SEMANTIC PECULIARITIES OF PHRASEOLOGICAL UNITS IN THE CONTEMPORARY ENGLISH POLITICAL DISCOURSE

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În prezent, cercetarea asupra diferitelor aspecte ale limbajului politic devine din ce în ce mai importantă. O atenție deosebită este acordată utilizării mijloacelor de limbaj expresiv, și anume unități frazeologice, în discursurile politicienilor, articolelor din ziare și reviste, deoarece politica este o sferă a activității umane, care va atrage întotdeauna atenția sporită. Lingvistica contemporană promovează activ o abordare discursivă a studiului caracteristicilor comunicării politice. Acesta este ceea ce propune ideea multidisciplinarității, deoarece discursul expune textul în ansamblu, luând în considerare o varietate de factori, cum ar fi situația sociopolitică în care este produs, opiniile politice personale ale autorului, orientarea intenționată și conexiunea acestui text cu alte texte și, în cele din urmă, particularitățile percepției destinatarului asupra acestuia. Articolul încearcă să abordeze conceptul de emotivitate și unități frazeologice, aprofundând în trăsăturile discursului politic, analizând structura semantică a unităților frazeologice în mediatexte engleze contemporane prin lentila modalității ideologice, care reflectă ideologia societății, a statului, a punctelor de vedere politice ale presei și este strâns legată de modalitatea axiologică și deontică.

***Cuvinte cheie**: comunitate lingoculturală, unitate frazeologică, modalitate deontică, modalitate axilogică, discursul politic.*

Media plays an important role in shaping the information picture of the world of society and persists as an active participant in all political processes. On the one hand, the media strives to objectively reflect real reality (events, phenomena, characters), and on the other, they create their own reality, including political reality. The political life of a society depends on how its events and participants are presented in the media space. Media can create a positive image and reputation of a politician, or they can destroy him.

Political discourse is a set of speech processes and items in the field of political communication, in all of their richness and complexity or, as van Dijk put it, "is identified by its actors or authors, viz., politicians. Indeed, the vast bulk of studies of political discourse is about the text and talk of

professional politicians or political institutions, such as presidents and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels" [1].

Hence, it includes a message (the media text itself), a transmission channel, and
also extralinguistic factors (socio-historical, cultural and political and ideological context) and pragmatic factors (interpretation, assessment). We can identify three main ways of events coverage in the media: reflection, reconstruction, myth.

Reflection represents the most impartial reproduction of events and the absence of commentary and assessment. When *reconstruction* happens, real event are interpreted, commented and assessed on the basis of political and ideological attitudes. The *myth* coverage is an image of an event that often does not correspond to reality, the purpose of which is ideological influence in order to achieve political goals.

Ideology is traditionally defined as a set of ideas, views, a system of values and social relations that exist in a particular community. The ideological influence of the media on the formation of public opinion is carried out with the help of linguistic means used to interpret political events and assess their participants. Interpretation implies a certain freedom in the interpretation of the event, which is due to the semantics of the lexical and phraseological composition of the media text, as well as ideological factors.

Comparing information and analytical articles from various sources covering the same phenomena of public life, it is possible to note a different interpretation of events and determine the ideological orientation of the publication. Ideological modality is a special ideological shade that is conveyed through various linguistic means [2]. Ideological modality is determined when interpreting texts of political discourse, analyzing their lexical and phraseological composition.

In linguistics, modality is a functional-semantic category that expresses different types of attitude of an utterance to reality, as well as different types of subjective assessment of what is reported, that is, it conveys the speaker's attitude to the content of the utterance, the goal setting of speech, the attitude of the content of the utterance to reality. Distinguish between subjective and objective modality. In the texts of political media discourse, a special role belongs to subjective modality. The subjective modality of media texts contains an ideological component associated with the author's attitude to events in society.

We find it appropriate and rewarding to conduct a discourse analysis of the media text, taking into account extralinguistic, linguistic and pragmatic factors related to the text.

Extralinguistic factors include the economic and political situation in the country and in the world as a whole, events (current and previous, if they are related to the content of the text), the ideology of society, the state, as well as the ideological orientation of the source of information itself.

Linguistic factors include the connotative aspect of the semantics of lexical units containing a rational and emotional assessment of events taking place in the world.

The pragmatic aspect of phraseological units in the media text is the communicative strategy of the author, aimed at forming a certain attitude in the reader towards the reported.

In the linguistic aspect of the language of the media, one should single out phraseological phrases, proverbs, sayings and catchphrases, which are an obligatory stylistic component of the texts of political discourse. They give the text a certain influencing force, create a specific imagery. Phraseological units are able not only to express the corresponding thought more vividly, but also to convey the attitude to the event, various assessments of phenomena, facts and participants.

