



The use of linguistic means of figurativeness and evaluativity to exert influence
in the speeches of the chief delegates of the Ukrainian SSR at the sessions of the
UN general assembly

Halyna Kankash ^{a1} , Tetiana Cherkasova ^a , Svitlana Novoseletska ^b ,
Natalia Shapran ^b , Liudmyla Bilokonenko ^c 

^a Sumy National Agrarian University, Sumy, Ukraine

^b National University of Ostroh Academy, Ostroh, Ukraine

^c Kryvyi Rih State Pedagogical University, Kryvyi Rih, Ukraine

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Abstract

The purpose of the study is to identify the figurative means in the formal diplomatic texts of speeches of chief delegates of the Ukrainian SSR to exert influence at the sessions of the UN General Assembly. Based on the interpretive method of speech analysis and the method of generalisation of the data obtained, an attempt was made to identify the main figurative means and expressiveness of speech, which help to achieve the effect of influence on the reader (listener). In order to identify hidden meanings, a hermeneutic approach to understanding texts was used. According to the results of the study, the most actively used linguistic means of figurativeness in the considered texts are epithets, metaphors, phraseologies. There are many more negative epithets used in the texts of speeches than positive ones, which aim to make people aware of the idea of self-preservation, to arouse emotions of anxiety, fear, vigilance. Metaphors of positive and negative evaluation are used to verbalise mental states, social states and thought processes. Most of the epithets, metaphors, idioms represented in the text are used to denote a negative evaluation, which is perceived as a deviation from the norm and is motivated by the following factors: the reluctance of people to take positive action, irresponsible attitude of some people towards others, socially unacceptable flaws and shortcomings. A logical continuation of this study is the analysis of linguistic means of figurativeness and evaluativity of other types of texts of the official style, including statements and conventions.

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¹ Corresponding author.

E-mail address: hd.kankash5894@uohk.com.cn

1. Introduction

The use of linguistic means of figurativeness and evaluativity to enhance influence is one of the main features of the quality of political discussion. Ukrainian and foreign scientific developments in this field create a qualitative basis for further development and improvement of strategies to influence the audience, which should be used in the analysis of texts of speeches of chief delegates of the USSR at the sessions of the UN General Assembly. The breadth and comprehensiveness of language mean that can be used to enhance the effect in the texts of speeches, makes it difficult and sometimes impossible to objectively address the full range of issues related to their quality use specifically in the formal diplomatic texts of speeches of chief delegates of the USSR at the sessions of UN General Assembly. Communicative linguistics is constantly enriched with new means and methods of business communication, which greatly complicates the task of objectively examining the ultimate effectiveness of the use of certain linguistic techniques (Tekşan et al., 2019).

In addition, it should be noted that currently language communication should be considered as an independent branch of the humanities, and a discipline that is closely related to rhetoric, applied, and structural linguistics. Such connections are systemic in assessing the effectiveness of the use of language in all areas of communication and will contribute to the further development of language means to be used to enhance the impact of business and official style (Tahiri & Muhaxheri, 2020). In this regard, the aim of the paper is to identify the figurative means used to exert influence in the formal texts of the speeches of the chief delegates of the Ukrainian SSR at the sessions of the UN General Assembly. The purpose of the paper is to analyse the peculiarities of the representation of figurative means in the tactics of influence. The study uses the analytical method to study a set of issues, taken into the topic. An in-depth and comprehensive analysis of this range of issues allows to form final conclusions on the coverage of the subject and to provide the study with a complete structure.

