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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

LINGUISTIC FEATURES OF ELITE DISCOURSE

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INTRODUCTION

The topicality of the research and the degree of its elaboration.

The purposeful foreign policy pursued by Azerbaijan after gaining independence allowed our country to acquire its national values, as well as to follow a political strategy aimed at its integration into Europe. The confident and active adherence to the policy of modern Azerbaijan, as an influential regional power, on the world political arena, logically made it (our country) one of the most active participants in the intercultural dialogue. It is known that one of the most important conditions for cross-cultural communication is a deep knowledge of the value system of the opposite side, familiarity with its (the opposite side) ethnomental, sociolinguistic, linguoculturological and other features. Otherwise, we cannot talk about successful communication and, consequently, about creating conditions for an effective dialogue based on certain common interests and values. In this sense, the exceptional importance of studying elite discourse from the point of view of intercultural communication is undeniable, not only in a linguistic, but also in a global sense. Thus, the Soviet regime, which spanned many decades, led to the replacement of the traditions of elitism and nobility in Azerbaijani society by an amorphous “Soviet intelligentsia”. As a result, preference was given to the promotion of egalitarianism in the “Bolshevik” interpretation. For this reason, for many decades, the landlord elite has been exposed as a negative, even shameful factor, propagandizing the unacceptability of any type of selectivity (differences, superiority in intellectual, creative, economic, etc.). It is from this point of view (as with the absolute majority of national world pictures that have developed in other post-Soviet spaces) for the Azerbaijani world picture is somewhat difficult to adequately understand and interpret the specifics of elite discourse in the format of intercultural dialogue. Thus, it can be said that the study of elite discourse acquires an important relevance both from the point of view of improving the quality coefficient of cross-cultural communication, and from the point of view of restoring lost, or rather, striving to be forgotten traditions of the national elite.

In this context, we would also like to note that the formation of the elite discourse in Azerbaijan on the basis of all relevant institutional indicators is almost simply an issue that has become relevant in the last few decades. That is, the past of the lost nobility traditions before the revolution does not allow to determine the non-discrete (continuous) and institutional features of this discourse based on certain traditions. As the Russian researchers themselves admit, a similar situation is observed in relation to the Russian elite discourse. From this point of view, we will have to content ourselves with conducting analyzes in this context by referring to Azerbaijani or Russian, Georgian elite language identities (for example: H.Aliyev, I.Aliyev, D.Medvedyev, V.Putin, G.Magvelishli) within the framework of our research. We will also take into account some peculiarities of the English-speaking Indian elite discourse, and we will also refer to certain parallels with the pre-revolutionary Russian elite discourse. However, based on the fact that English speakers have the richest traditions of elite discourse in the modern linguistic atlas, within the framework of our research we have included British elite discourse, which has a centuries-old past, as well as US political discourse, which has a tradition of about three centuries. We will focus on analyzing the specific aspects of the oligarchic elite discourse.

The fact that elite discourse is extremely topical for the British linguistic and cultural environment shows the importance of his research in this area, regardless of whether they are concluded simply in the format of discourse analysis or not. Thus, the study of the British elite discourse as the final result means the study of most aspects of the British linguistic and cultural environment, which can be considered one of the main aspects that reveal the topicality of the presented research.

As for the degree of elaboration of the topic, for objective historical reasons mentioned earlier, the past of the post-Soviet space and, in particular, the presence of class hostility to the nobility in Azerbaijan made it almost impossible to study the linguistic features of the elite class within the framework of linguistic research. In general, even the existing analysis spectra served directly to glorify the “class language”, antagonism between layers and, thus,

indirectly, the ideology of communism. For this reason, orientation to the elite discourse in the post-Soviet regions became possible only after the collapse of the Soviet regime and thereby the disappearance of a sharply negative attitude towards the elite as a whole, to the concepts of “elitism”, “nobility”. Thus, only from the end of the XX – beginning of the XIX century began to appear systematic (i.e. in the format of a dissertation or monograph) studies of elite discourse, elite language identity, as well as articles and materials of reports. Since the study of the linguistic features of elite discourse itself contains a multicomponent language problem, it would be correct to consider the history of the study of this topic in several directions. Thus, although there are a limited number of dissertation studies aimed directly at analyzing the most diverse theoretical problems of elite discourse, it can be noted that there are many studies that have addressed this topic as part of the analysis of a particular problem. Thus, among the researchers who have directly studied elite discourse, we can mention T.A.Ostrovskaya, author of the doctoral dissertation “Elite Discourse: cognitive, pragmatic and semiotic aspects”¹. But since the linguist’s research covers almost exclusively Russian-language material and is aimed directly at analyzing the cognitive, pragmatic and semiotic aspects of the discursive environment of the Russian elite, his research as a whole remains insufficient to cover many aspects of elite discourse. Thus, since the “Russian elite” studied by the linguist is aimed at political and economic consumption formed after the fall of the Soviet regime, it cannot disclose exhaustive material in terms of studying the centuries-old traditions of the elite, in particular, verbal ritual, communication strategies, etc. So no comparison of the modern Russian elite, formed since the 90s of the twentieth century, with the British elite, which has a centuries-old noble past and traditions, would be correct. That is, the modern Russian elite is not able to present extensive and multifaceted material at the level of the British

¹ Островская, Т.А. Дискурс элиты: когнитивный, прагматический и семиотический аспекты: / автореферат дисс. доктора филол. наук/ – Майкоп: – 2016. – 52 с.

noble elite for a complete and systematic study of elite discourse. Nevertheless, both the research of T.Ostrovskaya and the research of K.K.Yeltsova, who studied more various aspects of Russian elite discourse, as well as V.V.Antropova, and the research of O.N.Parshina deserve attention from the point of view of the study of elite discourse².

From the point of view of the study of elite discourses existing in countries with richer elite traditions, it is possible to note the studies of Y.V.Varyukova, as well as T.A.Ostrovskaya of different periods³. Among the studies corresponding to the trend of the study of elite discourse in the direction of elite linguistic identity, one can note the studies of M.S.Silantieva, L.M.Salimova, A.V.Kuryanovich and others.⁴ In this series, one should also not lose sight of studies

² Антропова, В.В. Дискурс элитарных и массовых изданий в аспекте концептологического анализа: формирование культурной идентичности // Профессиональная культура журналиста в эпоху социальных и технологических трансформаций медиасферы: Сборник материалов Всероссийской научно-практической конференции с международным участием (Екатеринбург, 23-24 апреля 2020 г.). – Екатеринбург: Изд-во Урал. ун-та, – 2020, – с.117-119; Ельцова, К.К. Конструирование элитарности в современных российских новых медиа: /автореферат дисс. канд. филол. наук/ – Москва, 2016. – 24 с.; Островская, Т.А. Поведенческий дискурс элитарной личности: признаки и функции. // – Екатеринбург: Политическая лингвистика, – 2013. №3(46), – с.136-140; Паршина, О.Н. Стратегии и тактики речевого поведения современной политической элиты России: /автореферат дисс. доктора филол. наук/ – Саратов, 2005. – 48 с.

³ Вьюркова, Е.В. Сопоставительный анализ милитаристского дискурса политической элиты США и Франции (на материале английского и французского языков): /автореферат дисс. канд. филол. наук/ – Москва, 2017. – 19 с.; Зыгарь, М. Кандидат-шоу: [Электронный ресурс] // Журнал “Коммерсантъ Власть”, 18.10.2004. №41, – с.13. URL: <https://www.kommersant.ru/doc/515846>; Островская Т.А. Дискурсообразующие концепты современной меритократической элиты Британии и Ирландии // Политическая лингвистика. – 2014. №2(48), – с.173-179.

