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Anastasiya I. Zolotayko¹, Anatoliy P. Chudinov²

¹ Ural Law Institute of the Ministry of Internal Affairs of the Russian Federation, Ekaterinburg, Russia, liani@list.ru, <https://orcid.org/0000-0002-9513-7987>

² Ural State Pedagogical University, Ekaterinburg, Russia, ap_chudinov@mail.ru, <https://orcid.org/0000-0001-5436-5273>

Criteria for Determining the Novelty of Military Metaphors Within the Post-Soviet Space in Non-institutional Police Internet Discourse

ABSTRACT. This article focuses on the question of the novelty of metaphors that arise during actualization of social and military-political conflicts and protests in which law enforcement agencies are described by means of metaphorical militarization. In this regard, the author considers the existing classifications of the novelty of the newly discovered metaphors and the methods for its determination. For reasons of convenience and speed of transmission of news reports, as well as the opportunity of discussion in chats, the Telegram messenger is of particular interest. By means of the continuous sampling method, the author has chosen 349 user comments regarding the image of law enforcement officers in order to further consider options for determining the degree of novelty of figurative word usage according to the classifications discussed below. A number of lexical transformations of the word usages encountered in the comments that characterize law enforcement agencies or their actions were also identified. On the basis of the material analyzed, the author considers it possible to single out two more criteria that allow determining the novelty of metaphors according to the new virtual media environment in which they are used. Thus, the criterion of political relevance is mediated by the current news agenda and the situational correspondence of the figurative word usage. The linguistic criterion is based on the introduction of new means of conveying imagery on the word level.

KEYWORDS: Internet, Internet space, Internet technologies, Internet communication, Internet resources, Internet discourse, Internet texts, language means, political metaphorology, metaphorical modeling, metaphorical models, political metaphors, law enforcement agencies, internal affairs agencies, police, post-soviet space, police discourse, social movements.

AUTHOR'S INFORMATION: Zolotayko Anastasiya Igorevna, Senior Lecturer of Department of Foreign Languages, Ural Law Institute of the Ministry of Internal Affairs of the Russian Federation, Ekaterinburg, Russia.

Chudinov Anatoliy Prokop'evich, Doctor of Philology, Professor, Head of Department of Intercultural Communication, Rhetoric and Russian as a Foreign Language, Ural State Pedagogical University, Ekaterinburg, Russia.

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Анастасия Игоревна Золотайко¹, Анатолий Прокопьевич Чудинов²

¹ Уральский юридический институт МВД России, Екатеринбург, Россия, liani@list.ru, <https://orcid.org/0000-0002-9513-7987>

² Уральский государственный педагогический университет, Екатеринбург, Россия, ap_chudinov@mail.ru, <https://orcid.org/0000-0001-5436-5273>

Критерии определения новизны метафор со сферой-источником «Война» на постсоветском пространстве в неинституциональном полицейском интернет-дискурсе

АННОТАЦИЯ. В данной статье исследовательский интерес представляет вопрос о новизне метафор, возникающих при актуализации социальных и военно-политических конфликтов и протестов, в которых средствами метафорической милитаризации описываются правоохранные органы. В связи с этим автор рассматривает существующие классификации новизны обнаруженных метафор и способы ее определения. Исходя из удобства и скорости передачи новостных сводок, а также возможности обсуждения в чатах, особый интерес представляет мессенджер «Telegram». Методом сплошной выборки было отобрано 349 отзывов пользователей, касающихся образа сотрудников правоохранных органов, для дальнейшего рассмотрения вариантов определения степени новизны образного словоупотребления по рассмотренным ниже классификациям. Также выявлен ряд лексических трансформаций словоупотреблений, встречающихся в комментариях, характеризующих правоохранные органы или их действия. На основе проанализированного материала автор считает возможным выделить еще два критерия, позволяющих определить новизну метафор с учетом новой виртуальной медийной среде, в которой они реализуются. Таким образом, критерий политической актуальности опосредуется актуальной новостной повесткой и ситуативной привязкой образного словоупотребления. Лингвистический критерий основан на введении новых средств передачи образности на уровне слова.

