

**V. V. Chetaikina,**

*PhD in Philology,*

*Ivan Franko National University of Lviv,*

*Associate Professor of the Department of Foreign Languages*

*ORCID: <https://orcid.org/0000-0003-0332-7925>*

## **STAGES OF THE ANALYSIS OF RELIGIOUS VOCABULARY IN THE AMERICAN PRESIDENTIAL DISCOURSE**

The article is devoted to a review of the methodology for analyzing the functioning of religious vocabulary in the American presidential discourse. The work defines the political discourse, distinguishes the genres of the American presidential discourse, develops an algorithm for their research, and highlights the methods of analysis. One of the types of institutional discourse is political discourse, which is a reflection of the socio-political

life of the country, contains elements of its culture, as well as features of the national character, general and national-specific cultural values, and aims to gain and maintain political power. The main functions of political discourse are informative, instrumental, prognostic, normative, legitimating, persuasive and political propaganda. The genre space of the presidential discourse is determined by the general political system of the state, the historical and political traditions of the institution of the presidency, and the socio-cultural conditions for the existence of political discourse. These extralinguistic factors, as well as the nature of the main intention, allow us to distinguish such genres of US presidential discourse as ritualistic, orientational, and agonal. In the linguistic literature, there is a large number of classifications of political discourse strategies. In our work, we adhere to the classification according to which the following communicative strategies are inherent in political discourse: self-presentation, discrediting, manipulation, self-defense, information-interpretive, forming the emotional mood of the addressee, argumentative strategy, agitation. Each of these strategies is represented by a number of tactics. The search for effective ways of analyzing and describing the semantics and function of religious vocabulary in the American presidential discourse determined the choice of the main approaches to the research object. The methods used in linguistic studies involve the implementation of a system of procedures for studying the object of research and verification of the obtained results. Typical guidelines of systematic philological analysis include paying attention to the semantic, substantive side of the text, represented by text categories, and to the communicative immersion of the text in discursive reproduction. For a systemic complex analysis, the work involves such methods that take into account the communicative essence of the discourse text, reflect the significance of the text in the light of its generation and interpretation.

**Key words:** methodology, political discourse, presidential discourse, religious vocabulary.

**В. В. Четаїкіна,**

*канд. філол. наук,*

*Львівський національний університет імені Івана Франка,*

*доцент кафедри іноземних мов*

*ORCID: <https://orcid.org/0000-0003-0332-7925>*

## **ЕТАПИ АНАЛІЗУ РЕЛІГІЙНОЇ ЛЕКСИКИ В АМЕРИКАНСЬКОМУ ПРЕЗИДЕНТСЬКОМУ ДИСКУРСІ**

Стаття присвячена огляду методики проведення аналізу функціонування релігійної лексики в американському президентському дискурсі. У роботі наведено визначення політичного дискурсу, виокремлено жанри американського президентського дискурсу, розроблено алгоритм їхнього дослідження та висвітлено методи аналізу. Одним із видів інституційного дискурсу є політичний дискурс, який є відображенням

соціально-політичного життя країни, містить елементи її культури, а також риси національного характеру, загальні та національно-специфічні культурні цінності і має на меті здобуття і утримання політичної влади. Основними функціями політичного дискурсу є інформаційна, інструментальна, прогностична, нормативна, легітимуюча, функція переконання та політичної пропаганди. Жанровий простір президентського дискурсу зумовлений державним загально-політичним устроєм, історичними та політичними традиціями інституту президентства, соціокультурними умовами існування політичного дискурсу. Ці екстралінгвальні чинники, а також характер основної інтенції, дозволяють виділити такі жанри президентського дискурсу США як ритуальний, орієнтаційний та агональний. У лінгвістичній літературі існує велика кількість класифікацій стратегій політичного дискурсу. В нашій роботі дотримуємося класифікації, згідно з якою політичному дискурсу притаманні наступні комунікативні стратегії: самопрезентація, дискредитація, маніпуляція, самозахист, інформаційно-інтерпретаційна, формування емоційного настрою адресата, аргументативна стратегія, агітація. Кожна з цих стратегій представлена низкою тактик. Пошук ефективних шляхів аналізу та опису семантики та функції релігійної лексики в американському президентському дискурсі обумовив вибір основних підходів до об'єкту дослідження. Методи, що використано в лінгвістичних студіях, передбачають здійснення системи процедур вивчення об'єкта дослідження та верифікації отриманих результатів. Типовими орієнтирами системного філологічного аналізу вбачаємо у звертанні уваги на смисловий, змістовий бік тексту, представленого текстовими категоріями, та на комунікативне занурення тексту в дискурсивне відтворення. Для системного комплексного аналізу у роботі залучено такі методи, що враховують комунікативну сутність тексту дискурсу, відображають значимість тексту в світлі його породження й інтерпретації.

**Ключові слова:** методика, політичний дискурс, президентський дискурс, релігійна лексика.

The method, as a way of organizing cognitive and research activities of a scientist with the aim of studying the phenomena and regularities of a certain object of science, involves the implementation of a system of procedures for studying the object of research and verification of the obtained results. The methods used in linguistics are traditionally divided into general (observation, induction, deduction, hypothesis, analysis, synthesis, comparison, formalization, experiment, modeling, etc.) and purely linguistic, which have their own specificity, inherent only in linguistic studies, in contrast to methods other sciences [2].

