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**POLITICAL METAPHOR AS THE CONSTITUENT OF THE POLITICAL
DISCOURSE OF GREAT BRITAIN, THE USA AND UKRAINE
ПОЛІТИЧНА МЕТАФОРА ЯК СКЛАДОВА ПОЛІТИЧНОГО ДИСКУРСУ
ВЕЛИКОБРИТАНІЇ, США ТА УКРАЇНИ
ПОЛИТИЧЕСКАЯ МЕТАФОРА КАК СОСТАВЛЯЮЩАЯ
ПОЛИТИЧЕСКОГО ДИСКУРСА ВЕЛИКОБРИТАНИИ,
США И УКРАИНЫ**

Розглянуто особливості використання метафор, пов'язаних з концептосферою війни, в сучасному англійському та українському політичному дискурсі. Завданням статті є аналіз метафори як мовного засобу впливу з метою формування в реципієнта та у суспільства в цілому позитивної або негативної думки про те чи інше політичне явище, політичну партію, політичну програму та ін. Актуальність статті зумовлена загостренням розвитку подій на світовій політичній арені, що сприяє активізації демагогічних та пропагандистських риторів, зокрема, й в у мейнстрімному американському, британському та українському політичному дискурсі.

Ключові слова: політичний дискурс, політична метафора, концептосфера війни, пропагандистська риторика.

Рассмотрены особенности использования метафор, связанных с концептосферой войны, в современном английском и украинском политическом дискурсе. Основным заданием статьи является анализ метафоры как языкового способа влияния с целью формирования у реципиента и общества позитивного или негативного мнения о том или ином политическом явлении, политической партии, политической программе. Актуальность статьи обусловлена обострением развития событий на мировой политической арене, что способствует активизации демагогических и пропагандистских риториков, в особенности в мейнстримном американском, украинском и британском политическом дискурсе.

Ключевые слова: политический дискурс, политическая метафора, концептосфера войны, пропагандистская риторика.

The usage peculiarities of the metaphors connected with the sphere of "war" concepts in contemporary English-language and Ukrainian-language political discourse have been studied. The task to the article has been to analyse metaphor as linguistic influence means, the aim of which is to form in the recipient and in communities on the whole positive or negative attitude towards some or other political phenomenon, political party, political program, etc. Topicality of the article is predetermined by sequence of events intensification on the world public arena leading to demagogic and propagandist rhetoricians' activation including the mainstream American, British and Ukrainian political discourse.

Keywords: political discourse, political metaphor, sphere of "war" concepts, propagandist discourse.

Recently the political discourse manipulation potential has been the focus of scientific interest of wide range of scholars – linguists, psycholinguists, political sociologists, journalists, etc. The article under consideration deals with the analysis of metaphors' usage peculiarities within the political discourse of Great Britain, the USA and Ukraine. The topicality of the problem is obvious in relation to sequence of events intensification on the public arena leading, in its turn, to demagogic and propagandist rhetoricians' activation in the mainstream American, British and Ukrainian political discourse.

Political activity has always played a prominent role in the life of society. Political position or situation in the country tends to determine its place on the international arena, its relations with other states.

The basic criterion of political discourse is the power struggle, as any politician seeks to get public approval of their principles from the widest range of compatriots, foreign politicians and influential international organizations. To affirm the truth of their philosophy and actions the politicians have to substantiate the others, to be persuasive [3, p. 14].

The methods of political influence, political manipulation in mass media include: publication of statistical information dealing with activity of various subjects of political activity (politicians, political parties, state organizations, etc.); "tendentious" demonstration of political subject's actions, consequences of such activity or realities, connected with this activity in a certain way, with no verbal comments; presentation of the point of view on various problems, etc. Still, it goes without saying, that it is metaphor within political discourse that is believed to be one of essential and bright elements of the system of speech influence technologies [1, p. 12].