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КЛЮЧЕВЫЕ СЛОВА: Интернет, интернет-пространство, интернет-технологии, интернет-коммуникация, интернет-ресурсы, интернет-дискурс, интернет-тексты, языковые средства, политическая метафорология, метафорическое моделирование, метафорические модели, политические метафоры, правоохранные органы, органы внутренних дел, полиция, постсоветское пространство, полицейский дискурс, общественные движения.

ИНФОРМАЦИЯ ОБ АВТОРАХ: Золотайко Анастасия Игоревна, старший преподаватель кафедры иностранных языков, Уральский юридический институт МВД России; 620057, Россия, г. Екатеринбург, ул. Корепина, 66; e-mail: liani@list.ru.

Чудинов Анатолий Прокопьевич, доктор филологических наук, профессор, заведующий кафедрой межкультурной коммуникации, риторики и русского языка как иностранного, Уральский государственный педагогический университет; 620091, Россия, г. Екатеринбург, пр-т Космонавтов, 26, к. 285; e-mail: ap_chudinov@mail.ru.

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ДЛЯ ЦИТИРОВАНИЯ: Золотайко, А. И. Критерии определения новизны метафор со сферой-источником «Война» на постсоветском пространстве в неинституциональном полицейском интернет-дискурсе / А. И. Золотайко, А. П. Чудинов. — Текст : непосредственный // Политическая лингвистика. — 2022. — № 6 (96). — С. 53-58. — DOI: 10.26170/1999-2629_2022_06_06.

INTRODUCTION

The tension that arises in connection with the online media coverage of domestic and foreign political processes as shown by the events of recent years, and in particular since the beginning of 2022 (the brutal protests in Kazakhstan in January, protests in Georgia in March, protests in Tajikistan in May and Armenia, protests in Moldova in June, etc.), often spills out in the form of outbreaks of uncontrolled violence. To resolve such situations, the usual means within the powers of the police are not enough. The militarization of law enforcement in such cases inevitably leads to a change in the vector of public perception of its representatives.

Currently the trend of partial or significant transfer of the functionality of the military institutions to law enforcement agencies (pic. 1), as noted by Ch. Dunlap, dates back to the 1980s when regulations were passed at the official level authorizing “the use of military equipment and expertise in support of civilian law enforcement agencies. However, the law still prohibits a military member from “direct participation” in most circumstances in the “search, seizure, arrest, or other similar activity” [Dunlap 1999: 217].

In this article, of research interest is the question of the novelty of metaphors that arise during the actualization of social and military-political conflicts and protests in which law enforcement agencies are militarized. For reasons of convenience and speed of transmission of news reports as well as the possibility of discussing in chats, the Telegram messenger is of particular interest. It has significantly expanded its audience due to the restrictions imposed on other messengers and platforms. By means of a wide sample user comments regarding the image of law enforcement officers were selected in order to further consider options for determining the degree of novelty of figurative word usage according to the classifications discussed below.

1. THE CRITERIA FOR METAPHOR DIFFERENTIATION INTO CLASSES

Among the researchers of metaphor, special attention is paid to the question of the “life cycle” of word usages, i.e. about the relevance and productivity of any image within the framework of modern speech reality.

	CIVILIAN POLICE	MILITARY
Core Function	Controlling crime and maintaining public order by prevention or, failing that, through apprehension.	Securing the state against external threat through deterrence or, failing that, military action.
Focus	Internal.	External.
Source of Legitimacy	Representatives of the community / law.	Agents of the incumbent government.
Institutional Culture	Professional, value-oriented, individual responsibility high.	Professional, value-oriented, hierarchical, responsibility allocated top down.