1.1. Literature review

In light of the latest achievements of communicative linguistics, it is important to study the language means used to create the necessary impression on the reader. Many representatives of various scientific directions were engaged in the study of the issues of manipulative language influence, namely: F. Batsevich (2004), T. Kosmeda and O. Haliman (2011), Yu. Mala (2015), V. Posmitna (2012), K. Ahrens et al. (2019), T. Stasiuk (2010), H. Girnth and S. Burggraf (2019), N. Sharmanova (2014), G. O'Grady (2017), L. Morska (2019), E. Oya (2019), S. Mada (2018) and others. The last ten years have been particularly emphasised by the active study of the means of manipulative influence in political discourse. V. Zirka and N. Zinukova (2014), L. Chik (2015), I. Shkitska (2012), A. Abdulameer and S. Noor (2018), D. Winter and R. Leclerc (2019), and other researchers in their scientific inquiries have chosen the problem of language manipulation as a priority. Despite the growing number of studies on pragmalinguistics, so far scientists have not identified and comprehensively studied the strategy of influence in the speeches of the chief delegates of the Ukrainian SSR at the sessions of the UN General Assembly, which determines the relevance of the present study. Language-communication as a science has been actively studied by many Ukrainian and foreign researchers, such as T. Kosmeda and O. Haliman (2011), G. Onufrienko and A. Chernevych (2010), V. Parashchuk (2017), G. Pocheptsov (1999), E. Bern (2016), T. van Dijk (2011).

1.2. Research questions

This study fills a current gap in Ukrainian sociolinguistics literature by answering the following research questions:

1. What are the main figurative means and expressiveness of speech, which help to achieve the effect of influence on the reader (listener)?
2. What hidden meanings are they have and how does it affect on the reader (listener)?

2. Method

The methodological basis of the study was the analysis of the scientific literature on the issue of manipulative influence. The material of the study was the speeches of the chief delegates of the Ukrainian SSR at the sessions of the UN General Assembly, in particular the speeches of the Ministers of Foreign Affairs of the Ukrainian SSR L. Palamarchuk, D. Bilokolos, Deputy Chairman of the Council of Ministers of the Ukrainian SSR P. Tronko, Chairman of the Council of Ministers of the Ukrainian SSR V. Shcherbytsky (Kachurenko & Nepiyvoda, 1977).

The definition of linguistic means of figurativeness and evaluativity was carried out using a qualitative interpretive method of analysis of the collected material and generalisation of the data obtained. The method for analysing the research corpus to identify the linguistic means of figurativeness and evaluativity to exert influence in the texts of speeches included:

- 1) investigation of the peculiarities of the representation of figurative means in the tactics of influence;
- 2) determining the focus point;
- 3) designing the social and psychological dependance of the perception of the text by the addressee.

In order to identify hidden meanings, a hermeneutic approach to understanding texts was used.

The methodology of this study is based on the analytical method of evaluating the principles of using linguistic means of figurativeness and evaluativity to exert influence in the texts of speeches of the heads of the Ukrainian delegation at the sessions of the UN General Assembly. An in-depth analysis of available publications within the research topic is performed and final conclusions about the achieved results are formed. The analysis of the scientific literature devoted to the issue of manipulative influence contributes to the qualitative disclosure of the subject matter and the formation of final conclusions based on the achieved results.

The peculiarities of the representation of figurative means in the tactics of influence are comprehensively covered by specific examples, which should emphasise the characteristic features of the means of speech used and their effectiveness in some cases. The analytical method for assessing the definition of focus points of the effects of influence in the texts helps to find metaphors, positive epithets, phraseologies, etc. that can enhance the overall effect of a particular speech and capture the attention of listeners to its characteristics. The qualitative implementation of the design of social and psychological dependence of the perception of the text by the addressee summarises the research and focuses on the results to be achieved in the end.

Thus, the chosen research methodology contributes to the comprehensive and high-quality disclosure of its stated topics and should be considered optimal in terms of the tasks that were set. This is also facilitated by the qualitative implementation of the analysis of the scientific literature, which was devoted to the issue of manipulative influence in general, and in cases covered by the study in particular.

