

уваги заслуговує остання група, де концепт ГОДИННИК має численні метафоричні кореляти: ГОДИННИК – ЛЮДИНА-ДЕСПОТ, ТИРАН; ГОДИННИКИ – КАЙДАНИ, ЩО СКОВУЮТЬ ЛЮДСТВО; ГОДИННИК – МОНСТР, ЗЛО, ДЖЕРЕЛО СТРАХУ, або навіть – НЕПОТРІБНИЙ ПРЕДМЕТ. Таким чином, цей номінатор може як втрачати значущість, так і набувати яскраво негативного, персоніфікованого забарвлення [5, с.40].

Темпоральні концептуальні метафори формують спільне уявлення про час, історію та майбутнє. Через такі метафори політики не просто передають інформацію, а структурують колективне сприйняття подій, спрямовуючи громадську думку в потрібному напрямку. Вони дозволяють інтерпретувати минуле, запровадити дії в теперішньому та проектувати бажані сценарії майбутнього. Аналіз темпоральних метафор відкриває доступ до розуміння глибинних механізмів політичного впливу, демонструючи, як за допомогою мовних засобів формуються і підтримуються ідеологічні рамки, мобілізується електорат і легітимізуються політичні рішення.

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#### TEMPORAL CONCEPTUAL METAPHORS IN POLITICAL NARRATIVES

Introduction. Studying metaphors in political narratives is crucial for understanding how leaders can influence and manipulate their audience through evoking the emotional responses of people. The main goal of this article is to analyze how temporal conceptual metaphors shape political narratives, especially during the ongoing war in Ukraine.

Analysis. Metaphor is considered the most widely and frequently used rhetorical device in English since the time of Aristotle. Chahbane, K., and Zrizi, H. believe that language has always been a powerful tool for influencing people's minds [1, p.116]. A conceptual metaphor is a cognitive mechanism that allows one domain of experience to be understood in terms of another. Pankakoski, T. thinks that temporal metaphors often structure political discourse, giving concrete images to abstract concepts [4, p.20]. Nowadays, metaphors have become a notable feature in political discourses, particularly those surrounding the war in Ukraine.

As an example, we want to consider some of the temporal metaphors used by the President of Ukraine, Volodymyr Zelenskyy. The first one is «WAR IS A JOURNEY». This metaphor represents two different political directions, Ukrainian and Russian, giving us a vision of purpose and direction in this war. It helps the audience to develop more future-oriented thoughts and perspectives.

The Labyrinth of Illusions (28.12.2022)

«The first missiles finally destroyed the labyrinth of illusions. We saw who was who» [5].

In this sentence, we can see the metaphor of a labyrinth of illusions, which means that many Ukrainian people believed in peaceful relations with Moskowia even though they had already attacked and occupied Crimea in 2014, and like a whole world. They didn't see the possibility of a Russian invasion. Also, this metaphor shows how a specific type of Russian propaganda about «fraternal nation» used towards Ukraine helped create that illusion of good and peaceful Russia.

On the Way to the Victory (28.12.2022)

«Ukraine is on its way to the victory that generations of our people have dreamed of» [5].

Through this announcement, Zelenskyy wanted to highlight the direction of this war that led to the Ukrainian victory. However, it represents not only the current war but many generations that suffered from Russian repressions and who hoped for freedom. Moreover, Petiy, N. considers that long-term occupation is further signified by the employment of the present perfect tense [2, p.135].

In the context of Ukraine's ongoing struggle for sovereignty, President frequently employs the familial metaphor «NATION IS A FAMILY» to inspire unity, responsibility, and resilience among Ukrainians.

National Unity (24.02.2022)

«We are all one family now. Wherever we live, we are Ukrainians. Together we defend our home – our Ukraine» [5].

In this quote, Ukraine is personified as a common home, and citizens are considered family members. This metaphor implies emotional closeness, common destiny, and collective responsibility. This phrase strengthens unity both geographically, spiritually, and morally.

Responsibility and Protection (March 2022)

«We, like parents, must protect our children. Our army protects the future of our nation – the future of our children» [5].

Here, soldiers act as parents, protecting the younger generation. This strengthens the metaphor by linking military defence with parental care, viewing sacrifice as an act of family love.

Loss and Mourning (April 2022)

«Every loss we experience is like losing a brother, a sister, a child. They are not strangers - they are ours» [5].

Zelenskyy draws on family grief to personalize the cost of war. Shevchenko, I. also believes that every fallen soldier is a citizen and a loved one who strengthens national solidarity through shared emotional suffering. [3, p.136].

Conclusion. Temporal conceptual metaphors are a powerful tool in political discourse, allowing to structure narratives, influence audience perceptions and legitimize political actions. Using metaphors is crucial for political leaders to convey complex realities to their constituents. To gain political power, conceptual metaphors are utilized persuasively to convey politically efficient messages to the audience.

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#### THE CATEGORY OF TEMPORALITY IN POLITICAL DISCOURSE

Politics is the term used to describe the organized activities involved in collective decision-making in a group or society. It also includes the different forms of power dynamics among individuals, including allocating social standing and resources. Linguistics has a significant role in politics because communication is fundamental to human interaction. In this article, we will look at temporality in political discourse.

Temporality is defined as a specific relationship between time and temporal characteristics. In cultural studies, psychology, and phenomenologically oriented sociology, the concept of temporality is used primarily to describe dynamic entities such as individuals, social groups, classes, societies, and values. Ialenti, V believes that in sociology, time in social sciences is perceived according to people's social control of time and the human perception of time [3, p.150]. In this article we will look at the category of temporality in political discourse.

Barchuk, V. thinks that in the domain of modern linguistics, this concept finds application in different contexts and with different content. The lexical aspect of the study of temporality is related to systematic studies of the structure of functional and semantic fields. Lexical temporality is determined by the marking of the semantics of units with a temporal component, which can indicate the measure of time (age, year, hour, second), the time of an event or fact in a specific way (yesterday, last year, tomorrow, today) or in a general way (then, after, before, during). [1, p.70] In linguistics, temporality describes the way humans express time in their language. It shows the difference between the past, the present, and the future. Time clauses, verb tenses and other tools are used to express time.