TÍTULO: La metáfora sociomórfica como fuente de manipulación en el discurso de la campaña electoral.

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RESUMEN: Este artículo describe el funcionamiento de la metáfora sociomórfica dentro de los textos producidos y entregados en el marco de los discursos de la campaña presidencial en los Estados Unidos de América y Rusia. En el curso de la investigación realizada, hemos detectado y analizado cinco tipos principales de metáforas persistentes en el discurso de la campaña electoral. Este artículo representa la parte de dicho trabajo, dedicado a la metáfora sociomórfica. Tras el análisis de los ejemplos, hemos definido cinco dominios fuente de metáfora sociomórfica y hemos analizado su funcionamiento. Los resultados obtenidos nos permiten caracterizar el estado de la metáfora sociomórfica para los discursos de la campaña electoral estadounidense y rusa.

PALABRAS CLAVES: Análisis del discurso político, metáfora cognitiva, metáfora sociomórfica, modelo metafórico, comunicación política.

TITLE: Sociomorphic metaphor as a source of manipulation in Election Campaign Discourse.

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ABSTRACT: This article describes the functioning of sociomorphic metaphor within the texts produced and delivered within the framework of presidential election campaign discourses in the United States of America and Russia. In the course of the conducted research, we have detected and analysed five main types of metaphor persistent in election campaign discourse. This paper represents the part of the said work, devoted to sociomorphic metaphor. Following the analysis of examples, we have defined five source domains of sociomorphic metaphor and analysed their functioning. The results obtained allow us characterize the status of sociomorphic metaphor for American and Russian election campaign discourses.

INTRODUCTION.

The potential for actualization of certain models of reality and for intensifying the emotional impact of a message makes the metaphor one of the most effective ways to manipulate the voters' minds. As a mechanism that simplifies the movement to the unknown by realizing it with known categories, the metaphor can deliver a regulating effect on how addressees will perceive the objective reality they live in. When speakers organize their messages within the framework of a certain metaphorical model they can form and transform the worldview existent in addressees' minds in a favorable manner.

The researches (Baranov, 1997; Karaulov, 2000; Demyankov, 2005; Chudinov, 2001; Borisova, & Parnikova, 2016) suggest that the definition of the process of influencing the worldview by means of metaphors is most effective when we describe, classify, and analyze the most frequent metaphorical models in a given discourse.

The structure of metaphorical model includes a complex of components which provide its objective analysis. According to A. Chudinov, a detailed study of the metaphorical model requires the description of the following parameters: *the initial concept domain, to which the words covered by the model in the primary meaning refer; a new conceptual domain, to which refer the words covered by the model in the secondary meaning; a semantic component that links the primary and secondary meanings of the words covered by this model, in other words, the basis for the metaphorical use of the corresponding words; the frames that make up this model are fragments of a naive language worldview picture of the world which structure the corresponding conceptual domain* (Chudinov 2001).

Within the framework of the present research, following O. Mihalyova, the term "metaphoric model" is understood as *a group of metaphors united by a single conceptual source domain (source sphere), which gives the name to the metaphorical model* (Mihalyova, 2009).

Based on a detailed and comprehensive classification of metaphoric models and the frequency of their use in the corpus of texts produced and delivered orally and in writing by and on behalf of distinguished candidates for presidency, we can group the cases of metaphorical use in election campaign discourses in the USA and Russia in 2007-2008 in the following way: Sociomorphic metaphor (the details on source domains and functioning to be found below in the article), Anthropomorphic metaphor (with source domains "Man", "Disease", "Death"), Naturomorphic metaphor (with source domains "Animals", "Plants", "Inanimate nature"), and Artifactual metaphor (with source domains "House/Building", "Mechanism") (Bagana & Bocharova, 2012).

DEVELOPMENT.

Methods.

For conduct and completion of this work we have employed a number of scientific methods. At the initial stage of research, we employed the methods of continuous sampling and definition analysis. Thus major metaphoric models were detected, defined and structured. Subsequently, we considered performing contextual, linguo-stylistic, rhetorical, discourse, and intent analysis on the base of already collected and processed data on metaphorical expansion and deployment. On the final stage, the obtained results underwent linguistic, discourse and cultural interpretation.

Main part.

The present paper is represents the part of the research concerning the structure and functioning of sociomorphic metaphor within the election campaign discourses of America and Russia.

