

oposición

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 36, 2020, Especial N°

27

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

Comparative Analysis of Linguistic, Cultural, and Functional Peculiarities of Aphorisms in D. Trump and V. Putin's Political Discourse

Patrusheva E.V.¹

¹North Caucasus Federal University, Stavropol, Russia
Email: comparison@list.ru

Kamensky M.V.²

²North Caucasus Federal University, Stavropol, Russia
Email: stavdev@mail.ru

Lomteva T.N.³

³North Caucasus Federal University, Stavropol, Russia
Email: al_lomtev@mail.ru

Salnikova N.V.⁴

⁴North Caucasus Federal University, Stavropol, Russia
Email: ferventlilac@yandex.ru

Kalashova A.S.⁵

⁵North Caucasus Federal University, Stavropol, Russia
Email: askalashova@yandex.ru

Abstract

The paper focuses on considering from theoretical standpoint linguistic, cultural, and pragmatic aspects of aphorisms functioning in modern political discourse. Scientific data and materials have been obtained as a result of applying the following methods of investigation: continuous sampling method; lexical and semantic analysis method; classification method; quantitative research and deductive reasoning. The paper gives original definitions of the concepts used: political discourse, aphorism, conversational aphorism. In the given article we make an attempt at defining the linguistic status of aphorism and its role in structuring political discourse.

Recibido: 20-12-2019 • Aceptado: 20-02-2020

Keywords: aphorism, political discourse, pragmatic potential, national values, ethos characteristics of a nation, functions of aphorisms.

Análisis comparativo de las peculiaridades lingüísticas, culturales y funcionales de los aforismos en el discurso político de D. Trump y V. Putin

Resumen

El artículo se centra en considerar desde el punto de vista teórico los aspectos lingüísticos, culturales y pragmáticos de los aforismos que funcionan en el discurso político moderno. Se han obtenido datos y materiales científicos como resultado de la aplicación de los siguientes métodos de investigación: método de muestreo continuo; método de análisis léxico y semántico; método de clasificación; Investigación cuantitativa y razonamiento deductivo. El documento ofrece definiciones originales de los conceptos utilizados: discurso político, aforismo, aforismo conversacional. En el artículo dado, intentamos definir el estado lingüístico del aforismo y su papel en la estructuración del discurso político.

Palabras clave: Aforismo, Discurso político, Potencial pragmático, Valores nacionales, Características del ethos de una nación, Funciones de aforismos.

1. INTRODUCTION

Democratic changes within the Russian society at the end of the 20th century stirred up significant scientific interest in the problem of

political communication. In the latest researches political discourse is defined as a type of discourse with its specific characteristics and functions. For example, P. Chilton in his work "Analysing Political Discourse" underlines the competitive character of political discourse stating that "the use of language in political discourse can be seen as a form of competition among political actors wishing to promote, to have accepted, their own particular 'world'" (Chilton, 2004, 50). E. Sheigal conducted a comprehensive analysis of political discourse as an object of linguistic and cultural study, pointing out its constituent characteristics and functions (Sheigal, 2004). In the researches done by O. Parshina and O. Mikhalyova political discourse is considered as a special manipulative process, which is defined by various strategies and tactics (Parshina, 2007; Mikhalyova, 2009). Different papers are devoted to linguistic characteristics of modern political discourse, especially concerning the usage of metaphors in this type of discourse: sport metaphors in political speeches and their understanding by female audience (Radić-Bojanić, Silašk, 2013, 245-257), conceptual metaphors intrinsic to renewables in political discourse of Ukrainian PMs (Karpanov, 2015, 4-16), the journey metaphor which is considered as a discourse strategy in mediatized political speeches (David 2016, 7-20).

To start with, we define political discourse as a type of discourse of visual and theatrical character which is aimed at using the language as a means of control, conviction and manipulation of mass and individual conscience. Among the defining features of political discourse we also point out constantly growing level of expression in

the political leaders' speeches, the main aim of which is struggle for power oriented towards highlighting the personality of a political leader. With the rise of competition in the political sphere, political leaders from linguistic standpoint obtain individual characteristics. However, the issue with regard to the individual characteristics of political discourse is yet to be resolved.

Since a person cannot exist beyond the language as a means of integrating with his nation's culture, the focus on anthropocentric paradigm has contributed to the development of cultural linguistics, which analyses language and culture in their dialogue and interaction. Cumulating and conveying information, language reflects not only real and surrounding world but also mentality of a nation, national character, traditions, customs, system of standards and values (Ter-Minasova, 2000: 14–15). National and cultural characteristics are peculiar to all language levels, but they are more vividly expressed by means of aphorisms, by means of their inner form keeping and reflecting world perception of an ethnic group.

