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О.А. Кузина

Филиал МГУ им. М.В. Ломоносова в г. Севастополе

**РОЛЬ КОНЦЕПТУАЛЬНОЙ МЕТАФОРЫ В
СОЗДАНИИ ОБРАЗА ПРЕЗИДЕНТА УКРАИНЫ В
СОВРЕМЕННОМ АНГЛОЯЗЫЧНОМ
МЕДИАДИСКУРСЕ**

Статья посвящена исследованию роли концептуальной метафоры в создании образа президента Украины Петра Порошенко в современном английском медиадискурсе. Автор описывает роль средств массовой информации в современном мире, функцию метафоры в публицистике в общем и в конструировании образа президента в частности. На примерах из британских и американских периодических изданий выделяются основные метафорические модели («президент – правитель», «президент – капитан корабля», «президент – посредник») и раскрывается процесс их реализации. В работе также проводится анализ роли метафоры в создании оценочности путем выделения аксиологического аспекта каждого образа, созданного определенной метафорической моделью. На основании этого воссоздается общий образ президента Украины Петра Порошенко в англоязычной прессе. Проведенное исследование позволяет сделать вывод, что метафора продуктивно применяется в медиадискурсе как средство речевой выразительности для увеличения образности и информативности сообщения.

Ключевые слова: СМИ, медиадискурс, Украина, образ, президент, Порошенко, концептуальная метафора, метафорическая модель, оценочность

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O.A. Kuzina
Moscow state university, Sevastopol Branch

**THE ROLE OF CONCEPTUAL METAPHOR IN
CREATING THE IMAGE OF THE UKRAINIAN
PRESIDENT IN MODERN ENGLISH MEDIA
DISCOURSE**

The article deals with the role of conceptual metaphor in creating the image of the President of Ukraine Petro Poroshenko in the modern English media discourse. The author describes the role of mass media in the modern world, the function of metaphor in publicistics in general and in building the image of the president in particular. Examples were singled out from the British and American periodicals and on their basis the main metaphoric models were identified («president – ruler», «president – captain of the ship», «president – intermediary») and the process of their realization was described. In this work there is also an analysis of the role of metaphor in creating the evaluativity by deducing the axiological aspect of each image built by certain metaphoric model. Taking into account all that, the collective image of the president of Ukraine Petro Poroshenko in the English press has been reconstructed. The conducted analysis allows one to come to the conclusion that metaphor is actively used in media discourse as the expressive means to make the message brighter and more informative.

Key words: mass media, media discourse, Ukraine, image, president, Poroshenko, conceptual metaphor, metaphoric model, evaluation

In the modern world the relationships between countries often depend on the personal characteristics of their leaders. This became especially evident among the political events last year

when the topic of Ukraine dominated all mainstream media. Due to the protests in Kiev which led to the change of government mass media have focused their attention on the Ukrainian politicians in general and the new President of Ukraine Petro Poroshenko in particular. The English press has published a lot of material dedicated to the new Ukrainian leader, that's why it can be considered relevant to study the means of creating an image of the president on the articles about the Ukrainian leader.

Nowadays, particularly mass media plays the key role in building the image of a country or a leader. Back in 1990s the growing influence of mass media on the processes taking place in society and on political life was noted and described by the renowned sociologist P. Bourdieu. He proposed the idea that mass media manipulates the information by emphasizing some facts and events (broadcasting them on TV, writing about them in newspapers etc.) while ignoring the others just because they cannot attract as much audience. Thus, mass media basically do not reflect the reality but construct it creating a particular world view and mobilizing social groups in support of certain people, events or ideas [1, p. 32].

Professor M.N. Volodina analyzing the works of the German sociologist N. Luhmann about the reality built by mass media comes to the conclusion that in the modern world media have become the intermediaries in forming the attitude of people to the real events. Particularly mass media, in her opinion, choose the objects worth attention and assign a certain informative value to some categories. Being a special instrument of interpreting the reality, mass media create their own mythological world aimed at structuring the world view [6, p. 43].

T.G. Dobrosklonskaya in her treatise "Questions in studying media texts" brings an interesting comparison pointing at the parallels between the way mass media reflects the reality and an artist paints a picture. As an artist's style of painting by and large depends on his world view and dominating art tendency, in the

same way mass media interpret the events in the light of a particular ideology presenting the events to the audience through the system of some cultural values and political guidelines. Interpretation, according to the linguist, presupposes evaluation which may be expressed by different means: from fact selection to using various linguostylistic devices. All this is of great importance from the point of view of implementing an ideological function [2, pp. 17-18].

