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METAPHORICITY AS THE MOST IMPORTANT CHARACTERISTIC OF MODERN POLITICAL DISCOURSE

The article deals with intercultural aspects of metaphorical modeling of political reality in Kazakh, Russian, Bulgarian and American presidential discourse. The texts of Presidents' Addressees for 2021-2022 were used as the research material.

The methodological basis is the concept of metaphor as a cognitively modeled phenomenon that plays an essential role in representing the linguistic view of the world.

The subject of the research is the general and specific peculiarities and regularities of representation of reality through the use of metaphors and metaphor models in the Addressees of Heads of States.

There are implemented cognitive-discursive and contextual analysis methods, modeling, and the linguostatistical method.

We suppose that the construction of metaphor models, calculation of frequency of use of linguistic means and the statistical data analysis allows us to show the society's value priorities and the country's political reality. Moreover, it will help to reveal specifics of the people's thinking and the peculiarities of their way of life at a particular historical period.

The comparative analysis showed that in the texts of the Addressees for studied years, the dominant metaphorical model used in the speeches of the presidents of the four countries is a military metaphor, and the rest are associated with man, nature, landscape, mechanism, theater, sports, etc.

This work represents a separate stage of studying metaphor in political discourse. It implies exploring other aspects of the problem and expanding the research material.

Key words: political metaphor, modeling, cognitive linguistics, discourse analysis, political discourse, presidential discourse, Addressees.

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Метафоризм қазіргі саяси дискурстың маңызды сипаттамасы ретінде

Мақалада Қазақстан, Ресей, Болгар және Америка президенттік дискурсындағы саяси шындықты метафоралық модельдеудің мәдениетаралық аспектілері қарастырылады. Зерттеу материалы ретінде президенттердің 2021–2022 жылдардағы Жолдауларының мәтіндері пайдаланылды.

Әдістемелік негіз метафораны әлемнің тілдік бейнесін бейнелеуде маңызды рөл атқаратын танымдық модельденген құбылыс ретінде ұсыну болды.

Зерттеу пәні мемлекет басшыларының Жолдауларында метафоралар мен метафоралық модельдерді қолдану арқылы шындықты бейнелеудің жалпы және ерекше белгілері мен заңдылықтары болып табылады.

Когнитивті-дискурстық және контекстік талдау, модельдеу әдістері, сондай-ақ лингвостатистикалық әдіс қолданылады.

Метафоралық модельдердің құрылысы, тілдік құралдарды қолдану жиілігін есептеу, статистикалық деректерді талдау қоғамның құндылық басымдықтарын, елдегі саяси шындықты, халықтың ойлау ерекшеліктерін және белгілі бір тарихи сәтте оның өмірінің ерекшеліктерін көрсетуге мүмкіндік береді деп санаймыз.

Салыстырмалы талдау көрсеткендей, төрт ел президенттерінің сөйлеген сөздерінде қолданылатын басым метафоралық модель–бұл әскери метафора, ал қалғандары адаммен, табиғатпен, ландшафтпен, механизммен, театрмен, спортпен және т. б. байланысты.

Бұл жұмыс саяси дискурстағы метафораны зерттеудің жеке кезеңі болып табылады және қарастырылып отырған мәселенің басқа аспектілерін зерттеу және зерттеу материалын кеңейту қажеттілігін білдіреді.

Түйін сөздер: саяси метафора, модельдеу, когнитивтік лингвистика, дискурс-талдау, саяси дискурс, президенттік дискурс, Жолдау.

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Метафоричность как важнейшая характеристика современного политического дискурса

В статье рассматриваются межкультурные аспекты метафорического моделирования политической действительности в казахстанском, российском, болгарском и американском президентском дискурсе. В качестве материала исследования были использованы тексты Посланий президентов за 2021–2022 года.

Методологической базой послужило представление о метафоре как о когнитивном моделируемом феномене, играющем важную роль в репрезентации языковой картины мира.

Предметом исследования являются общие и специфические особенности и закономерности представления действительности посредством использования метафор и метафорических моделей в Посланиях глав государств.

