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**EMOTIVE-EXPRESSIVE POTENTIAL OF PHRASEOLOGY OF LINGUISTIC IDENTITY:
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Abstract

The article deals with the linguistic identity of the politician on the material of statements of V.V. Putin. The politician's discourse is studied based on the interpretative analysis of phraseology. The linguistic consideration of systemic emotive means is carried out in light of the anthropocentric concept. Being an integral part of intellectual culture, emotions, although universal, are verbalized in specific ways in different languages due to speakers' subjective interpretation of the world around them which is undoubtedly of interest to linguistics. The linguistic-psychological and purely linguistic interpretation of data presented in language makes it possible to view the latter as the representation of special knowledge behind the facts of the natural language and as the representation of constructs of the emotive-expressive potential. The studied linguistic identity utilizes particular strategies and tactics of verbal influence on the audience that include a special psychosomatic component.

Keywords

Linguistic identity – Institutional discourse – Phraseology – Strategy and tactics of speech influence

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Introduction

As V.I. Lenin once said, "Without human emotion, there has never been, is no, and can never be a human quest for the truth"¹. Concerning the subject of the study, one could say that without human emotion, there can be no political leader and certainly no political discourse.

Most phraseological units (PU) are "containers" for emotions. By type of nomination, PU fall within figurative language. Ideal images that underpin phraseological nomination appear during verbal communication of people who use linguistic meanings as results of cognitive activity. Subsequently, these figurative linguistic meanings are actualized in a discourse situation.

PU are the most efficient means of expressing a person's attitude to the world around them. This is an attitude of active interaction with the environment, a desire to adapt the world to one's needs, a "targeted transformation of the environment according to one's values"².

The class of emotions includes moods, feelings, affects, passions and stresses. These are "pure" emotions. They are part of all the mental processes and states of humans. The main function of emotions is to help people understand each other better, be able to wordlessly assess one another's states and better prepare oneself for cooperation and communication³.

Different cultures treat various emotions in different ways, giving social connotations to experiencing and showing certain emotions which influences upbringing and socialization. In turn, emotivity has an impact on the system of worldviews, social organization and the semantic manifestation of certain elements in the meaning structure of linguistic units that correlate with a person's emotional state.

Theoretical background

Emotions are a form of reflection of the world that denotes mental experiences, agitations and feelings⁴. The uniqueness of emotions compared to other objects of nomination consists, first of all, in the diversity and abundance of language means of expressing them that include vocabulary, phraseologized syntactic structures, particular intonation and word order. The polysemy of emotive lexical units, including interjections, is not challenging for native speakers as various meanings are subconsciously learned during communication in the presence of means that ensure disambiguation in context. Emotions are universal and the structure of emotive vocabulary is not the same in different languages as it is nation-specific. The notion "emotivity" corresponds to the notion "expressiveness". Several linguists – V.I. Shakhovskii, A.P. Sedykh, O.N. Ivanishcheva, A.V. Koreneva, I.V. Ryzhkova and V. E. Chernyavskaya – propose to view expressiveness as a broader

¹ V. I. Lenin, *Polnoe sobranie sochinenii v 55 tomakh*, Vol: 20 (1961).

² T. A. Novitskaya, "Frazelogicheskie sredstva verbalizatsii emotsionalnogo kontsepta 'STRAKh' vo frantsuzskom yazyke" *Vestnik Chelyabinskogo gosudarstvennogo universiteta* Vol: 17 num 22 (2007): 102-106.

³ T. A. Tripolskaya, *Emotivno-otsenochnaya leksika v antropologicheskom aspekte* (SPb.: 1999).

⁴ V. I. Shakhovskii, *Kategorizatsiya emotsii v leksiko-semanticheskoi sisteme yazyka* (Voronezh: izd-vo Voronezh. gos. un-ta, 1987).

phenomenon than emotivity. They believe that expressiveness serves for increased expressive power and the shape of the utterance, whereas emotivity is used to express a sensory image and refers to content. The notions of expressiveness and emotivity are understood here to be synonymous. At the same time, for the institutional leaders of the nation, expression and motion go "hand in hand" allowing one to express one's linguistic identity.

