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БРЕКСИТ КАК МЕТАФОРА СЕМЕЙНЫХ ОТНОШЕНИЙ В АНГЛОЯЗЫЧНОМ ПОЛИТИЧЕСКОМ ДИСКУРСЕ

В данной статье рассматривается метафоризация понятия Брексит в контексте семейных отношений в англоязычном политическом дискурсе. Метафоры являются инструментом исследования взаимодействия языка и социального развития общества. По данным Collins Dictionary, термин и понятие Брексит стал самым популярным в 2016 году.

Источниками для данной статьи стали статьи из популярных британских печатных изданий, таких как The Guardian, BBC News. На примере газетных статей мы можем выделить широкий ассоциативный ряд, который применяют британские журналисты для выражения своего отношения к проблеме выхода Англии из Европейского Союза. Нами были структурированы и выделены метафоры, в которых Брексит ассоциировался с понятиями семьи и семейных отношений. Такая ассоциация прежде всего указывает на глубокую эмоциональную вовлеченность, которая отражается на принятии людьми текущей политической ситуации.

В работе были применены когнитивный, лингво-культурный и описательные методы.

Ключевые слова: метафора, метафоричность, политический дискурс, лингво-культурный аспект, концепт семьи, коммуникация.

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**BREXIT AS A FAMILY METAPHOR IN ENGLISH
POLITICAL DISCOURSE**

The article deals with the family concept of metaphorisation in English political discourse based on the nowadays topical theme such as Brexit. The term Brexit itself was named the word of the year 2016 by Collins Dictionary.

In the British quality press, such as The Guardian, BBC News, we can notice that the topic Brexit draws attention from public. One of the major concepts that is used for describing the world and political events happening around is association with family. This already shows the strong emotional involvement Brexit has on society and personal feelings of each person this political topic provokes in people. In the present article the author organized and analyzed metaphors grouping the concept 'family'. Basing on the metaphors examples from the printed media discourse the author provides the brightest examples of the attitude of politicians and effect they have on public.

By and large, a family relationship appears to function as a highly important conceptual reference point for people's understanding of political relations in the current context.

The approaches that were used by the author contain descriptive analysis, lingua-cultural approach and cognitive method.

Keywords: metaphor, expressivity, communication, political discourse, lingua-cultural aspect, family concept.

Introduction

The study of such a concept as metaphor has always been of great interest for various disciplines such as psychology, philosophy and linguistics. The role of the metaphor has been discussed a lot in linguistics (John Rogers Searle, E. Kubryakova, Roman Jakobson, George Lakoff et al.). One of the main focuses of a widespread use

of a metaphor is politics. In this article we will provide an overview on the usage of metaphors based on articles from the newspapers that reveal the Brexit issue.

Brexit itself caused a huge public resonance as it affected not only the economic and political spheres, but also personal and public feeling of UK population, particularly citizens of Scotland, Ireland and Wales. In other words, Brexit also outbreaks the national conflict. Thus, Brexit is linked to many spheres of life.

In this article we will examine:

- the quantitative usage of metaphors
- the effect they have on the society and public view formation
- the expressive power they provide the readers with

What is metaphor?

To start with, it is essential to define the terms that are most commonly used in the article. The first term is metaphor.

According to “Oxford English Dictionary” a metaphor is “A figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable”. In the book by David Ritchie we can see the following definition of the term ‘metaphor’: it is «seeing, experiencing, or talking about something in terms of something else” (Ritchie, 2013, p. 8).

We also appealed to the philosophers, for example Aristotle, who considered a metaphor as an implicit comparison which is based on analogy rules (Ritchie, 2013, p. 4).

Finally, E. Semino wrote that it is “the phenomenon whereby we talk and, potentially, think about something in terms of something else” (Semino, 2008, p. 1).

