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**PECULIARITIES OF PRAGMATIC POTENTIAL OF POLITICAL
PHRASEOLOGY IN THE MODERN ENGLISH PUBLICIST DISCOURSE**

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YEMELYANOVA Olena, MATSAK Karina, YEMELYANOV Dmytro.
Peculiarities of pragmatic potential of political phraseology in the modern
English publicist discourse.

The article deals with the analysis of the pragmatic potential of political phraseology in the modern English publicist discourse as the implementation of pragmatic impact on the recipient is a key priority of this discourse type. It is successfully attained via the precise use of expressive language means. One of these is the phraseology that is widely represented in modern publications.

The researched material shows that the more inventive publicists, politicians are in phraseology use, the more vivid their materials or speeches, and the more effective impact on the addressees they get. It is, therefore, fundamentally important to establish what techniques are employed by the authors while resorting to phraseology. It was found out that such techniques comprise distant location of phraseological units components, introduction into the phraseological units some additional components, phraseological antonymy, phraseologism usage as a metaphorical basis for context creation, phraseological ellipse, phraseological unit repetition.

Political phraseological units perform an extremely important contact-setting function, because they enable politicians to be as close to the people whom they are going to convince as possible. Phraseological units in headlines are of especial importance in the aspect of pragmatic impact. They are to hook the addressee the very moment their eye catches the idiom making them read the article and getting to know the author's point of view on a certain issue.

In most cases, phraseological units have one or another figurative meaning that does not correspond to the sum of the meanings of their components and is indivisible into separate components.

Emotionally colored phraseological units are sure to influence our feelings, cause different emotions. With the help of phraseological units, solemnity, sublimity or deliberately deflated style is achieved.

Keywords: phraseological unit, the modern English publicist discourse, pragmatic impact.

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Особливості прагматичного потенціалу політичної фразеології в сучасному англomовному публіцистичному дискурсі. Досліджуваний матеріал свідчить, що чим винахідливішими у використанні фразеології є публіцисти, політики, тим більш запам'ятовуваними є їх матеріали або виступи, та тим більший вплив на адресата досягається. Важливо виявити, які прийоми використовують автори, вдаючись до фразеології. Проведене дослідження свідчить, що до таких прийомів відносяться: дистантне розташування компонентів фразеологічної одиниці, введення у фразеологізми деяких додаткових компонентів, фразеологічна антонімія, використання фразеологізму як метафоричної основи створення контексту, фразеологічний еліпс, повтор фразеологізму.

Ключові слова: фразеологізм, сучасний англійський публіцистичний дискурс, прагматичний вплив.

Introduction

The modern English publicist discourse is of great importance in public life, as the beginning of the new millennium is characterized by tremendous information flows that cause potent influence on every individual. **The relevance of the topic** is stipulated by the fact that political phraseology is widely used in the modern English publicist discourse, as politics is a sphere of human activity, which increasingly attracts people's attention. In addition, in phraseology as a linguistic discipline, there are currently quite a few works on the study of political phraseological units and, in particular, the specifics of their pragmatic impact on the addressee.

Analysis of recent research and publications. The term "phraseological unit" (PU) is investigated in the works of such scientists as O.S. Akhmanova, R.P. Zorivchak, A.V. Kunin, J. R. Fogelin, S.T. Gries. Authors employ different terms referring to the same notion: "phraseological unit", "phraseologism", "phrase".

According to I. K. Kobyakova, "phraseological units are stable combinations of lexemes with a completely or partially reinterpreted meaning. In other words, it is a stable combination of words, that represents semantic integrity and is reproduced in the process of speech" (Kobyakova, 2008: 84).

Goals of the article. The research is focused on the analysis of peculiarities of pragmatic potential of political phraseology in the modern English publicist discourse. Detailed description of phraseological units features and clarification of their functional significance is under thorough consideration.

General problem the article focuses on. The vocabulary of the language is extremely large. Phraseologisms have all the characteristics viable for publicist discourse, namely, they are vivid, accurate, expressive, well-remembered, and they enrich the message with a remarkable flavour. At the same time, taking into consideration constant development of the publicist discourse phraseological units take on new forms. The use of such forms helps to influence the addressee's consciousness more effectively, since it is known that any novelty of content and

form inspires interest. **The relevance** of the research is stipulated by the necessity to study the peculiarities of political phraseology functioning in the modern English publicist discourse. The **subject matter** of the study is the political phraseology used in the modern English publicist discourse. The **objective** of the research is the peculiarities of pragmatic influence of phraseological units used in the modern English publicist discourse.

Rendering main material.

In the modern English publicist discourse the headline is the crucial structural element of any article. Trying to be unique and unrivaled the authors of the articles actively incorporate phraseological units in the headlines as that attracts readers' attention due to unique brightness, imagery, and special expressive-stylistic colouring. For example: *A shore thing* (The Economist, 2017) (*Найважливіше питання*), *Canary in the coal mine* (The Economist, 2017) (*Віщун біди*).

