

## WE-DISOURSE VERBALISATION IN BRITISH POLITICAL DISCOURSE

*O. V. Popova, PhD, associate professor;*

*K. Amanmuradov, student ;*

*Z. Nurmetova, student*

*Sumy State University,*

*2, Rimskoho-Korsakova St., Sumy, 40007, Ukraine*

*E-mail: [o.popova@gf.sumdu.edu.ua](mailto:o.popova@gf.sumdu.edu.ua)*

*The article is devoted to the research of we-discourse / amalgamation verbal embodiment in political discourse of Great Britain. Both lexical features, and grammatical characteristics of verbal forms of amalgamation tactics are taken into account. The very amalgamation tactics is considered to be the integral component of political discourse manipulative strategy.*

*The objective of this research is not only definition of the main functions and characteristics of Great Britain political discourse, but also identification of strategies and tactics operating in it, the place of amalgamation tactics. Besides, addressing tactics of amalgamation or as it is called by A. A. Filinsky "we - discourse", the main objective of this research is detection of the chief lexical, grammatical and syntactic features of this tactics verbalization in political discourse of Great Britain. Carrying out the content analysis allows to define the dominating lexical, grammatical and syntactic means of amalgamation tactics verbalization in political discourse of Great Britain.*

*The article is written within the research topic "Mechanisms of Civil Society Influence upon Euro-Integration Processes in Ukraine" №15.01.10-02.16/18.3П.*

***Keywords:** amalgamation, verbalization, communicative strategy and tactics, we - discourse, political discourse.*

In modern linguistic researches transition from structural to communicative paradigm is observed. The communicative aspects of language units often come to the forefront in such researches. The structural organization of the text is considered in interrelation with extralinguistic factors which considerably define features of its creation and perceiving. In regard with it change also the key principles of text understanding. So, discourse approach to text research is widespread in modern linguistics according to which the text is understood as discourse product, at the same time factors important for the researcher are communicative conditions, the context, the communication purpose, etc.

Recently special popularity was gained by political discourse. Works devoted to its studying are by: D. R. Arkopova, A. N. Baranov, V. Z. Demyankova, O. N. Parshina, A.A. Filinsky, E. I. Sheygal and others. At the same time, popularity and the importance of political discourse in modern society are the basis for carrying out further researches in this sphere. The **tasks** of this research are:

- definition of *we*-discourse main functions;
- identification of common ground for political and *we*-discourse;
- analysis of lexical implementers of amalgamation tactics;
- analysis of grammatical implementers of amalgamation tactics;
- analysis of syntactic implementers of amalgamation tactics.

The following **methods** of modern linguistics are applied to the solution of the formulated tasks: discourse analysis, definition analysis of lexical meaning, quantitative analysis, content analysis.

Thus, the political discourse of Great Britain, its main functions and characteristics act **as the object** of this research.

**The subject for the research** is an interchange of *we*-discourse and political discourse of Great Britain and, respectively, *we*-discourse verbalization forms within political discourse of Great Britain.

**The relevance** of this research is explained, on the one hand, by popularity of the political discourse in modern society, its overwhelming presence; on the other hand,

distribution of verbal forms (lexical and grammatical) which are peculiar to political discourse, but thanks to "constant presence" of politicians within the society life such verbal forms "are imposed" upon the addressee and receive the mass use, thus promoting the popularization or archaization of these or those verbal forms.

The political discourse is treated as an institutional communication which, unlike personally focused one, uses certain system of professionally oriented signs, that is it possesses own sublanguage (lexicon, phraseology and paremiology) [1]. The system constructing signs of political discourse are its institutional nature, specific informational content, semantic uncertainty, phantom nature, special role of mass media factor, distancing and authoritativeness, theatricality, dynamism [1 - 3].

The political discourse reflects the race for power. It defines features of communicative actions the basis of which is the aspiration for intellectual, strong-will and emotional sphere of the addressee influence, to manipulate the addressee [4].

