



Complex Analysis of Political Speech

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ABSTRACT Political linguistics is one of the most current and rapidly developing areas of linguistics. Previous studies indicated that the task of a holistic, comprehensive analysis of the socio-political text has not yet been set. For this reason, this study deals with a fundamentally new task; that is, a comprehensive and holistic analysis of the socio-political text as a source of information about the value orientations of society. Most of the existing methodologies in various humanitarian disciplines are focused on the analysis of only one or several aspects of the text, which narrows, limits, and distorts the analyzed situation. Therefore, the study gives the concept of a holistic structure of a politician's speech. Thus, it focuses on the analysis technique and shows implications of this approach.