Political Discourse

Six Basic Approaches to the Study of Political Communication

- Systematic
- Linguistic
- Symbolic
- Functional
- Organizational
- Ecological

Six Basic Approaches to the Study
of Political Communication

1. System Approach

- Dates back to cybernetics;

- Communication is considered in terms of the interaction between system elements;

- Communication is associated with the concept of social control.

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2. Linguistic approach

- Linguistic approach as well as the system approach is centered around the concept of social control;

- Language is considered as means of social control and limiting access to political institutions and political processes;

- Elites operate using specific language, other do not have access to decision makers because of their limited ability to express political opinions and demands..

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3. Symbolic approach

- Policy is defined as communication, in terms of exchange of symbols;

- Leadership is carried out mainly through the manipulation of symbols and symbolic distribution of awards;

- The approach focuses on the analysis of the processes of creation and dissemination of symbols.

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4. Functional approach

- Functional approach shifts the emphasis from the problem of social control on the importance of communication for the political system (especially in media);

- Under this approach, communication (in addition to the function of maintaining stability) performs the function of socialization (social adaptation to the rules of the political system).

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5. Organizational approach

- The government is represented as a large bureaucratic organization;
- The government has the same problems and limitations, as well as any other organization
- Analysis of political communication; this approach concentrates on intra-information flows and focuses on the factors that limit such flows and differentiate access to information .

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6. Ecological approach

- Political communication is studied in terms of influence of the political system on such communication;

- The political system creates an environment where institutes of communication are formed and communication processes in society as a whole are regulated;

- One of the manifestations of this regulation is the specific language policy towards minorities carried out by the state.

Two Approaches to the Analysis of Political Communication in the Framework of Linguistic Approach

- **Descriptive approach (Griesvil, Bachem, Bergsdorf, Atkinson, Ilyin, Duka)**
  - Back to the classical method of rhetorical analysis of public speaking (Aristotle, Cicero);
  - In modern linguistics the approach involves the study of language behavior of politicians (linguistic resources, rhetorical devices, manipulative strategies of persuasion);
  - Close links with political science provides an analysis of the political content of texts through the techniques of content analysis and cognitive mapping. This allows you to identify the cognitive dispositions of some politicians (the dominant values, the tendency to conflict or cooperation, the nature of causality in the corresponding piece of the picture of the world);
  - Researcher is neutral, acts as an independent expert.
- **Critical approach Критический (N. Fairclough, R. Wodak, T. van Dyck)**
  - Focuses on the critical study of social inequality, expressed in language or discourse;
  - Language is considered as means of power and social control;
  - Researchers are engaged, the openly took the side of the oppressed and deprived of power.

Problem of dichotomy text/discourse

- (1) Category of discourse relates to the field of linguistic and social, whereas the text - to linguistic;
- (2) Discourse and text are opposed as a process and a result;
- (3) Discourse and text are opposed in opposition relevance/virtuality;
- (4) The opposition oral/written.