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SUMMARY

In this paper I analyze the role of personal pronouns in Russian political discourse. In particular, I take into account the annual address that the President of the Russian Federation delivers to the Federal Assembly and to the Russian citizens who are reached through the media. The present analysis compares the use of the personal pronouns made by the current Russian President, Vladimir Vladimirovič Putin, and the previous President, Dmitrij Anatol'evič Medvedev. The pragmatic consequences of the usage of personal pronouns are very relevant in political discourse because of their persuasive aims. The first-person plural personal pronoun *my* 'we', especially in its inclusive and ambiguous occurrences, can be used to create an effect of embrayage, i.e. an empathetic involvement of the speaker towards both the subject of the utterance and the audience. Moreover, the analysis of the personal pronouns *ja* 'I' and *vy* 'you(pl.)' shows the role played by the speaker and the audience in the discourse: thanks to these personal pronouns the speaker chooses a more personalized approach in the discourse by speaking personally and directly to the audience.