Despite the fact that the problem of linguistic text analysis using both general scientific and purely linguistic approaches and methods is considered by many researchers, at present there is still a lack of an established system of procedures and methods for linguistic text analysis, as well as a terminological apparatus for such analysis.

The combination of linguistic and ideological structural approaches to the discourse analysis of specific texts leads to the understanding of discourse as the point where

language and ideology meet, and discursive analysis as the analysis of ideological aspects of language use and the implementation of ideology in language.

The main aim of the present paper is to review the methodology for analyzing the functioning of religious vocabulary in the American presidential discourse.

Discourse is a complex communicative phenomenon, which includes text, communication participants, communication situation and extralinguistic factors. Discourse analysis studies the strategy and intention of participants (speakers) and the corresponding production of discursive types [1].

Institutional discourse is a discourse determined by the types of social institutions formed in society, characterized by a number of linguistically relevant features, the most important of which are the purpose of communication, the representative communicative function of its participants, and fixed typical circumstances of communication. One of the types of institutional discourse is political discourse, which is a reflection of the socio-political life of the country, contains elements of its culture, as well as features of the national character, general and national-specific cultural values, and aims to gain and maintain political power. The main functions of political discourse are informative, instrumental, prognostic, normative, legitimating, persuasive and political propaganda [4].

The genre space of the presidential discourse is determined by the general political system of the state, the historical and political traditions of the institution of the presidency, and the socio-cultural conditions for the existence of political discourse. These extralinguistic factors, as well as the nature of the main intention, allow us to distinguish such genres of US presidential discourse as ritualistic, orientational, and agonal.

In the linguistic literature, there is a large number of classifications of political discourse strategies. In our work, we adhere to the classification according to which the following communicative strategies are inherent in political discourse: self-presentation, discrediting, manipulation, self-defense, information-interpretive, forming the emotional mood of the addressee, argumentative strategy, agitation. Each of these strategies is represented by a number of tactics.

One of the most widely spread classification singles out the following types:

- *cooperation*, which contributes to the organization of joint activities, ensures its success, consistency, and efficiency. This type of interaction is also denoted by the terms «agreement», «adjustment», «association».
- *rivalry*, the choice of which shakes joint activity, creates obstacles on the way to understanding, it is also denoted by the concepts of «competition», «conflict», «opposition», «dissociation».
- *compromise*, which is able to settle the conflict through mutual concessions: both sides concede something that ensures a joint solution to the problem.
- *adaptation*, which is accompanied by the concession of the interests of one of the parties: a person does not try to defend his interests and agrees to do what the other wants.

- *avoidance* accompanied by evasion, escape, a person's attempt to get out of a conflict situation without resolving it, without yielding to his views and interests, but also without insisting on them. A person does not defend his rights, does not cooperate with a communication partner to develop a certain decision [2].

Three types of religious vocabulary are widely used in the presidential political discourse: general religious vocabulary, biblicalisms (systemic linguistic units, or words that are included in the lexical structure of the language and are widely used in speech) and direct citation of biblical passages, namely those elements of the primary source (the Bible), which have not acquired phraseologisation in the language, but are perceived as prototypical statements. Each of these types of religious vocabulary gives weight to the presidential discourse and serves as a means of implementing one or another strategy of the addressee.

The multidimensionality and heterogeneity of approaches to the study of political discourse in general and presidential discourse in particular determined the initial stage of the research. Solving the main problems regarding the status of the presidential discourse made it possible to outline the main principles and stages of our analysis of the texts of the political presidential discourse and the peculiarities of the functioning of the religious vocabulary in it [3].

Based on a broad understanding of political discourse, it is possible to conclude that political discourse is multi-genre. As we noted earlier, political discourse is characterized by a field structure, at the core of which there are genres that most fully reflect the main focus of political communication, namely the capture, preservation and exercise of power.

If the genres of political discourse are differentiated according to the parameters of institutionality, then it is necessary to distinguish speech genres according to the degree of formality.

In our work, in addition to the degree of formality of the presidential discourse, we took into account, first of all, the parameter of the intentionality of the political discourse, within which the presidential discourse functions.

We analyze the features of the functioning of religious vocabulary in the American presidential discourse according to its distinct genre varieties.

Among the ritual genres, special attention in our study is paid to the inaugural address of the US president to the nation. Inaugural speeches were subjected not only to synchronic research (like the rest of genre varieties), but also to diachronic research — from the inaugural speech of the first US president to the speech of the current president D. Trump. We started from the assumption that the highest degree of ritualism is observed in ritual inaugural speeches, which is manifested not only on the extralingual level, but also on the lingual level — in the form of stencil formulas, language clichés, and stylistic techniques [5]. The task of diachronic research was primarily to trace:

- the connection between the compositional structure of the inaugural speech and the strategies and tactics embedded in each compositional part, which are implemented with the help of religious vocabulary;

- the nature of the use of religious vocabulary in inaugural speeches during the 18th-21st centuries and the tendency to increase/decrease its use;
- the main regularities of the use of religious vocabulary of a certain type (general religious vocabulary, biblical idioms, biblical quotations) in order to fulfill the communicative intention of the addressee of the inaugural speech.

