

## TYOLOGY OF METAPHOR IN POLITICAL INTERNET-COMMUNICATION

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**Abstract:** The article represents the modern approach to conceptual metaphor being a typical feature of political internet-communication. The metaphor image reflects the results of the world conceptualization, categorization, and assessment. The article investigates prominent metaphor types in the current socio-political content in Ukrainian and German internet-media and government bodies internet-pages. Metaphor typology is based on belonging of a metaphor source domain unit (subsidiary subject) to a semantic (or thematic) group. The conducted study outlines and analyzes anthropomorphic, naturomorphic, sociomorphic, and artefact metaphor. Every type includes the subtypes that underline the multidimensionality of conceptual metaphor semantics. The article describes the conceptual metaphor development directions. The dynamics of the analyzed metaphors depends on the source domain which functions as a scheme of the object being reproduced. Thus, metaphor forms and preserves the worldview and becomes a means to create new concepts.

**Keywords:** Conceptual metaphor, Internet-communication, Language of internet-media, Metaphor development directions, Metaphor dynamics, Metaphor typology, Political communication, Socio-political content.

### 1 Introduction

Used as an effective means for influencing society since the ancient times, metaphor is a prominent feature of political internet-communication. Modern studies represent it as a lingual and mental tool for cognition, evaluation, retention, and transformation of extralingual reality. This approach is based on conceptual metaphor theory by G. Lakoff and M. Johnson which proves that humans not only express their thoughts through metaphors, but also think through them [10]. New metaphor perception transformed its use in political communication, bringing more deliberation and awareness. Understanding of basic perception and thinking mechanisms which underlay metaphor functioning influence the communication effectiveness. Metaphor is based on the human thinking ability to analyze different concepts, rely on the previous experience while perceiving a new phenomenon, and thus explain the unknown and complex through the known and fixed in semantics of a language unit. Arbitrary choice of metaphorization source and unlimited associations that form the meaning, create a large space for imagination and creativity and also cause reconsidering polysemy. Metaphor as a figurative form of rationality reflects the results from world conceptualization, categorization, and evaluation, emphasizing the connections between the concepts compared and preserving the duality of content which makes metaphor an effective means of argumentation.

The metaphor properties are completely consistent with the objectives of modern political communication which is rapidly developing in a democratic society and expanding internet environment. The metaphors use creates the necessary emotional background for the transmission and dissemination of certain ideas and information, excites the imagination and stimulates a recipient's mental activity, forms a certain worldview model, all these combined turns metaphor into an effective tool for influencing public opinion, modeling the virtual world and transforming the political world which exists in the minds of citizens. Representing characteristic features of a signified in the linguistic form and concentrating the previous generations experience, the metaphor indicates the guiding lines and sets the corridor for reality comprehension. The study of political

metaphors makes it possible to identify the ethnospecificity in mentality, basic cognitive structures, stereotypes, mass and individual consciousness intentions, and collective subconscious.

The aim of our study is to investigate the prominent metaphor types in the current political internet-communication and identify the directions in conceptual metaphor development.

### 2 Literature Review

Our research is based on conceptual metaphor theory by G. Lakoff and M. Johnson. The theory handles metaphor as a fundamental mental operation, a tool for cognition, structuring and explaining the world, and a figurative form of rationality [10]. Researchers emphasize the main properties of conceptual metaphor: it creates similarity between compared concepts, accents one concept aspect simultaneously obscuring the others, conceptualizes objects from the world around, creates a new reality, and preserves connections with the cultural values. Metaphor affects emotions, reasoning, and behavior, evoking associative chains and actualizing compatible images [10]. Metaphor cognitive theory has become a reasonable foundation for our study, because it illuminates the complex interaction between consciousness, language and culture.

Numerous investigations into the metaphor as a part of political communication have brought convincing results. Theoretical part in our research is based on some of these studies [2, 4, 5, 14].