3. Results and Discussion

Speeches belong to the diplomatic substyle of the official style and are a form of diplomatic communication in the field of international and interstate contacts (Lakoff & Johnson, 2004). M. Pylynsky (1982) noted that “the language of all other styles cannot be studied in isolation, in isolation from the artistic style, because the artistic style itself denied their general balance in the normative sense. And the language of artistic style has particular figures of speech. The image reflects and gives specifics to the reflection of our life experience, our visual, sensory, and auditory impressions. The imagery of speech is achieved by an unusual combination of words, their use in a figurative sense, which is the basis of metaphorisation (Kochan, 2008). The most actively used linguistic means of figurativeness and evaluativity in the studied texts are epithets, metaphors, phraseological locutions.

The epithet not only specifies the idea of the described object, but also reflects the emotional attitude to it. Epithets, following I. Shkitska (2012), are divided into positive and negative. Positive epithets, which reflect the intensification of positive assessment and expression of commitment to processes, states, persons on the part of the speaker, include, for example, the following: *courageous thought, star son, quiet diplomacy, radical improvement, green shoots, enduring power, fabulous accomplishments* (Kachurenko & Nepiyvoda, 1977, pp. 24-34).

These epithets are used in the sentences: “*The man paves the way to the stars nowadays, his **courageous thought** reveals the deepest natural secrets*”; “*Mr. Stevenson called on the participants of the Assembly to **quiet and honest diplomacy**....*”; “*....her **star son** Pavlo Popovych along with Andrian Nikolaev furrowed space for several days*”; “*There is **the only way to radically improve** the situation – the conclusion of the German **peace treaty** and the normalisation on its basis of the situation in West Berlin*” (Kachurenko & Nepiyvoda, 1977, pp. 24-27).

The speaker uses positive epithets to exert a manipulative influence on the reader (listener), namely the arousal of emotions of admiration, inspiration, interest. Positive emotions contribute to the inner psychological harmony, motivate people to useful activities and achieve results. Manipulative speech tactics are a set of in a certain way organised techniques of covert influence, aimed at achieving the desired effect or preventing unwanted results. Tactics become manipulative only in the context (Kachurenko & Nepiyvoda, 1977, p. 51).

Negative epithets, which reflect the intensification of negative evaluation and expression of disapproval of processes, states, persons by the speaker, much more, they are used in sentences such as: “*These actions of the United States border on **predatory piracy** on the high seas and deserve strong condemnation*”; “*The **hateful enmity** to the socialist state of the German Democratic Republic makes the policy of West Germany provocative*”; “*After all, workers, creators of material and spiritual values have always resisted the **atomic sacrifice** policy of those for whom building a path to the **world cemetery** is the highest goal, who is hiding behind the promises of commitment to peace, but at the same time turns these promises into **sonorous and empty phrases***”; “*Against this background, the **destructive flow** of the arms race is particularly acute*”; “*All this time, as evidenced by facts, ignoring the decision of the Security Council, the **brazen aggressor** continued to seize other people's territories ...*” (Kachurenko & Nepiyvoda, 1977, pp. 25-75). The speaker manages to use epithets with a negative connotation in order to arouse in people the awareness of the idea of self-preservation, to trigger anxiety, fear, alertness.

J. Lakoff and M. Johnson (2004) in their work “Metaphors as we live” argues that the speaker, using metaphors, thus transforms the “initial information” in the “final”, namely, that which will then form the opinion of the audience. Thus, by establishing a connection between familiar and unfamiliar

topics for listeners, combining all this in metaphorical images, politicians try to facilitate the audience's perception of information, give the opportunity to build verbal images in their minds.

Since the purpose of the text of any political speech is to convince and achieve emotional arousal, it is clear that a metaphor is an effective means of transforming the meaning of terms. Metaphors greatly facilitate the perception of political text, help to attract the attention of the addressee by the unusual combination of words. Metaphors have the ability to create the effect of extensive knowledge of the speaker, but can also divert the attention of the addressee from weaknesses in the construction of a sequence of arguments. The ability of metaphor to reflect a characteristic feature is very important (Semenyuk & Parashchuk, 2010, p. 204). Ukrainian researcher I. Lysychkina (2019, p. 234) believes that important characteristics of the discourse of strategic communications are visualisation and metaphorisation.

