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Comparative study of stylistic devices used during COVID-19 in Azerbaijani and English languages

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COMPARATIVE STUDY OF STYLISTIC DEVICES USED DURING COVID-19 IN AZERBAIJANI AND ENGLISH LANGUAGES

Abstract

The impact of COVID pandemic on every field of life left its traces on language as well. There appeared new COVID related terms, COVID vocabulary with new insights and meanings. As a result of the newly developed discourse, there appeared new topic for many researchers and scholars to be investigated. In this paper we also aimed to study the same topic from different perspective, thus, the paper intended to make a comparative study between Azerbaijani and English languages through the stylistic reflection of the COVID discourse. The investigation of the new COVID related stylistic devices was based on whole media discourse including the speeches of political leaders and newspapers. As the role of stylistic devices is considered to be inevitable in making expressiveness, it was regarded as the best tool to achieve the persuasion in COVID discourse. In this paper the speeches of political leaders and the media sources were taken as the main materials for conducting the study. By making a monthly analysis for the stylistic devices of both languages the frequency of the COVID related stylistic devices was drawn. Moreover, the research indicates that although two languages are from the different edges of the language groups, the reflection of the COVID related stylistic devices in both languages is not too much different. This argument was proved by the numbers of the stylistic devices, especially, by the statistical numbers of the metaphors. To achieve all the goals of the study the constructed corpus was analysed and the statistical results were drawn.

Keywords: COVID, English, Azerbaijani, Stylistic devices, discourse, language.

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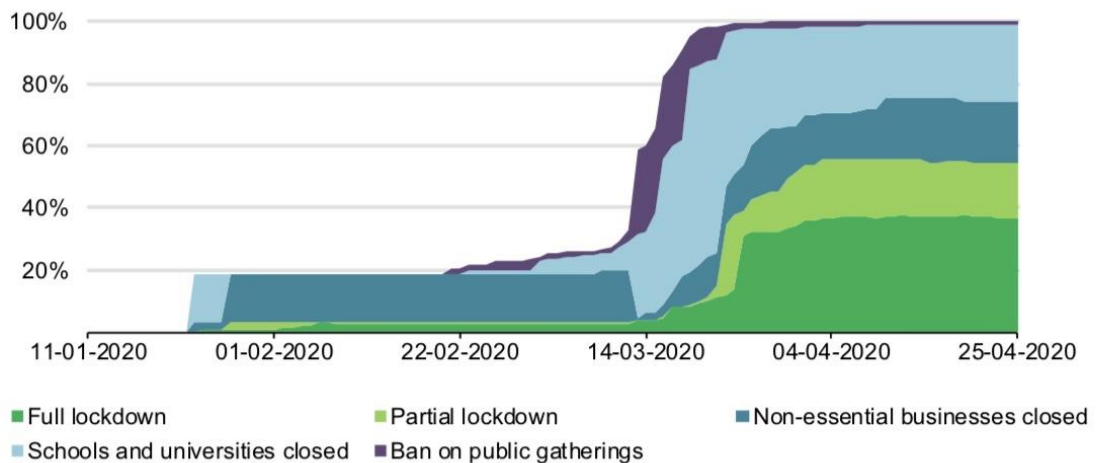
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Introduction

The year of 2020 didn't start as people wished. There appeared such a disease that was capable to destroy whole year. At the very beginning, people weren't taking that disease seriously. It was considered just a kind of virus with casual symptoms. However, day by day, the increased number of cases made people be worried about the further spread of virus. On 11 of February 2020, Taric Jasarevic declared a name for this disease like COVID-19. It was said that "CO" is for corona, "VI" for virus, and "D" for disease. Later, on 11th of March 2020, WHO (World Health Organization) declared that COVID-19 should be characterized as a pandemic. This pandemic had various reflections in different cultures. This kind of cultural differences stand out when it comes to adjusting these terms to informal every day communication. The English / American speaker can shorten the name of the disease to corona, or even the Rona / Rony (mostly in Australian English) (Karachina,45). Moreover, the spread of coronavirus had serious damages on different fields of people's life. And this spread turned out to be much more important through the further stages of this virus.

So COVID-19 became an evil for whole world. Through couple of months it could spread all over the world and affected the lives of millions of people. There can't be found any single person who didn't feel its effect on their lifestyle. From ordinary people to the governments, high society started to feel its dangerous impact day by day since its origin in China. All spheres of life tasted the bitter side of COVID pandemic. There appeared long-lasting impact of this pandemic on different fields.: economical, psychological, social, environmental, educational, linguistic etc. The major precaution for the spread of virus was to announce the lockdowns in most countries. Consequently, these lockdowns became the cause of declines in different fields. International Energy Agency prepared a rapport namely "Global Energy Review 2020: The impacts of COVID-19 crisis on global energy demand and Co2 emission" which reflected the effects of lockdowns (Global Energy Review 2020, 2):

Share of global population under containment measures



Preventing the spread of virus by lockdowns precluded the development of countries, which resulted in sharp collapses. Virus became capable to change the lifestream of whole world. The year of 2020 was memorized as a year of COVID-19.

From every perspective coronavirus became a new term in the lives of people. Lifestyle, routines, jobs, interests of people were seriously affected. Even the speeches and language skills could reflect the linguistic traces of coronavirus.

Beside the fast spread across the world and sophisticated methods of prevention and treatment, it is characterized by the controversial role of media (Karachina,45). Day by day, as virus was spreading all over the world many people, politicians, leaders were warning their people and providing them daily information through daily briefings. Information and daily news were the major concern and source of information for people. Everyday people were eager to hear something new and positive or informative news. So, the role of TV and media became inevitable as the best source of information. However, the information provided by the media can cause a controversial situation among people since its validity can be questioned by the people. In this regard the source of information had to be chosen by the media groups very accurately. While some information is assessed as accurate from the position of the WHO, inaccurate information is regarded as harmful, e.g. through false claims relating to cures and preventative measures (Glasdam,1).

Every well-known newspaper, TV broadcast were publishing at least a paper per day about coronavirus. Even some famous newspapers, like BBC, opened a new section on their sites called “Coronavirus”. In media discourse it is possible to find hundreds of papers related to the “coronavirus”. On the other side, one of the major issues for them is how they write that news or how they express the news. The language style that is used was much important to be read and conveyed. Different media sources were leaving their comments or sharing their writings in such a way that people were eager to read them and follow their later news. In this regard, the main tool became the language style.

The issue of language style was much more prominent in the speeches of politicians. Some of them, including Trump, Boris Johnson, Trudeau were much interested in using the language which is more persuasive and conspicuous. They were prone to deliver the daily news and daily updates to their nations. In this regard, as the first hypothesis of this study it is asserted that *both Azerbaijani and English languages are quite rich with the COVID related devices.*

On the other hand, COVID season of 2020 was full with increased and decreased numbers of cases. Certainly, the main reason of such kind of differences lays on the decisions of lockdowns and prohibitions. The impact of COVID on language is not the general impact, just reflected in certain words or devices, however, this impact can be seen in detailed issues like in the changeable numbers of cases. As a result, as the second hypothesis of this study we asserted that *at the peak of the pandemic stylistic devices were used much more actively rather than decreased fall of the pandemic.*

Research originality

COVID pandemic is the new global issue appeared in the beginning of 2020. Starting from the very early spread of virus all over the world, many researchers were much eager to investigate the new COVID related topics and to make new scientific studies in different fields. This research is one of that kind of works which studies the issue of COVID in the scope of linguistics. The aim is to make a comparative study of two

languages, Azerbaijani and English on the used stylistic devices in COVID pandemic. There are various research works on the particular stylistic devices, mostly on metaphors of COVID discourse in English language. However, Azerbaijani research scope is not so much productive and active in the issue of COVID language.

Significance of study

Significance of this study is based on the Azerbaijani COVID discourse. Since the emergence of COVID pandemic there were many studies conducted in English language. However, Azerbaijani research scope was not so active and productive as English was. The work that we conducted for Azerbaijani COVID discourse makes this study very original and unique one.

Chapter 1. Literature Review

1.1. Theoretical studies

Stylistic devices are being patterns of language aim to add emotive colour and expressiveness to the speech. They are commonly used in literary language, in poetry where rhetoric effect is an inevitable need. In this study, as we deal with the COVID related stylistic devices, we should be familiar with the background of the issue and to define theoretical facts. The most influential contribution in this scope was given by Galperin.

Galperin (1977) in his book clearly outlined the stylistic devices, classified them according to their function and clarified the term stylistics as well. “Stylistics must take into consideration the "output of the act of communication". But stylistics must also investigate the ontological, i.e. natural, inherent, and functional peculiarities of the means of communication which may ensure the effect sought” (Galperin, 11)

Thus, it is true to assert that all later works are based on the contributions of Galperin. Some scholars like Askarova Saule, Tursynbayeva Kapiza, Boltabekova Akerke (2021) studied the role of stylistic devices in general language acquisition and pointed the importance of stylistic devices in both vernacular and literary languages. Their definition for stylistic devices is like:

“Stylistic devices are words or turns of speech in a figurative, allegorical meaning. Devices are an important element of artistic thinking. The use of devices in artistic speech creates new combinations of words with their new meaning, enriches speech with new shades of meaning, communicates to the defined phenomenon that meaning, the shade of meaning that the speaker needs, conveys his assessment of the phenomenon (Saule, Kapiza,Akerke, 54)”

Elena Monakhova (2019) investigated cognitive and pragmatic approach of using stylistic devices in English literary discourse. She asserted that in modern linguistics stylistic devices are not treated only as autonomous object of study, but as an integrated approach to considering the way various factors affect the functioning of different

linguistic phenomena within a discourse. “Stylistic devices are always emotionally charged, incorporate a bulk of information and are multifunctional, i.e. they are used for different stylistic purposes: to create imagery or humorous effect, to emphasise, to clarify, to engage or entertain the reader, etc.” (Monakhova, 41)

1.1.1. Conceptual Metaphor Theory (CMT)

On the other hand, according to the findings of this study, conceptual metaphor theory also demands to refer theoretical studies on this field. Lakoff and Johnson were the most influential members of conceptual metaphor theory. The starting point of the conceptual metaphor theory is based on their contribution and all later works in this field were done according to their works. In their study, “Conceptual Theory in Everyday Language”, Lakoff and Johnson (1980) they discussed the importance of metaphors not only in stylistically emotive and colourful language, but also in everyday thinking and action. They found that the conceptual system of people plays a central role in defining everyday realities. As these realities happening in our mind are not totally conscious lines, they happen automatically, we have to look at language which is in the same line with our thinking. From this perspective, researchers claimed that our conceptual system are indeed, metaphorical through which we think and act.