Researching metaphor partly draws its data from modern political communication, thus the term political metaphor emerges and gains linguists' attentions. We also use this concept in our study. V. Zaitseva and M. Kovalchuk argue: "Modern science deals political metaphor as a tool to perceive, model and evaluate political processes, and to affect the social consciousness. In politics, metaphor is a central provider of alternative solutions to problematic situations." [13]. O. Pietsukh analyses the political metaphor dynamics in English-speaking internet-discourse in 2010–2012 Elections in Ukraine and underlines that it is impossible to avoid metaphoric cognition when one comprehends international relationships, wars, socio-political issues, political debates, etc. [11, p. 6]. O. Chorna investigates the use of *political metaphor* in Ukrainian and Czech media and concludes that Ukrainian sources demonstrate a higher quantity of metaphor use and domination of units with negative connotations [6]. An extensive body of literature by Ukrainian researchers deals with semantic, functional, and pragmatic aspects of metaphor [1, 3, 8, 9]. They primary interpret political metaphor as a dynamic linguomental phenomenon which requires permanent research.

### 3 Materials and Methods

Internet as a new communication space has broadened onto all domains of human life and modified the traditional speech interaction. Internet-communication offers limitless opportunities, minimizing temporal, local, lingual, and tech obstructions, thus it substantially expands a range of participants and changes cognitive and discursive activities. Pericural features of modern internet-communication are "audience growth, high information transmission speed, information flows complexity, and information oversaturation" [12]. Internet-media make a strong influence on the society and help to transform social, political, and economic systems. Given all mentioned above we have chosen Ukrainian and German internet-communication as a research object. The sources are Ukrainian online-media *Ukrainska Pravda* (pravda.com.ua), *Ukrainskyi Tyzhden* (tyzhden.ua), *Den* (day.kyiv.ua), *Radio Svoboda* (radiosvoboda.org), *Cenzor.net* (censor.net/ua), *Ukrinform* (ukrinform.ua), *VoxUkraine* (voxukraine.org), *Ukrainskyi Pohliad* (ukrpohliad.org), *UNN* (unn.com.ua), *Zaxid.net* (zaxid.net), *Ukraina Moloda* (umoloda.kiev.ua); German online-media: *Süddeutsche Zeitung* (sueddeutsche.de), *Tagesschau* (tagesschau.de), *Diplomatisches Magazin*

(diplomatisches-magazin.de), *Blog der Republik* (blog-der-republik.de), *Berliner Zeitung* (berliner-zeitung.de), *Handelsblatt* (handelsblatt.com), *Frankfurter Allgemeine Zeitung* (faz.net), and also internet-pages of the government bodies.

To fulfill the research aim and thoroughly investigate the research subject, we use a number of methods and techniques: *internet-media monitoring method* – to collect metaphors and assess their meaning; *metaphoric modelling method* – to formalize and simplify basic metaphors and use them as a foundation for an insight into the creation of derived metaphors and main ways for metaphoric models deployment in the analyzed texts; *typologically-comparing method* with *tertium comparationis technique* – to establish functional and semantic means of metaphorical expressions; *contrastive semasiologic interpretation technique* performed as a part of *parallel research methodology* which consists of 1) *linguistic description*, including *primary and secondary segmentation* with *internal interpretation* in order to outline and systematize the empirical base (semantic and grammar means of metaphorical expressions); 2) *conceptual-interpretational analysis* – to use macro and micro context for interpreting metaphoric models. The metaphor contexts corpus was formed with *continuous sampling method*.

## 4 Results and Discussion

### 4.1 Typology of the Metaphors Recorded in Ukrainian and German Internet-Media

Metaphors diversity and their parameters heterogeneity have been sparking research interest since the ancient times in an endeavor to create the fullest relevant systematization. Modern linguistics operates numerous metaphor classifications, built on the different principles. Selection of main classification parameters largely depend on four conditions:

- 1) Meaning peculiarities;
- 2) Form peculiarities;
- 3) Contextual influence on meaning;
- 4) Metaphorical sign functioning.

