THE STRUCTURE OF SOCIO-POLITICAL DISCOURSE IN THE INFORMATION-TYPE SOCIETY

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Abstract: *The electorate is an integral participant in political discourse, therefore, in order to study the ways of a linguistic embodiment of its motivating intention, it is necessary, first of all, to find out the starting positions, that is, those discourse positions that are relevant for solving the goal of forming a discourse in a public environment. The novelty of the research is determined by the fact that the analysis of the representation in the language of the incentive intentions of representatives of society predetermines the necessity to clarify the specifics of the communicative role of a representative of the electorate in political discourse. The authors note that it becomes important to clarify the essence of the electoral segment of political discourse, which appears as an environment for the implementation of the incentive intention of ordinary citizens. The authors see the determination of the relationship between the concepts of communicative intention and strategy as an important component of the theoretical apparatus of the research. In particular, based on the study of the available linguistic interpretations of the intention and strategy, a theoretical position has been developed, which is the basis for further analysis of the actualisation of the incentive intention in the speech of the electorate. The practical significance of the study is due to the fact that the study of the specifics of the lingual implementation of incentive intentions in the electoral segment of political discourse is due to: the important role of political discourse in the life of society, the property of a representative of the electorate to turn from a passive recipient into an active participant in political discourse, the availability of innovative communication technologies for all citizens to indicate their position.*

Keywords: political linguistics, language orientation of a person, verbal forms, social interaction, discursive activity.

A detailed and careful analysis of a significant number of discourse definitions allows concluding that the definition of the category-conceptual apparatus of discourse involves taking into account the essence of discourse, highlighting its features/parameters and highlighting its functions. Determining the essence of discourse, scientists choose a fundamental characteristic, on which they then impose its parameters and functions. In order to convey the abstract nature of this phenomenon, linguists use the following terms: integral/linguistic/socially linguistic/socially structured and socially structuring phenomenon; complex communicative phenomenon; multidimensional education; specific communicative event.[1]

For the sake of providing more specific information about a particular scientific phenomenon, researchers resort to highlighting the ways and forms

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[1] I. Morhan, "Social discourse", in *Law Journal of the National Academy of Internal Affairs,* 2021, vol. 19, no. 1, p. 34-37.

of manifestation of this scientific object. A similar trend is observed in the linguistic definitions of discourse. Discourse is a way of linguistic existence – a person's being with language and in language; the way of presenting social practice, the way of speaking in a specific / typical situation; a way of manipulating concepts[2]. Discourse is a form of social interaction / practice, a specific form of knowledge production. The concept of language as a system predetermines the appeal to the term system. Discourse is a system of restrictions imposed on an unlimited number of statements through a specific social or ideological position; or a communication system that has real and potential dimensions[3].

The presence of uniform / homogeneous structural components in the analysed phenomenon is provided by the idea of the aggregate. It can be a set of thematically related texts, and discursive events, and speech-mental actions of communicants, and verbal forms of the practice of organising and formalising the content of the communication. In order to focus attention on the belonging of this phenomenon to linguistics, terms are relevant, which substantively fill the idea of language as a structure and system (text, speech, utterance, speech)[4]. Priority in this category of definitions, of course, is given to the concept of text. Scientists pay attention to the presence in such a text of the same specific motive, logical structure, semantic connection, which allows it to be perceived as a single entity[5]. As a structural element, it appears as the final link in the sequence "sound – word – sentence – text – discourse"[6]. The interpretation of discourse as speech immersed in life, speech assigned by a speaker is almost classical.

The definitions, which are based on the activity approach, determine the frequent use of the term process or activity, since any activity is, first of all, a

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[2] N.I. Melnyk, I.O. Biletska, O.A. Ponomarova, A.V. Buranova, A.O. Davydenko, "Representation of ethnicity in lexicographic discourse", in *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 2021, vol. 13, no. 1, p. 1-18.

[3] K. Sharma, A.D. Pareek, "Tactics of survival: Social media, alternative discourses, and the rise of trans narratives", in *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 2021, vol. 13, no. 2, p. 1-10.

[4] P. Chilton, "Toward a neuro-cognitive model of socio-political discourse, & an application to the populist discourse of Donald Trump", in *Langage et Societe*, 2017, vol. 160–161, no. 2–3, p. 237–249.

[5] A. Abizadeh, "On the philosophy/rhetoric binaries: Or, is Habermasian discourse motivationally impotent?", in *Philosophy & Social Criticism*, 2007, vol. 33, no. 4, p. 445–472.; O.M. Omelchuk, M.P. Muzyka, M.O. Stefanchuk, I.P. Storozhuk, I.A. Valevska, "Legal grounds for restricting access to information: A philosophical aspect", in *Journal of the National Academy of Legal Sciences of Ukraine*, 2021, vol. 28, no. 3, p. 64-73.

