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Роль микроконтекста и микроконтекста
в перзидентском дискурсе**

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The role of macrocontext and microcontext
in a presidential discourse**

Контекстуальный и дефиниционный анализ американского президентского дискурса позволяет выявить, что последовательное формирование макроконтекста и микроконтекста американских президентов выделяет идеологическое и манипуляторное влияние на аудиторию
Ключевые слова: концепт, люди, нация, президент, речь

Contextual and delineate analyses of the American presidential discourse allowed to reveal that coherent forming of a macrocontext and microcontext by U.S. Presidents promotes ideological and impact on audience

Key words: concept, people, nation, president, speech

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Updating of these or those political values and/or anti-values in the American presidential discourse is defined by a historical political meta-context and development of society in the XX-XXI centuries: from industrial to the post-industrial – informational.

For example, during the third inauguration of Franklin D. Roosevelt the USA president in 1941 threat was actual posed by fascist Germany which launched World War II. The president F.D. Roosevelt uses communicative tactics of an emphatization of the threat description which hung over the country, remembering in the inaugural address the most responsible moments in the history of the USA and the presidents ruling the country at the responsible moments in the history of the country. He operates with such values as people (народ), create (создавать), (объединять) weld, Nation (нация) and dyads – values anti-values: preserve, save (сохранять) – (разрушать) disrupt:

In Washington's day the task of the people was to create and weld together a nation.

In Lincoln's day the task of the people was to preserve that Nation from disruption from within.

In this day the task of the people is to save that Nation and its institutions from disruption from without [Roosevelt, 1941a].

Во время правления Вашингтона главная задача народа состояла в создании и сплочении нации.

Во время правления Линкольна главная задача народа состояла в предотвращении разрушения нации изнутри.

Сейчас главная задача народа состоит в защите нации и ее институтов от разрушения извне.

Here the president F. Roosevelt uses communicative tactics of repetition (In... 's day the task of the people was (is) of to...) together with syntactic overlapping (In Washington's day... In Lincoln's day... In this day...), and also in a certain degree shows evolution of values and anti-values since G. Washington was the head of the country. According to the thirty third U.S. President opinion, in the beginning creative function (create and weld together a nation) was most important for the American nation, to the forefront there are permission problems in domestic policy (preserve that Nation from disruption from within), and by the time of F. Roosevelt's presidency later (namely in 1941) there is a need to protect the country from threat from the outside (save that Nation and its institutions from disruption from without).

Detailed consideration of the delineate characteristics of such values concepts as people (народ) and nation (нация) that is caused by high rate of their usfage in speeches of U.S. Presidents is obviously necessary.

Valuable fullness of people (народ) and nation lexemes (нация) doesn't raise doubts as each person can enter a framework of their values, whether it be the president or any other representative of the human race, and the value of human life, human relationship, society is axiomatic.

It is confirmed by also that circumstance that in contexts of speeches of U.S. Presidents the specified language means have a positive connotation.

The evolution of values traced in the considered fragment of the president F.D. Roosevelt address, continue throughout a further American presidential discourse. If during the third taking office of this U.S. President by the major preservation of the country from aggression was from Hitlerite Germany, further, by the time of G. S. Truman's board, into the forefront there is a need of fight against the USSR for fight beyond world hegemony, that is aggression, more precisely threat of aggression proceeds already from the United States of America.

A.B. Zolov-expert in history of the American foreign policy describes the post-war period time when "The United States were convinced that on their way to world supremacy there was the one and only obstacle – the Soviet Union, as predetermined unleashing of the confrontation which became in history under the name of "cold war" [Zolov, 2000, page 11].

According to such political situation the valuable anti-valuable language component changes in a presidential discourse of the USA.

The speech of the president G. S. Truman can be a bright example of it, he explicitly opposes democracy and communism, implicitly – the USA and the USSR, using the communicative tactics of repetition strengthened by using of language means with the valuable contents (Democracy..., Communism..., Democracy..., Communism...) in the form of parallel designs and lexical repetitions, within communicative strategy of discredit of the opponent:

Democracy is based on the conviction that man has the moral and intellectual capacity, as well as the inalienable right **to govern himself** with reason and justice.

Communism is based on the belief that man is so weak and inadequate that he is unable to govern himself, and therefore **requires the rule of strong masters**.

Democracy maintains that government is **established for the benefit of the individual**, and is charged with the responsibility of protecting the rights of the individual and his freedom in the exercise of his abilities.

Communism subjects the individual to arrest without lawful cause, punishment without trial, and forced labor as the chattel of the state. It decrees what information he shall receive, what art he shall produce, what leaders he shall follow, and what thoughts he shall think.

Democracy has proved that social justice can be achieved through peaceful change.

Communism maintains that social wrongs can be corrected only by violence.

Democracy holds that free nations can settle differences justly and maintain lasting peace [Truman, 1949b].

Communism holds that the world is so deeply divided into opposing classes that **war is inevitable**.

Демократия основана на убеждении, что человек обладает нравственными и умственными способностями наравне с неотъемлемым правом управлять собой благоразумно и справедливо.

Коммунизм основан на убеждении, что человек так слаб и неадекватен, что не может управлять собой, и, следовательно, нуждается в управлении сильными лидерами.

Демократия утверждает, что правительство учреждено, чтобы приносить пользу личности, и исполнено ответственности за защиту прав личности и ее свободы в применении своих возможностей.

Коммунизм подвергает личность аресту без законного основания, наказывает без суда и заставляет работать как раба государства. Он (коммунизм) устанавливает какую информацию ему (личности) получать, каким искусством ему заниматься, каким правителям следовать и какими мыслями мыслить.

Демократия доказала, что социальная справедливость может быть достигнута посредством мирных изменений.

Коммунизм утверждает, что социальные проблемы можно решить только при помощи насилия.

Демократия придерживается мнения, что свободные народы могут урегулировать разногласия справедливо и не нарушая мира.

Communism holds the opinion that the world is divided into contradictory classes so that war is inevitable.

The delineate lexemes analysis of democracy (демократия) and communism (коммунизм) showed that the antonymichnost of "democracy" and "communism" is purposely represented, approved and created in a macrocontext of G. S. Truman's an inaugural speech, but not in denotational characteristics of these language means.

The delineate analysis is strong objective argument and the proof of that U.S. Presidents create artificial oppositions from the concepts which aren't actually antonyms for the purpose of implicit belief of audience in absolute anti-valuable essence of communism (коммунизм) lexeme, and consequently also the denotation designated by this lexical means.

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