In addition, classification is contingent upon a researchers interpretation of a metaphor as a result or a process; as a language phenomenon, mental phenomenon or a figure of speech.

Given the aim and scope of our research, the most relevant metaphor classifications is based on belonging of a metaphor source domain unit (subsidiary subject) to a semantic (or thematic) group. This classification outlines following metaphor types.

*Anthropomorphic metaphor* models the world through its similarity to a person. This type incorporates physiological metaphor, morbidity metaphor, sexual metaphor.

*Naturomorphic metaphor* models the world and a person through their similarity to animate and inanimate nature. Here belongs the *zoomorphic metaphor* (similarity to an animal), *vegetal metaphor* (similarity to a plant), *landscape metaphor* (models reality through an analogy to a certain territory). Zoomorphic and vegetal metaphor have distinct ethnic and cultural connotations and derive from mythological world perception.

*Sociomorphic metaphor* models the world through its similarity to different domains of humans' social life. This type consists of *criminal metaphor*, *military metaphor*, *theater metaphor*, *sport metaphor*, *game metaphor*, *family metaphor* etc.

*Artefact metaphor* models the reality through its similarity to artefacts (items created by humans). Such metaphors represent the world as a mechanism (sophisticated machines, vehicles, weapons), building, computer, instrument (a tool or a musical instrument), etc. (Figure 1).

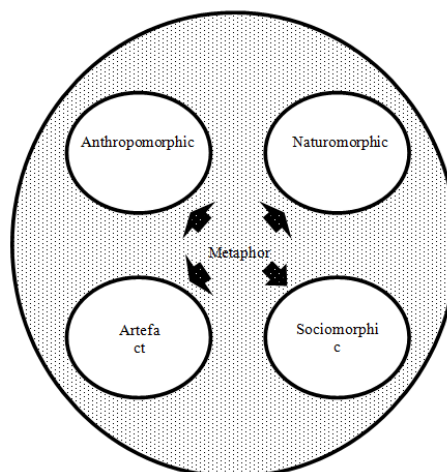


Figure 1 – Metaphor types in political internet-communication

The analyzed sources contain all metaphor types listed above. Anthropomorphic metaphor is connected with a primitive mythological worldview which is preserved in deep ethnogenetic memory with the help of archetypes. The mankind has always interpreted the world around through the scope of our own life and unconsciously transferred our feels onto surrounding things and phenomena, thus cognizing both external and internal worlds. The reality appeared inalienable from a man and was described in connection with a certain human property. This metaphor type being realized in many varieties determined cultural development over a long period of time. However, the cognitive activity evolution brought the understanding that anthropomorphic metaphor as a basic regulation obtains certain limitations.

Analyzing anthropomorphic political metaphors in Ukrainian internet-communication, we recorded a great number of morbidity metaphors which negatively evaluate represented phenomena: *Ukrainian corruption disease: 12 upsetting arguments* (pravda.com.ua); *Ukrainian judicial system is a cancer tumor on the state's body* (pravda.com.ua); *Ukraine and the world are gripped by a new financial fever: cryptocurrency pursuit* (pravda.com.ua); *Cryptocurrency fever: will the dollar and gold take a back seat and what will happen to the exchange rate in the coming days* (voxukraine.org); *Recent events with Russian President Vladimir Putin allow to easily diagnose him with a political short-sightedness* (radiosvoboda.org).

In German socio-political content, morbidity metaphors also express a negative assessment of disturbing social phenomena: *Germany is in fever* (blog-der-republik.de). The criticism of the pension system, which has been publicly discussed for weeks is sharp: *Pension system facing the threat of collapse?* (tagesschau.de).