Pic.1

Thus, among the many classifications of metaphors proposed by researchers due to the multidimensionality of the very essence of metaphor, as well as the diversity of typologies of principles for separation, the existence of two types of metaphors is recognized: linguistic and speech (artistic). A speech metaphor in scientific research appears in many incarnations and nominations (poetic, occasional, creative, tropical, individual, individual author's, etc.). The broadest sense and all-embracing definition that unites and unifies all the specific properties of these nominations is an artistic metaphor. Linguistic metaphors are also known as common, general poetic, erased, buried, dead, conventional. All nominations are based on the ability of the language to "accept" new images and properties of the designated phenomena into its structure. In this vein, it should be noted that speech metaphors rarely take root and do not lose their imagery. Summarizing the above, the main difference between linguistic metaphors and speech metaphors is the difference in semantic and communicative nature as well as the status of these metaphors in vocabulary (linguistic metaphors penetrate into vocabulary with a fixed meaning, speech metaphors are mobile and cannot be fixed in the lexical composition).

Metaphors counting methods depend on the criteria for their differentiation into classes, proposed by one or another author. Classifications of metaphors can be based on a binary opposition ("living" – "dead") as well as on a relatively large number of factors. An important role is played by the frequency of use of one or another expression or its connection with temporal realities.

George Lakoff points out the need for greater clarity regarding the essence of the concept of "dead metaphor" since the lack of a clear delineation of criteria for classifying a particular word usage as "outdated" contributes to the emergence of contradictions in scientific research. In the article "The Death of a Dead Metaphor", through a series of examples, he demonstrates the fallacy of the theory that any figurative expression that is not new or not related to poetic innovation should be considered "dead". The basis for criticism of this approach is the cognitive mapping of the properties of one object to another, as a result of which a certain image is broadcast. Lakoff considers it appropriate to differentiate metaphors into historical, common (hackneyed), single (one-shot) and target-defined metaphorization process [Lakoff 1987: 145].

K. Müller adheres to the position of J. Lakoff and points out that the sphere-source of common metaphors in speech may be relevant

for a particular individual or author at a certain point in time and not relevant for another at any other period. This approach suggests that metaphoricity is not just an attribute of linguistics, but a cognitive achievement of the addressee and recipient: a writer, reader or listener. Moreover, the researcher claims that metaphorization is characterized by gradation (depending on the context in which this or that word usage functions) and dynamism (transition from accentuation to the perceiving side of the metaphorization process to the productive one) [Müller 2008: 3-11].

Paul Rico notes that a metaphor is the creation of a new meaning in the context of a specific sentence, and therefore it cannot be considered from the point of view of lexicology. It is syntactic constructions that make it possible to activate the aggregate meaning of individual words that make up it. Thus, the question of the legal capacity or extinction of a metaphor cannot be directly related to the lexical criterion [Ricoeur 1986].

The criterion for asserting that a metaphor has been erased can be the recipient's ability to perceive its sensual (pictorial) side, as well as the source of the figurative transfer. Those. the absence of a connection between the actualized image or the inability to identify its relation to a particular area of linguistic and cultural reality in the mind of an ordinary person indicates that this metaphor cannot be considered productive and has died out.

Researcher H. de Landscher, through the content analysis of the Dutch political discourse, examines the issue of the novelty of metaphors from the point of view of their ranking according to the degree of imagery, which makes it possible to empirically fix indicators of the metaphorical index (MPI – Metaphorical Power Index) based on frequency (MFI - Metaphorical Frequency Index), pragmatic potential (force of impact) (MII - Metaphorical Intensity Index) and content (the initial region of figurative transfer) (MCI - Metaphorical Content Index). The calculation of each of the parameters is carried out according to the method proposed by the researcher with the given parameters. Thus, de Landscher, through mathematical operations, defines a method for calculating the frequency of metaphors per 100 words of a text, according to which the higher the number (n) of metaphorical word usage (me) in relation to the number of words (wo), the higher the index itself.

$$MFI = nme \times 100 / nwo$$

The index of impact or intensity takes into account the criterion of the novelty of metaphors, while the priority is given to those images that are the most original or carry previously

unused individual author's meanings and meanings. Yes Landscher divides words into weak or worn out with the lowest coefficient of impact (1), common or conventional with an average index (2), and strong (author's) metaphors with the highest coefficient (3). The calculation is carried out by the sum of all units, distributed according to the selected groups and multiplied by the appropriate coefficient, which are then divided by the total number of metaphors.