To reach the potential target audiences political speakers resort to different language means of expressiveness, heavily loaded with the aims in view of a particular orator. Among these we might come across aphorisms as well. Contemporary dictionaries define aphorisms as short witty sentences which express a general truth or comment (Collins Dictionary and Thesaurus of the English Language, 2011; Oxford Advanced Learner's Dictionary, 2015). Being an integral part of the national culture, aphorisms of different politicians absorb and embody not only different events taking place in the society but also

cultural peculiarities of a particular nation. Therefore, aphorisms of political leaders are able to influence and modify the opinion of the community in the most effective way. Consequently, the role of aphorisms in political discourse cannot be denied. It should be pointed out, however, that there is still a need to explore the issue of culture-based features of aphorisms functioning in political discourse which is much influenced by a particular world view of the community in question.

The importance of the problem of aphorisms is underlined by the fact that a number of detailed researches and publications are devoted to the problem in question: stylistic and syntactical characteristics of aphorisms are studied in Ph.D. researches of T. Manyakina (1980) and Van Lin (2005), national and cultural specific features of aphorisms are examined by O. Dmitrieva (1997) and A. Ammer (2005), relevance-theoretic analysis of aphorisms is carried out by M. Jodłowiec (2016). Some papers are devoted to the aphorisms of different outstanding writers and philosophers, for example, Lope de Vega (Blanco, Jiménez, 2016, 39-59), Mário Quintana (Mackenzie, Pontiero, 2019, 265-330), Francis Bacon (Geng, 2019, 1-24). The problem of understanding and defining aphorism as a language term draws attention of many modern scientists. As a result, it is possible to conclude that in contemporary linguistics there are numerous areas of studies connected with different views on the nature of aphorisms, the consequence of which is non-systemic representation of an aphorism as a language and speech phenomenon.

It should be taken into consideration that much attention in recent studies is given to creating banks of aphoristical expressions via lexicographic sources. “Live” speech creativity in the context of discourse aphorisation, however, has not become the subject of theoretical research yet. Thus, we should point out that comprehensive comparative analysis of ethnic characteristics of value-based potential of Russian and American aphoristic statements has not yet been carried out. As a result, we can conclude that the problem of complex linguistic, cultural, functional and pragmatic characteristics of a “live” aphoristical fund of modern Russian and American political leaders needs analysis and systematization, and that fact, consequently, proves the relevance of the present study.

Summing up we may conclude that the goal of our research is to reveal and determine national, cultural, functional and pragmatic peculiarities of aphoristic statements of V. Putin and D. Trump through the prism of their individuality as particular linguistic personalities driven by dominant political ideas aimed at audience manipulation.

2. METHODOLOGY

Following up the topic of the paper we set the following specific tasks to be accomplished in the present research: 1) to define linguistic status of an aphorism and its role in structuring political discourse; 2) to classify its language features; 3) to define functional and pragmatic

potential of aphorisms generally and to specify their functional peculiarities in political discourse; 4) to analyze aphorisms as a means of translating American and Russian national priorities; 5) to define linguistic, cultural, functional and pragmatic potential of aphorisms produced by V. Putin and D. Trump; 6) to conclude on the basis of comparative analyses about the nature of both presidents' linguistic personalities based on linguistic, cultural, functional and pragmatic features of the produced aphorisms.

Minding the main aim and the outlined tasks we have used the following research methods: a continuous sampling method employed in the process of selecting aphorisms in public speech texts of V. Putin and D. Trump; lexical and semantic analysis method, used to reveal the concepts representing national values of both cultures. In addition, we resort to quantitative research, which focuses on numeric data of V. Putin and D. Trump's aphorisms. The classification method is employed to create a systematic description of aphorisms according to their linguistic and pragmatic characteristics. Deductive reasoning is used to reach specific logical conclusions about national, cultural, functional and pragmatic peculiarities of aphoristic statements of V. Putin and D. Trump.

To achieve the aim of our research, we have singled out 45 aphoristic statements produced by V. Putin and 38 aphorisms produced by D. Trump in their public speeches or represented in their public social network profiles (www.stav.kp.ru, www.kremlin.ru, www.tass.ru, www.whitehouse.gov, www.thestate.com, www.twitter.com, www.cbsnews.com).

