

**Aleksandr B. Alekseev**  
**The Russian Presidential Academy of National Economy and Public Administration**  
**(Moscow Region Branch)**  
**Krasnogorsk, Russian Federation**  
neausstatten@mail.ru

## **Consubstantial terms ‘politics, ‘politician’ in the political and mass-media discourses**

### **Abstract**

The article studies the consubstantial terms ‘politics’, ‘politician’ and their functioning in the American political discourse of 2015–2016 and modern Anglo-Indian mass-media discourse. It has been found that politics is often transformed into politainment, i.e. not serious, entertaining type of communication where politicians play such roles as ‘actor’, ‘showman’, ‘star’, etc. The actualization of traditional political roles of leader and head of the nation is gradually becoming rare. The words *politics*, *politician* are getting negative connotations, and this tendency is apparent in the political as well as mass-media discourses. Journalists, and no matter how paradoxical it might seem, politicians themselves often blame politicians for doing nothing, just talking, being dishonest and insincere. As a result, it is not uncommon even for consistent politicians to say that they are either non-politicians or untypical politicians. This new trend can be explained in connection with the political theory of marginalization and the linguistic political theory, now only being formed, of the communicative strategy of marginalization. The further study of terms ‘politics’, ‘politician’ presupposes including not only more texts for analysis and more types of discourse but also viewing them diachronically.

**Keywords:** term, political discourse, mass-media discourse, mass-media, politainment

© Alekseev A. B. 2022

**For citation:** Alekseev, A. B. (2022). Konsubstantsional'nye terminy «politika», «politik» v politicheskom i mass-mediynom diskursakh [Consubstantial terms ‘politics, ‘politician’ in the political and mass-media discourses]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 8 (1), 20–33. [https://doi.org/10.22250/24107190\\_2022\\_8\\_1\\_20](https://doi.org/10.22250/24107190_2022_8_1_20)

---

<sup>1</sup> В качестве терминологических единиц слова *политик*, *политика* употребляются прежде всего в рамках политологии, но становление политической лингвистики – сравнительно нового междисциплинарного научного направления, призванного изучать политический дискурс, – а также в целом повышенный интерес учёных-гуманитариев к сфере политического, соотносимый с необходимостью более критического осмысления реальности (см., напр., книги С. Е. Эрлиха [Эрлих, 2012 а, б; Эрдели, 2016]), делают рассматриваемые термины, по сути, тоже междисциплинарными.