In the analysed texts, according to the authors' observations, simple genitive constructions prevail, in which “the term used metaphorically has a relation with the reference word, which is a noun in the genitive case” (Kochan, 2008, p.112): *the conscience of the people, the language of truth, the conquest of territories, the wave of anxiety, the vortex of war, the success of peace, the victory of reason, the conscience of the world, the abyss of war, the sprouts of trust, the tree of militarism, the fruits of aggression* (Onufrienko & Chernevych, 2010, p. 24-78), *the knots of contradictions* (Shkitska, 2012, p.34-36), *the secrets of nature* (Onufrienko & Chernevych, 2010, p. 24). These are substantive metaphors implemented in two-member constructions, which metaphorise concepts related to the inner world, people's experiences, the state of politics. The following groups are distinguished by the criterion of expressing a positive/negative evaluation (Table 1).

Table 1. The groups of metaphors distinguished by the criterion of expressing a positive/negative evaluation

Groups of metaphors	Examples	Application
Metaphors of positive connotation	<i>Sprouts of trust, the conscience of the people, the conscience of the world, successes of peace, a victory of reason, secrets of nature, the language of nature</i>	Metaphors of positive connotation are used to verbalise mental states, social states and processes, thought processes, namely: <i>the positive emotional feeling of the expected situation; the social condition of the people, in which morality is controlled; the social state of the world in which morality is controlled; social status of satisfaction with the achieved results; the social state in which rationality prevails; the state of human knowledge of nature; a social state in which nature has the same value as a man.</i>
Metaphors of negative connotation	<i>Vortex of war, a wave of anxiety, an abyss of war, tree of militarism, fruits of aggression, knots of contradictions, the conquest of territories</i>	Metaphors of negative connotation are also used to verbalise mental states, social states and processes, thought processes, namely: <i>the emotional state of fear, anxiety, confusion, aggression, stress; the social process of using military force, conducting aggressive policy; the process of thinking in order to solve problems.</i>

Metaphors indicated in the Table 1 are part of the sentence and together with the epithets create a general “figurative background” of the whole sentence, such as: “*The accomplishments of peace and progress are clearly reflected in the achievements of people's intellectual activity*”. “*Breakthrough of courageous people of Earth into space for us is a symbol of the unbreakable power of reason, which, being aimed at the good of humanity, is capable of worthy surprises and fabulous accomplishments*

in general”. “People are paving the way to the stars today, their **bold and demanding thought reveals the deepest secrets of nature**”. “**The conscience of the world has recently been shaken by the statement of the President of the United States, that in some circumstances the United States may take the initiative in a nuclear conflict** “. “**The Cold War machine has begun to slow down. At the same time, its exhaust gases still poison the surrounding political reality**”. “**The timid sprouts of confidence that appeared in the world after the conclusion of the Treaty on the Limitation of Nuclear Tests, unfortunately, have not yet manifested themselves in the heart of Europe**”. “**The problems, that the Soviet government demands to solve, are not local problems, they are not problems that only concern individual states – no. These are knots of contradictions, the threads of which extend to the hearts of people all over the world, wherever they live – in Asia, Africa, Europe or America** (Kachurenko & Nepiyvoda, 1977, p. 34-36). “**We are very concerned that the Bonn politicians and their patrons are growing a tree of militarism and revanchism**”. “<...> **The aggressor tries to use the fruits of his aggression, but does not bear any punishment for it...**” (Kachurenko & Nepiyvoda, 1977, p. 24-78).

There are also sentences where metaphors combine visual (shores, shark, sardine) and sound (lightning, thunder, victim's moan) associations: “**People hope and believe that the lightning of nuclear war will not sweep over the shores of rivers, seas, and oceans**” (Kachurenko & Nepiyvoda, 1977, p. 25). “**In fact, as former Guatemalan president Arevalo once put it, one of the parties to such a treaty is a shark, and the other is a sardine that must be the victim of one of the “high contracting parties” – the shark**” (Kachurenko & Nepiyvoda, 1977, p. 28). In the first sentence, the visual association represents the earth, and the earth is a symbol of stability, confidence, and security. People believe that there will be stability on earth, they will feel confident. After reading the second sentence, the images of a shark and a sardine appear before the eyes: powerful and unprotected. In many cultures, the shark is a symbol of power.

