

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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*Міський Вероніка, Борух Катерина
Науковий керівник – асист. Баневич Мар'яна*

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.

In discourse analysis, a more broad view is taken. The analysis encompasses not only the reflection of time in individual words or sentences but also in entire conversations, texts, and even political speeches. A good example is how a politician talks about past achievements in order to convince people of future plans.

Politicians frequently use retrospection, prospectus and actualization of the present to influence people. Retrospection is used by politicians to talk about past events, achievements or mistakes. They may remind us of good things that have been done to earn trust, or point out the mistakes of opponents. Prospectus is a projection of the future. Politicians utilise it to talk about their plans, promises and visions for the future in order to inspire people and gain their support. Actualization of the present may be used to try to make an issue or event seem very important right now, which can result in the immediate action of people.

Political discourse focuses on the future context. Future contexts are favourable: they are difficult to deny and impossible to verify at the moment. It proclaims its ideas to be the best. Often, a politician's discursive skills are more important than his or her personal traits.

According to Kondratenko, N., there are different 'types' of political discourse, such as political speeches, debates, interviews with politicians, political articles and news, and election campaign materials [4, p.76].

It is shared in different ways, for example, with the help of television and radio, newspapers, magazines, Internet (social networks, websites). Rallies, meetings and personal conversations can also spread the political discourse.

Political communication often has its own characteristics:

1. Appealing to emotions. Politicians often try to evoke strong feelings like joy, fear, anger, hope to influence our decisions.

2. Ideology: Political discourse is often linked to certain ideas and beliefs about how society should be organised. Politicians try to promote their ideology through their language.

Temporality is the specific relationship between moments of time and temporal characteristics, the dynamics of changes in those phenomena and processes, the qualitative peculiarity of which is determined by the socio-cultural specifics of human existence; the temporal essence of phenomena [3, p.75].

Political discourse is a multifaceted social construct that goes hand-in-hand with the flow of time. This is because the strategies that are used involve much more than just picking out chronological points. These end up having a profound effect, not only on shaping public opinion, but also on the political success of the actions taken, and they act as a tool in garnering support.

The past is the most looked-for source of examples in politics for a multitude of reasons. The references to historical events made by the political leaders not only allow them to explain their actions but also give people a sense of their past and future being in common and running together. In the Ukrainian case, say, invoking the Revolution of Dignity or the Russian-Ukrainian war turns out to be used not just for the awakening of patriotic sentiments but virginally as well for forming

national memory and establishing core values. The so-called re-writing of history, for example, cherry-picking what facts to remember, helps politicians to show the events in a manner that suits their objectives. They try focusing on positive things in the past and abandon the negative ones out, which eventually creates an image that they desire. Telling lies about the recovery of the “golden times” of the past serves as a tool of attracting a mass of people who favour that idea, as these lies cause nostalgia and a feeling that things were always like this to come to the aid of support.

The futile imagination of the future has always been as convincing a strategy as the past. The visions, as well as the promises that are sold like hotcakes to the electorate, namely the future prosperity of the economy, the achievement of social justice, and the leap of technological progress, make a strong impression because they present a future of restored hope and creation of new prospects. On the other hand, using various threats like an economic collapse, an environmental apocalyptic tragedy, or an attack by a foreign foe draws attention to the concern, intensifies activity and surely leads to fear-based support for political endeavours.

Turning the present into a real thing, focusing on the crisis or "moment of choice," not only indicates the importance of current issues and the necessity of instant action but also makes it possible for the leaders to justify their behaviour. This, in particular, was very common during the pandemic when political compliance with public health measures was mandatory. Time as a tool of influence, in this case, is mainly revealed in the voters' time since formation. The primary task is to use rhetorical devices to generate a feeling of urgency, importance, or inevitability that will lead to mass support and a common destiny. Bilyk, O. states that temporality expresses the linguistic interpretation of a person's perception of the time of the situations being denoted relative to the moment of speech or the initial point of reference [2, p.100]. Through the "past," "present," and "future" framework, politicians are able to justify their actions by taking advantage of the ambiguous nature of these time frames and creating narratives that are in line with their interests.

Temporality proves to be a very powerful instrument that can be used in connection with other strategies such as emotional appeals, metaphors, and analogies to intensify it's on the audience. Proficient handling of political discourse is indispensable for preventing manipulation and providing an objective perception of the world. This is because grasping temporal strategies enables us to make an analysis of such a discourse in the period in which it occurs, besides outing the politicians' ulterior motives and gauging the rationality and critical thinking on which their actions are based.

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