3. RESULTS and DISCUSSION

Although aphorisms reflecting history and culture of people in their semantics have been the object of many research efforts for a long time, they still need a generally recognized theoretical definition. M. Jodłowiec describes aphorisms as “pithy mini-texts, usually confined to one sentence or clause, through which the author comments on some universal truths or important aspects of human existence” (Jodłowiec, 2016, 9). In our analysis we support M. Jodłowiec’s view of aphorisms as mini-texts.

As for the main characteristics of aphorisms, to quote R. Gray (2018), “the quintessence of aphorisms or proverbs is their pithy wisdom; that that of the *Imaginatio Creatrix* communicating in poetic prose aphorisms provides fertile ground for new connections, new depths, and new transversals as well as epiphanies or what Ben Okri terms the alchemy of “serendipity””. M. Jodłowiec aptly points out that “being mini-texts, aphorisms constitute autonomous, self-contained textual units. This appears quite essential here, in that all the contextual information needed to understand an aphorism is contained in its text itself” (Jodłowiec, 2016, 9).

Therefore, the review of different researches conducted by scientists from various countries allows us to conclude that an aphorism is a concise statement, represented in an accurate form which is distinguished by neat expressiveness, generality, completeness and depth of an idea.

In our research we follow E. Vereschagin and V. Kostomarov in referring different proverbial expressions to language (mass) aphorisms and aphoristic statements which are pronounced for the first time and possess all aphoristic characteristics to conversational (individual) aphorisms (Vereschagin, Kostomarov, 1990, 24).

The basic non-language feature of mass aphorisms is conventionality. The analysis of research work conducted by scientists, as well as encyclopedia and dictionary articles (Vereschagin, Kostomarov (1990); Fedorenko, Sokolskaya (1990); Dmitrieva (1997); Geng (2019); Jodłowiec (2016)) allows us to divide all features of aphorisms into main and minor ones. The main language features are conciseness, depth of an idea, metaphorical sense and generality whereas expressiveness is an additional feature of an aphorism. The main feature of conversational aphorisms is the author presence, which means that these aphorisms have an author. Conversational aphorisms are also characterized by conciseness and direct sense of a statement. To minor features we refer generality, completeness, depth of an idea and paradoxicality. Syntactically a conversational aphorism can be represented by one or more sentences. Consequently, a conversational (individual) aphorism is the result of spontaneous speech creativity of a particular author, represented in a concise, complete, expressive, generalizing, paradoxical statement, which is characterized by accurate and neat form and syntactically performed by one or more sentences. A conversational (individual) aphorism is not fixed in lexicographic resources.

The analysis of pragmatic orientation of aphorisms and the study of political discourse functions allows us to reveal their partitive identity: they share regulative, axiological, and didactic functions. Political discourse is also characterized by promotional, representative, prognostic, identifying functions and the function of integration. Aphorisms, on the other hand, fulfill modelling and cumulative functions. Therefore, the functional paradigm of political discourse which is replete with aphorisms is expanded by the functions of aphorisms and it's possible to conclude that the political discourse serves all the functions mentioned above.

Three strategies are considered as a means of realization of each function in political discourse: play down strategy, play up strategy and theatricality strategy (Mikhalyova, 2009).

The play down strategy is used by a politician to dispel the position of his opponents. This strategy is realized by means of the following tactics:

- a) Negative attitude tactics;
- b) Accusation tactics;
- c) Impersonal accusation tactics when a speaker doesn't name the characters of the situation using different grammatical constructions instead of names;
- d) Denunciation tactics;
- e) Abuse tactics;
- f) Sending threats tactics.

The play up strategy is usually used to increase the importance of the speaker's status and the subject discussed. The strategy is implemented by the following tactics:

- a) Exposing positive attitude tactics;
- b) Representation tactics aimed at representing a person or thing in an attractive way by language means explicitly expressing positive attitude to the subject of the speech;
- c) Self-indulgence tactics.

O. Mikhalyova defines theatricality as one of the main features of modern political discourse due to the presence of an onlooker addressee, who perceives political events as some kind of performance.

The strategy of theatricality is characterized by the usage of the following tactics:

- a) Stimulation tactics;
- b) Cooperation tactics;
- c) Division tactics;
- d) Making a promise tactics;
- e) Prediction tactics;
- f) Warning tactics;
- g) Being sarcastic tactics (Mikhalyova 2009: 61–67).

Worthy mentioning is the fact that the above mentioned functions mutually stipulate in performing the agonal function of political discourse which is understood as the struggle for power.

The achievement of the politician's goal often depends on his ability to affect people and to gain their support. For these purposes

politicians often resort to a wide variety of expressive means in their speech which make their statements easy to remember and recognize on the grounds of people explicating their personal wisdom and thus may be referred to aphorisms.