Society is a group of people who live in a particular area, have a certain social system, a shared way of life and customs. Society forms communities inside itself and makes decisions on how to mutualize effort and specialize labour. It creates its own laws, develops standards of conduct and functions as a complex and integrated system.

Men comprehend all concepts connected to the processes of their society and structure them mostly in metaphorical terms. As G. Lakoff and M. Johnson stated, this is *a clear case of the power of metaphor to create a reality rather than simply to give us a way of conceptualizing a preexisting reality* (Lakoff & Johnson, 2003). This ability to create reality is particularly important when it affects individual's political acts. Derived from mind-created reality, they determine the objective life for several years ahead.

Men often comprehend political processes through metaphorical models formed by phenomena of society and its life as the source domain. From the point of view of linguistics, sociomorphic metaphorical model is based on a combination of predicates describing actions of a person as a

member of a certain group with other types of entities. The metaphorical model itself as found in the election campaign discourse of the selected period has several source spheres of metaphorical transference: domains "Crime", "War", "Game", "Sport", and "Theatre". Let us consider the said types of metaphors and models based on examples selected according to the chosen method from the speeches and texts produced and delivered orally and in writing by and on behalf of distinguished candidates for presidency of the chosen period.

Source domain "Crime".

This metaphorical model exists due to comprehension of the political process and its participants as criminal environment and criminals.

In human mind, the source domain "Crime" is well known and structured even in cases when individual has never had any crime affiliation. Due to modern single and shared information space formed by numerous sources (modern cinema, television, Internet, etc.) allows everyone retrieve comprehensive information on crime, criminals and criminal environment without any effort and sometimes even against their will and wishes.

Messages with metaphorical expressions of this model both clearly convey negative emotional and expressive assessment and may signal the speaker's verbal aggression directed to the object or subject referred to in their speech.

The analysis of metaphorical expressions shows that both Russian and American politicians employ the metaphoric model "Crime" for the purposes to express disapproval of the nation's current highest-level leaders.

John McCain: *At their worse, they've been caught up in Washington turf wars instead of working together to protect investors and the public interests* (McCain, 2008).

G. Zyuganov: … *Каждый русский человек и любой гражданин нашей страны должен понять: эта мафия пришла за последним* (Zyuganov, 2008).

Within American political discourse, the speakers also use the crime metaphors to express alleged external aggression towards the United States of America in the sphere of economic relations.

Mitt Romney: *Simply put, America must never be held hostage by the likes of Putin, Chavez and Ahmadinejad* (Romney, 2012).

Russian presidential candidates use this metaphoric model to word messages with criticism of economic entities, companies and corporations apparently involved in faulty business.

D. Medvedev: … *Сокрытие реальной заработной платы – это кража из кошелька любого российского гражданина* (Medvedev, 2010).

Foisting a deliberate and purposeful negative worldview upon voters causes anxiety, political malaise and discontent with present economic situation.

Source domain "War".

In the discourse of election campaigns in the USA and Russia in 2007-2008, the metaphors with "War" as the source domain was highly frequent.

Military metaphor is a typical way of conceptualization and actively functions in political and many other spheres of all aspects of human endeavour. First of all, this is explained by the fact that humanity has accumulated a huge experience of conduct of war.

The analysis conducted for the present research showed a high frequency and productivity of metaphorical models based on the source of metaphorical transfer "War" within election campaign discourse. Candidates' tendency towards a more aggressive, hard-line conduct is characteristic for election campaign. The potential voters conceive the behaviour of candidates as a political confrontation with the pursuit to delegitimize, to discredit the acting head-of-state or political opponent(s), and to reduce their popularity.

S. Palin: *Your plan is a white flag of surrender in Iraq and that is not what our troops need to hear today, that's for sure* (Palin, 2008).

G. Zyuganov: *Против нас выступал чиновничье-олигархический аппарат, закамуфлированный под «Единую Россию»* (Zyuganov, 2008).

The metaphoric model "Crime" functions in comprehension of the country's internal and external political and economic processes:

B. Obama: *So in the last couple of days, we've seen a barrage of nasty insinuations and attacks, and I'm sure we'll see much more over the next 25 days* (Obama, 2008).