Figurative phraseology is widely represented in English periodicals. Possessing metaphoricity, it gives the utterance a peculiar expressiveness, unique originality. For example: *But Ken Usdin, analyst at Jefferies, noted "solid bounces" in revenues from JP Morgan's investment banking division, even as clients sat on their hands ahead of the EU referendum at the end of last month.* (McLannahan, 2016). PU *to sit on one's hands* – *нічого не робити, і пальцем не ворухнути, і за холодну воду не взятися*. Another distinguishing feature of PU functioning is the tendency to certain semantics transformation and structure updating. Transformation provides a more natural incorporation of PU into the context as intended by the author. Individual-authorial, occasional use of phraseologisms often produces a special, unpredictable effect. Such an incidental change in phraseology is a kind of a calling card of the modern English press. In the modern English publicist discourse the emotional expressiveness of nonce formations lies in their freshness and novelty (Fogelin, 2011: 54).

The following interesting phenomena employed to enhance the pragmatic impact on the addressee are observed in this type of the discourse.

1. Distant location of PU components. For example: *It seems almost to have been a conveyor belt of abuse in the faux wonderland of Jackson's home. Certainly that is the picture the prosecution is painting* (Finn, 2019). PU *to paint a picture* – малювати, відтворювати картину.

2. Introduction into the phraseological units some additional components. For example: *President Gattaz added that “the economic outlook is deteriorating. It is more urgent than ever to put our economic house in order* (Gattaz, 2019). PU *to put one's house in order* – привести свої справи до ладу, навести лад у власній домівці.

3. Phraseological antonymy. For example: *to be slow on the uptake* (повільно, туго міркувати) compare with PU *to be quick on the uptake* (швидко міркувати, схоплювати на льоту); *on the wrong track* (на хибному шляху) compare with PU *on the right track* (на вірному, правильному шляху) (Donovan, 2017).

4. Using the phraseologism method as a metaphorical basis for context creation. For example: *The Slow Thaw of the Cold War* (Smith, 2013). PU *the cold war* – холодна війна.

5. The special arrangement of PU components in combination with the introduction of additional elements. For example: *With scores to settle, Trump slams ‘crooked bastard’ Schiff over impeachment* (Bennet, 2019). PU *scores to settle* instead of *to settle scores* – зводити рахунки, розквитатися;

6. Phraseological substantivisation. For example: *Whatever the family fortunes, your nearest and dearest will thank you for leaving a will* (Currie, 2008). PU *somebody's nearest and dearest* – близькі люди, рідні та близькі.

7. Phraseological ellipse. For example: *head over heels in love / debt / work, etc.* – повуха закоханий / в боргах / в роботі і тд.; *coals to Newcastle* or *to carry coals to Newcastle* – їхати в Тулу зі своїм самоваром.

«*From the start it was clear Wills, 22, and Kate were head over heels*» (Warner, 2019).

8. Phraseological unit repetition. For example: *The Washington Post-ABC News survey, released this week, found that a majority of the public thinks the*

Democratic Party is out of touch with the concerns of average Americans in the United States. More Americans think Democrats are out of touch than believe the same of the Republican Party or President Trump. (Foran, 2017). PU *out of touch with somebody / something* – втратити зв'язок з ким-небудь або чим-небудь, не спілкуватися з ким-небудь.

The researched material shows that phraseologisms are actively involved in creating evaluativity of publicist texts. An addressee can easily track author's sympathies judging from the PU used. For example: *Drug addiction in Russia: Draconian laws instead of help* (Kauschanski, 2019). PU *Draconian laws* – драконівські закони.

This circumstance poses additional tasks for the translator, since a full-value translation, in addition to accurate content conveying, should disclose to the reader emotional elements presented in the original text.

The modern English publicist discourse abounds in PU that are characteristic of colloquial English. For example: “*From an investor's perspective, Turkey looks more and more like a political basket case”, said Dani Rodrik, a Turkish economist at Harvard University* (Pitel, 2016). PU *basket case* (colloquial нікчемна людина, безнадійний випадок).

The use of elements of spoken language in describing serious problems creates a number of specific pragmatic effects: a) through the use of "spoken" phraseological units, the author's position in the evaluation of the event is more clearly manifested; b) the use of speech-specific PU can be a sign of a negative attitude to events, as they are often accompanied by labels – disapproving, dismissive; c) the use of colloquial speech-style PU may indicate a particular publicist tactic of "being closer to the people", drawing attention of the latter by the frankness of the presented material.

Authors actively employ images directly related to the person and their environment. For example: *They also tend to have a lot of skin in the game* (Foley, 2016). PU *to have skin in the game* – поставити все на карту.