Conceptual metaphor, being one of these linguostylistic devices, which is used to create an image of the president, is a subject of this study.

The material for analysis was taken from the official websites of the leading British and American newspapers. News and analytical articles were selected the topic of which was Petro Poroshenko dating from February to September 2014.

The study of this practical material has revealed that numerous linguostylistic devices are used to create the image of the Ukrainian President Petro Poroshenko: metaphors, periphrases, precedent text, antitheses, epithets, irony and euphemisms. However in this article these are metaphors that will be analyzed in more detail as they have been found one of the most widespread and vivid stylistic devices.

In this work metaphor is to be considered from the point of view of cognitive linguistics as a tool for studying the surrounding world, as a way to make the knowledge about the world objective, which is based on one's ability to develop new knowledge on the basis of transference of existing knowledge from one conceptual sphere into another [4, p. 52]. The work which triggered the study of metaphor was the book of the American linguists and philosophers G. Lakoff and M. Johnson "Metaphors We Live By" where the authors showed that metaphor being one of the substantial elements of our conceptual system is one of the most important tools of world's categorization, structuring perception and sensation [3, pp. 97-

108]. These scientists also raised the point about the correspondence between metaphors and national cultural values and came to the conclusion that “the values which really exist and have been rooted in culture are in accord with the metaphorical system” [5, p. 405]. Thus, analyzing conceptual metaphors one should bear in mind the influence of cultural perception and values of a particular linguoculture as a representative of the British or American culture, for example, is able to create and decode conceptual metaphors only if they are based on their own linguoculture.

One of the most widespread metaphoric models that can be found in the descriptions of the Ukrainian president is the model ‘president – ruler’.

All the newspapers first of all associate P. Poroshenko with his business connected with sweets and chocolate:

Chocolate king (*The Wall Street Journal* 23.05.2014), (*The Guardian* 25.05.2014), (*The Times* 18.05.2014), (*The Week* 07.06.2014), (*The New York Times* 25.05.2014)

Chocolate tycoon (*The Washington Post* 25.05. 2014), (*The Guardian* 23.05.2015)

a chocolate magnate (*The Washington Post* 26.05. 2014)

candy tycoon (*The Washington Post* 23.05. 2014)

confectionary tycoon (*The Week* 07.06.2014)

former chocolate magnate (*The Daily Telegraph* 24.12.2014)

a confections tycoon (*The New York Times* 25.05.2014)

famed chocolate oligarch (*The Daily Telegraph* 25.02.2014)

‘*Chocolate king*’ is the most popular nomination of P. Poroshenko which came into use long before his presidency. As one can see, it turned out to be popular in the foreign press. The metaphor ‘president – ruler’ is realized on the basis of the nouns ‘*king*’, ‘*tycoon*’, ‘*magnate*’, ‘*oligarch*’ united by the general meaning of wealth, success and power:

King – the male ruler of an independent state that has a royal family; a person, an animal or a thing that is thought to be the best or most important of a particular type;

Tycoon – a person who is successful in business or industry and has become rich and powerful;

Magnate – a person who is rich, powerful and successful, especially in business;

Oligarch – an extremely rich and powerful person, especially in Russia who became rich in business after the end of the former Soviet Union; a member of an oligarchy [7]

Among those mentioned the word 'king' has definitely positive connotation as it renders the superlative degree of the positive quality 'the best', 'the most important'. The words 'magnate' and 'tycoon' have similar definitions pointing solely at the business sphere while 'oligarch' implies enrichment indirectly connected with politics, especially in the former USSR. Besides, an oligarch evokes associations with the system of oligarchy which Ukraine has been trying so much to get rid off. Consequently phrases with the nouns 'tycoon', 'king', 'magnate' might be referred to the positive axiological units whereas 'oligarch' to the negative ones.

Realization of the image of 'Chocolate king' in the newspapers is accompanied with the description of the business of P. Poroshenko as an empire:

Poroshenko took over state confectionary plants and transformed them into a lucrative empire. (Guardian 25.05.2014)

According to Oxford Advanced Learners' Dictionary the word «empire» possesses two meanings:

- 1) a group of countries or states that are controlled by one ruler or government;
- 2) a group of commercial organizations controlled by one person or company [7]

So, the metaphorical meaning of the word ‘*empire*’ as a big well-developed private business under control of one person is fixed in the dictionary and may be referred to as a trite metaphor.

One more frequently met metaphorical model is ‘president – captain of the ship’ which occurs in the descriptions of P. Poroshenko’s participation in the protests on Maidan. In the article in The Washington post it is said how P. Poroshenko tried to stop armed clashes between the violent youth and the riot police:

joined the Maidan movement and helped steer it away from violence (The Washington Post 25.05.2014).