Zoltan Kovecses (2010) extended the contributions of Lakoff and Johnson on conceptual metaphor theory and defined source and target domains of metaphors as their mappings. He established a number of concepts as corpuses for source and target domains.

Antonina Kartashova (2008) made her study on the cognitive metaphors to reveal how they are reflected in modern linguistics. She also elaborated on the views of Lakoff on cognitive metaphors and asserted that studies in the field of language and mind interrelation lead to the emergence of a cognitive theory of metaphor which states that metaphor is not confined to the level of language but as a consciousness phenomenon manifests itself in the process of thinking and acting (Kartashova, 8).

1.2. Empirical studies

There were many empirical studies in the field of conceptual metaphor theory. One of them was Gerard Steen (2011) dealing with the issue of metaphorical language and tried to comment on the views of Gibbs who was one of the main figures contributing to conceptual metaphor theory. Moreover, Steen, asserted that the role of metaphorical language in discourse processes, the perspective becomes more specific, and homes in on the structure and function of metaphor in text and talk (Steen, 586).

Britta C. Brugman, Christian Burgers and Barbara Vis (2019) studied the metaphors through the differing conceptual and linguistic metaphors. Their study dealt with the fact that why people use conceptual metaphors in daily interaction but not the linguistic one. By citing the idea of Lakoff and Johnson (1980), the authors had mentioned that when individuals adopt the line of reasoning terms of use, as suggested by the metaphorical frame, this is considered evidence for theories like conceptual metaphor theory because these results demonstrate that individuals indeed use metaphors as an important mode of reasoning (Brugman, Burhers, Vis, 42).

Media discourse, especially in recent years, turned out to be an important and separate discourse in the scope of communication discourse. As a result, several studies were done in this field. Alexandra Iorgulescu (2013) studied this issue in her paper and defined media discourse as “the media discourse is a generous linguistic-pragmatic field for researchers, because the sender (the journalist) is preoccupied, mainly, with the stake he pursues through his message and less with the form which materializes his information” (Iorgulescu, 16).

Moreover, as conceptual metaphor theory became a tendency in cognitive linguistics, many researchers started to apply this theory in certain discourses, especially in political one. Thus, Raphael Francis Otieno, Francis Rew Owino and Judith Miguda Attyang (2015) were one of those researchers studying the role of metaphors in political discourse. “Studies on political discourse have been based on the view that metaphors play a central role in public discourse, particularly political discourse. These

studies have argued that metaphors have significant rhetorical and persuasive use in political discourse” (Otieno, Owino, Attyang, 21).

Besides metaphors, other stylistic devices, or the issue of stylistic devices turned out to be the concern of many researchers. Malyuga, Ponomarenko, Minayeva (2020) studied the role of stylistic devices in making emotiveness in advertisements. The authors investigated discursive function of stylistic devices through political and economic settings. The authors through the study have concluded that means of expressiveness in the English advertising discourse is achieved mostly by metaphors, as 31.3% of all data constitute metaphors among seven different devices.

June Kai Sing Chiang, Malini Ganapathy and Debbita Ai Lin Tan (2020) investigated how the use of literary language elevates the reading experience of language learners and explores language learners’ aesthetic response towards stylistic devices or foregrounding, which are the artefacts of literary language. 141 Through this study the researchers described the capacity of stylistic devices to create evocation, which could heighten the reading experience (Chiang, Ganapathy, Lin Tan, 139)

The reign of “coronavirus” all over the world brought some new tendencies including the changes in the vocabulary and the terms in different discourses. In this period most researchers depending on their field started to study or investigate the impacts of COVID on particular fields. In this regard, the concern of linguists was to study the various impacts of coronavirus on language. COVID discourse brought new tendencies in the field of academic research. Thus, scholars, started to investigate the impacts of new pandemic in their scope of study and interest. This tendency was found also in linguistic sphere where researchers conducted their studies by applying COVID issue either in newly created discourses or by investigating direct impact to the vocabulary.

The effect of COVID-19 on language was investigated by different scholars and researchers. Karpova and Chaiuk (2020) investigated the impact of pandemic on word formation and they analysed the vocabulary enrichment through COVID pandemic language.

The linguistic traces brought by COVID was especially studied within the political discourse. Thus, by analysing the speech of political leaders, different studies were conducted. One of such studies was done by Zafar Iqbal, Muhammad Zammad Aslam, Talha Aslam, Rehana Ashraf, Muhammad Kashif, Hafiz Nasir (2020). This research was conducted by a group of researchers with the intention to depict the power of persuasion in Imran Khan's COVID speech through socio-political discourse analysis (SPDA). They believed that SPDA is the most precise tool that helps audience and researchers to understand the implicit meaning in text or speech. In the face of Imran Khan, researchers introduced how political leaders consciously and intentionally utilize different language skills to persuade people. The authors analyzed COVID-19 discourse of Imran Khan by employing some rhetorical devices like *Ethos*, *Logos*, *Pathos*. Imran Khan used them as persuasive strategies in order to attract listener's attention.

There were some politicians like Trump, Boris Johnson, Angela Merkel, Trudeau whose discourse was much more analysed compared to others since they were more active in delivering the information through daily briefings. Samer Naser Olimat (2020) in his paper dealt with COVID-19 related dysphemism in Trump's speech. He considered rhetorical devices as a powerful weapon to persuade people and to impose the thoughts on them. By referring to Trump's speech it was described how politicians can make a big impression not only on the people, but also on different media platforms. It explored how dysphemistic items deliberately used by Trump in order to emphasize political attitudes, manufacturing public consent or legitimate political views. Researchers found that there are many cases where Trump explicitly used dysphemistic expressions with pejorative connotations in his daily COVID-19 speeches for different goals. Trump's speech devoted to this research work was taken over a week of 11th of March 2020 till 18th of March 2020. Trump frequently calls COVID-19 as Chinese virus in his daily speeches. He attempted to represent China as the main hotspot of the virus and responsible for this global pandemic. Thus, this research provides an analytical investigation to what extent politicians can adopt or

accept some dysphemistic practices and analysis of Trump's discourse by examining COVID-19 metaphoric dysphemisms reflected in certain speeches in a critical period.

Other group researchers such as Sandra Figueiredo, Miguel Devezas, Neuza Vieira, André Soares (2020) investigated COVID discourse of political leaders from psycholinguistic perspective, thus authentic discourses. As a result of this study the researchers found that the emotional tone and authenticity of the leaders' discourses reveal interesting insights about the differences among international leaders in their management of the COVID-19 context.

On the other side, if we dig into the depths of the studies about COVID discourse, we will find that most of these studies were about the investigation of metaphors. We are already familiar with the fact that the impact of coronavirus to the language style and to the speech of people is undeniable. There appeared new COVID discourse which is full of new terms, also new devices, but mostly with new metaphors. Many researchers did their study on the scope of metaphorical language influenced by coronavirus. One of them was the study of Silvana Neshkovska & Zorica Trajkova who investigated the metaphors in the speeches of some politicians, namely Donald Trump, Angela Merkel, Emmanuel Macron and Boris Johnson. The main concern of this study was to investigate conceptual metaphors developed by Lakoff and Johnson who considered conceptual metaphor as a tool helping to create social reality and guide for future action by using source and target domains. In this study researchers aimed to analyse the speeches of politicians by investigating how they tried to depict the pandemic by using the metaphors and to what extent they became successful to impose the understating on their nations. Moreover, they intended to show the degree of the usage of metaphors depending on the crisis time of coronavirus. The researchers have concluded that politicians in their March speeches were talking about the restrictions that are put in order to prevent the spread of the virus, in April speeches they were mostly talking about the negative effects of these restrictions or lockdowns, in May speeches the issue was mostly about the plans how to ease the lockdowns and the restrictions.

It has been concluded that depending on the months, the politicians (Merkel, Macron, Trump, Johnson) were using the metaphors in different frequency. Furthermore, the analysis showed that the most predominant metaphors were the war metaphors.

One of the noteworthy studies about the investigation of metaphors was the study done by Damián Fernández-Pedemonte Felicitas Casillo Ana Inés Jorge-Artigau (2020). This research investigates the metaphorical language COVID-19 in newspaper headlines. Indeed, author tried to show the power of metaphors in language, thus, in COVID-19 discourse. Author used theoretical, intentional and qualitative samples. In corpus study 283 digital newspaper headlines were included to detect metaphors about pandemic in media discourse. The main focus was based on three types of metaphors: *war, care, time*. In conclusion, author showed how each metaphor (war, care, time) has their own scope of discourse. War metaphors mostly reflect the fight against COVID-19, “care” metaphors are related to the health sector and involves common COVID problems. Time metaphors concern with the length of virus, its effectiveness, quarantine time and so on. To put simply, as author reflected in the chart the type of discourse of war metaphors is political, of care is mediatic, of time is institutional.

On the other side, there were some researchers who investigated the reason for using so much metaphors in COVID discourse. One of them was Elena Semino (2021) who questioned the issue of speaking metaphorically and why mostly war metaphors are used. She tried to provide an answer both through theoretical and experimental theories. From experimental point of view, she asserts that there are many studies show that metaphorical expressions are quite frequently used in language. On the other side, she put forward the idea of conceptual metaphor that is the kind of metaphors especially used in cognitive linguistics and the is the main trigger for the metaphors being used in daily speeches frequently. It has been emphasized that according to Lakoff and Johnson, metaphors are capable to facilitate different inferences and evaluations. From this perspective the researcher has concluded that the role of metaphor in COVID discourse is inevitable since it aims to provide explanation and persuasion. On the other hand, author stated that instead of using war metaphors we should change this fixed

attitude toward Covid pandemic and use fire metaphors. As war metaphors are not good appeal for the humanity instead it is a kind of appeal for war and give inappropriate message by carrying the severity on the words, it should be substituted by fire metaphors. Moreover, researcher stated that for making effective metaphors to frame COVID pandemic they should have complex, abstract domains and accessible, image-rich source domains which could make plausible mapping between them.

Chapter 2. Methodology

As the purpose of this study is to investigate the stylistic devices both in Azerbaijani and English languages, particular contents were analysed and some results were achieved. In order to get the goal of the study we made content analysis through which we could determine sample sources. As a result, sample sources became newspapers, speeches of political leaders and magazines. The sources where we collected necessary data are considered primary ones, thus, the corpus is made by the original samples. Content analysis helped us to observe the certain texts and systematically analyze and evaluate them. As Stemler (2001) puts, this technique is valuable with its reliance on coding and categorizing of the data. (Stemler, 3) As a result, content analysis is taken as a good scientific tool to analyze the texts in order to achieve the goal of this study. As, Krippendorff puts, (2004) “content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use” (Krippendorff,18). “In content analysis the information can be anything written: an original document; a transcript of a speech, conversation, discussion, or oral answer to a question; or a verbal description of visual information, such as a film, video, or photograph” (GAO, 15). Content analysis presents several major advantages over traditional research strategies. First, it is the most popular methodology that is capable to examine media communications. Second, “variables and statistical analyses from a content analysis offer rich insights about trends in society” (Lac.A., 3). Taking such kind of advantages of this methodology into consideration, through content analysis the study was regarded to be valid and successful.