[6] R. Wodak, S. Boukala, "European identities and the revival of nationalism in the European Union: A discourse historical approach", in *Journal of Language and Politics*, 2015, vol. 14, no. 1, p. 87–109.

process[7]. Discourse is a process of interactive, intersubjective interaction of consciousnesses aimed at constructing linguistic signs. Quite often, this process is associated with the result, which in discourse is the text as a thought-communicative product[8]. The authors tend to accept as the main nomination of the discourse the concept of speech education generated at a specific moment of the continuum of reality under the influence of the context of a situation, taking into account all possible pragmatic characteristics of the participants in the discourse and aimed at satisfying the deep needs of the addressee[9].

A discursive feature indicates the nature or character of the phenomenon under study. The features of discourse include: sociality, cognition, situationality, relevance, dialogicity[10]. Discourse is no longer a purely linguistic structure, but a sociolinguistic one; it is a linguistic reality that is imposed on social coordinates[11]. Each social group is characterised by its own discourse[12]. Consequently, sociality as a sign indicates that it exists / functions in society, created by society, appears as a sign / property of society, and by its analysis it is possible to determine the belonging of a linguistic personality to a certain social stratum[13]. In the aspect of sociality, discourse as a verbal-sign construction is most often associated with the process of social interaction[14]. It is believed that this is a trace left by socially-oriented speech activity[15]. In the authors' opinion, the sociality of discourse is manifested in the fact that it always accompanies the process of human socialisation, is an important

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[7] W.I. O'Byrne, J. Hale, "Employing digital spaces to resist harmful discourses: Intersections of learning, technology, and politics showing up in the low country", in *Learning, Media and Technology*, 2018, vol. 43, no. 4, p. 390–399.

[8] A. Buonfino, "Between unity and plurality: the politicization and securitization of the discourse of immigration in Europe", in *New Political Science*, 2004, vol. 26, no. 1, p. 23–49.

[9] K. Stapleton, J. Wilson, "Discourse and dissonance: Making sense of socio-political change in Northern Ireland", in *Journal of Pragmatics*, 2009, vol. 41, no. 7, p. 1358–1375.

[10] P.L. Dunmire, "Political discourse analysis: Exploring the language of politics and the politics of language", in *Linguistics and Language Compass*, 2012, vol. 6, no. 11, p. 735–751.

[11] S. Braun, M. Friedewald, G. Valkenburg, "Civilizing drones: Military discourses going civil?", in *Science and Technology Studies*, 2015, vol. 28, no. 2, p. 73–87.

[12] F. Sack, "Socio-political change and crime – A discourse on theory and method in relation to the new face of crime in Germany", in *Crime, Law and Social Change*, 1995, vol. 24, no. 1, p. 49–63.

[13] Q. Cao, "The language of soft power: Mediating socio-political meanings in the Chinese media", in *Critical Arts*, 2011, vol. 25, no. 1, p. 7–24.

[14] S. Kleinke, E. Avcu, "Public discourse beyond the mainstream media: Intercultural conflict in socio-political discussion fora", in *Discourse, Context and Media*, 2017, no. 19, p. 49–57.

[15] J.G. Rozema, A.J. Bond, M. Cashmore, J. Chilvers, "An investigation of environmental and sustainability discourses associated with the substantive purposes of environmental assessment", in *Environmental Impact Assessment Review*, 2012, vol. 33, no. 1, p. 80–90.

attribute of the social-linguistic identification of a linguistic personality and becomes a hallmark of its social status[16].

The sign of cognition is based on the fact that discursive activity is based on such internal mental processes as processes of categorisation and conceptualisation of the world that precede the production of discourse, fixed forms of mental experience (concepts, cognitive schemes, frames, metaphorical models, stereotypes, ideologemes)[17], which are a link between a person, language and culture and which underlie the language orientation of an individual[18]. Discourse is the environment in which a concept operates[19]. There is an ideologically and historically conditioned mentality behind the discourse[20]. It itself is verbalisation of a certain mentality and participates in the formation of a mentality through the mechanisms of social consciousness and psyche, included in its space[21].

Discourse, which is defined as thought-communication, which simultaneously belongs to both an individual and the society, one side of the discourse is directed to cognition, and the other to communication[22]. The processes of generation and interpretation, construction and understanding, production and perception of discourse, which linguists use to explain the essence of this phenomenon, characterise the system of mental information processing, on the functioning of which such a direction as cognitive linguistics is based[23]. The creator of the discourse in the cognitive paradigm is a social object that comprehends reality.[24] In turn, there is a sign of cognition in the

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[16] A.M. Gates Tapia, D. Biber, "Lexico-grammatical stance in Spanish news reportage: Socio-political infuences on que-complement clauses and adverbials in Ecuadorian broadsheets", in *Revista Espanola de Linguistica Aplicada*, 2014, vol. 27, no. 1, p. 208–237.