The political metaphor theory was developed on the basis of two leading branches of contemporary linguistics – metaphorology and political linguistics. Close encounter of these two branches took place due to both rapid development of the researches devoted to political communication and rethink of the concept of metaphor, reinterpretation of its role in organization of mental processes and linguistic view of social relations. Contemporary science has been developing the concept of political metaphor as the instrument of political processes' realization, formation and estimation, the means of influence on social consciousness. Within politics metaphor is the basic "supplier" of alternatives of problem situations' solutions. It is the political metaphor that seems to propose enormous variety of possible ways out of the crisis, which are later to be considered by the politicians while making decisions [1, p. 12].

Grounding on the analysis of different scholars' views of the metaphor and on the basis of specific study of this linguistic phenomenon within the contemporary political communication tentative definition of political metaphor's functional role has been set forth. Thus, political metaphor is a metaphor as a linguistic influence means, the aim of which is to form in the recipient (usually in communities on the whole) positive or negative attitude towards some or other political phenomenon (policy, political party, political program, political event, etc.) [2, p. 98].

In the language of political figures metaphor lies on the border of individual and public. It is explained by the fact that here one finds original connection, on the one hand, of political, economic vocabulary and terminology, on the other, of expressive and evaluative vocabulary of texts, aimed at wide audience of recipients. The language of politics functions in various spheres, and it gives grounds for outlining its peculiarities as of the language of science (metaphor as the means of primary nomination of the brand

new objects) and as of the language of social and political journalism (metaphor as the means of secondary nomination and carrier of expressivity and evaluation). Obviously, in political sphere a number of language units execute the functions of expressivity demonstrators, fulfill the task of influence, as the secondary nomination in journalistic text on political topics is of utmost importance.

Thus, in the scheme of any metaphorical image formation which deals with the sphere of politics, a human plays the role of target (or object, event, phenomenon, etc.). The source of political metaphor, as it may be concluded from the material under examination, can be any lexico-semantic sphere (human, their activity, nature, etc.) [2, p. 100].

Within political discourse metaphors are of rather specific character, as they concern social and political life and act as actual factors of discourse formation in the political sphere.

Political metaphor within political discourse is closely connected with the definite type of political thinking and thus with political preferences of society. Metaphors used in the speech of politics are not simply “rhetorical decorations”, they may be said to reflect definite way of political events’ perception, and this way influences the nature of corresponding decisions and actions, political dialoging manner.

Every metaphor has its own composite nature, as it is the “play” of figurative and direct senses, subject-matter and image. Therefore semantic classification differentiates metaphors according to various criteria, depending on comparison criterion.

One of the most productive sphere of concepts in relation to political metaphors’ creation still remains the sphere of “war” concepts. Political metaphor within political discourse is closely related to the type of political thinking and thus to the political preferences of the society. Interpretation of political activity in terms of “war” metaphor (policy as conduct of military operations, political success as defeat of enemy, political program as weapon, opposition of parties as soldiery collisions, situation in Ukraine as hard-line, etc.) results in the conflict nature of public policy. Similar interpretation in metaphorical terms – reference to the militaristic line of thoughts – is illustrative of this category’s negative evaluation in public consciousness. Some examples of such metaphorical interpretation appear to prove it:

At the barrel of a gun

President Obama uses the war metaphors in order to emphasize the seriousness of the political conflict and ensure the audience in what he is saying:

*“And we call upon others to join us on the right side of history – for while small gains can be won **at the barrel of a gun**, they will ultimately be turned back if enough voices support the freedom of nations and peoples to make their own decisions” [8].*

Get a barrel

Ukrainian ex-PM, Mr. Yatseniuk used the following metaphor to represent the aggressor as an enemy:

*“The PM emphasized that this government was ready for an open dialogue. “We extended our hand to Russia, but instead we **got a barrel**” [7].*

Russian military boots

In this case **the boots** denote the meaning of an entire army, to make the speech more dramatic:

“Twenty years ago, Ukraine abandoned nuclear weapon. We possessed the third-biggest arsenal in the world. As we relinquished our nuclear power arsenal in Budapest, Ukraine got guarantees of territorial integrity and sovereignty. And Russia was a co-

signer and co-contributor of this memorandum. Instead of security guarantees in 20 years, we received **Russian military boots** on Ukrainian soil” [7].

