

SATIRE AND HUMOR IN MODERN POLITICAL DISCOURSE

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Annotation: The concept of political discourse is very capacious and ambiguous. Political discourse is a complex multidimensional and multifaceted phenomenon that lies at the intersection of various disciplines and has several functions and characteristics aimed at acquiring authority, preserving it, and redistributing power while acting as an instrument of influence. The question of its genre classification is of great interest to modern linguistics, which remains open for the time being. At the moment, many genres of modern political discourse have been identified and described, in particular, political debates, political interviews, press conferences, international negotiations and political advertising, reportage. Recently, such verbal behavior of a politician has become increasingly widespread, when he intentionally amuses the audience, using various jokes and witticisms. The political humor that comes from the authorities is meaningful and is used to improve communication ties with partners, opponents, and the people. In another case, it becomes a spontaneous, unconscious phenomenon.

Keywords: flirt, amuse, transparency, political discourse, humor, bloopers, pearls.

Modern political discourse is complex and diverse, subject to constant changes. On the one hand, it affects the consciousness and mood of society, imposes certain points of view, and forms a picture of the world. On the other hand, the tendency of politicians to "flirt" with the audience is becoming more widespread, while their language becomes unnecessarily reduced.

As we have already noticed earlier, many political speeches and debates are increasingly losing their formality and taking on the appearance of shows that are often full of jokes. Many politicians deliberately "amuse" and shock the public. Then K. Hudson emphasized that the peculiarity of the language of politics is not so much what is said as how it is said [1]. In this regard, we believe that, although the concepts of the comic and the political seem, at first glance, to be of a different order, the comic plays an important role in political discourse.

Due to the transparency of the boundaries of political discourse, genre interpenetration between types of discourse often occurs. The peculiarity of the comic in the political discourse of the late XX century is that it is implemented largely indirectly in the discourse of the mass media. This, in particular, applies to such

prototypical genres of political discourse as political speech, parliamentary debates, and political interviews.

Of particular interest to our research will be humor from the point of view of political emphasis as a component of political discourse. Political humor is a means of communication both within the government itself and the government with the people, as well as within the people about power [2]. The presence of discursive humorous practices in political speech is much deeper and more significant than it may seem, and they are based on a wide range of rational and irrational factors. Humor in politics exists in two stops, on behalf of the politician and behalf of the people about the government.

The political humor that comes from people involved in the power struggle is meaningful and can be used to improve communication ties with partners, opponents, and the people. And in another case, it becomes a spontaneous, unconscious phenomenon. Such a phenomenon can be observed if a politician has an unconscious desire to circumvent the existing problem, in the absence of mutual understanding, a change of connotations, etc. [3]

A conscious joke or a humorous statement can act as a means of overcoming communicative difficulties, taking a neutral position, smooth out contradictions. Humor in a political situation can arise with the following needs – as we have already noted earlier, a way out of a conflict situation, but also in cases where it is necessary to demonstrate a rigid principled position in defending interests. In political discourse, conscious humor plays an important role in creating the image of a politician. It is clear to everyone that a cheerful, smiling, politician is a charming and endearing person who can create a mood of openness and willingness to compromise. As an example, it is enough to recall the US President, Barack Obama. However, in such a case, it is very important to observe the measure, because the people do not want to see a frivolous, frivolous person in power. Humor as a means of influencing the ratings of political figures can also be conscious and unconscious. We will refer to unconscious humor in politics: excessive lexical or semantic overload, in which funny connotations may arise; or, conversely, insufficient vocabulary, as well as humor in political rhetoric, or in another way political "Bloopers", "Pearls".

An example of this is the so-called "Bushisms" belonging to J. himself. To Bush Jr. The most characteristic features of "Bushisms" are tautology, occasionalism, grammatical and lexical inconsistencies, reservations, cynicism, etc., in detail, we will try to consider this phenomenon in the practical chapter. Similarly, to the American "Bushisms", in domestic practice, they are distinguished - "Putinism", and "Chernomyrdin".

To create humor in political discourse, such linguistic means of expressing humor as – language games or puns, zeugma, irony, chiasm, occasionalism, etc. can be used.

The most characteristic types of humor in politics are anecdote, sarcasm and irony, jokes, as well as speech mistakes that create a comic effect. So, humor is an integral part of the political process and social life of society, a modern and peculiar manifestation of democratization. Despite the frequency of the use of humor in political communications, the topic of humor seems to be insufficiently studied: to date, no methodology for using humor has been developed that would allow predictably influencing public consciousness. Nevertheless, it is impossible to deny the influence of humor on the behavior of the public.

Currently, humor is an integral part of the political life of society, a kind of manifestation of democratization. Humor refers to the use of various linguistic means aimed at creating a humorous, comic effect. To create humor in political discourse, the following linguistic means can be used: language game or pun, zeugma, irony, chiasm, occasionalism, etc. The most characteristic types of humor in politics are anecdote, sarcasm and irony, jokes, as well as speech mistakes that create a comic effect.

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