The issue of representation of emotions in language continues to feature prominently in cultural linguistics during the recent years⁵. Cultural linguistic studies of human mental experiences make it possible to identify the features of cultural preferences and keynotes, the special characteristics of the psychic, inner, mental world of members of a certain ethnic unity, a language collective, its mentality⁶.

The verbalization of the world, especially of the emotional world, is ethno-specific due to various extra- and intralinguistic factors that determine the life of a language, its functioning and the structural-semantic and functional transformations that occur in it⁷.

Methods

An integral part of a politician's speech profile is the emotive-expressive component of an utterance. In the political arena, V.V. Putin is a political figure whose speech is rich in expressive units of indirect-derivative nomination. The expressions with the semantic structure featuring an emotive component are typical of the individual style of the head of the Russian government. The politician is predicted to leave a mark in history in part due to his figurative expressions that become aphorisms due to their clear expressiveness.

The most prominent part of Putin's individual style is the word combinations with a variation of the direct and indirect meanings which creates the effect of expressiveness and makes the political discourse more emphatic. Let us take a closer look at the usage example of the expression "uzhinat bez galstukov" [to have dinner without ties] which means an unofficial dinner in a casual atmosphere. Putin used this expression during the meeting with Yu.V. Timoshenko when responding to the question about what V.A. Yushchenko and M.N. Saakashvili are doing at dinner,

"It is best if the two presidents have dinner without ties. Ties are expensive nowadays. Anything could happen... Well, you understand..." [<http://kp.ru/>].

⁵ L. G. Babenko, Rol chelovecheskogo faktora v interpretatsii emotsii: reprezentatsiya emotivnykh smyslov v slovare, predlozhenii i tekste. Leksika, grammatika, tekst v svete antropologicheskoi lingvistiki: Abstract of report at the International scientific conference (Ekaterinburg: Izd-vo UrGU, 1995); I. A. Volostnykh, Emotsionalnye kontsepty "strakh" i "pechal'" v russkoi i frantsuzskoi yazykovykh kartinakh mira (lingvokulturologicheskii aspekt) (Krasnodar, 2007); N. A. Krasavskii, Emotsionalnye kontsepty v nemetskoi i russkoi lingvokulturakh: monografiya (Moscow: Gnozis, 2008) y T. A. Novitskaya, Kontseptualnaya struktura FSP "emotsionalnoe sostoyanie cheloveka" vo frazeologicheskoi podsisteme frantsuzskogo yazyka (Blagoveshchensk, 2008).

⁶ V. I. Chechetka, "Dominantnye kontsepty v drevnegermanskom geroicheskom epose", *Sovremennye lingvisticheskie i metodiko-didakticheskie issledovaniya*. Nauchnyi vestnik Voronezh Vol: 1 num 29 (2016): 68-81.

⁷ E. M. Vereshchagin y V. G. Kostomarov, *Yazyk i kultura: lingvostranovedenie v prepodavanii russkogo yazyka kak inostrannogo* (Moscow: Russkii yazyk, 1990).

The key seme "casual communication", the connotative emotive-expressive macrocomponent are at the level of extralinguistic data. In this case, one can see the play upon the semantics of the set complex of words and the literal meaning of a non-set word combination. The inner form of the PU in the example above, its figurative component is linked to the actual meaning of the expression which creates a humorous effect. The speech example contains a hint at the well-known events where the president of Georgia M.N. Saakashvili chewed on his tie before millions of viewers. The emotive-expressive usage of the PU *zagnat/zagonyat kogo-libo v ugol* [force somebody into a corner] is of interest as it was used several times. In this case, the play is upon the usage of the corresponding lexical combination with the PU,

A. Kolesnikov: Do you recall, in the book "Ot pervogo litsa" [First Person] you told about how once, when you were a teenager, you forced a rat into a corner at the stairway of the communal hall?