⁴ Курьянович, А. В. Элитарная языковая личность: опыт моделирования (на материале русского эпистолярного XX-XXI вв.) // – Томск: Векторы благополучия: экономика и социум, – 2014. №3, – с.100-110; Лаппо, М.А. Самоидентификационный дискурс русской элитарной языковой личности: /автореферат дисс. доктора филол. наук/ – Новосибирск, 2018. – 36 с.;

analyzing the verbal expression of the theoretical and philosophical doctrines of elite discourse⁵.

Among the linguists who were the first to pay attention to certain features of elite discourse in Western linguistics, the name of T. van Dijk, the author of the fundamental study “Elite Discourse and Racism”, should be particularly noted⁶. Thus, T. van Dijk left a deep mark on the history of the study of elite discourse not only with his monumental research⁷ in the study of discourse as a whole, but also directly by analyzing the mechanisms of verbalization in certain conceptual frameworks of elite discourse. In general, there are many

Салимова, Л.М. Элитарная языковая личность и проблемы интертекстуальности // – Москва: Российский гуманитарный журнал, – 2013. №4, – с.402-408; Силантьева, М.С. Дискурс элитарной языковой личности: когнитивно-культурный аспект (на примере педагогического дискурса преподавателя латинского языка) // Естественный и виртуальный дискурс: когнитивный, категориальный и семиолингвистический аспекты: Материалы международной научной конференции 16-17 октября 2009 г. – Тюмень: Издательство “Вектор-Бук”, – 2009. – с.84-88; Силантьева, М.С. О типах языковых личностей в отношении к элитарной речевой культуре // – Новосибирск: Сибирский педагогический журнал (научно-практическое издание). – 2009. №13, – с.156-160.

⁵ Канарш, Г.Ю. Элитаристский дискурс справедливости: теоретические истоки // – Москва: Знание. Понимание. Умение, – 2019. №1, – с.83-98; Островская, Т.А. Исследование дискурса элиты в синергетической парадигме // – Екатеринбург: ДискурсПи. Научный журнал. – 2016. №3-4(24-25). – с.85-91.

⁶ Dijk, T.A. Elite discourse and institutional racism: [Electronic resource]. URL: <http://www.discursos.org/unpublished%20articles/Elite%20discourse%20and%20institutional%20racism.html>; Dijk, T.A. Elite discourse and Racism: [Electronic resource]. URL: <http://www.discourses.org/OldBooks/Teun%20A%20van%20Dijk%20-%20Elite%20Dis-course%20and%20Racism.pdf>

⁷ Dijk, T.A., Kintsch W. Strategies of discourse comprehension: [Electronic resource] / New York: Academic Press. – 1983. – 387 p. URL: <http://www.discourses.org/OldBooks/Teun%20A%20van%20Dijk%20&%20Walter%20Kintsch%20-%20Strategies%20of%20Discourse%20Comprehension.pdf>;

Dijk, T.A. Critical Discourse Analysis: [Electronic resource]. URL: <https://lg411.files.wordpress.com/2013/08/discourse-analysis-full.pdf>; Dijk, T. Discourse as Structure and Process: [Electronic resource] / London and Thousand Oaks CA: Sage, – 1997. URL: <https://lg411.files.wordpress.com/2013/06/van-dijk-discourse-as-structure-and-process.pdf>

important studies of Western⁸ and post-Soviet⁹ spatial linguists on various aspects of discourse analysis, which have rendered an exceptional service in bringing the study of discourse to the modern level, including playing an important role in the formation of the theoretical justification of the presented dissertation.

Considering the history of the study of discursive analysis in Azerbaijani linguistics, the names of A.Mammadov, F.Veysalli,

⁸ Квадратура смысла: Французская школа анализа дискурса / редактор: П.Серио. – Москва: Прогресс, – 1999. – 416 с.; Серио, П. Как читают тексты во Франции // Квадратура смысла: Французская школа анализа дискурса: Пер. с франц. и португ. – Москва: Прогресс, – 1999. – с.12-53; Baker, D. Elite discourse and popular opinion on European union. British exceptionalism revisited: [Electronic resource] // *Politique européenne* – 2002. Vol. 2, №6, – p.18-33. URL: <https://www.cairn.info/revue-politique-europeenne-2002-2-page-18.htm>; Framing the issue: Elite Discourse and Popular Understanding: [Electronic resource]. URL: <https://www.uvm.edu/~dguber/POLS234/articles/kinder7.pdf>; Harris, Z. Discourse analysis // *Language*, – 1952. Vol. 28, №1, – p.1-30; Langacker, R. Discourse in cognitive grammar: [Electronic resource] / *Cognitive linguistics* – 2001. №12, – p.143-188. URL:<https://terpconnect.umd.edu/~israel/LangackerDiscourse2002.pdf>; Savage, M. Identities and Social Change in Britain Since 1940: [Electronic resource] / *The Politics of Method*, – Oxford: OUP – July 15, – 2010. – 320 p.; Thurlow, C., Jaworski, A. Introducing elite discourse: the rhetorics of status, privilege, and power: [Electronic resource] / *Social Semiotics* – 2017. Vol. 27, – p.243-254. URL: <https://www.tandfonline.com/doi/full/10.1080/10350330.2017.1301789>

⁹ Александрова, О.В. Дискурс / О.В.Александрова, Е.С.Кубрякова // – Москва: Категоризация мира: время, пространство, – 1991. – с.3-18; Кибрик, А.А. Анализ дискурса в когнитивной перспективе [Электронный ресурс]: / дисс. в виде научного доклада доктора филологических наук, – Москва: 2003, – 91 с. / URL: https://iling-ran.ru/kibrik/DA_cognitiveperspective@Diss_2003.pdf; Кубрякова, Е.С. О понятии дискурса и дискурсивного анализа в современной лингвистике: обзор // – Москва: ИНИОН РАН, Дискурс, речь, речевая деятельность. Функциональные и структурные аспекты: Сборник обзоров, – 2000. – с. 7-25; Макаров М.Л. Интерпретативный анализ дискурса в малой группе / М.Л.Макаров. – Тверь: – 1998. – 200 с.; Макаров, М.Л. Основы теории дискурса / М.Л.Макаров. – Москва: Гнозис, – 2003. – 276 с.; Манаенко, Г.Н. Дискурс: текст или деятельность по созданию текста? // *Язык. Дискурс. Текст* / Под.ред. Т.В.Милевской. – Ростов-на-Дону: Пед. ин-т ЮФУ, – 2009. – с.86-89; Милевская, Т.В. О понятии “дискурс” в русле коммуникативного подхода // – *Пятигорск Коммуникация: теория и практика в различных социальных контекстах*. – Пятигорск: ПГЛУ, – 2002. Ч.1. – с.188-190.

A.Abdullayev and others can be mentioned here¹⁰. It should also be noted that since our research is aimed at analyzing language processes directly related to the social life of society (that is, directly related to the verbal manifestation of social gradation), it would also be correct to pay attention to the level at which the topic is covered in sociolinguistic research. Thus, among the researchers who have analyzed certain directions of elements of verbal manifestation of social gradation in the British elite discourse, it is worth noting the sociolinguist Alan Ross, as well as the analyst Nancy Mitford¹¹. Although these studies cover the middle of the twentieth century, they aroused interest in the “language of the elite”, that is, in the analysis of the linguistic features of elite discourse. After a period of relative “quietness”, research in this direction has been resumed, and as a result, a number of interesting studies and analyzes have been made in this direction¹². However, as we have already emphasized,

¹⁰ Abdullayev, Ə.Ə. Aktual üzvlənmə, mətn və diskurs / Ə.Ə.Abdullayev. – Bakı: Zərdabi LTD MMC, – 2011. – 278 s.; Məmmədov, A.Y. Dilçiliyin müasir problemləri / A.Y.Məmmədov. – Bakı: “ADU nəşriyyat”, – 2008. – 91 s.; Məmmədov, A.Y. Diskurs təhlilinin koqnitiv perspektivləri. Dərs vəsaiti. / A.Y.Məmmədov, M.Y.Məmmədov. – Bakı, “Çaşıoğlu”, – 2010. – 96 s.; Məmmədov, A.Y. Diskurs tədqiqi. Dərs vəsaiti. / A.Y.Məmmədov, M.Y.Məmmədov. – Bakı: Bakı Universiteti nəşriyyatı, – 2013. – 141 s.