Aphorisms, being a spontaneous speech creativity of a certain author, fix and reflect the outlook and the individuality of a linguistic personality as a generalized image of a bearer of cultural values which are product of not only information and knowledge but also life experience of a person. Values as a core of a national culture evoke concrete emotions and set a person's motives to act in a particular way while solving different problems.

Values are product of the type of socialization of particular people among which most relevant are specific historical circumstances and forms of communication. Among fundamental values of the Russian culture which form its basis and consequently define the main characteristics of Russian mentality we should point out moral values to which we refer patriotism, honesty, justice, decency, patience, dignity. Among social values, typical of Russian people, we single out communal spirit, labour, work, order, discipline and education. Material values, such as money and prosperity, are regarded by comparison as minor ones. The most important values of the American culture are independence, freedom, individuality and success. Labour, education and money act as a guarantee of success. Patriotism in the American mentality stands prior to all the other national values. It is necessary to underline that the consequence of the American commitment to the capitalist ideology results in the

dominance of material and economic values while moral ones come second.

In the coming up part of the research under analysis are language, cultural, functional and pragmatic features of V. Putin and D. Trump's aphorisms.

Our research has shown that 37% of analyzed V. Putin's aphorisms are represented by aphorisms expressing predominantly moral values among which are honesty, justice, responsibility, and modesty. For example:

1) The power of the truth. This formula contains the vocation of the media. Power lies in truth, and this is the only way the media can win the trust of millions of people (V. Putin; December, 20 2018; <http://kremlin.ru/events/president/news/59455>).

Highlighting moral values in his aphorisms, Russian political leader denies material ones:

2) Only if you create a product, a result that remains forever or for a long time, it makes you a happy person. Only then can you understand that you did not spend your life in vain, and not just, sorry for the bad language, beating up money, not knowing where to put them then (V. Putin; 13 December, 2018; <https://tass.ru/ekonomika/5909243>).

3) Being the richest guy in a cemetery is not the most fun story (V. Putin; 6 February 2019; http://www.topnews.ru/citation_22_0_1.html).

The Russian politician demonstrates his penchant for social values. The focal point of the forthcoming aphorism is maintenance of order and adhering to the law:

4) There is a situation in the world such that as if all play football, but at the same time apply the rules of judo wrestling. Here's an interesting game that turns out: it's not football or judo. It's just chaos (V. Putin; 25 May, 2018; <https://www.newsru.com/russia/25may2018/shootnik.html>).

5) I still have a habit - I can't leave the light on in the room. I go out-I always turn it off! (V. Putin; 15 June, 2018; <https://www.stav.kp.ru/daily/26692/3716161>).

V. Putin emphasizes perseverance and insistency as basic premises of a successful solution of problems, stressing the importance of a sensible and sound approach to issues:

6) Russia is a country with a thousand-year history. But we should not treat her like a beloved grandmother: give her medicines in time so that she does not get ill, and stop there. Not at all! We must make Russia young and forward-looking, and it is becoming so with each new generation (V. Putin, 23 December 2017; <http://kremlin.ru/events/president/news/56478>).

Patriotism (18%) is exceptionally high in Putin's hierarchy of values:

7) I believe that in the best, non-leavened sense of the word, patriotism cannot but be the basis for strengthening our state, in the broadest and most noble sense of the word (V. Putin; 20 December, 2018; <http://kremlin.ru/events/president/news/59455>).

Therefore, the given research results indicate that an absolute value and goal of V. Putin's political activity is the improvement of the life quality of Russian people. The success of the program is implicitly declared in his aphorisms, which reflect moral, social and political values represented as a guarantee of a modern prosperous society.

The analysis of the functional potential of aphoristic statements of the Russian political leader has shown that although Mr. V. Putin declares democratic principles of a society, a didactic function stands apart, which is based on the theatricality strategy, realized through a stimulating and warning tactics. This function is inherent to aphorisms which proclaim the value of labour, thoughtful and sound approach to problem solution, and the call for order:

8) There are rules that must be followed everywhere. If there is responsibility outside the Internet, it must also be on the Internet (V. Putin; 20 December 2018; <http://kremlin.ru/events/president/news/59455>).

By means of tactics of accusation and denunciation as a part of the play down strategy V. Putin decries laziness, and strive for wealth:

9) Let's not forget that life is finite. In the second or third generation, accumulated wealth is usually not kept in the family. Therefore, just like Gobseck, sitting on gold and accumulating it without any aim in view is meaningless. Just don't make a stake on it in your life (V. Putin; 13 December 2018; <https://tass.ru/ekonomika/5909243>).