[17] N.Yu. Kondratenko, H.V. Marchenko, S.O. Stezhko, "Psychological and pedagogical principles of development of communicative competence of future journalists based on linguoculturology", in *Scientific Bulletin of Mukachevo State University. Series "Pedagogy and Psychology"*, 2021, vol. 7, no. 1, p. 113-120.

[18] J. Collins, "Selling the market: Educational standards, discourse and social inequality", in *Critique of Anthropology*, 2001, vol. 21, no. 2, p. 143–163. DOI: 10.1177/0308275X0102100202.

[19] A. Mumford, "Inheritance in socio-political context: The case for reviving the sociological discourse of inheritance tax law", in *Journal of Law and Society*, 2007, vol. 34, no. 4, p. 567–593.

[20] S. Hai-Jew, "Action potentials: extrapolating an ideology from the anonymous hacker socio-political movement (a qualitative meta-analysis)", in: *Digital Democracy and the Impact of Technology on Governance and Politics: New Globalized Practices*, IGI Global, Hershey, 2013.

[21] J. Flowerdew, S. Leong, "Presumed knowledge in the discursive construction of socio-political and cultural identity", in *Journal of Pragmatics*, 2010, vol. 42, no. 8, p. 2240–2252.

[22] B. Meyer, B. Pawlack, "Mitigating and being vague in interpreter-mediated discourse", in: *New Approaches to Hedging*, Brill, Leiden, 2010.

[23] M. Krzyżanowski, B. Forchtner, "Theories and concepts in critical discourse studies: Facing challenges, moving beyond foundations", in *Discourse and Society*, 2016, vol. 27, no. 3, p. 253–261.

[24] Y. Orlov, "Thermodynamic Processes in the Social System as a Factor of Legal Liberalization", in *Scientific Journal of the National Academy of Internal Affairs*, 2021, vol. 118, no. 1, p. 50-57.

influence of conceptual knowledge, obtained and processed by human consciousness, on the formation of one's own speech product.

Situationality as a sign of discourse occurs from the position of scientists that human speech behaviour is studied in connection with the context of social being, that is, it is aimed at studying the functioning of language in the context of a situation. The situation of communication, or the discursive context, provides for the conditions and circumstances of communication, the time and place of communication, the actual communicants, their relationships, roles, functions, socially, psychologically and culturally significant characteristics, social tasks facing the speakers.

The situational nature of discourse is emphasised in such definitions as language in a social context or the introduction of an utterance into a speech situation, which consists of the subject and the addressee, the time and place of the utterance. The category of the situation is given a decisive role in the differentiation of the concepts of text and discourse. So, discourse is considered as text + situation, while text is defined as discourse − situation.

Materials and methods

The authors propose to consider the situational parameter from the point of view of the influence of a situation on prepared and spontaneous speech. In the case of planned broadcasting, a future situation imposes rules and restrictions on speech behaviour, and in the case of spontaneous speech, a situation itself provokes, excites speech, the modality of which depends on the communicative and cultural competence of a speaker. A natural property of discourse is its dialogicity. A partner to whom the use of language in communication is directed may actually be present, such as is meant, or such, which is identified with the speaker. This is the dialogical principle of discourse. It is this mechanism that is incorporated in early interpretations of discourse, such as dialogue, dialogical speech, conversation.

Understanding discourse as an interactive phenomenon, interactions between interlocutors, interactions of communicants are also based on the idea of dialogical relations that are established between a speaker and a listener. During the interactive interaction of two consciousnesses, the forms of speech expressions of a text are filled with content, and the process of interaction itself embodies discourse. The significance of dialogicity lies, in the authors' opinion, in the fact that discourse cannot be considered realised if it has not reached its addressee. The definition of the functions realised by discourse belongs to the sphere of defining the system-forming features of discourse. When revealing the functions of a scientific phenomenon, researchers usually establish its role, purpose, that is, give an answer to the question "what does it do?", "why does it exist?". Among the functions that can be determined on the

basis of discursive explanations, the following can be singled out: integral, constructive / creative, representative-informative and instrumental functions.

The integral function reveals the ability / property of discourse to incorporate in the process of its functioning the constituents / elements of various essences of human existence, through which researchers endow this phenomenon with such definitions as integral, complex, multidimensional, multifaceted, and use the terminology of unity, synthesis, a fusion of certain factors or levels. All a variety of factors are classified into three groups: cognitive, linguistic and order-specific. Variations of the cognitive factor are thinking, memory, knowledge about the world, thoughts and creativity of a linguistic personality. The speech factor is understood as the speech form or speech manifestation of a personality. The order factor is also referred to as extralinguistic and is the most voluminous. First of all, they recall a communicative-pragmatic situation, which, in itself, covers many things (socio-cultural, interpersonal, mental characteristics, instructions, goals of the participants in the interaction).

