



*Asesorías y Tutorías para la Investigación Científica en la Educación Puig-Salabarría S.C.
José María Pino Suárez 400-2 esq a Lerdo de Tejada, Toluca, Estado de México. 7223898473*

RFC: ATI120618V12

Revista Dilemas Contemporáneos: Educación, Política y Valores.

<http://www.dilemascontemporaneoseducacionpoliticayvalores.com/>

Año: VII Número: Edición Especial Artículo no.:65 Período: Diciembre, 2019.

TÍTULO: La metáfora como herramienta clave en la formación de la opinión pública en los medios políticos franceses.

AUTOR:

1. Orujova Yegana Mashadi.

RESUMEN: El papel de las metáforas en el proceso de comunicación es uno de los temas principales que está en el centro de atención de los académicos que se ocupan del análisis del discurso. Su investigación es importante no solo desde el punto de vista teórico sino también práctico. En el resultado de la investigación y el análisis, se ha concluido que las metáforas utilizadas para manipular la conciencia pública juegan un papel importante en influir políticamente en el lector. El uso de la metáfora en el discurso de la prensa política difiere según las percepciones del periodista, el nivel de pensamiento metafórico y los objetivos del periodista.

PALABRAS CLAVES: discurso, prensa política, metáfora, conciencia pública.

TITLE: Metaphor as a key tool in the formation of public opinion in the French political media.

AUTHOR:

1. Orujova Yegana Mashadi.

ABSTRACT: The role of metaphors in the communication process is one of the main issues which is in the focus of attention of scholars dealing with discourse analysis. Their research is important not only from theoretical but also from practical point of view. In the result of research and analysis, it has been concluded that metaphors used to manipulate public consciousness play a major role in influencing the reader politically. The use of metaphor in the discourse of political press differs depending on the journalist's perceptions, the level of metaphorical thinking and the journalist's goals.

KEY WORDS: discourse, political press, metaphor, public consciousness

INTRODUCTION.

Analysis of political and media discourses, which have a special role in society, is characterized by the fact that, unlike other discourse types (literary, scientific, etc.), they occur in real time, and therefore, generate a strong pragmatic interest. Based on scientific sources, it can be noted that political and media discourses refer to the most verbalised discourse types of conceptual metaphor. The main purpose of this article is to identify the manipulative potential of metaphors used in political media discourses in French.

Journalists play a major role in forming public opinion, acting as mediators between professional politicians and non-professional audiences in the media discourse. The French political media has all the opportunities to control the views and attitudes of the audience. Expressivity is one of the main means of influencing the addressee to form public opinion in the political press discourse.

Figurative use of words in the newspaper, phraseological compounds, tropes and figures, metaphorical use of terminology serve as emotionally charged elements. The figurative use of special vocabulary is a characteristic feature of the French press. This role is often performed by a metaphor that creates metaphorical constructions based on terminological lexicon in French press (Abdullayev S. 2013).

As there is a speaker who has a speech in such discourses that have a limited interactivity, he/she tries to keep the audience under his/her influence. The subject of speech is trying to influence the will or behavior of the addressee, making them accept his/her point of view, and prefers to use appropriate metaphors here.

The subject of speech using the metaphor of speech that transmits certain information about reality achieves not only the great expressiveness and emotionality of the text but also the persuasion. The opinions and considerations made during the study have been explained on concrete language materials (French press: Libération, Humanité, Nouvel Observateur, etc.).

DEVELOPMENT.

Metaphor is the most widespread method that plays an important role in the process of conceptualization in discourse and represents knowledge structures. Their cognitive features have recently become a leading topic in the discursive-cognitive paradigm. Metaphorization is a figurative thought, an integral part of scientific thinking and scientific discourse. The research of metaphor is conducted in different directions. Research on metaphor holds a central place in modern cognitive psychology. The metaphor or metaphorical use of the word, the transfer of one subject's name to another is not a language means to express only the similarities and resemblance, etc.; the metaphor is a special way of understanding.

It is well known that we are talking about conceptual or cognitive metaphors in modern science. It is natural that a person thinks and judges in the process of cognition, not with the real objects and events themselves, but with the language signs that nominate and represent them [S. Abdullayev, 2013. p.505].

According to foreign scientists, a person's ability to perceive a metaphor is characterized by his/her intelligence: logical thinking is related to the ability of objects to determine their similarity and common knowledge reserve. Metaphorical thinking is one of the fundamental creative abilities of a

personality. Indeed, the transformation of an ordinary object, word and gesture into an unusual form, is a distinctive feature of a creative personality. Metaphor, as a cognitive tool, guides a person to understand the political discourse as it is a simplification tool for understanding the idea [Mammadov and Mammadov 2010 56-57]. Metaphor is known as the basic principle of understanding because it allows to master abstract concepts... [Lakoff and Johnson 2008, 256].