It should be taken into consideration that a lot of aphorisms of the Russian political leader perform a combination of functions, which

reveals versatility and multi functionality of his aphoristic utterances. We can often notice a combination of a didactic function and a function of integrity, which underlines the unity of the President with the government and with people:

10) If we continue to chew through yesterday's problems, we will not even have time to jump into the last car of the "technological revolution" (V. Putin; 27 November 2018; <https://www.stav.kp.ru/daily/26913/3959223/>).

Thus, while analyzing the functional potential of aphoristic statements of the Russian political leader we have ascertained that his aphorisms fulfill different functions: representative, regulative, didactic, promotional, modelling, prognostic and the function of integrity. To realize all the functions V. Putin resorts to the three strategies: the play down strategy, the play up strategy, and the theatricality strategy and different tactics, which implement them.

The analysis of linguistic characteristics V. Putin's aphorisms has revealed a wide range of language means with the help of which individual aphorisms gain expressiveness.

The lexical level which is represented mostly by various colloquial words and phrases, phrases with figurative meaning, and vulgarisms merits special attention and determines the ambition of the Russian president to be close to people and deserve their recognition:

11) If we push this caveman nationalism forward, throw mud at representatives of other ethnic groups, we will ruin the country, which is not in the interest of the Russian people. And I want Russia to remain for the sake of the Russian people at that. And in this sense, I

said that I am the most correct, the most real nationalist and the most effective one. But this is not a cave rather stupid nationalism, which leads to the collapse of our state. Here's the difference (V. Putin; 18 October 2018; <http://kremlin.ru/events/president/news/58848>).

12) The growth of one percent was when he was Deputy Prime Minister, there is nothing to blame on the mirror, if the face is crooked. That's what people say. (V. Putin; 20 December 2018; <http://kremlin.ru/events/president/news/59455>).

To conclude, it is necessary to point out that with the aid of the given expressive means V. Putin declares quite a wide range of values, the key place among which is taken by the value of labour, disapproval of impractical and irresponsible approach to one's duties. These lexical means promote the value of order, safety, law and equality. Expressiveness is also attached by the use of emphasizing particles, phraseological units and figures of speech. On the syntactic level we point out stylistic devices, however the number of them is not considerable as they comprise 15% of all the language devices we singled out. This fact confirms the pursuit of the Russian political leader to speak the language intelligible to ordinary people and the efficacy of which proves rather high level of public trust in V. Putin.

The research of Donald Trump's value system based on studying his individual aphorisms has shown that success, the guarantee of which is persistence, tenacity and determination, is a key value in aphoristic statements of the American political leader:

13) Sometimes by losing a battle you find a new way to win the war. Don't ever get down on yourself, just keep fighting - in the end,

you WIN! (D. Trump: 23 May 2014; <https://twitter.com/realdonaldtrump/status/469816814591938560>);

14) We will face challenges, we will confront hardships, but we will get the job done (D. Trump: 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>).

A special place in Trump's hierarchy of value priorities is given to patriotism. All the political activities of the American president are aimed at reviving the former glory of his country. In the examples 15 and 16 below Donald Trump points out that cherishing the value of democracy and the unity with people will work to the end of restoring power, wealth and safety of the USA:

15) Together, We Will Make America Strong Again. We Will Make America Wealthy Again. We Will Make America Proud Again. We Will Make America Safe Again (D. Trump, 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>);

16) We – we need strength, we need energy, we need quickness and we need brain in this country to turn it around (D. Trump, 6 August 2015 <https://www.cbsnews.com/news/transcript-of-the-2015-gop-debate-9-pm/>).

Despite the predominance of material values over moral ones in American people's minds, in 18% of analyzed aphorisms D. Trump capitalizes on such qualities as honesty and responsiveness. It shows that his policy is operated in accordance with the rules of public

morality and is conditioned by the orthodox religiousness of his personality:

17) When you open your heart to patriotism, there is no room for prejudice. The Bible tells us, “How good and pleasant it is when God’s people live together in unity.” We must speak our minds openly, debate our disagreements honestly, but always pursue solidarity (D. Trump; 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>). Thus, our research of cultural characteristics of D. Trump’s aphorisms has shown that the main national values of the Americans are political and social as opposed to the moral ones, which prevail in Russian mentality.

