

POLITICAL, MEDIA, EVERYDAY DISCOURSE: POINTS OF CONTACT AND LANGUAGE REFLEXES (ON THE BASIS OF “THE EXPLANATORY DICTIONARY OF RUSSIAN EVERYDAY SPEECH”)

E.V. Kakorina

The article addresses the problem of the interaction of political, media and everyday discourse. The object of the research is words and expressions from a politician's idiolect that become precedential phenomena of the Russian language and facts of the Russian culture. These are peculiar language labels, aphorisms, which are associated in the consciousness of society with the name of a certain political person. The “Explanatory Dictionary of Russian Everyday Speech”, by virtue of its specificity, allows not only fixing such words, but also to note (in special areas of the dictionary) the stylistic, pragmatic features of a particular lexeme, and also briefly describe the history of their use in Russian. As a rule, such words are borrowed from distant, stylistically alien for public speech spheres of communication, such as everyday discourse or social and professional jargons. These language units, replicating through the media, are involved in common usage, which can lead to their rooting in the national language, the loss of slang or colloquial status, and other changes. The use of such words to make speech more expressive usually implies deviations from the standard language norm, as well as communicative norms of institutional communication. The article provides the analysis of speech manner of Soviet and modern politicians (N. Khrushchev, B. Yeltsyn, V. Putin and others), mostly on the basis of the entries from The “Explanatory Dictionary of Russian Everyday Speech”.

Keywords and phrases: *political discourse; everyday discourse; media; public speech; politician's idiolect; everyday speech; explanatory dictionary; stylistics; semantics.*

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ABOUT THE AUTHOR:

Kakorina Elena Valentinovna, Doctor of Philology, senior research fellow

V.V. Vinogradov Institute of Russian Language of the Russian Academy of Sciences

18/2, str. Volkhonka, Moscow 119019 Russia

E-mail: ruslang@ruslang.ru