The manifestation of this function can be traced in the following formulations: discourse absorbs and reflects in itself a unique combination of circumstances under which and for which it was created; absorbs all the diversity of a historical era. It is created by a person in the process of speech through the appropriation and integration of factors of the physical, social world and language, this concept, which plays a central role in the worldview of a modern person, includes the nature of meaning, activity, personality. Thanks to this integral function, discourse receives the highest abstract status among the linguistic objects of research, which provides scientists with a multi-vector direction of scientific research.

In the constructive / creative function, discourse as a static object of research is opposed to discourse, which has the properties of a subject / agent, that is, it is itself capable of creative actions. As M. Foucault explains it: "I do not use discourse, but discourse uses me." In discursive interpretations, linguists note the following relevant facts: discourse itself is capable of constructing, creating, constituting, shaping reality, social practice, and the social world.

Results and discussion

Discourse is understood as an interactive process of developing meanings, a collective meaning-making activity. In discourse, social institutions, value systems are produced, signs of certain human communities and social aspects of individuals are formed, their own (inherent in a particular society)

way of seeing the world, a way of ordering reality is created.[25] Discourse constitutes situations, objects of cognition, people as subjects of cognition, creates a general context. Discourse not only reflects things, but actively constructs a version of all these things, does not describe them, but creates, since it is directly related to practices.

It seems that the creative nature of discourse is revealed in the way that elements of reality (objects, events, phenomena) become a full-fledged part of the life and experience of society only after they receive a linguistic characteristic in the course of discourse. The representative-informative function indicates its ability to be a projection of various processes and phenomena of the environment in which it exists. Reproduction of social reality is a function of any discourse-object. Discourse is a specific type of reflection of the surrounding world, social activity of a person, social condition, national-linguistic mentality, a certain historical period; bears the imprint of human ways of mastering reality[26]. The authors fully agree that discourse is the formation that carries information and reflection of objects, events and categories that exist in nature, society, and culture. Thanks to discourse, a person's ideas about reality go beyond the limits of its physical contact with the surrounding reality.

The selection of the instrumental function is based on the view of language as a tool that a person uses in social activity to achieve a certain goal. Speech practice is a tool for mastering reality, a means of conceptualising it. Naturally, discourse is also recognised as an instrument of global transformations of social reality, a means of changing the world. Discourse is an instrument of informational influence on the system of consciousness and action, a mechanism for resolving social conflicts, reaching consensus, social harmony and social consent.

Discourse presupposes the achievement of specific goals, with its participation they practically solve specific tasks (for example, to clarify the fundamental problems of politics, religion, morality). The purpose of the discourse is the implementation of a certain author's informative human history or social science issues. Moreover, it is also a means of obtaining real scientific knowledge. In the authors' opinion, discourse refers to a set of tools for assimilating social experience that contributes to the development of human potential. Consequently, through the effective use of discourse,

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[25] J.E.S. Cifuentes, "Self-regulation of the communicational field in the voting process: A legal-political response to the problem of electoral neutrality practiced through social networks. An analysis of the colombian case and its impact on Latin America", in *Revista De Direito, Estado e Telecomunicacoes,* 2018, vol. 10, no. 2, p. 15-36.

[26] A.S. Begalinov, M.S. Ashilova, K.K. Begalinova, "Cinema as the platonic cave: French Thinkers' views on media education", in *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 2018, vol. 10, no. 2, p. 136-147.

humanity gets the opportunity to achieve both communicative and non-communicative goals and create or solve many problematic issues.

Obviously, it is difficult to overestimate the role of discourse in the life of a community, since it appears in almost all of its activities. The variety of discursive definitions are not mutually exclusive, but rather complement one another, highlighting the aspect in which scientific research is carried out. The algorithm for creating a discursive definition is the result of a combination of stages of defining the essence of discourse, its features and functions. Thus, in the categorical-conceptual apparatus of discourse, the presence of such discursive features as sociality, cognitiveness, situationality, and dialogicity was determined. Among the functions that help to reveal the purpose of discourse, the following were identified: integral, constructive, representative-informative and instrumental functions.

Discourse is a phenomenon in which language exists as an abstract system. But there can be no abstract communication, it always takes place in a certain sphere of human activity, in a certain social space. Therefore, in linguistic literature, it is not discourse in general that is analysed, but a separate type of discourse. The term discourse is characterised by a message with an agentive or genetic definition: media discourse,[27] power discourse, opposition discourse, feminist discourse or political, judicial, religious, pedagogical.[28] This work focuses on the study of political discourse. The phenomenon of political discourse is a significant and important component of social and political life. In the modern democratic society, language has become the main means of political action. It simultaneously appears as a tool for describing events and as part of political life, shaping its meaning. The politicisation of the public masses, namely, political discourse, has become an integral component of a person's information life.