V. Putin: Oh, I do, yes! And then it chased me back! I barely got away.

A. Kolesnikov: And after that you realized that you must not drive anyone into a corner.

V. Putin: I understood it very clearly. For life.

A. Kolesnikov: Then why did you force Mikhail Khodorkovskii into a corner?

V. Putin: Why did I force him into a corner? – responded the Prime Minister, surprised, – He is serving the sentence he deserved. Once he comes out, he will be a free man. No, I certainly did not force him into a corner [<http://www.kommersant.ru>].

At the beginning of the interview, the correspondent used a non-set expression to force into a corner in its direct meaning while talking about the rat. Later his expression acquires figurative expressive characteristics while realizing the meaning "to put somebody into a difficult or hopeless situation". In the end, there is a PU that was used by the Russian Prime Minister twice in the same phrase with the interrogative and the affirmative intonation accompanied by facial expressions and gestures.

As one can see, the central seme "to put somebody into a hopeless situation" is actualized in the connotative context reflecting the general Russian situation of "punishing oligarchs". The device that is worth noting is the accumulation of the figurative component (the metaphoric-metonymic context: rat → oligarch → corner), that raises the emotive-expressive tone of the dialogue.

The discussions between party members, press conferences with journalists, assessments of work performed by various services and organizations and announcements by international non-governmental organizations are rich in emotive-expressive usage of PU. When a political figure's speech becomes free of standards of behavior for their status, the conventional expressions typical for this type of relationship, PU acquire additional emotionally colored connotations familiar to most native speakers⁸.

⁸ E. V. Budaev, *Etnokulturnyi analiz politicheskoi metafory* (Nizhnii Tagil: Diskurs, kultura, mentalnost, 2011); G. Kh. Yafarova, "Pragmaticheskii potentsial evfemizmov v sovremennom politicheskom

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Putin's following food-related PU have an increased emotive-expressive background:

"One cannot skim the whole cream off the oil and gas industry and dump them into the economy!" [URL: <http://www.kommersant.ru/>];

"They ought to teach their wives to make vegetable soup" [URL: <http://www.gazeta.ru/>];

"You know what they say here, one who does not take risks does not drink champagne [nothing ventured, nothing gained]. But our risk is sensible, calculated and not beyond the scope of our control" [URL: <http://premier.gov.ru/>];

"After all, this is not like making pancakes!" [URL: <http://www.arsvest.ru/>].

Using PU with gastronomic nominations increases the emotive-expressive background of the utterance. Food-related items cream, vegetable soup, champagne, pancakes are very familiar to members of the Russian-speaking community. The semes "profit", "risk" and "self-reliance" realize the patriotic ideology of Russians. The connotative background of the utterances is characterized by the stable emotive coloring connected to the national pride of Russian speakers.

The essential emotions represented by the phraseological base of political leaders of any nation are the emotions "anger" and "joy". Most linguists considered these emotions basic and not only for political discourse⁹.

Let us take a closer look at the phraseological ways of verbalizing the emotion "joy" in the following utterances:

"Football has given a spark of life to the young and the old" [URL: <http://premier.gov.ru/>];

"That is why it was putting us into a victorious set of mind" [URL: <http://premier.gov.ru/>];

"It is not as severe as it used to be because people have gotten tired of the confrontation, the bloodshed, they have already had a taste for normal human life, there is now a future for people" [URL: <http://archive.kremlin.ru/>];

"It might be because the heads of the central channels feel that they are healthy and one hundred percent physically prepared" [URL: <http://lenta.ru/>];

diskurse nemetskogoazyka", Vestn. Nizhegorodskogo gos. lingvisticheskogo un-ta im. N.A. Dobrolyubova, num 36 (2016): 96-104 y E. I. Sheigal, Semiotika politicheskogo diskursa (Moscow: Gnozis, 2004).

⁹ N. A. Krasavskii, Emotsionalnye kontsepty v nemetskoi i russkoi lingvokulturakh: monografiya (Moscow: Gnozis, 2008); A. V. Olyanich y A. A. Raspaev, Lingvosemiotika teatralnosti v angloyazychnom politicheskom obshchenii: monografiya (Volgograd: FGBOU VPO Volgogradskii GAU, 2015); A. P. Sedykh, Spetsifika rechevogo vozdeistviya Zhaka Shiraka", Politicheskaya lingvistika, num 1 Vol: 35 (2011): 24-29 y I. S. Chervatyuk, Neverbalika vlasti (Problemy lingvokulturologii i teorii diskursa: collected scientific works Volgograd, 2003).

