Functioning of Emotive-Evaluative Vocabulary in a Political Text

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Abstract

This paper is aimed at highlighting the problem of the use of emotive-evaluative vocabulary in the English-language mass media political discourse, which is a relevant topic since the scope of media texts in English is widespread in the information community and the media language is the basic means for communication, phrasing, conveying and storing information.

Political discourse is a popular area of research of linguistics, as it covers all aspects of modern life and society. Being mainly broadcasted by the politicians, it is considered a complex linguistic phenomenon, whose objectives, direct or indirect, are aimed at disseminating, implementing political authorities and obtaining the majority of votes during the election campaigns. The article is devoted to the evaluation categories, which refer to the semantic and pragmatic categories and can be one of the strongest tools of influence on the public. Within the framework of our research 29 English articles, posted on the Internet, concerning the political leaders of the United States and Great Britain, attributing the personal characteristics to them, were analysed. Using the continuous sampling method there was found 214 examples of English emotive-evaluative vocabulary. During the study, the methods of compilation, interpretation, and descriptive methods were used.

Keywords: discourse, political discourse, media text, linguistic means, emotive-evaluative vocabulary, linguistic manipulation.

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