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LEXICAL AND SEMANTIC ELEMENTS OF THE ENGLISH POLITICAL DISCOURSE: EUPHEMISM AS THE COMPONENT OF APHORISM

The article deals with the determining of the essence of the English political discourse. The peculiarities of the use of aphorisms of famous politicians as the indicators of their world outlook have been analyzed. Much attention is paid to euphemisms that have the function of manipulating of the information or hiding of its content. The author has analyzed the aphorisms of the famous world politicians. The role and functions of euphemisms are considered in aphorisms.

Key words *aphorism, euphemism, political discourse, world outlook, influence.*

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ЛЕКСИКО-СЕМАНТИЧНІ ЕЛЕМЕНТИ АНГЛІЙСЬКОГО ПОЛІТИЧНОГО ДИСКУРСУ: ЕВФЕМІЗМ ЯК КОМПОНЕНТ АФОРИЗМУ

У статті розкрито суть англійського політичного дискурсу. Автором досліджено особливості вживання афоризмів відомих політиків, як індикаторів їхнього світогляду. Особливу увагу приділено евфемізмам, які несуть за собою функцію маніпулювання інформацією або приховування її змісту. Автором проведено аналіз

афоризмів та висловлювань відомих світових політиків та визначена роль і функція евфемізмів у таких висловлюваннях. На прикладах афоризмів автором визначено найбільш розповсюджені концепти, які вживаються в політичному дискурсі. Евфемізм, в свою чергу, як складова афоризму, на думку автора, виконує функцію засобу для нейтралізації негативної конотації різноманітних аспектів, ідей або фактів, які є непопулярними серед населення.

***Ключові слова:** афоризм, евфемізм, політичний дискурс, світогляд, вплив.*

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ЛЕКСИКО-СЕМАНТИЧЕСКИЕ ЭЛЕМЕНТЫ ПОЛИТИЧЕСКОГО ДИСКУРСА: ЭВФЕМИЗМ КАК КОМПОНЕНТ АФОРИЗМА

В статье раскрыта суть английского политического дискурса. Автором проанализированы особенности употребления афоризмов известных политиков, как индикаторов их мировоззрения. Отдельное внимание уделено эвфемизмам, которые несут за собой функцию манипулирования информацией или утаивание ее содержания. Автором проведен анализ афоризмов и изречений известных мировых политиков, определена роль и функция эвфемизмов в таких изречениях.

***Ключевые слова:** афоризм, эвфемизм, политический дискурс, мировоззрение, влияние.*

The problem. One of the most important spheres of communication is the political discourse. The politicians are speakers who work in the field of communication with people and they should have their own speech style because language for a politician is the main device of his professional activity. They should be able to create his speech depending on the aim, tactics and communicative situation. Thus the politicians should always clearly comprehend and control what and how they say.

The list of important qualities of language has been formed during the ancient times. The great examples of this aspect are the works by Cicero, Aristotle and other Greek and Roman scholars. Characteristic

features of Greco-Roman traditions have included correctness, uniqueness, accuracy, multiplicity, language pithiness and the truth of its content. During the last decades the process of forming of euphemisms and aphorisms as the important elements of the political discourse is provided quite intensively. This is due to the fact that nowadays the most important factor that contributes to euphemisms and aphorisms is the connection with certain social processes that enable them to be a widespread factor in socially important areas of language.

The relevance of research lies in the fact that the use of euphemisms is important because they have an influence on the mass audience of people through the political language that is targeted process. It should be provided according to the requirements of cultural and legal correctness. Many aspects of this question are still to be not analyzed, for example: the question of political euphemisms systematization, the determining of spheres of political euphemisms. These aspects determine **the aim** of the research which is to identify the main features of the use of euphemisms in the English language.

The Object of research is a political discourse characterized by the number of features and complex aspects.

The subject of the research is euphemism and aphorism as the units of the political discourse.

