

Abstract

Graduation Level of Proficiency Paper

(Bachelor's degree)

Title: conceptual metaphor as a tool to create an image of a politician.

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Topical Importance is determined by the need of our modern information society to look in detail into the mechanism of creation of new concepts, actualized with the help of metaphors. The other reason is the interest in the study of tendencies that determine the way of expressing the concept. Likewise, the importance of this study is in the search of the true definition of “Political communication” and in the analysis of the main strategies used in the political discourse.

Objective of the research is to identify the metaphoric concepts that are used the most. The second objective is to compare the usage of those concepts in the discourse of Spain and Latin America.

Tasks of the research:

- to study the process of metaphorization and to group modern scientific attitude towards the conceptual metaphor;
- to describe the history of theory of metaphor;
- to give a definition to cognitive linguistics and its main subject conceptual metaphor;
- to define political communication and political discourse;
- to determine which concepts are used by Spanish-speaking politicians;
- to determine the tendency of using different concepts;

- to compare the frequency of using determined concepts in the speech of politicians of Spain and Latin America.

Theoretical value and practical applicability: The theoretical significance of this work is determined by its contribution to the further study of the concepts that could be beneficial for some political strategies. The study fills a gap in the study of such an important aspect of political communication as the selection of proper semantic field easy to understand for receiver.

The practical significance of the presented work is that the results of the research can be used during the practical classes of intercultural communication, semiotics, cognitive linguistics. The results also are significant for comparative linguistics and they can play the role in structuring of the system of concepts used in political discourse, which can be helpful in studying the world politics.

Results of the research: During the research, 50 texts were analyzed, and only half of them had the examples of conceptual metaphor. We selected 86 examples of using different metaphors in political speech. It has to be mentioned that inaugural speech and messages addressed to the common people were the most common types with abundance of metaphors. The main point of our research was the detecting the most popular concepts in the discourse of Latin America and Spain. Later the results were compared.

As a part of our research, we used the classification of Russian scientist A.P. Chudinov who talks about 4 fields: “Human”, “Nature”, “Artifact” and “Society”. In addition, we created the fifth one called “Space” – such type of orientational metaphor sometimes can be found in the political speech and it cannot be excluded from the research. We discovered that the priority of semantic fields is rather similar among different countries. Government of the day is prone to the field “Artifact”. It can be explained by the need to find out the solution of some current problems, leaders of the country feel themselves as drivers of the governmental mechanism. Nevertheless, ways of expressing one concept vary from one person to another. The comparative analysis shows that the tendency of Hispanic discourse is determined mostly by the language and not by geographic location. The analysis of

some examples of metaphors helped us to realize that concepts used by Hispanic politics represent broad-based ones.

Finding out the tendency can help us to understand how politics prefer to influence to the audience. It can be said that most concepts are driven by culture there the language is developing.

Implementation advice: In this graduation qualifying work, we have only made a modest attempt to analyze the usage of conceptual metaphor in Hispanic political discourse. To summarize our work we can say that despite a huge history of studies of conceptual metaphor there are still a lot of questions unsolved if we speak about means of expression inside the political discourse.

If we are speaking about ways to continue this research by other means, we can enumerate some of the options:

- More detailed research of the spectrum of metaphors used by Spanish-speaking people;
- Comparative analysis of Hispanic and Russian political discourse;
- Research of temporal tendencies of Hispanic political discourse.

Further development of cognitive linguistics and studying of political discourse will open new perspectives, will bring new topics for research, and will stimulate the analysis of statements mentioned in this work.