

## **Conceptualisation and Symbolization of Political Metaphors of Idea of “Unity of the People of Kazakhstan” (On the Example of Statements of Politicians)**

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**Abstract:** In this study, the lingvo-cognitive analysis of statements of the politicians, presenting idea of “Unity of the people of Kazakhstan” is indicated tolerance character of this phenomenon in Kazakhstan. According to mentality of the nations and nationalities living in the country, the idea of unity has deep roots and the positive future. The metaphor also as well as symbols is an integral part of the speech, comprising symbolical seme and markers. According to the leading activity of the president in contexts, it is observed the implicit influence on metaphorical conceptualization of Kazakh citizens in models: the president is the Locomotive of the Kazakhstan society; the president the guarantor of unity; unity of the nation Shanyrak, people domical poles.

**Key words:** Political metaphor, conceptualization, political discourse, symbol, symbolical seme

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### **INTRODUCTION**

During an era of developed technique and science and world globalization, the mass media have huge impact on stable development of human communication. In general from the cognitive point of view, one of the strong means of influence is the metaphor and symbols which became part of the nation and culture. In the first decade of XXI century in any culture of the world community, the political discourses are metaphorical on the high level. It corresponds to the conclusions made by Lakoff: “Our conceptual system by means of which we not only think but also we act is generally, metaphoric by the nature. Concepts which operate consciousness are not only products of intelligence. They also operate our daily actions, including the most minor details. Concepts build that we perceive from the world surrounding us how we are guided in it and regulate our relations with other people. The conceptual system, thus, plays the central role in our life experience. If to assume that the system of concepts of the basis is metaphoric, then a real in which we exist, finds the expression in a metaphor” (Lakoff and Johnson, 1980). Through, research of political metaphors, we can define the changes happening in society and in

views of terms of this community also the common tendencies in different cultures of the world community can be subjected to an assessment. Any political metaphor promotes formation of model of action, a role and place of the subject which is expressed in political activity.

Function of a metaphor in a political discourse is very huge; it makes the speech figurative, bright and visible. According to Elsberg (1960), it “allows to see brightly, pictorially to imagine the certain phenomenon of life throws light on the substance of this phenomenon, allows to understand, estimate, define better it”. Thus, the political metaphor compel attention of the reader, leaving in his memory for long time the emotional and expressional picture of this phenomenon (the fact, action); influences associative thinking as a lever is the spokesman of personal opinion of the researcher and concretizes information role.

The metaphor can influence decision-making process. Baranov and Kazakevich (1991), considering that the cognitive force of a metaphor is important means at the solution of problematic situations come to such conclusion: “The metaphorical thinking in policy is a sign of crisis thinking, thinking in the difficult problem

situation where permission demands the considerable efforts from cognitive system of the person on assimilation of new knowledge and their processing for creation of a set of options of actions and a choice of the exact alternative.

It should be noted that any metaphor used in a political discourse is considered "political". Special difference at a political metaphor from other types of metaphors, it is not observed, it is created as the created mechanism, i.e., a predicate an associative symbol the subject. Bevan (1950) claims: "So far as something seems to represent or stand for some reality other than itself, it may be counted as a symbol". If to address to the political characteristic of this metaphor, it clears up in a particular context. At emergence of any political image the role of the main subject is played by the person (a subject, an event, the phenomenon) who is related to the political sphere. And any semantic area of the modern linguistics can carry out function of a predicate.

Baranov and Karaulov (1991) define a main objective of a political metaphor such way: "the political metaphor is speech influence for the purpose of formation at the recipient or positive or negative opinion on this or that political unit (policy, party, the program, action)".

Relying on known definitions of a political metaphor, we come to a conclusion that a political metaphor in a political discourse, forming positive or negative reaction of the reader or listener (recipient) to a specific event is also means of estimation and expressional and emotional influence. The symbols which don't have limits and moving to action can have such impact on it. James describes metaphor in a following way: "Now metaphor is one of the forms of symbol: it is the imagination of one thing in the form of another; it is the mode in which the nature, being, imagined extra-sensual essence of a thing is represented by the identification with the apparently different and it is procedure for which science can give no warrant; scientific use of language must abhor metaphor. But metaphor is the nerve or heart of all poetic creation. But still, metaphor is only the way in which the imagination works; it never adds up to a statement or doctrine".

Semino (2008) for a discourse comes to the following conclusion: "By 'discourse' as the term is used in the title, I mean naturally occurring language use: real instances of writing or speech which are produced and interpreted in particular circumstances and for particular purposes. In the course of the book, I discuss metaphor as a pervasive linguistic phenomenon which is varied in its textual manifestations, versatile in the functions it may perform and central to many different types of communication from informal interaction through political speeches to scientific theorizing".

