

Linguistic Means of Expressing the Category of Temporality in Modern Political Discourse

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Abstract

The emergence of new challenges of the present necessitates the modernization of approaches to understanding the category of time and its connection with the political life of the state. It requires wide use of linguistic means because the existing trends of globalization require an adequate perception of the need for political changes and their temporality. Therefore, the issue of studying the phenomenon of temporality in political discourse as a two-pronged objective-subjective category of cognition of the world and political life in time, as well as the linguistic means of its expression, is becoming more relevant. The article is aimed at theoretical and applied research of linguistic means of expressing the category of temporality in modern political discourse. The methodological basis of the study is the following methods of scientific cognition and analysis: descriptive method, system analysis, synthesis, scientific abstraction, component analysis, comparison, analogy, generalization, systematization, and graphical method. Based on the results of the study, it has been established that the need to express the category of temporality is especially relevant in modern political discourse. This category involves the comprehension and interpretation of past political events, objective assessment and vision of the current state of functioning of the political sphere, and making the right decisions in the future. It can be achieved through well-chosen linguistic means. Moreover, it has been revealed that the most commonly used linguistic means of expressing temporality in modern political discourse are manipulations. They are an effective means of influencing the public consciousness and forming an opinion about the current state and trends in the development of political processes. The necessity of modernization of linguistic methods of expressing temporality in political discourse under the requirements and challenges of modernity has been proven.

Keywords: temporality, politics, political discourse, political instability, political process, linguistic means, linguistics

1. Introduction

The increasing dynamics of the introduction of socio-political changes have a significant impact on the determination of priorities in the political life of the state and move political stability to the background. In the conditions of persistent uncertainty and unpredictability of the development of events, the identification of optimal approaches to the study of such changes requires a qualitatively new methodology and a set of appropriate measures. A prominent place among these measures is occupied by the concept of temporality. The conducted studies of the essence of temporality give grounds to assert that the understanding of this phenomenon lies in the totality of ways of expressing the physical and philosophical aspects of time in modern political discourse through the means of language. Regarding the phenomenon of temporality, it is becoming relevant and particularly acute. In today's conditions, the requirements for political discourse are becoming more stringent, as it is gradually transforming into a tool for influencing and managing public opinion. Therefore, the most important task is to select the most effective linguistic means that can provide the most accurate expression of the category of temporality in modern political discourse. The outlined trends indicate the relevance of the research topic and require in-depth study.

The article is aimed at theoretical and applied research of linguistic means of expressing the category of temporality in modern political discourse.

2. Literature Review

The rapid development of society and the state necessitates the perception of change as an objective process because the challenges and dangers of our time is increasingly intensifying the temporality of processes and phenomena (Holovaty, 2015). Under such conditions, Gokmenogly, 2022 proposes to pay due attention to the temporal characteristics of the study of socio-political life, because political processes take place in time and space and need to be substantiated and covered in political discourse. Therefore, the scientist proposes to consider time as an element of political power and as a foundation for building a dialogue based on empirical materials. In this context,

Medvid et al., 2022 argue that political power determines the linguistic features of political discourse, using both logical arguments and manipulative linguistic means. At the same time, linguistic means of manipulation in political discourse, according to Holovatska & Leibych, 2021, are used within the framework of political communication and cover a significant range of them used in public speeches. At the same time, in combination with social factors, they are transformed into powerful tools for influencing and managing public opinion to persuade people to make decisions that are beneficial to specific actors (Holovaty, 2014). At the same time, Chilton, 2017 insists that modern political discourse should apply the linguistic tools of cognitive linguistics, which contribute to building dialogue in spatial cognition and strengthening human social relations.

Instead, Jaszczolt, 2018 proves that strategic priorities for the development of temporality in political discourse are irreversible processes. Therefore, they will deepen during the development of society and the state in the global dimension. Moreover, Fetzer, 2022 considers political discourse as a means of interaction between the political power of the state and the public, which in modern times has become digitized and spread into social media. Accordingly, the linguistic means of expressing temporality have been significantly modernized and modified. They are supplemented by multimodal means that contribute to deepening the processes of involving participants in the discourse, which is gradually transforming into political media discourse (Shytk & Akimova, 2020).

Sandberg et al., 2022, studying temporality in political discourse, concluded that the peculiarities of temporality significantly depend on the ideology that prevails in the state. Therefore, it is expressed in different ways using such linguistic means as morpho-syntactic structuring of sentences and grammatical systematization of time.

Herewith, Kratochvil, 2020 notes that the parameters of political discourse include temporality, as political processes are volatile and periodically undergo significant geopolitical changes.

