

ABSTRACT BOOKLET



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DiscourseNet Congress #2

**Interdisciplinary Discourse Studies
Theory and Practice**

#DNC2

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***Sharafutdinova
Olesia -
V. Putin's
"Language
of Power"
in the
Modern
Mediatized
Society:
Qualitative
and
Quantitative
Analysis***

One of the key features of the socio-political development of Russia in the 20th and 21st centuries is the leading role of ideologies; some researchers point to the ideocratic character of power in the USSR. As such, the language of power and power discourse become important instruments for political management. Because of a lack of competing politics and the legally-established governmental control over the media, the discourse formed by power is monopolistic in the political field in Modern Russia. Traditional models for studying the discourse and language of power focus on the concepts formed under the influence of Michel Foucault, who appeals to the archaic level and, through it, moves to an understanding of actual issues. Because of the technological developments of society and the formation of a new type of identity – the mediatized identity – a question can be posed about the applicability of traditional approaches to discourse in the “knowledge-power” system. In my project, I utilize a synthesis of qualitative and quantitative analysis to study the image of the political rhetorician as a part of the discourse of power. The object of study was official speeches by Russian president Vladimir Putin which formed a text corpus created through the online service Sketch Engine (the.sketchengine.co.uk). The tools offered by this online service serve as the technical base for researching the following issue: how a representative of the power constructs his language in modern the modern informational conditions, how he transfers it to mediatized society, and how he is perceived by a wide

audience. The modern informational space creates a situation in which the authority is no longer the single subject of discourse practices. Therefore, it's recommended to look at both methods of studying discourse and the theoretical conceptualization of the concept of language of power through separate cases of the discourse of power in Russia. Research completed with the financial support of the Russian Science Foundation (project #16-18-02032)