The observations have shown that phraseology is actively used to compile the considered texts. They condense a great deal of thoughts, emotions, human experience (Koval & Koptilov, 1975, p. 6). The following phraseologies with powerful expressiveness are observed in the speech: *fig leaf, an evil genius, dark days, loose change, a touchstone*. Among them are idioms of various origins, namely: biblical, from ancient mythology, from the beliefs of ancient people, from historical sources.

These phraseological units are presented in the sentences: “**Today this country is occupied by the United States against the will of its people, under the guise of a fig leaf of the inter-American armed forces**”. “**However, the main criterion in such an assessment, a touchstone on which to test the goals of their policies, their actions, is to achieve social development of all mankind and save it from nuclear fire**”. “**And how many of the best sons and daughters of Ukraine <...> were burned in Maidanek, Auschwitz <...> who were created by the evil genius of German imperialism and remain forever its indelible shame!**”. “**They openly state that <...> part of the occupied territory of the Arab nations should be annexed to Israel, and the rest should be used as a loose change**”. “**<...> the actions of the Israeli invaders are so reminiscent of the dark days of Hitler's aggression**” (Kachurenko & Nepiyvoda, 1977, pp. 23-80). Selected phrases require deciphering, their value of the situation is implicit (Table 2).

Table 2. Deciphering of the selected phraseologies

Phraseological unit	Description
<i>Fig leaf</i>	The phraseology is related to the Biblical text: the first people realised their nakedness and covered themselves. This phraseology is an expressive signal of condemnation, emotionally depicting the situation: the United States consciously makes a choice by pursuing a policy of

<i>Evil genius</i>	aggression. The idiom helps to recreate the subtlest aspect of meaning: a decent cover for the shameful actions of the United States, which introduced its army to allegedly defend the occupied land.
<i>Dark days</i>	The phraseology explains the beliefs of the ancient Romans: an evil guardian spirit pushes a person to bad deeds. The evil genius of German imperialism is Adolf Hitler. Due to the use of this phraseology, there is a figurative rethinking of events and processes of human life, the expression of a negative attitude towards the person and events and, accordingly, the arousal of a negative attitude towards the person in the listener (reader). Phraseology contains an expressive signal of emotions of fear, disapproval, powerlessness of the person before the unknown other side, promotes the creation of a shade of despair.
<i>Loose change</i>	We refer to the beliefs of ancient people that there are special days when an evil force can cause great disaster. This phraseology, according to N. Piddubna (2018, p. 55), refers to religious phraseology. The actions of the Israeli invaders are compared to the aggressive actions of the Nazis. The content of phraseology encourages a figurative rethinking of periods of human life, signals a negative characterisation of actions and individuals. Phraseology contains an expressive signal of emotions of fear, helps to create a shade of secrecy, obscurement.
<i>A touchstone</i>	The phraseology refers to the time of the appearance of banknotes. It is known that small coins are minted from cheap materials. Part of the Arab nations is compared to such changeable coins, where people are cheap material and their lives are worthless and can be sacrificed to achieve important goals. Phraseology is used for a figurative rethinking of events, states of human life, which contributes to the formation of a negative attitude towards the depicted persons, events in the reader (listener). Phraseology reproduces the subtlest shades of meaning, contains an expressive signal of the emotion of condemnation, because life is the greatest value. And if some states allow themselves to price the lives of people in other states as worthless, then this is a catastrophe that must be stopped.
	The basis of phraseology –a historical fact about the world's first coins. The forgery was distinguished with the help of black stone: a coin was run over the stone. The main criterion for evaluating (the touchstone) the actions of states – to achieve the social development of all mankind and save it from nuclear war. Phraseology is used to stimulate the transition to a positive direction of policy, helps to create a shade of authoritarian guidance.

