

Paraphrasis in the nominations of political figures in the mass media

The notion of “paraphrasis” and the essence of paraphrasing were defined, the groups of paraphrasis used in the texts of up-to-date mass media for naming modern political figures were analyzed, the etymology was commented on, and the purpose of their usage was described.

The dynamics of social life determines the dynamics of the sphere of social communication and, accordingly, the languages of new media. The media discourse is increasingly moving to the acquisition of the signs of elements, where the author of the text appears as a master of expressiveness and appreciation. All this is aimed at causing the recipient's reaction and certain behavior.

In media texts two pragmatic guidelines are known to be realized: media broadcasting must be saturated in terms of informational and axiological, and also impressive from an emotionally expressive point of view. In other words, it should to «force» the recipient to go beyond the «automatism of perception» [7]. Paraphrases are one of the means of providing this. Перифраз – is a turn of speech to use for descriptive naming of certain objects by distinguishing their characteristic features: *«Сірий кардинал», «президентський сантехнік», «реплікація Медведчука», «alter ego Юценка»* – як тільки не називали голову Секретаріату Президента Віктора Івановича Балогу». Element of the existence of paraphrases is journalistic and artistic works. They give an opportunity to expressly represent the depicted object, to convey an attitude to it: *хрещений батько поправок до Основного Закону* (Olexadr Moroz), *кремлівський владика* (Vladimir Putin), *зірковий колгосп* (Ukrainian pop-stars, who registered as an confidential clerks of election candidates), *тераріум одностумців* (pro-president majoring), *«великий сходняк» мільярдерів і мільйонерів* (congress of entrepreneurs), *летючі цятки* (starling), *граціозний силует* (stark), *нащадки мамонтів* (frogs), *сильне зілля* (consience), *щастя, яке треба ловити* (love), *вогонь ганьби* (a shame), *водяний прохолодний пил* (a rain), *потужний гуркіт* (a thunder), *чорний велетен* (a train), *буро-зелений мамонт* (a tank), *летючий метал* (a plane).

So, paraphrases are endowed with specific features. Their purpose is to nominate already known definitions of their own name. The essence of the mechanism of paraphrasing is the transformation of the old, known to the unknown, new, unusual. In the process of occurrence of periphraisis the content is relatively stored, but a new form is created. Often, paraphrase is occasional unit. It is a descriptive substitute for the customary name numm. Such a substitution is aimed at actualizing a certain sign of denotate, passing it through the creation of an image on the surface of the nomination and – respectively – communication. When forming a paraphrase, a distinguishing feature forms the basis of the formation of the internal

form of the new nomination. It seems to be enlightened, it becomes relief by figurative naming.

Paraphrase is a special kind of neologisms. Of course, they have an occasional character. Occident paraphrases are constantly produced in the process of communication. However, most often they remain on the «territory» of the text in which they arose. Though there is such a phenomenon as the vocabulary of paraphrases [9], however, there is a «threat» of the transformation of the periphrasis into phraseology, and therefore we can not state the popularity of this type of lexicographic sources.

By using paraphrase comfortable to convey ironicity (We know about Yushchenko like a «*Месія*», Tymoshenko – «*Жанна д'Арк*»), we already have «*Копітопська відьма*» – N. Vitrenko) or give an estimation (*бандити українського Шервуду, ніжинські робінзуди* – (a Nyzhyn men, who fought with drugs circulation, which was hidden by police).

Semantic paraphrase create the bright expressiveness that recognized widely known names of the world culture objects: «*американська трагедія*» Terrorist Attacks in the USA September 11, 2001 // "*American Tragedy*" – (novel by T. Dreiser); *Лисиця Аліса і Кім Базіліо* (Y. Tymoshenko and V. Yanukovych) // Fox Alice and Cat Basilio – (characters of the fairy tale of O. Tolstoy «The Golden Key, or the Adventures of Pinocchio»).

By popular media personalities in a modern communicative space is fixed a lot of paraphrases. In our article, we will consider perifractal nominations of well-known Ukrainian politicians Viktor Yanukovych, Oleg Lyashko and Yulia Tymoshenko.

The paraphrases, which indicate V. Yanukovych, can be grouped into several groups:

a) «criminal» (*український диктатор, головний терорист, Вітя Межигірський, Робін Гуд навпаки*); b) «the carrier of negative features of the appearance and the inner world» (*хам межигірський, межигірська мавпа, Овощ Межигірський, межигірський хряк, людина-йолка* (its named Yanukovych because of the refutation: everyone remembers how he could not remember the word «Christmas tree» and used the Russian word «Yolka»), **Віктор Копінейст**); c) «lover of luxury and unlimited power»: *межигірський "володар кільця", Султан Межигірський, Хан Межигірський* d) «enemy agent» (*малоросійський губернатор, Резидент УРКАїни Віктор Янукович*); e) «former high official»: *президент-утікач, екс-гарант*.

Among these peripherals there is one, whose origin is not very clear, **Віктор Копінейст**. The word copy paste (or «copywriter») is borrowed from English («copy-paste») and has the meaning of «method of creating the text by copying and pasting fragments from several sources, sometimes even without further editing the result. A text that ultimately can contain logical jumps and failures that reduces the reader's interest in it» [8]. Consequently, this is «mechanical copying of certain information». Paraphrase **Віктор Копінейст** is the title of the article, which tells journalists that plagiarism was discovered in the book by Viktor Yanukovych «Opportunity Ukraine». The book was published in August 2011 by the Austrian publishing house Mandelbaum in English. A significant number of its text fragments

contains materials signed by the authors of the weekly «2000», V. Pikhovshek, V. Volga, Lee Kwan Yu (a former leader of Singapore, a well-known authoritarian reformer). For the issue of this masterpiece was V. Yanukovich's adviser G. Herman [5].