Political discourse is understood as the totality of all verbal products or speech acts of participants in the political process, all types of public, institutional and private communication on political issues used in political discussions and situations, a thematic network of political texts that circulate in society, lexical and stylistic linguistic means, the use of which in public rhetoric affects the system of public relations[29]. A special feature of political discourse is considered its main communicative goal – the struggle for power. The sphere

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[27] T. Snoussi, H.B. Belkacem, M.S. al-Mutairi, S. Abidi, M.K. Alharbi, "Adapting distance online learning methods for communication and media courses: Perceptions and attitudes", in *Periodicals of Engineering and Natural Sciences*, 2021, vol. 9, no. 3, p. 283-296.

[28] C. Nwangwu, F.C. Onuoha, G.E. Ezirim, K.C. Iwuamadi, "Women, intelligence gathering and countering violent extremism in Nigeria: A postcolonial feminist discourse", in *Democracy and Security,* 2021. Available at doi:10.1080/17419166.2021.1920929

[29] N. Zubareva, I. Siddikova, "Cognitive & pragmatic approach to the phraseological intensifiers of political discourse", in *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 2021, vol. 13, no. 1, p. 1-12.

of its implementation is considered to be the socio-political sphere of society. Socio-role and situational-role characteristics of participants in political discourse have the following configurations: subject of power (sender, producer of discourse) → society (addressee, consumer of discourse); public representative (addressee) → subject of power (addressee); subject of power – subject of power.

There is an inextricable link between political discourse and reality. Discourse incorporates all components of political reality, knowledge about the structure and functions of politics, senders and addressees, the entire political process. In it, the linguistic picture of the political world is formed and structured. Similarly, to how discourse is defined through the concept of a text, interpretations of political discourse also appeal to this term with the specification that these texts are conditioned by the situation of political communication and reflect the political and ideological practice of a particular state, individual parties and trends in a particular era. The political text as a speech product of power exerts an extraordinary influence on public consciousness. It imposes an understanding of the social situation, determines the worldview of an individual and thereby guides him, serves as a tool for positive social transformations and a means of social influence.

The cognitive-communicative paradigm presupposes the understanding of political discourse as a speech action aimed at changing ideas, a kind of re-conceptualisation of the political world in the mind of an addressee. As a form of action, it is systematised according to six spheres of reality:

1) legislative process;
2) internal decisions of political parties;
3) the creation of social and political thought;
4) political propaganda;
5) management;
6) control.[30]

Along with the term political discourse in modern linguistics, the close, synonymous terms "political language", "political communication", "political narrative", "political text" are often used, which shows different ways of interpreting this complex social phenomenon and different approaches to its analysis. Political speech is understood as a special subsystem of the national language intended for political communication: to promote certain ideas, to encourage citizens to take political action, to achieve public consensus, to make and substantiate socio-political decisions in the context of multiple views in

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[30] L. Oryshchyn-Buzhdyhan, "Indicators of sense of control at a young age: a comparative aspect", in *Social and Legal Studios*, 2021, no. 3, p. 206-212.

society[31]. The language of politics captures socio-political phenomena and processes and conveys information, information about the political life of society in all its manifestations.

It is important that scientists distinguish between "language in politics" and "speech about politics". In the first case, it is about the language within political institutions, its institutional dimension, about the texts that sound from officials. But "speech about politics" is the so-called language of thought, which is used to describe political events. Scientists refer to the sphere of political language as verbal signs (socio-political vocabulary, terms, anthroponyms), rhetoric of political activity, and non-verbal signs (political symbols), the whole range of problems associated with political correctness and the struggle for the purity of the language. That is, the language of politics creates a relatively independent sphere within the literary language, with which it interacts and which it influences.

Some linguists believe that language gets a political definition not because of its content, but because of the circumstances in which information is transmitted. In political communication, the very fact of delivering a message is more important. Scientists carry out another approach to the analysis of political information from the standpoint of political narrative – a kind of supertext, united by a common content and characters, which explains certain politically significant events to the public. Such key parameters of a political narrative as immersion in conditions of polyphony and pluralism, a plurality of rational and emotional assessments, indicate that its plot can become a topic of discussion not only for political experts, but also for ordinary citizens.[32] At this stage, the movement of a non-politicised person towards a relatively politicised person begins.

Distinguishing the concepts of political communication and political discourse, it is noted that the first is understood as the process of transferring information, which occurs in accordance with the circumstances of speech, and political discourse – as a complex symbolic reality in which the political sphere functions as a whole. Usually, when revealing the social purpose of political discourse, scientists assign the social mass addressee the role of an object of politics, which must be reasonably convinced of the correctness of the ideas put forward by politicians. This requires the formation of cognitive guidelines beneficial to the politician. It is desirable to awaken certain intentions in citizens, to regulate their worldview and behaviour, and to induce action.

