

The features of the learning of political linguistics at higher education institutions

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Abstract. The article is devoted to the problem of political-linguistics education at universities of Ukraine. The place of political linguistics is defined as a new interdisciplinary branch of scientific knowledge. The necessity of learning this discipline is argued at higher education institutions, especially at the postgraduate studies (PhD's level). The paper touches upon the problem of political discourse determination as the main subject of the political linguistics. Although it is comparatively the young discipline and the definitions of its main categories aren't universal enough, but the learning of political linguistics and its general components comes actively into educational and scientific syllabuses of Ukrainian higher education. The aim of the article is defining of the main specific principle and features of political linguistics learning at higher educational institutions in Ukraine. Such principles and features depend directly on specific peculiarities of political discourse and the interdisciplinary character of political linguistics. The author analyzes the problem of political discourse understanding as the subject of political linguistics study and the features of its categories representations in different syllabuses. She explores the researches about the learning methodology of political linguistics and of some tangent disciplines at universities of Ukraine.

Keywords: political linguistics, political discourse, learning principles, higher education, learning methodology of political linguistics political education.

1 Introduction

The modern Ukrainian society outlives a state of severe political crisis which is, first of all, caused comparatively youth of the country independent, the absence of healthy nation political elite and low level of society's political education. All these facts bring on the massive manipulations of public opinion, the unstable of political area which causes problems at educational, cultural, economical and others areas. One of the most effective ways of the overcoming such crisis is the increase of political education level and political consciousness of Ukrainian citizens which are the fundament of political system of the country — the democracy, because it is them, who elect the delegates to the main branches of power.

Conception of political education in Ukraine [1] allows for the implementation of political education in the all ages levels. But it is undeniable that the most effective awareness of political system, whole political area of society is happened on the stage of the formation of comparatively independent citizen which can think critically, can make important decisions by himself and, the most important, can take part personally in the political processes. As a rule, it's a youthful age when the big part of young Ukrainian citizens becomes students at different higher education institutions after graduate from school. Thus the political education at higher education institutions is one of the most important formation stages of political consciousness of Ukrainian citizens.

One more argument for necessary of making point on the political education at universities is large coverage of high education in Ukraine. According to the declaration of Deputy Minister of Education of Ukraine, V. Kovtunetc, 79% of Ukrainians get higher education today [2]. Higher education institutions very often practice the teaching of separate course of the political science, but will such arid teaching of this discipline give enough results without connection with the main specialization, where it is taught? Obviously, it will not. Integrity of the political aspects learning with the professional knowledge is important and necessary part of successful political education and the formation of political consciousness on high level. Such integrity is contained the learning of interdisciplinary branches of knowledge, among which the political linguistics takes prominent place.

2 Problem statement and its connection with important scientific tasks

Political linguistics is interdisciplinary branch of science. It is clear, that such peculiarity complicates the researches of this discipline, but at the same time it expands the practical importance of political linguistics. Complication is that the most part of scientists, especially domestic, usually specializes in one direction of science. Thus it's naturally, that the researches of political linguistics are gravitated whether to the political science or to the linguistics.

On the other hand, interdisciplinary character of investigated branch expands its importance, first of all, practical importance for a large number of representatives of various modern professions. Today political discourse becomes not only the subject of science interest among linguists and political scientists, but the knowledge about its features, structure, tendency and regularities of development, about the actors of

political communication, about instrumentalities and technologies of this communication is inalienable component of political technologists', PR-managers', press analysts', journalists' (all levels and agency) professional competence. It should be noted, that knowledge about political discourse is sufficiently important for journalists because the media of different types and forms becomes the main instrument (sometimes even equal subject!) of political communication. This list of professions can be continued, so political linguistics is gaining momentum rightfully and taking its place among educational programs of higher education institutions.

