METAPHOR IN POLITICAL DISCOURSE

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From the Author
PREFACE

Language for me is a pen-friend. Long human words were easy,but short words were unpredictable. From this point I have choosen to write a book on metaphor, because I consider this area to be the most exciting new line.

The purpose of this book is to investigate metaphor used in political discourse in the English language, proceeding from the cognitive point of view. It is expected to perform the following tasks:

-to review existing definitions of metaphor in literature;

-to describe the functions and structural characteristics of metaphor in language;

-to choose the usage examples of metaphors in English political discourse and to conduct their analysis;

-to identify the main characteristics of political discourse;

-to identify the main functions of metaphor not only politically, but also linguistically.

I decided that, it would be useful and rewarding to undertake a study in which I would rely. By making my Work published I agreed to make a comprehensive investigation of *Metaphor in Political Discourse.* In the course of my study, I interviewed formally, or conducted informal discussions with local and foreign professors, scientists and instructors in this field. As far as I can recall, no scientist whom I approached denied me an interview, and most – even gave me confidence, stimulus, help, attention and additional information according Work. Unfortunately, if I had included even half of the work worthy of review, this book would be several times longer than it is.

Several friends and colleagues were good enough to read and comment critically on one or more of the drafts of this book. I am considerably in their debt. I know that I benefited greatly from their feedback; I fear that remaining errors and infelicities are my own responsibility.

The words. Why did they have to exist? Without them, there wouldn't be any of this. So, I can't explain in words what is in my mind. I love that I spend my time learning about the ways in which words fit together, how we can say the complete opposite of what we mean and people can still understand us. When I tell people I study Linguistics they always ask me what kind of job my degree can get me. I love Linguistics because it's like learning secrets. I love linguistics because it is a **mental challenge**.

So I choose not to limit my opportunities. Linguistics is the Science of Language. It teaches critical thinking, analytical skills, it forces us to peel back the skin of everyday life and pull it apart like an orange. From that, my options are kept open, but I still get to learn the things I enjoy.

What about me? - I was born and live in Baku, Azerbaijan. In 2012 received BA degree in English language and literature with Honors Diploma from Khazar University, Baku,Azerbaijan. In 2015 I confer upon a master's degree in Linguistics (English). Currently I am PhD.Candidate in Linguistics (Germanic languages). In 2012, I was invited to the School of Humanities and Social Sciences faculty (Dean Office) at Khazar University as a volunteer, later became an assistant, later as a Research assistant (currently), later as a lecturer (currently) I continue my work. I am an active participater of local and international conferences and trainings according field, from which awarded repeatedly.

Writing takes me forever. I am a freelance writer.
"Language Behaviour: Psycholinguistics",

"Going Internationally Online: English",

"The English Language for Global Communication: Perspective of Youth", "The Linguistic Nature of Metaphor",

"Globally Bridging: I Speak Your Language",

"The American Dream: A review of the Suspense in Steinbeck's Of Mice and Men",

"Language Ethics: Linguo Psychology and the Psychology of Language", "Possibility of Foreign Languages in the Education System of Azerbaijan: Analysis of the best foreign language among students' in Higher Private Educational Institutions",

"Typological characteristics of Discourse",

"In literary criticism theory of aesthetic criteria",

"The problem of aesthetic criterion in literary criticism", etc. are written and published Articles by me.

My greatest pleasure is to have the opportunity to dedicate this book to the linguists and young researchers in this field. I wish them not to fed up, and continually look forward and go forward to their goals.

With gratitude I acknowledge the Verlag \ Publisher – LAP LAMBERT Academic Publishing for any support, help, motivation and great love toward education and toward young writers (researchers).

THIS IS THE FIRST AND WILL BE CONTINUOUS PROJECT.

"There is no limit for my anxiety, punctuality and excitement as I have experienced responsibility of wiriting articles and thesises, so it is not difficult to imagine how responsible I am on bearing heavy responsibility for a book..."

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INTRODUCTION

The objective of this thesis lies in the phenomenon of metaphors used in modern political discourse. In our understanding a metaphor is not only of a linguistic nature, but also political.

In recent years, the linguo-philosophical studies of metaphor have tended to define metaphor as an interaction of the object, that is the referent of conceptualization and some features that are associated with sensual manner realities, whose name is used when resolving the conceptual problem-nominative situation, namely the situation of the formation of a new concept and its verbalization (see Trudy M. Johnson, J. Of Lakoff and M. Turner, J. Fauconnier, N. D. Arutyunova, A. N. Baranov, Yu. Karaulov, I. M. Kobozeva, E.S. and Kubratovo, A. P. Chudinov, etc.).

Metaphor in everyday speech has a wide range of usage and gives you the opportunity to express your thoughts vividly, emotionally and is intended to convey information to a listener in a summary form. In such situations, it is not so much important to fully comply with existing rules of the language, how much extra information is transferred.

Metaphor in literature is more frequently used than in conversational speech. If a metaphor in everyday speech appears on the basis of social need (to name different concepts), a literary metaphor emerges from creative and emotional-aesthetic necessity in the work of the writer. In every day speech for the purpose of figurative expressions a writer uses words in different meanings, qualitative and similarities

creates such images, which are rapidly unfolding in the mind of the reader.

The use of metaphors in political speech occurs not less frequently than in other discourses and functions. Regarding political metaphors there are several points of view. In academic discourse in the first place cognitive and heuristic functions of metaphors allow us to comprehend a new object of study, relying on knowledge about other types of objects. For scientific discourse an argumentative function of metaphor is also important (means of persuasion of correctness or plausibility of the proposed thesis or postulates). So, the main functions of metaphor in political discourse are heuristic, argumentative and interactive, smoothing the most dangerous political speech, which is touched upon controversial political issues, minimizing the responsibility of the speaker for the possible literal interpretation of words by the addressee. In our thesis, we differentiate the following functions of metaphor in political discourse: pragmatic, cognitive, emotional, representational, etc.

Moreover, we are of the opinion on appointing metaphors in political discourse that belong to linguist A.P. Chudinov allocating among its basic functions cognitive, communicative, pragmatic and aesthetic functions. The relevance of the study lies in the fact (in the study of metaphors in political discourse) where structural-functional method is used in the cognitive aspect.

The aim (purpose) of this study is to investigate metaphor used in modern political discourse in the English language, proceeding from the cognitive point of view. It is expected to perform the following tasks:

— to review existing definitions of metaphor in literature;

— to describe the functions and structural characteristics of metaphors in language;

— to choose the usage examples of metaphors in English political discourse and to conduct their analysis;

— to identify the main characteristics of political discourse;

— to identify the main functions of metaphor not only politically, but also linguistically.

The research methodology includes the methods of analysis and synthesis in the study of theoretical material, as well as description; practical material was obtained by the method of continuous sampling of the sources of the English-language press and analyzed using a cognitive approach.

The structure of the thesis consists of introduction, 3 chapters, conclusion and list of used literature.

The introductory part of the thesis states the object, methodology, aim and purpose of the study.

The first chapter consists of three paragraphs and deals with the issue of metaphor in linguistic nature, the functions of metaphor in literature, gives different points of view on definitions on metaphor in literature.

The second chapter also consists of two paragraphs and deals with the issue of political discourse as a subject of political discourse, main characteristics of political discourse, and effectiveness of political discourse.

The third chapter consists of several paragraphs and sub-paragraphs and deals with the issue of metaphor used in modern political discourse, functions of political metaphors in use and the mechanisms of its birth in political discourse.

In conclusion the author summarizes the main points of the thesis, comes to a conclusion and gives his\her suggestions.

In reference part of the thesis modern literature on metaphor, political discourse and metaphor in political use is used in a wide range.

CHAPTER I
LINGUISTIC NATURE OF METAPHOR

1.1. Definitions of metaphor.

Great encyclopedic dictionary "Linguistics" (1998) gives the following explanation of the term "metaphor": "trails...or the mechanism of speech consisting in the use of the word, denoting a class of objects, phenomena, etc., for characterization or naming another class of objects similar to this in any respect. In a broader sense, the term "metaphor" is applied to any kind of use of words in indirect value". [1] Thus, summarizing the material on this issue, we consider it fair underlying the establishment of such characteristic of metaphor, as a transfer of name ("the use of the word for characterization another class of objects") and the basis of similarity ("likeness with this class in any respect"). Regarding the similarities, analogies said above the thesis is devoted to metaphor which often operates with the concepts of "comparison", "doublication (double)", "original" and "new value" and "attribute".

Thus, these interpretations say about metaphor, certainly being used for the existence of two things, two thoughts, two concepts, and, very importantly, one can always have in mind that one concept is known, "studied". It a foundation, a benchmark for comparison or "transfer" and the other with the help of this comparison transfer is characterized by some parties, often unexpected. M.V. Nikitin describing the concept of metaphors told about the known similarity of denotations (presumably two) on what basis was the name also becomes the name of the second.[2]

When creating metaphors, this establishes some similarities of two concepts, two entities; one can perceive

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1. Языкознание. Большой энциклопедический словарь (репринт "Лингвистический энциклопедический словарь"). М., "Большая Российская энциклопедия", 1998.- 686 с. 11.
2. Никитин М. В. О семантике метафоры//ВЯ, 1979, №1;

something in common. It allows you to understand what is compared (by similarity). This common "something" is associated with the notion of a sign or signs and provides the likeness that they are the reason for postponement. In the field of language signs, concepts function as components of the value. Perhaps, therefore, it is often referred not to the transference of the name, but to its meaning, figurative meaning. When building metaphors some signs stand out in the affinity, because of the similarity there is a sort of attraction, and the entity that is thought of as the compared one gains the ability to be called word – the standard of comparison.

According to I.R. Galperin, imagery is created by interaction of the substantive-logical meanings with contextual meaning, and the basis of imagery is always a subject. [3] As an example of imagery, he cites a line from a sonnet by William Shakespeare: My body is a frame wherein...thy portrait held, indicating that in the word frame is implemented by the attitude of two values: the substantive-logical "frame" and "contextually that which surrounds, "a place to store". In the context that gives the opportunity mapping of concepts such as "my body as a vessel that holds your image", and "frame" are enclosed in a portrait.