Kuts, 2014 found that a positive attitude to the idea of socio-political change has become the basis for the establishment of democracy and the development of the state and society on democratic principles and foundations. Moreover, Palestrino, 2022 argues that the phenomenon of temporality is actualized in the modern political discourse, which complements the strengthening of populism and the peculiarities of its manifestation. According to Hopper, 2016 it cannot be expressed without the use of effective linguistic means. This statement actualizes the need for the widespread use of linguistic tools and essential features of language in the political sphere.

Polishchuk & Pushkar, 2021 in their works raise the problems of ensuring effective language communication and the influence of language on the processes taking place in politics. Furthermore, scientists consider the essence of the concept of political discourse in modern conditions. They conclude that this category is interpreted as the use in the political life of speeches of politicians, the formation of government documents, party programs, texts of debates and campaign materials, the publication by journalists and political scientists of analytical articles, responses of activists and the public. Effective coverage and interpretation of political issues significantly influence the consciousness of citizens and shape their political views. Therefore, according to Chrdileli, 2017, the importance of the linguistic expression of political events and political discourse is increasing, which should include elements of the semantic and linguistic organization of the text, as well as psychological, cultural, and political factors.

Moreover, Gennaro & Ash, 2022 found that in political discourse, along with linguistic means, emotions play a significant role. They intuitively increase in those speeches that contain meaningful reports on patriotism and military confrontations. As Haselow, 2020 notes, spoken political discourse differs significantly from other types and takes into account the emotional state of the subject conducting it. An important role is played here by his ability to use such a fundamental property of language as the gradual deployment of syntax over time. With the help of this, it is possible to speak on the one hand about a specific political issue, and on the other - to reflect a certain position.

Existing scientific approaches to identifying the peculiarities of the choice of linguistic means of expressing the category of temporality in modern political discourse allows us to note their versatility and diversity. Their common feature is the obvious and inevitable change of political processes in time and a kind of temporality of the political process. As a result, the expression of temporality in modern political discourse should be carried out with the most effective set of linguistic means.

3. Methods and Materials

The methodological basis of the study includes methods of scientific cognition and analysis. The descriptive method, system analysis, synthesis, and scientific abstraction are utilized to identify the essence and features of the linguistic means of expressing the category of temporality in modern political discourse. Component analysis, comparison, and analogies have been employed to conduct analytical assessments of the state and trends in the use of linguistic means of expressing the category of temporality in modern political discourse. Generalization and systematization have served to form conclusions and results of the study. The graphical method has been applied to visualize the results of the study.

The information base of the study consists of scientific works of leading domestic and foreign scientists and reports from international scientific organizations.

4. Results

The current state of development of society and the state is characterized by instability, temporality, and uncertainty, which have a significant impact on the development of political processes and the changes caused by them. In such conditions, the problem of forming a modern political discourse and expressing the category of temporality in it becomes especially acute. Political communications have a significant impact on the public, as they help to form political views in society. The role of language in political discourse is becoming

increasingly important, and linguistic means transformed into an intermediate link in expressing the influence of politicians on the public. Political discourse involves the struggle of ideas voiced by political opponents. Therefore, the means of linguistic communication are a way of such struggle, which are manifested in certain types, the main of which are shown in Fig 1.