¹¹ A U and non-U exchange: In 1956, Alan Ross defined the language that marked a man above or below stairs. Today, can one still tell? [Electronic resource] / The Independent, 04 June – 1994 // <https://www.independent.co.uk/voices/a-u-and-non-u-exchange-in-1956-alan-ross-defined-the-language-that-marked-a-man-above-or-below-stairs-today-can-one-still-tell-1420569.html>; Mitford, N. English Aristocracy: [Electronic resource] / Noblesse Oblige: An Enquiry into the Identifiable Characteristics of the English Aristocracy, – 1986. URL: <https://web.archive.org/web/20130721084022/http://www.nancymitford.com/noblesse-oblige-1956>; Ross, A.S.C. Linguistic class-indicators in present-day English: [Electronic resource] / Neuphilologische Mitteilungen (Helsinki), – vol. 55 (1954), – p.113-149. URL: <https://www.jstor.org/stable/43341716>

¹² Boinod de, A.J. The ultimate guide to Cockney rhyming slang [Electronic resource] // The Guardian, – Jun 9, – 2014. URL: <https://www.theguardian.com/education/2014/jun/09/guide-to-cockney-rhyming-slang>; Poole, S. How to talk posh: a rarely marvelous glossary: [Electronic resource] / The Guardian – 22 September, 2014. URL: <https://www.theguardian.com/lifeandstyle/2014/sep/22/how-talk-posh-glossary->

under no circumstances have studies aimed at studying elite discourse appeared in Azerbaijani linguistics. Simply put, in recent years, Azerbaijani linguistics has been devoted to research aimed at studying the concept of “nobility” with reference to the analytical arsenal of cognitive linguistics¹³. However, these analyses do not fill the gap that exists in Azerbaijani linguistics regarding the study of elite discourse, and cover the view of the issue from a different point of view of analysis.

Object and subject of research: the object of research is the linguistic features of elite discourse. And the subject of research is the institutional features of elite discourse; the specifics of the search for expression by verbal, nonverbal and transverbal signs, communicative strategies characteristic of elite discourse, mechanisms of implicit transmission of meaning, possibilities of verbal manipulation, etc.

Goals and objectives of research. The main purpose of research is to identify and study the linguistic features of elite discourse. As for the tasks arising from this goal, they can generally be characterized as follows:

- To define the author’s approach based on the variety of interpretations of the concept of discourse in linguistics and to give on this basis a general characteristic of elite discourse as an institutional discourse;
- Definition of the general conceptual sphere of elite discourse;
- To clarify the theoretical and conceptual foundations of elite discourse, the format of the manifestation of theoretical doctrines in linguistic features in relation to the relationship between the concepts of elitism, elitism, egalitarianism;
- Identification of communicative strategies implemented within

non-u; Vandebosch, D. The aristocrat as 'average man' in Ortega's Revolt of the Masses' URL: https://www.researchgate.net/publication/272018226_The_aristocrat_as_average_man_the_uses_of_aristocracy_in_Ortega's_The_Revolt_of_the_Masses

¹³ Rəhimli, A. “Zadəganlıq” konseptinin leksik və frazeoloji inventarı: “kübar danışığı” (POSH TALK) stereotipləri // – Bakı: Dil və ədəbiyyat, – 2022. №1, – s.53-57; Rəhimli, A. “Zadəganlıq” konseptinin leksik və frazeoloji inventarı: “upper class” nitq vərdişləri kontekstində // Dil və ədəbiyyat, –2021. №3, –s.93-97.

the framework of elite discourse and identification of their linguistic features;

- Establishment of mutual conditionality of elite discourse and elite linguistic identity and establishment of mutual understanding between the political leaders of Azerbaijan (H. Aliyev and I. Aliyev) to determine the potential of the passionate power of this factor in the embodiment of elite linguistic identity;

- Determination of the socio-hierarchical conditionality of the *You – Thou* balance in the context of the analysis of communicative strategies implemented within the framework of elite discourse;

- Identification of the manifested aspects of socio-hierarchical gradation within the framework of the elite discourse of comparing *U English usage* and *non-U English usage*;

- To determine the conditional role of nonverbal signs in the implementation of elite discourse;

- Establishing the transversal symbolic nature of attributes in elite discourse that act as status indicators;

- To assess the role of imitation of the pronunciation of Mockney in the implementation of elite discourse;

- To determine the role of elite pronunciation and Cockney pronunciation as an indicator of class affiliation;

- To conduct a systematic analysis of the mechanisms of nonverbal expression that play a role in the implementation of elite discourse, etc.

Research methods. In the research carried out within the framework of the dissertation, the descriptive method, the discursive functional-stylistic method, the method of portraitization of linguo-personology, as well as a partial lexico-statistical method were used.

The main provisions submitted for defense:

- Elite discourse has certain institutional features of discourse;

- A rich system of verbal, nonverbal, transversal signs plays a role in the implementation of elite discourse;

- In elite discourse, there are communicative strategies based on a certain internal convention (generally accepted by the participants of the discourse and observed almost unconditionally);

- Elite discourse is based on a certain theoretical and conceptual

platform, a system of doctrines, and although the existing trends of liberalization to a greater or lesser extent “shake” the main “pillars” of elite discourse, there is an internal convention of elite discourse, formalized communication strategies;

- There is a serious mutual conditionality between elite discourse and elite linguistic identity;

- Along with the obvious constants of the elite discourse, multiculturalism, changes caused by the influence of the liberal worldview, the postmodern worldview, have not spared this discourse, as a result of which it became possible to create an imitation communication strategy of a paralinguistic nature, such as Mockney;

- Paralinguistic tools, which play a role in the implementation of elite discourse, historically could not only be considered one of the main indicators of belonging to the “upper class”, but also serve as a tool for entering the elite, as it is clearly shown in Bernard Shaw’s *Pygmalion*;

- Nonverbal and transverbal signs, which play a role in the implementation of elite discourse, open the way to the implementation of certain communicative strategies, the formation of components of a subdiscourse of a ritual nature.

Scientific novelty of the research. An important factor that determined the scientific novelty of the dissertation work is that the presented study is the first in Azerbaijani linguistics research aimed at analyzing the linguistic features of elite discourse. For the first time, the presented study systematically examines the relationship between the role and functioning of nonverbal and transverbal signs, as well as verbal signs in the implementation of discourse. In the dissertation work, for the first time in Azerbaijani linguistics, the mutual conditioning of the elite diction and the elite linguistic identity was investigated, and in the context of the study, the elite linguistic identities of Heydar Aliyev and Ilham Aliyev were involved.