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[31] L.M. Titarenko, "Modern national development in the context of improving the activities of government", in *Scientific Bulletin of Mukachevo State University. Series "Economics"*, 2021, vol. 8, no. 1, p. 29-36.
[32] L.C. Gonsum, C. Cavusoglu, "Linguistic ethnographic investigation of face negotiations in interaction", in *Revista De Cercetare Si Interventie Sociala*, 2019, vol. 66, p. 166-185

However, it is obvious that the language of politics is not the property and prerogative of professional politicians or government officials only. It is a resource open to all members of the language community. In this regard, those definitions that illuminate the role of participants in the political process are relevant to our study. Political discourse is the speech activity of political subjects in the field of their institutional communication, taking into account certain social practices; a specific manifestation of political communication, providing for the actualisation of a political text in a communicative act of interaction between a political subject (politician, political force, power) and a political object (audience, electorate, voter)[33]. Political discourse reflects the mentality of political subjects and is their verbal information and communication interaction on political ideas, ideologies, principles, assessments, opinions[34].

Scientists emphasise that "speeches about politics" are carried out by persons who are not subjects of power and act within their non-political (professional, civil) powers, or are subjects of power during unofficial events. To summarise the stated idea, a broad understanding of political discourse can be that this concept covers any speech formations, the subject, the addressee or content of which relates to the sphere of politics, or any material in the media in which it is about politics and an author of which is a politician or, on the contrary, addressed to a politician. Scientists have analysed the discourse of reaction in the space of political discourse, the discourse of public opinion, everyday political discourse.

Essential for this research is the fact that not only the subjects of power, but also the media and the people appear to be important participants in political discourse. So far, the totality of participants in political discourse is presented in the form of a triangular model, the interconnected peaks of which are power, the media and society. Turn to the social sector of this model. The components of society are social institutions and organisations, social groups and communities, social norms, values. In the system of socio-political relations, a social status is distinguished, which is called the electorate. Social status means the relative position of a person in the social system, which determines the rights and obligations, as well as the mutual expectation of behaviour.

The social status of a person is one of the main parameters of communication, which manifests itself in speech acts, speech genres, in the postulates of communication, in the ways of influence and characteristics of

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[33] S.B. Nikonov, S.S. Lukin, J.S. Danilova, E.S. Georgieva, M.V. Turkin, "Methods of political planning and forecasting in an information strategy", in *Information Age*, 2019, vol. 3, no. 4.
[34] A.V. Kozhevnikova, N.V. Merkulova, Yu.I. Popeleshko, N.Ye. Rybka, "Information and communication technologies as components of effective training forms for higher education applicants", in *Scientific Bulletin of Mukachevo State University. Series "Pedagogy and Psychology"*, 2021, vol. 7, no. 3, p. 55-61.

the mode of expression, as well as in the pragmatic meanings of speech units. All voters have electorate status, that is, citizens of the state who, according to the law, can participate in elections. Under a system of representative democracy, the electorate delegates power to elected leaders accountable to their constituencies. It delegates its powers to authorised persons who receive the right to sign documents, speak and act on its own behalf.

In the system of political discourse, the electorate appears as a participant in the social institution of politics. The status orientation of the institutional discourse predetermines the differentiation of two institutional roles: agent / subject / sender (representatives of an institution, competent people, professionals endowed with power in their area) and client / object / addressee (people who need the services of this institution). In political discourse, a sender is the authorities / politicians / representatives of an institution, and an addressee is the population / people who need the services of this institution. Clients are involved in the activities of an institution either involuntarily or voluntarily, but they are independently unable to perform the functions of an institution, since they do not have the appropriate powers.

The social mass audience of political discourse has a heterogeneous structure: it consists of people who make political decisions (during elections, the entire population belongs to this category); people who knowingly receive politically relevant information; and people who accidentally found themselves in the information space of political discourse.

The interaction of participants in political discourse lies in the fact that in the competition between agents, political products, problems, programs, analysis, comments, concepts, events are born, from which ordinary citizens, reduced to the position of "consumers", should choose. But it is wrong to underestimate the importance of the influence of these "consumers" on the political process. Talking about politics is like rivulets feeding a river of political struggle. They contribute to the formation of political consciousness, to the creation of public opinion, which, as a result, can influence the development of politics.

The social disposition of a citizen from the beginning is lower than the status of a representative of an institution, since he has no power, but has the right to choose. The lexeme "voter" itself contains a high-status position (if a person chooses, then she has authority, the "pragmatic" status of a voter is higher than that of a candidate, who depends on the result of this choice). That is why the fate of parties, politicians, and the reforms they have carried out depend on what the population thinks about a state, government, leaders, and how they assess their daily life.[35] That is, the state policy of democratic countries, in any case, is based on public opinion.

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[35] A. Mostepaniuk, "The role of non- governmental organizations in the period of socio-economic transformation", in *Scientific Horizons*, 2020, no. 6(91), p. 84-91.

The process of interaction and mutual influence of the political establishment, elites and public opinion can be described as follows. The discourse of power is projected onto the media and is reflected there. At this stage, the electorate (an addressee of links of political agents) implements the role of the recipient, that is, the recipient of information from the texts of the media, interprets the information received. There is a polemic, a reaction from society. Taking advantage of technical capabilities[36] and relying on an active socio-political position, the electorate goes beyond the role of "silent addressee" or "observer addressee" and reacts to what influenced or "hooked" its emotionally rational sphere or interests.

