

Агитационный поликодовый дискурс Д.Трампа и лингвистические методики анализа

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- Поликодовый дискурс – это тип дискурса, построенный на совмещении разных семиотических систем, например традиционной языковой системы и мимики, жестов, графики разных типов и т.д.

Основной материал

- Предвыборное интервью с Дж. Роганом
- Предвыборное интервью с Т. Карлсоном
- Программная речь на митинге, посвященном 100 дней президентства, Мичиган 30 апреля 2025 г.

Методики лингвистического анализа

- Компонентный анализ.
- Анализ синонимических и антонимических рядов.
- Анализ ЛСГ и ЛСП, ФСП.
- Анализ моделей комбинаторики.
- Анализ частотности.
- Анализ концептуального метафорического моделирования.
- Анализ тропеической структуры.

Методики лингвистического анализа

- Анализ тема-рематических структур.
- Анализ просодики, интонационных шкал.
- Анализ оппозиций.
- Анализ типов конфликта.
- Анализ аксиологических доминант.

Методики лингвистического анализа

- Анализ стратегий и тактик речевого манипулирования.
- Анализ архетипов.
- Анализ лингвокультурных типажей.
- Анализ прецедентных феноменов.
- Анализ мифов и стереотипов.
- Анализ типов блендирования.

Инструменты

- Лексикографические источники
- Корпусы
- Инструменты анализа частотности
- Программы фонетического анализа

Анализ оппозиций

- «верх — vs низ»
- «внешнее пространство — vs внутреннее пространство»

Д. Трамп иллюстрирует ограниченность по вертикали «верх — vs низ»



Д. Трамп иллюстрирует закрытое пространство



Д. Трамп иллюстрирует открытое пространство



Д. Трамп использует жесты открытости



Д. Трамп использует жесты закрытости



Анализ типов конфликта

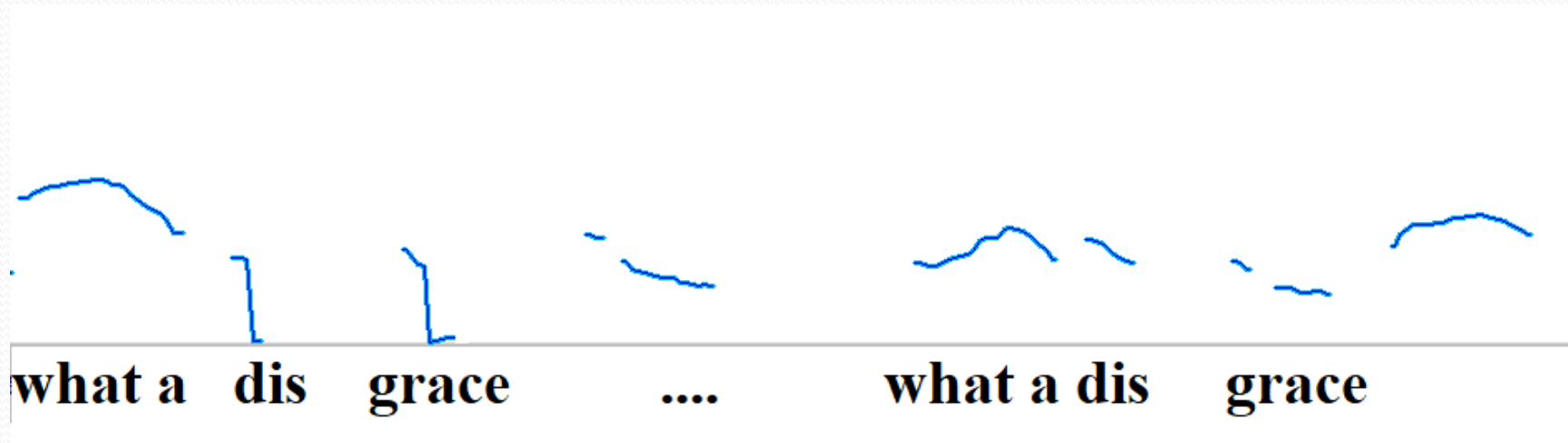
- Бог – Человек
- Жизнь – Смерть
- Человек – Человек (социальный, расовый, гендерный, поколений)
- Человек – Природа