The content index is focused on the sphere-source of metaphorical transfer and allows you to determine which areas are most widely represented on the basis of an empirically grounded scale and rank them in terms of frequency and importance in the context of the research [De Landtsheer 2015: 211-214].

Andrew Goatley offers a classification according to the degree of wear and tear and highlights dead, buried, sleeping, tired and living metaphors. The distinction is based on the relation of word usage to the topic / context (theme) of communication, source of transfer (grounds), target of transfer (vehicle) or to the vehicle term, i.e. the concept through which the metaphor is activated, as well as to the lexicon. Particular attention is paid to the way of implementing metaphors in speech. The researcher notes that live (active) metaphors are especially dependent on the topic and the context in which they are implemented, the most diverse in relation to the source and target of the figurative transfer. In sleeping and tired metaphors, the basis of metaphorization is so inexpressive that it is difficult to separate it from the general theme [Goatley 2005: 32-34].

2. THE CRITERION OF POLITICAL RELEVANCE FOR DETERMINING THE NOVELTY OF METAPHORS

As noted earlier, metaphors depend not only on the cognitive abilities and perceptual framework of the individual. It might be advisable to take into account **the broader political context**, i.e. socio-political conditions in which figurative word usage functions. The scale and novelty of the problem can determine the nature of the metaphorical transfer / identification of the events taking place. In this regard, it seems possible to single out **the criterion of political relevance**, according to which it is possible to divide metaphors into:

- metaphors that convey new conceptual meanings and meanings in connection with the emergence of new political situations that have no precedents;
- metaphors that activate images from any spheres and political realities fixed in the consciousness of society and an individual by means of precedent names;

- a kind of archaic metaphors the origin and convertible meaning of which have been forgotten and therefore their use in speech is resorted to less and less, and in some cases such word usage is subject to "speech oblivion".

In this regard it seems possible to consider relatively new such word usages that refer to concepts that are relevant to the modern political picture of the world: color revolutions (Krasilnikova N.A. 2008, Budina M.E. 2015), cyber terrorism (Isaeva E.V. 2012, 2015) and other topical problems and phenomena of modern reality.

The specifics of the events unfolding in the post-Soviet space since the beginning of 2022 (however, the protests in Belarus in 2020-2021 can also be attributed here), in the context of their media coverage in the information channels of the Internet space, it is possible to explore a huge amount of linguistic material. The active involvement of police officers to suppress the raging participants in protests and demonstrations led to a massive discussion of the legality of their use of official powers. As a rule, word usages that convey the pragmatic meanings of "cruelty", "violence", "arbitrariness" are updated most quickly. These meanings are spread most widely in the segment of liberally oriented and foreign media resources, which echoes to a certain extent the global trend of discrediting law enforcement agencies originating from protest movements in the United States ("Defund the Police", "BlackLivesMatter", "StopPoliceBrutality", etc.). The change in the vector of perception of the image of law enforcement agencies from neutral and often initially negative (due to the relatively low level of trust in the police in a number of countries) towards a radically negative one is exacerbated by the introduction of metaphors with the "WAR" source sphere.

*Will anyone tell me why are we **occupied by our own law enforcement?***

*I wonder when they'd start wearing **green instead of blue**. Doesn't match their actions.*

*Citizens "Restrained" By **The Gestapo**.*

*Upon becoming a cop they give away their identity, their nationality, creed, race, gender and religion. **Fascist indeed**.*

When analyzing the pragmatic meanings underlying such comments, it is difficult to assert that they translate new conceptual meanings and meanings: actualized political situations even over the past few years have many analogues (precedent names from previous military conflicts are activated).

A fresh and not "hackneyed" image of a policeman allows creating a technologically advanced and innovative nature of the sphere-

source of metaphorical transfer (drones, super-sonic developments, etc.).