And feature of the modern political discourse, it is giving through mass media. The changes, happening in economy, political and cultural life of the country find reflection in language of media texts. Fast response to the events and the phenomena belongs to features of mass media, occurring in society, taking active part in them, formation of public opinion.

As mass media are important participants of political communication, their role in the analysis of the modern political discourse is huge. For example, the political metaphors which are found in language of politicians and characterizing important political events influence formation of positive or negative opinion of the addressee.

In research of the American linguist of Renton (1992), devoted to research of metaphors, it is indicated existence in performances of public figures in mass media of metaphors which indicate the hidden ideas. The metaphor is way of definition of reaction of members of society.

The modern political discourse is communicative means between authorities and the commons. In this regard, the purpose of the politician in the process of influence on consciousness of the recipient is to convince him in importance and significance of propagandized values by him and to manipulate him.

The conceptual political metaphor is one of means of implicit influence on consciousness of citizens. It operates perception the addressee of a socio-political situation in the state in which he lives.

"To know a conceptual metaphor is to know the set of mappings that applies to a given source-target pairing. The same idea of mapping between source and target is used to describe analogical reasoning and inferences" (Kovecses, 2010).

According to a hypothesis Lassan (2010), the political metaphor in which "there lives the society" can have three levels of the existence:

- Level of structuring practical activities
- Discursive (actually metaphorical) level of existence of a conceptual metaphor
- Actually language level of existence of a conceptual metaphor which is realized through the "erased" metaphors (Lassan, 2010)

## **MATERIALS AND METHODS**

**Main part:** Lingvo-kognitivny analysis of statements of politicians, reflecting idea of "Unity of the people of Kazakhstan", pointed to existence of the above-named three levels of existence of political metaphors in their language.

The assembly of the people of Kazakhstan unites >130 nations and nationalities is the multiethnic, multi-confessional institute directed on guaranteeing the stable development of the state. It was created 1st March 1995 according to the Decree of the President of the Republic of Kazakhstan as an consultative and deliberative body at the president. This initiative designated a new stage of strengthening of cross-cultural dialogue, promoted to development and the solution of interethnic relations on the top-level. In 20 years of the history, the institutional structure of assembly of the people of Kazakhstan became stronger and extended its organizational capacity in society.

Let's consider the main frames of idea of "Unity of the people of Kazakhstan" which are the main characteristic of multinational Kazakhstan. It should be noted that some the frames, expressed by metaphors of national language at the translation into other languages, a little lose the politicization, getting more household character. We will give a number of examples in confirmation. Strategy "Kazakhstan 2050" is the way, providing updating of all spheres and the continuous body height. It is big examination on test of statehood and unity, courage and work. We Kazakhstan citizens, accepted strategy "Kazakhstan 2050" in order to hold strong in hand the future of the state. Our purpose is to provide stability of the common house, its prosperity to promote harmonization and durability of all Kazakhstan community. All humanity goes on the way of globalization. Isolation and setting apart from the outside world will lead to weakening of development; we can be at the end and last and of world progress. We are people which seek to take leader positions but not to be in the shadow of the developed states. Our actions have to have the reasonable, thought-over character to work doing nobody the harm.

In this context is expressed the idea of the leader nation about join and unity of all nations and nationalities living in Kazakhstan, formation of their unity. Here, the president is the organizer and the people is the performer. According to the leading role of the president in these contexts is observed the implicit influence on metaphorical conceptualization of Kazakhstan citizens in model the president the Locomotive of the Kazakhstan society.

Thus, it is possible to note that the president in the speech, using language units according to national mentality of the people, puts idea of unity of the people of Kazakhstan on the first place.

Conceptualization of idea of unity of the people of Kazakhstan found reflection in statements of politicians,

deputies of parliament, members of assembly of the people of Kazakhstan and in texts, the connected with a role of the president in development of institute of assembly. For example, during these years the assembly reached age of majority, turned into important all-civil institute. Today with good reason we can claim that the Assembly is exactly people of Kazakhstan in general! Today the assembly is a reliable, stable foundation of stability and a public consent. Because "one people" is national interests, united for all. "One country" is our Homeland, united for all. "One destiny" is difficulties and a victory which we passed together! It is our common prospect the safe and prospering Kazakhstan! The assembly is a national representation! (Bevan, 1950).

By means of the following political metaphors of conceptualization, it is subjected a role of the president in development of institute of assembly his actions, directed on staying in the world scene of our multinational state, providing a public consent and national unity. For example, the president as the author of Astana is "support" of the people, Astana is Homeland "heart". This a forward-looking policy of the president who took reins of government in hand. The president who managed to protect the homeland and the people from crisis clutches is worthy the new mandate of trust.