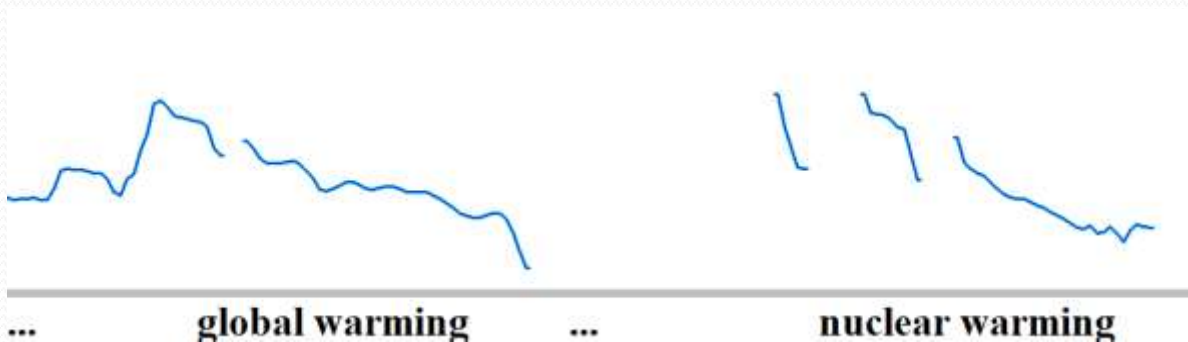
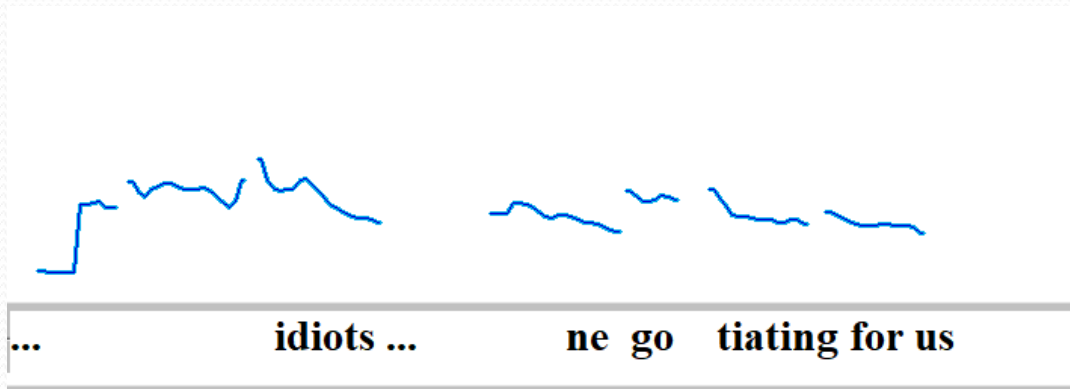
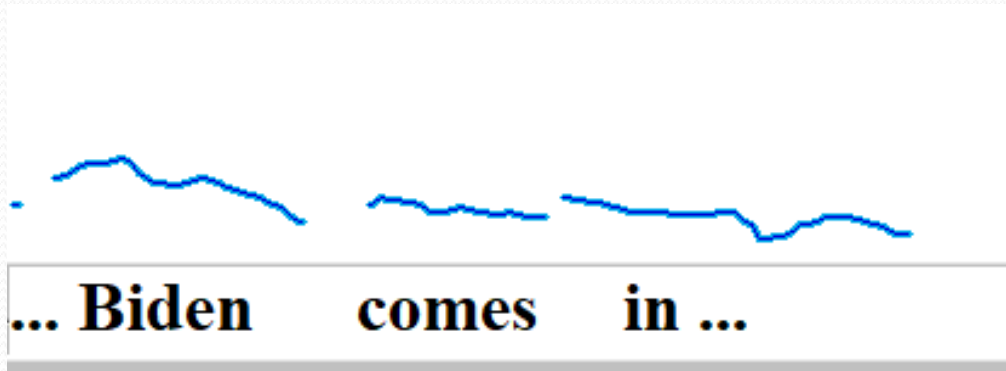
Человек – Природа

