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Metaphor in Modern English Political Speeches

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INTRODUCTION

Metaphor is one of the most popular stylistic devices in various types of texts and discourses. In particular, this stylistic figure plays an important role in political communication, serving as an effective means of influencing the audience. It can impact the viewers perception of complex and sometimes tragic events, decision-making, creating a certain image, etc. The use of a metaphor in an official text, sometimes quite formal and “dry”, imagine certain realities of life, shed light on the essence of events, better understand, evaluate and rethink them. Sometimes a metaphor introduces concepts far from political discourse into the text to illustrate certain phenomena by juxtaposing them, which makes this stylistic figure a powerful element of influence.

Metaphor, as a stylistic device, has always been the object of research by domestic and foreign scholars, including V. But, V. Vovk, O. Vorobyova, S. Yermolenko, A. Taranenko, N. Fairclough and others. Political metaphor as a powerful and influential tool of speech of a political figure was studied by H. Dacyshyn, M. Johnson, J. Lakoff, J. Charteris-Black and others. Such linguists as O. M. Tyshchenko, A. O. Hudolii, V. E. Chernyavska were interested in the metaphorical potential of political speeches. The translation of political metaphor was the focus of research by T. B. Novikova, Y.G. Tikan et al.

The object of our research is a metaphor in present-day political text.

The subject of the work is the specificity of the use of metaphors in the speeches of American and British political leaders.

The purpose of the work is to study the peculiarities and regularities of the use of metaphor in the speeches of American and British political leaders.

To achieve this goal of the research, it is necessary to complete a number of **tasks**:

- 1) to define the concept of linguistic metaphor and to classify its types;
- 2) to elicit the means of metaphor realization;

- 3) to specify the importance of political speeches in the formation of public opinion;
- 4) to reveal the recurrent metaphors in the speeches of US politicians;
- 5) to scrutinize the use of metaphors in the speeches of representatives of different American political parties;
- 6) to consider the metaphors in the speeches of British prime ministers;
- 7) to define the influence of historical events on the use of metaphors in political speeches.

The main research methods are the continuous sampling method, which was used to select political texts that contain metaphorical images; discourse analysis when studying the textual and discursive features of the selected material; the method of scientific observation, with the help of which it was possible to determine the role of metaphor in the texts of political speeches; methods of contextual, component, lexical-semantic and psycholinguistic analysis in clarifying the lexical, grammatical-syntactic, stylistic and pragmatic features of the manifestation of metaphor in political discourse.

The theoretical significance of the work lies in the generalization of theoretical knowledge about metaphor in political discourse and its types, means of expression that serve to express metaphorical images in political communication, and also about the linguistic image of a political leader, the peculiarities of metaphor formation using means of linguistic expression, including and metaphors.

The practical significance of the work is that the materials and conclusions of the study can be used in the process of teaching courses in stylistics and discourse studies, political science, etc. Research results can also serve as material for writing scientific and student papers, abstracts, course and diploma theses, etc.

Structure of work. The work consists of an introduction, two chapters with the conclusions to each, general conclusions, a list of reference material, and illustrative material.

CHAPTER ONE. THEORETICAL FOUNDATIONS OF THE STUDY OF METAPHOR

Metaphor is an extremely flexible tool of meaning expression. It sounds like a means of approbation and introduction of new meanings into the communicative sphere of social life. Thanks to the metaphor, there is a stratification of meaning: a deficit of meaning at one metaphorical level is compensated by a surplus of meaning at another level. The epistemological value of the metaphor is determined primarily by the possibility of interaction between the sensory and rational levels of cognition.

Metaphors are an integral part of our everyday thinking, not just rhetorical figures. They are so rooted in the system of articulation tools of a modern person, that they use metaphorical constructions spontaneously, involuntarily. There are several hundred universal metaphors that we learn and use regularly.

This chapter of the study will outline approaches to metaphor definition, its classification, linguistic means of metaphor expression in the English language, and the importance of metaphor in a political text.