It is true, that political linguistics is very young discipline in the Ukrainian science. It stands on the stage of formation and separation from others branches of science. Reasoning and definitions its main concepts, structure, functions are still explored and topical problems of the modern science. But political linguistic is coming into the educational space of Ukrainian science so rapidly and active, that this process needs suitable methodology developments of the learning features of teaching this discipline at the universities. These statements convince of the topicality and the novelty of this article.

More over, the acquirement of the political linguistics basis is capable to help to recognize manipulative technologies, which are used so often in so large scopes by modern Ukrainian political parties and power. Inability to recognize it of the majority leads to incapacity to withstand such technologies, therefore the political choice is made unconsciously and the public opinion doesn't represent reality. As a result, the power is taken by ones, whose ideas and intentions don't match with desires of majority, though the last has brought these ones to power. Such contradictions generate the solid distrust of the whole politic, indifference and apathy to the political life of the native country, the long-lasting political crisis. Therefore we must amplify studying of political linguistics, grow on not only PhD degree of higher education that is highly specialized on the linguistics or politic science, but the first and the second degrees of many different specializations. Because of the major part of those, who graduate from universities, is the future political, science, cultural elite of the nation.

3 Analysis of recent research and publications

In the modern Ukrainian science we can see tendency of active research of political discourse by political scientists (I. Koroliov [3], S. Kryvenko [4], L. Nagorna [5], V. Petrenko [6], A. Soloviova [7], N. Shevchuk, O. Yurieva and others). But at the beginning of the 21st century political linguistics

is studied harder within linguistics (M. Babak, N. Kondratenko [8], K. Serazhym [9], L. Slavova [10], L. Strii [11], L. Suhovetska [12], Y. Fedoriv, O. Fomenko [13] and others).

The start of seriously investigation of political discourse in Ukraine is named 90s of the XX century. It's connected with getting the independence of Ukraine and the beginning of a new stage of Ukrainian politics. The first Ukrainian researches of political discourse are devoted to the political language of totalitarian society. The collection of scientific articles was published in 1995, its editor is G. Yavorska [14]. From the beginning of 2000s Ukrainian science was filling of large numbers of political discourse explorations. There were not only single articles, but the dissertations and monographs that investigated methodology and linguistic genre of discourse [9], the political language with all its problems [5], textual aspects of Ukrainian political discourse [8].

On the other hand Ukrainian scholars researched the political discourse of another country. For example, the linguistic aspect of American political discourse is the subject of O. Fomenko's dissertation [13], the authoritarian English political discourse is investigated by P. Kriuchkova [15], M. Dorofeeva researches the political speeches in German political discourse [16] etc.

If we compare the same situation with Russian science, we'll be able to look on something else there. Political linguistics took an important place among the most topical modern Russian disciplines in linguistics. Scholars note, that some especial scientific school of political discourse learning is formed in Russian. It is named Ural school of political linguistics; the head of it is D. Chudinov [17]. There are such linguists as Y. Budaev, O. Vorozhtsova, M. Voroshylova, O. Kondratieva [18], O. Nahimova, N. Ruzhentseva, Y. Sheigal [19] and others.

But the beginning of the studying this branch of the science is investigations of political discourse which are widely conducted into European and world science from the middle of last century. The beginning of political discourse study is linked with such names as W. Lippman, P. Lazarsfeld, H. Lasswell, who investigated the political picture of the world, the political communication and the style of political language. They used the method of content analysis in researches of the texts of political agitation and propaganda of World War 1. In the 40s N. Leites, R. Jacobson and H. Lasswell explored the political texts of soviet and fascist slogans, ideological texts etc. [17, 20, 21].

After all, many scholars of political discourse noted the theory of "newspeak" by G. Orwell, which was represented at his novel "1984". This

theory shows how the power in undemocratic society can manipulate and influence for keeping this power [14, 17, 21, 22]. German linguist V. Klemperer analyzed the political language of the Third Reich mode and published his research in 1947 [23].