In addition to different diseases and symptoms, recipient domains in Ukrainian and German internet-communication are projected onto with medical research methods and treating procedures: *Will the parliament members reanimate tax police?* (censor.net); *Corruption in Ukraine: disease anamnesis* (ukrpohliad.org); *Reanimation of German economics is successful* (handelsblatt.com).

Also we observe a large amount of physiological metaphors: *Long Moscow's hand* (tyzhden.ua); *Ears of government. How our journalists are being observed* (pravda.com.ua); *The created platform will become a "brain center" that will develop solutions to respond to economic emergencies* (pravda.com.ua); *To determine the level of viability of the state brain, we can use modern methodologies for assessing the development of organizational systems, which includes the state system* (radiosvoboda.org); *It immediately had a remarkable effect and continues to work today, especially in those areas that are sore points of modern human infrastructure* (radiosvoboda.org);

*Nomenclature-oligarchic "matrix" is not only rooted in the body of society and the state, but also has the most powerful resources and influence in Ukraine (radiosvoboda.org).*

Naturomorphic metaphors also origin from the ancient cognition and world describing principle (teriomorphic). Donor domains of naturomorphic metaphors are concepts of nature: animals, plants, water, fire, sky, celestial bodies, and other natural phenomena. Political internet-communication is rich in zoomorphic metaphors.

Animal images are based on archetypes and being projected on a person highlight a certain personal feature. Many zoomorphic metaphors aim to discredit and lower a denoted subject, giving it a distinct negative emotional and evaluation meaning. For instance, prominent Ukrainian politicians' nicknames *rabbit*, *hare* mock their image and often provoke irony in spite of their professional qualities: Do not forget the Rabbit: will Arseniy Yatseniuk join Volodymyr Zelenskyi's team? (umoloda.kiev.ua); "The Bloody Rabbit" Yatseniuk: a new masterpiece of Russian propaganda became a hit on social networks (pravda.com.ua); *It produces Roshen candies for which Poroshenko received the nickname "the Chocolate Hare"* (pravda.com.ua).

*On the other hand, we observe some zoomorphic metaphors with positive connotations in Ukrainian political internet-communication: Arrival of US State Secretary Assistant Victoria Nuland and one of the bison of American politics Ira Forman (pravda.com.ua).*

*Zoomorphic metaphors are also used to denote political parties and even countries, thus emphasizing the characteristic feature of the recipient domains on the appropriate emotional and evaluative background: Electoral bloc of political parties "Bison" (For Ukraine, Belarus, Russia); Similar revolutionary economic jump was performed by Asian tigers – Japan, South Korea and Singapore. Ukraine can become a European tiger: initially in the state mechanisms field (radiosvoboda.org).*

*Tight connections between Ukrainian and world politics are represented by metaphors black swan and gray rhino: You call the November Disruption one of the first "black swans" of Western Ukrainian statehood (zaxid.net); West Ukrainian People's Republic "black swans" and "gray rhinos" (zaxid.net). The N. Taleb's "black swan theory" describes rare and unpredictable events. The gray rhino metaphor is proposed by M. Wucher for denoting obvious threats to current political, economic, ecological, military, and humanitarian processes. Ukrainian politicians, experts, and journalists use this metaphors to describe the events and processes in the socio-political domain.*

Metaphors with plant concepts source domains are also relevant in Ukrainian and German political internet-communication. The conceptualization level in the vegetal metaphor source domain allows to build a detailed metaphorical constructions: *Myths are not easy to dispel, they resemble weeds in the garden: uprooted today, in a week they sprout new shoots. So, we need a gardener to keep our garden blooming (day.kyiv.ua); Dramatic events because the Belarusian authorities followed the Russian scenario, destroying the first sprouts of democracy with pressure, intimidation, and physical violence (radiosvoboda.org).*

*Sociomorphic metaphor* represents the world through its similarity to different domains of humans' social life. Its origin is caused by human self-realization as a social creature. However, sociomorphic metaphor as well as anthropomorphic receded into the background, maintaining productivity in fiction and public communication.

