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THE COGNITIVE ASPECT OF USING OF APHORISMS IN ENGLISH POLITICAL DISCOURSE

Summary. The article deals with peculiarities of political discourse of English language. The author considers political aphorism as special unit that indicates interests and world outlook of a certain politician. On examples of aphorisms of famous world politicians author has determined most frequently used concepts that are used in political discourse.

Key words: aphorism, concept, lexeme, political discourse, politician.

The problem. Studying sense of political discourse we notice that aphorism reflects its existence in unity of two parts – material (events and phenomena that are directly connected with field of policy) and abstract one that indicates reality of human's existence. On one hand, political aphorisms like aphorisms of another groups, characterize common important cultural concepts; form positive attitude to world's spiritual values, on other – hand political aphorisms reflect peculiarity of perception of reality of political discourse.

The analysis of vocabulary of political aphorisms allows us to make conclusions about features of world outlook of participants of political discourse and also about its system of values and ways of its realization. So, problem of article lies in considering of interconnection between aphorisms that are used by politicians and its world outlook or system of values.

The aim of article is to disclose meaning, principals of use of political aphorism as element of political discourse.

The subject of article is political discourse as important part of lexicology.

The object of article is a political aphorism as an important element of political discourse.

The reference of article lies in importance of political discourse in common. People always tried to find ways to influence and manipulate great quantity of people, so political aphorisms have been created as result of such a process of searching and this question has been studied by many scientists, lexicologists, politicians etc.

A lot of native and foreign scientists have investigated aspects of political discourse. The ories of political discourse have been studied by following scientists: Y. Sheigal, B. Parshin, T. van Dake, A. Chudinov, S. Vinogradova.

The ories of speech influence and principals of linguistic pragmatics have been studied by I. Susov, O. Issers, M. Makarova and ors.

The main Material. The perception of world of policy is realized in system of concepts in consciousness of participants of political discourse. «The central concepts that form basis of social institutions have great generative power because y concentrate great sensual field. The special vocabulary should be compiled in order to describe this sensual field» [1, p. 6].

The According to vocabulary of cognitive terms statement of concept corresponds to representation of such meaning which is operated by a man during process of thinking and also which reflects

content of experience and knowledge, content of results of whole human's activity and of processes of world cognition in form of certain «quantum» of knowledge. Concepts reduce diversity of observed and imaginary phenomena to only unit bringing m under one subject. The y help man to keep knowledge about world. The y are also used as «building blocks» of conceptual system promoting process of experience handling by summing information under certain developed categories and classes. The statement «concept» means totality of words and phrases that create matic cycle and it is closely connected with statement «semantic field» [3, p. 430].

It should be pointed that in minds of native speakers reality is divided into two interrelated associated sides: material (real) world and world of abstract concepts and phenomena. These are very important components for many categories of people and especially for politicians who try to comprehend and define reality in its diverse relations with a man.

Each category in lexical composition of aphorisms is presented in a special lexical and grammatical set. In particular, a considerable amount of lexical units presents property category of «policy» and categories which include lexical units denoting such concepts as «state», «nation», «ideology», «law», «society», «power», «right», «economy», «democracy», «health», «election», «crime», «corruption», «war» etc.

The concept of «policy» is regarded in political aphorism system in several aspects: a) activities of state administration reflecting social order; b) direction of state activities (native and foreign policy); c) kind of action, strategy:

«Politics depends on our ability to persuade each or of common aims based on common reality» [6, p. 140].

«The first rule of politics: the are no rules. You make your own luck» [8].

The Foreign policy in aphorism system is pointed as:

a) a non-intervention in internal affairs or countries:

«In end, no amount of American forces can solve political differences that lie in heart of somebody else's civil war» [6, p. 133].

b) relations with anor countries:

«When our neighbors suffer, all of Americans suffer» [6, p. 121].

c) process of realizing of foreign policy:

«Diplomacy is measured by patience and effort» [6, p. 73].

d) interwork among countries:

«Interdependence is an accepted fact. It is giving rise to a great yearning for a sense of global purpose, underpinned by global values, to overcome challenges, global in nature» [7];

e) globality:

«The Globalisation is good, but it will only work to create a world of peace and plenty if world also acts decisively to give its values a set of convictions and beliefs, as well as accepting what it brings by its own force» [9].

