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THE STUDY OF STYLISTICALLY COLORED VOCABULARY IN POLITICAL ELOQUENCE

In the world and in Ukrainian society, political struggle is now intensifying, increasingly becoming public, unfolding in all possible areas of the information space, and turning into a kind of political ritual.

By participating in various debates, talk shows, delivering greetings, addresses or speeches, politicians use various means, techniques and methods to try to retain or gain power, influence the audience, and win the favor of the electorate. Language is one of the main means of realizing such tasks, since the most powerful and effective channel for disseminating information is its verbal representation. That is why linguistic means (stylistic, genre, syntactic features) and extra-linguistic factors (specificity of the communication situation, purpose of information presentation, circumstances of the speech act, psychological characteristics of communicators) are increasingly becoming the object of scientific interest of philosophers, cultural studies, historians, psychologists, and especially linguists.

Scholars began to study political discourse, and thus stylistic devices in political eloquence, in the twentieth century. It was in the last century that the explanation of political discourse as a kind of symbolic reality, in which various elements of political reality acquire their respective meanings, famous in modern humanities, emerged. And at the same time, a separate branch of linguistic research called "political linguistics" was being formed (A. Baranov, V. Maslova, O. Sheygal, N. Kondratenko, etc.). However, before political discourse became an object of scientific interest, there were many studies in various fields of linguistics, philosophy, logic, and semiotics.

The earliest studies devoted to the functioning of language and linguistic units in the field of political communication include the works of famous ancient thinkers Plato, Aristotle, and Cicero. Even then, they reflected on the power of the word's influence and, as A. Chudinov rightly

emphasizes, from Plato through Augustine to Spinoza, words were considered dangerous, like music or fantasy, because they were aware of their power over the soul, they had to be controlled by understanding [1].

O. Alekseyevets emphasizes that at that time "various aspects of the rhetorical skills of political leaders were actively studied, and the reasons for the persuasiveness of presidential speeches were found in phonetic and rhythmic features, openness, simplicity, imagery and other qualities of speech" [1].

According to scholars, the function of the word began to be realized only at the end of the twentieth century in connection with the emergence and implementation of democratic ideals in society. The word is understood not only as an instrument of manipulation and subjugation, but also as a necessary condition for the organization of society as a whole, as an integral element of community life. By studying the peculiarities of political language [2], it is possible to comprehend the concept of "political discourse". In view of this, researcher A. Chudinov proposed a periodization of the development of political linguistics, which can be used in discourse studies:

1. Stage I – the beginnings of the doctrine of political discourse within the framework of traditional rhetoric and stylistics (before the twentieth century).

2. Stage II – the emergence and formation of political linguistics – 20-50s of the twentieth century.

3. Stage III – political linguistics of the 60s-80s of the twentieth century.

4. Stage IV – the modern stage of development of political linguistics as a science [2].

The first stage of the development of the science of political use of language includes studies that not only studied political language, but also attempted to explain the relationship between language and politics. As a rule, they refer to the works of Aristotle, who studied the nature of comedy and drama, comic and tragic, Cicero, St. Augustine, developers of speculative grammar of the XII-XIV centuries; Nicholas of Cusa, T. Hobbes, J. Locke and G. Leibniz, who believed that language is a universal mechanism of understanding, called to beware of traps set by "misuse of words" [3].

With the development of the European printed press in the sixteenth century, views on the word in the broad sense of its meaning began to change. According to researchers, this happened when "novels for maids" and "salon novels" broke down the wall between elite and mass culture, when French magazines began to spread on a national scale [3], in other words, the way of communication between political actors and the community underwent major changes, as did the very way of transmitting

information between people. The word has become simpler and more accessible, the language has become clearer, and relations have become more democratic.

Thus, the modern stage of studying political discourse goes in different directions, solving different scientific tasks, in particular, describing individual elements of political language; studying individual levels of analysis: phonetic, lexical, syntactic, textual; studies individual political genres, styles, texts; investigates idiom – general patterns of political language; engages in discursive study of communicative roles, rituals, strategies and tactics; 18 conducts comparative research, identifies common and specific features of political discourses of different countries and epochs; engages in research contained in related fields of science, uses methods of psycholinguistics, cognitive science, linguistic and cultural studies, etc.

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ENGLISH PHRASEOLOGY IN BUSINESS COMMUNICATION

The study of phraseology involves examining the system of phrases within a language and plays a crucial role in the communication process,