Described works became the fundament of further investigations of political discourse in the world science practice. Well-known researchers of this phenomenon are R. Barthes, B. Bernstein, J. Cameron, P. Chilton [24], J. Derrida, T. van Dijk [25], N. Fairclough, M. Foucault [26], R. Fowler, M. Geis, D. Graber, J. Habermas, B. Hodge, M. Horkheimer, J. Lacan, G. Lakoff, M. Montgomery, M. Shapiro, J. Wilson [22], R. Wodak and many others.

Political linguistics merely begins to come into the circle of disciplines which are studied at university, that's why lack of methodology accompaniment is so apprehensible. There aren't enough the researches, which would look into the main principles, regularities, methods, forms, instrumentalities of learning and teaching this discipline. We can find some elements in the articles, syllabuses and courses of political linguistics, written by N. Akinchyts [21], O. Vintoniv [27], A. Soloviova [7]. Some aspects are opened in the sociolinguistic works of L. Masenko [28], A. Oleksiuk [29] and K. Serazhym [9]. After all, the most investigated tangent methodology aspect is methodology of learning Ukrainian in the higher education institutions (Z. Bakum [30], T. Donchenko, V. Doroz [31], O. Goroshkina [30], O. Karaman [30], S. Karaman [30], K. Klymova [32], O. Kopus', T. Symonenko and others). And the methodology of learning political science in the universities is explored actively too not only by Ukrainian scholars (M. Getmanchuk [33], V. Khramov D. Nelipa [34], Ya. Turchyn [33], and others) but also by foreign researchers (T. Aidis, V. Akimova, I. Baranova, I. Borzyhina, N. Diachenko, A. Kasianova, A. Lazutina [35], J. Owlsen, Sh. Rokan, A. Shcherbinin, G. Stowner, and others).

4 The purpose and tasks of the research

The aim of this article is to define the main specific principles and features of political linguistics learning at the higher education institutions. For the realization this aim we have been solving the next tasks: 1) establish the basic structure elements of political linguistics as separate interbranch discipline; 2) research the representation characteristics of political linguistics categories in the learning at the Ukrainian universities, especially in the studying at the postgraduate level, at the level of PhD;

3) study the condition of researches which are connected with the learning methodology of political linguistics in Ukrainian higher education; 4) define the features of political discourse as the subject of political linguistics, that have a direct impact on the learning specific of investigated discipline.

5 Presentation of the main research material

The problem of the determining and the understanding of political discourse is large and controversial. First of all, it is connected with multifaceted of this phenomenon. N. Kondratenko determines political discourse as “the concrete disclosure of political communication which foresees the actualization of political text in the communicative act of interaction between the political subject (a politic, a political party or power) and the political object (an audience, an electorate, a voter)” [8]. Other scientists identify political discourse as a political text or some net of political texts that are related by the common topic and that have striking psychological, sociological, linguistic and cultural characteristics which are actualized in the process of political communication [4, 20]. V. Cherniavska summarizes the biggest part of approaches to determining of political discourse and divides all into two main directions: 1) “It is the concrete communicative event that is fixed in the text and in the speech. This event materializes at the concrete, cognitive conditioned communicative space”; 2) “It is set of topically related texts” [36].

Such approaches have their advantages and arguments, but the phenomenon of political discourse covers both the set of political texts and the process of political communication with al verbal and non-verbal components at the same time. Therefore we think that the definition of O. Sheigal is apt. She proposes to understand the term of political discourse as dual phenomenon, “sign’s formation that has two spaces — real and virtual, so in the real space it (political discourse) is understood as a text in a concrete situation of a political converse, while the virtual space contains verbal and non-verbal signs which are oriented on the service of political communication sphere. . .” [19].

Though the spectrum of the political discourse definitions is wide, the necessary of its understanding, identification its process and categories keeps the topicality not only for highly specialized scholars, but also for others members of society. They, after all, are the participants of political processes, political communication whether as subject (politics), or as object (voters), or as instrument (the media, analyst etc.), or as a few of it at the same time. It is clear from these observations that educational

programs of higher education institutions try partly to fix out necessary component for the formation of political consciousness, also with the help of learning political linguistics, political discourse and some its categories.