1.1. Definitions of Linguistic Metaphor and Its Types

Traditionally, the definition of metaphor is related to the etymological explanation of the very term “metaphor” from the Greek μεταφορά – the transfer of features of one object to another based on their similarity. Researchers believe that the metaphor is based on a linguistic-creative association, which consists in the fact that it has a two-way focus – on the environment and on the available resources of the language (Чабаненко, 2002, p. 7). In particular, V. Chabanenko notes that an ordinary comparison often does not satisfy the speaker (author) and he / she resorts to a metaphor. Each metaphor, as an expressive language tool, is a complex formation based on association by analogy and on various connotative shades of meaning. The creation of metaphors is an artistic and aesthetic process of not only

searching for imagery, but also the similarity of real objects and phenomena (Чабаненко, 2002, p. 12).

H. Stein defines eight directions of metaphor research (Stein, 2002 p. 133–378):

- 1) linguistic metaphor in the grammatical system of the language;
- 2) linguistic metaphor in the text;
- 3) conceptual metaphor in the grammatical system of the language;
- 4) conceptual metaphor in the text;
- 5) linguistic metaphor in the process and as a result of linguistic behaviour, which includes preservation, acquisition or loss of stable meaning;
- 6) the psychological aspect of language metaphor in the process of language reproduction and perception, the experience of an individual in a specific language situation;
- 7) conceptual metaphor in the process and as a result of language behaviour;
- 8) the psychological aspect of conceptual metaphor in the process of language reproduction and perception, which reflects the experience of an individual in a specific language situation.

The intersection of such areas of research determines the emergence of a three-dimensional model of metaphor. A complex three-dimensional study of metaphor is carried out in the following directions: linguistic, conceptual and communicative. Linguistic direction divides the metaphor into direct and indirect. A characteristic feature of a direct metaphor is that the conceptual source is presented in the text directly, and direct conceptual structures are integrated, but at the same time retain their autonomy (Stein, 2002, p. 65).

The starting point for understanding metaphor as a cognitive phenomenon was the theory known as the “cognitive linguistic view of metaphor” which was presented in the work of G. Lakoff and Mark Johnson “Metaphors We Live By” (Lakoff & Johnson, 1980, p. 52).

According to scientists, there is a close connection between language, metaphors and thinking, that is, we think in metaphors. In support of this theory, J.

Charteris-Black claims that metaphor uses language to activate unconscious emotional associations and affects our values and beliefs, by transferring positive or negative associations to the metaphorical plane (Charteris-Black Jonathan, 2006, p. 763). The scientist claims that metaphorical language is more persuasive because it affects both the intellect and the emotions of the listener.

Distinguishing between linguistic and conceptual metaphor, we should also refer to the studies of G. Lakoff and M. Johnson, which indicate that “conceptual metaphor refers to the understanding of one idea, or conceptual domain in terms of another, for example, understanding quantity in terms of directionality (e.g. “prices are rising”)” (Lakoff & Johnson, 1980). Therefore, conceptual metaphor is expressed in speech by linguistic metaphorical expressions. How the conceptual metaphor “LOVE is a JOURNEY” can be expressed in language using the expressions “*Look how far we’ve come*”, “*We can’t turn back now*”, etc.

M. Osborne is considered a “pioneer in the study of political metaphor”. It is likely that it was the joint work of M. Osborn and D. Eninger entitled “Metaphor in Public Speech” that initiated the awareness of metaphor as a special category of thinking (Osborn & Eninger, 1962, p. 226). In the future, M. Osborn focused on the study of archetypal metaphors in rhetorical political linguistics. Based on the peculiarities of the relationship between a politician and his / her electorate, the author came to the conclusion that in any political speech there are so-called archetypal metaphors, and time, culture and geography are irrelevant in such cases (Osborn, 1967, p. 120).

The later work of J. Lakoff “Metaphor and war: a system of metaphors for the justification of the war in the Gulf” was devoted to the study of political metaphor, which became a new stage in the development of political linguistics. The scientist claims that metaphors permeate our whole life and are manifested not only in speech, but also in thinking and action. In addition, there is a system of metaphors, unconscious to man, that we use to understand political reality. Metaphor is a powerful tool for constructing reality and influencing events, particularly political ones. J. Lakoff points out that there is no way to avoid metaphorizing thinking,

especially in complex cases, such as political problems (Lakoff & Johnson, 1980, p. 9).