As pointed out by I.R. Galperin, the relationship between different types of lexical meanings, namely between subject-logical and contextual used in stylistic purposes, can be divided into the following types:

— relationship to the similarity of the signs (metaphor);

— adjacency of relations of concepts (metaphor);

— relationship based on forward and reversed meaning of a word (the irony).

In brief, metaphor, by definition, is "the ratio of subject-logical knowledge and contextual value based on the similarity of the features of two concepts". [4]

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3.   Гальперин И.Р. Очерки по стилистике английского языка; Изд- во: М.: ИЛИЯ, 1958, 126 с.
4.   Ibid.

1.2. Types of metaphor in literature.

I.R. Galperin distinguishes "living (original)" and "trite or dead metaphors", allocates a detailed metaphor, noting that it can be expressed by any meaningful part of speech: predicate, noun, adjective, verb, adverb.

For example: "Notre Dame squats in the dark." [5] The metaphor "squats" is expressed by the verb, which acts in the function of the predicate in the sentence. In the verb to squat (in squats) is the ratio of the two values. One value of the subject-logic – "to rest in a crouching position with the knees bent and the weight on the feet" (Lingvo ABBYY X3), the second contextual value – "to rest" (one of the signs of locating).

An example of a metaphor expressed by the adjective (participial II) is so-called metaphorical epithet: "And the skirts! What a sight were those skirts! They were nothing but vast decorated pyramids; on the summit of each was stuck the upper half of a princess." [6] The metaphor is expressed by adjective (participial II) "decorated", it is the identification of two concepts: "nice, beautiful" and "high".

An example of a metaphor expressed by the adverb: The leaves fell sorrowfully. 'Sad falling leaves'. [7]

Depending on the patterns metaphors are differed between simple and prolonged. A simple metaphor, as in the examples above, is based on the actualization of one or several symptoms that are common to metaphorized and metaphorizing components.

However, in literary speech, and especially in poetry, often there are cases when the author for the purpose of image development updates other signs too, developing the first.

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5. Кухаренко В.А. Практикум по стилистике английского языка. М.: Флинта; Наука, 2009, 40с.
6. Кухаренко В.А. Практикум по стилистике английского языка. М.: Флинта; Наука, 2009, 39с.
7. Гальперин И.Р. Текст как объект лингвистического исследования. М.: Наука, 1981, 128 с.

1.3. Metaphor and its linguistic functions.

In our work the following functions of metaphor in literature are described:

- nominative
- informative
- mnemonic
- genre formation
- text formation
- style formation
- heuristic
- explanatory
- ethical
- emotional-evaluative
- encoding.

Nominative function of metaphors (metaphor in names).

The possibility of development in the portable word values creates a powerful counterweight to the formation of an infinite number of new words. Metaphor helps a word: without a word metaphors would be doomed to continuous production of new words and heavily burden.

Nominative function of metaphor is so natural and typical that metaphor in the nature of terms of metaphorical nomination and imagery remains hardest. Metaphors were called the cemetery of the language by Jean Paul Richter. Indeed, common words around us are nothing like extinct volcanoes, quiet, curled up, dormant metaphors: window — "the eye of the house". Metaphorical nomination of the subject leads to rapid fading the image, N.D. Arutyunova underlines, when he writes about identifying metaphors such as "the nose of the kettle", "the leg of the table", "the eye of the needle".

Nominative properties of metaphors emerge not only within a particular language, but also on the interlanguage level. The image may occur when a literal translation of the

borrowed words and, conversely, when translating the words of the native language into other languages.

Nominative function of metaphor is the presumption of any imagery (stress, anyone!) words. In the processes of metaphorical nomination, much depends on national traditions, for example, in the area of culture name.

Informative function of metaphors (metaphorical features information).

The first feature of information transmitted by means of metaphors is an integrity and a panoramic image. Landscape based on the visual nature of the image, makes a fresh look at the gnostic essence of the specific vocabulary, specific words that serve as the raw material, the foundation of any metaphors. So, a metaphor took place and a person should be generous to the vocabulary of symbols. Let's consider some examples below:

"Time is a thief."

"He has a heart of gold."

"Her home was a prison."

"It is raining cats and dogs." [8]

Finally, the third property of metaphors that contribute to its uniqueness from the standpoint of an informative system, is pluralism, multiplicity of imaginative reading the situation. The multiplicity of imaginative reading is visible in the list of names for the same object.

As already stressed, both nominative and informative, and all other features of a word can be implemented, deployed without metaphors, through direct values. We can day in and day out repeat the word in the literal sense, not calling anyone's complaints, but repeating metaphors is sometimes simply impossible. Metaphor is a fusion of discipleship and creativity, debt, and the gift.

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[8]   http://fos.iloveindia.com/metaphor-examples.html#sthash.xQ2E4ioM.dpuf

The mnemonic function of metaphors
(metaphor and memory).

Metaphor contributes to a better memorization of information. Indeed, mushrooms should be called natural cleaners, and we will long remember that mushrooms suck toxins best out of soil. In its pure form mnemonic function, as, indeed, and others, is rare. It is combined with an explanatory function in the scientific and popular literature, with usual results (in folk riddles, proverbs, literary aphorisms, with heuristic function in philosophical concepts, scientific theories, and hypotheses). For example, let's have a look at the examples of metaphors in scientific literature:

"It would be more illuminating to say that the metaphor creates the similarity than to say that it formulates some similarity antecedently existing." (Max Black, Models and Metaphors, 1962)

As we can see from the examples metaphors used in both sentences help us better memorize the essence of the thought by comparing or identifying the metaphor with "energy charge", "more illuminating", "creates image".

Genre formation function of metaphors
(metaphor in fiction).

Under genre formation function it is usually described the participation of metaphors in the establishment of style, especially the style of fiction. Although the degree of metaphorical language of a literary text depends on the individual attitudes of the author, although the motive power of metaphor is deeply individual, however, metaphor remains one of the striking symptoms of the style of fiction. Let's consider some examples of metaphors from fiction:

"The streets were a furnace, the sun an executioner." - (Cynthia Ozick, "Rosa")

"But my heart is a lonely hunter that hunts on a lonely hill." - (William Sharp, "The Lonely Hunter")

In the examples above we can see the metaphors used in fiction, function of which is to create a new image by comparing two things, concepts and phenomenon.

A literary text has a reconstruction of an original shape of a word, which is traditionally seen as the art, a testament of the skilled poet or writer.

In general, the literature does not provide, doesn't take away the right for the reconstruction of the image, and teaches this reconstruction, teaches the restoration of historical justice in relation to the word, teaches the needs of our everyday language sincerity, epistolary, monologue and the etiquettes of speech.

Text-formation function of metaphors (metaphor and text).

Text-formation properties of metaphor are called its ability to be motivated, deployed, i.e. explained and continued. How a text is born through metaphorical intonation is exemplified? The effect of the text-formation is the consequence of such metaphorical features of information as a panoramic image, a large proportion of the unconscious in its structure, the plurality of shaped reflections. The metaphor creates a text, but this text can be as creative as a metaphor. Many metaphors of lyrical poems do not need to loop explanation. Giving the statement of the effect of volume, these metaphors act as signals of the other layer, another class of knowledge, i.e. have properties not real and potential text-formation.

Moreover, works of literature provide perhaps the best examples of deployed aphorisms based on text-provider properties of metaphors. Let's consider some examples of aphoristic miniatures:

- "Absence makes the heart grow fonder."
- "Actions speak louder than words."
- "All the world's a stage."

- "All work and no play makes Jack a dull boy." [9]

Metaphorical text-formation can be understood literally, as the production of a text, and allegorically, as the product of sub-textual layer.

Genre or style formation function of metaphors (metaphor, and genre).

Genre formation can be called such properties of metaphors, which are involved in the creation of a specific genre. Polish researcher S. Hyde believes that between genre and style, there are direct relations. Indeed, riddles and Proverbs, lyric poems, and aphoristic miniatures metaphor are almost a must.

Genre metaphors and riddles can be proved and the material of children's art, puzzles, are created by children: e.g., there are two green banks, and between them there is not a cross (the river). Red animals under the ground, the ground feet beat (earthquake).

Equally obligatory metaphor can be found in the structure of proverbs. Analogical properties of metaphors can be found in folk belief as well, which are often perceived as a metaphor of the situation. To sit at the corner of the table means "to stay seven years unmarried". Break the mirror – "the loss of a loved one". Let's consider some other examples:

"Beauty is in the eye of the beholder means to love passionately."

"Beauty is only skin deep means not only to look, but dress nicely." [10]

Genre formation function of metaphors shines through the material and other paragraphs: the ethical function of metaphors observed in sermons, explanatory and in popular scientific article are autosuggestive. These and other functions of metaphors are layered on simple results of its nature.

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[9] http://examples.yourdictionary.com/aphorism-examples.html
[10] http://www.examples10.com/e/proverbs/

Heuristic function of metaphors
(metaphor in scientific discoveries).

The use of metaphors in scientific texts gives the opportunity to explore a heuristic, or a search function of metaphor. Scientific style of speech is not only alien to the neck patches, but search hypotheses often begins with literary comparison, image. "In theory," writes J.I. Kulakov, — "each time it is impossible to resort to the experience."

However, the heuristic nature of the metaphor lies in its epistemological nature. Metaphor is the basis of thinking, and it is confirmed by contemporary philosophical research. Let us consider some interesting quotes from scientific articles:

1. "We live in an elegant universe."
2. "The cosmos is like a string symphony."
3. "Genes are selfish."
4. "There is an endless battle between thermodynamics and gravity." [11]

"...It is metaphorical transfer as sensually fulfilled hypostasis analogy — acts as the main mechanism of understanding at all levels. It is quite clear that the interpretation of the metaphor here is not purely linguistic, and even foremost it be fixed advanced in the forms of metaphorical transfer as a mechanism for understanding. I believe that no metaphor can have lifelong heuristic properties, and universality, inclusiveness. Metaphors eventually change their tradition, regularity. Metaphors can serve as an excellent methodological supports, allowing you to navigate in the dialectics, known and unknown.

The explanatory function of metaphors
(metaphor and understanding).

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[11] http://blogs.scientificamerican.com/life-unbounded/in-defense-of-metaphors-in-science-writing/

In academic and scientific-popular literature metaphors play a very special role in helping to assimilate complex scientific information, terminology. If we talk about the books, the metaphors in their explanatory functions are much wider used in the textbooks of XIX — beginning of the XX century than in the existing textbooks.