The complexity and diversity of economic, political and spiritual interactions between different social actors have formed a large number of sociomorphic metaphor varieties (Figure 2).

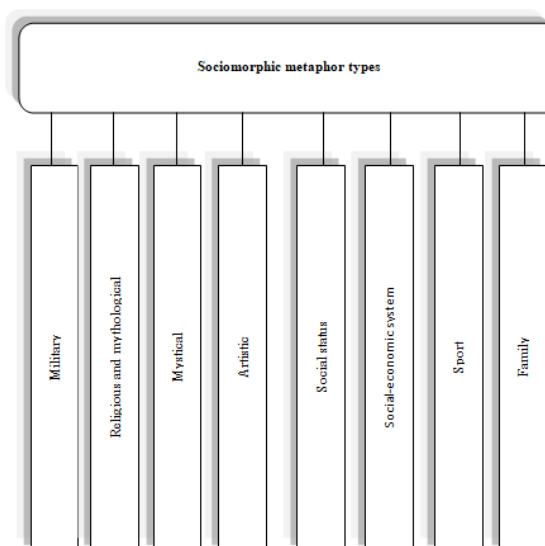


Figure 2 – Sociomorphic metaphor types

In Ukrainian and German political Internet communication, we record the following:

- Military metaphors mainly with strong negative connotation model the reality as a war analogy: *The "war by orders" between the presiding judge Serhiy Holovaty and Oleksandr Tupytskyi continues in the Constitutional Court (radiosvoboda.org); Arseniy Yatseniuk stated that "so-called mass media are in fact the occupiers' manuals, horde's subversive detachment that is waging war against our country" (umoloda.kiev.ua);*
- Religious and mythological metaphors: *Lesya Ukrainka or The Devil in a Skirt: Yulia Tymoshenko's 20-year career in the mirror of the world press (radiosvoboda.org);*
- Artistic metaphors: *Ukrainian political drama on the international stage (radiosvoboda.org), No wonder political reality is ironically called theater or circus (day.kyiv.ua);*
- Social status metaphors: *"Orange Princess", "Gas Princess", "Goddess of the Revolution", "Princess Leila of Ukrainian Politics", "Slavic Jeanne d'Arc" – her nicknames have acquired mythological proportions over the years (radiosvoboda.org);*
- Sport metaphors: *Lilia Hryhorovych announced the "political finish" of Our Ukraine party (radiosvoboda.org);*
- Family metaphors: *"And in a symbolic sense, Ukraine belongs to a big European family," the mayor emphasized (kyivcity.gov.ua), Ukrainians are the parents of Russians and Belarusians (zaxid.net), The Belarusian people have historically belonged and belong to our European family of nations (pravda.com.ua), Netanyahu and Hamas are twin brothers: expert names causes of military conflict in Israel (unn.com.ua).*

Artefact metaphor is tightly connected with the peculiarities of human world perception since the ancient times. Artefact metaphor source domains are concepts of things, particularly small household items, various buildings, complex mechanisms, etc. An architectural metaphor is recorded in Ukrainian and German political internet-communication: *Bastion of statehood and language. The Constitution of Ukraine withstands the onslaught of destroyers (radiosvoboda.org); Oleksandr Turchynov: Real European integration is to start building a European home in Ukraine (rmb.gov.ua); House of Europe is a program of the European Union in Ukraine (pravda.com.ua); The Brussels House of European History preaches democracy and progress, omitting something (monde-diplomatique.de). Furthermore, mechanism metaphor is recorded: *Maybe the "old captain" will return to the "helm" very soon (pravda.com.ua); Putin's political machine: Surkov predicted complete Putinism in the Russian Federation in the next 100 years (pravda.com.ua);**

*Holos Party is a ship which political rats escape from* (bastion.tv).

