

СЕКЦИЯ 1

ЛИНГВИСТИКА ЭКОНОМИЧЕСКОГО И СОЦИАЛЬНО-ПОЛИТИЧЕСКОГО ДИСКУРСА

О.В. Андрущак,

Т.Я. Фитьо

Львовский национальный
университет им. И. Франко (г. Львов)

DISCOURSE OF IRAQI WAR

Political discourse as the one influencing public opinion, and hence the choices and way of life of people has caused a lot of discussions in the last decades of the XXth and the beginning of the XXIst century. There are a lot of works dedicated to different aspects of political discourse; still there are subjects not enough investigated. The task of the present work is not to discuss general questions of discourse analysis. It offers the results of the study of political speeches dedicated to the topic of Iraqi war.

The actuality of the work consists in the fact that it makes cognitive-linguistic analysis of discourse about Iraqi war, which helps to some extent to reveal the mechanisms of influencing mass consciousness and modify it by manipulating information and language.

Analyzing the pragmatic aspects of using language, we will consider mostly lexical level of the language. The methods of analysis are the method of functional-semantic fields; the componential sense analysis — the meaning of the term is decomposed into minimal semes; the elements of statistical analysis are applied — the frequency of usage of certain lexical units is estimated.

The stylistics of communication of the power with the people has changed. The idea of the unity and the need of the power in the support of each citizen are emphasized. It is revealed in frequent addressing to people like *dear friends, pretty good company, good folks*, which erases the distance between power and ordinary people. The American national idea is strongly stressed and repeated in different ways. This is realized through frequent usage of lexemes *America, American nation, our (your) nation, our (your) country, our citizens, our families, to stand up for America*.

A group of lexemes connected with the topic of war — military, combat missions, global war, enemies, destroy, guards, courage, threat, to mobilize forces, to serve etc.

As always during wars the theme of patriotism is raised, which is supported by the lexemes defend the country, courage, bravery, etc. of the citizens, on which the country depends, time if sacrifice, etc.

Another point is the integration of the idea of global mission of the US to save the world from the terrorism into mass consciousness. The whole range of lexemes have got new connotations to serve this aim. These are, e. g. *terrorism, terrorist threat, terrorist attack, global war, dangerous enemies, terrorist hateful ideology that rejects tolerance and crushes all dissent*, etc. As opposite to the topic of war and as alternative to *the ideology of terrorists* American way of life is described, which actualized lexemes like *piece, high level of life, family, love*, i.e. eternal human values, which are shown to be fought for by Americans.

The mechanism with immense psychological effect is appellation to the notions of *freedom, liberty, democracy, safety, security of the country, citizens and their families*. As the nation with more than two hundred history of democracy, Americans value freedom and liberty above all. These two lexical units have got an immense number of collocations and usages (freedom of thought, word, religion, etc.). The use of them appeals to each citizen with his own understanding of freedom of liberty. Safety and security are other notions inherent in the American understanding of normal way of life. Conversations about danger appeal therefore, both to the mind and emotions, which makes the influence much stronger.

Terrorism is seen as the danger to safety and security of Americans and their families, and something that wants to destroy their way of life, freedoms of Americans and liberty of their country. The usage of the lexeme terrorism has changed lately; its meaning was expanded to serve the task of justifying by no means unjust war in Iraq, covering it with honorable aims.

In summary, the whole ideology is developed, to support the view on Iraqi people as terrorists who threaten the world society. This ideology is poured on ordinary Americans and people from other countries from the lips of American leaders, the pages of newspapers and from radio and television.

Е. А. Белицкая,

К. Г. Воробьев

*Белорусский государственный
экономический университет (г. Минск)*

К ПРОБЛЕМЕ АНГЛИЦИЗМОВ В НЕМЕЦКОМ ЯЗЫКЕ

Немецкие лингвисты всерьез обеспокоены стремительным наступлением английского языка: по их мнению, если эти тенденции сохранятся, немецкий язык будет полностью вытеснен гибридным языком, который ученые называют «Denglish» - Deutsch + English. Обращает на себя внимание то, что от Deutsch осталась одна единственная буква D.

Современную языковую ситуацию характеризует интернационализация терминологии, связанная с научно-техническим прогрессом. В немецком языке появилось немало иностранных слов и терминов интернационального характера, которые его в известной мере обогатили. Вместе

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