Используются методы когнитивно-дискурсивного и контекстуального анализа, моделирования, а также лингвостатистический метод.

Считаем, что построение метафорических моделей, подсчет частотности употребления языковых средств, анализ статистических данных позволяет показать ценностные приоритеты общества, политическую реальность в стране, специфику мышления народа и особенности его быта в определенный исторический момент.

Сравнительный анализ показал, что в текстах посланий за исследуемые года доминантной метафорической моделью, используемой в речи президентов четырех стран, является военная метафора, а остальные связаны с человеком, природой, ландшафтом, механизмом, театром, спортом и т.д.

Данная работа представляет собой отдельный этап исследования метафоры в политическом дискурсе и подразумевает необходимость изучения иных аспектов рассматриваемой проблемы и расширения материала исследования.

Ключевые слова: политическая метафора, моделирование, когнитивная лингвистика, дискурс-анализ, политический дискурс, президентский дискурс, послание.

Introduction

Recently, Political Linguistics has become a popular trend in Modern Science due to the growing importance of the political component in world public life. Political discourse serves as the reflection of the country's social life and includes elements of its culture. Moreover, it comprises general peculiarities of the national character and national-specific cultural values. The political text's primary function is the impact the political picture of the addressee's world, inducing him to definite actions.

Political discourse is a complex object of scientific research. It is at the intersection of disciplines: Political Science, Social Psychology, Linguistics etc. It is associated with the analysis, forms and content of discourse applied in specific political situations.

This article deals with a new trend in Linguistics – Political Metaphorology of institutional discourse based on the speeches of leaders of countries: K.-J.

Tokayev, President of the Republic of Kazakhstan, V.V. Putin, President of the Russian Federation and R. Radev (Bulgaria), and J. Biden (the USA) for 2021 and 2022. So, in this situation the ideological content of Addresses to the people is conveyed through the politicians' discourse. This period has been chosen precisely because of the relatively turbulent international and domestic political situation. It is not devoid of long-term problems demanding to be solved. It contains acute challenges. Thus, it is possible to single out the main metaphorical models brought to life by emergent situations against the unstable international and domestic political life.

The study is novel in that neither domestic nor foreign linguistics has previously considered Kazakh, Russian, Bulgarian and American political discourse as the particular object of research in the comparative aspect in either domestic or foreign Linguistics.

The subject of the research is metaphors as the reflection of reality, the national picture of the world

in speeches of the nation's political leaders within the framework of the cognitive approach. It determines the relevance of this work.

The object of the research is the metaphors presented in the speeches of the leaders of Kazakhstan, Russia, Bulgaria, and the USA: K.-J. Tokayev, V. V. Putin and R. Radev and J. Biden.

The focus of our attention is the analysis of political metaphors, their models in different structural languages to determine dominant ones. These models are stereotypically correlated with the current socio-economic and political situation in the country.

Literature review

In modern society, the importance of political communication is growing, and the issues of democratic and social structure are openly discussed. So, the solution to political problems depends on how they will be represented with linguistic means adequately to people.

In recent years, definite problems of political discourse have become the object of active discussion, both in scientific and journalistic literature. Meanwhile, in Modern Linguistics, there is no single and generally accepted definition of the discourse concept. Different scientists interpret this term in their own way. Thus, discourse is a coherent speech in conjunction with non-linguistic circumstances; speech concerning real life in its event context with the psychological and social characters of the speakers [Matveeva, 2003: 62].

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This scientific problem evokes lively discussions and becomes the research subject of such scientists as T. van Dijk, V.I. Karasik etc. in scientific practice. There are several types of discourse: peda-

gogical, lexicographic, professional, etc. Among all kinds of discourse, political discourse occupies a special place.

The American researcher T.A. van Dijk determines political discourse as the discourse of politicians. It is implemented through government documents, party programs, politicians' speeches and parliamentary debates. Moreover, it emphasizes its institutional nature [Dejk, 1989:26]. The Russian scientist V.I. Karasik also considers this type of discourse as the institutional one [Karasik, 2002: 208-252].

Political discourse includes *institutional discourse, mass media, official business, political detectives, political memoirs*, etc. The social purpose of political discourse is to encourage people to take action. We most often meet it in official speeches of Heads of state through the appeal or addresses to the people [Dem'jankov].

