



## MILITARY METAPHOR AS A SYSTEM OF AGONISM OF MODERN JOURNALISTIC DISCOURSE

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### Annotation

A.P. Chudinov wrote that “war is one of the most significant areas of human experience, and the military metaphor is clearly one of the basic ones, which is confirmed by the high degree of detail of the thesaurus, as well as the high productivity of this metaphorical model in political discourse” [Chudinov 2001 : 189]. It is no coincidence that a number of works by domestic and foreign researchers are devoted to the study of this type of metaphor. In this paper, "military metaphor" means a metaphor that contains military vocabulary.

**Keywords:** discourse, political discourse, military metaphor, polarization, communication strategy.

### Introduction

Discourse is a kind of holistic system and permeates our entire daily life. Journalistic discourse as an independent type of discourse is gaining more and more popularity as modern technologies develop and people's need for information about public affairs and participation in them increases. It is known that journalistic discourse is characterized by information content, impact, expressiveness, emotiveness, etc.[2, 688 p.]. These features are achieved with the help of a large number of expressive language means, in particular, metaphor.

Metaphor as a secondary nomination plays an important role in the language and is actively used in various types of speech activity. It is based on the similarity of two objects or phenomena, but is far from limited to this pronounced similarity, since human thinking is inexhaustible, limitless and has a great potential for development, which we ourselves do not represent. In other words, a person always thinks metaphorically, thinks, activating various organs and feelings, we do not even notice that this is a metaphor when we use it every day [3, p. 499].

In addition, in the human mind there is a certain model, according to which new secondary meanings are formed from the primary ones.

The widespread use of the military metaphor in political discourse is due to the fact that in modern society there is competition, competition, clashes and conflicts in





almost all areas, including politics, economics, sports, etc. "Competition", "conflicts" are associated with a war in which there is victory and defeat, various actions and strategies are used [1, p. 263].

The purpose of the study is to identify the change in the composition of the lexical units of the military sphere, which occurs during metaphorization, as well as to identify and describe the features of the functioning of the analyzed metaphors in political discourse [9, 9586.htm.].

The purpose of this work is achieved by solving the following tasks:

- Describe the theoretical basis of the study;
- Distribute military vocabulary by lexical-thematic groups;
- Analyze military metaphors in context in terms of semantics and functioning;
- Describe the metaphorical field "war" and the internal relations of the analyzed metaphors;

The object of the research is the study of the military metaphor in political discourse.

The subject of the study is the semantic and functional specificity of the military metaphor in political discourse.

Research methods: directed and partial sampling, component analysis method, field research method.

The purpose of the research is that its results can contribute to the identification of the phenomenon of military metaphorization in political discourse, an integrated approach to the study of metaphor, as well as the identification of features of the language of political discourse. The significance of the study lies in the fact that its results can be used in the practice of free use of military metaphor in live communication, and can also be used to clarify and expand dictionary meanings in explanatory dictionaries

During metaphorization, syntagmatic, paradigmatic and derivational relations are preserved, expressed in the lexical-semantic field "war", and all analyzed military metaphors can be represented in the metaphorical field "war". In addition, in political discourse, military metaphor plays an important role in enhancing expressiveness, expressiveness, emotiveness and expressing the author's attitude to what is happening in political discourse

Metaphor is one of the tools of manipulative influence on the audience. The active use of metaphors in journalistic discourse is due to their ability to influence almost every stage of problem solving in the modern journalistic sphere: understanding a problem situation, searching for options for resolving it, evaluating alternatives, choosing an option. The theoretical study and consistent description of political metaphors seems



to be one of the most promising and dynamically developing trends in modern linguistics, in particular in the field of discourse analysis.

The metaphorical picture of the world reflects the specifics of the national consciousness and ways of thinking characteristic of a particular period of publicistic life of the state. One of the types of political metaphor that occupies a central place in the political discourse of any state is a military (military) metaphor. The article discusses the features of the functioning of military metaphors in modern political discourse, reveals their role in the implementation of the global communicative strategy "Friends and Foes" and the tactical moves arising from it [4, p. 372].

The active use of the military metaphor indicates the presence of fierce competition not only among leading political figures, but also in society as a whole. While creating a vivid image, the metaphor does not contain final specifics and can "blur the meanings" a little, that is, it allows not to be categorical in ambiguous situations that are not so rare in the interaction of politicians, giving each of them room for imagination.

The metaphors of war, expressing the confrontation of the parties, exclusively correspond to the picture of the world of a person of Western culture, according to which the world is dual, woven from opposites (good - evil, negative - positive, light - darkness, man - woman), and the method of its knowledge is formal logic, in which the proposition A cannot exist simultaneously with the proposition not-A.

In order to give the reader an idea of how the military metaphor relates to our daily activities, the authors of the classic book "Metaphors We Live By" considered its use in relation to the concept of "argument" [6, 184-193 pp.]. According to them, the terms of war are almost perfect for talking about a dispute. That is, the dispute involves a clear division of the disputants into two opposing sides. Like in a war. And therefore we say: "He does not know how to win in an argument", "The arguments were easily defeated by the opponent", "I will easily break your arguments", "It was an irreconcilable argument", etc.

In addition to the discourse on disputes, the military metaphor is also widely used in other areas of human activity, where a division into parts is seen, suggesting the presence of two opposite sides (dichotomies), from politics and sports ("party struggle", "sports battle") to morality (confrontation good and evil).

The name of military operations and methods of warfare, the terms remained in our everyday life: attack, offensive, defense, dig in, shoot back, retreat / retreat, shooting (teleradio shooting), skirmish (verbal skirmish), breakthrough (breakthrough to an effective market economy) / break through , defeat, battle / fight, fight, ram (go to





ram), torpedoing / torpedoing / torpedoing, assault, etc. For example, deployment in the meaning of “finding” [14, p. 116-118].

## Conclusion

The military metaphor makes it possible to emphasize the extreme form of confrontation, the acuteness of the situation, its seriousness and danger, the conflict way of solving problems, creates tension, but at the same time mobilizes and encourages action. An important feature of the military metaphor is that it is able to consolidate efforts and justify the need for sacrifice for the sake of a common goal. However, being a metaphor for strength, a military metaphor can introduce distortions when excessive confrontation violates harmony, balance, harmony [5, 200 pp.]. The victorious peoples introduced into political discourse such metaphors as “determination”, “courage” 2 “perseverance” (in the fight against the disease courage and determination are required), “victorious march”, etc. [7, 245 p.]. The military metaphor has penetrated so deeply into the linguistic picture of the world that it is used even in cases where a new technology, even with the most violent imagination, is not associated with confrontation, struggle, attacks and defeats, etc.

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