ABSTRACT

Subject matter: The lexical and stylistic peculiarities of the modern political institutional discourse (Inaugural Speeches of the Presidents of the Government J.L. Rodriguez Zapatero and M. Rajoy Brey).

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Topical importance: The research is dedicated to the actual problems of the primary importance which are deal with the political language, anthropological and functional linguistics and the theory of the institutional communications.

Goals: to give a complex analysis of the lexical and stylistic features creating the image of the President of the Government of Spain as one of the essential strategies of the Inaugural speeches.

Tasks: to systematize the theoretical linguistic approaches to the political discourse and its basic concepts; to determine the communicational status of the political institutional discourse; to analyze the stylistic, semantic and lexical particularities of the image of the Inaugural speeches in the President of the Government’s political discourse.

Theoretical value and practical applicability: the research is of great value for further scientific investigations in the fields of the political linguistics, semantics and pragmatics. It can be useful creating lectures on the political linguistics, culture linguistics, rhetoric, leaning and teaching the Spanish.

Results: the research gives a deep detailed analysis of the stylistic and lexical features of the Inaugural speeches in the Spanish political institutional discourse, linguistic consciousness and mentality, detects its particularities.

Implementation advice: this research outlines further perspectives of the comparatives investigations in different languages and in the field of the different aspects of the political discourse and the political communication.