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### **Author political text and its role in political discourse**

**Abstract.** *The study of political discourse in recent decades has become a popular area of scientific studies both abroad and in Ukraine. But the complexity of political discourse as a phenomenon of political reality makes it difficult to adequately understand it and learn. Given the understanding of the political discourse as a set of political texts, incorporated by topic and updated in various forms of communication, there is a need to study political text. The very political text can be understood as a set of specific elements, such as sender, recipient and the context in which the message is transferred. This article focuses on the political sender as the author of political message. The author investigates its nature and role in political discourse by using political linguistics, semiotics and linguistics. In the article is analyzed the sender as author of political text, are called different approaches to its definition and classification. The author notes, that sender is*

*as part of political communication as a style of the political message, that can be seen in different planes, particularly in the plane of brevity and eloquence, crisis and stability, democratic and nondemocratic governance, comic or tragic, etc. The paper established a correlation between the style of political messages and political discourse, political sentiments relevant community as a whole.*

**Key words:** *political discourse, political text, sender, style, political messages brevity.*

The study of political discourse in recent decades has become a popular area of scientific development both abroad and in Ukraine. However, the complexity of the political discourse as a phenomenon of political reality creates challenges to its adequate

understanding and learning. Given the understanding of political discourse as a set of texts incorporated a specific topic and updated in various forms of communication, there is a need to study political text. The very political text can be understood as a set of specific elements, including sender, recipient and the context in which the message is transmitted. This article focuses on the political sender as the author of a political message.

The sender of political text is the one who conveys information to the public, those who believe its author. It can be political leaders or activists, media writers, the work of which reflected political reality, political analysts, and other individuals and organizations that shape public opinion. Their message (public speaking, news, comments) is directed to unspecified persons, the total audience for which it has an impact.

Thus, J. Klein introduced a classification of political text on the basis of its issuer (issuer group) and its (their) functions in the political system (the issuer he calls the speaker or author written or spoken text): parliaments and parliamentary bodies (committees in particular); ministers; party; policy; foreign issuers politically important texts (of citizens, the press, that is not the subject of our research) [1, p.73]. And the subject of our research is the institutional political discourse, that is not the "language policy", which create unofficial person, and "language policy" - the statement, whose authors are the political actors vying for power, state officials, sub immovable authorities engaged in verbal action within official.

The sender as the initiator of political communication selects the appropriate forms to accomplish a specific goal (maintaining or achieving power), indirectly controlling the behavior of the recipient. The structure of the "speaker-sender" linguists consider in terms of "knowledge base" and "base goals". That is, the signs of social status, evaluation, modalities, stylistic register etc. are components of the pragmatic value of political speech [2].

However, generally, the author of texts as a political actor in the report is absent. The theory of the "death of the author" Robert Barth grounds it. It is that "the author is only to those who wrote, like "I" am the one who says "I"; language knows "subject" but not

a "person", and this entity, which is defined in speech act, and consists of nothing outside it, enough to "fit" a whole language to exhaust all its possibilities" [3].

U. Eco notes that the author of the text is shown by the style, not as an individual person, but as a social group that is not subject to the act of expression, and the subject-expression [5, p.33] and M. Bakhtin emphasized, "any statement - oral or written, primary or secondary in any field of speech communication - personal and may reflect the individuality of the speaker, that have individual style" [6].

Style political message is the component of political discourse that gives the audience enough information required to update that says the sender, in his consciousness and behavior.

Language policy encourages effective action or exercise, or assessment (attention or understanding of the text itself is not a political purpose). Style form many social and personal factors. Given the expression "style - a person" [8, p.22], there were many scientific attempts to explore the relationship between style and personality of its place in the social structure. Fortunately, according to G. Lasvel, Buffon's definition of "style - it's just the order and movement that give their thoughts." You can replace the ambiguous word "order and movement", as H. Lasswell offers his definition: style language policy - an organization of parts that make up the political communication [8, p.20]. H. Lasswell studied the style of political communication and come to the conclusion that they can be distinguished on the following grounds: the volume of messages level of crisis in society and political regime in which there is a speech. Given the importance of identity for the study of political discourse, interesting and important is to understand the mood of the person you are speaking and perception. In this context, we can speak of tragic and comic style political text.

Aristotle studied the laws of writing a successful comedy and tragedy, some of its developments can be used in studies of political discourse. He noted that for the first time megarians comedy set in Greece when they stated the democratic government [10, p.4]. From this conclusion about the relationship between humorous conversations of politicians came their jokes and political regime of democracy. The difference between

tragedy and comedy is comedy that show people trying to worse, and the tragedy - the best of his contemporaries [10, p.3].

Yes, the humor in politics aimed at audience, to keep the attention of recipients, so it depends on the specifics of culture listener. G. Bateson compares jokes with paradox and suggests that the freedom to talk nonsense, illogical alternatives to enjoy freedom of thought is an integral part of human relationships comfortable [11] might be just a nuance of humor so strongly connects it with a democratic regime. The tragedy - a sophisticated language play a major and completed action that has a certain amount; not playing the story and the action which, causing regret and fear leads to catharsis (purification) [10, p.7] - wrote Aristotle. Thus, the purpose of the tragedy, unlike comedy, is to depict the action, and not property rights. The tragedy linked to the tradition, history and based on it, as is likely possible. A possibility that has not happened yet, we do not believe [10, p.11]. The tragedy not only plays a complete action, but one that causes pain and regret. The tragic events unfolding often between relatives, for example, if a brother kills brother, son - father or mother - son. The work on the character, according to Aristotle, we must adhere to four principles: the characters have to be noble, relevant, credible and consistent [10, p.17].

Thus, Poroshenko and unable to tragedy in his speeches:

- This is - a reality that Ukraine realized too late that we can hardly change, but which we must learn to resist ... Sorry, sometimes even sleep with a revolver under his pillow for so-called "brother" – near the gates! [15]
- Ukraine began in shock, as Ukrainian does not want to part with democracy and European choice. They last because someone decided to punish Ukraine for this choice. They stop only when reason and European values prevail over aggression [17].

The effect of the tragic, lofty speeches and statements is worried that those who had agitated and angry man who is in the rage [10, p.20]. Sublime, far from everyday language is the style in which resort to unusual words. Unusual words can be considered a dialect, metaphor, extended words and everything is matched goes beyond the everyday language [10, p.27].

So addresser political texts in the institutional discourse is the official authorized person acting on behalf of the state, political parties, persons acting as representatives of the people, and the official media, including government publications, parliamentary newsletters, official sites of state authorities. The texts published in these sources, according to the official, that is institutional. Face the author's political texts often absent, sender or speaks on behalf of all the people or group of people or an official body that is involved in the policy-making process. The identity of the author, as well as the political realities and political regime can be judged from the political style of the text. This style defines brevity or verbosity of text, it affects the crisis of the society or the stability of the political system as it determines appropriate political regime, whether democratic or authoritarian. Style determines the mood of the text which perceives society. Directional it to achieve political goals cost minimal effort. Certain changes in the political style of the text could indicate a gradual decrease or increase the democratic sense of crisis. In addition, signs of style with the ability to detect destructive or creative politicians.

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