From this perspective, we intended to follow the principles of content analysis by starting to choose the appropriate sources to collect sufficient data. As this study is based on the comparison of two languages- English and Azerbaijani, it involves many different sources in order to analyze the stylistic COVID content of two different languages in media discourse. Thus, in order to achieve this goal, firstly, qualitative content analysis (QCA) became the kind of methodology that is applied to this study. In order to collect the appropriate data for English language many sources were

referred. Firstly, we took the speeches of three politicians, namely Donald Trump, Justin Trudeau, Boris Johnson and analysed their speeches during COVID pandemic. Later, as this research studies the stylistic devices in whole media discourse we referred to other media sources such as CNN, Guardian, BBC, Time, the Dailymash, Babylon bee, Daily squib, The New York Times. All these steps were done to collect the data for the stylistic devices in English COVID discourse. On the other side, as it is a comparative study, we collected the appropriate data also for Azerbaijani language from the sources like 525.az, kulis.az, logos.az, adalet.az, itv.az. The randomly selected data for both languages involve different kinds of stylistic devices. Data for both languages were taken from the sources or from the speeches that are from February of 2020 till the December of 2020. This time period was considered to be the most productive period of the pandemic and all the important processes or the events happened during this time.

On the other side, in order to check the hypothesis of this study, we had to make some quantitative analysis as well. To reveal the statistical issues like monthly frequency of the devices in both languages, or the percentage of the data in different periods of the pandemic, we needed some numbers in order to give the valid and reliable information about the investigated topic. As a result, the methodology applied for the study became the content analysis that involves both qualitative and quantitative methods, thus, mixed methods. As Creswell (2014) defines, “mixed method involves the collection of both qualitative (open-ended) and quantitative (closed-ended) data in response to research questions or hypotheses” (Creswell, 266).

By referring to that kind of methodology we are going to analyse 81 collected data for both Azerbaijani and English languages: 58 of these data are for English language, the rest 23 are for Azerbaijani. The collected stylistic devices for both English and Azerbaijani languages are the metaphor, metonymy, repetition, zeugma, exaggeration, antithesis, epithet, irony, simile, vulgar word.

The systematic lists were drawn from the data that are collected from various sources and these lists were determined by certain principles. As a result, firstly all of the data were put in one list, later in order to determine the numbers for each language and to work on them that list was separated into two parts, one for the data of English languages, other for the Azerbaijani language. After the analysis of each list or so called, systematic collection of the data, the various kinds of stylistic devices were compared within each language, then between two languages and based on these comparisons the research questions were answered. Through this study we aimed to find the answers for some questions that became research questions of the study:

- 1. To what extent COVID discourse is rich in stylistic devices?*
- 2. Is there sharp difference between the rhetorical COVID discourse of English and Azerbaijani?*
- 3. How was the frequency of COVID rhetorical discourse in a whole year?*

2.1. Research ethics

For this work it is better to mention the ethics of this study. As it is clear the study is based on two languages – Azerbaijani and English. Thus, all of the data collected for this research were either for English or Azerbaijani language. The same amount of time was devoted for the investigation or the collection of data. However, we should note that a number of data are not equal for each language. For English language as it is mentioned above, there are 58 data, whereas for Azerbaijani there are 23 found data.

The reason of such kind of sharp difference is based on the fact that two languages don't share the equal number of speakers. English language is the official language of many countries all over the world. So, there are 300 million English native speakers, whereas Azerbaijani is the native language only of 10 million people. That's why, it shouldn't be surprising to have much more data for English language rather than for Azerbaijani which is the official language only in Azerbaijan. Moreover, stylistic devices are not so actively used in Azerbaijani language compared to English one. It

can be related to the historical age of two languages. English language is much older than Azerbaijani which made it develop its language including the stylistic devices and make these stylistic devices a part of their daily speech

2.2. Data and results

In this study we are dealing with the analysis of different stylistic devices found from different sources. As a result of this study many stylistic devices could be found both for English and Azerbaijani languages.

Table 1. The overall data collected for the study

Data
1. Invisible enemy
2. Defeat the virus
3. Battle against virus
4. China virus
5. War against Chinese virus
6. A foreign virus
7. Toughest enemy
8. Hidden enemy
9. Win the war
10. Waging the battle
11. Frontline of the battle
12. Countries are going through hell
13. Invisible enemy
14. Defeat this virus
15. Beat this disease
16. Keep this disease at bay
17. Invisible mugger
18. Physical assailant
19. Defeat the threat to our health
20. Battle against the virus
21. Combat the virus
22. Fight against COVID-19
23. To go into battle
24. Frontline workers
25. Win this fight
26. Frontlines of the fight
27. Fight this virus
28. The risk is very, very low
29. Population must be very, very careful

30. They could have stopped it. They could have stopped it easily. They chose not to
31. We must, must, must beat this disease
32. We saved many, many tens of thousands of lives
33. It is a very very difficult time
34. To minimize, to minimize the suffering that this epidemic is causing
35. We'll beat, we'll beat, we'll do it
36. We are seeing continuous falls in the disease, in deaths, in incidents.
37. To work very, very hard to bring Canadians home
38. It's in our hands. It's in your hands
39. War for masks
40. Deadly pandemic
41. You cannot play football and social distance
42. Bullet train
43. Constitution dies of coronavirus
44. Ed-Sheeran post-coronavirus
45. Chinese virus gift to the world
46. Communist virus
47. Virus is happy
48. To fight the coronavirus, you need an army
49. Domino effect of coronavirus
50. Winning the war against epidemic
51. Uphill battle
52. Coronavirus pandemic has put the spotlight on the risks
53. we are at war with a virus
54. win the war on COVID-19
55. fighting the virus from New York to Utah
56. the battle against the coronavirus
57. coronavirus kills the oil industry
58. public-health war against coronavirus
59. Demokrat viruslar
60. Pandemiyaya qalib gəlmək
61. Ölümün nəfəsi
62. Korona işarəsi altında
63. Pandemiya xəstə kommunizm kimi
64. COVID-19- smart inqilab, silahsız inqilab
65. Tibbi vampirizm
66. Sonun başlanğıcı
67. Pandemiyaya qarşı mübarizə

68. Allahın bəlası
69. Taclı günlər
70. Cəbhədə mübarizə
71. Görünməyən düşmən
72. Aqgressiv virus
73. Taclı mələk
74. Dünyaya yayılan bəla
75. Xəstəlik alovlanacaq
76. Xəstəlik nəzarətdən çıxacaq
77. Virusun yayılması
78. Dünyanın həbsi
79. Görünməmiş kabus kimi
80. Virus dünyanı əsir etdi
81. Virus qapının zəngini çaldı

Since the purpose of this study is to deal with the stylistic devices in two languages, thus, to make a comparative study, the collected data for both languages can be described as:

Table 2. The overall data collected for Azerbaijani COVID discourse

Azerbaijani COVID discourse
1. Demokrat viruslar
2. Pandemiyaya qalib gəlmək
3. Ölümün nəfəsi
4. Korona işarəsi altında
5. Pandemiya xəstə kommunizm kimi
6. COVID-19- smart inqilab, silahsız inqilab
7. Tibbi vampirizm
8. Sonun başlanğıcı
9. Pandemiyaya qarşı mübarizə
10. Allahın bəlası
11. Taclı günlər
12. Cəbhədə mübarizə
13. Görünməyən düşmən
14. Aqgressiv virus
15. Taclı mələk

16. Dünyaya yayılan bəla
17. Xəstəlik alovlanacaq
18. Xəstəlik nəzarətdən çıxacaq
19. Virusun yayılması
20. Dünyanın həbsi
21. Görünməmiş kabus kimi
22. Virus dünyanı əsir etdi
23. Virus qarının zəngini çaldı (from poem by Hamlet İsakhanli)

As it was explained in research ethichs, there are much more data for English language compared to Azerbaijani language. The below listed table illustrates the data collected for English COVID discourse

Table 3. The overall data for English COVID discourse

English COVID discourse
1. Invisible enemy
2. Defeat enemy
3. Battle against virus
4. China virus
5. War against Chinese virus
6. A foreign virus
7. Toughest enemy
8. Hidden enemy
9. Win the war
10. Waging the battle
11. Frontline of the battle
12. Countries are going through hell
13. Invisible enemy
14. Defeat this virus
15. Beat this disease
16. Keep this disease at bay
17. Invisible mugger
18. Physical assailant
19. Defeat the threat to our health
20. Battle against the virus

21. Combat the virus
22. Fight against COVID-19
23. To go into battle
24. Frontline workers
25. Win this fight
26. Frontlines of the fight
27. Fight this virus
28. The risk is very, very low
29. Population must be very, very careful
30. They could have stopped it. They could have stopped it easily. They chose not to.
31. We must, must, must beat this disease
32. We saved many, many tens of thousands of lives
33. It is a very very difficult time
34. To minimize, to minimize the suffering that this epidemic is causing
35. We'll beat, we'll beat, we'll do it
36. We are seeing continuous falls in the disease, in deaths, in incidents.
37. to work very, very hard to bring Canadians home
38. It's in our hands. It's in your hands
39. War for masks
40. Deadly pandemic
41. You cannot play football and social distance
42. Bullet train
43. Constitution dies of coronavirus
44. Ed-Sheeran post-coronavirus
45. Chinese virus gift to the world
46. Communist virus
47. Virus is happy
48. To fight the coronavirus, you need an army
49. Domino effect of coronavirus
50. winning the war against epidemic
51. uphill battle
52. coronavirus pandemic has put the spotlight on the risks
53. We are at war with a virus
54. win the war on COVID-19
55. Fighting the coronavirus from new york to utah
56. the battle against the coronavirus
57. coronavirus kills the oil industry

58. Public-health war against coronavirus

As it is seen from the overall statistics of the data, metaphors are much more widely used in the languages rather than other stylistic devices. Certainly, this fact shouldn't be surprising since the metaphors became a part of our daily speech after the contributions made by Lakoff and Johnson in the scope of cognitive linguistics. As metaphors constitute the larger part of the data it is preferable to devote a separate section for the discussion of metaphors. Metaphors demand much more detailed analysis and explanation.

