

Sokolskiy Daniel,
student of Dnipropetrovsk State
University of Internal Affairs
Kuzmenko Anastasiia Oleksiivna,
PhD, Associate Professor
Dnipropetrovsk State University of Internal Affairs

METAPHORS IN POLITICAL DISCOURSE

In a modern language a tendency is more frequent revealed to language cost effectiveness. In connection with the constantly accelerated rhythm of life, people sometimes do not have time on the detailed explanations of some facts, phenomena of reality. As a result, people use certain language means which express sense of utterance not only laconically but also perform the expressive duty for a necessary information transfer. To such language means it is possible to take a metaphor.

A common approach to explaining metaphor is to consider it as one thing understood as another and summarised through the formula A is B, a typical realization of which would be MAN IS A WOLF. This raises expectations that metaphor use will arise in prepositional sentential structures involving subject + predicate contexts and doubtlessly metaphor studies show this to be a productive framework as also a pedagogically effective explicative formula [2].

Metaphors are comparisons that show how two things that are not alike in most ways are similar in one important way. Metaphors are a way to describe something. Authors use them to make their writing more interesting or entertaining. Unlike similes that use the words “as” or “like” to make a comparison, metaphors state that something is something else. Despite its important function in language, the status of metaphor in linguistic studies has not always been the same. Traditional approaches consider metaphor as a mere figure of speech, and historical semanticists regard metaphor as an important procedure of semantic change whereas more recent frameworks such as cognitive semantics view metaphor as a cognitive mechanism. From the cognitive linguistic view, there are mainly three kinds of metaphors, namely, orientational metaphor, structural metaphor and ontological metaphor [4].

In line with this last approach recent studies within the field of English for Specific Purposes (ESP) are analyzing the role and function of metaphor in areas such as Policy.

Political discourse of the press is presented in the political divisions of informational and analytical editions, in analytical texts; analysis, comment, predictions of different industries of policy and information message are in the basis of it. So texts which light up the political spheres of life and carry out influence on consciousness of individuals-recipients are political discourse [3].

Political discourse is characterized by its specific vocabulary, especially by a

terminological base. Some political terms are clear for wide public and they do not need to be explained, they lost their terminology.

Political discourse carries rhetorical character. Discourse has the certain system of genres which are understood by us as proof types of rhetorical works that are the unity of the special properties of manner and matter determined by an aim and terms of communication and it is oriented to the reaction of addressee. Political discourse is characterized by its own rhetorical features. Efficiency of political discourse appeals directly and depends on the used methods of the rhetorical acts on an addressee:

“What an awesome night for you,” he told Obama shortly after the race was decided.

*Obama's successes in the **White House race** were matched by Democratic wins in Congressional seats. The backlash against Bush provided the Democrats with one of their most satisfying wins of the night, ousting the veteran Republican Elizabeth Dole.*

*“The way we saw it, **a vote for Obama was a vote for basketball,**” Adam Silver, the deputy commissioner, said. His equation is simple. Obama loves basketball. And, for now at least, the world loves Obama.*

A metaphor as unit of language and speaking presents certain concepts which are used for the estimation of human activity and also for the construction of the world picture.

An address to the use of this or that metaphor allows to give position of author brighter, to strengthen the pragmatic action of speech. The estimation of metaphor comes forward as means of expressivity of speech which is the component of pragmatic sense of word, so as recreated in the process of communication.

A metaphor shows by itself a universal mechanism in creation of emotionally evaluated category. Not only a vivid idea and information about an estimation but also expression of concrete emotions are final in its - neglection or honour.

The estimation of metaphor realizes an attitude of language community toward the subject, which is correlated with a metaphor, object or phenomenon on a type "beautifully/badly" in the range of levels from "very beautifully" to "very badly". However, giving positive or negative status of axiology to the metaphor an author can not be sure in stability of estimation. A recipient which has his own valued orientation can decode a metaphor so, that a positive estimation will replace negative, and vice versa.

Moreover, an estimation can be changed in time, as the valued points of all society are changable, new priorities appear. Yes, in the days of socialism a value labour, public equilibrium and other socialistic ideals, was considered. In the modern terms of democracy the greatest value is a man, his freedom, independence. The old system of values became unacceptable for majority.

A metaphor plugs spheres-sources and spheres-targets of metaphorical

expansion in the structure. The sphere-sources of metaphors of political discourse can be medicine, economy, animals and plants, mythology, fiction and sport etc:

* wild days – period of unstable situation in bank sphere: *Wild days are here again;*

* wave of adverse – wave of unpleasant situations: *The sudden wave of adverse developments in European Currency markets, reflected in a set back in the pound, brought a vicious reversal in the UK stock market;*

* economic earthquake – economic fault / crisis: *Economic earthquake hit the stock market;*

* a financial hurricane – unpleasant financial actions: *A financial hurricane rages on Wall Street.;*

* Pearl Harbour – difficult situation: *This is sort of an economic Pearl Harbour we're going through. Most of Congress will get it and they'll do what's right for the country;*

* Armageddon – catastrophe situation: *Economic Armageddon nears as Australian "debt bomb" set to explode;*

* medicine– help in difficult situations: *Apart from carmakers and other manufacturers, the list of those laying people off now includes Pepsi bottlers, law firms, retailers, media companies, chemicals producers and even technology firms. All are desperately seeking a cure. And the most attractive medicine on offer looks like cash.*

So, the use of metaphor in political discourse is a way of forming and fixing in consciousness of addressee of permanent stereotypes of life, thinking, moral values, which are part of forming of public consciousness, language and cultural pictures of the world. The metaphors of political discourse perform the pragmatic function: an exchange of information is accompanied by stimulation of interest and excitation to expression of emotions at corresponding to them actions from the side of addressee. The metaphors of political discourse have information and expression, compression of information, stereotype, and practical orientation, positive and negative estimation. A characteristic of metaphors is addressability and purposefulness. A metaphor is the important element of political discourse, a productive linguistic device for the reflection of realities of the world of policy, their estimation and forming of public attitude to those events and phenomena of political reality, the historical witness of which we become today.

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