Today, there are many classifications that systematize metaphors according to different principles. In the classification generally accepted in the modern linguistics, three main types of metaphors are distinguished:

- 1) nominative;
- 2) cognitive;
- 3) figurative.

A nominative metaphor, which serves to name a class of objects, is formed when one descriptive meaning is replaced by another. Metaphorical transfer is carried out on the basis of some external, obvious sign.

A cognitive metaphor is formed as a result of the assimilation and assignment by an object of signs, properties and states that appear in another class of objects or belong to another aspect of a certain class.

A figurative metaphor is resorted to in cases of searching for an image, a method of individualization or evaluation of an object, its semantic nuances. The source of this metaphor is a specific name transferred to the predicate position of another object or class of objects.

Based on the type (or formula) of metaphorical transfer, one can distinguish Yu. V. Kravtsova's classification. In her work "Metaphors in the Language System", Yu. V. Kravtsova speaks about the following types of metaphorical transfer:

- 1) subject – subject;
- 2) subject – person;
- 3) subject – physical world;
- 4) subject – the mental world;
- 5) subject – abstraction;
- 6) animal – human;
- 7) person – person;
- 8) physical world – mental world (Кравцова, 2022 p. 67).

Considering these types of metaphor, L. V. Kravets gives the following interpretation:

- anthropomorphic metaphor, the donor zone of which is the concept sphere “man”. A type of anthropomorphic metaphor is sociomorphic (it models the world by its similarity to various spheres of social life); military (a metaphor depicting reality by analogy with war). There are also criminal-legal, religious-mythological, trade-economic, scientific-educational metaphors, a metaphor of the socio-economic system, or a metaphor of kinship;

- nature-morphic metaphor, the donor zone of which is the knowledge structure of the concept sphere “nature”, namely: animals, plants. In turn, the nature-morphic metaphor is divided into zoomorphic (a metaphor whose donor zone is the concept “animal”); phytomorphic (metaphor with the donor zone “plant”); landscape (a metaphor that models reality by analogy with the elements of a certain area);

- artefact metaphor, the donor zone of which is the concept sphere “objects”. Within this variety, an architectural metaphor and a mechanism metaphor are distinguished (Кравець, 2006, p. 42–43).

Thus, for example, the most productive type of metaphors in the language of the media is a sociomorphic metaphor, in which the world is represented as a model of social relations in society, as human social activity.

1.2. Linguistic Means of Metaphor Realization

It is also necessary to pay attention to the structure of the metaphor. The process of creating a metaphor is as follows: the metaphor transfers the properties and characteristics of one object (class of objects) to another (the subject of the metaphor). Thus, in the process of creating a metaphor, four components take part: two initial objects and their properties (Єнікєєва, 2006, p. 45).

Since the time of Aristotle, metaphor has been perceived as a “shortened comparison”, i.e. comparative conjunctions and the predicate denoting similarity are excluded from comparison. Along with them, other modifiers are eliminated, such

as circumstances of time and place or motivation. Unlike comparison, which significantly expands speech, metaphor is extremely laconic, it shortens speech.

There is another undeniable difference between comparison and metaphor. Metaphor reveals the very essence of similarity, an enduring, deep similarity, while comparison focuses on any similarity, regardless of whether it is permanent or temporary. Metaphor is completely incompatible with any subjective attitudes, because it highlights the very essence of the subject (Слободянюк, 2011 р. 119).

The main feature of metaphor is its duality. This duality is created by the interaction of two objects of different classes and their properties. The semantic structure of a metaphor includes the following two components: the property of the original subject of the metaphor (its meaning) and the image of its auxiliary subject.

A metaphor consists of four components:

- 1) category or context;
- 2) an object within a specific category;
- 3) the process by which this object performs the function;
- 4) application of this process to real situations, or intersections with them (Хрїн, 2018, с. 22).

Metaphors are a common occurrence in the English language. In order to understand what is actually a metaphor in the English language, we need to look at the sentences below, for example: “*She flew past me on her bicycle; Turning was the father of the modern computer; He gave me a cold look*” (Єнікєєва, 2006, р. 45).

In all the sentences, the words *flew*, *father* and *cold* are not used in the basic direct meaning, but are used in a metaphorical sense. Each metaphorical word or phrase has a key idea. This is a connection or similarity between literary and metaphorical meanings. Sometimes, the same key idea is expressed in several different words and phrases (Єнікєєва, 2006, р. 43–44).