The explanatory power of the metaphor depends not only on a successful choice of metaphors or comparisons, but also on the degree of expansion of shaped symbols, so that the explanatory properties of metaphor is closely associated with her text-formation properties. Let's take an example of scientific metaphor:

".... The experiments shed light on the psychology underlying issues such as Social Security funding or resource conservation, in which the interests of future generations are at stake..."[12]

The explanatory function of metaphors is a duplicate of the heuristic function, since the discovery in science also begins with trying to understand some phenomenon, one or the other process. Regarding its semantic content explanation and heuristics are identical. They differ only in the sphere of use and addressee. The explanatory function of metaphor involves explaining to other people in an academic or general process, whereas the heuristic function of metaphor reveals itself in the act of scientific creativity, and the first recipient of the explanation for brightness becomes the researcher. Of course, there are cases when the heuristic and explanatory function of metaphors are difficult to differentiate.

The explanatory function of metaphors gives us a language to support in the study of physics, music, biology, astronomy, painting, in the study of any (again, any!) craft.

**Emotional-evaluative function of metaphors
(metaphor and evaluation).**

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[12] http://www.sciencedaily.com/releases/2014/06/ 140625132356.htm

A metaphor is a great tool of influence on the speech of the addressee. A new metaphor in itself is a cause of emotional-evaluative reaction of the speech of the addressee. In recent years, many papers are devoted to the study of the pragmatic text. The authors emphasize the crucial role of imagery as one of the strongest means of influence. "Aesthetic linguistic information has great potential suggestibility: it affects human behavior by appealing to the emotional sphere of the mind and through it to the mind". [13] The aesthetic affects, apparently, the same centers of perception that hypnotic suggestion. "The development of values multiplies the variety of names for the same reality, denotations, concepts, deepening their characteristics, enhances the expression that makes a new appraisal moment" (Kopylenko, Popova, 1978).

"Hope"
" Hope is the thing with feathers
That perches in the soul,
And sings the tune–without the words,
And never stops at all," [14]

Emily Dickinson

There were several explanations for the preponderance of negative characteristics positive over from the most general (a person perceives good as a norm and sharper, fuller responds to any violation of this rule) to private: the prevalence of negative evaluation in metaphors is compensated by the large opportunities suffixal formations in the transmission of a positive attitude.

Diminutive suffixes are not able to compensate for the lack of positive metaphors and the more cannot be regarded as the cause of this deficit. The reason lies much deeper. For years — centuries! — advanced, educated and conscientious

[13] Киселев К. В. Политический слоган: Проблемы семантической политики и коммуникативная техника. Екатеринбург, 2002.
[14] https://blog.udemy.com/metaphor-poem-examples/

people of his time used the word as a subtle and powerful tool of influence on the person. Whatever the current age of a person is, the Church cared about his upbringing, about the development of his soul. In his sermons, lives of the most ordinary words often turn into a metaphor with a strong positive charge.

The ethical function of metaphors
(metaphor and education).

The ethical function of metaphors is almost not studied as the problem of "language and ethics". The case is limited to ascertaining that the internalization of the language a person learns ethical evaluation, and hence normal. "What is there in human society than they own everything and that could be a carrier of general knowledge about good and evil, of truth? This is a common language. The answer about the origin of conscience in the individual can be, in my opinion, only in this: the person receives the moral law, that is, the conscience, with the native language. Because all the words are related to morality, painted in the language of endorsement or disapproval. I don't think a world was the language in which the words "coward" and "traitor", "murderer" sounded approvingly, or at least neutral. The language does not say how to treat the mother, but in the English language, for example, has the words "mother", "mom", "stepmother", "mommy", but "mother" is a sermon about mother. Nobody is spoken and no one is heard, she is conscious of each, speaking in Russian" (Soloveitchik, 1987).

So, a language is the keeper of our conscience. Condensation of conscience in the word, the moral dictates a word as in hippie this language disappears, for example, the word father. "The word father is not a suitable material to create hippisch "pictures". But the Phaser already has the right shades of meaning... "for many years I tried to put the Phaser right music, and he said: this is not music, this is the howling of a dog. And then I moved in: if he pinned my music — that would be terrible" (Mazurov, Radzikhovsky, 1991). Replace of

the word father in the above statement was not to the conspiracy sense, but for the purpose of getting rid of that moral code, which invisibly focused in the word.

The examples indicate the great importance of the problem of "language and ethics", which as a more private matter is "metaphorical use of words in ethical purposes." We can say that the ethical function of metaphor derives from its emotional-evaluative function, emotional-evaluative nature. Shaped it has a strong impact on the recipient, his behaviour, his rating system. Metaphor, connecting the emotional impact channels, makes such an impact and is subtler and more profound. All this is undeniable, but the essence of the ethical function of metaphors is not in the derivative and dependent on other functions, and in the mediated nature of the reflection that gives greater raising effect than a direct, inexpressive reflection.

In both passages the manual relies on an expanded metaphor. Invariance, the polyvalency of metaphors, its applicability to different situations reinforces the ethical impact of the speech. We may argue that in fiction the genre and style itself require metaphorical inclusions, shaped inlays, but the interpretation of the examples given (700 invisible hands; bright, festive clothes) may be different: in art (artistic!) the texts preserved models, samples optimal instruction, which included as a necessary component of the metaphor.

The ethical function of figurative language means suffered in ancient times, so it is not by the abundance of positive metaphors in sermons and hagiographic literature.

"Love Is..."
"Love is a walk in the rain at night,
Two hands, holding onto each other tight;
Love is honey on a pair of lips,
Onto a tender heart it drips; ..." [15]

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[15] http://www.familyfriendpoems.com/poems/other/
metaphor/#ixzz3hyD8Q5mz

The interpretation of metaphor in religious literature is rooted in the middle ages. The core of medieval culture for many years has been a hermeneutics — the art of interpretation of texts (and of the sacred text of the Bible, and texts of the Church fathers). Deep understanding of metaphor in the structure of religious text has paved the way for the implementation of regulatory and ideological functions of sermons. Regulatory function put the human activities dependent on social of the possible outcomes (understanding how social foresight of consequences), but along with this understanding gave rise to beliefs, thus performing an ideological function. It is no coincidence that religious literature gives us brilliant examples of use of metaphor as ethical funds, as an incentive for moral behavior.

"...He has also said: "Ye are the salt of the earth: . . . Ye are the light of the world" (Matthew 5:13-14).

"We are therefore expected to bring the salt of preservation and joy to a bland, tasteless, and otherwise decaying world, and the light of salvation to a dark, sinful world." [16]

Let us now turn to another sphere of existence native speech — to folklore. It is interesting that folk tradition also gives many examples of the treatment of the metaphor as an ethical tool. From all folklore forms the ethical function of metaphors is most pronounced, perhaps, in the proverbs. Several examples of metaphoric proverbs are given above.

A metaphor consisting of proverbs from old times were taught, preserved, inspired, comforted, and thus educated person. Ethical potential of the most common proverbs is huge, but opens immediately the accumulation of life experience. Regulated proverbs are experienced by many writers regarding the ethical core and the moral core of proverbs.

Other folk micrograms, which reflect the ethical background of metaphors are signs of people. However, a language is not expressed in the brighter signs by situational metaphors and metaphorical reading of the situation.

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[16] ...http://www.icr.org/article/christian-metaphors/

Educational function is particularly evident in the analysis of ethnically different material.

The ethical function of metaphors was implemented not only in the folklore forms such as proverbs, sayings and elements of the wedding scenario, but in everyday speech, framing the life and work of man. Russian religious thinker and philosopher M.V. Ilyin wrote: "A person is the art to be identified not only with friends and poetic images of your favorite poets, but with the roses in the garden, nurtured vineyard, planted his hands forest, with eared cornfield and built a factory. Calling the earth "mother" and "nurse", ploughman really loves her, is proud of her, and lays saving up for her, miss her." [17]

Encoding function of metaphors
(metaphor and code).

From the point of view of linguistic interpretation encoding function of metaphors is very difficult. Indeed, if we take the encyclopedic aspect of words, it is impossible not to notice that any, not just a figurative word encodes the entire amount of knowledge about the subject. High informativity of metaphor promotes good coding and good conservation code, however, the encoding function should not be interpreted broadly, putting a sign of equality between the encoding and the cumulative function, function of the accumulation of knowledge.

The specifics of encoding function is visible when comparing it with a safe function. In both cases there is a withholding of information, but in argo such concealment must be unencrypted, incomprehensible to other people, whereas the cipher to encode the metaphor is like on the surface. We hide something, encode, but for myself knowing well that the reverse process, decoding, special difficulties do not cause.

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[17] Ильин М.В. Слова и смыслы. Опыт описания ключевых политических понятий. М., 1997.

Moreover, we take care to ensure such obstruction that arose.

The origins of the coding functions of metaphors we find in antiquity. "Specific to folk laments and ancient law makes use of many names for the plant as a sustainable metaphorical substitution at the mention of mourn!" ("Klimas, 1989).

Encoding function of metaphors is evident not only in euphemisms. There is a special form in which the encoding properties of the metaphors are presented vividly. In the studies linguists don't accidentally position title, epigraph, of beginnings and endings, name a strong position in the text, and if in these positions metaphors are successfully used to develop coding properties. Let's consider example below:

"The chart below highlights the wide mix of factors tied to public attitudes across a broad set of 22 science issues. It illustrates the strength of connection between political affiliation and opinion, and it shows issues for which other factors -- such as educational attainment, knowledge about science, religious affiliation or demographic characteristics -- are strongly tied to the public's views. ..." [18]

Summarizing all the above said, let's try to exaggerate, intensify the contradiction, that is observed in this section between the idea of the encoding role of metaphor and its textual argumentation. Metaphor is not just combined with other methods to headline, concealment of sense — it gives totally a different (compared with the same metonymy) scheme of encoding and decoding of meaning, and perhaps why in a single word the combination of metaphorical and metonymic codes.