The analytical work and gut instincts of the consistently successful stock pickers might actually boil down to simple bias for value stocks, momentum investing or one of the other factors that have been proven to outperform market capitalisation-weighted stock indices (Foley, 2016). PU gut instincts – внутрішнє відчуття, інтуїтивне відчуття.

The images in the examples above allow the reader to understand better the problems and situations that have arisen. Phraseological units influence the readers' emotions more effectively than just words.

The analysis of modern publicism shows that PU where one of the components introduces the "animal world" is quite popular among the authors. For example: *House Intelligence Committee Member Chris Stewart, R-Utah, said Democrats have been "crying wolf" on alleged wrongdoing on the part of President Trump for a long time and "you can only cry wolf so many times, and eventually people will quit listening" (Creitz, 2019). PU cry wolf – піднімати помилкову тривогу, підірвати довіру до себе хибним закликком на допомогу, literal translation – кричати: «Вовки! Вовки!»).*

In the above given example, an image of a *wolf* expresses the essential features of important phenomena relating to different spheres of human life. Such vivid images help us to understand the essence of the problem in many ways, as they embody a certain type of behaviour or are known to readers as fairy-tale characters with their characteristic behavioural patterns, ensuring a successful and purposeful communication between the author and the reader.

Authors of the articles, using imaginative phraseological units, state the problem in a gentle way, thereby instilling in the readers optimism and confidence in the future, dispelling their anxious expectations, and do not whip up tension. For example: *He [Dombrovskis] also sought to allay fears that, after the Brexit vote, eurozone priorities would dominate financial services regulation, overriding the interests of non-euro countries in the single market (Brunsdon, Barker, 2016). PU allay fears – розвіяти побоювання, тамувати страхи.*

Using the pragmatic potential of phraseological units, one can not only question somebody's reputation, but also consolidate the success of a particular person, subconsciously forcing readers to trust him/her. With the help of phraseological units the attention is paid to the positive and negative qualities of the person (Kunin, 1986: 146). Connotation elements enrich the pragmatic potential of phraseologisms, determining the intensity of phraseological units impact and helping the addressee to understand the text more deeply. In turn, the pragmatic influence exerted by the imaginative phraseological units depends on the correct perception of the illocutionary force embedded in the phraseological units.

The researched material allows us to distinguish a number of properties that provide a phraseological unit with a high degree of intensity of pragmatic influence on the readership. The first comes the stylistic marking. For example: *Perhaps the thorniest problem that faces Mr O'Hanley is the slump in asset gathering at State Street's exchange traded fund business, which has struggled in the face of price competition from rivals Black Rock and Vanguard* (O'Hanley, 2016). PU *a thorny problem* – суперечне, складне питання.

The next is the use of phraseological units with positive and negative evaluation. For example: *Without the QE financial injection to lift all boats, passive funds could be exposed* (Oakley, 2016). PU *to lift all boats* – бути корисним для всіх. High pragmatic impact is also ensured by the use of phraseological units in quotations. The pragmatic component is more clearly manifested when the authors resort to quoting the event participants' own statements. For example: *"Star culture has been withering on the vine," Mr Rajan says. "[Star managers are] a rare breed"* (Hallam, 2016). PU *to wither on the vine* – чахнути, хиріти, засихати на кореню; *rare breed* – виняткова людина, унікальна особистість. In terms of pragmatics, citation plays a significant role as we usually cite trustworthy individuals or sources, that's why the information coming from these people is under no doubt. High pragmatic impact is also attained via use of phraseological units possessing cultural information. For example: *Iraq faces Hobson's choice over UN arms inspections: The Secirity*

Council is finally getting tough with Baghdad (Hoyos, 2002). – Ірак стоїть перед вибором Хобсона щодо перевірок зі сторони ООН: Рада Безпеки, в кінцевому рахунку, стає жорсткішою з Багдадом.

The analysis of the material demonstrates that political phraseology represented in the modern English publicist discourse comprises political terms, cliché, as well as regularly and frequently used political aphorisms.

Conclusions.

Effectuation of pragmatic impact on the addressee is the most important goal of the modern English publicist discourse. To enhance this impact, expressive linguistic means are of great importance, among which phraseology occupies a prominent place. Phraseological units are widely used in publications covering political issues; politicians' speeches also abound in phraseology, as it is a potent linguistic means to attract the addressee's attention, intrigue him. Moreover, phraseological units perform an important and necessary contact-establishing function. The research proved that one of their main categorical properties is expressiveness.

The conducted study focused on establishing techniques employed by the authors while resorting to phraseology. It was found out that such techniques comprise: distant location of PU components, introduction into the phraseological units some additional components, phraseological antonymy, phraseologism usage as a metaphorical basis for context creation, phraseological ellipse, phraseological unit repetition.

Further prospects of research we see in rigorous study of political phraseology in the aspect of its universal and national-specific characteristics, deeper understanding of its nature and thorough examination of structural and semantic features.

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