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"I believe that after this a load will be lifted off the mind of all the workers of the enterprise and everyone will clearly realize that the enterprise will be working smoothly" [URL: <http://kp.ru/>];

"Everything that Russia accomplished was achieved through intense, hard work. We had a lot of difficulties, a lot of problems and losses, but, at the same time, Russia has shown itself to be a country standing firmly on its feet and rapidly developing" [URL: <http://archive.kremlin.ru/>].

The PU to give a spark of life, to have a taste for life, to put into a certain (in the context victorious) set of mind, to stand firmly on one's feet realize the key seme "belief in the future". The connotative background of the utterances is characterized by the positive orientation particularly due to the enrichment of utterances by phraseological sets in the context.

Anger is also an inherent reaction, it is a complex experience of the human mind. Let us analyze the phraseological ways of verbalizing the emotion "anger", "And you want for us to at once create this state that is balanced all around!.." [URL: <http://www.kommersant.ru/>];

"And, while pouring red paint all over oneself, say that the anti-national power is behaving dishonorably and suppressing human rights" [URL: <http://www.kommersant.ru/>].

"OSCE will be controlling this election from the territory of Jordan. This is some kind of joke! Do you understand? Everything is upside down!" [URL: <http://archive.kremlin.ru/>];

"You and I know – and I am also very keen on history – how very recently we would read things in textbooks that would make one's hair stand on end, especially when interpreting, say, the results of the Second World War and everything on that matter" [URL: <http://lenta.ru/>];

"If required... Your boss called me, there is trouble in Slovenia. Should the European Commission know whose interests to protect? As they say here, "get up and get going". Two hours in these conditions – at most, and they are sitting there "beating a dead horse"! There is no mandate! They should get one then" [URL: <http://www.vesti.ru/>];

"To everyone who wants the events to follow this path I would very much like to show a sign of three fingers right in front of the camera but I cannot due to my upbringing" [URL: <http://www.orttr.ru/>];

"The conflict was between these two divisions "face to face". One can remember the tank battle at Prokhorovka. But there it was a "face to face" attack from both sides" [URL: <http://www.vesti.ru/>];

"Crimes are being committed – yes, acts of terror – yes. All this is being done from behind someone's back and, I reiterate, there are no large-scale hostilities there" [URL: <http://archive.kremlin.ru/>];

"I agree with you in that the law on monetization has caused so many emotions – and, I believe, justified emotions, - because, although many measures are long overdue and

one had to take measures that were adequate to the situation, nevertheless, unfortunately, as it often happens, such matters are not thought through enough. I will not use strong language, I do not have the right, especially during a live broadcast, but in general, you understand what I mean" [URL: <http://archive.kremlin.ru/>];

"But even such positive signals and steps did not prevent the Georgian leadership from the crime that was committed a year ago. But the truth will come out like a cat out of a bag. So, it will force its way out" [URL: <http://www.vesti.ru/>].

In the utterances provided above, the emotion "anger" is verbalized through indirect speech means. As previously mentioned, the basic emotions most commonly serve as complex structures but shades of "angry" feelings are manifested in the semantics of the set word complexes.

The set word complexes to put upside down and hair stands on end contain the common semes "indignation", "unacceptability of something" and "shame" that show the hidden irritation and agitation bordering on manifestations of anger in a milder version.

The PU a figure of three fingers and strong language (words) mean a negative response, pointing to the angry sentiments of the Russian Prime Minister. Coarse vocabulary of the low style to give the finger, to curse are replaced in the speech by descriptive and veiled options due to the restrictions of status imposed by the social role.

The antonymous PU face to face and from behind the back also feature a degree of the studied emotion in their semantics. The difference is that the first word combination manifests a positive evaluation. This refers to a "measured out" manifestation of anger that borders on bravery in the description of horrors of war and the inner need to spill out these emotions. The second PU has a clear negative-figurative connotation and features indignation and rejection of the terrorists' actions.