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[18] http://www.sciencedaily.com/releases/2015/07/ 150701114752.htm

CHAPTER II
POLITICAL DISCOURSE AS A SUBJECT OF POLITICAL LINGUISTICS

2.1. Notion of discourse.

Discourse consists of proposals or fragments thereof, and the content of the discourse is often, though not always, concentrated around some "support" concept, called the "topic of discourse", or "discourse topic". The logical content of individual proposals – components of discourse is called propositions; these propositions are joined by logical relations of conjunction, disjunction, if – then, etc.). Understanding discourse, the interpreter builds elementary propositions in the common value, placing the new information contained in another interpreted proposal in the framework of the already received interim or preliminary interpretation, that is:

- establishes various links within the text – anatomic, semantic (type of synonymous and antonym), referential (reference names and descriptions to objects of real or mental world) relations, functional perspective (the theme of the utterance and what it talks about), etc.;

Let's consider the following example from a piece of Barack Obama's victory speech:

"…If there is anyone out there who still doubts that America is a place where all things are possible; who still wonders if the dream of our founders is alive in our time; who still questions the power of our democracy, tonight is your answer…" [19]

- «adds» new information to the topic of the discourse. Let's take another example of Barack Obama's speech concerning the new information:

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[19] http://www.americanrhetoric.com/speeches/
convention2008/barackobamavictoryspeech.htm

"...A little bit earlier this evening, I received an extraordinarily gracious call from Senator McCain. Senator McCain fought long and hard in this campaign, and he's fought even longer and harder for the country that he loves. He has endured sacrifices for America that most of us cannot begin to imagine. We are better off for the service rendered by this brave and selfless leader. I congratulate him; I congratulate Governor Palin for all that they've achieved, and I look forward to working with them to renew this nation's promise in the months ahead. ..." [20]

The result is (if necessary) referential ambiguity, is determined by the communicative purpose of each sentence and step by step it turns out the drama of the whole discourse. In the course of such re-interpretation is "reconstructed" – an imaginary world in which, on the presumption of the interpreter, the author designs discourse which describes the actual and desired (though not always achievable), unreal, etc. In this world we find characteristics of actors, objects, time, circumstances, events (in particular, actions of actors), etc. This mental world also includes thinking interpreter (with his unique life experience), items and evaluation.

This is what circumstance of the discourse which the author imposes his opinion to the addressee. After all, trying to understand the discourse, the interpreter at least for a moment moves in a strange mental world. An experienced author, especially a politician, preempts such verbal suggestion by the preparatory processing of another's consciousness so that a new relation to the object is harmonized with established beliefs – conscious or unconscious. The vague semantics of the language enables flexible implementation in the consciousness of others: a new look is modified (it is a kind of mimicry) under the influence of a system of fixed opinions of

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[20] www.americanrhetoric.com/speeches/
      convention2008/barackobamavictoryspeech.htm

the interpreter, and at the same time and changes the system, Ms. [21]

2.2. Characteristics of political discourse.

Next, we will try to show that the description of the political discourse in purely linguistic terms, without the use of literary techniques, is inadequate subject: political discourse is studied in a more general conceptual framework of philology. It is especially clearly seen when trying to characterize the effectiveness and insight of the political discourse.

1.   Evaluative and aggressive political discourse. So, when trying to characterize the features of the "totalitarian" discourse, it inevitably enters into the description of ethical terms, for example [22]:

– "speaking in tongues": dominates in declamatory style proclamation, advocacy triumphalism, – ideolization of all discussed, the extended use of the terms harmful for of logic,

– exaggerated abstraction and scientology,
– increased criticism and "flame",
– slogans, addiction exorcism,
– agitated enthusiasm,
– the prevalence of "Super-I",
– the formalism of partisanship,
– a claim to absolute truth.

Let's consider the following example of Kim Jong Un's 2015 New Year's Speech, delivered on January 1 at the Workers' Party of Korea Central Committee Office Building:

"Dear comrades!

Having seen out 2014, a year in which we clearly demonstrated the spirit and might of the great DPRK that

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[21] Badaloni N. 1984 – Politica, persuasione, decisione // Linguaggio, persuasione, verita. – Padova: Cedam (Milani), 1984. P. 3-18.

[22] Martinez Albertos J.-L. 1987 – El lenguaje de los politicos como vicio de la lengua periodistica // M. Alvar ed. El lenguaje politico. – Madrid: Fund.Fried. Ebert, Instituto de Cooper. Iberoamericana, 1987. P. 71-87.

advances by leaps and bounds with confidence in victory, we are seeing in the hope-filled new year 2015.

Reflecting the boundless loyalty of all the service personnel and people, I would like to pay the highest tribute and offer New Year greetings to President Kim Il Sung (Kim Il-so'ng) and General Kim Jong Il (Kim Cho'ng-il), the eternal leaders of our people and the sun of Chuch'e.

I extend New Year greetings to the service personnel and people who are striving with devotion for the dignity and prosperity of the country with revolutionary faith and patriotic enthusiasm, and I wish the families throughout the country would overflow with warm affection and our lovely children would have a brighter future.

My New Year greetings go also to the compatriots in the south and abroad who are fighting for national concord and reunification and to the progressive peoples of the world and other foreign friends who aspire after independence and peace.

Last year was a year of brilliant triumph in which the foundations for hastening final victory on all fronts of building a thriving nation were consolidated firmly and the invincible might of the DPRK was demonstrated under the leadership of the Party.

Last year the harmonious whole of the Party and the masses of the people was solidified and the purity and might of the revolutionary ranks strengthened...." [23]

These properties show the insight that have characterized the political discourse and distinguishes it from other types of speech. This insight has implications for, for example, the choice of words [24][and represents the transfer of military action from the battlefield on a theatrical stage. Such

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[23] www.ncnk.org/resources/news-items/kim-jong-uns-speeches-and-public-statements-1/2015-new-years-address

[24] Garcia Santos J.F. 1987 – El lenguaje politico: En la Secunda Republica y en la Democracia // M. Alvar ed. El lenguaje politico. – Madrid: Fundacion Friedrich Ebert, Instituto de Cooperacion Iberoamericana, 1987. P. 89-122.

sublimation of aggressiveness is laid (according to some social psychologists) in human nature. Thus, the insight of political speech is a kind of theatrical aggression. The insight to the suggestion of a negative attitude is directed to political opponents of the speaker, to the imposition (as the most natural and uncontroversial) other values and evaluations. That is why the terms are evaluated positively by supporters' one view, perceived negatively, sometimes even as a direct insult (Ms. communism, fascism, democracy).

This also explains the peculiarity of "political diglossia" [25] a totalitarian society where there seems to be two different languages – the language of official propaganda and the usual language. The terms of one language are used in another only with polar opposite rating or are expelled from usage at all. The following groups of statements are used in political discourse.[26]):

– ascertaining and regulating act,

– hiding statements supplied in the form of questions,

– answering selected questions (setting, on what questions of this discourse is, and what it leaves unanswered);

– interpretations and descriptions of the problems,

– describing the solution to the problems facing society in positive terms, "constructive" ("we must do such-and-such"), or negatively ("not for us so-and-so," "can't live"),

– formulating ideas, the author seemingly innovates,

– remarking applied general truths: as a result of reflection or as a subject to identify the causes of this datum;

– requesting and demands to the authorities,

– calling to contribute to any decision and offer of assistance, etc.

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[25] Wierzbicka A. 1995 – Dictionaries and ideologies: Three examples from Eastern Europe // B.B. Kachru, H. Kahane eds. Cultures, ideologies, and the dictionary: Studies in honor of Ladislav Zgusta. – Tubingen: Niemeyer, 1995. P. 181-195.
[26] Schrotta S., Visotschnig E. 1982 – Neue Wege zur Verstandigung: Der machtfreie Raum. – Wien; Hamburg: Zsolnay, 1982.

CHAPTER III
METAPHOR IN POLITICAL DISCOURSE

3.1. The concept of metaphor and mechanism of its birth in the political discourse. The scope of the metaphors in political discourse.

In modern linguistics metaphor is a very common phenomenon. Researches have been studied by many scientists: Baranov A. N., Karaulov Yu. N., Petrova Z. Yu, She Uses G. N., Nikitin M. V. and many others.

In our work we consider metaphor in nonfiction texts. Political metaphor is becoming more manageable phenomenon. The efficiency of its application increases: it is responsive to events in the country and the language of fashion. Recently the composition of political metaphors has been increasingly used in media, but previously the language of journalism was unacceptable: youth slang, conditional slang and colloquial words, and the like. It is necessary, first of all, to ensure the effective degree of speech influence on the reader. And as you know great metaphors have the power and influence.

It should also be noted that due to the journalistic metaphor, a text becomes more expressive. New expressions, new methods appear. The reader gets a more complete picture of the world.

Let's consider the following example of newspaper article on expressive speech of Barack Obama on Iran nuclear negotiations:

"...Obama said many of the criticisms, which are made widely by Republicans in Congress, can be attributed to "knee-jerk partisanship" and spread false fears about the deal, which lawmakers are set to vote on next month.

"I know it's easy to play on people's fears, to magnify threats... but none of these arguments hold up," he said..." [27]

Metaphor (from the Greek metaphora – transfer) – paths or several tropes or mechanism of speech consisting in the use of the word, denoting a class of objects, events and the like, to characterize or name another class of objects similar to this in any respect. In an extended sense, the term "metaphor" is applied to any kind of use of words in indirect meaning [Linguistic Encyclopedic dictionary, 1990, p. 296] Classical dictionary Michaelson "Russian thought and speech" defines metaphor as an allegory – a figurative meaning.

Associating two different categories of objects, metaphor is semantically ambiguous. In science and, accordingly, the analysis of metaphors involves four components: major and minor subjects and metaphors are applied to a pair of terms (literal frame and metaphorical focus, theme and "container", the referent and the correlate), and correlate the properties of each object or new objects. These components are not fully represented in the structure of metaphor, in particular, remain unmarked properties, the main subject of the metaphor, the semantics of its constituent. Consequently, metaphor can be interpreted differently. [28] There are several types of metaphors: indicative, cognitive, expressive, figurative, expressive and evaluation; linguistic and poetic.

