

The political metaphor in Russian press

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Abstract:

In this article metaphor is not only regarded as a linguistic feature related to a poetic fiction or rhetorical embellishment but beyond that it is linked to rational and cognitive activities. Now the political metaphor has become a common practice of politicians, journalists and intellectuals to express their positions, plans and ideas. Our research is primarily to select the political metaphor that exists in the Russian press and to undertake a subsequent analysis of its content and context in which it evolves.

Key words: metaphor, political metaphor, politician, Russian press, analysis.

Résumé:

Dans cet article, la métaphore est non seulement considérée comme un élément linguistique liée à une fiction poétique ou embellissement rhétorique, mais au-delà de ça elle est liée plutôt aux activités rationnelles et cognitives. Désormais, la métaphore politique est devenue une pratique courante des politiciens, journalistes et intellectuels afin d'exprimer leurs positions, projets et idées. Notre recherche est principalement axée dans un premier temps sur la sélection de la métaphore politique qui existe dans la presse russe et d'entreprendre une analyse ultérieure de son contenu et le contexte dans lequel elle évolue.

Mots clés: la métaphore, métaphore politique, politicien, la presse russe, analyse.

A correct speech is no doubt the key to a successful communication; if we aspire to a literate, valuable, praiseworthy speech, it is elementary to enrich it with figures. To achieve this goal there is no better than using a metaphor.

Metaphor is a common phenomenon to all languages of the world; it can be found in Koran, Bible, and even in fairy tales "Alice in Wonderland" "Iliad" and "Odyssey" attributed to the legendary Greek narrator Homer. Tracing one's roots back to the Sumerian epic of Gilgamesh, this was created about 4000 years ago. Before tackling the topic of political metaphor, we have from the outset emphasized that

metaphor has different definitions; each one contains its importance and meaning.

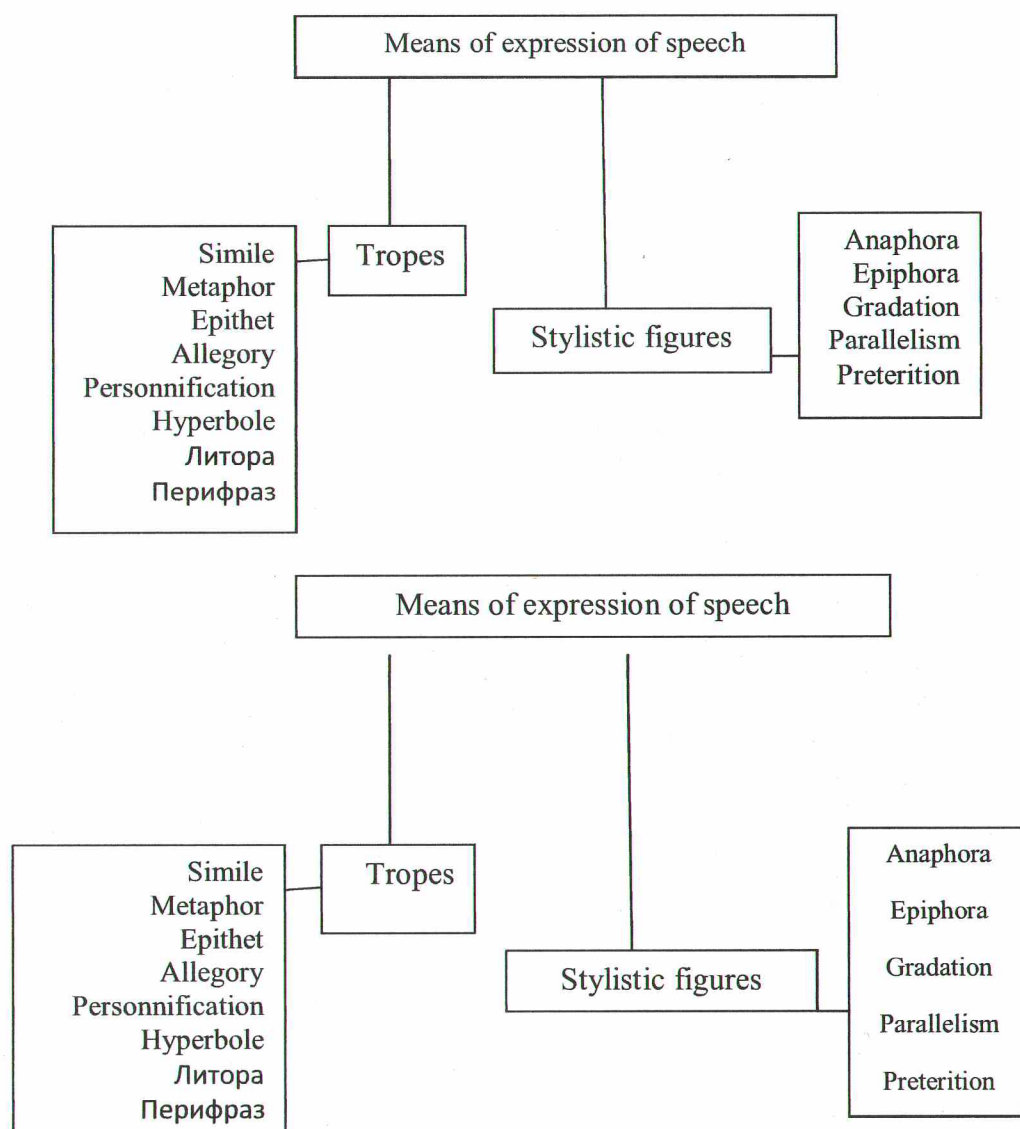
So, in Ozhegov and Shvedova explanatory dictionary metaphor is: "a kind of trope, a figurative comparison, assimilating one phenomenon to another (e.g. Cup of existence) as well as in general a figurative comparison in different kinds of art. In linguistics: a figurative use of the word ". [1]