Transport metaphor characterizes politicians and parties. For example, notion *Titanic* functions as an analogy to future disaster for someone's career: *Volyn political Titanic, or What is Igor Palystia afraid of?* (openforest.org.ua).

The conducted analysis shows that current political internet-communication uses all main metaphor types. They create a necessary emotional background for a communication, preserve or model the world picture, describe and evaluate the social life.

#### 4.2 Dynamics of Metaphor Semantics

Metaphor consolidates the collective worldview, because similar knowledge about the world gives rise to similar associations. This property is prominent in conceptual metaphors which actively function in political communication. Conceptual metaphor activates the collective memory and a certain worldpicture, so it is an effective tool of political communication which aims to form a certain world model. Political communication, in particular propaganda, is based on the conceptual metaphors present in the people's minds, seeking to consolidate the necessary picture of the world or to transform it. Conceptual metaphor is dynamic, its content can change under the influence of the contextual environment, preserving formal parameters, and this property is also used for propaganda purposes.

The conceptual family metaphor demonstrates a clear dynamics. This metaphor had a key place in the Ukrainian political language in the Soviet era. According to this model, the USSR was presented as a family; the capital city as a mother; allied republics as sisters, nations as brothers. All regions and citizens were represented as members of a single family too, including Ukraine.

The family metaphor strongly influenced readers and listeners. It structured the human understanding of the state and determined the interaction individual – state accordingly. With family as the greatest human value in the metaphor source domain, the recipient domain (state) received the same value. The characteristics of the family, such as the presence of a certain hierarchy, mutual obligations and moral responsibility, were also projected on the recipient domain. The intensity of the metaphor influence was determined by personal experience, feelings and associations, since the most intimate experiences are primarily related to the family.

The political system change is accompanied by the destruction of the previous era worldview, and the Soviet ideological family metaphor underwent a varied reintegration in political communication. We record the following use of the family metaphor in socio-political content on the internet-media, in particular politicians, diplomats (Z. Brzeziński, J. Herbst), and journalists speech: *Without hesitation, Ukraine can tell Russia, its younger brother, that it is worth learning from Ukrainians about political culture. I see someone smiling, they say, "younger brother?" For all who know history, Russia is the younger brother of Ukraine* (tyzhden.ua); *Now in Russia there is only one choice: to take an example from his older brother* (tyzhden.ua); *Aggression in Ukraine makes Russia a China's younger brother* (radiosvoboda.org); *The urge for our country to recognize itself as a "younger brother" or sister is the instill of vassalism ideology that cannot lead to understanding...* (ukrainainc.org). The established form of metaphor actualizes the Soviet content, because the population in the post-Soviet countries has an automatic reaction on its formed. However, the context sheds the light on other meanings. Thus, one stereotype is being destroyed and another one is being formed.

During Yanukovich's presidency, family metaphor was also widely used, but it referred to the immediate political and business environment of the former president. In this case, the metaphor realized the meaning "oligarchic clan" and had a

distinctly negative connotation. Its use actualized the *Self – Other* opposition and caused protests among citizens.

In current political internet-communication, family metaphor denotes the European Union: *EU is a family of democratic European states* (en.gov.ua). This meaning stands in line with Ukraine's course towards European integration: *The roadmap and first priorities in Ukraine's formation and development as a member of the European family are defined by the Ukraine 2020 Sustainable Development Strategy approved by the Presidential Decree* (mfa.gov.ua).

In the speeches of the incumbent President of Ukraine Volodymyr Zelenskyi, the family metaphor represents Ukraine, emphasizing the idea of national unity: *I love our land, because every corner of Ukraine is a big family* (president.gov.ua); *Every day our hearts are torn. And any victories or achievements are incomplete, because our family is incomplete. But the day will come when we will definitely get together. Because the call of native blood will win!* (president.gov.ua).