From the point of view of cognitive linguistics metaphor is a perfect model of language displaying basic cognitive process – "the process of fallow knowledge from one content area to another on the basis of analogy or association. The appeal to cognitive categories (concept and script) allows you to describe in detail the motivations for metaphorical transfer, to identify the heterogeneity of the content, the

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[27] http://www.voanews.com/content/obama-to-deliver-major-speech-defending-iran-nuclear-negociations/2902342.html

[28] Ладутько М.В., Сычова Е.К. Политический аспект художествен-ного дискурса. – Могилев, 2005.

significance of non-standard use of metaphors from extra-linguistic knowledge.

The result of the latest scientific developments (A. K. Baranov, Yu. Karaulov, A. Dobrovolsky, N. D. Arutyunov, V. N. Telia, G. G. She uses and others) give reason to believe that metaphor is actively involved in shaping a conceptual picture of the world, plays a crucial role in the integration of verbal and figurative sense of the human systems, and is a key element of the categorization of the language through the implementation of artistic concept.

If we talk about the functioning of metaphor, when it is addressed to practical speech struck by the inappropriateness of the metaphor, it is an annoyance, and even unavailability in a number of functional styles. So, despite the semantic capacity of a metaphor, she almost has no place in the language of the telegram, the text of which is compressed on through metaphorization. Meanwhile, in the so-called "telegraphic style" of fiction they found, and often.

Do not resort to metaphor in different types of discourse: laws and military orders, statutes, decrees, edicts and orders, and various requirements, rules of conduct and safety, circulars, instructions and medical recommendations, programmes and plans, expert opinions, wills. The oaths and forms – in short, all that must be strictly adhered to, implemented and monitored, and therefore be precise and unambiguous understanding. Naturally, metaphor is rare and in matters of a request for the prescription and in questions is aimed at getting information. For example, compare the texts of different functional styles. Let's consider the text of an economic nature:

"The flood of money leaving the country culminated in authorities imposing capital controls on June 29 to prevent a financial meltdown... " [29]

Another vivid example of different functional styles is a text of a political nature:

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[29]　http://finance.yahoo.com/news/greece-may-seek-24-billion-172409607.html

"…Clinton went after Bush aggressively over his recent comments that he wants…"[30]

"We know how it is. You're stuck at your desk and the day seems to be going on forever. Your mind starts to wander — at first to "anywhere but here," but then to exotic, faraway lands where your everyday problems and stress melt in the presence of true paradise ..." [31]

A metaphor often contains precise and vivid description of a person. It is a verdict, but not judicial. So it was its call. Metaphor is the omnipresent principle of language. In normal connected speech, we did not meet and three sentences in a row in which there would be no metaphor, even in the strict language of the exact Sciences can do without metaphors only with a great effort: to avoid metaphors, we must first find them.

In a political environment, as a rule, there must be poor metaphors. But, once the center of gravity is transferred to the emotional impact in politics, it happens extremely often, the prohibition of metaphor is removed. So, when speech turns into an ultimatum threat aimed at intimidation, it can be expressed metaphorically. The field of emotional expression and emotional pressure makes, in everyday life and in political speech element of artistry, and with it metaphor.

Let's consider the following example:

"...Kerry highlighted a series of goals for the pact as he spoke during a visit to Singapore, saying the deal would not only create economic opportunities for the countries involved, but also serve as a show of support for "good governance, transparency and accountability…" [32]

So, its communicative aim can be formulated as this: a political metaphor is a speech impact aimed at addressee to

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[30] https://www.yahoo.com/politics/florida-faceoff-clinton-and-bush-offer-stark-125532213106.html

[31] https://www.yahoo.com/travel/daydream-wanaka-new-zealand-125465071952.html

[32] http://www.voanews.com/content/kerry-hails-progress-toward-pacific-trade-deal/2899216.html

form a positive or negative opinion of this or that political view (unit) (in politics, program, event).

3.2. Political metaphor in the media. The features of publicist style.

Since we consider the phenomenon of metaphor in the press material, it is necessary to consider the peculiarities of functioning of the publicist style. Journalistic style characteristic of the social-political sphere of communication is implemented in writing articles in newspapers and magazines with political and other socially important topics, as well as verbally in speeches, on radio and television, rallies, meetings, etc.

This style of speech is heterogeneous, this heterogeneity is visible to the integrity and unity of style. So separate substyles (newspaper, radio, and television journalism, etc.) have similar features of journalism.

An important feature of the publicist style is a combination of two functions of language: informative and expressive. Using this style, the speaker does not only convey a certain amount of information, but also produces a certain effect on the hearer (or reader). The author's statement is superimposed a certain rating. Journalistic style is connected with emotional evaluation, not typical of any scientific or official style.

The specific vocabulary of the publicist style can be attributed by stylistically colored words: developer, legate, and accomplishments, extremist, positive, alternative, avant-garde and so on words with social-evaluative nature. Sustainable colored words, characteristic only for the given identity is called journalistic phraseology. Their goal is to quickly and accurately convey information, for example: peace approach, local disputes, presidential campaign, the positive changes in the package of proposals, progress, ratification of a Treaty, etc.

Let's consider the following newspaper article from CNN News about the opening American embassy in Havana, Cuba:

"On Friday, the American flag will once again fly over the U.S. Embassy in Cuba, the most potent symbol of the shift in relations between two countries that throughout the Cold War bristled with open hostility toward one another.

Secretary of State John Kerry will travel to Havana for fewer than 12 hours to officiate the reopening of the embassy that was closed in 1961 when the Eisenhower administration severed diplomatic ties with the government of then 34-year-old Fidel Castro.

Kerry will be the highest-ranking US official to visit Cuba since Castro's 1959 revolution and the first secretary of state to visit the island in more than 70 years.

"This is a very big deal, we are very much looking forward to it," said Ambassador Jeffrey DeLaurentis, who heads the U.S. Embassy in Havana, in an exclusive interview with CNN. "This is obviously a unique environment. We have to make sure we have enough cars, enough staff to be able to make the movements we need to, even with a short visit. It's all hands on deck."

Crowds are expected to surround the United States' seaside diplomatic mission when Kerry unveils the new U.S. Embassy sign and a Marine guard raises the flag.

Since July 20, when diplomatic relations were officially restored, U.S. diplomats have been racing to prepare for what they call the "S" -- or secretary visit.

That same day, Cubans officials officially reopened their embassy in Washington and raised their standard." [33]

As we can see from the article, almost in its each sentence stylistically coloured words have been found: the American flag will once again fly over, the shift in relations, the Cold War, to bristle with open hostility, to severe diplomatic ties, "This is a very big deal, we are very much looking forward to it,", to head the U.S. Embassy, to make the movements, "it's all hands on deck", restore diplomatic relations, "S" -- or secretary visit, to raise one's standard.

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[33]   http://edition.cnn.com/2015/08/14/world/u-s--embassy-reopens-cuba-havana/index.html

In media discourse, many words and phrases that serve as "publicist" is painted only in a figurative sense. For example, words, steps, cooking, package, in the literal sense (quiet steps, homemade Fudge, a pint of milk) does not have the expressive colouring. Figurative use of this expression occurs, Ms. practical steps of nationalist cooking, a package of peace proposals. Used in a figurative expression value chain dog or piracy are examples of journalistic phraseology. Also in a figurative sense is widely used:

1)   the scientific terminology: the atmosphere (the atmosphere of confidence), positive (positive result),

2)   concepts from the arts: a duet (the duet liberals and conservatives), Shaw (political show);

3)   the terms of military actions: the front (war front), the rate (policy rate);

4)   sports terminology: round (last round), etc.

Expression in journalistic style is the so-called barbarisms and borrowings. It is believed that from one year to the penetration of such language in print happens more often. The obvious explanation for this phenomenon is extra-linguistic in nature and consists of continuous growth of international contacts. There are also fears of some purists that thanks to the press in the Russian language are unnecessary borrowing, without which you can easily do. In any case, it must be remembered that the use of foreign words should be in keeping with the theme and content-aesthetic feasibility.

The next question is the ratio of neutral vocabulary and stylistically marked words, which is the usual case in any of the functional styles. However, the nature of this ratio for each is individual style. For example, stylistically colored elements of the official style are similar and distinct and have booking and stationery coloring. The same pattern is observed in the scientific style tagged with terminology. Completely different is the correlation of neutral and stylistically marked funds in journalism, in which there can be any absolute stylistic colouring (starting from the lowest to the highest).

On derivational (morphologic) level, publicist marked funds are not much known. First of all, meaningful in terms of

style, the morphologist, shape of certain parts of speech should be noted. So, journalism is characterized by the use of the singular number of the noun in the plural. Another feature of the publicistic style is the use numerous amount of plural nouns, for example: moods, conversations, circles, search, freedom, etc. In some journalistic genres nouns are used in plural, some words are in special value (I am the power in the sense of "a set of individuals with higher ranks (powers) (e.g., city government, the London authorities); the word "freedom" with concretizes value (for example, political freedoms).

Quite often in journalistic style we meet an imperative form of the verb in the appeals. Such forms are considered style-forming: People, protect the environment! Man, save the world from war! Frequent treatment, such as: Dear readers! Dear listeners! Dear viewers. In journalistic style we meet rhetorical sublime forms of the nouns of the 3rd forms in creative ways: life, power, blood, and publicist etc. which are marked.

There are some statistical regularities among morphological features of journalism. For example, according to estimates of B.N. Golovin, "genitive is a very high frequency of use in a journalistic style, about 36% (for comparison, in the style of fiction, the figure is 13%)."[34] Examples of such occurrences: the pluralism of opinions, the minister of trade, the rejection of military force, reforms, etc. Regarding the frequency of verb tense forms, characteristic of the publicistic style is present and future tenses. The use of real-time journalism occupies a middle position between the official and scientific styles. A possible explanation for this is the underlining of the "immediacy" of the events described. Past tense forms in a journalistic style are more common than in the official or scientific style, but with less frequency than in the literature.

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[34] Головин Б. Н. Язык и статистика. М., Просвещение, 1970. – 190 с.

3.3. Functions of metaphor in political discourse.

The study of metaphor has been ongoing for more than two millennia, and the bibliography on this issue is almost immeasurably. The founder of the theory of metaphor is considered to be Aristotle, who gives the following definition of it: a metaphor is "unusual name, moved from genus to species, or from species to genus, or from species to species, or by analogy". [35] Next, Aristotle notes that "to create good metaphors is to notice the similarity" [36] [ibid., p. 672]. The variety of possible approaches to understanding the essence of metaphor reflects the book "the Theory of metaphor" (1990) edited by N. D. Arutyunova. Without going into a detailed review of existing theories, we will mention only the most important features used in this study, thus a cognitive approach to metaphor, which was formulated and theoretically grounded in the classical monograph by J. Of Lakoff and M. Johnson [Lakoff, Johnson, 1980; eng. translation 1987, 1990] and significantly developed in science (A. N. Baranov, Yu. Karaulov, Y. S. Kubrakov, etc.).