- «Love vs. Hate»
- «Dignity vs. Contempt»
- «US Presidents of the PAST & Trump vs. PRESENT System, Congress, Democrats & Biden, Harris»

- Pigsty
- What a \disgrace there was! What a \disgrace there was!
- You 'can't get 'proper 'amounts of \water... it's \unbelievably 'ex\pensive
- «\Could you \believe it? I said... All this >land is so|\barren, it's| \farmland ... And it 'looked \terrible, it's just|\brow/n and \bad. But there's always that | 'little \corner| that's 'so \green and \beautiful

PRAAT





Common

- belonging equally to, or shared alike by, two or more or all in question:

common property;

common interests.

Antonyms: individual

- pertaining or belonging equally to an entire community, nation, or culture; public:

a common language or history;

a common water-supply system.

joint; united:

a common defense.

- widespread; general; universal:

common knowledge.

Synonyms: accepted, popular, prevalent

- of frequent occurrence; usual; familiar:

a common event;

a common mistake.

Synonyms: everyday, habitual, customary

Antonyms: unusual

Common

Synonyms

Antonyms

Strongest matches

accepted commonplace everyday familiar frequent natural
prevailing prevalent routine simple trivial typical universal

Strong matches

bourgeois characteristic current daily general humdrum plain
probable regular standard stock

Weak matches

banal casual colloquial comformable conventional customary
habitual hackneyed homely informal mediocre monotonous
passable prosaic run-of-the-mill stale stereotyped trite
undistinguished unvaried usual wearisome workaday worn-out

Common

Synonyms

Antonyms

Strongest opposites

abnormal different exceptional infrequent irregular peculiar
rare uncommon unconventional unfamiliar unorthodox unusual

Strong opposites

extraordinary original

Weak opposites

aristocratic cultured excellent high noble noteworthy refined
scarce sophisticated superior valuable

disease common (12)

infection common (11)

cluster 2

form common (12)

type common (13)

unclustered

problem common (16)

common N

cluster 1

common aim (32)

common ancestry (14)

common cause (189)

common culture (47)

common descent (15)

common goal (54)

common heritage (23)

common humanity (30)

common inheritance (18)

common knowledge (108)

common object (54)

common objective (36)

common origin (29)

common people (111)

common purpose (86)

common reason (53)

common sense (919)

common source (48)

common stock (37)

common understanding (31)

cluster 2

common application (33)

common approach (40)

common concern (50)

common example (53)

common form (163)

common framework (20)

common good (91)

common interest (223)

common language (90)

common method (62)

common (N)