Hence, metaphors are related to groups of words and phrases that are all united by a common key idea. However, there are many other metaphors and metaphorical uses in the English language that do not belong to specific groups. Many of them are shown in the dictionary individually as separate words. There are also new

metaphors that people create when they want to describe a situation more effectively and many of these words never appear in dictionaries.

1.3. The Importance of Political Speeches in the Formation of Public Opinion

Metaphor as a stylistic device plays an important role in political discourse, especially in the addresses of political leaders to the people and representatives of international communities and organizations.

O. Padalka states in her work that the content of a political speech should be receptive, understandable for society and its information, and its verbal embodiment should correspond to the active or at least passive language competence of the general mass of members of the ethnic group (Падалка, 2012, p. 67).

The world's leading politicians of the past and present have achieved recognition in part through the ability to establish communicative contacts with the people or subordinates and to conduct and answer for their policies from the podium. People often remember successful phrases, comparisons, appeals of politicians, which can favourably influence their choice in favour of one or another candidate.

Such an effect is created by a hidden intention, that is, the intention to convince listeners of one's position. Pragmatic intention, that is, the main impact of a speech on the audience, depends on the type of speech, which in turn depends on the place and circumstances of the speech (Maliuk & Sitko, 2019, p. 154).

Usually, political speeches become the subject of discussions and do not always clearly determine the further fate of a politician. The effectiveness of political speeches forces officials to be extremely thoughtful about their content and form – language, style, composition of an oral or written political text (Sabine, 1930, p. 866). In their speeches, public figures do not just try to convey information, they accumulate all linguistic potential to convey ideology, and therefore, convey worldviews, beliefs, and views.

Characteristic features of political discourse at the lexical level of language are the wide use of professional political terminology and the frequent use of “high”, i.e. bookish words, for example: *to affirm the promise, a vision, an allegiance*. We can also observe the presence of language clichés and stamps: *to bear in mind, makes us exceptional, to sum up the above-said*. Such expressions often turn out to be metaphorical, they give political speeches a special expressiveness, helping to realize their pragmatic function (Крапива, 2019, p. 43).

The use of metaphors in political discourse is of strategic importance. This is the ability to appeal to the listener’s emotions in a natural way. The use of metaphorical language and how it can be interpreted in political discourse depends on the ideology of the speaker. Politicians consciously choose understandable and “actionable” metaphors for emotional influence and persuasion of listeners.

Conclusions to Chapter One

1. In the course of studying the theoretical aspects of the metaphors in the English language, the concept of metaphor as a subject of study in linguistic studies was clarified. It was found that in modern linguistics there are several approaches to understanding metaphor, its nature and features, but the most popular has become the approach based on cognitive linguistics, within which metaphor is understood as a cognitive phenomenon, a powerful tool of thinking, a fundamental method of cognition and conceptualization of reality. Based on this, in this study, metaphor is also considered not just as a trope, a rhetorical mechanism for decorating speech, but as a fundamental cognitive agent that organizes our thoughts, formalizes judgments and structures language.

2. The study determined that metaphor is one of the most popular tools for language enrichment. Based on this, there are also many approaches to the classification of metaphor in linguistics. It was found that today the generally accepted classification is the distribution of three main types of metaphors: nominative, cognitive and figurative. Other examples of classifications are also

considered, for example, the classification of J. Lakoff and M. Johnson, which includes ontological and orientational metaphors. The features of these and other types of metaphors, as well as the specifics of their functioning within the English language, are considered.

3. Metaphors are actively used in political discourse, providing its imagery and pragmatic potential. The use of metaphors in political discourse is of strategic importance. This is the ability to appeal to the listener's emotions in a natural way. The use of metaphorical language and how it can be interpreted in political discourse depends on the ideology of the speaker.

CHAPTER TWO. METAPHOR IN CONTEMPORARY SPEECHES OF US AND BRITISH POLITICIANS

This chapter studies the peculiarities of the use of metaphors in the political speeches of American and British politicians, as well as compare the metaphorical aspects of the speeches of politicians of different political forces. The research hypothesis is that the stylistic design of the speeches of politicians belonging to different political forces may differ, in particular – at the level of metaphors employed. It is assumed that the representatives of the US Republican Party may have more aggressive rhetoric at the level of metaphors, compared to Democrats who are more moderate in their speech behaviour.