The Specificity of political aphorism system indicates lexemes that form semantic field «power». Power is understood in political

science as a special kind of influence, and as ability to achieve certain goals, and as possibility of using those or or devices, and as special relationships between administration and inferior [5, p. 98].

Y. Sheigal divides political aphorisms into two groups:

1) aphorisms that include essence of power, its philosophical and psychological aspects;

2) aphorisms of strategic type that include strategic principals of struggle for power [5, p. 106].

The Aphorisms of first group are considered as as aspire to power as an integral direct feature of human nature and also y reveal deep psychological motivation of thirst to power authorities; emphasize negative moral and et hic consequences of staying in power. Strategic aphorisms declare principle of distribution of power; actualize statement of power at forefront of revolutionary strategy; postulate government support to force of weapons; emphasize incompatibility of absolute power and freedom.

The Different groups of political aphorisms are presented in following examples:

1) The Political domination:

«Sometimes only way you conquer pull of power is to set it down» [7].

2) bodies of administration, government:

«In an opportunity society, as opposed to old welfare state, government does not dictate; it empowers» [7].

3) The Rights and abilities:

«Power, wealth and opportunity are in hands of many, not few» [9].

The lexeme «elections» also relates to semantic field and presented political aphorisms of words such as campaign, campaigning, voter, party, guarantees, promises:

«The core vote of this party today is not heartlands, inner city, not any sectional interest or lobby. Our core vote is country».

A large group among political aphorisms make up formula, comprising such lexemes as tutor, government, administration that are included in semantic field of «administration», for example:

«Leaders lead but in end it's people who deliver» [7].

The Analyzing lexemes with a more concrete content we make a conclusion that much attention is given to features of character of a tutor that is a member of a ruling party or of a politician that have ruling positions in a country. Lexical content of such aphorisms include lexemes denoting:

a) The Moral essence: gratitude, audacity, integrity, honesty, responsibility, as in following example:

« The Power without responsibility being prerogative of harlot through ages» [9];

b) ability of a tutor to fulfill promises and to achieve aims, for example:

« The Promise made is a promise kept» [6, p. 80];

c) tutor's attitude to all people and himself: arrogance, confidence, goodwill etc., for example:

«We need leadership that sees government not as a tool to enrich well-connected friends and high priced lobbyists, but as defender of fairness and opportunity for every American» [6, p. 92];

d) tutor's volitional qualities: courage, independence, strong will, for example:

«The Religious leadership need not accept such wisdom in counseling ir flocks, but y should recognize this wisdom in ir politics» [6, p. 97].

Conclusions. We come to a conclusion that aphorisms help us to determine what concepts attract attention of different politicians as authors of aphorisms. The analysis has shown us that most used concepts of aphorisms are such concepts as: «policy», «state», «value», «administration», «power» and «economy». The Aphorisms have been created as result of great cultural experience of any nation. The intensity of using of certain concepts indicates features of world outlook of certain politicians. The deeper investigation of or aspects of political discourse may be perspective for furr investigations.

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Правдивцева Ю. С. Когнітивний аспект вживання афоризмів в англійському політичному дискурсі

Анотація. У статті розглянуті особливості політичного дискурсу англійської мови. Автором проаналізований політичний афоризм, як особлива одиниця, яка відображає інтереси та світогляд певного політичного діяча. На прикладах афоризмів відомих світових політиків автором визначено найбільш розповсюджені концепти, які вживаються в політичному дискурсі.

Ключові слова: афоризм, концепт, лексема, політичний дискурс, політичний діяч.

Правдивцева Ю. С. Когнитивный аспект употребления афоризмов в английском политическом дискурсе

Аннотация. В статье рассматриваются особенности политического дискурса английского языка. Автором анализируется политический афоризм, как особая единица, которая отражает интересы и мировоззрение определенного политического деятеля. На примерах афоризмов известных мировых политиков автором определены наиболее распространенные концепты политического дискурса.

Ключевые слова: афоризм, концепт, лексема, политический дискурс, политический деятель.