V obj *"common"*, e.g. have in common

"common" subj *V*, e.g. common be

PREP *"common"*, e.g. in common

N *PREP* *"common"*, e.g. thing in common

article *"common"*, e.g. .common

phrase (nn) nn is the frequency of usage

— Good Word Combinations

— Bad Word Combinations

— Similarity of meaning

.word - Means singular noun only

Google Books Ngram Viewer

common,natural,simple

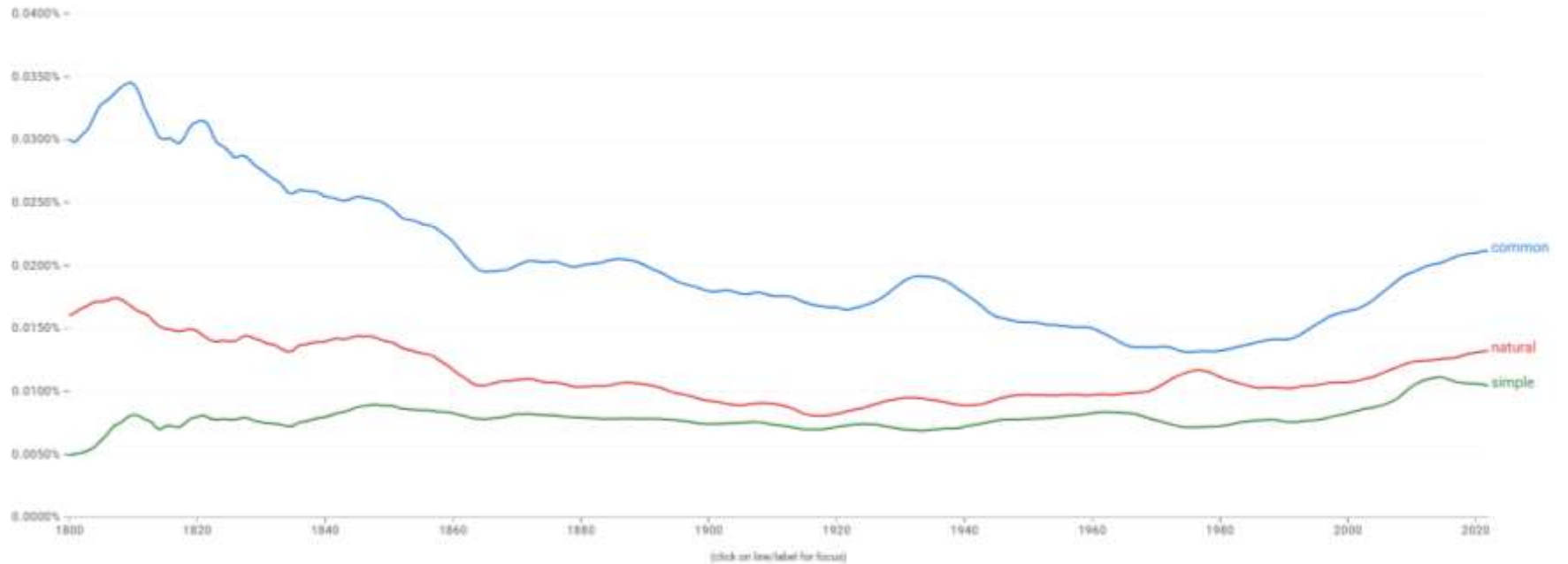


1800 - 2022

American English

Case-Insensitive

Smoothing



Strong

- having, showing, or able to exert great bodily or muscular power; physically vigorous or robust:

a strong boy.

Synonyms: stalwart, stout, muscular, hardy, sinewy, brawny, sturdy, mighty

Antonyms: weak

- accompanied or delivered by great physical, mechanical, etc., power or force:

a strong handshake;

With one strong blow the machine stamped out a fender.

- mentally powerful or vigorous:

He may be old, but his mind is still strong.

especially able, competent, or powerful in a specific field or respect:

She's very strong in mathematics.

He's weak at bat, but he's a strong fielder.

Synonyms: efficient, capable, talented

- of great moral power, firmness, or courage:

strong under temptation.

Synonyms: brave, valiant

- powerful in influence, authority, resources, or means of prevailing or succeeding:

a strong nation.

aggressive; willful:

a strong personality.

Synonyms: intense, bold

- of great force, effectiveness, potency, or cogency; compelling:

strong reasons;

strong arguments.

Synonyms: conclusive, impressive, cogent, persuasive

- clear and firm; loud:

He has a strong voice.

solid or stable; healthy; thriving:

The banker predicted a strong economy.

Synonyms: secure, firm, steady

- well-supplied or rich in something specific:

a strong hand in trumps.

- having powerful means to resist attack, assault, or aggression:

a strong fortress;

a strong defense.

- able to resist strain, force, wear, etc.:

strong walls;

strong cloth.

- decisively unyielding; firm or uncompromising:

She has strong views about the United Nations.

He has a strong sense of duty.

Synonyms: resolute

- fervent; zealous; thoroughgoing:

He's a strong Democrat.

Synonyms: vehement, fervid

- strenuous or energetic; vigorous:

strong efforts.

- moving or acting with force or vigor:

strong winds.

- distinct or marked; vivid, as impressions, resemblance or contrast:

He bears a strong resemblance to his grandfather.

Synonyms: clear, unmistakable, striking

- intense, as light or color.