Figure 1. Metaphors in English COVID discourse

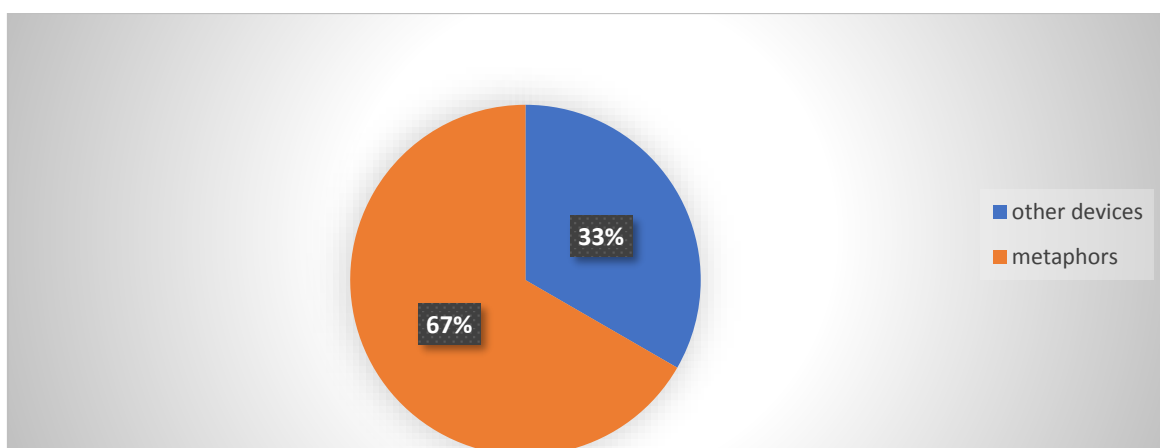
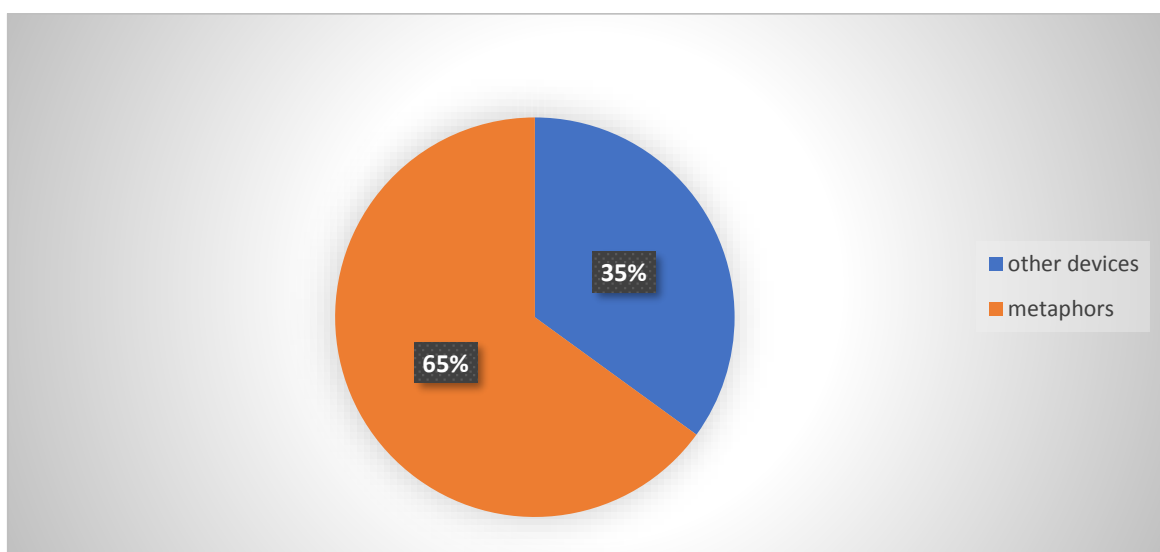


Figure 2. Metaphors in Azerbaijani COVID discourse



As one of the purposes of this study is to reveal the monthly frequency of the stylistic devices in both languages, we drew such kind of statistical diagrams in order to put the collected data into numbers

Figure 3. Montly frequency of the stylistic devices in English COVID discourse

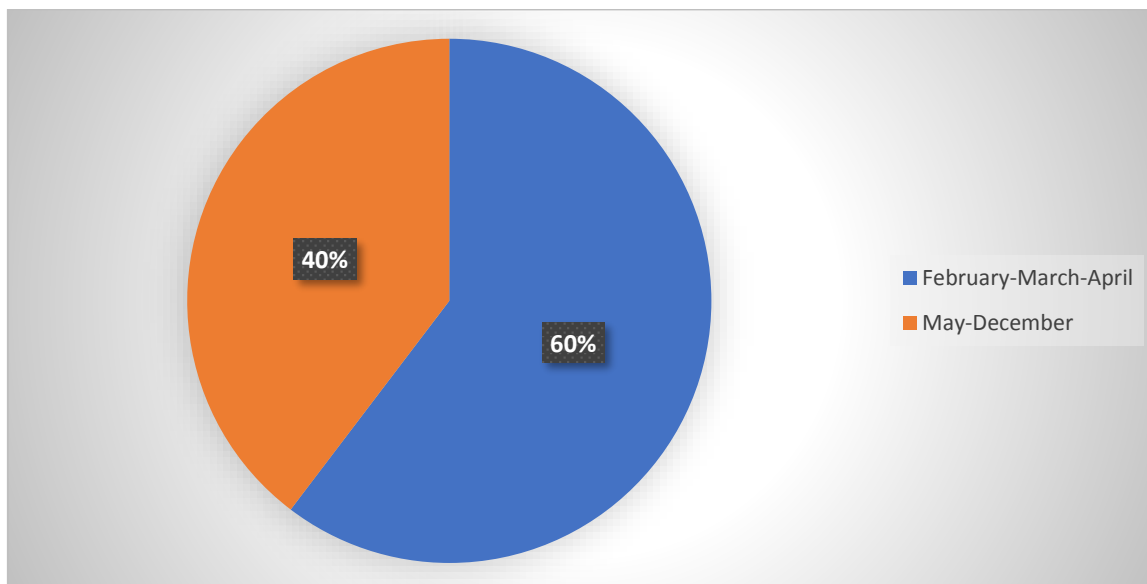
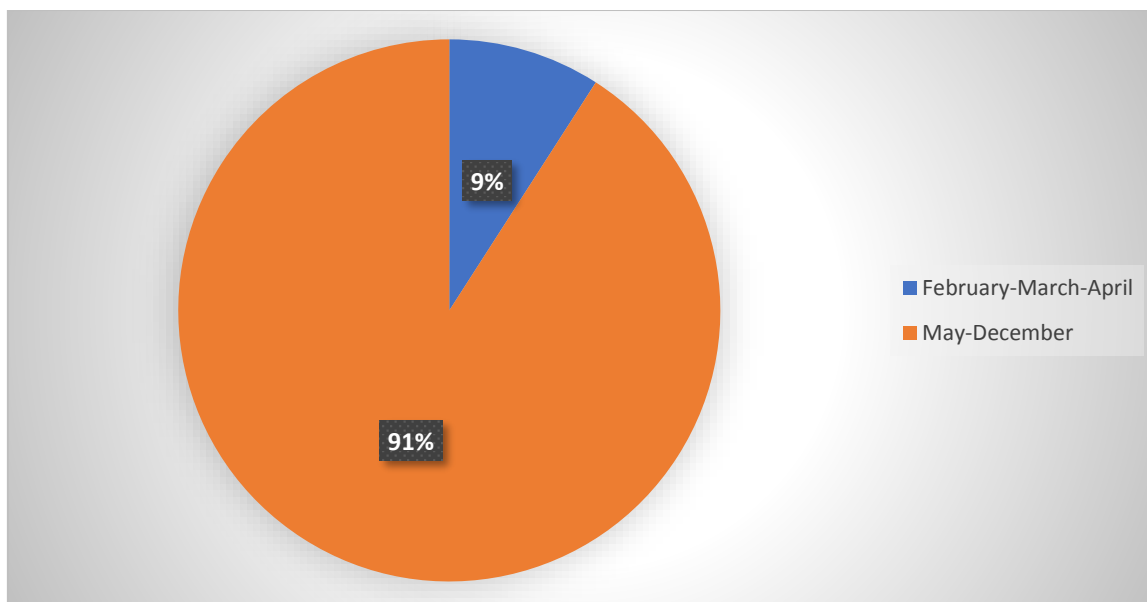


Figure 4. Montly frequency of stylistic devices in Azerbaijani COVID discourse



Chapter 3. Discussion

People communicate to maintain good social relationships and strengthen solidarity with others in critical situations by choosing certain kinds of words and linguistic devices (Olimat, 268). COVID discourse also holds the same purpose through its newly developed COVID language. It is fact that the spread of the pandemic brought many terms and many new expressions to the languages. The lexeme “COVID-19” is also used in some collocations and idioms, such as “letting the virus out of the bag”, “COVID dries up a cash cow”, “the ill wind of COVID-19”, “the sting of COVID-19” (Katermina & Yachenko, 63). On the other hand, “the lexeme “COVID-19” obtains a negative connotation, and it is considered metaphorically as a killer or threat: “a killer”, “a known enemy”, “a nasty blast”, “a natural disaster”, “a major threat”, “a punishment”, “an unmitigated calamity”, “a health emergency”” (Katermina & Yachenko, 63). These are the findings based on the previous studies on the impact of the pandemic on the language. However, in this study we intended to make a comparative study based on two languages and to reveal the impact of COVID-19 on language from stylistic point of view.

It is known that the role of stylistic devices is to create an emotiveness and to add some expressiveness to the text. It can be asserted mostly for non-scientific contexts where authors want to make their ideas effective through literary devices, whereas scientists do not have such kind of intention as they support their ideas by logic and experiments (Docherty, 49). On the other side, this limitation has somehow narrowed down, since stylistic devices play great role in the right expression of the ideas and to employ the intended meaning by the speaker. The idea of considering stylistic devices as more than the tool for emotiveness or expressiveness dates back even to antique times. Thus, Aristotle argued that figurative language was not merely an embellishment, but instead mirror the way humans actually process information by comparing it to things we already know (Umedilloevna, 231).

In this regard, the scope of using stylistic devices is largened and its role becomes inevitable. Especially, mass media became much eager to use stylistic devices in order to attract the attention and to get the interest of audience. The language of mass-media is referred to as one of the main forms of linguistic existence nowadays (Katermina & Yachenko, 60). Sometimes without knowing the context or the topic of the article published in newspaper, we become interested and click on the link to read the article as a result of that “attractive” caption. This attractiveness in most cases is achieved by using stylistic devices. Therefore, stylistic devices are more than adding some emotive colour or some expressiveness, it also plays an integral role in right expression of the thoughts and intentions. Moreover, according to Lucas (2012), stylistic devices can help to recognize the topic (Lucas,1).