The world around is determined by the speaker from the point of view of his value picture of the world, this division is socially conditioned and reflected in the lexical and phraseological composition of the language. In the minds of each native speaker, the culturally significant connotations and assessments that he has learned in the process of socialization are stored, which are contained in the phraseological units of the linguocultural community. As a rule, the emergence of a phraseological unit is associated with some precedent phenomenon: a precedent name, a precedent situation, a precedent text or a precedent statement. Sometimes it is difficult to trace the etymology of the emergence of idioms, but the associations associated with them exist in the general cognitive base of society and in the individual cognitive base of each native speaker [4].

The texts of political discourse are characterized by a subjective and evaluative attitude to the content of the utterance. The function of media articles is to assess the facts set out in news reports. Evaluation, as a rule, is characteristic of the author's materials (author's article, editorial article, essay, reporting from the scene, interviews). The evaluativeness of the media text reflects the idea of the author (or editorial board) about the positive or negative content of the described political event or character.

Since the main functions of texts of political discourse are information and influence, phraseological units as units of secondary nomination play a special role in forming an assessment of an event, phenomenon or character described in a media text. Different types of assessment are most obviously present in information and analytical texts

and, to a lesser extent, informational or news texts. Evaluation in informational texts is often contained in quotations or in their indirect speech.

In the value picture of the world of any ethnic group, two aspects can be distinguished - a rational assessment of the objective world and an emotive, or emotional, assessment. But in natural language there is no purely emotional assessment, since language always presupposes a rational aspect. The separation of the purely rational and the purely emotional in language is conditional/provisional.

Rational assessment is directly related to the axiological modality that distinguishes between negative, positive and neutral assessments. The rational assessment contains the opinion of the subject about the positive or negative value of what is designated as a whole or any of its properties, based on knowledge of the conventional norms of the value picture of the world, which is formed on the everyday life image of the world that has developed in this linguocultural community.

In essence, any phraseological unit is colored axiologically. Evaluation is expressed explicitly if at least one component of the phraseological unit is evaluative or its internal form is evaluative. If all the components of a phraseological unit are non-judgmental and its internal form is erased, then the estimate is implicit. The assessment procedure (rational assessment) can be described using cognitive-modal operators consider what is good, bad, neutral, which are derived from the axiological operators “good”, “neutral”, “bad”.

Phraseological units of texts of political discourse in the overwhelming majority contain both rational and emotive, or emotional assessment. Rational and emotional assessments are interconnected and interdependent. In each specific case, it is very difficult to distinguish between the sensory and cognitive aspects of activity, since emotions stimulate action by making people feel as if something is important enough to pay attention to. It also explains why a stubborn emotion is unreasonable. By rating a transparent platform above the Grand Canyon as not unsafe while also fearing it, the subject is judging that what he or she believes is worthy of attention and action isn’t, resulting in evaluative commitments that are in conflict with one another [3].

Emotions are a form of reflection of reality, its cognition and are expressed by means of language. This is a way of a person's relationship to the world around him and to himself, which is associated with a figurative basis and is expressed in the form of direct experience. The emotional world is an integral part of human psychology. “The reasonable person” is necessarily also an “emotional person”. The dynamic unity of the rational and the emotional in the media text provides the possibility of dominance in the

expression of either intellect or affect, with the obligatory preservation of both components in each case.

Being the core of national-cultural connotation, imagery serves as the basis of emotive connotation. People's national and cultural identities are inextricably expressed in their language. In terms of axiology, determining what values may be communicated by linguistic units, particularly phraseological units, is an issue of enormous linguistic importance. Phraseology has a strong cultural base, exhibiting a worldview and the uniqueness of a cultural code. Phraseological units, according to M.L. Kovshova, are compressed cultural texts: verbalized cultural codes permeate the full idiomatic structure of the language [5].

Emotiveness is emotionality in linguistic refraction, that is, a sensual assessment of an object, the expression by linguistic or speech means of feelings, moods, and experiences of a person. Emotional assessment is transmitted in the language using various linguistic means, among which phraseological units occupy a special place. Information about the speaker's emotive attitude, contained in the semantic structure of a phraseological unit, can be established using the cognitive-modal operators experience disapproval, contempt, disdain, humiliation, censure or approval, delight, admiration.

In several phraseological units, there is also a deontic modality, which refers to subjective modalities in addition to the axiological and emotive modalities. The conformance of an activity or situation with established societal norms (legal, moral-ethical, and social) is examined in the deontic modality. Deontic norms are related with the classification of people's social behaviour and specify what is permitted and what is prohibited. They include individual norms of behaviour that are important for society's functioning and are ingrained in people's minds as mandatory regulators of behaviour.

