



УДК 71: 05-10

## МЕТАФОРА В ПОЛИТИЧЕСКОМ ДИСКУРСЕ

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### Аннотация

В статье рассмотрены особенности использования метафоры в политическом дискурсе. Обозначены понятия «метафора», «политическая лингвистика», «политический дискурс». Изучены виды и функции метафоры в политическом дискурсе.

**Ключевые слова:** метафора, политический дискурс, метафорический образ, политический сайт, политика.

## METAPHOR IN POLITICAL DISCOURSE

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### ABSTRACT

The article considers the peculiarities of metaphor usage in political discourse. The concepts "metaphor", "political linguistics", "political discourse" are designated. The types and functions of metaphor in political discourse are studied.

**Keywords:** metaphor, political discourse, metaphorical image, political website, politics.

## Introduction

A distinctive feature of the media is their mobility. They instantly adapt to the current economic, social, and political realities of their country. Interesting metaphors that appear on political websites immediately become widely used in the speech sphere in different contexts. Transmitting information in a metaphorical form to most users of political sites seems convincing, close, and objective. It is the imagery of the language used to present news and events on political websites, the widespread use of various stylistic techniques and expressive means, the ability to convey information in an accessible and interesting way that allows us to talk about their great manipulative potential.

Various aspects of studying the functional capabilities of metaphors in various discourses, including political ones, the impact of language tools used in political discourse on the recipient's consciousness, and the confirmation of the theory of metaphorical modeling based on the material of different languages and discourses are reflected in the works of many Russian scientists (E. V. Budaev, A. G. Dugin, V.I. Karasik, A.A. Kibrik, M. V. Nikitin, A. P. Chudinov). Nevertheless, the problems of political discourse and metaphorical modeling of non-linguistic reality in it need a deeper study, which determined the relevance and choice of the topic of this article.

The improvement and continuous development of political linguistic technologies indicates a great interest of scientists in this issue. In this connection, political linguistics is becoming increasingly popular and relevant. It is important to clarify this concept in the context of the current research. Thus, political linguistics is understood as a science formed at the intersection of linguistics and political science, and sets itself the task of identifying the main patterns of mutual influence and interaction of social, social, and political events in the country on changes occurring in the language. In this case, it is appropriate to talk about the opposite effect. The emergence of political linguistics is due to the obvious need for research and understanding of the role and significance of language in politics. The subject of political linguistics will be political communication. It is understood as a special speech activity aimed at the implementation and implementation of planned ideas and views. that is, political linguistics is designed to study the variety of relationships between communication, thinking, language, subjects of political activity, as well as the possibilities of speech behavior in General. It can also be said that political linguistics deals with the consideration of political discourse, which in this article is understood as a special type of discourse, represented as a combination of several speech acts used in various political discussions and debates with a specific goal to win and retain political power.

The well-known scientist A.P. Chudinov identified three main key characteristics of political discourse, or in other words, the main discursive characteristics of a certain political communication: authorship of a political text, its targeting, as well as strategies and tactics in political communication [1].

As noted earlier, the metaphor has found wide application in political discourse. Being a hidden comparison of one object or phenomenon with another based on their similarity, the metaphor manifests itself in everything: in our language, in our thinking, in our actions, and in everyday life in General. A significant number of classifications of metaphor and approaches to determining its essence indicate that it is of active interest to the progressive scientific community as a subject of study in various directions.

Note that the metaphor is multifunctional (it has nominative, genre-forming, informative, style-forming, heuristic, mnemonic, emotional-evaluative, ethical, coding text-forming, explanatory, and autosuggestive functions) [2].

As for political discourse, the metaphor has a special function-to influence the emotions of the intended recipient and make him act in the right way. By using a metaphor in it, you can

force the recipient to accept the necessary ideas and the necessary imposed opinion, because it appeals to the General knowledge of the person allows you to create a sense of certain equality between all participants in communication.

As the study shows, in political discourse, the most frequent use in the expression of metaphors are binomial phrases represented by the models adjective and noun, or the nominative case of a noun and the genitive case of a noun. Since metaphor is also an instrument of emotional influence on the audience, its use in political discourse in some cases leads to the fact that what is said or written is interpreted in different ways, in many aspects.

In recent decades, the military metaphor has been particularly popular with politicians. It is often used by politicians in particularly tense situations and in situations where the threat of war is obvious.

A. N. Baranov identified several groups of military metaphors. To these he attributed the following:

1. Types of military conflicts;
2. the Beginning of the war and its results;
3. Military actions
4. Armament, use of weapons, the result of their action
5. Organization of military service
6. Military units and divisions
7. location of troops [3].

This phenomenon in political linguistics is called "metaphorical militarism". N.V. Svinarenko rightly notes the possibility of studying the political history of the country on the semantics of metaphors. At the same time, the prevalence and widespread use of certain metaphorical models can suggest the conditions in which this country found itself [4].

Within the framework of the research, the classification of A. p. Chudinov is of interest, who identified the following types of political metaphors:

1. Anthropomorphic metaphor.
2. Artifact metaphor.
3. Sociomorphic metaphor.
4. Pertamina metaphor [3].

Anthropomorphic metaphor makes it possible to compare phenomena and objects with a person by certain characteristics: appearance, character traits, mood, social status, behavior. Here are some examples of anthropomorphic metaphors: "hard to swallow", "tongue of flame", "big-hearted", "in a feverish way".

Another type of artifact metaphor suggests that when creating this metaphor in the form of reference images were objects that a person created. For example: "he was parachuted in as skip back", "offensive defensive linemen aren't simply human mailboxes".

Sociomorphic metaphors are associated with various phenomena of social life. In this case, it is worth noting that the world of politics is continuously metaphorically created on the model of other spheres of human social activity.

A natural metaphor. When the model of correlation is nature, animals and plants. "The sun, above the mountain's head", "Sweet is the lore which Nature bring".

### **Conclusion**

Thus, it can be noted that the imagery of the political sphere is often achieved through the skillful use of various metaphors in political discourse. Also in the mass media, performing the corresponding function, it is the metaphor that acts as a means of creating a certain image of a political figure.

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