All other phraseologies are colloquial. In verb phraseology, the verb in the indefinite form acts as a grammatically dominant element. For example: *to obey the will, to keep pace, to break the shackles, to throw mud, to put an end, to erase from memory, to rule out, to look into the eyes* (Kachurenko & Nepiyvoda, 1977, pp. 24-74). These phrases contribute to the clarity in the expression of thoughts and feelings the speaker seeks to convey in the form of figural expressions, namely: determination, solidarity, courage (positive feelings and thoughts) and indignation, reproach, disappointment (negative thoughts) and indicate: the position of aggressor nations; the position of the affected countries; the position of the UN; the position of the USSR.

The position of the aggressor nations: *“The political reality, which Western states stubbornly refuse to recognise, is the existence of two German states, not one <..>”* (Kachurenko & Nepiyvoda, 1977, p. 35); *“And no matter what the gentlemen in Tel Aviv did, no matter how much **mud they threw** at the defenders of peace and security of the peoples, they were unable to deceive them, failed to hide the fact that Israel is the initiator of the conflict in the Middle East, an actual aggressor ”* (Kachurenko & Nepiyvoda, 1977, p. 75).

The position of the affected countries: *“The peoples of Asia, Africa, Latin America have become active participants in international politics, who in a fierce struggle, **breaking the shackles** of colonialism and imperialism, made their way to freedom and national independence”* (Kachurenko & Nepiyvoda, 1977, p. 54).

The position of UN: *“Based on the declaration of independence of the former colonies and peoples living on its territories, the General Assembly at its current session should develop and approve concrete decisions on the abolition of colonial regimes in the territories where they now exist and force the colonisers to **carry out the will** of the vast majority of the peoples of the Earth”* (Kachurenko & Nepiyvoda, 1977, p. 37).

*“The experience of the former activities of the UN shows quite confidently that it played a positive role at a time when it acted in accordance with the basic provisions of the Charter, **kept pace** with developments in the world”* (Kachurenko & Nepiyvoda, 1977, p. 37).

The position of the USSR: *“Our people join their own voice to the voice of those who boldly condemn the aggression of Israel, demand the immediate cessation of aggression and the elimination of all its consequences. If the current crisis, created by the government of Israel and its supporters, is not decisively **put an end to** by a peaceful settlement, we could witness dangerous consequences that humanity will not forgive us”* (Kachurenko & Nepiyvoda, 1977, p. 37); *“The years did not destroy and **will never destroy from the memory** of our people those difficult times when Hitler's invaders <...> brought ruins and death to millions of people <...>”* (Kachurenko & Nepiyvoda, 1977, p. 79); *“The world is really full of events that give reason to look to the future with optimism. Along with this, it is impossible to rule out, due to naive simplicity or carelessness, the phenomena that are very dangerous from the standpoint of guaranteeing the basic condition of human life – peace”* (Kachurenko & Nepiyvoda, 1977, p. 24).

The phraseologies represented in the studied texts figuratively and evaluatively reflect the world political situation of that time.

4. Conclusions

Thus, according to the results of the study, most of the epithets, metaphors, phraseologies represented in the text are used to denote a negative evaluation. A negative evaluation is perceived as a deviation from the norm and is motivated by the following factors: the reluctance of people to take positive action, socially unacceptable flaws and shortcomings, contemptuous, superficial, irresponsible attitude of some people to others. In addition, signs of negative evaluation may include angry remarks about the methods used to resolve issues or engage in dialogue in specific situations. For the most part, the speeches of the chief delegates of the Ukrainian SSR at the sessions of the UN General Assembly condemn some of the policies of the United States and Western Europe in addressing a wide range of foreign policy issues.