For the first time in Azerbaijani linguistics, the dissertation also examines the systematic evaluation of Bernard Shaw’s work “Pygmalion” from a sociolinguistic point of view. One of the aspects that determine the scientific novelty of the study is the analysis of the reality of the confrontation between *U English usage* and *non-U*

English usage on the platform of elite discourse, the role of the conversational format of *U English usage* as a factor generating “selectivity” in the implementation of elite discourse is investigated. In the dissertation work, for the first time in Azerbaijani linguistics, a scientific assessment of communicative strategies implemented within the framework of elite discourse is carried out. Also in the presented dissertation, for the first time in Azerbaijani linguistics, the role of the “mockney” colloquial style in British elite discourse, the decisive influence of phonation means on the implementation of elite discourse as a whole is investigated. For the first time, the dissertation analyzes the communicative strategies implemented within the framework of the subdiscourse “Megxit”, relevant to the British elite discourse. Also, for the first time in the framework of the dissertation, communication strategies characteristic of the discourse of the political and monarchical elite are investigated.

Theoretical and practical significance of the research. The theoretical significance of the dissertation work is due to those aspects that we listed earlier in the framework of the justification of the scientific novelty of the study. Thus, the theoretical significance of the research is primarily represented by the fact that this is the first scientific research in Azerbaijani linguistics in the format of a dissertation covering the systematic study of elite discourse.

Among the aspects that determine the theoretical significance of the dissertation, one can note the moment of establishing the mutual conditionality of the concepts of elite linguistic identity and elite discourse, and this moment is determined by the example of the analysis of the elite linguistic identities of Heydar Aliyev and Ilham Aliyev.

Also, within the framework of the theoretical significance of the dissertation, the research includes an assessment of the coefficient of collaboration of verbal, nonverbal and transverbal signs that play a role in the implementation of elite discourse, an analysis of various aspects of the comparison of *U English usage* and *non-U English* in British elite discourse, a theoretical analysis of various communication strategies implemented within elite discourse. One of the aspects that determine the theoretical significance of the dissertation is undoubtedly that it includes an analysis of verbal,

nonverbal and transverbal signs that play a role in the implementation of elite discourse, as well as sociolinguistic, psycholinguistic, linguopersonological aspects.

Among the aspects characterizing the practical significance of the research, first of all, it can be noted that the generalizations and results of research conducted within the framework of the dissertation can be used in teaching the disciplines “Discursive analysis”, “Sociolinguistics”, “Linguopersonology”, “Linguoculturology”. As well as the scientific results obtained, as well as the analysis format carried out, can be used in the emergence of next-generation research, in the analysis of various aspects of elite discourse, as well as the linguistic features of various national elite discourses.

Also, the mentioned format of dissertation analysis and the obtained scientific conclusions can be considered as “point” analyses that can help young candidates in writing master’s studies.

Approbation and application. The main provisions of the research work are reflected in 6 articles published in scientific journals published in Azerbaijan and abroad (included in the list of publications recommended by the Supreme Attestation Commission under the President of Azerbaijan). Generalizations and results of analyses carried out within the framework of the dissertation work were presented at 12 international (Republic of Belarus, Russia, Azerbaijan) and republican scientific conferences. The scientific results obtained in the dissertation research can be applied in these areas within the framework of the practical significance of the research.

The name of the organization in which the dissertation work was performed. The dissertation work was performed at the Department of General Linguistics of Azerbaijan University of Languages.

The structure of the dissertation. The research work consists of an introduction, 3 chapters, a conclusion, a list of references and an appendix. The introductory part of the study consists of 9 pages (16174 characters). Chapter I of the dissertation consists of 42 pages (84512 characters), Chapter II – 36 pages (66283 characters) and, finally, Chapter III – 47 pages (90599 characters). The conclusion of the study (5971 characters) is 3 pages. As for the total volume of the dissertation, the study consists of 263 539 characters.

THE MAIN CONTENT OF THE WORK

The introduction to the dissertation substantiates the topicality of the research, comments on the level of study of the problem under research, the history of the study. The introductory part also provides information about the object and subject of the dissertation work, research methods. The introduction also reveals the purpose of the study and notes the tasks arising from this goal, as well as the scientific provisions submitted for defense.

Chapter I of the dissertation **“Structure and typology of elite discourse”** highlights the essence of the concept of discourse and the history of its study, reveals the reasons for the multispectrality of the concept of discourse and notes the various ranges of research in which this multispectrality manifests itself; comments on the principles of the study of institutional features of discourse. This chapter also explores elite discourse and the conditionality of social status, that is, the mechanisms of influence of extralinguistic factors on the formation of elite discourse; the cognitive aspects of elite discourse are investigated, the influence of the monolingual or bilingual/multilingual essence of elite discourse on the mechanisms of its implementation is interpreted, including the role of the multicultural value system of elite discourse in ensuring the transition to a new qualitative stage of intercultural dialogue in a globalizing world is determined; the question of the correlation of national identity and elite discourse is interpreted in the context of the elite linguistic identities of Heydar Aliyev and Ilham Aliyev.

Noting the existence of two approaches that have played an exceptional role in determining the modern appearance of the theory of discourse, N.A. Mishankina notes that one of them is associated with the name of M. Foucault. According to this approach, developed later by P.Henri, J.J.Curtin, J.Lacan, M. Pesce, P. Serio, discourse embodies a single formation of texts relating to a certain social and communicative space and acting in a certain period of time. According to N.A.Mishankina, this approach and functionally-stylistically oriented areas of language research are quite close. As a second approach, the linguist prefers to study the communicative

aspects of discourse. N.A.Mishankina noted that the foundations of this area of discourse research were laid in L. Wittgenstein's "Philosophical Studies" and were further developed by J.Austin and J. Sori. Namely, the latter direction is studied within the framework of sociolinguistics (U. Labov, N.B. Mechkovskaya, etc.), as well as within the framework of critical discourse analysis (T. van Dijk, R. Vodak, L. Philippe, M. Jorgensen, V.I. Karasik, etc.), as well as on the basis of psycholinguistics¹⁴.

The institutional features of discourse, as the name implies, are understood as the specific features of the discourse environment that arise due to which institutions of society it belongs to. The specifics of an institutional discourse are regulated by specific aspects of the institution of the society to which the discourse directly relates. In elite discourse, institutional features may contain many characteristics directly related to the role and position of the elite itself in society. For example, elite discourse may include institutions of nobility and monarchy, which can lead to positive and negative manipulations by assigning and revoking titles, respectively. Thus, in the British monarchical system, there is a tradition of assigning noble titles to representatives of the intellectual, creative elite, which indirectly through a transverbal sign gives a sign of a change in the social status of these persons in a positive way.

For example, a representative of the creative elite who has received a noble title is required to address *Sir / Dame* in the form of an address, both in the process of communication in the elite discourse environment and in other discourses without exception. That is, onorifics "signal" that this or that person is an elite actor of discourse. On the other hand, the very deprivation of a title or honor is regarded by society as a kind of subconscious message. Thus, at this stage, it is communicated to society that this person or people no longer belong to the elite (or monarchical elite). We can trace this visually, using the example of the "megxit" discourse (or, if we look at the elite discourse, the "megxit" subdiscourse), which we have

¹⁴ Мишанкина, Н.А. Лингвокогнитивное моделирование научного дискурса: /дисс. доктора филол. наук/ – Томск: 2010. – 44 с.

witnessed over the past two years. Thus, it is the deprivation of *Her / His Royal Highness* title that shows that the Duke and Duchess of Sussex no longer belong to the inner circle of Buckingham Palace, that is, to the ranks of the “highest elite”.

A similar message was observed in the process of depriving Lady Diana after her divorce from Prince Charles (the current King Charles III) of the use of both the title of princess and the corresponding fee.

About the existence of differences between the British elite discourse and the elite discourse of the USA, or rather, in these two linguistic and cultural environments there are different approaches to the standards of elitism and the requirements of belonging to the elite class. While the leading actors of the British elite discourse are representatives of the nobility, the leading figures of the American elite discourse are representatives of the cultural beau monde, the political establishment, the economic elite, show business.