The Political Addresses of the nation's leaders are distinguished by the particular way of expressing thoughts and conveying information. The language of metaphor takes an essential place among linguistic means. It is given in the interaction of a person with the world around him, who subconsciously creates many models to master, analyze and describe reality.

The study of metaphor models allows us to identify common characteristics of attitudes to reality and socio-cultural phenomena.

The tradition of studying metaphor dates back more than two thousand years, taking its origin from Aristotle. In Linguistics, metaphor is understood as the ability to structure, transform and create new knowledge, as well as to evoke emotion and evaluate influence (Fauconnier G., 1995; Turner M., Fauconnier G., 2000; Lakoff D., Johnson M., 2004).

J. Lakoff and M. Johnson were the first who turned to the study of linguistic metaphors and their relationship with human consciousness in their book *Metaphors We Live by*. Researchers proposed the conceptual metaphor theory. They distinguished three types of cognitive metaphors: *orientation metaphors, structural* and *ontological metaphors* (Lakoff D., Johnson, M., 2004).

There is several interacting, complementary and developing approaches to the metaphor study at the present stage.

The conceptual metaphor theory and the cognitive approach to its study has been significantly developed in Russian science (Baranov, 2003; Budaev, 2006 etc.). Nevertheless, the theory of metaphor modeling is a relatively new scientific field and contains many controversial issues.

Thus, several researchers point to the unique role of metaphor in creating or enhancing the persistence of speech utterance (Brugman, Burgers, Vis, 2019; Charteris-Black, 2016; Ottati, V.C., Rensstrom, R.A., 2010; Steen, G.J. et al., 2010).

The linguistic manipulation of metaphor is primarily determined by the national specifics to be expressed in the peculiar content of metaphorical transference. This trope can reflect cultural values, transfer its content to the subject of speech. Thereby it enhances the effect of linguistic manipulation. Thus, the Russian scientist L.A. Kozlova describes the forms of cultural stipulation of metaphor in the text. She supposes that the process of our thinking is metaphorical at its core. It is based on correspondences in the culturally specific experience (Kozlova L.A., 2020).

Scientists' researches demonstrate that metaphors have the character to be nationally determined.

Lilyana Tsoneva, a famous Bulgarian researcher of political metamorphology, focused her attention on the political metaphor of the beginning of the XXI century, when important events took place in Bulgaria. Those tropes were reflected in the national media and national consciousness (Tsoneva, 2012).

The Kazakh researcher M.V. Trichnik considers conceptual metaphor and metaphorical models as a means to describe the national cognitive picture of the world. Her investigation is based on the election speeches of American Presidents B. Obama and M. Romney. She points to the cognitive matrix analysis method as one of the possible mechanisms to construct complex knowledge conceptually in the form of the matrix. According to the researcher, creating the matrix will help open access to conceptual fields (Trichnik, 2014).

Kazakhstani researchers, in cooperation with Russian ones, conduct their investigations in the field of metaphor discourse, consider the notion *concept* as a sense-forming, operative unit of naive consciousness (Alefirenko, Nurtazina, 2018:49-65)

The Russian scientists recognize the role of metaphor in the conceptual modeling of reality based on a set of basic models, including a person, objects surrounding him, nature, and society as the sources to generate metaphorical models (Chudinov, 2001:3). In recent years metaphor models, their variability in the national-historical perspective, and the ability to form national hybrids as a result of the globalization of discourse, that is, in combination with the universal and cultural-specific attracts great attention of scientists (Musolff A., 2004).

A.P. Chudinov's theory of metaphor modeling is interesting for us. The elements of which have been implemented in this study. According to the researcher, metaphor modeling reflects national, social, and personal self-consciousness with the help of scenarios, frames, and slots belonging to the different conceptual domains and means. It helps to comprehend, categorize, present and evaluate any fragment of reality (Chudinov A.P., 2001).