Phraseological combinations as set linguistic combinations record in their semantics the most axiological cognitive and cultural images¹⁰. The usage of PU in Putin's institutional discourse shows the features of verbal comprehension of emotions in Russian society. The common understanding of the essence of emotions is reflected in proverbial sayings (to hide a cat in a bag, to be a dead weight) that the head of the Russian Government uses to highlight key points and control the emotive perception of the audience.

Like any politician's, Putin's language of political discourse is aimed at a wide range of recipients. To communicate their ideology to a wide variety of voters, politicians utilize in their communication verbal signs that are clear to any member of the electorate regardless of their social status, economic status, level of education and other factors (situation, time, location), i.e. any speech structures related to the field of politics. Figurative expressions are one of the ways of obtaining a reverse reaction. The Russian Prime Minister finds such linguistic complexes in his vocabulary:

"As for different rumors regarding my finances, I have seen some papers about this. It is simply gossip that is not worth discussing. Nonsense. Everything was picked out of

¹⁰ S. M. Pankratova, Valentnost edinitz leksiko-frazeologicheskogo urovnya (na materiale nemetskogo yazyka) (Leningrad: Izdatelstvo Leningradskogo universiteta, 1988).

someone's nose and smothered onto the papers," said Putin during a major press conference while answering a Western correspondent's question about the source of the Russian president's wealth that the journalist called the largest in Europe [URL: <http://lenta.ru/>].

When one hears a prominent official such as Putin utter verbal complexes such as teach your wife to make vegetable soup, work like a galley slave, chew one's snot, grab by the balls, get tired of swallowing dust, drag away from the feeder, smack someone down below the ground level, hack one's plot [URL: <http://www.moskva-putinu.ru/>], one realized that in a way these verbal manifestations bring the prominent politician's image closer to the image of an average ordinary person:

"I do not want to say that your opinion is absolutely indifferent to us and that we could not care less about everything. No, we will heed advice... good-natured advice" [URL: <http://www.police-russia.ru/>];

"He tried to get at me but I would not have it" [URL: <http://www.gazetaby.com/>];

"Don't count your chickens before they are hatched" (about future work as Prime Minister) [URL: <http://fontanka.ru/>];

"The Minister immediately begins to pull the administrative blanket over himself" (about the unsuccessful reform of the government in 2004) [URL: <http://lenta.ru/>];

"Listen, what is it? Do you want me to eat soil from a flowerpot? Swear on my blood? (on the impossibility of denomination in Russia in the long or medium term) [URL: <http://fontanka.ru/>];

"I do not believe that we should wear sackcloth and ashes, strike ourselves with chains and convince everyone that we are good" (in response to the request to persuade "the scared Poles that powerful Russia is not a threat to such countries as Poland") [URL: <http://lenta.ru/>];

"As they used to say in certain places, "hang up my hammer and put my feet up" (on the chance to leave politics) [URL: <http://basik.ru/>].

The expression to hang up one's hammer in the slang of intelligence agencies means to close a case. The usage of this expression might stem from Putin's past. Such fascinating vocabulary of the head of the government which sometimes cannot even be translated into other languages could cause a political scandal and denouncement in a different country. However, it makes an average Russian person even more confident that there is finally "a man of the people" in power.

For Putin, as a representative of the Russian ethnic community, the sensory type of evaluating emotions, both positive and negative, is most preferable in the choice of sign structures of indirect-derivative nomination. This is due to the predominance of sensory development of the subject-emotional world. Implicitly the idea of the omnipotence of divine powers is manifesting in the Russian phraseological fund. In the speeches of the Russian prime minister, speech structures with a religious theme are often used, verbalizing specific elements of the national emotional sphere:

"One should not play God and solve the problems of all the peoples" [URL: <http://archive.kremlin.ru/>] – contempt;

"And nature made it so, thank god, that the largest freshwater resources are located in our country, in Russia" [URL: <http://treli.ru/>] – satisfaction;

"As for your latest point that we are not interested in a fence, we are an open economy. Our people say in this case, from your mouth to God's ears" [URL: <http://premier.gov.ru/>] – approval;

"We are on good terms with "Opel", on good terms with GM, God willing!" [URL: <http://premier.gov.ru/>] – hope;

"Of course, in possible future, God forbid, conflicts which, as we know, are currently occurring in the world, the air force will play a special part" [URL: <http://archive.kremlin.ru/>] – caution.