The influencing function of language which is actively used in political communication is implemented through application of speech strategies. Researchers of political discourse call different types of communicative strategy: discursive, stylistic, semantic, pragmatic, rhetorical, dialogue, etc. In scientific literature there is no uniform, standard classification of strategies and tactics of the political discourse.

Y. I. Sheygal names in the political discourse the following types of strategies:

- 1) strategy of veiling, shadowing of some undesirable information (allows to dip, make less obvious the unpleasant facts);
2. strategy of mystification (concealment of the truth, conscious deception);
3. strategy of anonymity (depersonalization) as a step to remove responsibility [2].

A. A. Filinsky gives the following classification of strategies in the political discourse:

1. strategy of reification (designing of the enemy image);
2. strategy of delegitimization (destruction of the opponent image);
3. strategy of amalgamation ("we" - discourse) [5].

Communication strategies assume existence of a certain scheme of speech actions which use leads the sender to achievement of the communicative purpose. This scheme represents the sequence of communicative tactics – "the speech actions directed to the solution of one task within one strategic objective" [6, p. 494]. In other words, communicative tactics can be presented as concrete way of realization of author's plan within the strategy chosen by the author.

It should be noted that in the political discourse the aim "to inform" without desire to create at the same time the positive or negative relation of the addressee to something can be hardly pursued or to change his/her outlook, to affect his/her views therefore function of influence is always present in the political discourse.

Respectively, the manipulation in the political discourse includes conscious transformation of discourse reality or creation of various new discourse practices (for example, exaggerations, incomplete submission of information, etc.) [5]. Process of manipulation is based on various language means use.

The reality which is structurally created in the political discourse is expressed in the categories "I / Me / We / Yours" and "enemies" directed to solidarization with "your" target audience and to distancing from "others" [7]. A. A. Filinsky considers this dichotomy as result of action of four interconnected communicative tactics: when structuring category "they" in political and media communication it allocates tactics of reification and delegitimation of the opponent. Concerning designing of "we" category in the political discourse the scientist names amalgamation (*we*-discourse) and heroic discourse [5, p. 7]. The researcher considers the specified tactics as interconnected, used in a complex. Mutual permeability of manipulative strategies, according to A. A. Filinsky, is caused by complex influence of possible parameters for the achievement of a bigger manipulation efficiency.

Amalgamation tactics in the political discourse is used for the purpose of the addressee's identification with the sender, it is the expression of solidarity with him or her [3]. It is an

important psychological factor which promotes success of communication in general and realization of speech impact on the addressee in particular [8].

Moreover, A. A. Filinsky allocates also the main functions of *we*-discourse:

- 1) integrative function (inclusive *we*), function of solidarity;
- 2) function of opposition and alienation (exclusive *we*);
- 3) manipulative function (*we* as a mechanism to expand the responsibility, responsibility rearrangement from an individual to a group, in particular, legitimation of the prejudiced speech acts);

- 4) fascinate function (enthusiasm, creation of feeling of participation);

- 5) magic function (*we* as a hyperbolic plurality);

- 6) imperial "We" (to increase the imperious status of the leader) [5, p.15].

Linguistically *we*-discourse is expressed by means of the following verbal forms:

- 1) personal and possessive pronouns (*we, our*);

- 2) lexemes meaning compatibility (*together, unity*), as the most characteristic example one can suggest the names of parties and movements which explicitly or implicitly express the concept of unification (*Only we can do it. Because the main lesson I take from the conference last week is that the **Labour Party** is not just divided, but divisive* [9]);

- 3) the collective lexemes with compatibility component acting as a vocative with the group (social) relation connotation (*friends, colleagues, comrades*); most often these lexical means, and also ethnonyms are used by politicians in addresses together with emotively charged adjectives (*Dear fellow citizens!*);

- 4) ethnonyms (*the Londoners, the Americans, the Germans*), the use of ethnonyms promotes allocation of group addressee according to local principle;

- 5) toponyms (***Britain** already lags behind other in productivity* [10]);

- 6) comparative units meaning participation (*I as well as you*);

- 7) grammatical forms of indirect imperative meaning the speaker's inclusion into the sphere of his/her action (*In fact, **now is the time to forge a bold, new, confident role for ourselves on the world stage*** [10]);

- 8) constructions without an actant or with a pseudo-actant which depersonify the politician and correlate him to a certain reference group (***It is, of course, too early to say exactly what agreement we will reach with the EU*** [10]) [11, p. 130].