In addition, politicians can use specific types of metaphors in their speeches, for example, sports, historical, military metaphors, with the help of which they describe political events and phenomena. Metaphors can be ways of expressing certain political ideas, and can also reveal national character through the speech of politicians as representatives of their people and their country

2.1. Recurrent Metaphor in the Speeches of US Politicians

Metaphor and metonymy are popular stylistic devices in political speeches. A speech that uses stylistic figures and tropes is more interesting for its perception by the audience. Let us analyse some examples of the use of metaphors in the speech of H. Clinton and D. Trump in the process of their pre-election struggle for the post of the US president in 2016. In H. Clinton's speeches, we meet a fairly wide range of metaphors typical of the English language, for example: *to lift up a nation; to break down barriers*, for example:

“We're working to break down barriers for every American by organizing state to state” (The New York Times, 2016).

Such metaphorical turns make the politician's speech more expressive, allow to better convey the main idea of the statement. There also such phrases as *to climb out of poverty* or *the world throws* are used in the H. Clinton's speeches, for example:

“...like food stamps and health insurance thanks to the Affordable Care Act – they can **climb out of poverty**” (The New York Times, 2016).

Other metaphorical turns also contribute to the expressiveness of the speech of the political figure. They may contain positively or negatively coloured images, for example: *success would trickle down; rendezvous with destiny; faces and stories that I carry with me* (The Atlantic, 2018).

In D. Trump's speech, we also find metaphors, while a significant number of them relate to the topics of games and sports. Such a choice of metaphors emphasizes the individual style of speech of this politician, for example:

“*Iran is taking over Iraq, and they're **taking it over big league***” (Time, 2015).

In this example, D. Trump uses the sports term *big league* as a metaphor for emphasising the ambition and realisation of Iran's seizure of the Middle East, while Iraq is supported by the most powerful USA military. The metaphor ***big league***, except some explicit references to the sports, has also the meaning of ignoring or doing something beyond good according to online Urban Dictionary (“Urban Dictionary: Big League,” n.d.). Since the future president of America was inextricably linked with the field of sports and American football in particular, his perception of political reality is expressed in sports images. In addition, the world of sports, as well as the world of politics, is closely connected with struggle and rivalry, and therefore sports metaphors in D. Trump's speech may well serve as a means of reconceptualizing the addressee's picture of the world.

Another example of D. Trump's use of sports metaphors is the transfer of the image of a cheerleader to the president of the United States:

“*And we also need **a cheerleader**. You know, when President Obama was elected, I said, «Well, the one thing, I think he'll do well. I think he'll be a great **cheerleader** for the country. I think he'd be a great spirit*” (CBS News, 2015).

In addition to the topic of sports, D. Trump also uses metaphors related to gambling, for example:

“We have all the cards, but we don’t know how to use them” (Time, 2015).

The phraseological combination *“to have all the cards”* in this case has a positive pragmatic potential. It emphasizes the fact that America is in an advantageous position, and Donald Trump uses this metaphor to persuasively influence the audience.

The realization of the emotional function in Trump’s speech is often served by reduced metaphors with a positive pragmatic meaning: *“Let’s give it a shot!”* (New York Post, 2023) and phraseological units with a negative connotation that express the aggressive mood of the politician: *“They didn’t even respect us ... until they started **getting their ass kicked**”* (CNN, 2019).

Let us also consider the peculiarities of the use of metaphors in the speech of former US President B. Obama. For example, the politician uses the technique of personification, which consists in transferring the signs of a living being to an abstract concept – a country. This approach is applied in his speech regarding the situation in Syria, where, despite the extreme tension in the region, politics also manages to avoid polarizing the parties. B. Obama speaks diplomatically and as gently as possible about the problem, trying to present the US position from the most favourable point of view. In particular, he uses metaphorical expressions *“We should not be **the world’s policeman**”* and *“America is not **a world’s policeman**”*.

