to this genre, the representation of parts of speech, etc.; along with this, it reflects the author's worldview, interests, and world perception.

Secondly, in the analysed political texts of the Heads of the state, the pronouns *I* and *we* participate in the construction and formation of a communicative act, which the authors of the Addresses build in such a way that there are citizens, the country, the society with their achievements are in the centre of the attention. And more there are identified problems and ways to solve them. Thus, the pronouns *I* and *we* are closely connected and inseparable from each other in the Address of the Heads of State.

In addition, we note that *I* and *we* pronouns are more often used in combination with verbs of movement, and action, with verbs denoting a change of events, and, therefore, are directly interconnected with the idea of time, i.e., to indicate the solution and the deadline to complete the tasks.

Moreover, in presidents' speeches, "*we*" pronoun is used more widely than "*I*". The peculiarities of these pronouns and the emphasis on various nouns just indicate the peculiar characteristics of the linguistic persona of the country's political leader.

Thus, linguistic means are considered to play an essential role in the political leaders' Addresses. They help reveal the central theme and idea and actively function in the Address discourse as a means of expression and as a part of linguistic and stylistic devices.

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Ж.Н. Жүнісова, О.Г. Алексеева, Ж. А. Джамбаева, Н.С. Иванова

Саяси дискурстың жанрлық және стилистикалық ерекшеліктері (мемлекет басшыларының үндеулері негізінде)

Мақала қазақстандық, ресейлік және болгариялық президенттік дискурсты салыстырмалы талдауға арналған. Президенттік билік мемлекеттің ішкі саясатына да, сыртқы саясатына да әсер етеді. Осыған сүйене отырып, лингвистикада соңғы екі онжылдықта президенттік дискурсты дербес бағыт ретінде қарастыру үрдісі байқалды. Авторлар мемлекет басшыларының сөйлеген сөздерін, саяси жанрлардың жіктелуін, метафораны және дискурсивті көзқарасты зерттеуге арналған бірқатар жұмыстарға шолу жасады; қазіргі саяси метафоралардың ең белсенді көздері болып табылатын тұжырымдамалық салалар анықталды. Мақаланың мақсаты — Қазақстан, Ресей және Болгария мемлекеттері басшыларының Жолдауларының мәтіндеріндегі ұқсастықтар мен айырмашылықтарды анықтау; тілдік құралдарды сандық талдау және түсіндіру, сондай-ақ Жолдаулардағы көшбасшының тілдік тұлғасын көрсету. Сонымен қатар зерттеу нысаны — Жолдаудағы тұлғалық факторды, тілдік құралдарды қолдану жиілігінің призмасы арқылы саяси қайраткердің ақиқатты ұсыну заңдылықтарын зерттеу. Зерттеу материалы ретінде Қазақстан, Ресей және Болгария президенттерінің 2021–2022 жылдарға арналған Жолдауларының мәтіндері алынған. Жүргізілген талдау осы тарихи кезеңде метафоралардың белгілі бір түрін қолдану жиілігінің жоғары екендігі туралы қорытынды жасауға мүмкіндік берді. Семантикалық модельдерді құру, тілдік құралдарды қолдану жиілігін есептеу, статистикалық деректерді талдау қазақстандық, орыс, ағылшын және болгар саяси дискурсында метафораларды қолдану ерекшеліктерін көрсетуге мүмкіндік береді деп санаймыз, бұл Президенттердің жеке сөйлеуінің сипаттамаларына және болмыстың көрінісіне байланысты.

Кілт сөздер: дискурс, сөйлеу жанрлары, тілдік тұлға, метафоралық модельдер, этномәдени болмыс.

Ж.Н. Жунусова, О.Г. Алексеева, Ж.А. Джамбаева, Н.С. Иванова

Жанровые и стилистические особенности политического дискурса (на материале обращений глав государств)

Статья посвящена сопоставительному анализу казахстанского, российского и болгарского президентского дискурса. Президентская власть оказывает влияние как на внутреннюю политику государства, так и на внешнюю. Исходя из этого, в лингвистике в последние два десятилетия наметилась тенденция рассмотрения президентского дискурса в качестве самостоятельного направления. Авторами представлен обзор ряда работ, посвящённых изучению выступлений глав государств, классификации политических жанров, дискурсивного подхода к исследованию метафоры; выявлены понятийные сферы, являющиеся наиболее активными источниками современных политических метафор. Цель настоящей работы — выявление сходств и различий в текстах Посланий глав государств Казахстана, России и Болгарии; количественный анализ и интерпретация языковых средств, а также проявление языковой личности лидера в Посланиях. Кроме того, объектом исследования является изучение личностного фактора в Послании, закономерностей представления действительности политическим деятелем сквозь призму частотности использования языковых средств. Материалом послужили тексты Посланий Президентов Казахстана, России и Болгарии за 2021–2022 годы. Проведенный анализ позволил сделать вывод о высокой частотности употребления определенного вида метафор в данный исторический период. Считаем, что построение семантических моделей, подсчет частотности употребления языковых средств, анализ статистических данных позволяют показать особенности употребления метафор в казахстанском, русском и болгарском политическом дискурсе, обусловленные как индивидуальными характеристиками речи личности Президента, так и его этнокультурным представлением действительности.

Ключевые слова: дискурс, речевые жанры, языковая личность, метафорические модели, этнокультурная действительность.

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