G. Zyuganov: *Установлен информационный террор. В СМИ ведется настоящая война против здравого смысла* (Zyuganov, 2008).

The analysis of discourses of American and Russian election campaigns shows the frequent use of war metaphorical models which contextually form positive emotion phrases and messages.

B. Obama: *So I'll recruit an army of new teachers, and pay them higher salaries and give them more support* (Obama, 2008).

J. McCain: *My plan attacks the real problems of health care – cost, availability and portability* (McCain, 2008).

D. Medvedev: *Это – передний край обороны, мало денег, запущенное жилищно-коммунальное хозяйство, сложная ситуация в образовательной сфере (до сих пор еще, несмотря на наши усилия) и здравоохранении.* (Medvedev, 2010).

The persistent use and a large scope of the reference sphere of the metaphoric model "War" in the election campaign discourses proves the universal status of war metaphor for American and Russian political discourses and classify it as a metaphor of a high frequency.

Source domain "Game".

According to many researchers of political discourse, comprehension through metaphors of game and is a universal way to categorization and reasoning about various objects and processes. Game as an aspect of human endeavour is familiar and clear for every potential voter, and the metaphorical expressions build up a productive and frequent metaphoric model. The examples of game metaphorical modes detected in election campaign discourse are numerous and diverse: they represent different kinds of games and have different pragmatic potentials.

According to the discourse data collected, both Russian and English (American) native speakers associate the contest for presidency with game. Contemporary life is busy, dynamic, and engaged in action. Modern society approves active attitude and participation in a game-like life, but it also disapproves rule violations, fake actions, and gambling games in which winning doesn't result from player's professionalism or talent.

Quantitative analysis showed that metaphorical expressions with the source domain "Game" in American election campaign discourse are more frequent and have a considerably higher pragmatic potential.

The prevalent part of metaphoric expressions carry negative assessment. Speakers of election campaign discourse use it to make messages with criticism of other countries' policies and of administrative officials who supposedly only imitate socially useful activity.

B. Obama: *But, you know, the situation is so serious that we're not going to have time for the kinds of political games or partisanship that I think has come to characterize too much of our foreign policy* (Obama, 2008).

G. Zyuganov: *Так какое же, выходит, реальное отношение к русской культуре и чего стоят все эти их игры в Год русского языка!* (Medvedev, 2010).

Game is a source domain for metaphorical expressions to characterize the decisions of the nation's leadership and actions of internal and external economic entities.

B. Obama: *It's the result of speculators who gamed the system, regulators who looked the other way, and lobbyists who bought their way into our government* (Obama, 2008).

Candidates choose metaphorical expressions of this type to describe the circumstances considered unstable and depriving the citizens of equal access to public benefit.

B. Obama: *We're here because for too long, the doors of Washington have been thrown open to an army of lobbyists and special interests who've turned our government into a game only they can afford to play* (Obama, 2008).

Game metaphor is an effective tool to communicate with potential voters the opponent's negative characteristics and approaches:

B. Obama: *It's an old Washington bait and switch. It's a shell game. Senator McCain gives you a tax credit with one hand – but raises your taxes with the other. He's hoping we won't notice* (Obama, 2008).

Along with numerous metaphorical expressions of negative assessment, game metaphors function to form neutral and positive messages. These are the cases of describing the citizens of the country the candidate comes from.

B. Obama: *We can make a different bet – a bet on the ingenuity, industry and determination of the American people* (Obama, 2008).

The analysis of Russian election campaign period of the period specified hasn't identified and cases of use of metaphorical expressions with the metaphorical transfer sphere "Game" to form messages with positive assessment.

Source domain "Sport".

Sports metaphor shifts the notions it describes to the field of game and evokes on the addressee's mind the emotions and experiences connected to game: support or antipathy to players, enthusiasm and will-to-win spirit. The idea of sport possesses both cultural and social character.

Emotionally negative messages based on this metaphor are characteristic for American election campaign discourse and contain criticism of acting establishment and opponents loyal to outdated policies:

S. Palin: *We sort of have a do-nothing Senate right now where nobody is wanting to really pick up the ball and run with it and take the steps that we have to take to become more energy-independent* (Palin, 2008).

B. Obama: *So George Bush may be in an undisclosed location, but Dick Cheney's out there on the campaign trail because he'd be delighted to pass the baton to John McCain* (Obama, 2008).