Here there is the verb ‘*steer*’ which has several meanings in the dictionary among which one is transitive:

1) *to control the direction in which a boat, car, etc. moves;*

2) *(of a boat, car, etc.) to move in a particular direction;*

3) *[transitive] to take control of a situation and influence the way in which it develops [7]*

With the help of this verb the image of P. Poroshenko – captain is created who is at the steering wheel and takes the whole responsibility doing his best to avoid an accident.

The metaphor ‘president – captain’ is also realized in the sentences where it is said that being an avowed supporter of the European integration P. Poroshenko is nevertheless ready to negotiate with Russia:

promises to navigate between Russia and the West (The Washington Post 25.05. 2014)

is considered well-placed to navigate between the two camps (The Washington Post 26.05.2014)

By the lexeme ‘*navigate*’ the author depicts the country as a ship and P. Poroshenko as the captain who can successfully pass between two obstacles. In the second example there is also a compound adjective ‘*well-placed*’ (*being in a good position or have a good opportunity to do sth.[7]*) positively assessing the

role of P. Poroshenko in building the relationships with both Europe and Russia.

Is it possible to single out one more metaphorical model ‘president – intermediary’. Several newspapers mention that P. Poroshenko will be able to unite the pro-Western and pro-Russian residents of Ukraine:

a pragmatist capable of bridging Ukraine’s divide between supporters and foes of Moscow (The Daily Telegraph 25.05.2014)

tried to straddle the political divide between the Ukrainian-speaking west and Russian-speaking east (The New York Times 29.03.2014)

In the examples above one deals with the metaphorical use of the verbs ‘bridge’ (*to form or built a bridge over something [7]*) and ‘straddle’ (*to cross, or exist on both sides of, a river, a road or an area of land [7]*), which imply that the new Ukrainian President will be able to construct some kind of political bridge uniting people with different views.

On the background of uniting people with different political interests the metaphor of game unfolds: ‘*was careful to play both sides*’ (*The Guardian 23.05.2014*), where the sides again represent the residents of Ukraine supporting opposing political parties.

As one can spot that the majority of the metaphors create positive image of the new political leader of Ukraine. However the newspaper The Week presents a very brief commentary that doesn’t mention the new president directly but hints that P. Poroshenko is not the leader which Ukraine requires:

Ukraine still lacks the leader it really needs: a career politician without baggage. (The Week 27. 05. 2014)

In the phrase ‘*a career politician without baggage*’ there is a realization of the second, transitive, meaning of the word ‘*baggage*’:

- 1) *bags, cases, etc. that contain sb's clothes and things when they are travelling;*
2) *the beliefs and attitudes that sb has as a result of their past experiences [7]*

In the given context the experience of P. Poroshenko in the previous Ukrainian governments is considered to be his baggage.

Summing up, with the help of conceptual metaphor the following image of the Ukrainian president is created: a successful businessman who after the collapse of Soviet Union became one of the richest people in Ukraine having developed a lucrative business products of which are very popular; P. Poroshenko is rather well-known as the representative of former Ukrainian governments who later joined the protests on Maidan; he is a pro-European leader who is ready to negotiate with both Russia and Europe and who can unite the whole Ukraine and has all chances to be successful in that.

Having analyzed all the examples it is possible to say that in the modern press metaphors are actively used as stylistic devices that increase the information value and expressiveness of the message by associations that they evoke with the transitive use of words. Metaphors in the texts very often interact with the evaluative vocabulary taking part in the realization of the most important functions of mass media – persuasion and emotional impact on the reader.

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Е.С. Линдберг

Российский университет дружбы народов

ПРАГМАТИЧЕСКИЕ АСПЕКТЫ АНГЛОЯЗЫЧНОГО РЕКЛАМНОГО ДИСКУРСА В СЕТИ ИНТЕРНЕТ

Статья посвящена определению особенностей англоязычного рекламного дискурса баннерной рекламы в сети Интернет и концептуальных основ его построения, выявлению способов реализации прагматической установки данного дискурса и определению взаимосвязи этих аспектов.

Ключевые слова: рекламный дискурс, Интернет-реклама, концепт, когнитивно-дискурсивная парадигма.

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E.S. Lindberg

Peoples' Friendship University of Russia

PRAGMATIC FEATURES OF THE ENGLISH- LANGUAGE ADVERTISING DISCOURSE ON THE INTERNET

The main aim of the given paper is to determine key features of the Internet banner advertising, to analyse conceptual foundations of the English-language advertising discourse on the Internet, to observe its overall pragmatic orientation and to explain interconnection between these aspects.