“World policeman” or *“world gendarme”* is a metaphor, a hidden comparison based on the principle of similarity. *“World gendarme”* is also a term that is often used to describe countries that participate in the suppression of military conflicts in the world. This is a common perception of the international activities of the United States, but B. Obama seeks to deny such an image, implementing a strategy of positive presentation of his country.

Metaphors in B. Obama’s speeches are aimed, as a rule, at emphasizing achievements and often present him as a military leader, a leader who is aware of the need to fight for ideals, for a better future and who is able to lead the masses of

people in a decisive attack on the enemy. To construct such an image of himself as a political leader, B. Obama uses military metaphors, in which aggressive images can be traced, for example:

*“I’ve **fought** in the legislature to take power away from lobbyists. I’ve **won** some of those **fight**s, but I’ve **lost** some of them too”* (Washington Post, 2015).

In this sentence, a military metaphor that compares political activity to a battlefield is expressed through the verbs *fought*, *won*, *lost*, and the noun *fight*. A similar metaphor is used in the following example, where Congressman Obama is presented as a fighter for justice who has already achieved some success in the fight against lobbyists in the government:

*“I was proud to help **lead the fight** in Congress that led to the most sweeping ethics reform since Watergate”* (Time, 2007).

In general, analysing the political communication of American politicians, one can come to the conclusion that the variety of metaphors in their speeches increases their pragmatic potential, which makes their appeals to the people more convincing.

2.2. The Use of Metaphors in the Speeches of Representatives of Different Political Parties

The political discourse of the USA is characterized by a clear division into two opposing parties – Republicans and Democrats. B. Obama and D. Trump have become the most prominent representatives of both parties in the post of president in recent decades.

Although it is believed that Republicans conduct political debates more aggressively and have more aggressive rhetoric, the analysis proves that representatives of both political camps use eastern techniques of persuasiveness, including metaphors. However, D. Trump’s speech is much more exalted, sometimes aggressive, unrestrained. This shows both his individual manner of communication and his political image.

D. Trump's language is quite specific, so he often uses idioms and metaphors in his speeches. Here are some examples of metaphorical expressions:

*"We're going to go to Washington. We're going to **drain the swamp**"*
(Washington Post, 2016)

In the passage above, D. Trump uses a metaphor to promise that he would completely disrupt the culture of Washington. This is explained by the fact that he is an opponent of the policies of B. Obama, who implemented democratic principles, equality and trust in the government throughout the years of his presidency. D. Trump, using this metaphor, wants to resort to manipulation and lead the electorate to believe that the current government is not decent, and he will root out corruption.

B. Obama, whose policy is not shared by D. Trump, also uses metaphors in his speeches to the American people:

*"In the end, that's what this election is about. Do we participate in **a politics of cynicism or a politics of hope?**"* (The Guardian, 2017).

In the above example, B. Obama, D. Trump's predecessor and the 44th president of the United States, addresses his people on the eve of parliamentary elections to encourage them to make the right choice. During all two terms of his reign as President, B. Obama tried to build a strong government for the prosperity of his country. His speeches are always full of comparisons, epithets, metaphors and rhetorical questions, which we observe in the above statement. The pragmatic purpose of the rhetorical question and metaphor *politics of cynicism, a politics of hope* is to make people think about politics and its directions. Let us consider the following example of the concept of social equality, on which B. Obama's aphorism is based:

"I'm a warrior for the middle class" (The Guardian, 2017).

The above quote, which B. Obama often used in his speeches, depicts his attitude towards the middle class. Using the metaphor *warrior for the middle class*, B. Obama identifies himself with a warrior who fights for the rights and equality of the middle class, which is reflected in his laws and policies regarding employment, social and financial assistance during his years as president.

In contrast to B. Obama, who always promotes the equality of all nations, races and nationalities, his successor D. Trump conveyed the opposite opinion to the masses:

*“If people can just **pour into the country** illegally, you don’t have a country”* (The Guardian, 2017).

In the above example, D. Trump is trying to convey to the people that only Native Americans should live in America. In his statement, he uses the metaphor of *people can ... pour into the country* in order to show the number of illegal entries into America during the presidency of B. Obama, when people simply “poured” from everywhere. He believed that such a trend would destroy the country, its integrity and statehood.

