Kacharava M., PhD, associate professor

Sokhumi State University (Tbilisi, Georgia)

ON THE ISSUE OF POLITICAL VOCABULARY IN MODERN DISCOURSE

A language is not just a tool for communication, but also a reflection of the socio-political processes taking place in society. Political vocabulary, as the most dynamic part of the vocabulary, is sensitive to changes in political life, reflecting new realities, ideologies and strategies. The media, as the main source of information and a platform for political discussion, play a key role in the formation and distribution of the political dictionary.

The purpose of this article is to analyse current trends in the use of political vocabulary based on the materials from modern media. To achieve this goal, the following tasks are solved.

- Identification of new lexical units that have appeared in political discourse over the recent years;

- Analysis of borrowings from other languages and their adaptation in political dictionaries;

- A study of the transformations of existing political terms and their new connotations;

- Identification of general and specific features in the formation of political dictionaries.

Many works by linguists and political scientists are devoted to the study of political vocabulary. In particular, researchers analyse the influence of political events on the language, the role of the media in the formation of public opinion and manipulation of consciousness, as well as the specific features of the use of political terms in various contexts.

Among the most significant works, it is possible to point out research in the analysis of political discourse (for example, the work by T. A. Van Dyck), the study of manipulative techniques in the media language and the study of the

influence of globalisation on the political vocabulary.

An integrated approach is used in this paper. It includes:

- **The method of unselected sampling**: The analysis of publications in leading media (printed and online publications) over the past 5 years;

- **The method of contextual analysis**: The study of the meanings and the use of political terms in various contexts;

- **The method of comparative analysis**: Identification of general and specific features in the use of political vocabularies.

Neologisms and new political terms

New political terms emerge in English such as "post-truth politics", "fake news", "cancel culture", "woke". These terms reflect changes in the political culture and discourse associated with the spread of social networks and strengthening polarisation within society.

Current political vocabulary

- "**Woke**": a term denoting the awareness of social injustice and discrimination, but often used by conservatives in a negative context;

- "**Culture wars**": A conflict between conservative and progressive values in society;

- "**Misinformation/disinformation**": Inaccurate or false information disseminated intentionally (Disinformation) or inaccurately (Misinformation);

- "**Fake news**": False or misleading information presented as news;

- "**Deep state**": The theory of a conspiracy about the existence of a hidden group of people who control the government;

- "**Cancel culture**": A form of public condemnation, when a person is deprived of support and the opportunity to speak out due to his actions or statements;

- "**ESG (Environmental, Social, and Governance)**": The criteria used by investors to assess the stability and social responsibility of companies;

- "**Deplatforming**": Removal of a person or organisation from the

platform of social networks or other online platforms;

- **"Quiet quitting"**: The practice of fulfilling only the minimum requirements of the work, without the desire for additional efforts;

- **"Permacrisis"**: The feeling that we live in the period of the ongoing crisis.

In English, borrowings from other languages are also observed. The word "kompromat", which is actively used in English-speaking media to refer to compromising materials.

Transformation of existing terms

Many existing political terms have acquired new connotations and meanings. For example, in English, the word "populism" acquired a negative colouring associated with political leaders using populist slogans and methods to achieve their goals.

General and specific features

In the formation of political dictionaries, both general and specific features can be distinguished.

Common features

- The influence of globalisation and the dissemination of information through the Internet leads to borrowings and unification of some political terms.

- Polarisation in society and political discourse leads to the emergence of new terms expressing various ideological positions.

- The media play a key role in the formation and dissemination of the political dictionary.

Specific features

- In English, the political vocabulary reflects changes in the political culture and discourse associated with the spread of social networks and strengthening of polarisation in society.

Conclusion

The analysis of the current political vocabularies based on the materials of

the media allows to identify important trends in the development of the political discourses in both countries. The emergence of new lexical units and borrowings and transformations of existing terms reflects changes in political life, ideology and strategies.