

SATIRE AND HUMOR IN POLITICAL DISCOURSE

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Abstract. Satire and humor are now integral parts of political life, society, a kind of manifestation of democratization. Satire and humor refer to the use of various linguistic means aimed at creating a humorous, comic effects. These features are observed in this article.

Key words: Satire, humor, political discourse, flirt, politics

Аннотация. Сатира и юмор в настоящее время являются неотъемлемой частью политической жизни общества, своего рода проявлением демократизации. Сатира и юмор относятся к использованию различных языковых средств, направленных на создание юмористических, комических эффектов. Эти особенности отмечены в данной статье.

Ключевые слова: сатира, юмор, политический дискурс, флирт, политика.

Annotatsiya. Satira va yumor hozirda siyosiy hayotning, jamiyatning ajralmas qismi, demokratlashtirishning o'ziga xos ko'rinishidir. Satira va hazil deganda kulgili, kulgili effektlar yaratishga qaratilgan turli lingvistik vositalardan foydalanish tushuniladi. Ushbu xususiyatlar ushbu maqolada ko'rib chiqiladi.

Kalit so'zlar: Satira, yumor, siyosiy nutq, piching, siyosat

Modern political discourse is complex and diverse, subject to constant change. On the one hand, it affects consciousness and mood of society imposes certain points of view and forms a picture of the world. On the other hand, the increasing prevalence gets a tendency for politicians to "flirt" with the audience, their language it becomes unnecessarily reduced.

As we have noted earlier, many political speeches and debates are increasingly losing their formality and taking on the appearance of a show, often full of jokes. Many politicians deliberately "amuse" and shock the audience.

Even K. Hudson emphasized that the peculiarity of the language of politics is not so much in what is said, but in how it is said [2, p. 133]. At connection with this, we believe that, although the concepts of comic and political seem, at first glance, to be of different orders, the comic plays in political discourse an important role.

Due to the transparency of the boundaries of political discourse, often there is a genre interpenetration between the types of discourse. A feature of the comic in the political discourse of the late XX century is that it is realized largely indirectly in mass media discourse. This, in particular, also applies to such prototype's genres of political discourse as political speech, parliamentary debates, political interviews.

Particular interest to our study will be satire and humor with point of view of political emphasis as a component of political discourse. Political humor is a means of communication both within the government itself, and power with the

people, as well as within the people about power [1, p. 147]. The presence of discursive humorous practices in political speech much deeper and more significant than it might seem, and at their core a wide range of rational and irrational factors. humor in politics exists in two settings, on behalf of the politician and on behalf of the people about power.

Political humor that comes from people involved in the struggle for power, is meaningful and can be used to improving communication links with partners, opponents and people. And in another case, it becomes a spontaneous, unconscious phenomenon. Such a phenomenon can be observed if the politician has an unconscious desire to get around the current problem, in the absence of mutual understanding, change of connotations, etc. [4]

A deliberate joke or humorous statement may to act as a means of overcoming communication difficulties, to occupy neutral position, smooth out contradictions [3, p. 24].

Satire and humor in a political setting can arise from the following needs - as we noted earlier, a way out of a conflict situation, but also in cases where it is necessary to display a tough principled position in defending interests.

Conscious humor plays an important role in political discourse when creating the image of a politician. It is clear to everyone that cheerful, smiling, a politician is a charming and endearing person who able to create a mood of openness and willingness to compromise. As an example, suffice it to recall the President of the United States, Barack Obama. However, in such a case, it is very important to observe the measure, because the people do not want to see a frivolous, frivolous person in power.

Satire and humor as mean of influencing the ratings of politicians can also be conscious and unconscious. To unconscious humor in we will attribute to politics: excessive lexical or semantic congestion, in which funny connotations may arise; or on the contrary, insufficient vocabulary, as well as humor in political rhetoric, or in other words political "blunders", "pearls".

An example of this is the so-called "Bushism", belonging to George Bush Jr. himself. The most characteristic features of "Bushisms" are - tautology, occasionalism, grammatical and lexical inconsistencies, reservations, cynicism, etc., in detail, we will try to consider this phenomenon in a practical chapter. Similar to American "Bushism", in domestic practice they distinguish - "Putinisms", "Chernomyrdinkas".

To create satire and humor in political discourse can be used such linguistic means of expressing satire and humor as – linguistic game or pun, zeugma, irony, chiasm and occasionalism, etc. Most typical types of humor in politics are anecdote, sarcasm and irony, jokes, as well as speech errors that create a comic effect.

So, satire and humor are integral parts of the political process and social life of society, a modern and peculiar manifestation of democratization.

Despite the frequency of use of satire and humor in political communications, the topic of humor seems to be insufficiently studied: to date, no methodology has been developed for the use of satire and humor, which would allow predictable impact on the public consciousness. However, the influence of satire and humor on behavior cannot be denied public.

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