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Актуальные проблемы теории ценностей
в современной лингвистике президентского дискурса**

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Actual problems of values theory in modern linguistic
science of presidential discourse**

Ценность – отношение предмета к объекту, изменяемые как результат обмена, как предмета, так и объекта. Важность развития эволюции ценностей в американском президентском дискурсе представляется полнее с развитием динамики, трансформации и взаимоотношений этих ценностей

Ключевые слова: политический дискурс, ценность, аксиология, философия, лингвистика

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Value is the special attitude of the subject towards object which can change as a result of change as the subject, and object. Relevance of the evolution values phenomenon consists that research of language updating of values in the American presidential discourse is represented fuller at the accounting of development dynamics, transformation of the relation to these values

Key words: political discourse, value, axiology, philosophy, linguistic

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A detailed study of values in the linguistic science has become topical in recent years, due to increasing demand of the society to understand the value-filled language (in particular, the political communications) not only on the denotative level, but also on the intensity of connotative and national levels.

Traditional values were the subject of Philosophy research, in which there is a branch of axiology in which values and all related philosophical problems are investigated.

Axiology (from Greek. Axia – valuable, logos – word, teaching) is a philosophical doctrine on the moral, ethical, cultural, etc. values universally valid principles, determines the direction of human activity, the motivation of human behavior; theory of values [Kuznetsov, 2010].

As a rule philosophical category-value has many definitions and classifications.

Russian philosopher, Professor S.N. Kocherov defines value as "matching facility needs and interests of the subject. As an object of value attitude may be the subject of the natural world and the products of social activity, behavior and the creation of the spirit, interpersonal and social relations "[Kocherov, 2011].

The head of the Center of social philosophy and theory of history at the Institute of Philosophy and Law of the Siberian Branch of the Russian Academy of Sciences, Professor N.S. Pink, considers that the sphere of scientific interests include the theory of values, "value", like "truth", "reason", "man", "culture" will never be defined exhaustively, but the understanding of this fact should not prevent the establishment of workers' conceptual designs, meet the need to address contemporary issues [Rozov, 1998, p. 73].

American psychologist M. Rokeach, who developed his own concept of value orientations of the individual and has devoted most of his career studying the personal and social values, determines the value as a long-term belief that a specific mode (mode) activity or end state of existence of certain personal and social preference over other modes activities or other states. At the same time, in his opinion, the value of a standard or criterion that dictates:

- how to behave or what to want;
- which settings should be saved;
- what behavior be justified;
- make a moral judgment;
- how to compare themselves with others (for some parameters);
- what values and attitudes necessary to influence others [Rokeach, 1968-1969, p. 551].

For systemic studies necessary to determine the values of understanding of the structure of values. Axiology offers different classification values. For example, US axiologies W. Thomas and F. Znaniecki, developing a sociological concept of values, subdivide the values into individual and public [Thomas, Znaniecki, 1984, p. 205].

Another American axiologist, philosopher-neorealists R.B. Perry considers the separation of values to "Truth", "Beauty" and "Welcome" the traditional axiological classification and offers its own classification, according to which the values are divided into two classes:

- 1) cognitive, moral, etc values

2) institutional-economic, political

Work of linguistic values' research and their connection with political communication are interested in this work.

Linguists offer the classifications of values. So, E.S. Mironets in the thesis "Evolution and features of language representation of an axiological concept of DEMOCRACY in inaugural speeches of U.S. Presidents" subdivides values on political, social, vital, moral, religious, esthetic and economic [Mironets, 2007, page 6].

For our research T.A. Svetonosova's the most relevant classification is represented which basis is the sotsio linguistic concept, that is compliance with the main spheres of society activity and allocates:

- the economic – welfare, business, profit;
 - the political – democracy, freedom, the law, equality, independence of the press, independence of court, etc.;
 - the social – civil society, safety, education, active life, public recognition, career;
 - the spiritual – virtue, humanity, patriotism, tradition, beauty
- [Svetonosova, 2006, page 19-20].

In this work research of the American presidential discourse was conducted with type of a discourse, as institutionality. This criterion formed the basis of values' classification by fields of modern society activities: political, social, economic values. The logic and structure of this work are caused by our choice.

We don't deny existence in the American presidential discourse of such types of values as vital, moral and ethical, religious, etc., but we consider them facultative values concerning this type of a political discourse whereas existence of institutional values in the American presidential discourse obligatory – dictated by the socio-political status of the U.S. President.

One more important aspect of values research is values' evolution. Value is the special attitude of the subject towards object which can change as a result of change as the subject, and object is represented by S.N. Kocherov. "The importance of object (benefit) is capable to increase or fall in dependence and on emergence of the new benefits, and on fluctuations of human interests and requirements.... The valuable relations are formed under the influence of spiritual and material factors which, as a rule, are variables in the history" [Kocherov, 2011]. The relation even to such unconditional, standard to "eternal values" (truth, good, beauty, freedom, etc.) changed during different eras and these changes are an essence evolution of values.

Relevance of the evolution values phenomenon consists that research of language updating of values in the American presidential discourse is represented fuller at the accounting of development dynamics, transformation of the relation to these values.

Linguists paid close attention to values in a political discourse relatively recently that is caused by domination of anthropocentrism in modern linguistics, development of information society, expansion of the international political connections, increase in number of political information.

Professor A.M. Akopyants emphasizes that removing of traditional paradigms of linguistics research to anthropocentrism entail for researching of functional language

side including pragmatics functions, meanings, communicative aims and ect., leads to researching of language values necessity.

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