In further studies, analysis of linguistic means of imagery and evaluation of other types of texts of the official style, in particular statements and conventions, seems promising. The results to be achieved in the course of such research will contribute to the further development of the style of formal business communication in the preparation of all types of documents. In the future, the results

of the study of language means of communication and assessment to exert influence in the texts of speeches should be used to improve the quality of business communication at all levels.

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Ukrayna SSR delegasyon başkanlarının BM Genel Kurulu oturumlarında konuşma metinlerinde etkinin uygulanması için dilsel imgeleme ve değerlendirme araçlarının kullanılması

Özet

Araştırmanın amacı, resmi iş tarzının diplomatik türünün BM Genel Kurulu oturumlarında Ukrayna SSC delegasyon başkanlarının konuşmalarının metinlerinde etkiyi uygulamak için kullanılan mecazi araçları belirlemektir. Yorumlayıcı konuşma analizi yöntemi ve elde edilen verileri genelleme yöntemi temelinde, okuyucuyu (dinleyici) etkileme etkisinin elde edilmesine yardımcı olan ana mecazi araçları ve konuşmanın ifade etme yollarını vurgulamak için bir girişimde bulunuldu. Araştırmanın sonuçlarına göre, epitetler, metaforlar ve ifade birimleri, incelenen metinlerde dilsel imgeleme ve değerlendirme araçları arasında en aktif olarak kullanılanlar arasındadır. İnsanları kendini koruma fikrinden haberdar etmek, endişe, korku ve uyanıklık

duygularını uyandırmak için konuşma metinlerinde olumlu olanlardan çok daha fazla olumsuz lakaplar benimsenmiştir. Olumlu ve olumsuz değerlendirme metaforları zihinsel durumları, sosyal durumları ve süreçleri, düşünme süreçlerini sözlü ifade etmek için kullanıldı. İfade birimlerinin kullanılması sayesinde, olayların figüratif bir yeniden düşünülmesi, insan yaşamının süreçleri meydana gelir, duygularını, gerçeklere karşı tutumlarını, olayları ifade etmek ve okuyucularda uygun duyguları uyandırmak için durumların duygusal bir görüntüsü mümkündür. Analiz, olumsuz bir değerlendirmeyi belirtmek için kullanılan metinde sunulan epitetlerin, metaforların ve deyimsel birimlerin çoğunun normdan sapma olarak algılandığını ve aşağıdaki faktörler tarafından motive edildiğini iddia etmemize olanak tanır: insanların olumlu eylemlerde bulunma isteksizliği , bazı insanların diğerlerine karşı sorumsuz tutumu, sosyal olarak kabul edilemez eksiklikler. Araştırmanın mantıksal bir devamı olarak, resmi iş tarzının diplomatik alt tarzının diğer metin türlerinin, özellikle de ifadeler ve Sözleşmelerin dilsel imgeleme araçlarının ve değerlendirilebilirliğinin incelenmesini görüyoruz.

Anahtar sözcükler: epitetler; metaforlar; ifade birimleri; sözelleştirme; manipülatif etki.

AUTHORS BIODATA

Halyna Kankash is a Lecturer at the Department of Foreign Languages of the Sumy National Agrarian University. Direction of her scientific research are the innovative approaches to teaching a foreign language in agricultural higher education.

Tetiana Cherkasova is a Senior Lecturer at the Department of Foreign Languages of the Sumy National Agrarian University. Direction of her scientific research are the innovative approaches to teaching a foreign language in agricultural higher education.

Svitlana Novoseletska is Ph.D. in Psychology, Lecturer at the Faculty of Romance and Germanic Languages of the National University of Ostroh Academy. Her research interests include language learning, teaching and linguistic research.

Natalia Shapran is Ph.D. in Psychology, Lecturer at the Faculty of Romance and Germanic Languages of the National University of Ostroh Academy. Her research interests include social Psychology, political communication and ethnopsychology.

Liudmyla Bilokonenko is Full Doctor in Philology, Associate Professor at the Department of Ukrainian Language of the Kryvyi Rih State Pedagogical University. Her research interests include communicology, conflict communication, stylistics.