This research also studies the role of stylistic devices in COVID discourses and to what extend the devices are popular and actively used in the language. As it is given above, metaphors in COVID discourse are much widely used devices compared to other ones. In this sense, we have to provide some information about the metaphors as a separate device.

3.1. Theoretical background: Metaphors in COVID discourse

As it is stated above, metaphors became a part of our daily speech after the concept that put forward by Lakoff and Johnson. They proposed the idea of conceptual metaphor which is capable to express not only literal but also everyday thoughts metaphorically. “The concepts that govern our thought are not just matters of the intellect. They also govern our everyday functioning, down to the most mundane details” (Lakoff & Johnson, 4). Their contributions in this field paved a way for later researchers to develop conceptual metaphor theory and make this theory an important theory through which many daily concepts could be analysed. Moreover, Lakoff and Johnson’s conceptual metaphor theory was one of the first theories to propose a connection between metaphors in language and cognition. “They argued that individuals think about abstract concepts (e.g., ideas) in terms of other, often more concrete concepts (e.g., food) to fully understand these abstract concepts” (Brugman

& Burgers, 42). In cognitive linguistics it is explained that whatever is in our mind should be related to particular domain. To put it simply, metaphors serve to understand one conceptual domain in terms of another one (Kövecses, 4). “For example, TIME IS MONEY is a conceptual metaphor. The concrete domain “money” is used to understand abstract domain “time.” We can both spend money and time. Also, we can both waste money and time” (Chuang,176). Lakoff and Johnson, in this regard, put forward two kinds of domains- source domain and target domain. As they claim, “the more concrete, or physical, domain is called the source domain and the more abstract one is called the target domain” (Kövecses, 2). The concrete source domain is recognised to be more physical, directly experienced, and better known than the abstract target domain, which is less directly experienced and known (Leo & David, 198). Target domain refers to source domain in order to explain particular thing metaphorically. By analyzing different metaphors in language from cognitive point of view, several common target and source domains were determined. According to Kövecses, the most frequently used source domains are “human body”, “health and illness”, “animals”, “plants” etc, whereas, the most frequently used target domains are “emotion”, “desire”, “morality”, “society/nation”, “politics” and so on. As it can be seen from these target and source domains, there is a clear and visible difference between them: source domains are much more concrete and real things, however, target domains contain the abstract, psychological and mental states. In cognitive linguistics it has been determined that abstract concepts should be explained in terms of concrete concepts. “In cognitive linguistics, and in metaphor studies, public discourse is often analyzed in relation to different figurative and literal communicative frames” (Bolognesi ,4).

Moreover, Lakoff and Johnson put forward particular metaphorical concepts in order to give the clear picture of what do they mean by conceptual metaphors. For instance, through the concept of “argument is war” they tried to explain how we should relate literal meanings to metaphors in cognitive linguistics. In cognitive linguistics, as it is mentioned above, particular domain is explained in terms of another related or

unrelated one. By using “war” terms like lose, win, defend, demolish, attack it is possible to explain arguments metaphorically. Lakoff and Johnson asserted that in cognitive linguistics these terms are not only about physical battle, but also for verbal battle. If we say, “They win the battle” it is regarded as a literal meaning of the word “win”. However, in the concept of “argument is war” the arguments are expressed metaphorically by war terms: “I've never won an argument with him” (Lakoff & Johnson,14).

“Arguments and wars are different kinds of things—verbal discourse and armed conflict—and the actions performed are different kinds of actions. But argument is partially structured, understood, performed, and talked about in terms of WAR” (Lakoff & Johnson, 14). This is the deal of cognitive approach to language that makes the metaphors work in particular concepts. Conceptual metaphors are important to link the thoughts and the ideas to the reality of the concepts with emotive expressions.

As this study contains large amount of conceptual metaphors, we need to investigate them from cognitive perspective and to determine the target and source domains.

3.2. Metaphors in the speech of politicians

The language used in public interaction by political leaders is a very sensitive issue. As Al-Khayyat (2020) states, “politicians throughout ages have achieved success through their “skillful use of rhetoric”, by which they aim to persuade their audience of the validity of their views, delicate and careful use of elegant and persuasive language” (Al-Khayyat & Anber, 1629). Their language carries the values more than speaking, every word and sentence they utter mean many things for their nation. Thus, it can be regarded the language that politicians speak is more than a means of sharing information; “it carries values, impacts on both personal and social behaviours, encourages practices, nourishes social emotions and defines clinical practices” (Brencio,63). Language, therefore, as Anyanwu (2020) puts, “plays an integral role in politics since its main function in different political situations is to enable politicians to form structurally stable social relationships” (Anyanwu,14). The society is very crucial thing for them, as their reign is based on the reliance of people on them. When

it is said language, here we can include many linguistic issues, as well as stylistic devices. Many politicians in modern public speaking quite commonly refer to stylistic expressions in their speeches. It means that in most cases politicians use rhetorical devices to gain sympathy and support from the audience. (Tapinga, 225). Their right use of language, thus, rhetorical devices leads people to believe their leaders and support them. When we say support and sympathy it is mostly related to the issue of persuasion, thus, to what extent political leaders could persuade their people. Persuasion can be achieved by different strategies or ways in the speech of politicians. In this regard, as Voloshchuk & Usyk (2018) assert, “the goal of the persuasive strategy is to modify, transform the conceptual reality: knowledge, opinions, faith, intellectual and emotional state of the target audience” (Voloshchuk & Usyk,227). So, persuasion is used as a tool by politicians to increase the level of persuasion of the words. (Neshkovska & Trajkova, 100). Although many studies are being conducted according to politicians’ speeches, researchers had different aims in analyzing and studying these speeches. Depending on the purpose of the study, there can be various results and findings according to the analysis of the speeches of politicians. Our intention to analyze the speech of Trump, Johnson and Trudeau was to reveal the used stylistic devices during COVID pandemic. Thus, the process of investigation started with the analysis of speech of Trump, Johnson and Trudeau. These three politicians were taken as the main representatives of three major English speaking countries- USA, England, Canada. Unlike other politicians they were much more active in delivering daily information about COVID through daily briefings since the very beginning of the pandemic. Thus, we intended to analyse their speech and to find the stylistic devices in their speech separately.

As it is stated above metaphors unlike other stylistic devices, turned out to be the part of our daily speech after the development of cognitive linguistics. So, it is not surprising that the analysis of the politicians’ speeches showed the fact that metaphors are used much more than other devices in their speaking. As it was proved in cognitive

linguistics, conceptual metaphors trigger the thoughts that makes us see so many metaphors in the speech rather than other devices.

In the table below the list of metaphors were included that are used in the speech of each politicians- Trump, Johnson, Trudeau.

Table 4. Metaphors in the speech of political leaders

Trump	Johnson	Trudeau
Invisible enemy	Invisible enemy	Defeat the threat to our health
Defeat enemy	Defeat this virus	Battle against the virus
Battle against virus	Beat this disease	Combat the virus
War against Chinese virus	Keep this disease at bay	Fight against COVID-19
A foreign virus	Invisible mugger	To go into battle
Toughest enemy	Physical assailant	Frontline workers
Hidden enemy		Win this fight
Win the war		Frontlines of the fight
waging the battle		
Frontline of the battle		

In this study the metaphors that are used in the speeches of three politicians can be regarded as the common metaphors used in COVID discourse. As it is put in the table the huge number of metaphors used in COVID discourse constitutes the war metaphors. Since the beginning of the pandemic it was regarded as a war or a battle to fight with. Through this concept many other metaphors were developed and were used in different discourses, as well as in the speech of politicians. Thus, war metaphors were considered to be one of the best tools to frame the COVID discourse.

To use war terms in political discourse is not a new tendency developed by COVID pandemic. War metaphors till the COVID pandemic were also regarded as the main group of metaphors that studied by different researchers. This kind of metaphors involves wide variety of studies conducted in different fields including diseases, crime, drugs, poverty and also political issues. However, some people were against using war metaphors to describe the illness, in this regard, COVID pandemic as well. As Jayne

(2014) puts, “given our reliance as a nation on a war metaphor for describing many difficult situations (e.g., war on poverty, war on drugs, war on crime), it is natural that we would talk of our current situation as a state of war, even if we do not envision an immediate massive counter-attack. Nevertheless, this metaphor should be used with great caution” (Docherty,1). Despite the fact that war metaphors are ignored to frame the issues like pandemic, diseases, but the tendency is still carried on as in the case of COVID pandemic situation.

The most commonly used metaphors as it is stated in the table are war metaphors. Trump, Trudeau and Johnson were eager to use such kind of metaphors in their COVID discourse. One of the most popular war metaphors in COVID discourse used by politicians is the conceptual metaphor “*invisible enemy*” which describes COVID as an enemy to our health and life. On the other hand, Trump, Johnson and Trudeau were repeatedly using the terms like *battle, defeat, beat, combat, fight, win* which put their attitude toward pandemic into metaphorical frame.

The development of cognitive linguists triggered many linguists to work on this issue and develop certain concepts to frame those metaphors. As a result, there appeared and accepted metaphor lists where some metaphors concepts put forward and in the analysis of the conceptual metaphors it would be better to refer to that list. This lists of the metaphorical concepts were prepared by a group of researchers with Lakoff himself. Thus, in the metaphor list which was developed as a result of different investigation on conceptual metaphors including Lakoff and Johnson per se, there is a concept of “*treating illness is fighting a war*” (Lakoff, Espenson, Schwartz, 176) which is the most appropriate concept to put the war metaphors used in COVID pandemic. In this concept the source domain is the “war”, whereas the target domain is the “illness”, thus, it is the COVID pandemic. Thus, below listed metaphorical expressions used in COVID discourse can be analysed from the concept of “disease is an enemy” and to reveal their target and source domains like:

Target domain: *illness*
Source domain: *war*

- defeat an enemy
- win the war
- battle against virus
- foreign virus
- toughest enemy
- hidden enemy
- waging the battle
- frontline of the battle
- beat this disease
- combat the virus
- frontline workers

Conceptual metaphors are commonly used in spoken interaction, as in the speeches of politicians. However, for this study metaphors have not been found only in the speech of the politicians, many other media sources were also eager to use metaphors in their COVID discourse.