This reaction rushes back into the media discourse in the form of comments on articles, blog reviews, links to chat rooms, letters to an editor, or in the form of direct appeals to politicians and parties. This reaction represents feedback in a mass communication environment. Thus, the transformation of a passive personality into an active subject of political communication occurs. As a social and communicative representative of society, who is interested in the political process and who wants to take part in the political life of society, the electorate receives the communicative status of an addressee of political discourse.

From a pragmatic point of view, the collective constituency of the electorate is not homogeneous. It is represented by persons belonging to different social, professional, age groups and having different ideological beliefs. It is fragmented and distanced from the politician and journalist in time and space, mediated by the Internet network. As an author of a political commentary, a representative of the electorate is distinguished by personality and expressiveness of his own ideological position. This is a person who is interested in the political process, regularly monitors (purposefully or involuntarily) political events reflected in the media, is aware of issues of social and political life, has political information at least at the level of an ordinary person, is a reader of the political press. The more democratic and more developed the state is, the more resonance in society is caused by certain social issues in general and political communication in particular. Depending on the degree of democratisation of a state, society can be a passive or an active participant in the process. In the latter case, society wholly depends on what kind of influence the messages of political persons, institutions and the media will have on it, what kind of feedback will be in the form of a reaction and society's assessment of a particular social phenomenon, as well as the further direction and spread of this reaction.

It is worth emphasising that the specificity of the communicative function of the electorate is its ability to transform from an object of political

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[36] B. Flores, T. Tran, "Use of neural networks in the formation of a high-quality smoothed audio signal", in *Scientific Herald of Uzhhorod University. Series "Physics",* 2021, vol. 49, p. 35-42.

communication, from a passive personality into an active subject – a sender of political discourse. A condition for this transformation is the subjective reaction of a voter to a political event or statement that emotionally affected him or struck his interests. Individual and group reflection appears as a manifestation of feedback in the national linguacultural continuum of socio-political relations and cannot but influence the formation and development of state-civil relations[37]. Society and its opinion are a source of the most important information about the expediency and effectiveness of political discourse, about what assessments, opinions, judgments, attitudes are formed in the public consciousness, how attitudes towards political persons, institutions and phenomena are formed, and what it is.

The breadth of the spectrum of participants in political discourse, the importance of the role of society in the fate of politicians, the availability of innovative communication technologies made it possible to single out the electoral segment of political discourse, which the authors understand as the mental and speech activity of representatives of the electorate, with which they react to the discourse of politicians expressing their own ideological positions, demonstrate their participation in politics and influence the subjects of power in order to protect and defend their interests.

One of the basic concepts in the research of communicative phenomena of any level is the term "intention". It is believed that the semantics of discourse is understood as a set of intentions and prepositional instructions in communication, and pragmatics – means of expressing the corresponding intentions and instructions. This term is generally accepted in linguistic research, but like many other terms, it allows for multiple interpretations. In order to form the authors' own research position, they will consider all the variety of existing opinions of scientists.

Intention is understood as the driving force of language, which must always be sought in the spirit. The role of intention in the process of communicative interaction is decisive, since communication is not just the exchange of knowledge and the transfer of information, but the output of the speaker's communicative intentions. Intention determines the course of human interaction and influences a speaker's choice of a particular language form for the manifestation of knowledge and author's intentions.

The communicative intention appears to be the meaning-forming basis of any utterance; therefore, it determines the content of the communicative act, organises and determines its speech-activity power. It is a regulator of the

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[37] A. Dalelbekkyzy, Z.-G. Bisengali, A. Toleubayeva, A. Zhanat, K.M. Baitanasova, "National code: Metaphysics and unity of historical consciousness", in *Analele Universitatii din Craiova - Seria Istorie*, 2019, vol. 35, no. 1, p. 105–118; I.V. Fedulova, A.Y. Havryliuk, K. Ricketts, "Creation of a risk management culture on the example of MNS Investment LLC", in *Scientific Bulletin of Mukachevo State University. Series "Economics"*, 2021, vol. 8, no. 3, p. 31-38.

partners' speech behaviour. Scholars actively debate the role of intention in interpreting the meaning of an expression. In accordance with the intentional theory of meaning, it serves as a guideline for the correct interpretation of the meaning of an expression. Reflecting needs, motives and thoughts, intentions make explicit the reasons for communication, they are associated with the ability to exteriorise internal active states.

Considering the term "intention", scientists quite often mean the subjective focus of consciousness on a particular object. It is interpreted as a tool for the relationship between a subject and the external world, or as a tool for communication between language and thinking, language and consciousness. Intentionality is a property of many mental states and events by means of which they are directed to objects and the state of affairs of the external world. An intention is defined as the mental or psycho-mental state of a person, which correlates with thought as a cognitive substance, a certain energetic impulse that unfolds in discourse, the optimal continuum for communication and the implementation of the author's communicative intentions.

