

LINGUOSTYLISTIC PECULIARITIES OF THE ENGLISH POLITICAL DISCOURSE IN HILARY CLINTON'S AND DONALD TRUMP'S PRE-ELECTION DEBATES

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The term “political discourse” is a central concept of the political linguistics and has its aim to get and hold political powers over the public opinion [8, p. 32–43]. The urgency is determined by insufficient studies of usage patterns of political discourse.

The aim of our research is analysis of the linguostylistic peculiarities of English political discourse in Hilary Clinton's and Donald Trump's pre-election debates.

Material and methods. In the course of the research we analyzed over 50 examples of linguostylistic peculiarities of the opponents using the method of theoretical analysis and synthesis, descriptive and comparative method.

Results and their discussion. The absolute majority of occurrences in political discourse refer to lexical and phraseological level; fewer refer to different stylistic devices. The researchers single out the following linguostylistic peculiarities of English political discourse:

1. Metaphors are responsible for forming positive or negative opinion of a political unit [2, p. 13–14].

H. Clinton: 1) “You know, your campaign manager said that you built a lot of businesses *on the backs of little guys*”; 2) “You call yourself *the King of Debt*”; 3) “And we have to tackle *the plague of gun violence*”.

D. Trump: 1) “You called it *the gold standard*”; 2) “You get a subpoena, and after getting the subpoena you delete 33,000 emails and then you *acid wash them or bleach* them, as you would say”.

2. Euphemisms are used for embellishment of reality and for the manipulation of the listener's consciousness to create the desired picture of events.

D. Trump: “And the reason I say that is not in a *braggadocios* way”.

H. Clinton: “I don't think *top-down* works in America”.

3. In their speeches they use the pronouns *we*, *us*, *our* to make the listeners believe that they belong together to one unity.

D. Trump: 1) “But we have to stop *our* jobs from being stolen from *us*”; 2) “When they sell into *us*, there's no tax”; 3) “*We* are a nation that is seriously troubled. *We're* losing our jobs”.

H. Clinton: 1) “The central question in this election is really what kind of country *we* want to be and what kind of future *we'll* build together”; 2) “That means *we* need new jobs, good jobs, with rising incomes”.

4. The usage of the words with negative connotation is aimed at the abolishment of the opinions and the censure of the opponent's personality and actions.

D. Trump: "And I will tell you that when Hillary brings up a point like that and she talks about words that I said 11 years ago, I think it's *disgraceful*".

H. Clinton: "We have seen him *insult* women".

5. Usage of the superlative and the comparative degrees of adjectives stand for the expressiveness of the speech.

D. Trump: 1) "Now, look, we have *the worst* revival of an economy since the Great Depression"; 2) "It is *the single greatest* threat that this country has".

H Clinton: "We had *the worst* financial crisis, the Great Recession, the worst since the 1930s".

6. Rhetorical questions sound like a call to action, to awake the civil activity.

D. Trump: 1) "Is this a war-torn country?"; 2) "So is it President Obama's fault?".

H. Clinton: "Are we going to lead the world with strength and in accordance with our values?"

7. Passive voice helps to withdraw from the spotlight one of the participants of the situation, which helps to reduce its responsibility for the incident.

D. Trump: "The African-American community – because – look, the community within the inner cities has been so badly treated".

Also we found other linguostylistic peculiarities, i.e. H. Clinton uses some references to family matters. It shows how much the family means for her: "Today is my granddaughter's second birthday, so I think about this a lot. He started his business with \$14 million, borrowed from his father, and he really believes that the more you help wealthy people, the better off we'll be and that everything will work out from there".

Some parallel constructions and repetition:

D. Trump: "So Ford is leaving. You see that, their small car division leaving. Thousands of jobs leaving Michigan, leaving Ohio. They're all leaving".

H. Clinton: "Will they create jobs in America? Will they raise incomes in America? And are they good for our national security? I want us to invest in you. I want us to invest in your future".

Antithesis:

D. Trump: "I'm going to cut taxes big league, and you're going to raise taxes big league, end of story".

H. Clinton: "When I hear something like that, I am reminded of what my friend Michelle Obama advised us all. When they go low, you go high".

Parallel constructions, repetitions and antithesis create a rhythm of an utterance.

We also observed the reference to important political figures in Trump's utterances connected with their political career and with the attitude of voters towards them. For example, Reagan is for positive meaning ("That's going to be a job creator like we haven't seen since Ronald Reagan"), while Obama is used to be blamed for all failures ("When I watch what's happening with some horrible things like Obamacare where your health insurance and health care is going up by numbers that are astronomical: 68%, 59%, 71%").

Conclusion. According to the results of our research we can say that the main linguostylistic peculiarities of English political discourse are metaphors, euphemisms, the first person pronouns and the words with negative connotation, the superlative and the comparative degrees of adjectives, rhetorical questions, and the passive voice. Also we distinguished some parallel constructions, repetitions, antithesis and reference to some political figures and family matters.

Reference list:

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**SPECIAL DIFFICULTIES IN TRANSLATING SCIENTIFIC
AND TECHNICAL TERMINOLOGY
(ON THE EXAMPLE OF TV-SERIAL "BIG BANG THEORY")**

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In modern linguistics scientific and technical terminology is widely spread due to the recent development of science during the last century. This kind of terminology is used practically in every sphere. Thus it seems quite necessary for students to be aware of some peculiarities while translating terms from English into Russian. And naturally it hasn't missed the sphere of mass media. So this article is going to cover some peculiar difficulties of translating terms into the popular scientific language. And the results of this research can be regarded as a contribution to the theory of popular scientific style and types of terminology used.

The relevance of our work is predetermined by the widespread use of terminology, because of popularization of science in the society. Thus this