In the Statute of the Radical Party, Oleg Lyashko defines as a «Party Leader». Often, in our media space, Mr. Lyashko is called *«лідер Радикальної партії»* or *«Лідер РПЛ»* [1]. That is – use the official name of his party position. A lot of paraphrase starts from that name of position and beat around the bush: *лідер радикалів, головний радикал України, «великий» радикал; майбутній радикал* (in the article they talked about Lyashko's biography), *«радикальний» депутат, радикальний народний депутат, найрадикальніший радикал України.*

In the string of paraphrase the most important role takes fork (like a component of image): *радикал з вилами, людина з вилами, депутат з вилами, дивний чоловічок з вилами, демагог і брехун з вилами.*

To fork add other agriculture attributes, which Oleg Lyashko likes and include to his PR-action: *любитель корів; любитель вил і корів; любитель вил, корів і картоплі; любитель землі, корів, граблів.*

A PR-attempt of other type, which completed by a leader of Radical Party, established in paraphrase *мисливець за сепаратистами та суддя і прокурор на передовій.* On the first sight, the propaganda message was from the ATO zone, but «evil tongues say» that it was produced and played.

Some of paraphrase describe Lyashko as a: *борець за народне щастя, борець із скотиняками.* In the same time he is *«надбоже» створіння, і «бідний» правдоруб, і нечистоплотний політичний хам, і розперезаний хамський депутат, і новий політичний гібрид комуністично-анархістичного походження, і «проект Львовчкіна».*

Sometimes paraphrase names of this political figure form up the synonymic line in one sentence: «Well-known in Ukrainian society *«мисливець за сепаратистами»*, *«суддя і прокурор на передовій»*, *любитель землі, корів, граблів»* Lyashko convoke the next tariff-camouflage fake-Maydan to the centre of capital».

Apparently, one of the most famous of Yulia Tymoshenko paraphrase is *газова принцеса.* His popularity is so large that it became part of the name of the book. It is this headline that has the French-language version of the book by Franz Schumann, a writer from Germany, «Aphirist. The case of Tymoshenko».

The Princess was called by Mrs. Julia and during the Orange Revolution, coloring it in a matching color – *помаранчева принцеса.* This paraphrase also became a part of the title of the book by Dmitry Popov and Ilyya Milstein about Mrs. Tymoshenko – «Orange Princess. The Mystery of Yulia Tymoshenko».

Later, from the «orange princess» Tymoshenko grows up in a *чирвову королеву.* The symbol of the heart (the red party logo of the «Batkivshchyna») resembles a heart – a suit in playing cards, which is denoted by a red heart. The card «Circus Lady» is a symbol of a young woman, mistress or rival in love. Also, the Queen of Heart is one of the characters in the children's novel, a fairy tale by Lewis

Carroll «Alice in the Wonderland». Queen of Hearts is «crazy, bloodthirsty and cruel dictator, who tentacles through all Wonderland and terrified everyone» [3].

Paraphrase *Леді Ю* shouts to one another – **залізна леді**. This nickname was once received by the British Prime Minister (1979–1990) from the Conservative Party Margaret Thatcher.

Українська Жанна д'Арк. Tymoshenko compare herself with France national hero in Le Mond interview. She said, that she was persecuted without a reason like a French hero.

Княгиня Ольга. A political scientist Andriy Okara said: «Journalists like to compare Yulia Tymoshenko with two historical characters – Zhanna D'Arc and Equal-to-the-Apostolic Princess Olga. These heroines unite with Tymoshenko not only passionarity, will, irreconcilability and radical pathos, but also very specific relations with men. Each of them had its own "sparring partner", with whom they at some point in the biography entered into confrontation».

Український Дон Кіхот у панчохах. Don Quixote is a «naive dreamer, visioner, who fails futilely for unrealizable, far from real life ideals».

Лисиця Аліса. Here immediately invisible threads of associations comes from already mentioned fairy tale of O. Tolstoy, where there is such a character. Well, without trickiness in politics, it's necessary.

Сфінкс №1 української політики. The sphinx is «a winged monster with the head of a woman and the body of a lion, which made insoluble riddles». In figurative meaning, this word is used to mean «mysterious creature, mysterious, incomprehensible person, or even something totally mysterious, mysterious, incomprehensible in ancient Greek mythology».

There are also religious motifs in the analyzed periphrases: *богиня революцій, богиня в білому, Юлія Великомучениця*. From the goddess everything seems to be clear, but with respect to the «great martyr», this is: «1. The name given by the church to those Christians who, according to legend, suffered great torture for their faith. 2. Person, who took severe pain for his convictions, his activities» [3].

However, do not think that the paraphrase was written exclusively by journalists. Politologists are actively working in this area. The purpose is to form an appropriate image for the purpose of incorporating into the consciousness of potential voters through a mass media.

Conclusion. Paraphrase is a reliable and convenient way of avoiding repetitions. It is methods to make language more multifarious. The motivational nature of this unit gives a wide area for the formation of expressive stylistic contexts. Paraphrases often have an estimated nature. They give opportunities to offer image of political figure brightly and underline separate rice, position in appropriate light in mass media.

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