In the period before the Bolshevik coup, the significance of elitism for the socio-political environment of Azerbaijan expressed a semantic load, which in some sense could partially coincide with the meaning expressed in the elite discourse of Great Britain. Our goal is to emphasize only a “partial” point of commonality is that the Azerbaijani elites, that is, the local nobility, actually had the status of a conditional elite, occupying a dependent or vassal position in relation to the real elites of tsarist Russia. However (if we do not put the fact of historical reality at the forefront), we can note that the connection of the elite class with certain noble families was not only a characteristic feature of the British elite discourse.

Within the framework of the analysis of the cognitive aspects of elite discourse, among the concepts forming its semantic sphere, “elite”, “power”, “prestige”, “business”, “wealth”, “beau monde”, “aristocracy”, “nobility (as an institution of nobility)”, “monarchy” should be particularly noted. These concepts based on internal cognitive modeling are divided into microconceptions, frames, frame-scenarios, frame-gestalts, slots, scripts, on the basis of which the internal semantic potential of a concept is revealed, the possibilities of its implementation in a discursive environment. It should be noted that microconceptions and frameworks that embody

national culture and initiate a national system of values play an important role in the formation of elite discourse. There may be fundamental genetic differences in affiliation due to the preference of national elites for their native language or a second language, which makes the situation of bilingualism possible. For example, as the formation of the elite discourse of the French-speaking elite after the Norman invasion, which is not “National” (that is, belonging to the French-speaking British elite). So, at present, the national elite, being conditionally national, is distinguished by its geographical, historical and genetic belonging to the society to which it belongs. But from a mental point of view, it is able to experience and develop the value system of society, that is, the national framework, concepts, gestalts, the language of which it has mastered. Over time, with climate change, the impact of the concept and frameworks on the global elite and the possibilities of modeling the language landscape of the world have improved. For comparison, a similar situation was observed with the Russian elite in a later period – in the XVII-XIX centuries. It is possible that, despite all the efforts and efforts of the Russian elite discourse to assist in the restoration of history, the practical application of an improved sample of the Russian elite language in French would never have been possible due to the influence of the French world-class factor. The epistolary style, business style, in some cases working and oral styles used by the Russian elite were French-speaking, which, in turn, contributed to the activation of concepts, frames, framesenaries and framegestalts, which helped in the conceptualization of the French language in the discourse of the Russian elite¹⁵. We would also like to recall the situation with later historical periods and the position of the English language directly in the status of a second language. Thus, in India, which gained its independence in 1947 after a centuries-old colonial past, English is still used as the language of communication of the national elite¹⁶.

¹⁵ Лаппо, М.А. Самоидентификационный дискурс русской элитарной языковой личности: /автореферат дисс. доктора филол. наук/ – Новосибирск, 2018. – 36 с.

¹⁶ Aula, S. The Problem With the English Language In India: [Electronic resource] // Forbes, – 6 November, – 2014 // <https://www.forbes.com/sites/realspin/2014/11/06/the-problem-with-the-english-language-in-india/?sh=55e975fb403e>; Hohenthal,

Just as at one time in England and Russia, proficiency in French was considered an indicator of belonging to the elite, so in modern India, one of the requirements for joining the elite is considered to be mastery of English, the ability to communicate fluently in English without an accent. It is not by chance that the passionate influence of the elite led to the emergence of Hinglish (Hinglish, i.e. a mixture of Hindi and English words), a variant of the English language that functioned in India. As M.Sobolev noted, it was at the initial stage that representatives of the Indian elite played the main role in this matter. Thus, as a result of the activities of the Christian Missionary Organization, since 1614, there has been confidence that “*in most elites, knowledge of the English language is the possible (only) way to obtain knowledge in general*”¹⁷. According to M. V. Chuprun, who traced the “*stages of the intervention of the English language in India*”, here “*the English language was associated with political power*” and in this connection a “*strategy of linguistic elitism*” was carried out¹⁸ That is, knowledge of English necessarily meant belonging to the elite¹⁹, as well as belonging to the elite, or, conversely, ignorance of English was already considered nonsense from the point of view of the prejudices of representatives of the local aristocratic class. It should also be noted that, as the linguist

A. English becomes the Language of the Elite, Press and Administration: [Electronic resource] / URL: <http://www.postcolonialweb.org/india/hohenthal/3.4.html>; Montaut, A. English in India and the Role of the Elite in the National Project: [Electronic resource] // Hérodote, – 2004. Volume 115, Issue 4, – p.63-89. URL: https://www.cairn-int.info/article-E_HER_115_0063--english-in-india-and-the-role-of-the.html

¹⁷ Соболев, М. А. Индийский вариант английского языка: история появления и характерные черты // Современные проблемы языкознания, литературоведения, межкультурной коммуникации и лингводидактики: Сб. науч. ст. междунар. науч. конф., – Белгород, – 12-14 мая – 2014 г. / НИУ БелГУ, Ин-т языкознания РАН, Ун-т Ниццы – Софии Антиполис; редкол.: В.А.Виноградов и др. – Белгород: – 2014, – с.358-360

¹⁸ Чуприна, М.В. Этапы проникновения английского языка в Индию // – Владивосток: Знание, понимание, умение. – 2011. №3, – с.204-220

¹⁹ Hohenthal, A. English in India. Loyalty and Attitudes: [Electronic resource] // Language in India. – 2003. Vol.3. – p.1-54. URL: <http://www.languageinindia.com/may2003/annika.html>

emphasizes, at the initial stage, English was characterized as an instrument of power in India, as well as in other colonial territories. As a result, the ground was created for the integration of the cultural and political elite, even “any person who considers himself an educated person” (i.e. in addition to the political and economic elite, as well as the intellectual and creative elite – A.R.) on the basis of familiarity with the English language²⁰. Interestingly, this purposeful language policy – the “Anglicization” of the elite, its mental differentiation – in itself could not fail to bear fruit, which were considered “positive”, that is, successful for Pretoria. As a result, years and decades later, in India’s struggle to get rid of British slavery, elite groups with a “hybrid identity” formed, taking an oppositional position with a different mental identity. This hybridity eventually spread to the internal structures of the language itself. This, of course, led to the emergence of a new linguistic variant of Hinglish with various lexical and grammatical features. Modern researchers in the XXI century have already brought to the fore that the language of the Indian elite (*a new lingua franca for India’s elites*) is not real English, namely Hinglish²¹

Also, within the framework of this chapter, the issue of the orientation of elite discourse is touched upon by the example of the elite linguistic identity of Azerbaijani Presidents Heydar Aliyev and Ilham Aliyev, as well as the formation of national ideological doctrines. Thus, the elitist linguistic identity not only behaves like an elitist discourse, acting as a flagship in society²², but also gets the opportunity to direct many spheres of society as a whole.

