

ROMANCE, GERMANIC, AND OTHER LANGUAGESDOI <https://doi.org/10.30525/978-9934-26-348-4-12>**LINGUISTIC PECULIARITIES OF CONFLICT METAPHORS
AS METAPHORICAL EXPRESSIONS IN QUEEN
ELIZABETH II'S SPEECHES****ЛІНГВІСТИЧНІ ОСОБЛИВОСТІ КОНФЛІКТНИХ МЕТАФОР
ЯК МЕТАФОРИЧНИХ ВИРАЗІВ У ПРОМОВАХ
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One of the most broadly discussed figures of speech is undoubtedly metaphor which has received a lot of research interest from different fields such as rhetoric, philosophy, politics, philology, linguistics, psychology and cognitive science. The most common conception of metaphor among people is that metaphor is a figure of speech through which one thing is compared to another by saying that one is the other.

The relevance of this study is due to the fact that metaphor has been traditionally viewed as a linguistic phenomenon, a figure of speech employed by eloquent speakers and poets for the purpose of embellishment in order to achieve some artistic and rhetorical effect. Hence, it is commonly held that language users do not make use of such figurative language in their daily discourse since it requires a special eloquence and talent.

Bearing in mind that metaphors are certainly ubiquitous, an inevitable part of our everyday language, thought and reasoning, it is the undertaking of this research to arrive at a better understanding of metaphor and its importance in language by analyzing its role in corpora selected from the discourse of Queen Elizabeth II.

Metaphor is a figure of speech frequently employed for the purpose of persuasion and as such it is frequently encountered in rhetorical and argumentative language, hence an endeavor towards analyzing and understanding metaphor would greatly contribute to our understanding how world views are communicated persuasively in language. Therefore, the aim of the research is to analyze the language of Queen Elizabeth II, using her speeches as a corpus in order to draw conclusions about the characteristics of her rhetoric, to be more specific her use of metaphors, namely conflict metaphors as metaphorical expressions.

The objective assumes the following tasks:

- to describe the linguistic approach to the study of metaphorical expressions;
- to work out the classification of conflict metaphors;
- to highlight the linguistic peculiarities of conflict metaphors used in Queen Elizabeth II's speeches.

The practical significance of the work lies in the fact that the results of the study can be used for writing scientific projects in the classroom, during the linguistic analysis of the discourses, English literature, literary translations, practical courses in English.

The word metaphor originates from the Greek words meta – with/after and pherein – bear/carry, which obviously implies the focal notion of metaphor that is one through which meanings are transferred [4].

Kovecses states that the cognitive linguistic approach defines metaphor as «understanding one conceptual domain in terms of another conceptual domain» [3, p. 4]. «The conceptual metaphor is the link between two semantic domains, one of which is abstract and the other concrete and typically the abstract domain is understood in terms of the concrete conceptual domain in order to convey common social beliefs» [1, p. 14].

Charteris-Black states that «leaders from various political backgrounds and statuses rely extensively on verbal communication as a means of conveying the advantages of their leadership as well as the risks posed by their opponents» [2, p. 1]. He further states that spoken language is the key medium of persuasion due to its ability to convey common social beliefs as well as telling the right story. The language of persuasion often conveys promises for a better future by activating ideas, feelings and values which are concealed within the audience.

The success of a speaker's rhetoric depends on its power to persuade the audiences. One of the most widely used spoken strategies in public speech is undoubtedly metaphor, which greatly contributes to the persuasiveness of the speaker and is often determinant of their success. Charteris-Black states that «metaphor, especially the conflict metaphor, has the power to represent certain

mental representations which transmit a socially shared belief as to what the world is, what is right or wrong, thus it evokes emotional responses» [2, p. 7].

Conflict metaphors are often employed to emphasize the personal sacrifice and struggle required to attain long-term social goals. Hence, the conflict might arise against the negatively evaluated social phenomena which are typically portrayed as enemies such as injustice, terrorism, poverty, or for the sake of the positively evaluated social goals such as: values, freedom, rights etc.

The metaphors which refer to the concept «conflict metaphors» were divided into three basic groups «Defense metaphors» which includes linguistic expressions such as defend, protect and guard, «Attack metaphors» which includes linguistic expressions such as war, fight, defeat, and «Metaphors of struggle» which includes linguistic expressions like struggle and face.

All the instances found in the corpus refer to the defense of certain abstract social goals such as values, rights, freedom which are portrayed as being attacked from an enemy, namely a group of people, ideology or negative social phenomena. Considering that such abstract notions cannot be physically attacked, injured or eradicated hence they cannot be defended physically, the use of these conflict words in that sense is considered to be metaphorical.

During the work we have described the linguistic approach to the study of metaphorical expressions.

We have worked out the classification of metaphorical expressions used in Queen Elizabeth II's speeches (49 units), reflecting conflicts, namely «Defense metaphors» – 21 units, «Attack metaphors» – 6 units and «Metaphors of struggle» – 22 units.

We have highlighted the linguistic peculiarities of conflict metaphors used in Queen Elizabeth II's speeches: The Queen's broadcast to the UK and Commonwealth April 5, 2020; a speech by The Queen to open Commonwealth Heads of Government Meeting, 2011; a speech by The Queen to the Royal Regiment of Scotland, 2011; a speech by The Queen at the United Nations General Assembly, 2010.

Also we can conclude that the way a concept is perceived or understood is largely influenced by the metaphors being used to describe it, which comprise powerful forms of language. The pervasiveness of conflict metaphors in public discourse can be explained by the fact that they provide the foundation that structures our conceptualization of various situations involving opposing sides.

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ETERNAL LIFE OR YOUTH AND BEAUTY: NARRATIVES OF MALE VS FEMALE CINEMATIC CHARACTERS

ВІЧНЕ ЖИТТЯ ЧИ МОЛОДІСТЬ ТА КРАСА: РІЗНИЦЯ У НАРАТИВАХ ЧОЛОВІЧИХ ТА ЖІНОЧИХ КІНОПЕРСОНАЖІВ

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Ever since the publication of Lakoff's *Language and Woman's Place* (1975), gender differences in conversational behavior have been a topic of public and scientific interest. Mass culture cinema, which simultaneously reflects contemporary society and projects the director's views onto the audience, is a valuable source of material for investigating the issue. Narratives, being the core means to reveal the individual's identity delineate male and female characters basing on the opinions and stereotypes prevalent among viewers.

One of the persistent themes in visual art is the idea of eternal life. Humanity strives to prolong its physical life indefinitely. Numerous male villains and occasional antagonists represent the craving for eternal life. Characters such as Bilbo Baggins from *The Lord of the Rings: The Fellowship of the Ring* (2001), Lord Voldemort from *Harry Potter and the Half-Blood Prince* (2009), Captain Blackbeard from *Pirates of the Caribbean: On Stranger Tides* (2011), Ichirō Yashida from *The Wolverine* (2013), Master Kaecilius from *Doctor Strange* (2016), and Emperor Palpatine from *Star Wars: The Rise of Skywalker* (2019), are all motivated by a common desire for eternal life.