Our analysis shows that aphoristic statements of the American political leader perform the following functions: representative, regulative, didactic, and promotional and the function of integrity. As well as Mr. Putin, D. Trump exploits all three strategies and various tactics in implementation of the functions. The analysis indicates that the representative function is typical of Trump’s aphorisms. This function is fulfilled mostly by the tactics of representation and the tactics of expressing positive attitude of the play up strategy and contributes to the demonstration of the power, uniqueness and steadfastness of the USA and also the characteristics of Trump’s personality:

18) When America is united, America is totally unstoppable (D. Trump; 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>);

19) I have no patience for injustice, no tolerance for government incompetence, no sympathy for leaders who fail their citizens (D. Trump; 21 July, 2016; <https://www.thestate.com/news/politics-government/article91203222.html>).

The function of integrity, often combined with the representative function, is of pragmatic importance which is conditioned by the necessity to unite with American people:

20) A new national pride will stir our souls, lift our sights, and heal our divisions (D. Trump, 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>).

Preeminence of the representative functions in Trump's aphorisms in comparison with didactic function of V. Putin's aphoristic statements is in line with the established democracy of the American society while Russian society is only at the beginning of the way towards this system of government.

The study of linguistic peculiarities of D. Trump's aphorisms has demonstrated a wide variety of stylistic devices (57%), which are represented in smaller numbers (29%) in the aphorisms of the Russian political leader. Among these stylistic devices we single out anaphora, antithesis, epiphora, parallelism, comparison, anadiplosis, chiasmus, which interact with each other and thereby contribute to emphasis and expressiveness of the speech accenting the vital issues, questions and ideas. In the examples below (21 and 22), anaphoric parallel constructions are exemplified:

21) We are one nation – and their pain is our pain. Their dreams are our dreams; and their success will be our success (D. Trump, 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>);

22) We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams (D. Trump, 20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>).

On the lexical level there are metaphors, epithets, lexical repetitions. Expressive intensification of aphorisms is realized by means of using a significant amount (49%) of abstract nouns which affect the creation of the “elevated” style, peculiar to aphorisms and typical of proclaiming fundamental values of the American society – independence and democracy, and also to aphorisms representing personal qualities. The following statement is the example of using lexical repetition of the adjective one and abstract nouns heart, home, destiny:

23) We share one heart, one home, and one glorious destiny. – Donald J. Trump (20 January, 2017; <https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>).

The application of colloquial words and phrases is also found in Trump's aphoristic statements, however, the total number of these language units is significantly smaller compared to V. Putin's aphorisms and accounts for 2% of the whole number of expressive

means. This fact allows us to say that the political leaders choose different ways in achieving the main agonal function of political discourse.

4. CONCLUSION

Intensive changes in social and political life at the beginning of the 21st century, and as a consequence, concentration of the public attention on the personality of a political leader, his speech, and his main goal of struggle for power has led to growing expressiveness of political discourse achieved by different language means. The research has shown that due to a wide variety of expressive means political discourse generates aphorisms, which, being the result of a spontaneous speech creativity represented in statements, fix and reflect the worldview of a linguistic personality as a generalizing image of the carrier of cultural, language, communicative and activity values.

The linguistic and cultural analysis of V. Putin's speech aphorisms has revealed that the absolute value and goal of his policy is the improvement of the quality of life of Russian people, contribution to the country's economic prosperity and social stability. The necessity and significance of this course are proclaimed implicitly in the aphorisms, which reflect moral, social and political values represented as a guarantee of modern prosperous society. 32% of V. Putin's aphorisms express values of moral and ethical character such as honesty, responsibility, modesty, justice.

In D. Trump's speeches the top priority is given to fundamental political values of the American society: freedom, independence, democracy, equality. An exceptional place in the speeches of the two presidents is taken up by patriotism. Both political leaders also prioritize social values. Faced with the socio-political environment in the modern world, which is vulnerable to military actions and terrorist attacks, one of the dominant values proclaimed in their aphorisms is safety.

The comparative analysis of the functional capacity of Russian and American political leaders' aphorisms with considerable explanatory power demonstrates that their aphoristic statements fulfill a wide variety of functions: representative, regulative, didactic, promotional, modelling, and prognostic and the function of integrity. Representative function, which contributes to the demonstration of power, uniqueness and steadfastness of the USA, is common in D. Trump's aphorisms. This function is realized by means of the tactics of the play up strategy, such as tactics of representation and tactics of expressing positive attitude.

In spite of the proclamation of democratic principles of the society, didactic function stands out among the functions performed by V. Putin's aphorisms. It is peculiar to aphoristic statements which emphasize the value of labor, thoughtful and sound approach to problem solution, and call for order which is explained by the prescribing type of mentality. The didactic function of V. Putin's aphorisms is based on the strategy of theatricality, realized through tactics of warning and stimulation.