David Cameron, also constantly uses war metaphors speaking about Ukraine-Russia conflict.

“Russia appears to be trying to force Ukraine to abandon its democratic choices **at the barrel of a gun**,” Cameron told parliament, warning Moscow its relationship with the rest of the world would be “radically different” in future if it continued with its current policy on Ukraine” [7].

To be born out of revolution – the following phrase is used metaphorically in the meaning to appear:

“We were **born out of revolution** against an empire. We were founded upon the ideal that all are created equal, and we have shed blood and struggled for centuries to give meaning to those words – within our borders, and around the world ”[4].

The flames of division – the concept of flame is used in the indirect meaning to express sudden and unpleasant situation:

“I know there are many – Muslim and non-Muslim – who question whether we can forge this new beginning. Some are eager to stoke **the flames of division**, and to stand in the way of progress” [5].

Ukrainian ex PM, on the other hand uses metaphors to show the position of Ukraine as a victim country, which is struggling to protect itself from the aggressor:

To be armed to teeth – the phrase means that PM shows that the country which has troops and is properly armed, is considered to be dangerous :

“A few months ago, the Russian Federation annexed Crimea. One country, which is the UN member and a P5 member, one country which is **armed to the teeth**, just decided to grab the land of an independent Ukraine. And let me commend the efforts of UN member states that overwhelmingly supported the resolution that supports Ukraine’s territorial integrity and condemns an illegal annexation of Crimea by the Russian Federation” [7].

Stick to your guns

The terms guns usually refers to handguns, not rifles. Handguns have been used for centuries in warfare, police work and personal protection. The word gun originally meant a device used in warfare in the Middle Ages to throw rocks or other projectiles, the phrase *stick to your guns* means that one must not back down from a fight. This idea was derived from the notion of a soldier continuing to stand and fight when a battle seems to be lost.

“When Barack Obama tried to pass a new health care bill, he had many opponents that tried to weaken the bill. However, he **stuck to his guns** and got most of the bill passed the way he wanted it” [12].

Smoking gun

When a gun is fired, a small amount of smoke is released from the barrel after the gunpowder in the bullet explodes. A smoking gun indicates that the gun has just been fired. Metaphorically, a smoking gun refers to evidence that something has just happened.

“After Barack Obama was elected president, many critics claimed that he was not a U.S. citizen and spent years searching for the **smoking gun**, a birth certificate from Kenya, but it was never found” [11].

Trigger a recession

The term trigger can also be used to indicate the beginning of the end of something.

"Some experts believe that the recession of 2014 was **triggered by the Wall Street bank failures**" [10].

Big shot

A discharge from a large gun or cannon may be called a big shot. Metaphorically, a very important person in an organization may also be referred to as a big shot.

"Legal big shot who's back among the NY school kids. The White House lawyer who took on Microsoft is now New York schools chief – helped by Gates's millions" [98].

Straight shooter

Someone who is very accurate at shooting a gun is called a straight shooter. Metaphorically, a person who is always honest and does not make up stories or fabrications is also sometimes called a straight shooter.

"John McCain has been known for years as **a straight shooter** since he always stuck to his principles and told the truth in Congress" [9].

Having analysed the public speeches of some prominent political figures of Ukraine, England and the USA it is possible to come to the conclusion about the extensive use of metaphors from different spheres of concepts. But the sphere of war and military battles still remains one of the major sources of political metaphor. It is predetermined by the fact, that the war language is clear to any constituency and does not have either age or national and racial qualifying requirements. Unfortunately, the war language is understood by everyone, thus the speech of politicians and officials of any levels is likely to include the war motifs forever.

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