We investigated some educational programs and syllabuses of Ukrainian higher education institutions that are freely available. As a result of this investigation we observe some tendencies of political linguistics presence either as separate discipline or some its components.

1. At the Department of Political Science of the Petro Mohyla Black Sea National University the course of the studying political linguistics was elaborated as the separate discipline. This course contains the syllabus, educational and methodology materials. It is named “Political semantic and lexicology” by A. Soloviova [7]. As independent discipline political linguistics is taught for third year students of the Bachelor’s degree at the Ukrainian Philology faculty of the Kamianets-Podilskyi National Ivan Ohienko University [37].

2. The course of political linguistics is offered as variable component for the third year students of Bachelor’s degree with different specializations by the Borys Grinchenko Kyiv University [27].

3. The research group, that studies practical and theoretical sides of political linguistics, works at the National University of Ostroh Academy. The leader of this group is Professor A. Hudolii. The third, fourth and fifth year students of Bachelor’s and Master’s degrees from the Romance-Germanic languages faculty are enlisted in the research group [38].

4. Furthermore, we should not forget that the learning of political linguistics, its main categories are provided in the course programs and syllabuses of others adjacent disciplines. It can be whole section, module, chapter, topic etc. For example, the learning of political discourse and its components is included in education-professional syllabus of preparing the applicants for higher education of specialization “Sociology of Mass Communication Journalism and Advertising” at the Kryvyi Rih State Pedagogical University [39]. At this university political linguistics and political discourse presences as separate chapter in the syllabuses of the highly specialized philological disciplines at the postgraduate education on the PhD level too [40]. The studying of the main notions, processes of political linguistics, the language as instrument of political communication are offered in many educational syllabuses of political science. For instance, there is the syllabus of discipline “The Philosophy of politics” at the Interregional Academy of Personnel Management for students of Master’s degree [41]. The students of second degree can study by the specialization

of “Applied Linguistics”, which contains obligatory learning of political linguistics, at the Ivan Franko National University of Lviv [42].

The special attention we need to paid to rising the level of political education, especially on the highest level of education. We think that it's necessary to implement the independent educational course of political linguistics or studying of political discourse and its categories into the programs of the preparing PhD, at least for Humanitarian and IT branches of science. Because the major part of the named scientific fields' representatives becomes to be able to influence first-hand the basic social processes of the country. PhDs which made researches at the law, the history, the political science, the sociology, the psychology, the pedagogy (learning), the philosophy, the linguistics, the economy etc. actually not only create national science, but their opinions are considered expert. They are attracted to the lawmaking process; to the process of regulation social connections, cultural, educational, economical and others issues. The results of their researches become a basement of social politics of a country; build the communicative bridge between the power and people. IT-specialists today with the agents of the media ensure the functioning of this bridge; expend its opportunities in the various aspects. At the political area the scientists are used more and more often for manipulation of public opinion, because they are representatives of nation and intellectual elite whose opinions and positions are trusted by the great majority. It is clear from these observations that a highly educated person, the representative of nation and science elite must have such important skills: to understand the political speeches, to recognize the political technologies, manipulative techniques, at last, to see the political situation of the country as it really is, not as it is drawn by the media under the influence of owners or power, or financial benefit. Such competence combined with the national consciousness and deep professionalism at their branch of knowledge will help not only to bring the country out of the political crisis, but to increase the importance of science and to develop other aspects of the society functionality too.

