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LƏNKƏRAN DÖVLƏT UNİVERSİTETİ

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Political discourse as a subject of political linguistics

Abstract: This research, entitled "Political discourse as a subject of political linguistics" deals with the issue of metaphor in linguistics. Based on studies, metaphors make linguistics, literature, and discourse more expressive and colorful. The research analyses several written articles, artifacts and ideas focusing on metaphor that have been produced since the last century, including both foreign and native research works on linguistics. The purpose of this research is to gain an in-depth understanding of the role of metaphor plays and what the metaphor could mean for linguistics.

Açar sözlər: metafora, məcazi məna, dilçilikdə metafora, məqsəd, metaforanın dilçilikdə mənası.

Keywords: metaphor, figure of speech, metaphor in linguistics, the purpose, meaning of metaphor in linguistics.

Ключевые слова: метафора, фигура речи, метафора в лингвистике, цель, значение метафоры в лингвистике.

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, and 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..." [1]

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

"...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. ... [4]

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 the interpreter, and at the same time and changes the system, Ms. [5; p3-18]

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.

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 [12; p71-87]:

- "speaking in tongues": dominates in declamatory style proclamation, advocacy triumphalism,
- Idealization 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 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... [3]

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 [8; p89-122] and represents the transfer of military action from the battlefield on a theatrical stage. Such 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" [19; p181-195] 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. [16; 1982]:

- 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.

Effectiveness of political discourse

Public purpose of political discourse is to inspire people – the citizens of the community – the need for a "politically correct" actions and/or assessments. In other words, the purpose of political discourse is not to describe (i.e., not the reference), and to convince, awakening in the destination of intentions, to give ground for the belief and inspire action. [6; 77-174] Therefore, the effectiveness of political discourse can be defined relative to this goal.

Speech policy (with a few exceptions) uses the symbols. [15; 1995], and its success are determined by how these characters are consonant with the mass consciousness: a politician must be able to touch the right chord in the consciousness; policy statements must be placed in the "universe" of opinions and evaluations (that is, all the many inner worlds) its addressees, "consumers" of political discourse.

Let's consider the following speech of Barack Obama addressed to the People of Berlin (delivered 24 July 2008, Victory Column):

"...thank you to the citizens of Berlin and -- and thank you to the people of Germany. Let me thank Chancellor Merkel and Foreign Minister Steinmeier for welcoming me earlier today. Thank you Mayor Wowereit, the Berlin Senate, the police, and most of all thanks to all of you for this extraordinary welcome. Thank you. I come to Berlin as so many of my countrymen have come before; although tonight, I speak to you not as a candidate for President, but as a citizen -- a proud citizen of the United States, and a fellow citizen of the world. I know that I don't look like the Americans who've previously spoken in this great city. The journey that led me here is improbable. My mother was born in the heartland of America, but my father grew up herding goats in Kenya. His father -- His father -- my grandfather -- was a cook, a domestic servant to the*

British. At the height of the Cold War, my father decided, like so many others in the forgotten corners of the world, that his yearning – his dream -- required the freedom and opportunity promised by the West. And so he wrote letter after letter to universities all across America until somebody, somewhere answered his prayer for a better life. That is why I am here. And you are here because you too know that yearning. This city, of all cities, knows the dream of freedom. And you know that the only reason we stand here tonight is because men and women from both of our nations came together to work, and struggle, and sacrifice for that better life..." [2]

Not always such a suggestion looks like the reasoning: trying to attract listeners to their side, they do not always use logically coherent arguments. Sometimes it is enough just to make it clear that the position in favor of which is the proponent, is in the interests of the recipient.

Protecting these interests can affect emotions, playing on the sense of duty, in other moral systems. (However, this may fail to find the review in the shower insufficiently prepared interpreter.) Even more cunning move when pushing the arguments in the presence of someone, do not expect a straight line to influence someone's mind, and just thinking out loud with witnesses; or, say, putting forward arguments in favor of a particular situation, trying, on the contrary, to convince that is the opposite of thesis, etc.

Any discourse, not only political in its nature is aimed at suggesting the system that takes into account the views of the potential interpreter with the purpose to modify the intentions, opinions and reasoning for the actions of the audience. As it was noted by A. Schopenhauer, the art of persuasion consists in the skillful of use of faintly touching of human concepts. Thanks to this and sudden transitions it can be made from one belief to another, sometimes on the contrary to the expectations of the speaker. [17; 1891]

The success of suggestion depends, at least, on the attitudes of the proponent, on the message in the speech as such and reference to object. [13; 1982]

The first type of installations characterizes the degree of credulity of sympathy for the proponent, and the conquest of favorable positions in this field depends on the skill of the speaker and the nature of the recipient (cf. pathological credulity at one extreme and pathological suspicion on another). Changes can be in the settings of the recipient in the right direction, in particular, and successfully arranging his speech, by placing the shielded position in the discourse. After the recipient has a sense of voluntary acceptance of another's opinion, interest, relevance, truth and satisfaction, he can succeed in this suggestion. [9; 1985] People are always looking for something from the speech of their interlocutors, which affects the acceptance or rejection suggestible points of view. Speech behavior that violates normative expectations of appropriate behaviors, can reduce the efficiency of the impact (if unpleasant surprise for the recipient) or dramatically increase it – when the recipient suddenly finds something more enjoyable than expected in normal.

