

Abstract

At the beginning of this undergraduate work, the author set himself the goal of studying and describing the phenomena of Russian newspeak, based on multiple publications in the mass media, as well as the statements made by politicians and public figures, in order to eventually define and formulate the main features and characteristics of this highly politicized language of modern Russia.

It is important to emphasize that in this work, "newspeak" — the object of our study — is defined as certain elements of lexicon and several morphological and derivational features that are relevant for our study. Our main attention is focused on the search, identification and description of lexical markers of the language of modern Russian propaganda, which in turn affects the language of political and public discussion.

In the theoretical part of this work, we used literature, which is dedicated to the study of three Newspeaks — one fictional (the language of Ingsoc from the novel "1984") and two real ones (the language of the Soviet era and the language of the Third Reich), which served as prototypes for the English writer George Orwell during creation of the dystopian novel. After having studied and analyzed these three politicized languages of the past, used by the authorities to spread their ideology, we identified and formulated their common characteristics:

— a tendency of euphemization, connected with "blurring" of meaning,

— a tendency to create strictly positive word-pole (where all terms related to ideology are included) and strictly negative one (which includes all terms associated with hostile, external forces, with the opposite ideology),

— the word-image of an internal enemy as a linguistic portrait of the political opposition,

— numerous politically colored linguistic clichés.

In the practical part of this work, we began to search and study those characteristic lexical markers and clichés that were identified in the end of the first part. The main source of search for us was the publications of the Russian central and regional media over the past decade, as well as the statements of contemporary Russian politicians and public figures that have an impressive impact on public discussion. While searching for examples of language clichés, we were using the resources of the Russian National Corpus, namely the corpus of the central media and the corpus of the regional and foreign press.

At the end of our research, we have not only found the characteristic lexical markers of a highly politicized language, but also identified specific features of modern Russian Newspeak. The main ones are, on the one hand, the continuation of linguistic confrontation with the entire “Western world” (as it was in the language of the Soviet Union), and on the other hand, the construction of its own “Russian world”, the main feature of which is the idea of “traditional values” (we observed a similar strong emphasis on traditions in the language of the Third Reich). The linguistic image of the external and internal enemy is also inseparably linked with the “Western world”. Numerous euphemisms are designed to cover up events and incidents that are inconvenient for the authorities (for example, the “pop” of gas and the “negative growth” of the economy). And politically colored clichés, on the contrary, help to highlight the achievements and the correctness of the actions of the government (“having no analogues in the world”, “a breakthrough in science”). All these phenomena have been developing in the language over the past years, gradually becoming fixed in it due to the frequent and widespread use in public oral and written speech. Precisely from them the modern language of propaganda was formed — the Russian newspeak, a tool which is designed to narrow the horizon of thought of ordinary citizens and promote the policy of the ruling party, like its predecessors from the 20th century.