The prevalence of the representative function in D. Trump's aphorisms in comparison with the dominating didactic function of aphoristic statements of the Russian president can be interpreted as an affirmation of a democracy of the American society, while the Russian society is just underway to democracy.

In the aphorisms of both political leaders we have identified the function of integrity often combined with the promotional function, which is determined by the necessity of unity and solidarity of people in order to protect their home country.

The present study of linguistic features of V. Putin and D. Trump's aphorisms demonstrates some differences in the choice of language means, with the help of which individual aphorisms obtain expressiveness and communicative pragmatic peculiarities. Special attention is paid in V. Putin's aphorisms to the lexical means represented mostly by various colloquial words and phrases, which reveals his striving towards being closer to people and gaining their recognition. Through the medium of these expressive means V. Putin states an extensive range of national values, the key among which are the value of labor, deprecation of inaction, and irrational irresponsible approach to one's duties. Among the most common expressive means in D. Trump's aphorisms we can single out different stylistic devices, namely, anaphora, antithesis, epiphora, parallelism, comparison, and anadiplosis, chiasmus which interact with each other and contribute to singling out the vital issues, settings and ideas. Extra emphasis of the aphorisms is created through the use of a significant amount of abstract nouns which influence the creation of the "high" style, peculiar to the

proclamation of fundamental values of the American society – freedom, independence, democracy and also the personal characteristics of the American president.

The results of the comparative analysis of linguistic-cultural and functional-pragmatic characteristics of D. Trump’s and V. Putin’s aphorisms are represented in Annex 1.

Annex 1: Comparative Analysis of Linguistic-Cultural and Functional-Pragmatic Characteristics of D. Trump and V. Putin’s Aphorisms

National and Cultural Peculiarities of Aphorisms	Values		V. Putin (number of aphorisms)	D. Trump (number of aphorisms)
	Moral Values	Patriotism	10	9
		Responsibility	4	2
		Honesty	3	2
		Justice	3	1
		Decency	2	-
		Dignity	2	3
	Social Values	Safety	7	3
		Religion	-	2
		Labour, work	3	2
Order, discipline		4	-	
Education		2	2	
Peace		2	1	
Success, following the		2	7	

		dreams				
		Communal spirit	3	2		
		Individualism	1	2		
	Political Values	Democracy, equality	2	4		
		Freedom	1	3		
		Law	4	1		
	Economical Values	Prosperity	2	4		
		Competitive ability	1	3		
	Functional Potential of Aphorisms	Functions	Strategies	Tactics	V. Putin	D. Trump
		Representative	play up	of representation	7	15

			of ex pr es si ng po sit iv e att itu de	3	3
		play down	of ac cu sa tio n	-	3
			of de nu nc iat io n	1	-

			of ex pr es si ng ne ga tiv e att itu de	7	2
		theatricality	of w ar ni ng	1	-
			of pr o mi se	-	2

	Regulative	play down	of de nu nc iat io n	3	-
			of ac cu sa tio n	1	-
			of th re at en	3	-
		theatricality	of w ar ni ng	3	3
			of pr o mi se	1	-

			of co nv in ci ng	-	3
Promotional		theatricality	of sti m ul ati ng	6	12
			of pr o mi se	2	-
			of w ar ni ng	1	-

			of sa rc as m	1	-
Didactic	theatricality		of sti m ul ati on	20	8
			of sa rc as m	1	-
			of w ar ni ng	7	-
Modelling	theatricality		of sti m ul	5	3

	Function of Integrity	theatricality	of w a r n i n g	2	-
			of s t i m u l a t i o n	6	3
			of c o n v i n c i n g	-	4
			of p r o m i s e	2	2
	Prognostic	theatricality	of s t i m u l a t i o n	1	-

			of w ar ni ng	1	-
			of pr o mi se	1	-
Linguistic Potential of Aphorisms	Language Level	Means of Expressiveness	V. Putin	D. Trump	
	Morpho-logical Level	diminutive and depreciative suffixes	1	-	
	Lexical Level	abstract nouns	31	73	
		Antonyms	4	4	
		phraseological units	7	3	
		Jargonisms	1	-	
		colloquial phrases	7	2	
		Idioms	3	1	
		Metaphors	12	8	
		Comparison	4	-	
Allusion	2	1			

Syntactic Level	Metonymy	2	2
	Epithet	6	15
	lexical repetition	4	3
	Antithesis	4	4
	rhetorical questions	-	1
	interrogative sentences	2	-
	aposiopesis	1	-
	Inversion	2	-
	Gradation	3	6
	Anadiplosis	-	2
	epiphora	1	4
	polysyndeton	-	3
	Anaphora	1	4
Parallelism	1	11	