The studying of political linguistics can provide the formation and development of such competence. In the modern educational reality we can see considerable progress in solving this problem, although some diversity of approaches to learning mentioned discipline is viewed too. This diversity is caused of some reasons. There are comparatively youth just as discipline so its subject of study — political discourse; the absent of general definition the last and its extreme dynamic; interdisciplinary character of studied branch of knowledge which belongs not only to intersection of linguistics and political science, but to the appreciable presence psychological, sociological,

ethno-cultural aspects. Without this aspects the political discourse cannot be studied of whole its completeness. In accordance, specific features of political discourse affect directly the learning methodology of political linguistics; they dictate their requirements for the principles of learning this discipline at the universities.

The term of “principles of learning” or “learning principles” is interpreted traditionally at the pedagogical literature as “the main positions that determine the content, organization forms and methods of learning” [43]. V. Yagupov makes more accurate: “the guide positions, the regulatory requirements for organization and carrying out of the didactic process which have character of common instructions, rules and norms and which are arisen from the regularities of this process” [44]. There are the didactic learning principles (the science principle, the system principle, the principle of accessibility etc.) and the learning principles of higher education (the principle of the unity of scientific and educational activity, the principle of students’ participation in the scientific work etc.) in the learning process of higher education [43]. But during teaching any discipline the specific learning principles of this discipline are considered too.

However, the learning methodology of political linguistics isn’t simple totality of principles, methods, forms and approaches which are used during the teaching of linguistic or political science discipline. It must be special principles that facilitate the studying of political discourse with unity of all its aspects.

The first learning principle of political linguistic, as we think, is ***synergistic or interdisciplinary***. Its essence is necessity to study phenomena, units, components of political discourse with appreciating of linguistic, sociopolitical features in theirs nature, synergetic unity. Because neither political text nor political communication cannot be complete and fully characterized without considering speech and textual peculiarities or without understanding of the political proposes, circumstance, political technology of a specific situation.

Moreover, the basis of learning political discourse is the investigation of political texts in a specific situation with all verbal and non-verbal circumstances of communicative interaction. Such formulation can be generalized to the ***practical-analytical*** principle. Its essence is necessity to examine all components of political linguistics by the specific, concrete examples of political reality — practical materials (political texts, speeches, conflicts, technologies, advertising etc.), by the basis of its detailed linguistic-political, socio-psychology analysis. Noticeable that D. Nelipa explores some tangent principle of learning political science which is named system analysis of political phenomena [34].

Lingual-cultural and *socio-psychological* principles give the opportunities of complete understanding and determining of political discourse. Because the political interaction can be only in the border of society and the regularities of social development explain the behavior of separate individuals, the social groups and organizations of different levels. Psychological aspect can not stay without our attention too. In fact, the main function of political discourse is influence on an addressee for the purpose of getting or keeping the power. In today world the political influence is usually made on the psychological level. The tangent principle we find among the specific learning principles of Ukrainian at the higher education: “the principle of studying the Ukrainian on the basement of knowledge about psychological regularities of language functioning in the communicative space” [32]. Besides, the language is the largest instrument of political influence and interaction. It is inherent part of any nation culture. Cultural traditions, laws, taboos are brightly expressed at the language area, moreover, the cultural postulates are used strongly as some means of manipulative effect on the recipient during the political communication. The learning methodology of linguistics contains and uses the socio-cultural principle [30].

S. Kryvenko determines the political discourse as “the set of political texts that circulate in the society; product and fix the meanings by the political significant signs and concepts which become criterions of correctness or incorrectness of acts at the border of some society. This textual reality, on the one hand, is created by political subjects; on the other hand, this reality creates them” [4]. The scholar distinguishes clearly the political discourse and the political communication. She understands under the last “the process of transfer the information from sender to addressee that proceeds throw some channel in accordance to circumstances of speech and the context of act” [4]. We agree with such position, but it’s obviously that the concept of political discourse is wider than simple “set of texts” and its “circulation in the society” is the same the political communication. Thus the political discourse contains the process of political communication and this process is fundamental. Therefore, the *communicative* principle of learning political linguistics, which has the political discourse as the subject of study, is inherent at the process of the teaching this discipline at higher education institutions. The communicative principle is native for the learning methodology of linguistic disciplines too but its filling has some another character: it points only to linguistic aspects of the communication [30, 31].