²⁰ Чуприна, М.В. Этапы проникновения английского языка в Индию // – Владивосток: Знание, понимание, умение. – 2011. №3, – с.204-207

²¹ Daniyal, Sh. The rise of Hinglish: How the media created a new lingua franca for India's elites: [Electronic resource] // Scroll in, – Jun 18 – 2017. URL: <https://scroll.in/article/840341/the-rise-of-hinglish-how-the-media-created-a-new-lingua-franca-for-indias-elites>

²² Кауфова, Л.А. Языковая личность политического лидера на примере дискурса Терезы Мэй // Университетские чтения, – 2017. – Пятигорск: ПГУ, – 2017. – с.65–71; Саттарова, Р.В. Средства моделирования властных отношений в политическом дискурсе (на материале дискурса Д. Кэмерона): /дисс. ... канд. филол. наук/ – Уфа, 2019.; Азарова, Л. Понятие "языковая личность" в

At the same time, during the Second Karabakh War and in the subsequent stage, the Azerbaijani president I. Aliyev contributed the Azerbaijani society with the passionate influence of his elite language identity: "*Karabakh is Azerbaijan!*", "*Dear Shusha, you are free!*", "*Great Return*", "*Noldu, Pashinyan?*" such as micro-concepts and frame-scenarios, as well as "*X is ours!*" – it is enough to remind the ideological effect of model declaratives. (Jabrayil is ours, Fuzuli is ours, Zangilan is ours, Gubadli is ours, Aghdam is ours, Kalbajar is ours, Lachin is ours, Shusha is ours, Karabakh is ours! Karabakh is Azerbaijan!)²³

An important factor in the fact that a significant part of the Eastern national elites rejected bilingualism in the good case, and in the bad case they rejected the national language altogether, it was "orientalism"²⁴ exposed by E.Said. Consequently, this opened the way both to the formation of appropriate concepts (Other / Otherness²⁵) and to the functioning of concepts expressing Eurocentric arrogance.

Chapter II "**The influence of social gradation in elite discourse on the formats and mechanisms of information transmission**" examines the mutual conditionality of social gradation and communicative strategies in elite discourse; examines the diversity with which the differentiated characteristics of the concepts of "elitarizm" and "elitism" leads to speech performance; examines the influence of implicit format in elite discourse and analyzes communicative strategies. In particular, in the section "**Social gradation and communicative strategies in elite discourse: elitarism**

современной лингвистике // Annales Universitatis Mariae Curie-Skłodowska, – 2017. №1, – с.169-181; Ашева, А.А. Элитарная языковая личность как идеальный носитель культурно-речевой компетенции // – Майкоп: Вестник АГУ, Серия 2: Филология и искусствоведение, – 2013. №2 (121), – с.19-23.

²³ İlham Əliyev xalqa müraciət edib. – 01 dekabr – 2020: [Elektron resurs]. URL: <https://president.az/az/articles/view/48205>

²⁴ Said, E.W. Orientalism. / E.W.Said. – New York: Routledge – 1978. – 57 p.

²⁵ Staszak, J.F. Other/otherness: [Electronic resource] / International Encyclopedia of Human Geography: A12 – Vol. Set. – Oxford: Elsevier Science. – 2009. URL: <https://www.unige.ch/sciences-societe/geo/files/3214/4464/7634/OtherOtherness.pdf>

– *elitism*” it is noted that in elite discourse extreme politeness, elitism, a special exaggerated aristocracy are in many cases used as one of the most optimal means of managing “distance”.

Thus, the regulation of the choice of personal pronouns in the process of communication is also in many cases rooted precisely in the expression of the attitude in accordance with the intention of the addressee. That is, replacing the form of address “sən” with “siz” at a certain stage of communication, namely, acting as an indicator of interpersonal relations, in a certain sense allows for the opposition of inclusivity and exclusivity. Elitism in the process of communication, as an expression of aristocracy, means that the use of the pronoun “siz” occurs after the use of “sən”, namely, that the communication process is excluded from inclusivity (consciously or subconsciously) the use of the pronoun *you* in the singular and plural of the second person of personal pronouns in modern English does not allow to trace the gradation the intensity of this relationship²⁶.

More precisely, pronouns do not allow to clarify this point. But if we look at it from a diachronic point of view, we will notice that rudimentary traces of historically existing pronominal forms in English can be used to express opposition to elitism and plebeianism. In some linguistic literature, this moment of exclusivity is viewed from the other side. So, in English, the opposition *thou* – *you* has historically developed, which differs as '*Familiar*' and '*Formal*' *Forms of Address*²⁷. It is interesting that some researchers suggested that the disappearance of the opposition *thou* – *you* in English is directly related to egalitarianism.²⁸

In the section ***“Expression of elements of verbal manipulation and embodiment of social-hierarchy in elite discourse”*** it is noted that, as R.Brown and A.Gilman emphasize, in social stratification,

²⁶ Леонтьева, Л.Е., Яковлева О.В., Абрамова, А.Г. Вокатив как один из способов регулирования межличностных отношений // Вестник Чувашского университета, – 2017. №4, – с.286-293.

²⁷ Archaic English Grammar. 'Familiar' and 'Formal' Forms of Address: [Electronic resource]. URL: <https://dan.tobias.name/frivolity/archaic-grammar.html>

²⁸ Firth, A. *Thou and You*: [Electronic resource] // LINGUIST List 7.599, – Apr 23 – 1996. URL: <https://quaker.org/legacy/thee-thou.html>

addressing a representative of the lower class *thou* was considered as the norm, just as addressing a representative of the lower class *you* was considered as a rule, a static norm, since a representative of the lower class, without exception, addressed a representative of the elite²⁹. That is, a kind of intra-communal “tacit agreement” was reached that the *you – thou* opposition initiates the elitism-Plebeians dichotomy. Linguists, referring to the language of Shakespeare’s works, noted that the brilliant writer actively used the *you – thou* opposition in expressing power, social hierarchy.³⁰

The legitimacy of using the form of address *thou* directly through the prism of the opposition elitism – Plebeianism is indirectly confirmed by the following fact about quaker dialects. So, according to the fact recorded by G. Fox, since the XVII century, the broad masses have considered the use of the pronoun *thou* as an insult to their personality. At this time, it no longer matters whether the objection was voiced in the language of the nobility or the “common man” (so to speak, “serfs”): English society unanimously expressed the sharpest, even aggressive counter-reaction to the elitism of the pronoun *thou*: ‘*What! You ill-bred clown, do you Thou me?*’³¹.

In the section entitled “***Implicit format communication strategies in elite discourse***”, it is noted that in elite discourse certain information can be expressed by euphemistic methods, metaphorical transitions caused by deictic situativizations. Such cases arise as a “derivative” of speech etiquette, speech behavior, the logical consequence of which is indirectly caused by the internal conditional communicative habits of the elite class. Thus, the elite discourse includes an essentially elitist, elitist, in short, a model of behavior, standards of speech culture, which imply higher standards of life. That is, while highly emotional (i.e., very crazy, very emotional, highly emotional, etc.), openly derogatory (swearing, insults, openly

²⁹ Brown, R., Gilman, A. The Pronouns of Power and Solidarity // Style in Language. T.A. Sebeok (ed.). – New York: Wiley, – 1960. – p.261

³⁰ Brown, R., Gilman, A. Politeness theory and Shakespeare’s four major tragedies // Language in Society, – 1989. № 18, – p.159-212

³¹ Why Did We Stop Using 'Thou?': [Electronic resource]. URL: <https://www.merriam-webster.com/words-at-play/why-did-we-stop-using-thou>

derogatory sarcasm, etc.) speech declarations relating to representatives of the lower class can be quite characteristic, in elite discourse such speech performance meets condemnation and criticism. For example, the repeated use of the pronoun *they* “incognito” by Meghan Markle and Prince Harry in an interview with Oprah Winfrey is due to this convention of elite discourse.

Thus, according to the norms of speech behavior unwritten in elite discourse, events occurring within the elite class, especially conflict relations between representatives of a noble family, a clan, should not be brought to a wide range of the public. That’s why people who are considered elite participants in the discourse use the euphemism “Phantom”. (The euphemistic nature of the pronoun *they* has also been identified in the Cambridge Dictionary and was generally chosen as the word of the decade in 2020 for this nature)^{32/}

Recall that the Megxit conflict was based precisely on the factor of inconsistency of the models of behavior of the elite discourse. So, M.Markle’s exit from the stereotypes of extroverted American speech behavior that contradict the gestalt of the introverted British elite discourse “*stiff upper lip*”³³, that is, the demonstration of extreme emotionality, publicity, is ambiguously perceived by many Britons.