In some cases, the definition of metaphor goes from deep to simplest one.

A - The basic definition: "Metaphor is a trope or a figure of speech; the used words indicated some class items, phenomena, actions, or signs for characterization or the nomination of another, similar to the data of the individual class." For example: Sobakevitch - a real bear. In a broad sense, a metaphor is any kind of used words in a figurative sense. [2]

B - Simplified definition: "Metaphor is an allegory figuratively spoken." [3] In other words, it is a comparison that excludes predicates of similarity (similar, resemble, etc...) And comparative terms (as, quasi, like, exactly, etc.). So, on a brave man you can say, "He is a lion (He is like a lion)." [4]

As for other foreign linguists, including Jean Dubois in his book "linguistic dictionary" gave the following definition to metaphor: "According to traditional grammar, metaphor is to use a particular word to express an abstract one in the absence of any element including a formal comparison, in the broadest sense: a metaphor - is a use of any term, replaced by another, which is assimilated to him after deleting the word, including the comparison. Example: He burned to ashes with love (metaphor of the first group). This woman - a Pearl (a metaphor of the second group.) As a final example: "This woman spread nets of her charm to hunt the game of naives" is considered as an extended metaphor. [5] It should be noted that the metaphor is a mean of artistic expression or manner of speech (fig.1)



(Fig) 1. Basic means of expression of speech

Similarly, Universal Encyclopaedia gives a special definition of metaphor, describing it as a unique tool or a method of figurative expression of speech in comparison with other terms, including zeugma. [6]

The political metaphor as the title indicates, takes place in the political process and, of course, every metaphor is not occurring by itself, but in a context, a text, and a discourse. The emergence of political metaphors in the Russian press is the result of the opening and the changes that Russian society has undergone. Metaphor can be accurately understood by the addressee only if it takes into account the context in which it is conveyed. Any discipline is inextricably linked with the history of a society, and the political metaphor is not an exception. Consequently, the appearance of political metaphor is associated with the following quotations inspired from the political, historical and social events.

1. Muawiya ibn Abu Sufyan and its thin thread شعرة معاوية.

Mu'awiya ibn Abi Sufyan - the founder and the first caliph of the Umayyad dynasty. Someone once asked him, "How do you get to run the country for more than forty years without a riot at Levant, despite the fact that all these people are" boiling "? He replied: "Between me and the people - a thin thread that never breaks. If they let it go, then I keep it, if I let it go, subsequently they keep it.