One of the most important principles of the political science methodology is the principle of **objectivity** [45]. This principle is compulsory and inherent during the learning of political linguistics, because political discourse is the area of society functioning, where all its adult members take part in. Therefore it's very hard to avoid subjectivity during the learning of political linguistics. J. Wilson notices: "Most of us who write about political discourse may do this at some level, but as long as this is either made clear, or explicitly accepted as a possibility, then this seems acceptable" [22]. On the other hand, we live in the certain political system which can dictate its own rules that is displayed immediately both on the character of political linguistics researches and on the level of objectivity during the learning this discipline at the universities. Democratic system of today makes such many things possible as comparatively objective ramified research of political systems and political discourses of different cultures and epochs, including the modern. It's very important that the learning of political linguistics will be maximum objective and loose of lecturers' personal political preferences. Moreover, the students as the future specialists of political science, journalism, linguistics, PR-technology etc. must be developed the competence of objective and critical attitude to any political aspects that can become the subject of their professional activity. One cannot deny that we can not speak about scientific of political discourse researches without objectivity in it.

Political discourse, especially modern, is dynamic phenomenon. The processes, that take place in it, have a strong influence on the society development but they are fleeting. Political texts, situations are notorious during one election campaign and overwhelmingly are forgotten quickly after it. Others texts and subjects replaces them, besides with so rapid development of the Information Technologies the instruments and means of the interaction on the level "society — power" are changed too. Therefore it is important to consider the **dynamic** principle during the learning of political linguistics. Illustrative materials, practical basis have to be updated whole time. Methods, approaches, forms, classification ways have to accord to reality of time, because of political technologies, means of influence and even language material with the cognitive content and with manipulative potential, that have used 5 or 10 years ago at political communication, can be revealed too old for the today national cultural society.

Described principles are relates to each other, they interact closely with the common didactic principles and specific principles of the learning at higher education institutions. They can be used separately and operate only in complex. "Besides, it's possible to connect practice with theory

rightly only if the study will be accessible, scientific and systematic at the same time. . .”, when teacher prompts the students to creative analytical work then teacher has to be supervised by all these principles at system unity in this learning process [46].

6 Conclusions and perspectives of further scientific research

To draw the conclusion, we can say that political linguistics is comparatively young, interdisciplinary branch of the scientific knowledge just as in Ukraine so in the whole world. But it conquers actively its own place among the disciplines which are taught at higher educational institutions of Ukraine. Nowadays the political linguistics and its base components are studied: at consisting of syllabuses of others wide disciplines (as separate section, module, topic etc.) and as independent discipline (in the mandatory or variant component). It is studied at the first (Bachelor’s) degree, at the second (Master’s) degree and at the postgraduate level (PhD). Special attention we have to pay to the learning of the political linguistics basis on the educational-science level (PhD) of Humanitarian and IT specializations, because of the scientists of these specialties have direct influence on social and political processes of the country.

We defined the methodology learning principles of political linguistics at higher education institutions. We have done it on the basement of features and characteristics of political discourse as the subject of the political linguistics study, and also we’ve done it with appreciating of the specific learning principles of linguistics and political sciences in which borders the political linguistics stays. There are the *synergistic (or interdisciplinary)* principle, the *practical-analytical* principle, the *lingual-cultural* and the *socio-psychological* principles, the *communicative* principle, the principle of *objectivity*, the *dynamic* principle. Some of them correlate with the learning principles of linguistics and political science, but they have different content and demonstrate in their unity the own learning methodology of political linguistics as an independent discipline.

The learning methodology of political linguistics keeps many aspects for the further investigations. For instance, there are explorations the forms and methods of political linguistics learning, describing the functions, complex analysis of approaches to the political discourse learning, working at the collection of didactic materials, investigation of genre classifications specifics of different political discourses etc.

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