In chapter III “**Mechanisms of verbal, nonverbal, transverbal expression of elite discourse**” the phenomena of *U English usage* and *non-U English usage* are investigated and the essence of differentiation as manifestations of socio-hierarchical gradation in elite discourse is established; the conditional role of nonverbal signs in the implementation of elite discourse is determined, further, while the transverbal sign essence in elite discourse of attributes acting as an indicator of social status, it is illuminated. It is also interpreted that the imitation of the pronunciation of *mockney* is a component of the communicative strategy of some representatives of elite discourse, and in this context it is assumed that the use of elite or *cockney* pronunciation is based on a literary text as an indicator of

³² Singular 'they' voted word of the decade by US linguists: [Electronic resource] // The Guardian, – 4 January – 2020.

³³ Stiff upper lip: [Electronic resource] // World Wide Words. – 19 August – 2006. Retrieved 4 February 2013. URL: <http://www.worldwidewords.org/qa/qa-sti3.htm>

class affiliation. Later it turns out that the elite discourse uses communicative strategies with a special mission for the sake of the appearance of rapport in the political elite; the mechanisms of expressing the “body language” of the elite are interpreted.

U English usage and *non-U English usage* the difference in speech performance has attracted the attention of many linguists, sociologists, cultural scientists³⁴. So, in the 50s of the 20th century, many studies were conducted that found that participants in elite discourse spoke more differently in British society. Alan Ross’s study “Linguistic Indicators of Classes in Modern English”, published in 1954, became a “pioneer” of research in this field. As a sociolinguist, paying special attention to the moment of conditionality of the interaction of language and society, Alan Ross in his research expressed concern about the existence of a kind of “linguistic demarcation” between classes and, quite rightly, expressed regret that such a problematic moment for British society has not yet received its full analytical solution. Alan Ross not only notes that there are three classes in modern Britain – upper, middle and lower, but also notes that it is the speech of the upper class that is fundamentally different from the other two classes³⁵.

The analysis of the problem continues in A.Ross’s monograph entitled “*U and non-U*”, published in 1956, and the author tries to answer questions about whether it is possible to hypothetically eliminate differences in speech performance between classes. The sociolinguist does not exclude that a representative of the middle and lower classes will try to speak like any person from the elite, but warns that any such attempts made by any representative of the lower and middle class who has reached adulthood may fail sooner or later. At least because an authentic participant in elite discourse, that is, in the true sense, any person who is a representative of the elite from birth, also has hearing; and even differences in a word, expression or

³⁴ Ross, Alan S.C., Linguistic class-indicators in present-day English, Neuphilologische Mitteilungen (Helsinki), – 1954. vol. 55, – p.113-149; Poole, St. How to talk posh: a rarely marvlous glossary // The Guardian, – 22 September, – 2014

³⁵ Ross, Alan S.C., Linguistic class-indicators in present-day English, Neuphilologische Mitteilungen (Helsinki), – 1954. vol. 55, – p.113-149

pronunciation method are enough for a person with *U-usage* to choose and distinguish *non-U usage* from others. Even if this is the case, A. Ross advises representatives of the lower and middle class “not to change their voice”³⁶.

In the paragraph ***“On the conditional role of non-verbal signs in the implementation of elite discourse”***, it is noted that in the British elite discourse, the hierarchy of noble titles plays a decisive role in the “ritual” of entering the room, as well as the sequence corresponding to the order of succession to the throne³⁷. This, in turn, can be viewed as a transversal symbolized manifestation and demonstration of the hierarchical gradation of elite actors of discourse.

In the course of the analysis ***“On the transversal sign essence in the elite discourse of attributes acting as status indicators”***, it becomes clear that *“for all subdiscourses of the elite, the concept of “elite personality” has a nuclear essence, and its actualization is realized through both verbal and nonverbal language signals, through social, non-communicative signals”*³⁸.

The megxit process, which began after the famous decision of the Duke and Duchess of Sussex to abandon their “court duties”, first of all led to the fact that the privileges of the nobility of this couple were also reduced. Among these lost privileges, the most painful for the Duke/Duchess of Sussex was the decision of Queen Elizabeth II to deprive HRH (*His/Her Royal Highness*)³⁹. Thus, it is precisely such factors that enable participants in elite discourse to divide other people into “their own and others”⁴⁰. The analysis carried out in the

³⁶ U and non-U exchange: In 1956, Alan Ross defined the language that marked a man above or below stairs. Today, can one still tell? // *The Independent*, 04.06.1994

³⁷ Nowak, C. 18 Etiquette Rules Everyone in the Royal Family Must Follow:

[Electronic resource] // *Reader's Digest* Apr. 22, 2020. URL:

<https://www.rd.com/list/royal-family-etiquette/>

³⁸ Островская, Т.А. Поведенческий дискурс элитарной личности: признаки и функции. // *Политическая лингвистика*, – 2013. №3 (46), –р.137

³⁹ The Sussexes will not use their HRH titles as they are no longer working members of the Royal Family: [Electronic resource]. // Statement from Her Majesty The Queen, – 18 January – 2020. <https://www.royal.uk/>.

⁴⁰ Островская, Т.А. Лингвосомиотика дискурса элиты: монография / Т.А.Островская. – Майкоп, – 2015. – р.95-96

section *“Imitation of pronunciation – as a component of the communication strategy of some representatives of elite discourse”* gives grounds to say that the participants of elite discourse traditionally, although they speak standard English, that is, Queen’s English, with certain pragmatic goals, that is, in order to be closer to the people, to the broad masses of the people, *“they descend to the conversational level of the lower class”*⁴¹. At this time, an imitation of cockney speech appears, that is, a form of pronunciation of mackney, which is characteristic of the lower strata of the population (to Mogn + Cockney). Persons who are descendants of many noble families or representatives of the *upper-middle class* (i.e. representatives of the establishment) purposefully allow distortions, giving way to the “chameleon” pronunciation, abandoning the academic, “sterility” of the Received Pronunciation format in order to show themselves closer to the lower masses or for other pragmatic purposes. Former Chancellor George Osborne, former Prime Ministers Harold Wilson, Tony Blair can be named among the participants of the elite discourse who have “mastered” this sphere. It is even known that during election cycles, British PR specialists advise politicians representing the elite to demonstrate less “refined”, less aristocratic pronunciation and speech.⁴²

The work “Pygmalion” (Bernard Shaw), evaluated from a sociolinguistic point of view in the section *“Elite and non-elite pronunciation as an indicator of class affiliation”* and allowing to trace, according to the general opinion of many linguists⁴³, the inertia in the language of the social situation that existed in London in the

⁴¹ Hamilton, Ch. Private school pupils put on ‘mockney’ accents to seem less posh, according to former head of Harrow: [Electronic resource]. – January 27, – 2019, URL: <https://inews.co.uk/news/posh-mockey-harrow-eton-public-school-251090>

⁴² Lyall, S. London Journal; Britons Prick Up Their Ears: Blair's a Li'l Peculiar // – New York Times, – June 18, – 1998.

⁴³ Emerson, M. Language Acquisition in G.B. Shaw's Play "Pygmalion" Eliza's Social Transformation and Process of Language Learning: [Electronic resource] // English Language and Literature, – 2010. URL: <https://www.grin.com/document/311237>; Nalliveettil, G.M. Linguistic Analysis of George Bernard Shaw's "Pygmalion" // Scholars International Journal of Linguistics and Literature, – 02.04.2020, – p.116-125.