In our opinion, he describes the universal typology of political metaphors to be applied to any political discourse (domestic and foreign) through the allocation of sub-spheres – *sources of metaphorization* or *donor zones*, the main of which are: *Human, Society, Nature, and Artifacts* that develop the following types of metaphors: *physiological, moral, criminal, military, theatrical* and etc.

Within the framework of these issues, taking into account the global political situation, it is required to pay attention to the specifics of the Kazakh, Russian, Bulgarian and American political discourse, where one of the fundamentally peculiar roles is rendered to metaphoricity.

Research sources

The texts of the annual Addresses of the heads of state have been selected as the research material: K.-J. Tokayev to the people of Kazakhstan (2022), V.V. Putin to the Federal Assembly for 2021 and R. Radev to the people and the National Assembly of Bulgaria, J. Biden for 2022.

Similar pragmatic attitudes distinguish the texts of the Addresses under consideration as they are state leaders' programmatic speeches to the country, where the main characteristics of foreign and domestic state policy and nation-building are determined.

The corpus of Addresses to be under study includes four texts with a total volume of 35,514 words.

The modern paradigm of scientific knowledge is based on the interdisciplinary and intradisciplinary connections that allow us to analyze the texts of the Addresses of the Head of state using methodological tools of several fields of Linguistics.

Together with the fact that the value of our research lies precisely in the metaphor's determination, analysis and interpretation of texts, it is essential to emphasize that any text includes pragmatics. The text under study is a way to characterize the external reality and legitimize actions generated by this reality. Any Address has an aim and appeals to

the listener's picture of the world. Moreover, each target audience must select a specific language, presentation style, and speech content, as well as logical and semantic structures.

Methodology and methods

In searching for a methodology to reveal the research problems, we have relied on Professor A.P. Chudinov and D. Lakoff's analysis method. This method is based on the identification of metaphors and the compilation of metaphorical models.

General scientific and linguistic methods and techniques have been chosen as the research methods: content analysis, continuous sampling, automatic text processing, quantitative, statistical data analysis through calculation of the usage frequency, comparative, etc.

The objectives of our research are: 1) selection of the language material; 2) identification of linguistic metaphors in the texts of the Addresses of the Heads of states and their identification in political discourse; 3) compilation of dominant metaphorical models; 4) the analysis of metaphor models regarding the pragmatic aspects of each address text; 5) correlation and description of the received data.

The chosen course, methods and techniques of the study made it possible to analyze the frequency of language units in the Addresses of political leaders to identify similarities and differences in the pragmatic meaning of language units. We believe

this approach is one of the advanced ones for further research in this field.

Results and their discussion

Let us turn to the material of our study, the texts of Presidents of Kazakhstan, Russian, Bulgaria and the USA: K.-J. Tokayev, V.V. Putin, R. Radev and J. Biden for the period from 2021 to 2022. All speeches have been taken from official Internet resources.

The material to be the subject of our research indicates the presence of the following metaphor categories: anthropomorphic, natural, sociomorphic, and artifact.

In the analyzed material of the Presidents' Addresses, we found 95 metaphors in the discourse of the RK President K.-J. Tokayev, the leader of the RF V.V. Putin – 39, the head of Bulgaria R. Radev – 63 and in the USA President J. Biden – 127 metaphors. The number of examples suggests that this stylistic device is often used in political texts. And it is a natural phenomenon for this type of discourse. For comparison, firstly, we have calculated all the cases of using metaphors in each speech and determined that the identified metaphors have different semantic bases, which allows us to propose the following classification (see Table 1).

Table 1 – Quantitative indicators of conceptual metaphors in the idiostyle of the Presidents of the Republic of Kazakhstan, the Russian Federation, Bulgaria and the USA.

№	Metaphorical model	K.-J. Tokayev		V.V. Putin		R. Radev		J. Biden		Total	%
		number of metaphors	%	number of metaphors	%	number of metaphors	%	number of metaphors	%		
1	Artifact metaphor	12	13	7	18	12	19	40	31,5	66	22,6
2	Anthropomorphic metaphor	17	18	12	31	21	33,3	16	12,6	53	18
3	Metaphor of nature	22	23	5	13	16	25,3	12	9,4	47	16,2
4	Social metaphor	44	46	15	38	14	22,2	59	46,5	126	43,2
	Total:	95	100	39	100	63	100	127	100	292	100

According to Table 1, the quantitative indicators of conceptual metaphors were identified through metaphorical models: artifact, anthropomorphic, social and metaphor of nature. It can be seen from the table that the social metaphor prevails in quantitative terms (its percentage of the total number is 43.2), and the smallest number belongs to the natural metaphor (16.2%).