We come to the conclusion that realization of amalgamation tactics provides use of wide arsenal of language means in political discourse. *We*-statement is one of the intended subject elimination means in favor of uncertain and impersonal statement of the point of view on events. It is a complex of receptions of the syntactic organization of the speech which, along with language means of impersonality, uses replacement of *I*-speaker on *we*-speaker [7]. So, cases of verbalization of amalgamation tactics in which grammatical means are used together with lexical are frequent:

*Now **it's the time to build on that success – in Birmingham and Manchester and in other cities across the country*** [12].

In the given text fragment for the realization of the above-stated communicative tactics as a grammatical mean is used an impersonal sentence, and as a lexical – the name of the British cities (*Birmingham, Manchester*). Such an interaction of language means leads to mutual strengthening in the course of the communicative act.

In other cases interaction of grammatical and lexical means allows to use language units for which such function is not typical for realization of amalgamation tactics:

*That means a commitment to the **men and women** who live around you, who work for you, who buy the goods and services you sell* [9].

In this text fragment for the realization of amalgamation tactics atypical grammatical means are used – personal pronoun of a second persons *you* instead of a grammatically proper pronoun of the first person in plural *us*. Its use in this context is possible thanks to lexical filling, in particular, to the use of lexemes *men, women*.

The rate of language implementers of amalgamation tactics in the British political discourse defines specifics of communication in this type of discourse – its basic elements at the time of communication and ties between them.

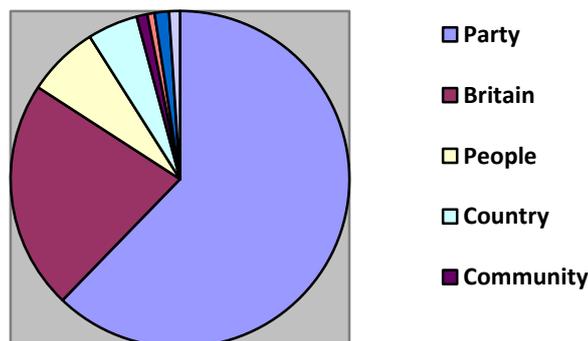


Figure 1 - Lexical means of amalgamation tactics

So, the quantitative analysis of lexical structure of political discourse allows to draw the conclusion on key components of the world picture for the communicators (see Fig. 1).

The genre of the political speech of the party leader, and also the features of the communicative act (participants of communication are the representatives of this or that party, the act of communication passes in a format of a party congress) are the reason of a sharp prevalence of the lexeme *party* (with the indication of the concrete party name or without it) among all other lexical means of amalgamation tactics. In such cases the denotative component of semantics is realized, and in the text it performs mainly nominating function.

The lexical structure of the British political discourse in many respects is defined by the agenda i.e. the main events finding display in political texts. So, in 2016 Britains exit from structure of the European Union (Brexit) became the main event in political life of Great Britain that has found display in all analyzed texts for this period, regardless of position of this or that party on the matter. It explains high rate of the use of such lexemes as *Britain*, *country*, *Europe* which correspond to conceptual structures on the basis of which the political rhetoric is built.

In grammatical structure of the British political discourse the general tendencies of verbalization of amalgamation tactics in political texts are displayed. So, the most frequent in the analysed texts traditionally are the personal pronoun *we* and possessive *our*. High rate of the adverb *together*, in our opinion, is motivated with above-mentioned thematic features of political discourse in 2016 (see fig. 2).