Election campaign speakers use this metaphor for positive emotion messages which either describe active and beneficial processes which are there in the society or are intended to inspire and unite the candidate's supporters.

H. Clinton: *Whether you voted for me, or voted for Barack, the time is now to unite as a single party with a single purpose. We are on the same team, and none of us can sit on the sidelines* (Clinton, 2008).

Within the framework of Russian election campaign discourse in 2008 only one candidate for presidency employed metaphoric expressions of this kind.

D. Medvedev: *Чтобы партия не рассматривалась только как трамплин для карьерного прыжка, хотя я ничего плохого в партийной карьере не вижу* (Medvedev, 2010).

Conceptualization of contemporary reality by means of such metaphors allowed the candidate to highlight the positive tendencies of modern Russian society development which generally could create for voters a positive image of contemporary reality.

The sports metaphor proved a higher productivity for American election campaign discourse, along with a higher frequency of use and a wider pragmatic potential as compared to Russian political discourse of the same type at the given period.

Source domain "Theatre".

The present-day abundance and a wide use of metaphorical expressions based on the source domain "Theatre" are associated with peculiar characteristics of modern political campaigns and with mass media development. K. Gadzhiev takes the view that, in this connection, a gradual blur of the frames of informational programmes and entertainment shows *result in popularization of the political sphere, to emerging and expansion of so-called "show politics" based on "images" of politicians which represent products designed to meet prevalent tastes and mind-sets* (Gadzhiev, 1994).

The metaphor with source domain "Theatre" has a lower frequency of use when compared to game and sports metaphors and a narrower realization of its pragmatic potential. Its denotative sphere is comparatively wide although it doesn't have as many nominations.

The metaphors of this kind carry a negative connotation and are used to describe the characteristic features of how mass media keep shifting the focus of attention from one object to another to conquer a bigger audience by turning even workaday events into scandals.

M. Huckabee: *I'd like to thank the elite media for doing something … The reporting of the past few days have proven tackier than a costume change at a Madonna concert* (Huckabee, 2008).

Theatre metaphor proves to be an effective tool to create messages containing destructive criticism of opponent's supposedly vicious ideas.

J. McCain: *With that … let me make way for my opponent who, tonight, is making a comedy debut that we could call the final test of this campaign. Now a copy of the Senator's comedy routine was left on the table this evening* (McCain, 2008).

Theatre metaphor allows speaker to underline an active participation of a certain group of people in the country's life. For such a case, a semantically neutral language unit built into the context of the message obtains a distinct positive connotation.

J. McCain: *But with 1.2 million businesses today owned and operated by African Americans, more and more are no longer just spectators on the prosperity of our country* (McCain, 2008).

Russian and American election campaign discourses demonstrate the use of theatre metaphor for the purposes of comprehension of political life of the country and its subjects as an orchestrated and well-rehearsed activity in which the participants act according to a previously prepared script instead of according to their own political will. Besides, what is open to spectators isn't the complete vision of really important events and cause-and-effect links. The following examples possess a clear negative emotion connotation.

J. McCain: *What struck me the most about Senator Obama's convention was how much talk we heard about «change» from leaders in Congress who are running the show* (McCain, 2008).

A.Bogdanov: *Сейчас по телевидению идет очень много телевизионных шоу, современных, интересных, и я думаю, что то шоу, которое вы смотрите 18 лет уже, с одними и теми же исполнителями, я думаю, вам уже надоело* (Bogdanov, 2008).

The use of theatre metaphor can also create messages to appeal to the citizens' patriotic feelings thorough referring to international events:

D. Medvedev: *И в этом, на мой взгляд, коренится одно из фундаментальных исторических противоречий, связанных с присутствием России на международной авансцене* (Medvedev, 2010).

CONCLUSIONS.

Metaphorical models of election campaign discourse structure, the objective reality by meaning units retrieved from the spheres of human social activities. Among all the metaphoric models analysed within the framework of the present research, the sociomorphic metaphor with source domains "Crime", "War", "Game", "Sport", and "Theatre" demonstrated its universal status for American and Russian election campaign discourses regardless of uneven frequency of use of metaphorical expressions based on the transfer from the said spheres.

As the quantitative analysis shows, sociomorphic metaphorical model is particularly productive in American election political discourse while Russian candidates for presidency opt for manipulation resources suggested by other metaphorical models.

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