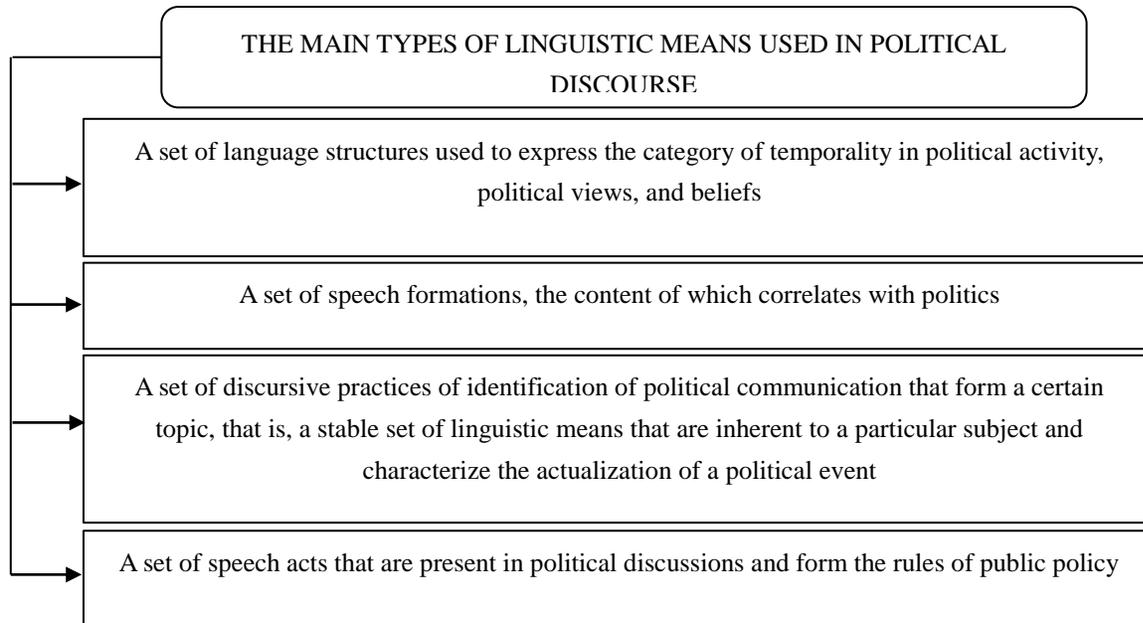


Figure 1. The main types of linguistic means used in political discourse

Formed based on: Chrdileli, 2017

Political discourse involves the use of a fairly wide range of linguistic means of expressing the category of temporality, which are mainly divided into: (1) means of expression; (2) means of characterizing thematic blocks; (3) means of expressing political language; (4) verbal and non-verbal means. Moreover, temporality expresses a set of explicit and implicit ways of temporal reflection, which is expressed by the grammatical category of time in the form of past, present, and future tenses.

Moreover, as a result of theoretical studies of the chosen topic, the significant importance of manipulation in the expression of temporality in political discourse has been established. Linguopragmatic views on it focus on the use of specific vocabulary in political discourse, which is aimed at achieving the set tasks. In this context, emotionally expressive language means, which are often used in practice, are especially significant. In particular, we are talking about lexical units denoting evaluations, emotionality, expressing feelings, emotions and expressiveness, as they can win the authority of the public, its attention, trust, and sympathy. It should be noted that in modern political discourse various types of manipulative expression and influence are used, the main of which are systematized in Fig. 2.

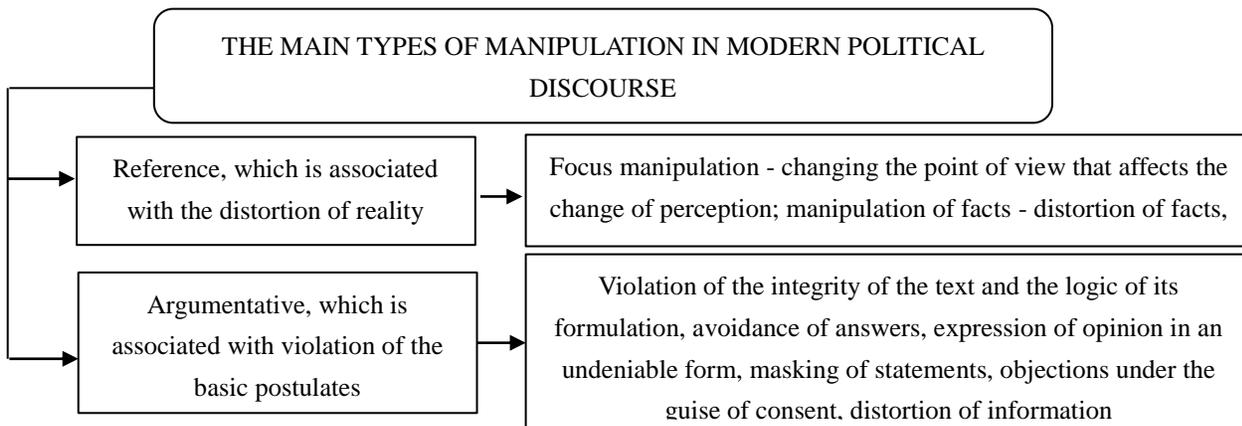


Figure 2. The main types of manipulation in modern political discourse

Author's development

In modern conditions, the most commonly used are two types of manipulations: (1) referential and (2) argumentative manipulations, with the help of which some subjects of political discourse influence others, while using manipulation strategies with the help of such linguistic means as:

- 1) identification formulas - linguistic means that allow to identify of the subjects of political discourse and evoke a sense of belonging;
- 2) linguistic means of highlighting opinions;
- 3) the use of epistemic words that give political discourse an indisputable truth;
- 4) use of linguistic means of a confident speaker, which is achieved through emotional vocabulary.

Indeed, human behavior cannot be determined by emotions alone, but significantly depends on the formed ideas about political processes taking place in time. Therefore, linguistic means are designed to reflect them in political discourse and, in fact, turn into components of political discourse, which is the object of speech influence. In this context, the need for the use of euphemisms is actualized, with the help of which it is possible to cover political events from a favorable perspective. However, syntactic linguistic means are also extremely important, as they include factors of passive voice in the coverage of political opinion. Moreover, the use of such linguistic means as metaphors allows the use of rigorous methods of argumentation of data in political communication.