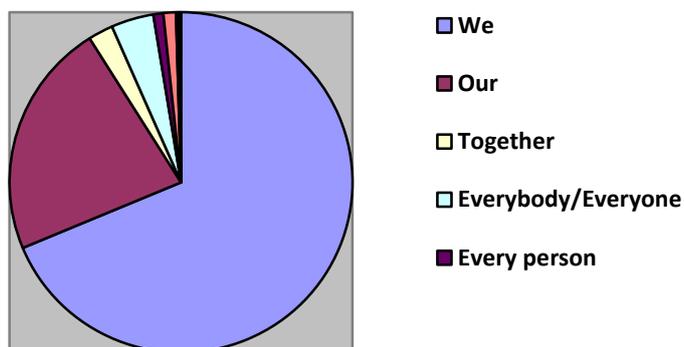


Figure 2 - Grammatical means of deixis

Considering amalgamation tactics potential by means of personal pronouns of the first person of plural *we*, *us* and possessive *our* I. Yu. Graneva specifies that *we* pronoun, with its rich opportunities in the sphere of conceptualization and estimated interpretation of reality, has long traditions of use in different types of so-called "manipulative communication" that is in turn connected with its entry into various receptions "language demagogy" [13, p. 494].

*We*-statement is one of the means for the subject intended elimination in favor of uncertain and impersonal statement or point of view on events. It is a complex of receptions of the speech syntactic organization which, along with language means of impersonality, uses replacement of *I* speaker upon *we* speaker.

All design of the phrase in the sense of *we*-statements has obviously manipulative character, hiding behind the use of *we* personal responsibility of a speaker for the statement and giving his speech the authority due to familiarizing with certain superpersonal value ('not I, but all of us so consider'). In general manipulative use of *we* operates with the important universal idea of cooperativity, the idea of fundamental community of people in general and about associations of people, important for the person, at national, patrimonial, family and other levels that does this use extremely effective and at the same time quite unethical mean of language demagogy [13, p. 496].

In this foreshortening of pronouns role realization within communicative tactics of amalgamation it is important to monitor existence or absence in the context of reviewers of these pronouns – mainly, the nouns calling group of people to which the speaker corresponds himself and addressees.

So, the typical in the observed speech genre is the existence of a certain political party name in context of the referent:

*"Only we can do it. Because the main lesson I take from the conference last week is that the Labour Party is not just divided, but divisive"* [12].

Such use of the personal pronoun *we* is defined, among other things, by features of the communicative situation. The analyzed texts belong to the genre of the politician speech at a party meeting therefore addressees in such cases are representatives of the same party which the speaker belongs to. It defines the use of the pronoun *we* with the above-stated reference correlation in such texts.

I. Yu. Graneva considers such an opposition in language aspect, claiming that pronouns *we* and *ours* act as means of assessment expression and promote opposition in the text of various estimations: non-referent use of *we* can be as the means of the general estimation "by default" assuming association of all people in the field of universal values, so the means of private estimation (socio-political, cultural, ideological, psychological and so forth) which does not unite any more, and opposes people on those who a priori support "our" system of values (*we*), and – do not support it (*they*) [14, p. 83–84].

Analyzing the use of the pronouns *we* and *ours* in the text, the researcher allocates different types of estimated semantics which are express by these pronouns. In the British political discourse all specified types of estimated semantics are present therefore we use this classification in our work.

1. Estimated reaction can be directed to association, with the use of a "universal" non-referent *we*:

*We're in a new era that demands a politics and economics that meets the needs of our own time* [9].

2. Estimated reaction can be directed, on the contrary, to division, opposition of reference groups *we* and *they*, with the use of already "existential" non-referent *we*:

*As Sir Alison Butler said: "We can no longer afford to sit back and let the market take its course* [9].