The metaphors: support, heart to take in hand reins of government, crisis clutches, the mandate of trust, used in the given above texts, allow to create metaphorical model "the president the Guarantor of unity".

## RESULTS AND DISCUSSION

Results of the lingvo-cognitive analysis allow to draw the following conclusions: according to the leading activity of the president in these contexts it is observed the implicit influence on metaphorical conceptualization of Kazakhstan citizens in model the president the Locomotive of the Kazakhstan society.

The metaphor the support, heart to take in hand reins of government, crisis clutches, the mandate of trust allow to create metaphorical model: the president the Guarantor of unity.

For join under one sacred shanyrak of all ethnoses living in Kazakhstan two models are identified: unity of the nation is Shanyrak, people are domical poles.

The Kazakh wisdom says "Where there is a unity is a life there" (Byrlyk bar zherde tyrlyk bar), "Guarantee of wellbeing is unity" (Yrys aldy yntymak), "It will be prosper that state where the unity reigns!" (Byrlygi bekem el ozady). To unite all ethnoses under one sacred shanyrak, living in Kazakhstan, like the dome poles strung

on shanyrak, it is metaphorical conceptualization of idea of unity of people of different nationalities and religious accessory in a united community.

In such interpretation two models are identified: unity of the nation is Shanyrak, people are the domical poles. For example, peace and harmony became the integral well-being of any family. The model of interethnic tolerance and a public consent of Kazakhstan became its brand in the near and far abroad. It is possible to tell with confidence that our unity and tolerance are our assets, investments, invested in our economy. In 2050 Kazakhstan, I am sure will be the united solidary people, the model national state. In this example, unity of the people is expressed by a combination "gudyryktay gumilgan" which designates indestructible unity of the people. Tolerance is an ethical standard of our society which we will be to strengthen, preserve and cultivate in all generations. The ethical standard in the original sounds as "parasattylyk galyby" that in the Kazakh language differs in bright metaphoricalness (Baranov and Karaulov, 1991). The interethnic consent is vital oxygen. Unity of the people is a key of our achievements. It is nothing prevented of our political stability, interethnic unity and consent in our country. This metaphor wholly make topical the main idea (Baranov and Kazakevich, 1991).

In statements of many politicians the idea of unity of the people of Kazakhstan received a "family" metaforization. Metaphorical cast in a united Kazakhstan family means presence of the leader (president), brothers and sisters (citizens of the country). Such connotation allows to erase in consciousness of the recipient of border between the power and those who submits to it. Then the relations between the political leader and his people are represented frictionless, directed on achievement of the same purposes and tasks. Implicitly, the purpose of the president and interests of the people are represented in this context as united process. In this case, function of the head of the country consists in protecting peace to protect interests of the fellow citizens.

Process of the "family" metaforization observed in many statements and indicates likeness of the relations. In world-view of the people, living in Kazakhstan, it is strong the idea of a brotherhood, durability of family and congenerous bonds, a consent which are the guarantor of firmness of the state and human values. For example, Kazakhstan is our earth; we are children of our earth. The world and peace were came into each house. The people of Kazakhstan have to become the hospitable owner of our guests. Thanks to such values the peace and tranquillity in our common house are preserved.

Representatives of many other ethnoses which Kazakh people sheltered in the hardest times became brothers and sisters today, having turned into the united Kazakhstan people. The country, the people, seven generations, ancestors, "gonakzhaylylyk" (hospitality), "asar" (disinterested aid), "syilastyk" (respect, honoring), "sabyrlylyk" (peace, staunchness) these concepts are underlied of the world-view and a way of life of Kazakh people. All Kazakhstan citizens are children of one native earth. All of us are different and equal children of the united Kazakhstan people.

## CONCLUSION

The lingvo-cognitive analysis of media texts showed that the idea of unity of the people of Kazakhstan can be topical at the different levels of metaphorical model operation. So, the following metaphors are used at the level of structuring practical activities which call on "to hold strong in hand reins of the state", "to strengthen unity and stability in the state", "to render the mandate of trust" and accenting thought that "unity is the integral well-being", "unity is a key of high achievements", "The Kazakhstan earth is the common house", "we are children of one Kazakhstan people", etc.

At the discursive level were actual the metaphorical image of unity, making impression of safety and peace in the country, having such president and a high shanyrak, leaning on a consent and stability in society).

Actually, language level in the reviewed examples is presented by a metaphor "we are children of one Kazakhstan people", pointing to stability and a public consent.

The analysis of the media texts which was undertaken by us, expressing idea of unity of the people of Kazakhstan, confirmed thought that the political metaphor makes topical the important events in life of society. They have the greatest pragmatival value and raise them in the context of a discourse.

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