In our deep conviction, it is precisely (and only) thanks to the use of religious vocabulary that it is possible to implement such communicative intentions as, for example, the call to bless the citizens of America and the country itself; recognition of the sanctity of the inauguration ceremony itself before God; the president's request for help from the Most High in the performance of his presidential functions; indicating that the USA is a state chosen by God, which the Almighty has awarded with greatness, freedom and, at the same time, the responsibility and mission to protect freedom in the world, etc [7].

In addition to inaugural speeches, the dissertation study studied the peculiarities of the use of religious vocabulary in the following speeches belonging to ritual genres: the president's farewell speech, the Head of State's Christmas/New Year's address to the nation, jubilee/festive speech dedicated to important dates, awards, opening of forums, festivals, exhibitions and the President's Saturday radio address to the nation.

Since agonal genres, according to our preliminary opinion, should not be «overloaded» with religious vocabulary due to their pragmatic orientation, two genre varieties of this genre were subjected to linguistic analysis, namely:

- presidential election debates
- Election Speeches.

Other genres of ritual presidential discourse, as well as varieties of orientational discourse and agonal discourse, are represented by the speeches of American presidents of the 21st century, which enabled a synchronous study of the functioning of religious vocabulary in presidential discourse.

The analysis of the peculiarities of the functioning of the religious vocabulary in the presidential discourse was preceded by a typological analysis of the vocabulary traditionally associated with the religious sphere. The work clearly stratifies three types of religious vocabulary. First of all, it is a general religious vocabulary (from the mention of God, the symbol of faith to religious and historical actions, attributes of the Christian church and church institutions, etc.). A separate layer of religious vocabulary is created by biblicalisms, as systematic language units (phraseological units), or words that are part of the lexical structure of the language and are widely used in speech. A special place in our research is occupied by the direct citation of biblical passages, namely those elements of the primary source (the Bible) that have not acquired phraseologisation in the language, but are perceived as prototypical statements [6]. We are of the opinion that each type of religious vocabulary gives weight to the presidential discourse, so the next stage of the research will be carried out according to the following scheme:

- research on the use of general religious vocabulary in various genres of American presidential discourse

- a study of the use of Biblicalisms in various genres of the American presidential discourse
- a study of the use of quotations from the Bible in various genres of American presidential discourse.

As already mentioned above, the work uses both general scientific and special research methods.

Within the framework of general scientific methods, a descriptive method is used to identify and describe a set of characteristic features of the research object. Thanks to this method, the work reflected both the description of the main characteristics of the political discourse as one of the varieties of the institutional discourse, and the description of the characteristics of the presidential discourse, in which the religious vocabulary of three types functions. The methods of analysis and synthesis were also involved in the descriptive method to form generalized ideas about the nature of the English-language political (presidential) discourse, obtained on the basis of the synthesis of its conceptual components.

Quantitative analysis, which is a quantitative method for quantitative processing of factual material, was used to highlight the internal and external dynamics of the research subject. It involves a simple calculation of the frequency of use of certain lexical units of a religious orientation and a method of graphical representation of the results. These methods gave grounds for generalizations and frequency qualification of the obtained results.

Within the framework of the structural method, the elements of component analysis became relevant, which made it possible to identify the semantic features of the studied discourses. The identification of the semantic component of the religious vocabulary under investigation contributed to the exposure of the mechanisms of action of the religious vocabulary in the implementation of the main strategies and tactics of the addressees of the presidential discourse [5].

In the scope of the functional method, contextual-interpretive analysis turned out to be relevant, which made it possible to identify and explain the semantic dynamics of isolated varieties of language units in the already mentioned discursive segment. Elements of conversational analysis were used in the process of reconstruction of the complex of components of the studied communicative sphere in its projection on the extralingual situation.

Linguistic and cultural analysis served to identify and explain the features of the American presidential discourse. The register specificity of each type of presidential discourse was revealed by linguistic stylistic analysis. The linguistic-communicative perspective of the study of the political presidential discourse contributed to highlighting its fundamental characteristics. The method of communicative and functional analysis made it possible to single out the dominant strategies and tactics implemented with the help of religious vocabulary in the presidential discourse. The method of contextual analysis made it possible to establish the semantics of religious vocabulary and to carry out the classification of linguistic and linguistic stylistic means of verbalizing intentions.

The search for effective ways of analyzing and describing the semantics and function of religious vocabulary in the American presidential discourse determined the choice of the main approaches to the research object. The methods used in linguistic studies involve the implementation of a system of procedures for studying the object of research and verification of the obtained results. Typical guidelines of systematic philological analysis include paying attention to the semantic, substantive side of the text, represented by text categories, and to the communicative immersion of the text in discursive reproduction. For a systemic complex analysis, the work involves such methods that take into account the communicative essence of the discourse text, reflect the significance of the text in the light of its generation and interpretation.

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