3. Estimated reaction can be also directed to allocation of one in priority valuable group from some other, neutral, unmarked according to value significant sign, with the use of "patrimonial" non-referent *we*:

*We are a wealthy country – and not just in terms of money. We are rich in talent, rich in potential).*

*Britain already lags behind other in productivity [9].*

Similar functions in the realization of communicative tactics of amalgamation are inherent also to the possessive pronoun *our*. The deixis nature of this pronoun gives the chance to allocate in the political text the values general for the sender and addressees, to unite them on a certain sign:

*I want to set **our** party and **our** country on the path towards the new center ground on British politics [12].*

*Because while **we** are leaving the European Union, **we** will not leave the continent of Europe. **We** will not abandon **our** friends and allies abroad [12].*

Also other pronouns and adverbs having similar semantics and possessing deixis function take part in the realization of amalgamation tactics in the British political discourse:

1. together: *And there in that moment, we saw revealed an essential truth. That we succeed or fail **together**. We achieve **together** or fall short **together** [12];*

2. ourselves: *Because this is a turning point for our country. A once-in-a-generation chance to change the direction of our nation for good. To step back and ask **ourselves** what kind of country we want to be [9];*

3. one another: *We form families, communities, towns, cities, countries and nations. We have a responsibility to **one another** [9];*

4. everybody: *An economy that works for **everybody** is one where **everybody** plays by the same rules [9];*

5. everyone: *I want to set our party and our country on the path towards the new center ground of British politics, built on the values of fairness and opportunity, where **everyone** plays by the same rules and where every single person - regardless of their background, or that of their parents – is given the chance to be all they want to be [9].*

The specified grammatical means are less frequent in the British political discourse, however their communicative function in the realization of amalgamation tactics significantly does not differ from the functions of the pronouns considered above.

Addressing syntactic means, it should be noted that among syntactic implementers of amalgamation tactics in the British political discourse (see fig. 3) prevail the means with a wider range of functions.

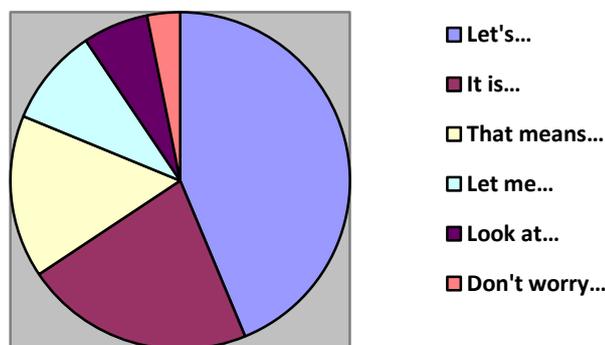


Fig. 3. Syntactic means of amalgamation tactics

So, the most frequently used are the constructions of *Let's* designs ..., *It's*..., etc. which express the motivation of the addressee to action that corresponds to the of impact speech function on the addressee inherent to the political discourse in general.

The role of impersonal sentences in the syntactic organization of political texts is mentioned by many researchers. M. V. Laskova claims that by means of the category of personality it is realized the correlation of the situation with participants of the speech act

mentioned in the statement. The category of the person of pronouns and verbs as the grammatical center of personality is multifunctional, that is carries out besides semantic functions also pragmatic function, connected with the features of the communicative situation [15, p. 81].

Similar reception is used in political texts for propaganda influence: the depersonification of the subject causes the addressee's idea of action as not subjectively, but objectively set. In the British political discourse it is used a number of the syntactic means realizing this function. The most frequent among them are impersonal sentences with the use of grammatical structure *It is ... to*:

*And if we believe in the good that government can do, it's important for people to trust us to deliver the change they need;*

*It is, of course, too early to say exactly what agreement we will reach with the EU;*

*In fact, now is the time to forge a bold, new, confident role for ourselves on the world stage [10].*

Typical means of depersonification in English and, in particular, in the British political discourse are passive forms of the verb:

*Our laws made not in Brussels but in Westminster [10].*

Depersonification of the subject of communication is carried out also by the use of grammatical constructions *of Let us ..., let's ...*:

*Let's be clear: we have come a long way over the past six years.*

*So let us have that same resolve now. And let's be clear about what is going to happen [10].*

Thus, syntactic implementers of amalgamation communicative tactics carry out very important role in the British political discourse. And for the realization of this tactics there is a depersonalizing subject of communication used most widespread and impersonal sentences.