The use of the family metaphor profiles the similarity of heterogeneous phenomena or objects in concise and clear manner: *Political twin brothers: why Erdogan wants to reconcile with Putin* (glavcom.ua); *Reforms and Kuchma are twin brothers* (pravda.com.ua); *Electronic Communications and Corruption are twin brothers* (i-ua.tv).

The architectural metaphor coheres with the family metaphor. It also has a powerful influence, because architectural metaphor actualizes the concepts corresponding to a safe and comfort "own" space, important for each person. Architectural metaphor can be represented with different types of buildings consisting of both typical and nonstandard architectural and constructive elements, they have a different planning and purpose, they can be built, rebuilt, or even destroyed. Metaphor opens a wide space for human thinking and imagination due to the high level of the source domain conceptualization. This causes various, sometimes diametrically opposite interpretations of the recipient domain. Modeling state as a building is a traditional device in political communication. The architectural metaphor is typical for the Soviet mass media language, and it became most frequent in 1985–1990 while playing a key role in the worldview transformation process: *A few weeks later, during a trip to Leningrad, Gorbachev said at meetings with students that everyone needs to restructure and change their style of thinking* (day.kyiv.ua). In the mentioned period (to be precise, in July 1989) another conceptual metaphor appeared – *common European house*—and it was interpreted as a signal of the Cold War end. In political communication, it unfolds and coheres with family metaphor, because the source domains of both metaphors are quite close: *Almost 25 years after Gorbachev's words about the common European house, Putin apparently wants to destroy the common European family* (day.kyiv.ua). This technique increases the text's influence with the help of the metaphor-created imagery and emotionality. Architectural metaphor continues to function in political internet-communication, but its frequency has decreased.

Conceptual mechanism and military metaphors were parts of Soviet ideology and served for formation and preserving the relevant worldview in the Soviet times. A. Chudinov notes that the most popular metaphor source domains in 1930–1950 were *war* and *mechanism*: "Society was under the insistent persuasion that a Soviet man is an armed with communist theory cog in the fighting and marching machine operated by human souls engineers. To control the machine, the party apparatus should hold the steering wheel firmly, use political levers and driving belts correctly, press the pedals in time and know the secret springs" [7]. These examples can be continued by a long series of similar metaphors: *the battle for the harvest, armed with knowledge, ideological front, force (masses, reserves) mobilization, party headquarters*, etc.

The military metaphor is widely used in modern political internet-communication: *gas war, pre-election battles, army of*



bureaucrats, deputy corps guards, a wide arsenal of means, media attacks, political maneuver. Some of these metaphors are a legacy of the previous era: *to mobilize opportunities, the old guard*, etc. However, they do not actualize the Soviet worldview or impose confrontational stereotypes. Mostly, the military metaphors underline the density and scale of a relevant problem: *He (O. Honcharuk) thought that he wouldn't suffer from dismissal or media attacks by "supporters" in the following months* (pravda.com.ua); *...a well-founded, consolidated legal position provides a wide arsenal of legal means and methods to counteract Russian aggression and effective foreign policy using massive international support* (day.kyiv.ua); *The only right solution is to cooperate with the "old guard" politicians who have positive experience and have already proved their effectiveness* (pravda.com.ua).

Mechanism metaphor is rarely used in the modern socio-political content. There are two reasons: old ideological marking and deactualization of the mechanistic worldview. Instead, the raise of computer technologies and a new scientific worldview establishment contributed to the increasing number of computer metaphors in political internet-communication. Computer metaphors model human activity – especially, thought and cognition—by analogy with the computer processes: *Because it is impossible to reboot relations with Russia taking into account its absolutely aggressive policy* (radiosvoboda.org); *You need not to sometimes influence society, but to turn on the brains, and then they will change* (veche.kiev.ua); *So Ukrainians now have little choice: they have to either find the means to overcome this oligarchic "matrix", or the state will simply cease to exist* (radiosvoboda.org); *We see all this on the example of amendment spam which is a real obstacle to the successful cooperation of Ukraine with the IMF during the crisis* (pravda.com.ua); *To restart the government once again and become a subject for mocking is not an option for Zelenskyi* (pravda.com.ua). This metaphor testifies that the globalized informational society determines the modern worldview. However, computer metaphors certainly simplify the complex processes in a man's inner world or social life. We interpret it as a manifestation of the modern fundamentally simplified mass consciousness formed by pop-culture, internet, and mass media. The computer metaphor dynamics is determined by the high conceptualization of the source domain and the actively developing computer technologies.

