

Research Topic: Metaphor in American Political Communication

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography

Key words: conceptual metaphor, political linguistics, political communication, metaphorical models, sphere-source

Abstract

The paper provides an overview of research into metaphor in American political communication.

Modern political language has a wide variety of different language means urged to help politicians achieve their goals. Due to the fact that many of these goals require influencing people's minds, the role of metaphor in political language becomes especially relevant. The use of metaphors for political leaders is the best way to express a lot by saying little, to provide the public with new ideas and generate interest to their expressions, making their speech more expressive, lively and imaginative. With the help of carefully selected metaphors, state leaders create a sense of closeness to the people, their communion with the voters.

Topicality: Timeliness of the topic is connected with the insufficiency of information about the role influence of metaphors on public opinion in American political discourse, the necessity to accumulate and organize data on contextual metaphor characteristics.

The object of the research is the American political discourse.

The subject is the conceptual metaphor in American politicians' speech.

The purpose of the paper is to study the features of the conceptual metaphor functioning in speech of American politicians.

The given purpose specified the fulfillment of the following **tasks**:

- 1) to study the nature, purpose and methods of political linguistics;
- 2) to determine the place of the metaphor in political linguistics;
- 3) to examine the concept of "conceptual metaphor";

- 4) to determine the characteristics of conceptual metaphor functions in political speech;
- 5) to study the models of metaphor formation;
- 6) to work out a classification of metaphorical models;
- 7) to identify and describe the features of the conceptual metaphor functioning in speech of American politicians.

This paper consists of introduction, two chapters, conclusion and the list of literature the research is based on.

The first chapter is devoted to the study of a metaphor as an object of cognitive linguistics and the tool for creating imagery in political texts, different classifications of political metaphors functions, their varieties and categories of metaphoric models.

The second chapter is based on the examples of metaphors taken from the speeches of American politicians, which are classified on the basis of metaphorical models and the sphere-source.

So, this research work enables us to make a conclusion that the metaphor is one of the main tools for creating political speeches.