We come **to the conclusion** that amalgamation tactics, in connection with poly aspect nature of its forms while verbalization (lexical and grammatical components), take the key place within manipulative strategy in the political discourse. It is necessary to notice that the main characteristic of such strategies and tactics in the political discourse is their complex influence. So, for example, in the British political discourse the complex use of amalgamation tactics and discredit of the opponent is quite typical that becomes the prospect for the further researches, as from the point of view of the choice of verbal forms, so their semantic contextual filling within this or that communicative situation.

#### ВЕРБАЛІЗАЦІЯ МИ-ДИСКУРСУ В ПОЛІТИЧНОМУ ДИСКУРСІ ВЕЛИКОБРИТАНІЇ

*О. В. Попова, канд. філол. наук, доцент;*

*К. Аманмурадov, студент;*

*З. Нурметова, студентка,*

*Сумський державний університет,*

*вул. Римського-Корсакова 2, Суми, 40007, Україна*

*E-mail: [o.popova@gf.sumdu.edu.ua](mailto:o.popova@gf.sumdu.edu.ua)*

*Стаття присвячена дослідженню особливостей вербального втілення ми-дискурсу / амальгамування в політичному дискурсі Великобританії. До уваги беруться як лексичні особливості, так і граматичні характеристики вербальних форм тактики амальгамування, яка являє собою невідокремну складову маніпулятивної стратегії політичного дискурсу в цілому.*

*Ціллю даного дослідження є не лише виявлення основних функцій та характеристик політичного дискурсу Великобританії, а й з'ясування діючих стратегій та тактик у ньому, місце тактики амальгамування. Крім того, звертаються до тактики амальгамування чи як її називає О.А.Філінський «ми-дискурс», провідною ціллю даного дослідження є виявлення основних лексичних, граматичних та синтаксичних особливостей вербалізації цієї тактики в політичному дискурсі Великобританії. Проведення контент-аналізу дозволяє визначити домінуючі лексичні, граматичні та синтаксичні засоби вербалізації тактики амальгамування в політичному дискурсі Великобританії.*

*Стаття написана в рамках теми дослідження «Механізми впливу інститутів громадянського суспільства на євроінтеграційні процеси в Україні» №15.01.10-02.16/18.3П.*

*Ключові слова:* амальгамування, вербалізація, комунікативні стратегії та тактики, ми-дискурс, політичний дискурс.

## ВЕРБАЛИЗАЦИЯ МЫ-ДИСКУРСА В ПОЛИТИЧЕСКОМ ДИСКУРСЕ ВЕЛИКОБРИТАНИИ

**Е. В. Попова**, канд. филол. наук, доцент;  
**К. Аманмурадов**, студент;  
**З. Нурметова**, студентка  
Сумский государственный университет,  
ул. Римского-Корсакова 2, Сумы, 40007, Украина  
E-mail: [o.popova@gf.sumdu.edu.ua](mailto:o.popova@gf.sumdu.edu.ua)

Статья посвящена исследованию особенностей вербального воплощения мы-дискурса / амальгамирования в политическом дискурсе Великобритании. Во внимание берутся как лексические особенности, так и грамматические характеристики вербальных форм тактики амальгамирования, которая является неотъемлемой составляющей манипулятивной стратегии политического дискурса в целом.

Целью данного исследования является не только определение основных функций и характеристик политического дискурса Великобритании, а выявление действующих стратегий и тактик в нем, место тактики амальгамирования. Кроме того, обращаясь к тактике амальгамирования или как ее называет А.А. Филинский «мы-дискурс», основной целью данного исследования является выявление основных лексических, грамматических и синтаксических особенностей вербализации этой тактики в политическом дискурсе Великобритании. Проведение контент-анализа позволяет определить доминирующие лексические, грамматические и синтаксические средства вербализации тактики амальгамирования в политическом дискурсе Великобритании.