In the aforementioned utterances with PU, the cult connotations of the Russian people are realized, for whom the religious component of thinking is an integral part of everyday existence and, in particular, the emotional activity of an individual.

Results and Discussion

Emotive meanings are dynamic, highly associative and are specifically manifested in the lexical semantics of the studied linguistic personality. The seme of emotivity that takes part in the manifestation of emotions in the semantics of the word can become the basis for a common model of the global description of the whole variety of emotive vocabulary. The status of a seme is determined not only by its position in the semic structure of the word, but itself determines the type of manifestation of emotive meanings of words.

Vocabulary definitions of most of the emotive vocabulary come together due to the common content they feature. A.A. Ufimtseva notes that "this integrative in essence and transformed in the form of expression common for a whole range of units, an essential part of a dictionary definition is an identifying predicate". The seme of emotivity, acting as a categorically-lexical seme, performs the identifying function and usually constitutes an analytical combination constructed according to the pattern "the concept of feeling + the specific name of any feeling", for example: fear – a sense of fear, apprehension; to love – to feel deep affection for someone, something¹¹. Emotive meanings coincide with the nominations of basic emotions and with the most frequent words from the variety of emotive vocabulary. Therefore, they form the semantic core of emotive vocabulary.

The lexical manifestation of emotive meanings is usually structured according to the principle of semantic/conceptual oppositions such as "love – aversion", "joy – sorrow", etc. One can assume that these oppositions have parameters common for all mankind as it is impossible to imagine a culture devoid of the aforementioned emotional concepts.

The initial emotive meanings are universal and form the basis for a person's psychological make-up. This basis accumulates numerous detailed nominations. A person's

¹¹ A. A. Ufimtseva, *Slovo v leksiko-semanticheskoi sisteme yazyka* (Moscow: 1968).

ideas of the diversity and variety of emotive nuances are reflected in the lexical meaning of the word in the inner lexical concretization through various differential characteristics that particularize the categorial and lexical seme¹². Most emotive vocabulary is rich content-wise. The identifying semic predicate of the second degree conveys the essence of emotion, and the clarifying differential semantic characteristics define its qualities and trains. However, only together, in various combinations, they convey the whole variety of emotions¹³.

Thus, the ways of objectification of emotions are based on the emotive potential of the language sign. This potential can be inherent or superimposed. The speech situation makes an emotional impact on the usage of linguistic units which contributes to the semantic gap in the structure of the used sign. In this way, the denotative meaning accumulates additional meanings which are often nationally and culturally determined and function at the level of ethnic strata. The presence of ethnocultural traces in the semantics of emotive expressions makes it possible to identify their nationally specific parameters at the level of speech functioning.

Conclusion

Therefore, as a person playing an active part in the social and political life at the state level, Putin pays particular attention to the emotive and expressive component of communication in his discourse, actively utilizing phraseological means of indirect-derivative nomination. Due to Putin's creative activity, the Russian language and its usage was enriched by several new PU. Some stable linguistic complexes that were initially semantically non-emotive, obtained emotive-expressive coloring when used in a particular context by the Russian leader.

As one can see, the creative, sometimes harsh usage of the emotionally colored set expressions in Putin's discourse space is reflected in the speech examples of the studied member of Russian linguistic culture who masterfully utilizes the emotive-expressive potential of the national language to achieve pragmatic goals and the adequacy of ethnocultural interaction on all levels of verbal and non-verbal activity.

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¹² A. A. Ufimtseva, Slovo v leksiko-semanticheskoi sisteme yazyka (Moscow: 1968).

¹³ E. R. Nigmatullina, "Smyslovoe prostranstvo emotsii v angloyazychnom politicheskom diskurse", Politicheskaya lingvistika. UrGPU Vol: 6 num 78 (2019): 95-100.

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