REFERENCES

- AMMER, A.V. (2005). **Verbalization of the fragment of the sphere of concepts “moral and ethical values” in aphorisms and proverbs.** On the material of English and Russian languages. 186 p.
- BÁNHEGYI, M. (2015). **Translation and Political Discourse.** Acta Universitatis Sapientiae, Philologica,

BLANCO, E., JIMÉNEZ, A.S. (2016). **Lope de Vega, en la encrucijada de la novella (corta): sentencias y aforismos en las Novelas a Marcia Leonarda.** *Revista de filología española (RFE)*, XCVI, 2016, pp. 39-59.

Collins Dictionary and Thesaurus of the English Language (2011). HarperCollins Publishers. 1344 p.

CHILTON, P.A. (2004). **Analysing Political Discourse.** Psychology Press. 226 p.

CHUDINOV, A. (2008). **Political Linguistics.** Moscow: Flinta: Nauka.

DAVID, C. (2016). **The Journey Metaphor in Mediatized Political Discourse.** *Acta Universitatis Sapientiae, Philologica.*

DEMIYANKOV, V. (2019). **Political Discourse as a Subject of Polical Philology.** www.infolex.ru/PolDis.html.

DMITRIEVA, O.A. (1997). **Cultural and linguistic characteristics of aphorisms and proverbs.** On the material of French and Russian languages. 189 p.

FEDORENKO, N., SOKOLSKAYA, L. (1990). **Aphoristics.** Moscow, 1990.

GENG, P. (2019). **Jurisprudence by Aphorisms: Francis Bacon and the “Uses” of Small Forms, Law.** *Culture and the Humanities*, 2019, pp. 1-24.

GRAY, R. (2018). **Ben Okri's Aphorisms: “Music on the Wings of a Soaring Bird”**, *Academic Journal of Interdisciplinary Studies.*

HORNBY, A. S. (2015). **Oxford Advanced Learner's Dictionary**. Oxford University Press, 2015. – 1820 p.

JODŁOWIEC, M. (2016) **Indeterminacy in verbal communication: a relevance-theoretic analysis of aphorisms**. *Studia Linguistica Universitatis Jagellonicae Cracoviensis*. pp. 7-19.

KARPANOV, A. (2015). **Conceptual metaphors in Ukrainian prime ministers' discourse involving renewables**, *Topics in Linguistics*.

KHAZAGEROV, G. (2002). **Political Oratory** Moscow.

ŁAČKA-BADURA, J. (2017). **Metaphorical conceptualization of success in American success books**. *Aphorisms and quotes, Lingua Posnaniensis*.

MACKENZIE, A.L. PONTIERO, G. (2018). **The Poems and Aphorisms of Mário Quintana**. *Bulletin of Spanish Studies*.

MANYAKINA, T.I. (1980). **Linguistic and stylistic features of aphorism genre**. On the material of German language dis. ... kand. filol. nauk. Dnepropetrovsk, 230 p.

MIKHALYOVA, O. (2009). **Political Discourse: Specifics of Manipulative Impact**. Moscow: Librokomb.

PARSHINA, O. (2005). **Strategies and Tactics of Speech Behavior of Russian Modern political elite**. Ph.D. thesis Saratov, 2005.

RADIĆ-BOJANIĆ, R., SILAŠK, N. (2013). **Metaphors of Hegemonic Masculinity**. *Women's Understanding of Sport Metaphors in Political Discourse, Gender Studies*.

SCHÄFFNER, CH., BASSNETT, S. (2010). **Political Discourse, Media and Translation**. Cambridge Scholars Publishing, 2010. – 246 p.

Sheigal, E., *Semiotics of Political Discourse* [Semiotica politicheskogo discursa], Moscow, 2004.

TER-MINASOVA, S. (2000). **Language and Intercultural Communication**. Moscow: Slovo, 2000.

Van Lin. (2005). **Compositional and syntactic organization of Russian aphorisms of the second half of the XIX century**. Author's thesis. Sankt-Peterburg, 2005, 20 p.

VERASCHAGIN, E., KOSTOMAROV, V. (1990). **Language and Culture**. Country Studies in teaching Russian as a foreign Language. Moscow.



UNIVERSIDAD
DEL

opción

Revista de Ciencias Humanas y Sociales

Año 36, N° 27, (2020)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.

Maracaibo - Venezuela

www.luz.edu.ve

www.serbi.luz.edu.ve

produccioncientifica.luz.edu.ve