Abstract:
In a totalitarian society people are forced to use ready phrases "stored up" by their political leaders. This language acts as a lexically and stylistically marked signal which helps to select the ideologically loyal people from the political aliens. It acts as "a blotting", "a ticket" for passing into the determined, isolated zone of class and ideological communication. Only selected people are permitted to think, but all others must work. Only certain people can contrive ideas and thoughts: others must learn and use them mechanically. By creating "the language of utopia" they indirectly, or more often attentively, frustrate the national literary language. In the language of utopia the complex process of the production of a speech as a process of the gradual realization of the semantic, grammatical and pragmatic rules, which are being formed on the basis of natural cognitive structures, turns into a mechanical substitution of "ready-made" semanticized images, limited ideological, communicative and behaviorist clichés. Such most famous anti-utopists as Orwell, Huxley, Zamyatin and Platonov reflect in their literary works the key elements of this language. One of the main features of Andrei Platonov's language is concerned with the reflection of all the typical elements of the New Language of the Soviet epoch (Novoyaz), of the clichéd speech of ideology. This quasi-language of utopia can be relatively distinguished as one of two basic components of the Russian national linguistic diaglossia, as a secondary semiotic system - "an annex" to the literary Russian language created for an exceptional purpose in a certain political and ideological socium. The new Soviet language was generated by the usage of a limited set of communicative and ideological clichés. This is a language of declarations and prescriptions, slogans and propaganda posters - a convenient language for the proclamation of a New Ideal Society. By compelling people to act and think in that manner the ideologists succeed in the formation of a human "normalized" mass (the expression of Platonov) that is vulnerable to any kind of manipulation and directed programming. In his works Platonov reflects this "zombie effect" at a large scale. Platonov's use of the ideological clichés in the capacity of the stylistic device gives rise to a strong anti-utopian effect. In using them, Platonov severely criticizes the primitiveness of the propaganda, the mythologisation of ideology, the collectivist, stereotyped, clichéd way of speaking and thinking. He defines the basic reason of such mass mental and language deformations which lies in the nature of the Soviet utopia.