ABSTRACT

Subject matter: Linguo-cultural analysis of inaugural addresses of the presidents of Russia and the USA.

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Topicality of the research: Today there is a necessity in studying discourse strategies of representatives of different cultures for efficient intercultural communication.

Tasks of the research:
1. To define the concept of discourse.
2. To analyze main characteristics of discourse activity.
3. To show the fundamental features of political discourse.
4. To consider principal linguo-cultural peculiarities of discourse formation.
5. To analyze the inaugural addresses of the presidents of Russia and the USA and to mark out linguo-cultural peculiarities of their formation and contents.

Theoretical significance of this work consists in the fact that during the conducted research an attempt to define main peculiarities of discourse and linguo-cultural characteristics of political discourse as its variant has been undertaken.

Practical significance of the study lies in the fact that the main common and distinctive peculiarities of political discourse and its linguo-cultural characteristics were defined through analyzing the inaugural addresses of representatives of Russia (of V. Putin, 2004; D. Medvedev, 2008) and of the USA (the inaugural addresses of G. Bush, 2005; B. Obama, 2009). The aim of the fulfilled research was to explore often opaque relationships of causality and determination between discursive practice, events and texts, and wider social and
cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the transparency of these relationships between discourse and society is itself a factor securing power and hegemony.

**Results of the research:** This work analyzes discourse of political speaking, namely the inaugural address of presidents of Russia and the USA: G. Bush, B. Obama, V. Putin and D. Medvedev. Inaugural address predetermines the policies of a newly inaugurated president and its overall significance is enhanced in case of the president’s policy of changes. The aim of this paper was to examine persuasive strategies of presidents and its cultural and ideological component. The analysis of inaugural addresses reveals main stylistic and compositional peculiarities of Russian and American discourse formation which turned out to be very much alike due to the nature of the political event the presidents were involved into, i.e. ceremonial speech, which doesn’t vary much in political cultures of the West and of Russia.