The social metaphor plays a significant role in political discourse. There is represented widely military metaphor based on the transfer of terms from the military-technical vocabulary to the phenomena of peaceful life.

This type of metaphor is typical for many languages. According to E.V. Budayev, the conceptu-

alization of political reality in terms of war indicates the dominance of the aggressive scenario in the national consciousness to resolve political differences observed today. This type of metaphor is evaluative. It is not difficult for any people to understand them, as they always reflect the direction of the country's development and its acute social problems.

Among military metaphors, there is widespread implementation of *the struggle concept*. It refers to conceptual metaphors. It is interpreted in the context of *the fight against terrorism, the internal opposition and the fight of confrontation* due to emerging external challenges.

– Here is an example from the text of the Addresses:

– үшін саяси кландардың астыртын тартысына (üşin saiasi klandardıñ astyrtyn tartysyna). -в борьбе с бедностью (v bor'be s bednost'ju).

– Справянето с бедността и неравенства-та. -Сыбайлас жемқорлықпен күрес. -на конкурентную политическую борьбу (na konkurentnuju politicheskiju bor'bu).

– Корупцията трябва да бъде съкрушена. -Corrupt leaders who've bilked billions of dollars off this violent regime.

In addition to this concept, military metaphors can include the *hostilities concept*, which actualizes the metaphors of *attack* and *defense*. Based on this, on the one hand, the *battle/struggle* concepts are used, and on the other hand, *mobilization, counter-action, battle* and *defense*:

– толықтай жұмылуымыз қажет. -отразить угрозу (Otrazit' ugrozu).

– стратегическите приоритети. -have to stay on guard.

Any political metaphor is often associated with the *image of the enemy, winner* and *defeated*. So, there is another source to create military metaphors – *the sports – game* theme associated with *rivalry* and *competition*.

The metaphorical model with the sphere of “*the source of a sports contest*” is widespread in political discourse, where *the strongest fighter, the smartest strategist* and *a seasoned opponent* wins (sports metaphor), for example:

– «ойын ережесін» -на международной арене (na mezhdunarodnoj arene).

– what's at stake. -қастандық жасаушылардың арам пизғылы іске аспады. -Inflation is robbing. -Бәрін де бармақ басты, көз қыстымен шешіп үйренген адамдар. -през экранна, или зад кулисите -бәрі кері кетеді, билік жаңғыру қарқынын бәсеңдетеді деп ойлады.

-инвестиционных механизмов (investicionnyh mehanizmov).

– социални механизми -the tools that we have been provided.

Anthropomorphic metaphor, in which the source sphere of metaphorical expansion is *a person, his body, actions, emotions*, occupies an important place in the texts to be under consideration. The morbid metaphor finds its development in the presidential political discourse, which is one of the significant ways of categorizing, conceptualizing and evaluating reality in modern political texts.

Morbus (from lat. sickness (*bolezn'*), the explanatory dictionary gives the following definition: *sickness* is a specific disease that disrupts the activity of the body or its organs; damage to something or a deviation from the norm in something. (Large explanatory dictionary).

It is known that a particular irritant in the disease can both damage a healthy system and develop the body's immune mechanisms. Based on this, this condition is characterized by the existence of two interrelated categorical processes – *damage* and *defense*.

It can be assumed that this phenomenon is not only national but also more general, global in nature, for example:

– кеселді туындататыны және мемлекетті дағдарысқа ұшырататыны -прехода като травма, сравнима с война. -как будем лечить нанесенные им раны (kak budem lechit' nanesennye im rany).

– The pain of our sanctions.

The sources of metaphorical expansion are also such conceptual spheres as the world of plants, landscapes, and elements related to the nature metaphor.