When the addressee produces more than one argument in favor of one thesis, justified or unjustified expectations, or when the first argument is the effect on the adoption of the second argument. Therefore, if a speech violates expectations positively as a result of the first argument, then this argument becomes impressive, but the change of attitude towards the source, the position occurs only after the presentation of the subsequent arguments that support the position against the current installation. When speech expectations as a result of the first argument are violated to the negative side, this impressive argument does not happen, but the recipient is more inclined to believe the arguments of subsequent speech, argues in favor of the same thesis, directed against the existing installation. [10; *ibid*]

Defending points of view in political discourse

So, in order to be effective political discourse must be built in accordance with certain requirements of military action. Speakers usually assume that the addressee knows which camp is the role, what that role is and – not at least – for what position to stand ("affirmation") and against what situation and to what party or what opinion ("negation"), Ms. [11; p73-79] the affiliation to a certain party makes the speaker

- from the beginning to indicate the specific reason for the performance, the tune of "I'm not saying this because I want to talk about, but because it's necessary";
- to emphasize the "representativeness" of his speech, stating, on behalf of any party, faction or grouping expresses this opinion, – the tune of "we are many"; as collective action more spectacular than individual performance, support is often provided for action by like-minded people;
- to avoid the appearance of personal motives and intentions, then emphasize the social importance and responsibility, social engagement performance – motive "I represent the interests of society as a whole". [18; 1989]

As on the battlefield, political discourse is aimed at the destruction of "combat power" of the enemy – weapons (i.e. opinions and arguments) and personnel (discrediting the identity of the opponent).

One means of destroying the enemy in a political debate is ridiculing the enemy. Laughter in general, according to many theorists, manifests an unconscious desire to humiliate the enemy, and thereby corrects his behavior. This focus consciously is exploited in political debates since the days of the Roman Empire. This is evidenced by the diatribes of Cicero, in which even ridiculed intimate characteristics of the opponent, generally speaking, not directly related to politics [7; 1996], he "enters into collusion" with the listener, seeking to exclude from the game of his political opponent as unworthy of any positive attention. Many instructive examples of this method destroy the enemy. Because the ridicule is on the verge ethically permissible, it can be assumed that the most offensive humor is perceived by society as appropriate only in the most critical period; and in "normal" periods like this genre is hardly valid. An enemy is excluded from the game in more mild form when talking about personality (arguing ad hominem), and erroneous views, "unscientific" or insolvent.

Removing the opponent from an equal participation in the discussion of issues, he is left alone with the listener; in certain modes free exchange of opinions are expected and political discourse is not aimed at dialogue, see [14; 1988].

Conclusion

The author came to this conclusion that, interpreting political discourse in its totality cannot be limited to purely linguistic moments; otherwise the essence and purpose of political discourse go unnoticed. Understanding political discourse presupposes knowledge of the background, the expectations of the author and the audience, ulterior motives, narrative schemas favorite and logical transitions occurring in a particular era. Therefore, although the term "political literature" sounds unusual today, and "political linguistics" has long earned its right to exist, it should be recognized that more interesting results can be achieved only in the framework of the merger of these disciplines, that is, from political philology.

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Siyasi diskurs siyasi dilçiliyin subyekt kimi

Xülasə

"Siyasi Diskurs Siyasi Dilçiliyin Subyekt kimi" adı altında verilmiş məqalə, metaforanın dilçilikdə rolundan bəhs edir. Aparılmış tədqiqatlara dayanaraq qeyd edilən ki, metaforadilçilik, ədəbiyyat və diskursu daha da zənginedir. Təqdim edilən tədqiqat işi bir neçə müxtəlif yerli və xarici dilçilərin bu sahədə apardıqları tədqiqatları, yazılmış məqalələri və fikirləri bir yerə cəmləyərək metaforanın siyasi diskurs və siyasi dilçilikdə kirolunu analiz etmişdir. Tədqiqatın əsas məqsədi metaforanın hansı anlamı verdiyini və dilçilikdə kirolunu izah etməkdir.

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Политический дискурс как предмет политической лингвистики

Резюме

В статье под названием «Политический дискурс как предмет политической лингвистики» исследуется роль метафоры в лингвистике. Основываясь на проведенные исследования, можем отметить, что метафора обогащает языкознание, литературу и дискурс. В представленной работе проанализирована роль метафоры в политическом дискурсе и политической лингвистике на основе проведенных исследований и написанных статей местных и зарубежных лингвистов. Основной целью статьи является понятие метафоры и разъяснение её роли в лингвистике.

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Qıraq Kəsəmən orta əsr yaşayış yerinin təsərrüfat və mətbəx keramikası

Annotasiya: Məqalə Qıraq Kəsəmən orta əsr kənd tipli yaşayış yerində aparılmış arxeoloji qazıntılar zamanı əldə olunmuş şirsiz saxsı materialının bir hissəsini təşkil edən təsərrüfat və mətbəx keramikasına həsr edilmişdir.

Açar sözlər: mətbəx qabları, təsərrüfat qabları, tip, forma, bəzək, naxış

The article is devoted to household and kitchen ceramics, which are part of unglazed ceramics, discovered during excavations in the rural type settlement of Gıraq Kasaman

Ключевые слова: предметы домашнего обихода, кухонные принадлежности, тип, форма, декор, орнамент

Key words: household utensils, kitchen utensils, type, shape, decoration, ornament

Статья посвящена бытовая и кухонная керамики, которые являются частью неглазурованной керамики, обнаруженные при раскопках в поселении сельского типа Гыраг Кесемен.

Qıraq Kəsəmən orta əsr kənd yaşayış yeri Ağstafa rayonunun eyni adlı kəndindən şərqdə, Kür çayından, Qalabozu yaşayış yerindən təxminən 3 km cənubda, terraslarla

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