First, metaphor is understood as a basic mental operation, method of cognition and categorization of the world: in the process of cogitative activity of analogy plays a lesser role than in the formal procedures of rational thinking. Turning to something new, complex, not fully understood, the person often tries to use for understanding the elements of some more familiar and understandable sphere. When the metaphorical modeling of the political sphere, characterized by complexity and high degree of abstraction, the person often uses a simpler and concrete images of the areas for which he is familiar. Metaphor is not a means of decoration of already complete thoughts and way of thinking, but it is the everyday reality of language.

Secondly, the term "metaphor" means (in accordance with the general principles of cognitive science) a kind of

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[35] Аристотель. Сочинения: В 4 т. М., 1982. Т. 4.
[36] Ibid.

pattern, network model, the nodes which are connected by relations of different nature and different degrees of closeness. As known in linguistics it sometimes distinguishes between different aspects of metaphor, and even different values of the considered term. Metaphor can be understood as a word that has a figurative meaning, and as a metaphorical process of development of the verbal semantics in language or in a specific communicative situation, a metaphor is called the whole group of words with similar metaphorical meanings (military metaphor, zoomorphic metaphor, metaphor in medical discourse, etc.). Metaphor can be understood also as a form of thinking or a cognitive mechanism of communicative processes, the mechanism for obtaining inferential knowledge. By the way, the presence of such variants is due to the lack of a generally accepted definition of the considered term.

In this study, depending on the context metaphor is meaningful and correlated with the mechanism, both process and result in individual or aggregated form, and the form of thinking. This approach turned out to be a good sort of way association of relatively autonomous phenomena with bright features of family resemblance. If necessary, specification of composite names is used - metaphorical process, the mechanism of metaphoric, metaphorical value, etc.

Third, cognitive theory is characterized by a wide approach to the identification of metaphors on formal grounds. For example, if other theories among comparative tropes clearly delineate the comparison, that is, paths in which there is a formal measure of comparison (like, as if etc.), and metaphor, which is considered to be a symptom of the absence of these indicators, in cognitive approach both the varieties of metaphors are widely understood. Even less important for cognitive linguistics, the distinction between verbal and nominal, predicative and genitive, as well as other types of metaphors, the allocation of which is based on the actual language features. In accordance with the general concepts of cognitive linguistics language is one continuum of symbolic units, not including naturally on the lexicon, phraseology, morphology and syntax. In other words, the semantic

assimilation is perceived as a factor much more important than level or structural differences. Of course, the specificity of the abovementioned species of metaphor is not denied, but the attention of researchers is focused on completely different aspects of the phenomenon under research.

Fourth, cognitive theory characterized by a broad approach is the allocation of metaphors on substantive grounds. According to N.D. Arutyunov, metaphor in a broad sense can be called any indirect way of expression of thought".[37] In this case, semantic, stylistic, aesthetic and other differences between metaphor and comparison are not srtressed (implicitely and explicitly or by analogy, the brevity and the number of the design, the degree of transparency of meaning and its duality, "mixing", "crossing" the meanings, etc.). In a broad sense a metaphor is considered not only the comparison, but also other phenomena with the element of comparison: metaphor, hyperbole, some periphrases, idioms, etc. for Example, the following excerpt is focused on phytomorphic (scope, source) images, indicating the political realities:

Donald Trump amuses us to death

Donald Trump with Jesse Ventura, then governor of Minnesota, in 2000. (Photo: Reuters)
"...He said he was serious about running, anyway, and he invited me to Manhattan, where I got the private tour of his penthouse in Trump Tower, with the marble walls and the faux Greek statues and the massive scale model of his looming residential towers, overlooking unobstructed views of his looming residential towers. You know, pretty much the kind of decor you or I would choose, if we had a limitless budget and no discernible taste and a yawing hole in the part of our psyche that parental love might normally fill. ...

"You're an unbelievable writer!" Trump shouted. "That was a great piece!"

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[37] Арутюнова Н. Д. Метафора и дискурс // Теория метафоры. М., 1990б.

That call kicked me in the stomach, because I realized Trump had gotten from me exactly what he came for. I promised I would never again let myself be used for brand promotion masquerading as politics, which I considered then — and consider now — to be a very serious business.

But you know, when your entire industry is happily allowing itself to be used, I guess you have to acknowledge the orange-haired elephant in the room. …" [38]

However, in the actual metaphorical images there are no comparative copulas (performance comparison) and other necessary ones for a typical comparison of components. It should be noted that that this is also a path (from the comparison to the actual metaphor) of typical deployment of metaphor, it shows the dynamics of the development of metaphoric images and reflects the process of "aging" of the metaphor.

It seems that the perception of the considered fragment of the same type of development model of meaning is much more important differing in the forms of expression of assimilation (own use of metaphors or figurative comparisons). As rightly pointed out by I. M. Kobozeva, in the analysis of political metaphors it makes sense to recognize metaphors, or, to put it more circumspectly, metaphoric expressions, all shaped construction, having as a cognitive basis for the comparison of objects relating to different areas of the ontology".[39] However, it makes little sense to refer to the number of metaphorical elements, completely devoid of imagery, for example, some mapping [40][166]. Wed.: In such cases, it is not

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[38]https://www.yahoo.com/politics/donald-trump-amuses-us-to-death-donald-trump-with-125374247406.html

[39] Кобозева И. М. Прагматический подход к идентификации метафоры в политическом дискурсе СМИ // Язык массовой информации как объект междисциплинарного исследования. М., 2001.

[40] Кобозева И. М. Прагматический подход к идентификации метафоры в политическом дискурсе СМИ // Язык массовой информации как объект междисциплинарного исследования. М., 2001.

really the phenomenon that Aristotle would have called the transfer of the name "with a view", there is no representation of a fragment reality with the use of concepts related to a particular field.

It does not seem to have the imagery and genetic (dead, trite, conventional) metaphor (the head of state, the party is going in the right direction, the left and right political movements, etc.), but it should be remembered that in certain contextual conditions dead metaphors can "resurrect", and "erased" the internal form starting to be perceived as a rather noticeable. Methods of context of recovery standard of political metaphors through their deployment and specifying in the text are reviewed in detail by A. N. Baranov and Yu. Karaulov [1994].

It is significant that in recent years, along with models of conceptual metaphor metonymic models are increasingly described, which should also be considered as a kind of diagram of human thinking. So, DJ. Lakoff [Lakoff, 1991] notes that the war of the United States against Iraq in 1991 was metonymically represented in political speech as a war against 1) President Saddam Hussein, 2) against Baghdad, 3) against the people of Iraq, 4) against the Iraqi army, 5) against the Arabs. Each of these titles has nuances of meaning and represents a specific categorization of the same enemy. The potential use of metonymy is one of the effective ways of pragmatic impact, leading to the conversion of the existing in the mind of the addressee of the political world.

Special consideration is given to the question of the functions of political metaphors. In the history of science concept is known, in which specifically such functions of metaphor as an aesthetic, nominative, communicative, pragmatic, etc. were allocated. For example, Cicero believed that historically the primary metaphors bore a nominative function, but later on the fore aesthetic function: "the Use of words in a figurative sense has a wide distribution. It has created the need... under the pressure of poverty and the paucity of vocabulary, and then his beauty and charm has expanded the scope of its application. For just as the clothes, first invented to

protect from the cold, then they were subsequently also be used for body decoration and as a mark of distinction and metaphorical expressions entered for lack of words, and now have many apply for pleasuring. [41]

The lists of functions of metaphor are differed significantly by the specialists. We should agree with I. M. Kobozeva, which believes that "in different types of discourse metaphor performs different functions... In a poetic text the main functions of metaphor are recognized aesthetic (metaphor as an ornament of speech) and activation (metaphor as a means of enhancing the perception of the addressee), whereas a cognitive function fades into the background. In academic discourse cognitive and heuristic functions of metaphor exist that allow you to comprehend a new object of study, relying on the knowledge about other types of objects. It is important for scientific discourse and argumentative function of metaphor as a means of convince of others' correctness (believability) of the proposed thesis or postulates" [42][166].

Naturally raises the question about the functions of metaphors in political texts. According to I. M. Kobozeva, developing the ideas of A. N. Baranov, in political discourse the main functions of metaphors are heuristic and argumentative. However, the scientists note that in political speech metaphor performs interactive function. The most dangerous political speech involves contentious political issues, minimizing the responsibility of the speaker for the possible literal interpretation of his words by the addressee". [43] In addition, metaphor creates the communication for partners a common platform upon which the subject of the speech can more effectively

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[41] Цицерон М.Т. Три трактата об ораторском искусстве/Пер. с лат. ... М.Л. Гаспарова . – М: Научно издательский центр «Ладомир», 1994, 346 с.

[42] Кобозева И. М. Прагматический подход к идентификации метафоры в политическом дискурсе СМИ // Язык массовой информации как объект междисциплинарного исследования. М., 2001.

[43] Ibid.

contribute to the consciousness of the addressee unorthodox opinions" [ibid, p. 135]. It is emphasized that the aesthetic and activation functions arise from political texts "as a side effect" [ibid., p. 136].

In his thesis V.A. Stepanenko distinguishes the following functions of metaphor in political discourse: pragmatic, cognitive, emotional, representational, storage and transmission of national identity, traditions, culture and history of the people. [44]

The basis of the present study is a slightly different view of the functions of political metaphors and their ratio. The main functions of metaphor, in our opinion, include cognitive, communicative, pragmatic and aesthetic, each of which may have one or other variety (optional or optional). Consider the specificity of each of these functions and their variants.

3.3.1. Cognitive function of metaphor in political discourse.

Under a cognitive approach to metaphor is seen a way of thinking, learning, categorization, presentation, and evaluation of a fragment of reality with the use of scripts, frames and slots related to a completely different conceptual area. Metaphor creates an opportunity to use the potency of structuring areas of the source when conceptualizing a new sphere. The specificity of this conceptualization is largely dependent on national, social and personal consciousness.