As a result, ideological modality is a wide term that encompasses the three most common subjective modalities: axiological, emotional, and deontic. The axiological modality separates negative, positive, and neutral evaluations. The emotive modality encompasses a wide spectrum of moods and emotions, including acceptance, adoration, neutrality, and disapproval in its different shades (admiration, condemnation, etc.). What should, what is permitted, and what is prohibited are all prescribed by the deontic modality. By using modal operators of axiological, emotional, and deontic modalities, the ideological modality of phraseological units of political discourse texts may be codified.

Let us consider several examples of the use of phraseological units in an article of the British newspaper The Guardian "The Guardian view on

President-elect Donald Trump: a dark day for the world" and to determine the ideological modality of idioms [9].

To analyze the phraseological units of this article, it is necessary to take into account a number of extralinguistic factors. The Guardian is a quality paper and reflects the views of the British Labor Party and its political establishment. The article was published the day after the presidential election in the United States. Many politicians in Europe, including Great Britain, have supported the Democratic candidate, Hillary Clinton. Donald Trump's election victory came as a surprise to many, both in the United States and in Europe. The Guardian published an editorial and attempted to analyze the election results, reflecting the views of many of the UK's political elite. The text of the article uses various stylistic techniques, contains a lot of connotationally colored vocabulary and phraseological units that determine the ideological modality of the media text. To determine the ideological modality, it is proposed to consider several phraseological units found in the article.

1. "Republican congressional candidates who had scrabbled to put distance between themselves and their nominee after the ugly TV debates found themselves **riding to victory on Mr Trump's coattails**" [9].

To ride on smb's coattails - 'to have one's success dependent on that of someone else' [8].

Many US Republican candidates for the House of Representatives tried to distance themselves from Donald Trump during the campaign, but ended up in the House of Representatives as a result of his victory. Undeserved success causes negative rational assessment (modal operator "bad"), disapproving emotive assessment (modal operator "condemnation"). Such behavior and such actions do not correspond to the moral norms of society, i.e. "One should not" condemn a person, his actions and views, and then take advantage of his success for his own purposes (deontic modality).

2. "President Trump is the shock heard round the world. Now that he has won, the instant explanations have already started to flood in: that the mobilisation (or not) of this or that demographic was decisive; that he tapped the angry anti-establishment mood; that he spoke for millions who felt abandoned by the prosperous and progressive; that American nativism was always far stronger than liberals wanted to think; that he **rode the tiger** of post-truth politics; that the mainstream media failed to call him out; that it was the Russians who won it for him." [The Guradian]

To ride the tiger - 'take great risks' [7].

The Guardian newspaper is trying to explain the victory of Donald Trump in the presidential election and present it as an unexpected coincidence. From the point of view of the newspaper, the elected president

took great risks in his election campaign, ignoring objective facts and appealing to the emotions of the voters, that is, to form public opinion, he turned to "post-truth politics."

3. "In that sense, the Trump triumph has echoes of the increasingly alarming general rightward shift in the politics of other post-industrial western democracies, to which progressives have again produced inadequate responses. The parallel with Britain's Brexit vote is obvious and real. So, perhaps, is the further boost that the Trump triumph may hand to nationalists in many parts of Europe – Marine Le Pen **jumped quickly on that bandwagon**" [9].

To jump on the bandwagon - to start doing or saying something that a lot of people are already doing or saying – used to show disapproval [6].

Donald Trump's election was greeted by right-wing nationalist parties and politicians in Europe, such as Marine Le Pen in France. But in the article, support for the newly elected US president by nationalist leaders has a negative rational assessment, causes disapproval and condemnation from the point of view of emotions. Donald Trump's political program does not correspond to the social norms of a "democratic society" with its liberal values and tolerance (deontic modality).

It should be noted that the phraseological units in this article acquire an ideological modality and related assessments, which are ideologically motivated, reflect the attitude of the editorial staff of The Guardian and most of the British establishment to the unexpected victory of Donald Trump in the US presidential election. The ideological modality of the article's phraseological units is aimed at the formation of certain ideological attitudes among the readership, a negative attitude towards the elected President of the United States.

Based on the above mentioned types of media coverage, the article is a "reconstruction" and a "myth" because the results of the US elections are interpreted, evaluated, and the image of the victorious president is presented in a distorted form that does not correspond to reality. The purpose of this media text is to evoke a feeling of concern for the future of your country, for your own future, anxiety and fear of the impending changes in the world order, to arouse protest from readers and, possibly, push them to express dissatisfaction.

Thus, the ideological modality of media texts is a commentary and interpretation of information in order to form public opinion, induce certain actions. Phraseological units in the texts of political discourse are an important means not only for expressing the author's assessment of an event, fact or character, but also for imposing it on the addressee.

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