Table 5. Covid related metaphors in English media discourse

• war for masks
• bullet train
• chinese virus gift to the world
• communist virus
• virus is happy
• domino effect of coronavirus
• winning the war against epidemic
• uphill battle
• we are at war with a virus
• win the war on COVID-19
• fighting the coronavirus from New york to Utah
• the battle against the coronavirus
• public-health war against coronavirus

To consider all the COVID related metaphors mentioned above both in the speeches of politicians and in media discourse we can see that there is not a sharp difference between the meaning of the metaphors. All of the metaphors carry the same kind of meaning, thus, they consider virus as an enemy or they describe pandemic situation as a war that people have to fight or battle etc. On the other side, “domino effect of virus” is used to describe the situation how the cases become more and more day by day. By “domino effect” they mean a chain situation where one COVID case establishes a chain for later cases as a result of which there appear huge number of COVID cases. All in all, from stylistic point of view, COVID discourse is rich with metaphors that enables it to call separate discourse with metaphors, like metaphoric COVID discourse.

3.3. Other stylistic devices in COVID discourse

So far, our study dealt with the metaphors. However, COVID discourse is full of with new stylistic expressions. Daily news, articles or the direct speech of politicians are rich with this kind of expressions. One of the most widely used stylistic device is the repetition that is capable to increase the emotiveness of speech. “Repetition is a figure of speech that shows the logical emphasis that is necessary to attract a reader’s attention on the key-word or a key-phrase of the text” (Kemertelidze & Manjavidze, 2). Repetitions as metaphors are quite commonly used in daily language as a way of emphasizing the importance of the idea. On the syntactical level, such persuasive technique as a repetition of arguments is used as links and patterns facilitating the speaker’s memory and the audience understands. This is a key principle of the rational and emotional argumentation (Voloshchuk & Usyk, 228).

The role of repetitions in making emotiveness depends on the speaker’s or writer’s attitude towards the topic. If a person wants to draw the attention on a particular issue by repeating the words or phrases, then it is his/her deliberate attempt to make emotiveness. This process is quite common in COVID discourse. Politicians, leaders were much eager to repeat the words in order to indicate its importance.

In below given table the repetitions in the speech of Trump, Trudeau, Johnson were stated.

Table 6. Repetitions in the speech of politicians

Trump	Johnson	Trudeau
<ul style="list-style-type: none"> ➤ The risk is very, very low ➤ Population must be very, very careful ➤ They could have stopped it. They could have stopped it easily. They chose not to. 	<ul style="list-style-type: none"> ➤ We must, must, must beat this disease ➤ We saved many, many tens of thousands of lives ➤ It is a very, very difficult time ➤ To minimize, to minimize the suffering that this epidemic is causing ➤ We'll beat, we'll beat, we'll do it ➤ We are seeing continuous falls in the disease, in deaths, in incidents. 	<ul style="list-style-type: none"> ➤ To work very, very hard to bring Canadians home. ➤ It is in our hands. It's in your hands

As it is seen from the table, whenever they want to draw the listener's attention on particular word and to emphasize its importance, they repeat this word or statement. Moreover, by analysing these repetitions one can conclude that the speeches of Trump, Johnson and Trudeau are not the same, their use of repetition differs. From the very beginning of this pandemic Trump, unlike other leaders tries to belittle the process, and to call people not to take it so seriously, as it is a "Chinese virus". His every speech during the first period of pandemic shows how he ignores the virus and do not accept the seriousness of the issue. The almost daily press conferences of Donald Trump on the theme of coronavirus should serve as a demonstration of the confidence and determination of the US president (Singer,672). However, Boris Johnson tries to exaggerate and to make people be much more attentive and to understand the importance of the issue. His use of "*we must, must, must defeat the virus*" reflects his serious attitude toward the pandemic. Trudeau's attitude is quite realistic compared to Johnson and Trump, so he depicts everything as it is without any exaggeration or

belittling. His such realistic attitude makes his speech with less stylistic devices and he uses more formal and realistic language.

Till now we were dealing with the metaphors and repetitions, however this study also involves some more stylistic devices in COVID discourse: zeugma, epithet, metonymy, simile, exaggeration, irony. Before going to the data found about these devices, it is better to define each of them briefly. In order to give the definition for them we referred to the definitions made by Galperin who was the most influential figure in the field of stylistics.

- *Exaggeration- deliberate overstatement or exaggeration of a feature essential (unlike periphrasis) to the object or phenomenon (Galperin, 176)*
- *Simile-The intensification of some one feature of the concept in question is realized in a device called simile (Galperin, 167)*
- *Irony-is a stylistic device also based on the simultaneous realization of two logical meanings – dictionary and contextual, but the two meanings stand in opposition to each other. (Galperin, 146)*
- *Zeugma- is the use of a word in the same grammatical but different semantic relations to two adjacent words in the context, the semantic relations being, on the one hand, literal, and, on the other, transferred. (Galperin, 149)*
- *Epithet-From the strongest means of displaying the writer's or speaker's emotional attitude to his communication, we now pass to a weaker but still forceful means – the epithet. (Galperin,157)*
- *Metonymy- is based on a different type of relation between the dictionary and contextual meanings, a relation based not on identification, but on some kind of association connecting the two concepts which these meanings represent (Galperin, 144)*
- *Oxymoron- is a combination of two words (mostly an adjective and a noun or an adverb with an adjective) in which the meanings of the two clash, being opposite in sense (Galperin, 162)*

Most of these stylistic devices are found from the media discourse, especially from well-known newspapers. Since the beginning of the pandemic mass media was very attentive in publishing papers about the pandemic. “To relay the messages in a more engaging way, the mass media have started to form a specific type of discourse characterised by "user-friendly" designations of the COVID-19-related phenomena, in particular, metaphors and neologisms as well as a significant dose of humorous interpretations of the issue in different languages and socio-cultures” (Panasenko, 124). Thus, COVID related stylistic devices were best reflected in media discourse. In order to deal with this part of the study we have to look at the data collected from various media sources.

Table 7. Stylistic devices in English COVID discourse

• Deadly pandemic	Epithet
• You cannot play football and social distance	Zeugma
• Constitution dies of coronavirus	Metonymy
• Ed-Sheeran post-coronavirus	Metonymy
• Chinese virus gift to the world	Irony
• To fight the coronavirus you need an army	Exaggeration
• coronavirus pandemic has put the spotlight on the risks	Metonymy
• coronavirus kills the oil industry	Metonymy

This table illustrates the scope of COVID stylistic language in English mass media. From the very beginning of the pandemic, there were lots of published papers or articles that aimed to raise awareness to the illness and draw the attention of audience. For instance, if one sees the caption on the newspaper like “war for masks” or “constitution dies of coronavirus”, they will probably be interested in the topic and wonder whether “Do I have a mask?”, “should I also get some”, “What is going to happen on our constitution?” etc. Thus, the use of stylistic devices in COVID discourse became a good tool that is capable to trigger the awareness for the pandemic.

3.4. Stylistic devices used in Azerbaijani language

The second part of this comparative study is about the stylistic devices in Azerbaijani COVID discourse. Although Azerbaijani language is not so old and rhetoric as English, there are sufficient stylistic devices in COVID discourse to conduct a comparative research. As in English COVID discourse there are also much more metaphors in Azerbaijani language compared to other devices. In Azerbaijan COVID pandemic started to spread since the march of 2020 and gradually, the language of COVID pandemic also started to develop. After the increased number of cases, as in all countries Azerbaijani media paid special attention to the issue of COVID pandemic. As a result, new terms, new expressions were included to the discourse of people. Moreover, there were daily briefings held by special organization called “Tabib” which was established for COVID pandemic and by the president of Azerbaijan Ilham Aliyev. Therefore, as in all countries there also appeared special language for COVID pandemic with its peculiar traits and features.

Many media sources or newspapers were publishing different articles or news related to the pandemic. As this pandemic was demanding people to be informed and not to be “COVIDIOT”, Azerbaijani media was trying to draw the attention of audience by using powerful language and make them take this issue seriously. In that case language of pandemic started to be flourished with stylistic devices that are capable to make the language emotive and much more persuasive.

For this study many Azerbaijani media sources were investigated and as a result, appropriate corpus was defined. Below listed stylistic devices are the commonly used ones in Azerbaijani COVID media discourse.

Table 8. stylistic devices used in Azerbaijani COVID discourse

Data	Stylistic devices
1. Demokrat viruslar	metaphor
2. Pandemiyaya qalib gəlmək	metaphor
3. Ölümün nəfəsi	oxymoron
4. Korona işarəsi altında	metonymy

5. Pandemiya xəstə kommunizm kimi	simile, metaphor
6. COVID-19- smart inqilab, silahsız inqilab	metonymy
7. Tibbi vampirizm	exaggeration
8. Sonun başlanğıcı	oxymoron
9. Pandemiyaya qarşı mübarizə	metaphor
10. Allahın bəlası	vulgar
11. Taclı günlər	metaphor
12. Cəbhədə mübarizə	metaphor
13. Görünməyən düşmən	metaphor
14. Aqgressiv virus	metaphor
15. Taclı mələk	irony, metaphor
16. Dünyaya yayılan bəla	vulgar word
17. Xəstəlik alovlanacaq	metaphor
18. Xəstəlik nəzarətdən çıxacaq	metaphor
19. Virusun yayılması	metaphor
20. Dünyanın həbsi	metaphor
21. Görünməmiş kabus kimi	simile
22. Virus dünyanı əsir etdi	metonymy
23. Virus qapının zəngini çaldı	metonymy

It is already a fact that metaphors are the most commonly used stylistic devices in COVID discourse. As in English, Azerbaijani language is also rich with conceptual metaphors. Some of them are similar to English language that are the common ones in the COVID discourse of all languages. As in most languages in Azerbaijani there are also metaphors like “*pandemiyaya qalib gəlmək*”, “*pandemiyaya qarşı mübarizə*”, “*cəbhədə mübarizə*”, “*görünməyən düşmən*”, “*virusun yayılması*” which are particularly mean “*to win the pandemic*”, “*fight against pandemic*”, “*fight at frontline*”, “*invisible enemy*” and “*spread of the virus*”.

On the other side there are some specific stylistic devices for COVID pandemic that create unique and individual COVID discourse of Azerbaijani language. As it is stated in the table, in Azerbaijani COVID discourse there is such kind of metaphoric expression like “*demokrat virus*” which calls COVID as a democratic virus by emphasizing that it doesn’t discriminate people and anyone regardless of their rank,

race, gender or nationality can get this virus. Moreover, during COVID pandemic in Azerbaijani language there appeared many poems devoted to the pandemic. One of them was written by Hamlet Isakhanli, the founder of Khazar university:

Virus

Bir virus qapının zəngini çaldı
Dünyanın canına vəlvələ saldı
Əsir-yesir oldu hamı evində
Polislər dayandı küçədə, tində
Nə gəlib-gedən var, nə qapı açan
Yarəb, bağlı qapı açılar haçan?
Yalqızlıq bizləri qoynuna aldı
Qonaq otağımız qonaqsız qaldı

The situation in Azerbaijan about COVID pandemic is a bit different from other countries: people from the very early of the spread of the pandemic try to belittle the process through making some jokes and fun. They consider that in order to overcome the situation and to keep the mood of the people up it is better to make funs and to ridicule that virus.

