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Lexemes frequency in socio-political communication

Abstract
This paper aims to analyze the distribution of lexemes and their forms into six groups used in socio-political communication. Spontaneous interview samples produced by three Russian females were taken from Russian radio sites and used as the material for this study. Semantic, contextual and statistic analysis enabled to discover that socio-political terminology accounts for 44%, overpassing other categories twice and more. Loan words as an integral part of modern political and public speech were ranked second accounting for 25% of the selection. Socio-political communication observes the issues of the domestic and global economy referring to countries, cities, companies and their representatives. It results in a number of proper names ranked 3 with 16% of the selection. The figurativeness of socio-political speech is a means of achieving the speakers' pragmatic goals, therefore the idioms were the fourth frequent group in the material (6.4%). Trying to achieve to the audience and make the speech emotional, the speakers sometimes use substandard vocabulary (4.3%). Compound words denoting public organizations and companies have the same frequency rank (4.3%).

Keywords: socio-political communication, frequency, lexeme, word form, socio-political terminology, foreign vocabulary, proper names, phraseological units, substandard vocabulary, compound words