10-20-ies of the twentieth century, suggests that the possession of “the selectivity” of pronunciation as an actor of elite discourse a hundred years ago is very relevant. Bernard Shaw with linguistic sensitivity showed differences in pronunciation and manner of speech of a person with an elite linguistic identity in verbal and non-verbal (i.e., here mainly: phonation) language signs of the Cockney dialect, and also managed to describe the moments when the main character collects material for the pronunciation of Cockney thanks to transcriptions with true phonetic seriousness. (*The Sussexes will not use their HRH titles as they are no longer working members of the Royal Family*)⁴⁴

As the most striking examples of “elitised” pronunciation and speech peculiarities, one can later note the pronunciation of former British Prime Minister Margaret Thatcher, football star David Beckham, who, advancing by a “social elevator”, completely or partially eliminated elements of dialect in their pronunciation⁴⁵.

Observers emphasize that M. Thatcher used dialecticism only once in a moment of great emotional tension, “betraying” the class from which she came; *Mrs. Thatcher's real linguistic self rarely came out. But once, incandescent with fury in Parliament, she yelled "You're frit!," using dialect for "frightened." It was a slip that her Labor opponents would taunt her with for the rest of her career as Prime Minister*⁴⁶

The chapter also analyzes the mechanisms of nonverbal and transverbal communication characteristic of elite discourse. It turns out that the British elite discourse has a special standard of proxemics, and according to these rules it is forbidden to stand or touch the queen at close range. Also, when greeting noble titled

⁴⁴ Shaw G.B. Pygmalion: [Electronic resource]. – 1916, Act 1. URL: <http://www.bookrags.com/ebooks/3825/10.html#gsc.tab=0>

⁴⁵ Letts, Q., Maguire, K. Is it wrong for a person to change their accent? // The Guardian, – 20 Apr – 2013.

⁴⁶ Lyall, S. London Journal; Britons Prick Up Their Ears: Blair's a Li'l Peculiar // – New York Times, – June 18, – 1998.

persons, monarchs, a special ritual gesture (reverans, kniksen)⁴⁷ should be performed.

Conclusions and generalizations of scientific research carried out on the dissertation work on the topic “**Linguistic features of elite discourse**” can be noted as follows:

– As part of the study of the history of research on the theory of discourse, it was concluded that the concepts of discourse and text are far from identical. But at the same time, the discourse is able to contain a text, unlike which the text stands in a hyponymic position in relation to the discourse.

– The elite discourse stands out for its rather specific characteristics, just as it is related to other discourses due to its numerous institutional features. Thus, elite discourse – despite its close connection with the discourse of power (political elite), artistic (creative elite) discourse, the discourse of the nobility, as well as with the discourse of the monarchy, it is directly based on the combinations of signs and traits that characterize it, specific communicative strategies and the corresponding inventory of implementation (verbal, nonverbal, transverbal).

– The basis of a differentiated opinion about the actors of elite discourse is a reference to one or another combination of ideological and philosophical doctrines of elitism, elitism and egalitarianism. It is for this reason that actors (participants) and subdiscourses of elite discourse stand out in the linguocultural environment, where the centuries – old traditions of the institute of British nobility live. For comparison, in the discursive environment of the American elite, which has weaker traditions of the nobility, elite discourse is characterized by a greater variety (that is, elitism originating from different environments) and a more liberal, less introverted essence in accordance with the above aspects.

– Elite discourse, like any other type of institutional discourse, is a manifestation and result of cognitive processes. For this reason, national elite discourses were more or less influenced by national

⁴⁷ Greeting a Member of The Royal Family: [Electronic resource]. URL: <https://www.royal.uk/greeting-member-royal-family>

cultural frameworks and concepts.

– Elite discourse has certain theoretical and conceptual foundations. That is, its implementation became possible on the basis of the balance of ideological and philosophical doctrines of elitism and elitism directly internal cognitive modeling of the conceptual sphere, which made it possible to implement its cognitive aspects. At the same time, the modern elite discourse does not inherently deny the thesis of “equal opportunities” in a sound interpretation of egalitarianism. It is for this reason that even in the modern British elite discourse it has become possible to trace a special communicative strategy towards representatives of a lower class, which, in fact, is nothing more than a verbalization of a free interpretation of egalitarianism.

– Elite discourse and elite linguistic identity have a strong mutual conditionality; elite discursive environment by its institutional nature plays the role of a passionate force in not fully formed linguistic environments, namely, individual elite linguistic identities; based on the analysis of the elite linguistic identity of Heydar Aliyev, Ilham Aliyev, it can be concluded that this mutual conditionality is able to serve implementation of certain political and ideological intentions, referring to the linguistic thinking of the broad masses of the people.

– In the elite discourse, there is a conditionality of social gradation, which somehow manifests itself in the choice and use of certain linguistic features. A clear example of this can be traced in the ratio of the pronoun *Thou – You* in English.

– The use of pronouns in various sub-discourses of elite discourse is due not only to the communicative strategy of communicants, but also to their speech habits as an actor of elite discourse. Thus, representatives of the political elite in their choice of pronouns in accordance with their position, as a rule, regulate a large bulge of personification or generalization.

– Elite discourse embodies a rather closed institutional discourse, according to the conditions of the internal conventional communication strategy. Therefore, the actors (participants) of elite discourse prefer not to leave information outside the elite or the implicit transmission of this or that information in accordance with the habits of the inner speech behavior of the elite, communication strategies.

– The analysis of the linguistic features of the elite discourse also allowed us to establish that the elite, due to its passionate nature and limited numerical composition, in addition to being in the foreground in the life of society as a whole, follows a strategy of closed communication. This ambivalence, that is, both being in the field of vision and isolation within the elite have formed certain speech habits, a vivid example of which we can trace in the semantic field associated with the implementation of the microconcept “Megxit”. So, here, in accordance with the habits of the elite to conditional speech behavior, information whose pronunciation is prohibited is given only in an implicit form, as well as persons whose name is forbidden to be called are generally designated by the pronoun they. It turns out that this trend, actualized in the elite discourse, arose as a form of manifestation of the polarization of *US/Them* in a new and different context.

– During the research of the dissertation work, it was clearly established that the juxtaposition of *U English usage* and *non-U English usage* acts as a manifestation of socio-hierarchical gradation in elite discourse. That is, persons who have entered the elite due to their current political, economic status, achievements in the field of sports, show business, are subjected to internal gradation on the basis of this comparison.

– It turns out that the comparison of *U English usage* and *non-U English usage* allows us to consider the use of certain words, expressions as an “indicator” of belonging to the elite.

The juxtaposition of *U English usage* and *non-U English usage* also manifests itself at the phonation level. This form of manifestation, historically very relevant for the British elite discourse, we have clearly traced in the context of the analysis of Bernard Shaw’s work “Pygmalion” from a sociolinguistic aspect. It also turned out that for the modern British elite, compliance with pronunciation standards is one of the main factors of “*voice control*” for entering the elite (by conditional analogy with the principle of “*face control*”).

– Representatives of the elite discourse can demonstrate different speech behavior, moving into the sphere of the political elite, when

the tendency to “chameleon” pronunciation or mocknification comes to the fore. While in the first case, communication with representatives of the elite is maintained in accordance with the pronunciation standards adopted in the middle of elite discourse, communication with representatives of the lower classes is considered in the same style in which there are elements of Cockney pronunciation. In the second case, however, it implies a complete or partial rejection of one’s own traditional elite style of pronunciation, preferring a not so successful imitation of a direct Cockney style of speech.

The main content of the study, the provisions submitted for defense, as well as scientific conclusions and generalizations obtained during the study, are reflected in the following articles and theses of the author:

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