Metaphor is a manifestation of the analogical capabilities of human thinking, they are incorporated in the intelligent man's system, it is a special kind of scheme by which a person thinks and acts. The political situation in modern World is constantly changing, and metaphors are often used to characterize these changes.

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[44] Степаненко А. В. Лингвокогнитивные особенности функцио-нирования метафоры в политическом дискурсе: (На материале русского и немецкого языков): Автореф. дис. … канд. филол. наук. М., 2002.

Upon close examination it is possible to allocate following kinds of cognitive functions. A metaphor can serve as a way of creating titles for new, as yet nameless realities: a vivid example of such metaphors - "restructuring" to refer to the political doctrine of Mikhail Gorbachev. But much more often a metaphor is another name instead of the existing one, but for some reason not acceptable to the author. Using the metaphor of the phenomenon is brought under the category (by George. The Lakoff) that makes it easier to define the essence of this phenomenon and to express their attitude to it.

For example, the process of transfer of state property to private ownership is also commonly referred to privatization. But representatives of the irreconcilable opposition constantly called it in Russia "privatization of robbery", that is, by means of metaphor appropriate actions are brought under the category of "criminal offences" and emphasizes their negative assessment.

The use of a system of interrelated metaphors allows you to create a model of political reality by means of a system of concepts belonging to an entirely different conceptual area. As a result of a political situation, which requires awareness, it seems as something familiar, as there is already a ready assessment.

For example, if privatization is robbery, so its organizers and participants are as well. Accordingly, opponents of privatization are perceived as people, safeguard of the rule of law preventing the continuation of crimes. This system of metaphors was constantly used in nowadays press, creating a characteristic of Russian or American consciousness of metaphorical model of the modern Russian or American reality.

Let's compare the news about Russia from American side and America from Russian side:

Obama says Putin has failed to modernize Russia

Washington (CNN) President Barack Obama said Tuesday that Russian President Vladimir Putin stuck in the past and as a result the country has failed to modernize.

"I don't want to psychoanalyze Mr. Putin. I will say that he has a foot very much in the Soviet past. That's how he came of age. He ran the KGB. Those were his formative experiences," Obama told BuzzFeed's editor-in-chief Ben Smith.

Obama said that even before oil prices declined the Russian economy was struggling.

"It is not an economy that's built for the 21st century. Unfortunately, those forces for modernization inside of Russia, I think, have been sidelined. That's bad for Russia and, over time, it's bad for the United States, because if Russia is doing badly, the concern is that they revert to old expansionist ideas that really shouldn't have any application in the 21st century," Obama said…

The comments come after the White House said both presidents talked over the phone Tuesday afternoon. "If Russia continues its aggressive actions in Ukraine, including by sending troops, weapons and financing to support the separatists, the costs for Russia will rise," Obama told Putin, according to the White House.

Leaders from France, Germany, Russia, Ukraine and separatist groups are expected to meet Wednesday morning in Minsk and hammer out proposals for a possible peace deal for Ukraine…" [45]

As we can see from the news text, there are a great amount of figurative tropes like metaphors, metonymies and even dysphemism: stuck in the past, to psychoanalyze Mr. Putin, has a foot, came of age, ran the KGB, the Russian economy was struggling, forces for modernization, revert to old expansionist ideas, aggressive actions, the costs for Russia will rise, hammer out proposals, possible peace deal.

Now let's consider the Russian view point on the relationships with America:

Putin throws down Obama

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[45] http://edition.cnn.com/2015/02/11/politics/obama-putin-modernization/index.html

"Not so fast Mr. Hope and Change. Haven't you heard? There's a <u>new Sheriff in town in the Middle East</u>. President Putin reminded Barry that he's in charge. He already reminded <u>Netanyahu</u> recently after Israel fired into Damascus in early May. Afterward, Bibi sang a different tune. Putin's talent as a Judo expert is always useful in these situations. When Obama was continually arming Syrian rebels; declaring no fly zones and moving his Marines into Jordan Putin took quick action. Obama sang a different tune as well and even said, "and finally we compared notes on President Putin's expertise in Judo and my declining skills in basketball".

The weak eyed Obama went on further to say, "And we both agree as you get older it takes more time to recover. "He unbelievably even talked about the removal of the Jackson-Vanik Act. Obama nervously looked over his notes as Putin spoke clearly from his memory and intelligence. At meetings end Obama then went on to try and slap a handshake. It was met with President Putin's stone hand which withered Obama's smile away. Putin's firm grip declared whose top dog in this world…" [46]

As we can see from the text of the Russian news about Barack Obama, we meet figurative language as well (antono-masia, metonymy, metaphor, dysphemism and so on): throws down, Mr. Hope and Change, a <u>new Sheriff in town in the Middle East</u>, Bibi sang a different tune, declaring no fly zones, took quick action, sang a different tune, The weak eyed Obama, get older, it takes more time, unbelievably even talked, spoke clearly from his memory and intelligence, to slap a handshake, Putin's stone hand, withered Obama's smile, top dog.

Instrumental variety of a metaphor.

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[46] http://english.pravda.ru/russia/politics/18-06-2013/124864-putin_obama-0/

Such a metaphor is more characteristic of scientific discourse, but in the political discourse is able to "tell" the decisions to shape the direction of the thoughts, it acts as a sort of tool of thinking. For example, if privatization is robbery, it is the duty of every patriot is to contribute to the strict punishment of criminals (many call even to death) and the return of "stolen" to the rightful owner. If privatization is robbery, it is not in line with the natural laws of development of society and someday everything will fall into place. This metaphor determines the direction of the movement of thought as a beacon determines the direction of movement of the ship.

Hypothetical variety of a metaphor.

Metaphor allows us to imagine something not yet fully conscious, to create some assumption about the nature metaphorically characterized by an object. This species is inherent to scientific discourse, but it is possible to be political. For example, metaphor is used in the assessment of the current economic system of gangster capitalism, possibly associated with the perception that this system is really created by criminals or in the interests of criminals. When thinking about the relationship between the States on our continent, the metaphor of a common European home in the post-Soviet period was replaced by confrontational metaphor of the iron curtain. The exact form of the relationship between yesterday's enemies were yet unknown, but a metaphor, using the familiar conceptual framework with strong emotional aura, created at least an idea of the general principles of relations: prudent people seek to maintain with the housemates' good relations, neighbors often have to work together to solve those or other problems, they help each other.

3.3.2. Communicative function of metaphor in political discourse.

Language is not only a tool of thinking, but also a means of transmitting of information. If a man thinks in

metaphors, it is quite natural that the transmission of information is carried out with the use of metaphors. Moreover, in many cases, metaphor allows to transmit information in a more convenient destination for the form. Let's consider some of the variety of communicative functions of metaphor:

Euphemistic kind.

The metaphor helps to convey the information, the author, for whatever reasons, does not consider it appropriate to mark directly by means of direct nominations. An example of this use of metaphor can be used in Bush's planned motherhood:

Dems hit Bush after comments on funding for women's health

".... His response — "The next president should veto Planned Parenthood" — drew a loud ovation at the packed Bridgestone Arena.

But his comments about money for women's health left Bush and his campaign cleaning up his remarks just hours later. He issued a statement saying he "misspoke" when speaking about women's health funding and was referring only to the "hard-to-fathom $500 million in federal funding" for Planned Parenthood.

"There are countless community health centers, rural clinics and other women's health organizations that need to be fully funded," Bush said. "They provide critical services to all, but particularly low-income women who don't have the access they need…" [47]

The power of metaphor, her "blue blood" (A. N. Baranov) is the effect of balancing between the said and unsaid things between certainty and uncertainty, known in the conventions and in particular the significance of the

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[47]https://www.yahoo.com/politics/dems-hit-bush-after-comments-on-funding-for-125932758891.html

metaphorical conceptualization of the world. Metaphor, as the party in Communist Russia decides, is everything and not responsible for anything.

Promotional variety. Metaphor allows availability in poorly prepared destination form to convey a complex idea. Evidence of the importance of promotional functions of political metaphors is the following, made by professional psychologists monitoring features of performances. Let's consider the following example if this kind of metaphor:

Dems hit Bush after comments on funding for women's health

"... Bush "told the rest of America what Florida women have known for years, which is that he doesn't believe women's health is worth much."

The former Florida governor was asked during an onstage interview, "Shouldn't we … say not one more red cent for Planned Parenthood?"

His response — "The next president should veto Planned Parenthood" — drew a loud ovation at the packed Bridgestone Arena…

"There are countless community health centers, rural clinics and other women's health organizations that need to be fully funded," Bush said. "They provide critical services to all, but particularly low-income women who don't have the access they need…

Bush's campaign also included a statement from Rhonda Medows, the secretary of Florida's Health Care Administration agency during his tenure as governor…

Abortion opponents say the recordings caught Planned Parenthood illegally selling the organs for profit, while Planned Parenthood officials — while apologizing for their workers' businesslike words — say they've abided by laws that let them recoup the procedures' costs.

"What those videos revealed more than anything else is that abortion in America has become a money-making industry," Rubio said…" [48]

The credibility of the statements gives a few simple techniques. For example, the method of explaining complex things is on his fingers. It is said that the difficulties of establishing a scheduled family he compared with the situation in a poor family. The family decides how many children to have and whether to have an abortion.

As you know, political speech is often focused on the broad masses, and therefore the former press Secretary of the Russian President seeks, on the one hand, to rationally justify their point of view (using statistics, references to authorities, etc.) and be expressed in an accessible and attractive destination form. In this sense, the metaphor is reminiscent of the pictures in the children's book: they are intended to attract attention to the text, but serve as the only source of information for children who have not learned to read.