In general, Republican and Democrat politicians use metaphorical turns in their speeches and speeches in different ways. Using the example of D. Trump and B. Obama, we noted that the former uses a metaphor as a means of embodying his own vision of the country’s future, criticizes opponents, postulates ideas that are far from the ideals of equality and democracy. Instead, B. Obama, as a representative of the Democrats, has more moderate political views, uses metaphors to defend the ideas of equality, social justice, and also criticizes his opponents.

2.3. Metaphors in the Speeches of British Prime Ministers

British political discourse is different from American. Consider the speeches of the British prime ministers. The speech of one of the recent Prime Ministers of Great Britain, Boris Johnson, is expressive and rich in stylistic techniques. B. Johnson actively uses a metaphor, thus giving even greater imagery to his speech and facilitating the audience’s perception of his speech. Examples of metaphor in B. Johnson’s speech are the following sentences: *“...but he is **sowing the seeds of catastrophe**”*; *“...they fought with **the energy and courage of lions**”*, *“It is a conflict that has no moral ambiguities or no **grey areas**”* (Mirror, 2022).

The author uses a metaphorical transfer based on characteristic features (he compares shelling and bombing with rain and functional similarity (“*seeds of catastrophe*”, “*war machine*”, “*destroy a myth*”).

D. Cameron also actively uses metaphors in his speech. Metaphors in political text are often implemented in models that use frames as a structure or a framework that encompasses and contains linguistic and non-linguistic knowledge about concepts and stereotypical situations that arise in human life (ТИШКО & КОЦЮК, 2009, p. 392). At the same time, many conceptual frames serve as the basis of the metaphor. For example, when talking about politics, D. Cameron can use the “Journey” frame:

*“That is a **step** that Conservatives and, I am sure, most Liberals would not want to take”* (British Political Speech, 2007).

Through such a metaphor, the reality in the country is interpreted, expectations and intentions are demonstrated, and the vector of development that is correct from the point of view of the authorities is outlined. David Cameron also uses metaphors, which include images of war and combat:

*“In the twentieth century, state-run social programmes had real success in **fighting** poverty and making our society stronger before”* (The Guardian, 2008).

In D. Cameron’s discourse, allies in political struggle are represented as fighters, and their work in the social, legal and economic fields is compared to battles. At the same time, “battles” are waged against social phenomena such as the threat of terrorism, poverty or bureaucratic delays:

*“People frightened to go out for a drink on a Friday or Saturday night because town centers turn into **war zones**”* (British Political Speech, 2006).

City streets can be compared to war zones due to the increasing danger posed by street crime. The “Construction of a building” frame most often appears in proposals related to the need to create a new society. At the same time, this embodies the need for organization and reorganization of the social, legal, and economic spheres:

*“To **build** a responsible society we need to teach our children properly. I come at education as a parent, not a politician”* (The Guardian, 2009).

In general, changes in the composition of dominant metaphorical models are closely related to the political situation: changes in priorities, agendas and methods for solving current problems. The British Prime Ministers actively use metaphors in their speeches, which makes their speech more expressive.

2.4. The Influence of Historical Events on the Use of Metaphors in Political Speeches

The choice of conceptual frames, on the basis of which a metaphor is built in the text of a political speech, is influenced by many factors (Пасько, 2009, p. 35). In particular, politicians often turn to history in order to use a historical metaphor in their speech, which carries not only a stylistic or pragmatic potential, but also a certain subtext.

In particular, the coherence of B. Obama’s speeches and their inclusion in the general discourse of American and world politics should be pointed out. B. Obama, as a skilled orator, connects current realities, situations and challenges with the history of the United States, makes allusions and uses references to other events or phenomena. For example, in the context of the confrontation between the USA and Russia at the current stage, B. Obama quite often appeals to the image of the “Cold War”:

*“Now, within Russia, state-controlled media may describe these events as an example of a resurgent Russia – a view shared, by the way, by a number of U.S. politicians and commentators who have always been deeply sceptical of Russia, and seem to be convinced **a new Cold War** is, in fact, upon us”* (The Guardian, 2017).