Synonyms: vivid, brilliant

Strong

View definitions for [strong](#) ↗

strong

adjective *as in physically powerful*

[Compare Synonyms](#)

Synonyms

Antonyms

Strongest matches

forceful mighty powerful

Strong matches

athletic hale hardy muscular robust rugged sinewy stalwart
strapping vigorous well-built

Weak matches

built burly healthy hearty stout tough unyielding

strong

adjective *as in physically powerful*

[Compare Synonyms](#)

Synonyms

Antonyms

Strongest opposites

enervated feeble fragile impotent infirm powerless vulnerable
weak

Strong opposite

delicate

Weak opposites

anemic bedridden soft wobbly

adjective *as in materially durable or stable*

[Compare Synonyms](#)

Synonyms

Strongest matches

durable secure solid stable sturdy unbreakable well-made

Weak matches

firm hard heavy-duty reinforced tough

adjective *as in able to endure*

[Compare Synonyms](#)

Synonyms

Strongest matches

brave enduring hardy resilient robust

Strong match

resourceful

adjective (7)

as in **physically powerful**

as in **materially durable or stable**

as in **able to endure**

as in **determined, resolute**

as in **distinct, unmistakable**

as in **extreme**

as in **having an intense smell or taste**

adjective *as in determined, resolute*

[Compare Synonyms](#)

Synonyms

Antonyms

Strongest matches

determined firm resolute steadfast tenacious

Strong matches

courageous intense iron-willed tough vehement

Weak matches

brave dedicated fervent fervid fierce gutsy hard-nosed

plucky staunch unbending uncompromising unyielding

zealous

adjective *as in distinct, unmistakable*

[Compare Synonyms](#)