The metaphors created by the creative efforts of a particular person are creative mental products based on his/her experience, cultural knowledge, emotions, thoughts, practices. Creative individual metaphors are the product of improvisation of the human mind, combining the emotional and cognitive experience of the creative personality. Each lexical unit is a language element, at the same time an intellectual image, which is brought to memory through visual and verbal perception from the viewpoint of its form (li - a unit of perception that helps to remember the element of reality) [Asgarov, 1982, 62].

There are different characters behind each word. Any metaphor can serve either as a form of communicative speech (a speech that serves ordinary communication) or as an intellectual speech (artistic, scientific, or other creative speech). Any speech is firstly formed as a communicative speech, and only after that it can be transformed into a metaphor (or metonymy) as a result of the syntactic perception that serves the creation of artistic figures.

In most cases, the subject of speech, by imposing his views on the addressee, willfully or unwillingly tries to influence his will or behavior, and it is impossible not to use appropriate metaphors here too. A speech subject that transmits certain information about reality, by applying a stylistic language means, gains not only great textual expression and emotion, but also persuasiveness.

The ability of metaphorical modeling to influence the addressee of a certain concept has always been of great interest. As Mikhalyova O.L. points out in this regard, "a speaker can use a metaphorical model to create a favorable picture of the world in the mind of the listener". Baygarina notes that "the

active use of metaphor in influencing perception of reality is a vivid example of the transition to the hidden manipulation of mass thinking.”.

Dotsenko E.L. notes that manipulation is a type of psychological effect. Its skillful performance can lead to the secret awakening of another person's intentions that are incompatible with his actual desires.” [Dotsenko E.L. 2000, p. 59]. From the linguistic point of view, the manipulative effect of the addressee is realized through the use of different speech and language units. Their main purpose is to change his personal relationships (mental, ideological, evaluative, etc.) [Copnina G.A. 2008, p. 159].

As we have already noted, the use of metaphorical media with appropriate stylistic means in the media plays an important role in conveying figurative and metaphorical information that allows us to express a certain attitude towards these or other facts, subjects or events. Metaphors form the world view of the recipient as well as reflect human thinking. The use of metaphor in the discourse of political press differs depending on the journalist's perceptions and metaphorical thinking.

The originality of language reproductions in the press consists of the selection and organization of lexical-phraseological units, depending on the journalist's goals and conditions, pragmatic mechanisms. A person presenting the text, using all possible language means, tries to influence his or her verbal or non-verbal audience. The application of emotionally charged elements in the press (figurative use of words, phrases, tropes and figures, metaphorical use of terminology, etc.) is used to exert a reader's impression. Evaluating metaphors in journalism serve to create public opinion and a vivid image that influences the perception of information by the recipient sent with the appropriate intention by the sender (addressee) [Lakoff G., Johnson M. 1990, 511 pp. 387].

The figurative use of special vocabulary is a characteristic feature of the French press. This role is mostly performed by a metaphor that creates metaphorical constructions based on terminological lexicon in French written press.

Here are some examples of different French written presses:

[...] *La partie à laquelle joue en ce moment Nicolas Sarkozy n 'a rien en commun avec les gestes symboliques qu'il faisait au début de son mandat [...].*

The lexeme *partie* plays a dual role in the term *La partie à laquelle joue en ce moment Nicolas Sarkozy* (*The party played by N. Sarkozy*): on the one hand it is interpreted in the literal sense of "game, round party", on the other hand, it is an omophone of "lexeme", which leads us to a second meaning, "to play for a political party," and thus creates negative connotations in the reader, the lies the government says are meant his game in the political arena.

[...] *La persistance des différences dans le niveau des pensions sera avant tout due aux inégalités vécues par les femmes au cours de leur carrières, dont la retraite n'est qu'un miroir amplificateur [...].*

The metaphor *miroir amplifierur* (*magnifying glass*) used in this extract clearly corroborates the fact that women's rights abuses are still ongoing. The Libération blames the government for being the main supporter of women, investigating cases of injustice against women.