3.3.3. Pragmatic function of metaphor in political discourse.

Metaphor is a powerful conversion tool existing in the mind of the addressee of the political world, encouraging him to certain actions and the formation of it is necessary for the sender's emotional state. There are some varieties of pragmatic metaphors:

Incentive variant. The use of metaphor enhances the effectiveness of urging citizens to political activity. For example, a metaphorical call to "Come to a decisive battle with the enemy" is perceived quite differently than the banal invitation to vote or to participate in demonstrations, although in this case the metaphorical battle is a part in the elections or demonstrations. Let's consider the following example:

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[48] https://www.yahoo.com/politics/dems-hit-bush-after-comments-on-funding-for-125932758891.html

Snubbed Republican candidates embrace 'Happy Hour Debate'

"...A vast majority of Republican voters, never mind Americans, still don't know who I am," Fiorina, the former Hewlett-Packard chief executive, said on MSNBC's "Morning Joe" Wednesday. "You have a long way to go here. It's a long race. And I'll look forward to the 'happy hour' debate...." [49]

Argumentative variant. As demonstrated by A. N. Baranov, metaphorical reasoning is constantly used in political speech as a way of changing the political beliefs of the recipient. At the first stage of the argumentation, metaphor allows access to some common communicant's knowledge and thereby creates a kind of common platform upon which talking can easily be developed in your point of view. For example, opponents of the sale of land often use this argument: "the earth is the mother, and the mother can not be sold". It is concluded that it is impossible to sell the earth. The first part of this statement introduces habitual for the Russian consciousness metaphor, in the second part of the utterance (if not to consider the word mother as a metaphor) is also represented by a common judgment. As a result of the sophistic nature of justification a special analysis is required which is not intended for all listeners.

Let's consider the following example from Barack Obama's speech on Iraq:

"...Imagine, for a moment, what we could have done in those days, and months, and years after 9/11.

We could have deployed the full force of American power to hunt down and destroy Osama bin Laden, Al Qaida, the Taliban, and all of the terrorists responsible for 9/11, while supporting real security in Afghanistan.

We could have secured loose nuclear materials around the world, and updated a 20th century non-proliferation framework to meet the challenges of the 21st.

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[49]   https://www.yahoo.com/politics/snubbed-republican-candidates-embrace-happy-hour-125938621586.html

We could have invested hundreds of billions of dollars in alternative sources of energy to grow our economy, save our planet, and end the tyranny of oil.

We could have strengthened old alliances, formed new partnerships, and renewed international institutions to advance peace and prosperity.

We could have called on a new generation to step into the strong currents of history, and to serve their country as troops and teachers, Peace Corps volunteers and police officers.

We could have secured our homeland -- investing in sophisticated new protection for our ports, our trains and our power plants.

We could have rebuilt our roads and bridges, laid down new rail and broadband and electricity systems, and made college affordable for every American to strengthen our ability to compete.

We could have done that…" [50]

There are the people that metaphorical reasoning affects are much more effective than any other. In other cases, the metaphorical arguments serve as an important complement to rational or emotional arguments.

Emotive kind. A metaphor is often used to influence the emotional-volitional sphere of the recipient and to create a corresponding relationship to the realities.

Let's consider the next example on the issue discussed (***Campaign Policy Speech on Iraq,*** delivered 15 July 2008, Ronald Reagan Building, Washington, D.C.):

"...The challenge facing the greatest generation of Americans -- the generation that had vanquished fascism on the battlefield -- was how to contain this threat while extending freedom's frontiers. Leaders like Truman and Acheson, Kennan and Marshall, knew that there was no single decisive blow that could be struck for freedom. We needed a new

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[50] www.americanrhetoric.com/speeches/barackobama/
   barackobamairaqwarreaganbuilding.htm

overarching strategy to meet the challenges of a new and dangerous world. …" [51]

Such metaphors are created primarily in order to transfer your existing reader's emotional attitude to the concept of source (means getting the word basically meaning on the concept that is conceptualized in the metaphorical meaning of the word. Accordingly, the natural attitude of every man to a very dangerous infectious disease through the use of metaphor is applied to the attitude of ideological theory and practice.

3.3.4. Aesthetic function of metaphor in political discourse.

Aesthetic function is fundamental for artistic discourse, but very significant for the political sphere of communication too. It is well known that the form attracts the attention of the addressee and is able to make the statement more effective. A metaphorical form is often perceived as a sign of depth and semantic accuracy of the statement. Therefore, the role of the language form is reminiscent of the role of the beautiful packaging of the goods: it does not guarantee quality, but very important for the successful implementation of products.

The use of new words for already existing models often creates the optimal ratio of the standard text (using the model) and expression (different types of recovery metaphors), and attracts the attention of the addressee to a method of exp-ression that is perceived as more vivid and significant. This is particularly true of nowadays political speeches [Bulygina, 1999; Kostomarov, 1999; Karaulov, 2001; Kakorina, 1996, etc.].

Let's consider the following example of aesthetic function of metaphor in political discourse (**Barack Obama's Second Presidential Inaugural Address** delivered 21 January 2013, Washington, D.C.):

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[51] www.americanrhetoric.com/speeches/barackobama/
barackobamairaqwarreaganbuilding.htm

"...What makes us exceptional, what makes us America is our allegiance to an idea articulated in <u>a declaration</u> made more than two centuries ago:

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness…" [52]

The considered function can be distinguished into literary and expressive varieties. Finishing the review, we emphasize that the functions of metaphor and especially their variants are only relatively autonomous, and in the specific texts they are closely intertwined. There is no doubt that depending on the situation the significance of the function of metaphor may rise or fall, but we don't have tool for accurate quantitative determination of the ratio of the functions in a particular text. As a general, summing up the last chapter, we will note that it creates the necessary theoretical basis for considering further chapters of this study.

In modern science political linguistics is perceived as an independent rapidly growing area of research, including several relatively autonomous fields opposed to each other on the methodology and techniques of research material used, the aspects of the analysis of political text and discourse, normative or descriptive approach to the study of the material, etc.

Political linguistics gradually formed a special conceptual apparatus and terminology: there are discussions about the specifics of political language, political texts and political discourse, which offers a variety of definitions of the key concepts (language picture of the political world, the sphere of political communication and its subdivisions), new terms (political narrative, political idiostyle, etc.). Hardly in the near future we can expect full agreement between all experts, but the process deserves a positive assessment. Anyway, a question has been ceased to be a discussion about the

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[52] www.americanrhetoric.com/speeches/barackobama/
    barackobamasecondinauguraladdress.htm

existence of political linguistics (with its subject, with special tasks, with specific materials) as a special research area that emerged at the intersection of linguistics and political science.

In the analysis of political communication, it is advisable to use a broad approach to the selection of metaphors based on common principles of cognitive linguistics. In this case, all restrictions defining features of the traditional structural approach are eliminated including not only the requirement of elements belonging to the same lexical-semantic group or at least one part of speech, but also the limitations associated with language levels. Accordingly, in one system lexical units, composite names, idioms and their components are actually studied, as well as other playable units (proverbs, sayings, aphorisms, etc.).

Consequently, a metaphor can be explored as a mechanism and process, and as a result of its mental operation. With characteristic cognitive science, a broad understanding of the metaphor to its sphere includes many phenomena that are traditionally considered in a different way: a comparison, metaphor, synecdoche, hyperbole and litotes. In the process of analyzing political speech cognitive, communicative, pragmatic and aesthetic functions of metaphor are highlighted. All these functions of metaphor are constantly interacting in some contexts, some functions can come to the fore, while others remain in the shadows.

In the conclusion we have come to the followings:

1.   It is known that the most promising research directions arise in the zone of intersection of different fields of knowledge. One of these intersections is the cognitive study of political metaphor, which creates conditions for the emergence at the intersection of political science, psychology and linguistics. Political linguistics is a new branch of knowledge relating to the cognitive sciences. Social relevance of political linguistics is caused by the increasing interest of the society about the mechanisms of political speech, including problems of metaphorical simulation of reality in the mass consciousness.

2.   Three interactive mirrors of conceptual political metaphors, first, reflect cognitive "mechanisms" (studying the metaphor, we study human mind), and secondly, we see the metaphorical mirror reflecting everyday notions about conceptual sphere is the source of metaphorical expansion (in this case, it is important for us not how a person thinks, but how he conceptualizes this field), and thirdly, we see the reflection of the "naive" mankind's understanding of the conceptual sphere-targets metaphorical expansion: a man metaphorically conceptualizes structures of this area, highlighting the most important and necessary, giving emotive evaluation elements.

3.   In the metaphorical mirror, as in any other, the paintings are constantly changing, and it is therefore important to capture and analyze. However, the study shows that in the last decade the development of metaphoric models has been developed (and their individual frames, slots) with conceptual vectors of cruelty, aggression and rivalry (war, crime, sports, etc.), deviations from the natural order of things (illness, crime, sexual perversion, etc.). It is significant that similar pragmatic meanings and other models were most in demand; this is a

particularly characteristic of the modern zoomorphic metaphors, as well as for traditionally "non-aggressive" metaphors like "home", "ways" and "world of plants".

4. Another group of strong conceptual vectors of modern political metaphors is to understand what is happening, the insincerity of politicians, redundant train located in the center of public attention events, inability of public politics, the presence of some secret "writers" and "directors" and "coaches" in the political life of the country (scenery, theater, game and sports metaphors).

5. Mirror of contemporary conceptual metaphors reflects a social model view of the cruelty and hypocrisy of the new era, where a man is no longer a "friend, comrade and brother", but the public consciousness still resists reality, it would seem more appropriate conceptual vectors of metaphorical formula. A new era begins, and the country is waiting for brand new conceptual metaphors.

6. To paraphrase a famous saying, we can say that to blame, of course, should be on the face, although the mirror emphasizing its curvature largely affects the self-consciousness of looking into it people. If you use a traditional scientific style, it is necessary to note the complex interaction of metaphorical systems, social identity, its reflection in political speech and current reality.

7. First, one of the reasons for the revitalization of the considered models is the true complexity of the social environment, which is reflected in the national consciousness and is expressed in the speech: it was observed long ago that being in the public eye phenomenon becomes a source of metaphorical expansion. Second, the active use of models with strong conceptual vectors of anxiety, aggressiveness and deviations from the natural order of things will undoubtedly affect the social evaluation of the situation in the country. Conceptual metaphors vividly reflect natural for every genuine

patriot pain for the condition of his native country. They indicate a desire to draw attention to the most pressing issues, the desire for change in politics.

8. A metaphor can be a powerful tool in public consciousness, that is, the system changes the basic ideas of the people about themselves, about their country and their role in its development. Therefore, this will be similes, confident, growing and yet not forgetting about the fundamental national values and priorities.

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