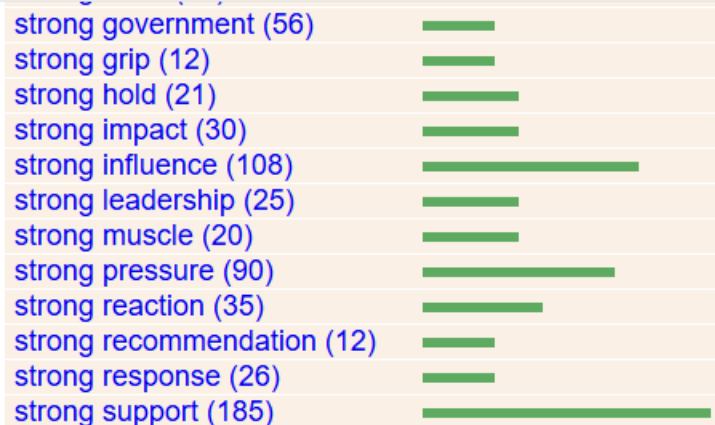
Peregrine: Word of the Day

108

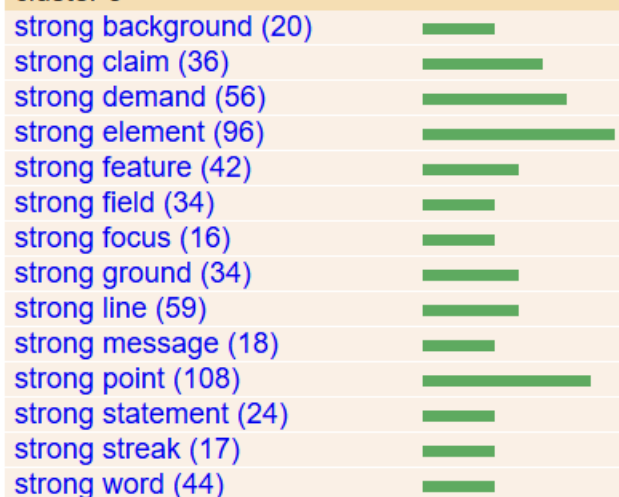
Word of the Day

peregrine





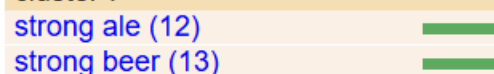
cluster 5



cluster 6



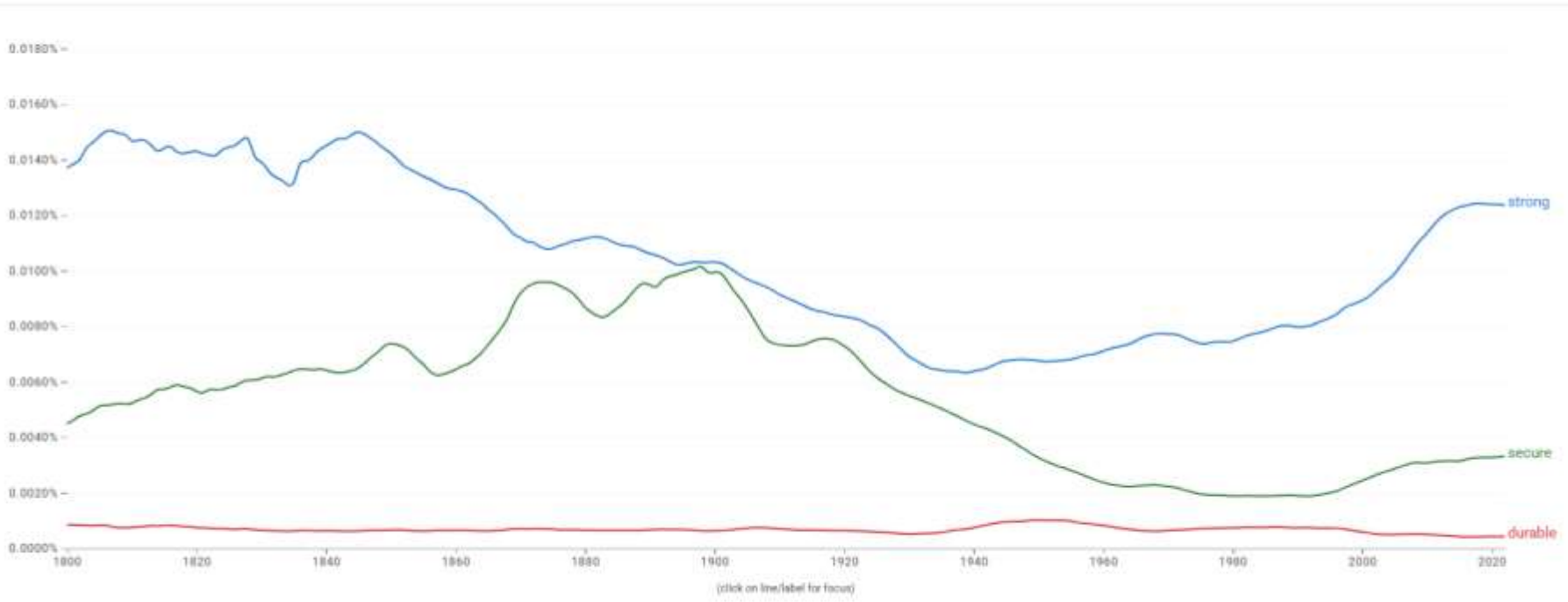
cluster 7



Google Books Ngram Viewer

strong,durable,secure

1800 - 2022 American English Case-Insensitive Smoothing



Search in Google Books

Low

- ranked near the beginning or bottom on some scale of measurement:
a low income bracket.
- indicating the bottom or the point farthest down:
the low point in his creative life.
- of small number, amount, degree, force, intensity, etc.:
low visibility;
a generator with a low output.
- indicated or represented by a low number:
A low latitude is one relatively near the equator.
- soft: subdued; not loud:
- containing a relatively small amount:
a diet low in starches.
- nearing depletion; not adequately supplied:
low on funds;
Our stock of towels is low.

Low



adjective (7)

as in **close to the ground**; short

as in **reduced**; mediocre

as in **crude**, vulgar

as in **living in**, coming from poor cir...

as in **depressed**

as in **not feeling well**

as in **not loud**

adjective *as in reduced; mediocre*

[Compare Synonyms](#)

Synonyms

Antonyms

Strongest matches

cheap, deficient, inadequate, insignificant, little, meager,
moderate, modest, nominal, paltry, poor, reasonable, small,
sparse

Strong matches

cut, depleted, inferior, scant, shoddy, slashed, trifling

Weak matches

cut-rate, economical, inexpensive, low-grade, marked down, puny,
second-rate, substandard, uncostly, worthless