Статья написана в рамках темы исследования «Механизмы влияния институтов гражданского общества на евро интеграционные процессы в Украине» №15.01.10-02.16/18.3П.

**Ключевые слова:** амальгамирование, вербализация, коммуникативные стратегии и тактики, мы-дискурс, политический дискурс.

### СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

1. Popova, Y. V., Grammatical and Lexical Constituent of Pre-Election Discourse / Y. V. Popova, N. A. Prykhodko, Y. V. Yemelyanova // Middle-East Journal of Scientific Research. – 2014. – №19 (1). – С. 48–51. – Режим доступа : <http://essuir.sumdu.edu.ua/handle/123456789/33923>
2. Шейгал Е. И. Семиотика политического дискурса : автореферат дис., докт. филол. наук. – спец. 10.02.19 «Теория языка» / Е. И. Шейгал ; Волгоградский государственный педагогический институт. – Волгоград, 2000. – 36 с.
3. Попова О. В. Передвыборный дискурс США в динаміці англійської мови середини ХХ - початку ХХІ століть : дис. ... канд. филол. наук : 10.02.04 / О. В. Попова [Електронний ресурс]. – Сумы, 2014. – 252 с. – Режим доступа : <http://essuir.sumdu.edu.ua/handle/123456789/36099>.
4. Попова О. В. Стратегія на підвищення versus стратегія на зниження у політичному дискурсі / О. В. Попова, А. П. Король, К. І. Ткаченко // «Humanities and Social Sciences in Europe : Achievements and Perspectives». Proc. of the 11e International symposium (December 18, 2013). Vol. 2 [Електронний ресурс]. – Vienna : «East West» Association for Advanced Studies and Higher Education GmbH, 2013. – С. 113–118. – Режим доступа : <http://essuir.sumdu.edu.ua/handle/123456789/33720>
5. Филинский А. А. Критический анализ политического дискурса предвыборных кампаний 1999–2000 : автореф. дис. ... канд. филол. наук : 10.02.19 «Теория языка» / А. А. Филинский. – Тверь : Тверской государственный университет, 2002. – 20 с.
6. Пожидаева И. В. Когнитивно-прагматические тактики и техники манипуляций (на примерах политических блогов Рунета и Укрнета) / И. В. Пожидаева // Studia Linguistica. – 2010. – Вып. 4. – С. 493–498.
7. Гранева И. Ю. О референтном и нереферентном употреблении местоимения мы / И. Ю. Гранева // Вестник Нижегородского университета им. Н. И. Лобачевского. – 2008. – № 4. – С. 206–209.
8. Громак М. В. Комунікативна доцільність міні стратегій (на матеріалі політичного дискурсу) / М. В. Громак, О. В. Попова // Філологічні трактати [Електронний ресурс]. - 2012. - Т. 4, № 4. - С. 15–19. – Режим доступа : <http://essuir.sumdu.edu.ua/handle/123456789/30071>.
9. Leader's speech, Birmingham 2016. // Theresa May (Conservative). [Електронний ресурс] – Режим доступа : <http://www.britishpoliticalspeech.org/speech-archive.htm?speech=364>.
10. Leader's speech, Brighton 2016. // Tim Farron (Liberal Democrat). [Електронний ресурс] – Режим доступа : <http://www.britishpoliticalspeech.org/speech-archive.htm?speech=362>.
11. Шейгал Е. И. Семиотика политического дискурса / Е. И. Шейгал. – Волгоград : Перемена, 2000. – 386 с.
12. Leader's speech, Liverpool 2016. / Jeremy Corbyn (Labour). [Електронний ресурс] – Режим доступа : <http://www.britishpoliticalspeech.org/speech-archive.htm?speech=363>.
13. Гранева И. Ю. Местоимение мы как средство идеологических манипуляций в русской языковой картине мира / И. Ю. Гранева // Вестник Нижегородского университета им. Н. И. Лобачевского. – 2010. – № 4. – С. 494–496.
14. Гранева И. Ю. Местоимение мы и проблема языковой концептуализации мира / И. Ю. Гранева // Вопросы когнитивной лингвистики. – 2009. – № 2 (019). – С. 83–87.