3.5. Comparison of Azerbaijani and English COVID discourses

In this study we are dealing with the various stylistic devices in both Azerbaijani and English COVID discourses. After the analysis of stylistic devices in both languages it is better to compare the statistical numbers of stylistic devices and to see the activeness of languages with these devices.

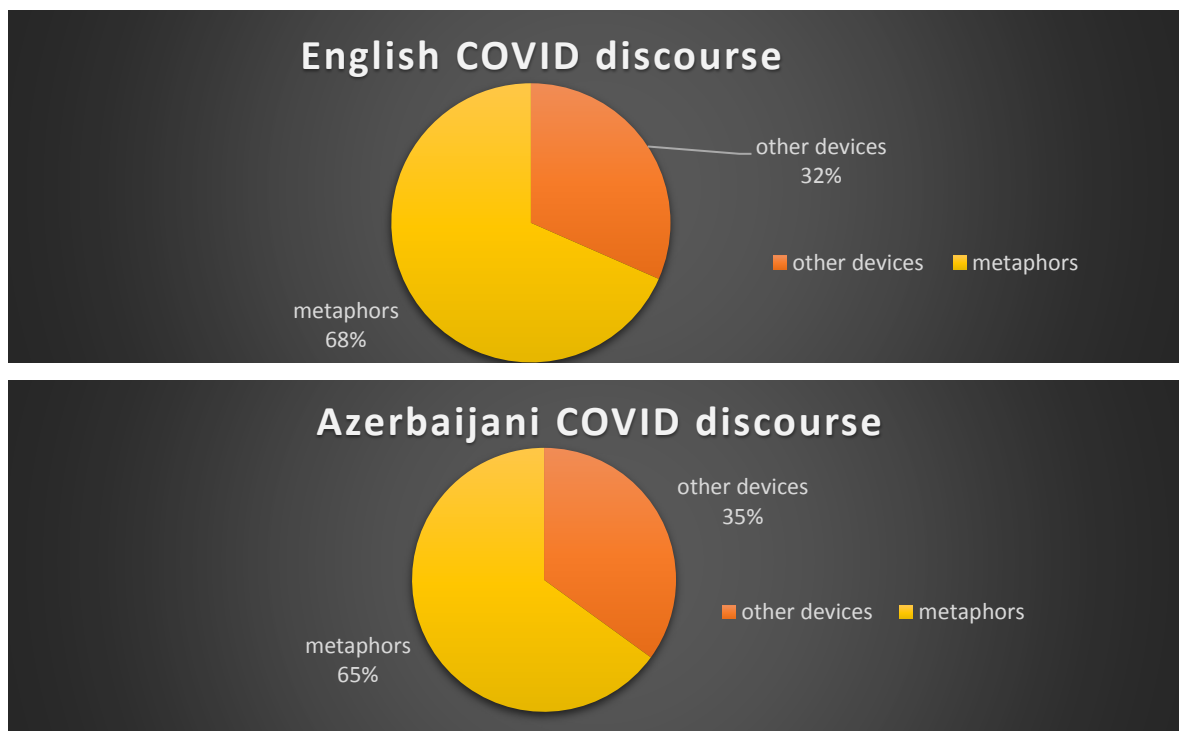
The clearest thing is that in both languages the most frequently used stylistic device is the metaphor. The reason of using metaphors so actively in COVID discourse is related to the development of conceptual metaphors that made it be a part of our daily speech. Moreover, in order to raise the awareness for the strictness of COVID pandemic it was being aimed to compare or to liken it to the different things by using most expressive

tool of metaphors. However, beside the metaphors there are also other stylistic devices in both discourses like metonymy, repetition, irony, exaggeration, simile etc.

Although both languages have their own COVID related stylistic discourse, there are also some common expressions. This case is not only about Azerbaijani and English languages but there are some fixed COVID expression in different languages. Azerbaijani and English languages share common expression with the same colour of stylistic devices:

- “pandemiyaya qalib gəlmək” - “to win the pandemic”,*
- “pandemiyaya qarşı mübarizə” - “fight against pandemic”,*
- “cəbhədə mübarizə” - “frontline of the battle”*
- “görünməyən düşmən” - “invisible enemy”*
- “virusun yayılması” - “spread of the virus”*
- “pandemiya xəstə kommunizm kimi” - “communist virus”*

Taken the number of metaphors in COVID discourses of both languages into consideration, we can get such kind of statistical result:



As it is seen from the diagrams in English COVID discourse metaphors constitute 68% of the overall data. This statistics is almost the same for Azerbaijani COVID discourse, since here 65% of the data are the metaphors. From this statistic result we can draw such kind of conclusion that although English and Azerbaijani languages belong to quite opposite language groups, their metaphorical COVID discourse was not developed in different directions.

On the other side, the frequency of the used stylistic devices in both COVID discourses should be examined in order to deal with the second problem of the research. Although the starting point of coronavirus was November 2019 in Wuhan, China, its danger and fast spread emerges on the eve of February and March of 2020. Thus, its declaration of being pandemic happened on March which signalled the seriousness and the danger of the process. Many studies have revealed that spring of 2020 was the pick of the pandemic, not only in cases, but also in the awareness and elucidating the people all over the world. As it was just the beginning of the pandemic, most people were ignoring it and underestimating the process. Starting from March many politicians and leaders started to make awareness and appeals for their people by using several persuasion techniques. Their main concern was to convey people to the seriousness of the issue. By providing the daily statistical cases about deaths and illness they aimed to make people be worried and take the situation serious. In this process, their language was their main tool since their persuasion techniques laid on their language style. Stylistic devices, as an important colours of the language style are supposed to be used much frequently in this period. In order to check the truthfulness of this idea we had to draw statistics according to the montly data.

We preferred to divide the COVID period in 2020 into two terms. The first part includes the months-February, March and April, whereas, the second part includes the rest of the months of 2020. The aim of making such kind of division lies on the fact that February-March-April months are the period when all world faced the reality and the danger of the COVID pandemic. Thus, this period is regarded as the peak of the pandemic since all record cases and record deaths happened in this period. Later,

although there were different waves of the pandemic, they were not so much shocking or confusing since the countries had already faced and accepted the pandemic and took the appropriate measures.

So as to reveal the frequency of the COVID related stylistic devices in Azerbaijani and English languages, we have to put the data according to their monthly usage. Below mentioned tables illustrates this situation.

Table 9. COVID related stylistic devices in English language according to the months

English data	Date
Invisible enemy	April
Defeat the virus	March
Battle against virus	March
China virus	July
War against Chinese virus	March
A foreign virus	March
Toughest enemy	March
Hidden enemy	March
Win the war	March
Waging the battle	March
Frontline of the battle	March
Countries are going through hell	July
Invisible enemy	June
Defeat this virus	June
Beat this disease	September
Keep this disease at bay	May
Invisible mugger	April
Physical assailant	April
Defeat the threat to our health	April
Battle against the virus	April
Combat the virus	March
Fight against COVID-19	April
To go into battle	April
Frontline workers	April
Win this fight	April
Frontlines of the fight	April

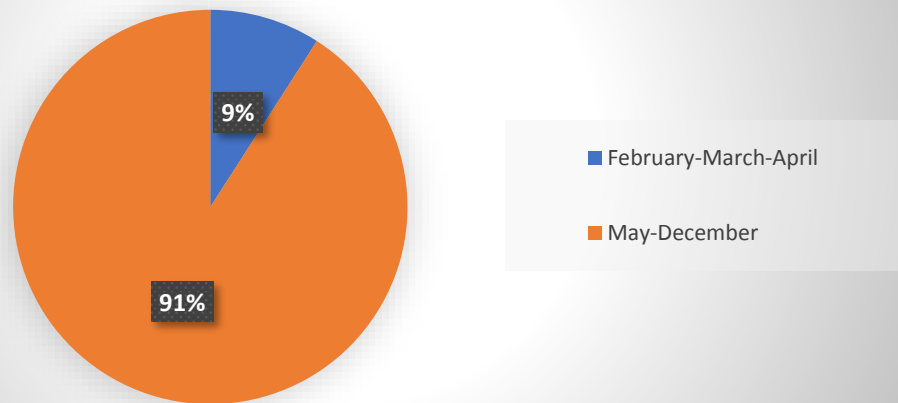
Fight this virus	March
The risk is very very low	March
Population must be very very careful	March
They could have stopped it. They could have stopped it easily. They chose not to.	July
We must,must, must beat this disease	Septmber
We saved many, many tens of thousand lives	June
It is a very very difficult time	June
To minimize, to minimize the suffering that this epidemic is causing	April
We'll beat, we'll beat, we'll do it	March
We are seeing continuous falls in the disease, in deaths, in incidents.	June
To work very, very hard to bring Canadians home	March
It's in our hands. It's in your hands	April
War for masks	April
Deadly pandemic	March
You cannot play football and social distance	May
Bullet train	March
Constitution dies of coronavirus	April
Ed-Sheeran post-coronavirus	August
Chinese virus gift to the world	March
Communist virus	April
Virus is happy	June
To fight the coronavirus, you need an army	July
Domino effect of coronavirus	March
Winning the war against epidemic	March
Uphill battle	December
Coronavirus pandemic has put the spotlight on the risks	March
we are at war with a virus	November
win the war on COVID-19	November
fighting the virus from New York to Utah	August
the battle against the coronavirus	May
coronavirus kills the oil industry	April
public-health war against coronavirus	March

Table 10. COVID related stylistic devices in Azerbaijani language according to months

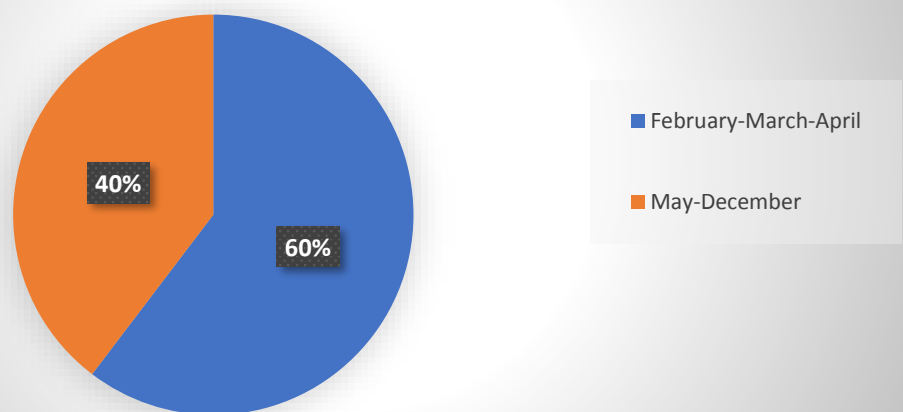
Azerbaijani data	Date
Demokrat viruslar	December
Pandemiyaya qalib gəlmək	December
Ölümün nəfəsi	September
Korona işarəsi altında	December
Pandemiya xəstə kommunizm kimi	December
COVID-19- smart inqilab, silahsız inqilab	December
Tibbi vampirizm	December
Sonun başlanğıcı	December
Pandemiyaya qarşı mübarizə	December
Allahın bəlası	December
Taclı günlər	November
Cəbhədə mübarizə	November
Görünməyən düşmən	October
Aqgressiv virus	October
Taclı mələk	September
Dünyaya yayılan bəla	February
Xəstəlik alovlanacaq	August
Xəstəlik nəzarətdən çıxacaq	May
Virusun yayılması	March
Dünyanın həbsi	February
Görünməmiş kabus kimi	Aprel
Virus dünyanı əsir etdi	May
Virus qapının zəngini çaldı -	April

To put the table into the numbers in order to get the statistical results, we can draw such kind of diagrams which illustrate the frequency of the stylistic devices in two parts of the COVID season.