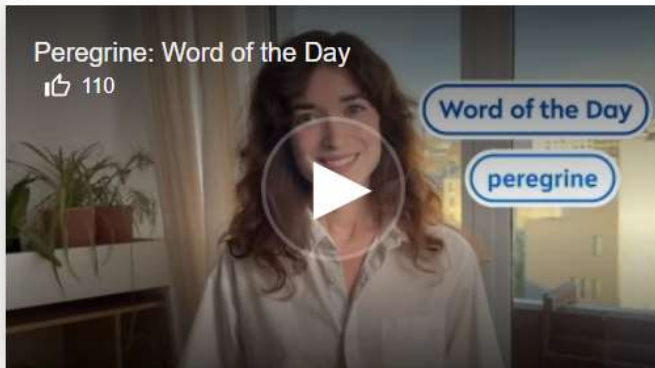


Peregrine: Word of the Day

👍 110

Word of the Day

peregrine



adjective *as in crude, vulgar*

Compare Synonyms

Synonyms

Antonyms

Strongest match

rough

Strong matches

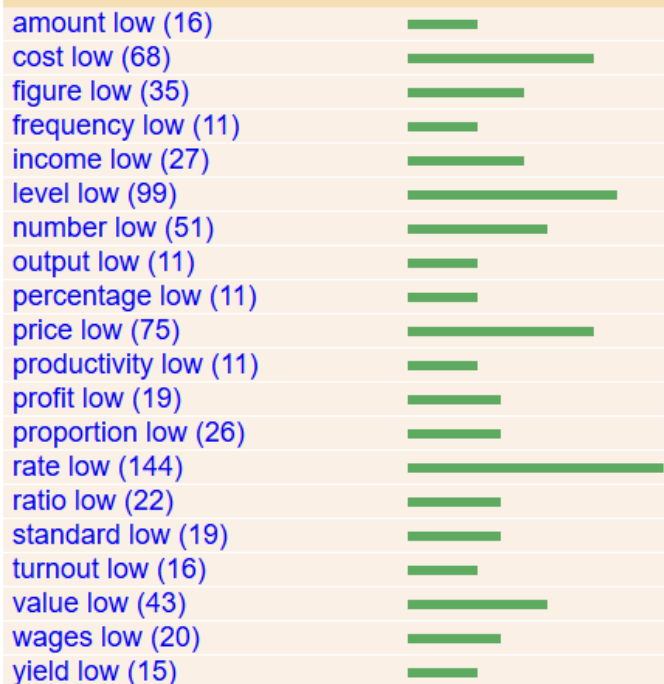
base, blue, common, degraded, depraved, gross, mean, menial,
offensive, raw, scurvy

Weak matches

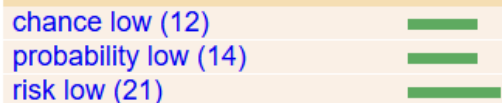
abject, coarse, contemptible, crass, crumby, dastardly,
despicable, disgraceful, dishonorable, disreputable, ignoble,
ill-bred, inelegant, miserable, nasty, obscene, off-color, rude,
scrubby, scruffy, servile, sordid, unbecoming, uncouth,
undignified, unrefined, unworthy, vile, woebegone, woeful,
wretched

N subj **low**

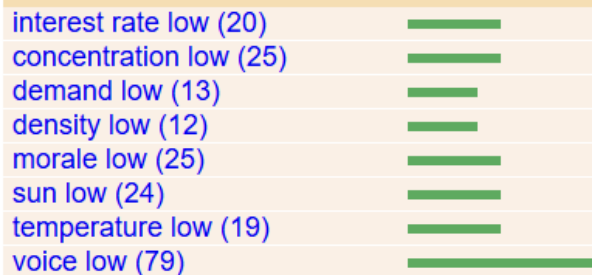
cluster 1



cluster 2

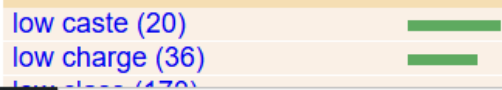


unclustered



low N

cluster 1



СПАСИБО ЗА ВНИМАНИЕ