15. Ласкова М. В. Личные местоимения в политическом дискурсе / М. В. Ласкова, Е. В. Резникова // Вестник Адыгейского государственного университета. – 2011. – № 4. – С. 80–84.

## REFERENCES

1. Popova, Y. V., Prykhodko, N. A., and Yemelyanova, Y. V., 2014, Grammatical and Lexical Constituent of Pre-Election Discourse, *Middle-East Journal of Scientific Research*, [Online], vol. 19 (1), pp. 48–51, Available : <http://essuir.sumdu.edu.ua/handle/123456789/33923>.
2. Sheygal, E. I., 2000, *Semiotics of political discourse* : Abstract, Dr. philol. sci. diss. : speciality 10.02.19 "Theory of language", Volgograd, State Teacher Training College, 36 p.
3. Popova, O. V., 2014, *Pre-election discourse of the USA in the dynamics of the English language in the middle of XX - beginning of XXI centuries*, Dr. philol. sci. diss., Specialty 10.02.04, [Online], Sumy, 252 p., Available : <http://essuir.sumdu.edu.ua/handle/123456789/36099>.
4. Popova, O. V., Korol, A. P., and Tkachenko T. I., 2013, Strategy of elevation versus strategy of destruction in political discourse, Proc. of the 1st International symposium *Humanities and Social Sciences in Europe : Achievements and Perspectives* (December 18, 2013), vol. 2, [Online], Vienna, "East West" Association for Advanced Studies and Higher Education GmbH, pp. 113–118, Available: <http://essuir.sumdu.edu.ua/handle/123456789/33720>.
5. Filinsky, A. A., 2002, *Critical political discourse analysis of election campaigns of 1999-2000*, Abstract, Dr. philol. sci. diss., speciality 10.02.19 "Theory of language", Tver, Tver State University, 20 p.
6. Pozhidayeva, I. V., 2010, Cognitive and pragmatical tactics and technology of manipulations (on examples of political blogs of the RuNet and Ukrmet), *Studia Linguistica*, no 4, pp. 493–498.
7. Graneva, I. Yu., 2008, About the reference and not reference use of pronoun we, *The Messenger of the Nizhny Novgorod university of N. I. Lobachevsky*, no. 4, pp. 206–209.
8. Gromak, M. V. and Popova, O. V., 2012, Communicative purpose of strategy change (based on political discourse), *Philologichni traktaty*, [Online], vol. 4, no. 4, pp. 15–19, Available : <http://essuir.sumdu.edu.ua/handle/123456789/30071>.
9. *Leader's speech, Birmingham 2016, Theresa May (Conservative)*, [Online], Available : <http://www.britishpoliticalspeech.org/speech-archive.htm?speech=364>.
10. *Leader's speech, Brighton 2016, Tim Farron (Liberal Democrat)*, [Online], Available : <http://www.britishpoliticalspeech.org/speech-archive.htm?speech=362>.
11. Sheygal, E. I., 2000, *Semiotics of a political discourse*, Volgograd, Peremena, 386 p.
12. *Leader's speech, Liverpool 2016, Jeremy Corbyn (Labour)*, [Online], Available : <http://www.britishpoliticalspeech.org/speech-archive.htm?speech=363>.
13. Graneva, I. Yu., 2010, Pronoun we as means of ideological manipulation attached to the Russian language picture of the world, *Vesnik of N. I. Lobachevsky Nizhny Novgorod University*, no. 4, pp. 494–496.
14. Graneva, I. Yu., 2009, Pronoun we and problem of language conceptualization of the world, *Questions of cognitive linguistics*, no. 2 (019), pp. 83–87.
15. Laskova, M. V., 2011, Personal pronouns in political discourse, *Vesnik of AdygeiState University*, no. 4, pp. 80–84.

*Reseived: November, 15, 2016*