Montly frequency of stylistic devices in Azerbaijani COVID discourse



Montly frequency of the stylistic devices in English COVID discourse



Above mentioned diagrams illustrate the frequency of the used stylistic devices in both Azerbaijani and English COVID discourses. However, there is a sharp difference between the statistical results of these languages. As it is seen, stylistic devices in English COVID discourse are much more frequently used during the period of February-March-April, whereas, the situation is quite vice versa for Azerbaijani COVID discourse. The months of February, March and April for Azerbaijani COVID discourse is almost non productive, as only 9% of the data is found in that period. However, for English language 60% of the data are found in the first part of COVID season, thus, in February-March-April.

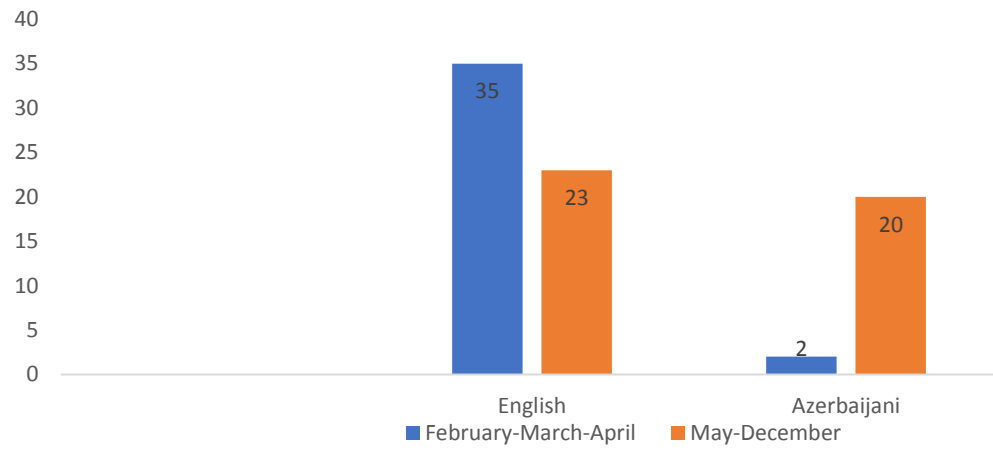
If we search for the reason of that sharp difference and the reason of this quite opposite situation, we can put forward such kind of idea: Since the early development of the pandemic all Europe was heavily influenced by far-reaching results of the virus. As a result they took the serious steps in order to prevent the fast spread of the virus. In order to do so they were using several techniques like raising awareness for the seriousness of the issue, producing special advertisements describing the pandemic situation, preparing billboards and posters etc. Most of these processes were being done in English language, since English is the international language all over the world. It leads to the fact that during COVID pandemic English COVID discourse is not formed only in one country, whereas, many English speaking countries or the multilingual countries using English as one of their speaking languages were developing COVID discourse through their daily interactions. However, situation is quite different for Azerbaijani language. Azerbaijani COVID discourse, unlike the English one was formed only in one community, only in one country. Taking these issues into the consideration we come to the fact that is mentioned in research ethics: English is spoken by much more people rather than Azerbaijani. The formulation of COVID discourse in English language happened before than Azerbaijani which caused to the early usage of the words or the stylistic devices in English Covid discourse compared to Azerbaijani language. To consider these cases, the statistical result about the frequency of the devices that we got from the data shouldn't be surprising.

Therefore, from this statistics, it is visible that for English Covid discourse March and April were full with stylistic devices, since, as it was mentioned above, it was the pick of the pandemic and demanded much more emotiveness and persuasion strategies. However, for Azerbaijani language the situation is quite opposite as in these months there are less devices compared to later months.

All in all to illustrate the general picture of the pandemic curve in both languages we can draw such kind of chart where the peaks and declines of the use of stylistic devices are reflected:

Figure 5. Frequency of the devices in both languages

Montly statistics of the frequency of the stylistic devices



Conclusion

The life of people was heavily influenced as a result of the pandemic situation. Besides the lifestyle in the countries, the languages had also reflected the traces of the pandemic. In this study we dealt with the stylistic side of the language, thus, how stylistic devices were used in COVID discourse. In this regard, the analysis started with the observation of the speeches of political leaders like Trump, Johnson, Trudeau. As this study involves the COVID related stylistic devices in all media, later, study was carried on with the analysis of newspaper like CNN, Guardian, Times, BBC etc, whereas, for Azerbaijani 525.az. adalet.az itv.az etc. were taken as the main sources to collect the appropriate data.

Through the observation of the data and the statistical results the replies for research questions were found. It had been concluded that although it is almost a year that pandemic is in our life, the COVID discourse of both languages is quite rich with stylistic devices. Overall data for both languages can prove the sufficient number of the samples for COVID related stylistic devices. When it comes to the difference between COVID discourses of both languages, there could be found both differences and similarities. The first and the most visible similarity is that both Azerbaijani and English discourses share more metaphors than other devices. Through several studies it had been defined that not only Azerbaijani and English, but also other languages contain more COVID related metaphors than other stylistic devices. According to the statistical numbers drew for both languages, the percentage of the metaphors is almost the same: 68% of metaphors for English language, 65% for Azerbaijani.

In the next part of the thesis the monthly frequency of the stylistic devices in both languages was investigated. We aimed to show the activeness of using stylistic devices depending on the months, thus, on the peaks and declines of the COVID pandemic. The result was that unlike the metaphorical situation in both languages, monthly frequency was not similar: It was found that at the first period of the pandemic English COVID discourse was richer than the second period, as 60% of the data were found during this period. The case for Azerbaijani language was different since Azerbaijani

COVID discourse was much more active and richer during the second period of the pandemic, only 9% of the data were found in the first period.

As a result of this study and the analysis of data we can draw such kind of conclusions:

- ❖ Both Azerbaijani and English languages are rich with COVID related stylistic devices. According to their scope of language use, Azerbaijani and English COVID discourses are stylistically colourful and emotive enough.
- ❖ The COVID discourse of both languages contains much more metaphors rather than other devices.
- ❖ The reason of such differences lays on the fact that the development of cognitive linguistics made metaphors as a part of our everyday speech and thinking.
- ❖ The frequency of the usage of stylistic devices in both languages differs according to the months. In overall, the determination of the months for the frequency depends on the peak or the decline of the pandemic.
- ❖ According to the result that we got from the statistics of monthly frequency for both languages, there are quite opposite statistical numbers. Only 9% of the data for Azerbaijani COVID discourse is found during the first period of pandemic- February, March, April, however, for English COVID discourse 60% of the data is in the first period.

In this study, we intended to show the stylistic impacts of COVID pandemic on Azerbaijani and English languages through the corpus prepared by the data from media sources of both languages. Thus, according to the several observations and studies we described the pandemic situation in the stylistic language. This research undertook a comparative study between Azerbaijani and English in an attempt to bring out the stylistic and linguistic manifestations of COVID-related stylistic devices in media discourse including the speeches of political leaders. The research argued that, although the two languages typologically belong to opposing ends in terms of language families, the linguistic manifestations of the colourful range of COVID-related stylistic devices in both languages happen, interestingly enough, to evidence little or no considerable variation and differences.

To sum up, it is quite obvious that both languages reflect almost the same degree of COVID influence in their stylistic vocabulary. The research shows that COVID related stylistic devices are capable to formulate new discourses in both Azerbaijani and English languages.

Limitations and recommendation

This study dealt with investigation of stylistic devices in Azerbaijani and English COVID discourses. The study was conducted through the corpus formulated by the data from the COVID season of 2020. The all collected data were derived from various sources where COVID related news or information were quite common and popular. However, as COVID became a pandemic all over the world, its scope couldn't be limited by countable sources. Therefore, it would be better for later researchers to investigate many other sources in order to find more data.

On the other side, as it was mentioned, the study covers only the year of 2020, so the year of 2021 was not included to this study. COVID issues in 2021 was related mostly to the issue of vaccine and vaccination. So, it is assumed that the COVID problems and issues were not the same with that of in 2020. Previous year was focusing on the issues like creating awareness for the pandemic, appeal for taking the illness serious, demanding to follow the hygiene rules, staying home, keeping the social distance etc. Although these issues were still important and demanding in 2021, there were much important and new things. These differences were also reflected in the language. It is supposed to find less COVID related stylistic devices in 2021 rather than in 2020 since the language day by day becomes realistic. As there is no need for persuading the people or describing to what extend the pandemic is serious, language became purified from stylistically colourful terms and rhetoric effects.

Therefore, for later researchers it is advised to make this study for the year of 2021 with the "COVID Vaccine related stylistic devices or language". If we search for the data or any material for this study, we can find interesting facts. One of them was done by Yusuf Manna (2021) who called his paper like "Democratizing the Covid-19 Vaccine". However, as vaccine period was a period when all the people were aware of the pandemic situation and its seriousness and danger, there was not any demand to convince people by using rhetorical language. That's why it is assumed to find less vaccine related stylistic devices on this scope. It would be better to make a study on

“Vaccine related COVID language” by investigating papers or the direct speeches of founders or distributor speeches of SINOVAC, Pfizer, Astra Zeneca.

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