2. The Gordian Knot: is a legend of Phrygian Gordium associated with Alexander the Great. It is often used as a metaphor for an intractable problem (disentangling an "impossible" knot) solved easily by cheating or "thinking outside the box" ("cutting the Gordian knot"):

"Turn him to any cause of policy,

The Gordian Knot of it he will unloose,

Familiar as his garter" (Shakespeare, Henry V, Act 1 Scene 1. 45–47)[7]

3. Sick man of Europe: The phrase "" is commonly attributed to Tsar Nicholas I of Russia, referring to the Ottoman Empire, because it was increasingly falling under the financial control of the European powers and had lost territory in a series of disastrous wars. However, it is not clear that he ever said the precise phrase. Letters from Sir George Hamilton Seymour, the British ambassador to St. Petersburg, to Lord John Russell, in 1853, in the run up to the Crimean War, quote Nicholas I of Russia as saying that the Ottoman Empire was "a sick

man—a very sick man," a "man" who "has fallen into a state of decrepitude", or a "sick man. .. gravely ill".[8][9][10]

4. Blood and Iron (German: Blut und Eisen) is the title of a speech by German Chancellor Otto von Bismarck given in 1862 about the unification of the German territories. It is also a transposed phrase that Bismarck uttered near the end of the speech that has become one of his most widely known quotations. Although Bismarck was an outstanding diplomat, the phrase "blood and iron" has become a popular description of his foreign policy partly because he did on occasion resort to war in a highly effective manner to aid in the unification of Germany and the expansion of its continental power.[11]

5. The domino theory was a theory prominent from the 1950s to the 1980s that speculated that if one country in a region came under the influence of communism, then the surrounding countries would follow in a domino effect. The domino theory was used by successive United States administrations during the Cold War to justify the need for American intervention around the world. [12]

6. Cordon sanitaire: is a French phrase that, literally translated, means "sanitary cordon". It originally denoted a barrier implemented to stop the spread of disease, such as the Black Death. The term has also often been used in English in a metaphorical sense to refer to attempts to prevent the spread of an ideology deemed unwanted or dangerous, such as the containment policy adopted by George F. Kennan against the Soviet Union. [13]

Considering the following two models of political metaphor taken from Russian press material, which represent the best approach to understand and disclosure their essence, through the journalistic style that has a lot to do with the creative style of speech. To influence effectively the reader or listener, his imagination as well as his feelings, the speaker or writer uses means of expression of speech, mainly with the political aspect of the metaphor.

1. "What is the choice for Russia? Is it an equal alliance with China or an "eternal reboots" with the United States?" [14]

2. " Saudis and the Iranians seek to seduce Russian through economic, military and political advantageous projects in their countries, planned in post-Assad phase and when Syria falls under their control." [15]

In the first example, the author used the conceptual metaphor "eternal reboot." In this example, the metaphor refers to activate or revival relations between Russia and the United States through a computer term. In the second example, the author used the verb

"seduce", as if we were talking about romantic relationship between men and women, it reveals that relations between the states in the first place are ultimately only human relations.

With regard to the analysis of political metaphor from a semantic point of view, in general, its structure is defined as follow: a comparison of something (the main subject) with something (subsidiary subject: the term of comparison) on what else basis (aspect of the comparison).

"Sanctions will be intensified - and the regime will undergo hard times. The truth, about the "Arab spring", covered with romance, here to remember there are no illusions drowned in blood".[16]

main subject	subsidiary subject	Feature of comparison
The sanctions regime, "Arab Spring"	Undergo hard times, Covered with romance, Illusions drowned in the blood	Economic sanctions. Rigidity of the regime. People's hopes.

Political metaphor in Russian politician speech is undoubtedly reputed as a powerful tool to create new meanings, emotional impact and beliefs. Sometimes propaganda and manipulation used as a last resort.

For example, the speech of the leader of the CPRF (Communist Party of the Russian Federation) Zyuganov, metaphorical throughout. And his rating among listeners, readers and inhabitants is much higher.

In general, Zyuganov is sometimes called a major pessimist of Russia: if you look through three pages of his speech, you could see a large number of phrases with a negative tendency in the form of metaphors, "the vices of economic policy", "fight against poverty", "helpless budget", "vote of confidence", "budget stagnation and slow death ", "the state budget-parasite "[17]

In the following metaphors such as Cheburashka; an iconic Russian classic cartoon character and fiction one (Mumu); Turgenev short story are assimilated to individuals.

Research interests of Z. Yu Petrov include some metaphorical transfers. [18].In this regard we observe the following examples:

1. "Cartoon character of literature - a man":
2. "What shall we call this information system is not important," Gena the Crocodile "or" Cheburashka ", the last is even most preferable, as" Cheburashka " does not subsist for others." [19]
2. "The character of fiction - a man":

"The Constitution for Akakiy Akakievitch." [20]

The political metaphor used all means to achieve its goals; it can resort to the "seduction" or a computing terminology, to a cartoon character or a character of fiction. Concisely, by whatever means possible. Furthermore, it serves to verbalize and symbolize a certain events, aimed at creating emotional tension statements either negative or positive; it all depends on how the addressee has received the information.

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