An intention is rightly interpreted as an anthropological categorical value that illuminates the close and direct connection of the deep mechanisms of mental representation of the speaker's psychology with the extralinguistic factors of its implementation in various discursive-genre forms. It incorporates such basic nodes of the communicative process as the world (objective reality, environment), utterance (the most relevant means of realizing speech intentions) and a speaker (author, bearer of various mental states). Most often, the interpretation of intention involves the speaker's intention to express some communicatively meaningful meaning or intention to perform an action using a tool such as language / speech. The purpose for which speech activity is carried out is called communicative intention. Intentions constitute the meaning of speech action, because the participants in the communicative interaction derive them precisely based on the means that a speaker chooses to declare his intentions. Objectifying his intention into a linguistic form, a sender intends not only to express himself, his inner state, but also to achieve recognition, understanding of this intention by others.

Recognition by the addressee of a speaker's intention is a prerequisite for an adequate response to his words, therefore linguists note that a speaker has reasons to make this intention explicit. Intentions in themselves are not prepositional, by their nature they are similar to instructions or motives, but the content of the statements is prepositional. Intentions determine how to understand this prepositional meaning. That is, the intention conveys an attitude to broadcast a message encoded in the form of linguistic signs and contributes to an organisation of social interaction in accordance with this attitude.

An intention belongs to the conditional phase of communication. It is considered the starting point of the entire communication process. It determines the selection and combination of linguistic units corresponding to the communication situation. In the narrow sense, intention correlates with the phenomenon of a speech act. It is reduced to the concept of an illocutionary act, or through it, the essence of a speech act is revealed. A speech act and post-active speech intentions are distinguished, while noting that each of the intentions obeys the other. In a figurative way, an intention is characterised as "the mother of any speech act". It is a mental state that receives a body and contours only in the production of a speech act or, in general, is considered as a set of prepositional attitudes, illocutionary and perlocutionary goals of a speech act. Intentional needs reflect the aspirations, searches, life creation and creativity of the linguistic personality. The intentional component most often arises and is formed as a strategic plan even before the realisation of the statement and is distinguished by flexibility and variability[38].

It is considered expedient to associate an intention primarily with an idea. An intention is always present in the consciousness of a speaker, but it is not always explicitly expressed by linguistic means. Despite the fact that intentions belong to consciousness, they should not be understood either as fully conscious schemes or as pure automatisms. A speaker's intention conveys subjective meanings, it is like a psychic substrate, which through the meaning of speech expression reflects in its semantics one of the semantic moments of the inner world of a person.

Conclusions

The authors have compared the key objects of research in political linguistics. Depending on the tasks set and the available text material, experts choose one or another object of this science. If linguistic phenomena (vocabulary, phraseology, morphology, syntax) fall into the centre of research, political speech is useful. The analysis of the specifics of linguistic interaction in the conditions of the socio-political space refers to the tasks of political communication. The political narrative creates a prerequisite for involving citizens in the discussion of political topics. But the phenomenon of political discourse provides the broadest field of study of political reality, taking into account all its participants, their social status, communicative role, the direction of the line of communication. In turn, consider political discourse is considered as a verbal product of social relations in the sphere of politics, which is determined by the mental attitudes of all subjects of communication,

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[38] M. Fesenko, "Peculiarities of US foreign policy formation under the presidency of J. Baiden", in *Foreign Affairs*, 2021, no. 3-4, p. 28-33.

specific values and social norms, conventions and social practice in the atmosphere of the existence of different views in society.

The recognition that power is the leading discourse-forming concept of political discourse explains why most scientific works are devoted to the analysis of the discourse of politicians or mass media political discourse. They actively explore the strategies and tactics of speech of individual politicians; specific types of strategies of political discourse (manipulative, argumentative, discrediting); strategies of electoral and mass media political discourse. But all these scientific studies cover and illuminate only that part of political discourse that is at the top of the institutional scale. Broadcasting on the periphery of political discourse has not received as much attention from linguists.

Relevant to this research is also the statement that an intention is characterised by a content plan (inform, tell, ask, induce, evaluate, praise, etc.) and a linguistic representation plan, which covers the means and methods of verbalising the intentional space of a linguistic personality. The most significant aspects of intention, which scientists note, are its mental and social nature, the speech stage of its formation, the property of being the primary source of speech activity, its closest connection with consciousness and the purpose of communication.

Proceeding from the fact that modern linguistics emphasises the possible presence of different opinions, and the main factor in choosing one or another position is its adequacy in achieving the assigned tasks, in this work the authors analysed the understanding of intention as an internal mental charge / impulse, pre-verbal, meaningful intent, which predetermines communication strategies, pushes out speech action and guides the process of interaction between communicants. With this understanding, it is advisable to consider the strategy as an instrument for the embodiment of a certain intention.