Metaphors of the *plant world* (phytomorphic) are relatively often presented, which add a unique flavor to speech, but at the same time remain visual.

When comparing the texts of political speeches, it becomes evident that this metaphor plays a more crucial role in Kazakhstani (17) and American (11) political discourse than in Russian and Bulgarian. This metaphor is closely associated with the culture of Kazakhstan, where vegetation is an essential part of people's lives and has the rich history. The metaphor of the plant world expresses *genesis, root* and *growth*, which directly indicates the socio-political events taking place in Kazakhstan (expan-

sion of economic and cultural ties, active development of various projects, etc.). A few phytomorphic metaphors in the discourse of V.V. Putin (6) and R. Radev (7) may indicate the solutions to other issues that are a priority now.

– *тамыр жаюына* -обеспечить *рост* (obespechit' rost).

– *зряlost* в убеждениет си -*астаң-кестеңі шығып, берекесіздікке ұшыраған* елдер туралы мысал жетіп артылады -*делового климата* (delovogo klimata).

– benefits would *trickle down*. -*демографската катастрофа* -*алған бетімізден қайтпаймыз. өзгерістердің қарқынын үдете түсеміз* -*ускорила внедрение* (uskorila vnedrenie).

The analysis allows us to conclude that the linguistic worldview of speakers of different structural (Kazakh, Russian, Bulgarian and American languages) languages is characterized by a particular specificity, which is fully represented in the metaphor layers of the language. Since the presidential discourse is focused on the country's entire population, the study of the texts of political speeches reveals the peculiarities of the worldview of the citizens. It makes it possible to identify the ideas existing in the minds of Kazakhstani, Russians, Bulgarians and Americans about political and economic trends in the country and to trace the people's reaction to the most critical events in the life of the state.

During the analysis, the following dominant spheres were identified – sources of metaphorical models: *house; sport; communication; forces of nature; disease; organism or living being; mechanism; transport/traffic; plant world; art; the science; crime; war; construction; sport*.

Conclusion

The results of our analysis allow us to make some particular conclusions that are of interest to our research.

Political discourse is one of the types of institutional discourse. It is a specialized type of communication to be conditioned by the social functions of partners and regulated in content and form. It performs the function of influencing the listener by attracting attention, evoking certain emotions and persuasion. Its pragmatic orientation lies in the specific goal of the address. It determines the selection of linguistic and non-linguistic means and how they are arranged and presented.

The text of the Addresses has universal peculiarities common to this genre: compatibility, representation of parts of speech, metaphoricity, etc. It reflects the unique features of worldview, the national picture of the world, and the interests of the authors of the text.

In the texts of the Addresses of the leaders of the countries that we have analyzed, they speak about entirely different spheres of life and apply a wide variety of images, and eloquent phrases, one of which is a metaphor that represents the field of our research interest.

The study revealed similarities and differences between metaphors and metaphor models in the Kazakh, Russian, Bulgarian, and American political discourse. The discrepancy in metaphorical models facilitates understanding the functioning of political concepts in different languages, which is a consequence of the difference in the social, economic, and political spheres and their linguistic cultures.

Comparison of metaphors in different national languages allows revealing common cognitive models of thought processes that are characteristic of ethnic groups. But it also identifies the peculiarities of self-consciousness of the particular people, cultural norms, values, and, in general, the national picture of the world.

The article examines conceptual metaphors in the Addresses of Presidents for 2021 and 2022 from the cognitive and culturological points of view. It identifies distinctions and similarities between cognitive metaphors and their causes.

It is important to note that politicians tend to appeal to the use of cognitive metaphors, especially in difficult political situations. Conceptual metaphors have a high degree of expressiveness and emotional content. They focus the listener's attention on particular objects and phenomena of reality from the speaker's point of view. It allows us to conclude their essential role in understanding and transforming the political reality.

The analysis of the research material and the detailed review of scientific papers concerning the problems of encoding and decoding information in political discourse with metaphors allowed us to develop metaphor models divided into submodels. The above list of metaphors correlated with the four groups is not final. It should be corrected after thorough study and research on the material of the larger volume of texts and analysis of speeches of politicians of other countries.

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