*Not long ago many officers were ex-military and sensible, now we have legions of Uni educated middle class **socialist indoctrinated drones being put into uniform.***

*Dunno...anyone attempting a protest will face **police Sonics.***

3. THE LINGUISTIC CRITERION FOR DETERMINING THE NOVELTY OF METAPHORS

As noted earlier, the language of Internet communications itself is becoming a kind of new version of a standardized language with a number of specific features [AbuSa'aleek 2015: http]. Consequently, figurative word usage can be transformed according to the environment in which they are implemented. In this regard, it seems possible to propose *a linguistic criterion for determining the novelty of metaphors*, based on the introduction of new means of transferring imagery at the word level. These include means of textual expression and transformation that can turn even an ordinary word into a capacious image endowed with a variety of meanings and implications:

1. Telescoping is the merging of two or more truncated (splinter) stems or words, as well as the merging of a full word / stem with a truncated (splinter) word, as a result of which a new word is formed - a telescopic unit, fully or partially combining the meaning of all incoming structural components [Astafurova, Sukhorukova 2006: 183].

Robocops!

*The mighty police **Frankenbot** – chilling...*

*This still a whole lot of **Copaganda.***

2. Word formation – changing words or the creation of new lexemes.

The Police-ization of the Military.

This example depicts the shift of meaning of the process of transferring the qualities of one institute to another by means of adding affix *'iazation'*. It is peculiar and not common to change these words as they usually come in a different order – “Militarization of Police”.

3. Transformations – include the addition or reduction of one or more letters (symbols) to create a new image or meaning, often with the use of an uppercase case to emphasize the recipient's attention:

*Like **poLIETicians** the standard of our **poLIEce** is at an all time low and they continually forget...*

It seems impossible to translate such transformations, preserving the original intentions and form, but for a native speaker they are visual and emotionally colored. So, the addressee of the statement adds the letter “e” to the basis

of the words politician and police, due to which a new word is formed lie, which means a lie in translation.

*Many folks who are drawn to work in **law "en-FORCE-ment"** have psychopathic personality traits.*

In this example, "law enforcement", which is equivalent to the English version of "law enforcement", emphasizes the word "force". Highlighting this component allows you to change the meaning of the statement, creating a capacious way to reflect the true motives of those who want to work in the police: the ability to use force against citizens.

*Oh, **Puh-lice!***

This example broadcasts the phonetic scheme of pronunciation of the word "police" with a characteristic intonation and a fixed meaning of disdain and irony - "I beg you!" or "oh, this / this! ...".

4. Reductions:

*Here come the **Po-po!***

The example reflects the trend towards linguistic economy by means of reducing the full-valued word “police” to the initial syllable “po”. Its double repetition symbolizes law enforcement officers exercising patrolling the area in pairs.

5. Word play - is an ingenious thing that involves the use of one word instead of another or the substitution of one meaning for another meaning of the same word.

*These police are trying to **'screw' the 'driver'**...*

The addressee of the statement appeals to a situation in which law enforcement officials considered the screwdriver to be a potentially dangerous weapon and therefore the reason for the detention of a certain driver. The pun in this context consists in splitting the word “screwdriver” into two independent units belonging to different parts of speech: the verb “to screw” with the meaning “to spoil, oppress, substitute” and the noun “a driver” - “driver”. The result of transformation allows achieving a comic and somewhat ironic effect.

CONCLUSIONS

Modern realities provide researchers with platforms for linguistic analysis of non-institutional police Internet discourse in the context of the escalation of social protests in different language segments of the network. There is a trend towards an increase in the number of metaphorical word usages with the source sphere “WAR” that implies existence of a change in the pragmatic meanings of the functions of the police.

For a number of existing classifications for determining the novelty of images it seems

possible to add such criteria that will allow differentiation at the level of context (criterion of political relevance) and lexemes (linguistic criterion). In relation to the considered material, it would be wrong to assert that the updated metaphors are new and nonconventional, since for the most part they appeal to previous events and precedent names (names of combatant military police units and punitive detachments, political movements of other countries, slogans, etc.).

Metaphorical word usage in non-institutional Internet discourse has an impressive potential for deployment and creation of new images through all sorts of linguistic means, while there is a desire for a kind of "compactness" and capacity to simplify the perception of meanings by the recipient. In the opinion of the authors it is the metaphorical word usage mediated by the new virtual environment of Internet communications that can generate new meanings.

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