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CONCEPTUAL ANALYSIS IN THE STUDY OF THE XXI CENTURY BRITISH POLITICAL DISCOURSE

The article deals with issue of conceptual analysis in the British political discourse studies of the XXI century. Linguists claim that the growing interest to the study of political texts can be explained by the following factors: a) the inside requirements of linguistic theory, which at various times directed its attention to various spheres of the language system functioning; b) politological issues of political thinking and its links with political behavior, and also by the need in development of the methods of analysis of political texts; c) by the social request, the ambition for setting political communication free from manipulating public consciousness. The **topicality** of the study lies in the growing frequency of conceptual analysis usage in linguistic research of political discourse phenomena. The **objective** of this study is highlighting of the research value of conceptual analysis in penetrating into sense characteristics of political discourse.

The study reveals the essence of modern understanding of the conceptual analysis offering definitions of Ukrainian and foreign linguists. The Ukrainian linguist O. Selivanova defines conceptual analysis as the main method of logical analysis of the language and cognitive linguistics, which involves modeling and description of concepts. Professor A. Martynuk singles out two aspects of conceptual analysis, logical and eidetic. The logical aspect is aimed at establishing regularities within the organization of a certain concept, identifying its elements and establishing connections between them. The eidetic aspect is aimed to establish how a holistic concept exists in mind. In the development of conceptual analysis, the principles of the theory of metaphor and metonymy by G. Lakoff and M. Johnson are of great importance, as well as the conception of prototype theory of E. Rosh and G. Lakoff, frame semantics of Ch. Fillmore.

According to the Ukrainian linguist I. Shevchenko, speech functioning of concepts depends on the context. Out of context, the word has only the lexical-conceptual meaning reflected in the dictionary. Therefore, conceptual research is discursive in its paradigmatic essence, in contrast to the semantic study of lexical units. When constructing the world, the speakers use all their background knowledge and interpretive mechanisms, which determines the constitutive categories of discourse, and also manifests itself in the processes of language categorization and understanding of reality.

In the research of political discourse it was proved that the main concept of political discourse is POWER, so it is logical that it is actualized in all political texts. In the process of studying the research material as related to this article, an algorithm for analyzing the concepts of British political texts was developed.

The analysis of concepts, exercised in a politician's speech reveals the effort to interpret deeply not only the plot of the speech, but to show the emotional trend of the speaker and also to see clearly the means he uses to influence his interlocutor and broader audience and to manipulate their opinions.