To summarize the definition of the term we could still reveal the common feature: more than one object is usually involved; each of the objects helps to understand the sense and intention and, finally, inside one metaphor we are able to compare the objects and comprehend each of them. As seen from theoretical analysis, linguistics treats metaphor as a stylistic device, as a means of expressing cognitive patterns.

Literature review

One of the major books laying grounds of the cognitive metaphor theory is ‘Metaphors we live by’ by G. Lakoff and M. Johnson (1980) where the authors examined the nature of the metaphor, its usage, the role it plays in written or oral speech. By cognitive metaphor the authors mean the comprehension of a concept or idea with the help of another, the form our way of thinking and acting.

Theoretical basis of our study also included “The Language of Metaphors” by Andrew Goatly (1997) which demonstrates the work and functions of metaphors in real communicative situations.

The next work is “Metaphor and Political discourse” by Andreas Musolff (2004). This book gives different examples of metaphors usage in political discourse.

Empirical material comprises articles from British quality press: The Daily mail, The Guardian and The Times.

Functions of metaphor

To define the effectiveness of metaphor in political discourse it is essential to define its functions. The first function is to fill lexical gaps (Goatly, 2011) when there is no specific term, for example 94,630,000,000,000 kilometers for a light-year (Goatly, 2011, p. 155). Another function is to explain and to form; for example, comparison of the electricity with water flowing through the pipes (Goatly, 2011, p. 155). The next function is to express the emotional attitude, which is very relevant to political discourse. In some cases metaphors are used only in order to “dress up concepts in pretty, attention-grabbing or concealing clothes” (Goatly, 2011, p. 168). The use of expressive means in institutional discourse has taken a lot of attention in linguistic research works, as the traditional understanding of its conventional and strictly regulated character is nowadays considered rather inadequate. Scholars admit that different genres of institutional discourse (including political one) have shifted to more democratic and less conventional registers (Malyuga, 2007; Vasilevich, Ledeneva, 2005; Scott, 2018).

Metaphors’ conclusive power depends also on the scenario structure (Musolff, 2004). Scenarios are able to demonstrate us what is normal and accepted in everyday situations; moreover it

represents a part of people's cultural knowledge and values. "Scenarios" are mini-narratives that carry with them an evaluative stance (Musolff, 2006). The following example demonstrates this definition: "Brexit: the journey into the unknown for a country never before so divided" (The Observer 26/06/2016).

What is Brexit?

It is common knowledge that language reflects social processes. That is why the attention of linguistics in the second half of XX century was attracted to the study of discourse. Discourse is natural spoken or written language in context, especially when complete texts are being considered. Studying the discourse we are able to comprehend the form and function of communication/a speech act.

The second term that will be used in the article is Brexit. We are interested in what that phenomenon is and why it is possible and interesting to study lingua-cultural aspect inside the political one.

The process of UK leaving the EU has been lasting already for a long time. The referendum was held on Thursday 23 June 2016, to decide whether the UK should remain in the European Union or leave it. The results are - won by 52% to 48% of society.

Family Metaphor

In the recent article of A. Musolff "Truth, lies and figurative scenarios: Metaphors at the heart of Brexit" the author indicates the most commonly used and prominent concepts inside the concept of Brexit. They are: natural disaster, family, fighting/war, divorce, body/heart (Musolff, 2017). In the present article we will analyse the family metaphor group.

One of the most frequent metaphors we can find in newspapers is a "family" one. The concepts of family, marriage and relations are widely used with the purpose of demonstrating close relations between countries of the UK, between the UK and the EU.

A. Musolff (2004) in his work "Metaphor and Political discourse" suggested the following definition for love-marriage- and family-metaphors:

A nation state (The UK) is a person.

Two states that cooperating in politics can be named as are people

in relationship.

A big group of states that cooperate together are defined as a family.

In the context of Brexit we can name some examples. The main participants of Brexit – the UK and the EU who are considered to be two family members, have some troubles while attempting to find compromise and understanding.