No less important is the use of persuasiveness in political discourse. This is a form of social influence on the public consciousness in the process of political communications, which allows sending of language messages and influences the public quite easily. Persuasive means of language can influence the subconscious of the public at different levels of language, in particular:

- 1) At the morphological level, the use of language means involves the use of pronouns, adjectives, verbs, and verb constructions, and the first person form is characteristic of politicians in high positions and is also widely used in election speeches;
- 2) At the lexical and semantic level, the linguistic means of political discourse are oriented towards the use of commonly used literary vocabulary, which helps to bring politicians closer to the public and establish trusting relations between the participants of political discourse;
- 3) At the syntactic level, the linguistic means of political discourse involve the use of simple sentences with little information load, which have an affirmative, appealing character.

The expression of temporality in political discourse implies the preference for perfect and long tenses, which makes it possible to understand that a certain political event remains relevant and has not become history. In turn, long tense forms in political discourse indicate an incomplete process of action to convince about the active solution of a political problem. Political discourse is often saturated with modal verbs that reflect obligation, and frequent repetition of specific expressions increases the semantic load and is an effective means of psychological influence. Influence on the public consciousness is ensured through the use of such types of linguistic means as (1) phonetic; (2) lexical; (3) morphological; (4) stylistic, as well as based on the perception of political content by the subjects of information (Horina & Oliinyk, 2020). Achieving the desired effect in this direction involves the widespread use of amoeba words. This means expressing ambiguity in understanding the essence of the message, as well as using the manipulative technique of "clash of meanings", which involves the use of disguised phrases.

The means of language in political discourse are extremely important and are coming to the fore. They provide improvement of the methods of speech to influence political reality, increase public interest in political events, and modernize the process of informing the public. Under such conditions, the development of a new direction - political linguistics, which includes detailed studies of the category of temporality in political discourse, is conditioned. Identification of new phenomena and technologies requires linguistic reflection, taking into account political events in the past and the changes that are expected in the future.

It is important to study the ways of expressing temporality in political discourse, as well as grammatical and lexical means. At the same time, at the cognitive level, the use of such linguistic means is insufficient and requires an in-depth expression of time and its interpretation by the public. This is manifested in the formation of an individual picture of political events based on their temporal experience. At the same time, the expression of temporality is based on taking into account such aspects of time perception as simultaneity and duration, in which the present time is at moment of political discourse. The perception of information is based on the information received in the past and planning for the future. The implementation of this concept in the political sphere is especially important during the election period when there is a need for critical reflection on past political events, and a realistic assessment of the present to make the right decisions in the interests of the future. The correct interpretation of past political events and an objective vision of the current state of political life allow us to form a model of the political future. Therefore, the use of linguistic means of temporality is extremely important in political discourse.

5. Discussion

Instability and uncertainty of the development of the state and society determine the need for socio-political changes that deepen the processes of influence on the public and the formation of public opinion. The problems of modern political discourse are significant since both the results of decision-making and further development of the political sphere significantly depend on the effectiveness of political communication. In such circumstances, the problems of the influence of language on political processes and the use of linguistic means of

political discourse in the context of expressing the category of temporality are becoming more relevant, since the time factor in political life plays a crucial role.

Modern political discourse uses various linguistic means of expressing the category of temporality. Assessment of the current state of political life is based on the analysis of information obtained in the past and taking into account political aspirations that will be achieved in the future. Therefore, the subjects of political discourse when expressing the category of temporality take into account information in three temporal dimensions: (1) past, (2) present, (3) future.

The results of the conducted research allow us to state that in modern political discourse, linguistic means of manipulation are often used, which are aimed at shaping public opinion and managing it in the form that is necessary for representatives of political forces and elites. Therefore, given the significance and negative manipulative influence, there is a need to reduce it by forming a set of measures to counter political manipulation. Moreover, there is a need to modernize the linguistic methods of expressing temporality in political discourse under the requirements and challenges of our time.

6. Conclusions

Thus, the conducted research on theoretical and applied aspects of the use of linguistic means of expressing the category of temporality in modern political discourse gives grounds to assert that this problem has become extremely acute under the influence of the latest challenges and dangers. It has been found that the expression of the category of temporality in modern political discourse involves the use of linguistic means by which it is possible to comprehend past political events and phenomena, to assess the current state and trends in the development of political processes and to make decisions about possible political changes in the future. It has been proven that in this context it is necessary to select the right and successful statements that influence the consciousness of the public and other participants in the political discourse and form an opinion on the development and functioning of the political sphere. A significant influence on the expression of the category of temporality in modern political discourse is established by such linguistic means as manipulations, with the help of which the influence on the consciousness of the population is carried out. To reduce the negative impact of political manipulations on the public consciousness, the expediency of forming and implementing a set of measures to counteract them and modernize the linguistic methods of expressing temporality is proposed.

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