Difficulties in socio-political and economic life in Ukraine and numerous problems have led to the widespread use of the morbidity metaphor which expresses a sharply negative assessment of a denotate and profiles the deep problems: *Corruption is a disease that has infected not only customs and Ukraine, but the whole world, and can be cured surgically* (sfs.gov.ua); *Indeed, the corruption epidemic is so devastating that it threatens the very existence of the state* (voxukraine.org). The morbidity metaphor dynamics is manifested in the projection of previously untapped qualities and features of the source domain into the recipient domain: *The sick organism of the Ukrainian economy needs treatment. Successful treatment is impossible without the hygiene of state policy through prevention of decisions that hinder fair competition and balance the economy* (voxukraine.org). This metaphor is typical for political communication in the critical periods of society development: *brown plague, fascist plague, red plague, orange plague, red infection, shock therapy, economic collapse, mass endarkenment*, etc. The morbidity metaphor has a significant expressive potential and great power of influence, it is used both to form a worldview and to preserve it.

Humorous, ironic or satirical connotation is provided by the artistic metaphor (theatre, film, music, circus, etc.) which is also frequently used in socio-political content: *Our politicians are safe because of clownage, jestering, and citizens' short memory* (zaxid.net); *This court is a political performance for the people, part of uninterrupted sequence of political shows which the authorities desperately need when there is not enough bread for the plebs* (censor.net); *Ukrainian political drama on the international stage* (radiosvoboda.org). Artistic metaphors also

show dynamics when detailed in the text: *The first season of the Political Rollercoaster series dedicated to the elections intrigued viewers from all over the world, and the unexpected finale promises as exciting plot development in the next seasons* (zn.ua/ukr).

Dynamics of the analyzed metaphors depends on the source domain, the scheme of the object being reproduced. Source domain change the image and accents of recipient domain every time. The interaction between source and recipient domain stimulates merge of ideas and assumptions with the verified knowledge into a single entity.

## 5 Conclusion

Metaphors in the political internet-media reflects the main socio-political problems, describes and assess them, influencing the collective consciousness. Ukrainian and German internet-communication contains anthropomorphic, naturomorphic, sociomorphic, and artefact metaphors performing these functions. Morbidity and physiological metaphor expressive potential causes its wide use in Ukrainian and German socio-political content. For the most part, morbidity metaphors negatively evaluate denoted phenomena while physiological metaphors are either negative or neutral. Naturomorphic metaphors are represented in Ukrainian and German internet-communication by zoomorphic metaphors used for negative assessment, irony or sarcasm and vegetal metaphors that often create positive background and emphasize the possibilities. Complex and multidimensional social life generates sociomorphic metaphors: military, artistic, religious, mythological, sport, family and social status metaphors. Artefact metaphors (especially mechanism and architecture metaphors) perform modelling function. Computer metaphor both represents socio-political phenomena and actualizes modern realities.

Family metaphor, architecture metaphor, computer metaphor, military metaphor, morbidity metaphor, and artistic metaphor demonstrate dynamics in the political internet-communication.

The study of metaphor based on the Ukrainian and German political internet-communication shows that the metaphor is consistent with the main ethnospecific and universal cultural values. Ethnospecific metaphor components reflect the mentality of the ethnos and actualize its worldview, while universal components lead to an interdiscourse where the key concepts appear in the different linguistic expression.

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**Primary Paper Section: A**

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