(1) It could all get quite messy. But the course of true love between Britain and the EU has rarely run smoothly.

This quote (1) taken from the Guardian shows the existence of the family- and love-marriage- metaphor in the discourse between the UK and the EU.

Interestingly, but Musloff in his book published in 2004, marked the tendency of the British press to write about their national government's separation or divorce possibility from the EU. It is even before Brexit started.

(2) Theresa May today called on MPs to stop describing Brexit as a divorce because it suggested that the UK and European Union will be on bad terms after they split.

The example (2) taken from the Times contains a “family” metaphor and is very interesting to be analysed. It shows not only the comparison between the UK and the EU with a married couple, or with a couple in love (like in an example (1)), it also refers to the development of the metaphor in a scenario. “Scenarios provide the main story-lines or perspectives along which the central mappings are developed and extended” (Musolff, 2004, p. 18). Musolff suggests there are 3 types of family scenario, a) the marriage scenario; b) the children scenario; c) the parent(s) scenario.

We can find a similar to the example 2 scenario in the Guardian:

(3) But on a memorably stormy night last June, Britain decided its decades-long marriage with the EU had finally and irretrievably broken down. Today, it files for divorce.

And in Daily Mail:

(4) This is Britain's divorce letter to Brussels that today triggered Article 50 and promised to seize back 'self-determination' from the

EU so the UK can 'put our citizens first'.

As we can see, the family relations metaphors in the context of scenario are commonly used. Some newspapers articles mention the possible consequences of a divorce if they are good or bad. Here are the following examples taken from the BBC:

(5) Bluntly, the divorce bill would have to be settled before talks on trade can begin.

(6) "Divorce hurts", warns Germany's centre-right Frankfurter Allgemeine Zeitung over a photograph of Winston Churchill's brooding statue on Parliament Square.

In (5) and (6) examples we can notice the developments of a family metaphor in the context of marriage scenario: a divorce can cause difficulties as it usually causes them in real life.

The usage of the family concept metaphors as a model for communication between countries-participants in Brexit has been widely used in political discourse. In political sphere metaphors are highly demanded. The reason for that can be the following: politics seems to deal with such phenomena as freedom or justice, war and peace, crime, power or influence. They usually have vague definitions and sometimes even non-human nature. It sometimes impedes our reference to them, as it is difficult to make characteristics of them like we usually do of the objects, such as a dog or a flower. Moreover, the authors' speeches in the current articles are rich in expressiveness forms such as hyperboles, comparisons, metaphors and litotes. Besides, politics remain extremely important in people's lives and their state of mind as it contains expressiveness and personal attitudes.

Conclusions

As seen from the analysis of political discourse, cognitive metaphor is a widely used tool. It is used to describe current political changes, attitudes and trends in an expressive manner. Comparison of Brexit with the sphere of private human relations (family relation) reveals the mental perception of this phenomenon by British society and global community. The correlation between family and politics changes people's way of thinking sometimes even drastically

because each of us has his or her own lives. It also helps politicians to form the proper attitude to current global processes that political idea of people in power need the society to have at present moment. In this way it can be reasonable to have influence through the well-established social and personal idea and institute - family.

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СОЦИОЛИНГВИСТИЧЕСКИЕ АСПЕКТЫ ПРОСЬБЫ

В статье рассматривается просьба, как речевой акт, способы выражения просьбы и их зависимость от социолингвистических факторов (статусно-ролевые характеристики участников коммуникации, их гендерная принадлежность и дистанция). Просьба представлена как речевой акт, обладающий высоким потенциалом негативного воздействия на собеседников, поэтому косвенность выражения является неотъемлемой характеристикой данного речевого акта. Автор предлагает развернутую классификацию прямых и косвенных конвенциональных и не конвенциональных просьб, созданную на основе статистической обработки современных аутентичных источников британского и американского вариантов английского языка (художественная литература и телевизионные сериалы). Наиболее распространенными в современном английском языке, как британском, так и