

## MULTIMODALITY OF POLITICAL LEADERSHIP IN WAR DISCOURSE

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This study aims at providing an insight into the dialectics of authority and leadership in crisis communication. To be more specific, our research goal consists in disclosing the specifics of the discursive construction of leadership in the daily addresses by President Volodymyr Zelensky to Ukrainian people. Our main claims are based on the assumption that power is the ability to control, while leadership is the ability to inspire. The work highlights the significance of language use by a political leader in his discursive activities aiming to establish his leadership under the circumstances of war, when vital decisions are to be made and communicated internally and internationally.

Linguistic cues work as the most important reference points for meaning construction and, therefore, for establishing the relation between power and leadership in society. They transform the cognitive processing of discourse from an individually to a socially-distributed activity. Hence, in the analysis, we approached discourse production as a socio-semiotic practice, which determined the choice of the socio-cognitive approach to discourse studies (Dijk, 2008) as the theoretical framework for this research.

The use of the socio-cognitive approach allowed us to analyze the ways in which individual cognitive processes are related to the structures of discourse, verbal interaction, communicative events and the social semiotics of situated discourse. The analysis of linguistic means at various levels (lexical, grammatical and stylistic), as deployed by the Ukrainian President in the discursive environment of the Russia-Ukraine war, allowed us to determine the “inspirational” function of the language of power which promoted a formally appointed (elected) President of the country to a nationally recognized (approved) leader of his people.

Leadership, unlike other institutional roles, is to a great extent dependent on affective representations on the one hand, and recipients’ perceptions on the other hand. That is why it was relevant and feasible to characterize its textual psychometrics by means of LIWC software (Linguistic Inquiry and Word Count) (Pennebaker et al., 2007) – an increasingly popular automated word analysis tool used in the social sciences.

### References:

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