[...] *Le président pousse l'UMP, le partie de pouvoir, a une nouvelle mobilisation et a une intention de revoir la strangerie. Restant sourd au présent mouvenement de mobilisation et en n'étant pas capable de correspondre aux exigeances politiques, le chateau d'Elysées fabrique un nouveau scénario pour asfixier les socialistes lors la prochaine présidentielle de 2012. [...].*

The metaphor *Restant sourd* (in the literal translation means "stay deaf") *au présent mouvenement de mobilisation* is a sharp word-combination, expresses the understanding that the president did not react (reluctantly) to the current situation. The use of this metaphor will make the language of the publicism more vivid and figurative, which is easily perceived by the reader, and provokes a sense of resentment - the president does not want to hear people's voices, which are at odds with democracy. *Fabriquer un scénario* (development of scripting) is a very vivid metaphor in terms of expression. The lexeme

scénario from the cinematographic lexicon compares the party program with the filmmaking scenario. The use of lexeme *Fabriquer* makes the vocabulary more vivid and memorable. The verb *asphixier les socialistes* (to choke socialists) used in figurative sense means to weaken their authority and not to allow winning the presidential election.

[...] *L'Assemblée nationale a adopté la réforme des retraites dans une ambiance survoltée. L'ambiance était digne d'une salle de sport endiablée. Les deux équipes se sont donnés des coups, rudes, sonores et sous la ceinture.* [...].

In this case, the metaphor is used to describe the atmosphere of controversy between the two camps - the Right Party and the opposition one. Their attacks and replicas are compared to severe, tough, “down-belt” blows (*des coups, rudes, sonores et sous la ceinture*).

Surely, the sender of political discourse text is primarily trying to influence his audience by using words. However words often lose their ability to influence and give preference to the metaphors created by the appropriate psychological, cultural, political and ideological conditions transmitting the political text. And thanks to these metaphors, it helps to activate the mental activity in the recipient.

As a result of the analysis of articles devoted to the presidential elections, we have come across both positive and negative metaphors that characterize the candidates. It has become clear that metaphors with positive and neutral colors are not so much in comparison with negative metaphors. The critical attitude of journalists can be seen in the following statements:

Sarkozy est un homme politique périssable (www.pscauxcailly.fr);

Hollande n'a pas la carrure pour être président (www.lefigaro.fr/politique)

Such headlines in the press clearly indicate the true intention and positions of the speech subject. And after reading such a negative article, French readers get a subjective idea of whether or not a candidate for presidency is worthy. Thus, thanks to the positive and

negative connotations, the journalist is forced to convey his ideas to the audience and has a significant influence on the decision-making process. In this case it is possible to completely agree with S. Kara-Murza's opinion. He notes that the metaphor that emerges in the imagination of the recipient is a colorful image that "has a miraculous effect on the mind and distances it from sound thinking (that prevents healthy thinking) [Kara-Murza S.G., 2001, p. 442].

According to foreign scientists, a person's ability to perceive a metaphor is linked to the characteristic of his intellect: logical thinking, ability to determine the similarity of objects, and a common knowledge reserve. [Artemyeva T.V., 2004, p.157].

CONCLUSIONS.

Summarizing the above-mentioned, we can conclude that a metaphor is an effective cognitive model, capable of elucidating and blending different aspects of the conceptualized object; it is complex and multifaceted, which helps to discover, not only the universal but also the national aspects of the discourse.

A metaphor is the main means of language, creating vivid and memorable images that remain in the mind of the recipient and begin to exert influence inside. Upon their frequent repetitions, the audience assimilates them and begins to change their political beliefs unconsciously.

BIBLIOGRAPHIC REFERENCES.

1. Abdullayev S. (2013) The practice of lojic linguistics. Baku
2. Dijk T.A. (1991) Van The interdisciplinary study of news as discourse. London, Routledge
3. Askerov M. (2015) Theory of Linguo-Psychological Unity. Baku, 192 p.
4. Lakoff G; Johnson M. (1990) Metaphors we live by. Theory of metaphor. Moscow. Progress.
5. Mammadov A.; Mamedov M (2010) Cognitive Perspectives on Discourse Analysis. Baku, Çaşıoğlu.

6. Dotsenko E.L. (2000) Psychology of Manipulation: Phenomena, Mechanisms and Laws. - M.: CheRo, Jude.
7. Kara Murza S.G. (2001) Creating Manipulation. Moscow, Press.
8. Copnina G.A. (2008), Re-manipulating Manipulation: Vol. Moscow. 159 p.

DATA OF THE AUTOR.

1. Orujova Yegana Mashadi. Universidad de Idiomas de Azerbaiyán, Bakú, Azerbaiyán, correo electrónico: orucova-yeqana@rambler.ru

RECIBIDO: 11 de noviembre del 2019.

APROBADO: 19 de noviembre del 2019.