Here the politician characterizes the current relations between Russia and the USA using the allusive expression *a new Cold War*. This is not only a comparison with the events of the past, but also a verbalization of agony as a struggle, a confrontation between two states at the international level. This technique is a

powerful means of constructing not only the discourse of a political speech or the image of the president himself and the country he represents. The politician softens the effect of this allusion through the use of the words *seem to be*, *in fact*, which are markers of the subjectivity of such an assessment, and therefore reduces the categorical nature of the statement.

Conclusions to Chapter Two

1. The second chapter of the study examines the peculiarities of the use of metaphors in the speeches of American and British political figures. The work focused on the study of representatives of opposing parties. However, it was established that metaphoricity is inherent in the speeches of all politicians, because it is a classic stylistic and oratorical technique in political communication. The use of sports and military metaphors, as well as a wide range of metaphors based on anthropomorphic or natural images, is typical for politicians.

2. Both American presidents and British prime ministers actively use metaphors in their speeches. The study showed that the political discourses of Great Britain and the United States equally use metaphor as one of the main stylistic and pragmatic tools, as a means of persuasiveness and conceptualization of the world.

3. The conceptual framing that metaphors are based on in political speeches is shaped by many different influences. Politicians frequently draw upon historical events and contexts when constructing metaphors for their speeches. These historical metaphors serve not just stylistic and pragmatic purposes, but also convey underlying subtexts and connotations beyond their surface meanings.

4. In essence, the choice of metaphorical framing in contemporary political rhetoric is heavily impacted by attempts to leverage references and allusions to history. These historical metaphors allow the speeches to carry multiple layers of rhetorical impact and coded messaging beyond just their literal meanings. Therefore, the metaphor serves as an important stylistic technique not only of political struggle or a means of influencing the audience, but also a means of conceptualizing the world and the history of the state in the country's political discourse.

GENERAL CONCLUSIONS

Metaphor is a powerful tool for enriching language and, at the same time, an effective tool for illustrating new realities. Political metaphor has a wide functional potential for nomination, communication and influence on the consciousness and incitement to action of the end consumers of political discourse. They simplify the speech, shorten the distance with the audience, create an attractive image of the speaker, appeal to universal values and contribute to the cohesion and unification of the people for a common struggle.

Political metaphor is one of the common and effective tools of politics. The material under study is characterized by the use of metaphors belonging to those basic types that are associated with such reference spheres as the sociomorphic sphere, the anthropomorphic sphere, the sphere of artifacts, and the sphere of nature. Conceptual metaphors feature the conceptual fields “space”, “travel”, “movement”, “construction”, “nature”, “sport”, “art”, etc. in their codes.

In addition, the work examines and compares the peculiarities of the use of metaphors in the speeches of American politicians from the democratic and republican parties, as well as British prime ministers. The study showed that the political discourses of Great Britain and the United States equally use metaphor as one of the main stylistic and pragmatic tools, as a means of persuasiveness and conceptualization of the world.

Existing differences in the use of metaphors, their conceptual features, key images, etc. depend not only on the political views of politicians, but also on the individual manner of communication, which can be more or less aggressive. In general, this study reveals the prospects for further study of metaphor in English-language political discourse from a comparative perspective. In particular, the perspective of the research is a comparison of conceptual metaphors in the speech of representatives of different parties in the USA and Great Britain.

RÉSUMÉ

Дана курсова робота присвячена вивченню метафори в політичних промовах американських та британських політиків. Метою дослідження є вивчення особливостей та закономірностей використання метафори в промовах американських та британських політичних лідерів.

У першому розділі дослідження визначається поняття лінгвістичної метафори та класифікуються її типи. Також визначаються засоби вербалізації метафор в англійській мові та з'ясовується важливість політичних промов у формуванні громадської думки та роль метафори у впливі політиків на аудиторію.

Друга частина дослідження присвячена аналізу метафоричних образів у промовах американських політиків (Д. Трамп та Б. Обама), а також вивченню відмінностей у використанні метафор у промовах представників різних американських політичних партій. У роботі також аналізуються особливості використання метафор у політичному дискурсі Великобританії, зокрема на матеріалі промов британських прем'єр-міністрів Д. Кемерона та Б. Джонсона. У роботі також визначається вплив історичних подій на використання метафор у політичних промовах.

Ключові слова: метафора, лінгвістична метафора, концептуальна метафора, політичний дискурс, політична промова.

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