The analysis of the research works. The problem of euphemisms has been studied by a number of native and foreign researchers like G. Paul, D. Rosenthal, S. Vidlak, O. Akhmanova, O. Reformatskiy. The modern researchers of this question are V. Moskvina, M. Koshova, A. Katseva.

The theories of the political discourse have been studied by following scientists: Y. Sheigal, B. Parshin, T. van Dake, A. Chudinov, S. Vinogradova.

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

The perception of the world of policy is realized in the system of concepts in the consciousness of the participants of the political discourse. «The central concepts that form the basis of social institutions have the great generative power because they concentrate the great sensual field. The special vocabulary should be compiled in order to describe this sensual field» [2, p. 6].

According to the vocabulary of cognitive terms the statement of the concept corresponds to the representation of those meaning which is operated by a man during the process of thinking and also which reflect

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

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

Y. I. Sheigal divides the political aphorisms into two groups:

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

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

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

Each category in the lexical composition of aphorisms is presented in a special lexical and grammatical set. In particular, a considerable amount of lexical units presents the property category of «policy» and categories which include the 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 the political aphorism system in several aspects: a) the activities of state administration reflecting the social order; b) the direction of state activities (native and foreign policy); c) the kind of action, strategy:

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

Foreign policy in aphorism system is pointed as

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

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

b) the relations with another countries: *«When our neighbors suffer, all of the Americas suffer» [6, p. 121].*

As the mechanism of linguistic influence euphemisms express certain opinions or assessments in order to fix them in the communicators' mind or in order to provoke it for actions in accordance with the specified aspects. Such political communication in modern linguistics is determined as the «linguistic activity which is specialized on the promotion of certain ideas, emotional influence on citizens and their encouraging for political actions in order to develop a social consensus, to make important social and political decisions in the conditions of multiplicity of opinions in society [6, p. 4].

Euphemism may be a part of a certain aphorism. The main purpose of the use of euphemisms in the political sphere is hiding of the true nature of the phenomenon which has negative attitude in society by way of creating the neutral or positive connotations. V. Zobotkina has noticed that one of the motives of the use of euphemisms in the political sphere is «an attempt to create the speech illusion of justifying of unpopular policy» [1, p. 234]. E. Sheyhal has pointed that «the high degree of manipulation of politicians' speech has the aim to hide certain aspects of reality» [5, p. 154]. It is important to point that linguistic euphemisms oppose to political ones because they have a low euphemistic degree. It is connected with the denotation's obviousness as well as for recipient as for communicator. This is the main difference between the political and linguistic euphemisms that are pointed in the dictionary.

Let's analyze the suggestions the US president's administration about Guantanamo. Its main idea is the possibility to carry out the death sentence without trial:

«The proposal would ease what has come to be recognized as the government's difficult task of prosecuting men who have confessed to terrorism but whose cases present challenges. Much of the evidence against the men accused in the Sept. 11 case, as well as against other detainees, is believed to have come from confessions they gave during intense interrogations at secret CIA prisons. In any proceeding, the reability of those statements would be challenged, making trials difficult and drawing new political pressure over deatainee treatment » [6, p. 71].

Thus, in this example the undetermined character of the linguistic unit «intense interrogation» leads to neutralizing of negative connotation. This is due to the desire to neutralize the negative effect of unpopular political decision.

A similar example is the sentence from the same decision:

«The provision could permit military prosecutors to avoid airing the details of brutal interrogation techniques» [6, p. 2].

There's the example of the use of the statement «interrogation techniques» instead of a certain more clear and determined phrase that would characterize the use of threats or physical force. So, in this case the euphemism conceals the actions that violate human rights by way of manipulating by the public opinion.

Conclusion. After the investigation we have made a conclusion that euphemism is an important part of a complex mechanism called political discourse that aims to conceal or soften unpopular facts or certain aspects in society. Another important element of the English political discourse is aphorism that is created as the result of great cultural experience of any nation. The intensity of using of certain concepts indicates the features of the world outlook of certain politicians. The deeper investigation of other aspects of the political discourse may be perspective for further investigations.

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