

Therefore, while dealing with an archetype patterns in the face of these two women and closely scrutinizing the text of the novel, we can regard these two female characters partially to stepmother archetype characters only with regard to their attitude toward other children. But still these characters are symbolic and their prototypes can be found in other works of literature. For instance, Scarlett O'Hara, a heroin of the novel "Gone with the wind" by Margaret Mitchell. Wade, son of Charles and Scarlett is brought up without attaining maternal love at Scarlett's side, because he was a product of her silly decision to marry the person whom she didn't love at all. So, for we can find mother archetype characters in other literary works, and mark their proximity, there is no room for doubt Carl Jung's theory.

To review this research, using Jung's criticism, we interpreted archetypal patterns of the thorn and rose, also the archetype characters of the mother, scapegoat and femme fatale. Further, we gave supporting examples of these archetypes from different sources. The study showed that it is important to use this approach in literature in order to understand the latent messages of the author and be able to interpret other works as well.

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#### АМЕРИКАЛЫК ПРЕЗИДЕНТТЕРДИН ДИСКУРСУНДАГЫ ПРЕЦЕДЕНТТИК ФЕНОМЕНДЕР

*Бул макалада Американын президенттик дискурстагы прецеденттик феномендердин колдону талдоосу жүргүзүлгөн, атап айтканда, президент Барак Обама жана Жорж Буштун. Алардын өлкөнүн башкаруу учурунда бир нече сүйлөөлөр талдоого алынган. Саясатчылардын прецеденттик феномендердин колдонушу жана алардын эффекти талдоого алынган.*

**Өзөктүү сөздөр:** *прецеденттик феномены, прецеденттик аты, прецеденттик сүйлөмү, прецеденттик ситуациясы, саясий дискурс*

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#### ПРЕЦЕДЕНТНЫЕ ФЕНОМЕНЫ В ДИСКУРСЕ АМЕРИКАНСКИХ ПРЕЗИДЕНТОВ

*Статья посвящена анализу использования прецедентного феномена в американском президентском дискурсе, в частности, президентов Барака Обамы и Джорджа Буша. Были*

*проанализированы несколько выступлений в период их правления. Дан анализ использования прецедентных феноменов политиками и эффект, которые они произвели*

**Ключевые слова:** *прецедентный феномен, прецедентное имя, прецедентное высказывание, прецедентная ситуация, политический дискурс*

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### **PRECEDENT PHENOMENA IN AMERICAN PRESIDENTIAL DISCOURSE**

*The article is dedicated to the analysis of use of precedent phenomena in American Presidential discourses, particularly of Presidents Barak Obama and George W. Bush. Several speeches delivered in the period of their ruling were analysed. The usage of precedent phenomena by politicians and the effects which phenomenon carry within them are explained.*

**Key words:** *precedent phenomenon, precedent name, precedent utterance, precedent situation, political discourse.*

Politics, being an important part of the social life of people, inevitably has an impact on the life of any ordinary citizen. In everyday life, this effect is usually not seen, and yet all the representative of the society should live in accordance with the legislation of the country, so that the policy specifies the mechanisms of interaction within society. Being oriented to the mass addressee, political discourse should be easily digested and quickly produce its effect, allowing for the possibility of quietly manipulating the consciousness of the audience.

Political Linguistics is one of the new research trends in modern linguistics. This field of study has a strongly marked interdisciplinary character: it integrates achievements of sociolinguistics, text linguistics, cognitive linguistics, narrative analysis, stylistics, rhetoric, pragmatics and extra linguistics. On the basis of such a complex and difficult area of linguistics different categories has been recently distinguished, such as political discourse and its genre - the presidential discourse, which suggests study-research of language of the heads of governments on the basis of their performances based on their use of all possible means of communication: verbal, non-verbal and extralinguistic.

Scientists-philologists who are engaged in political linguistics, know, by what methods the acceptance by an audience of this or that politician or political party is reached. During the analysis of the texts of political discourse, a variety of verbal ways of influencing the audience are revealed. One of the means of impact is the precedent phenomena, the use of which by politicians in their speeches makes them closer to the society as a whole. Now there is a trend in the world view of people that a politician, who can quote a well-known writers, cultural and art figures without prior preparation, is good. Such a person immediately refers to the category of educated people who are able to really manage the state or participate in the state power, and the confidence in him is growing.

Soviet scholar Yuri Karaulov, who first used the term precedent text, defined it as a special text: «Назовем прецедентными тексты, (1) значимые для той или иной личности в познавательном или эмоциональном отношениях, (2) имеющие сверхличностный характер, т. е. хорошо известные широкому окружению данной личности, включая ее предшественников и современников, и, наконец, такие, (3) обращение к которым возобновляется неоднократно в дискурсе данной языковой личности» [1, 216]. "Let us name the texts, 1) which are significant for an individual in cognitive or emotional relations, (2) which have a super personal nature, that is, they are well-known to a wide circle of this person, including its predecessors and contemporaries, and, finally, (3) allusion to which is renewed repeatedly in the discourse of a given linguistic identity "[translated by the authors].

Later on, a number of scholars developed the research on precedent phenomena. Among them Viktoria Krasnykh, Dmitry Gudkov, Irina Zakharenko, D. Bagaev, etc. By precedent

phenomenon scholars mean allusion, cultural reference, idiom and proverb. Precedent phenomena are divided into precedent names, precedent situations, precedent statements, precedent texts. Precedent phenomena reveal in the text national cultural traditions of perception and appreciation of historic events, persons, mythology, art, literature, and folk literature. Precedent phenomena are widely used by politicians in political discourse that reveal on the one hand cultural identity of the politician, and, on the other hand his or her linguistic identity.

We will proceed to identifying precedent phenomena and analyzing their purpose in the discourses of such American presidents as Barak Obama and George Bush.

Both of the presidents are known to apply precedent phenomena in order to make their speeches more vivid and expressive.

Precedent phenomena in George Bush's speeches.

*'Because the war on terror will require resolve and patience, it will also require firm moral purpose. In this way our struggle is similar to the Cold War. Now, as then, our enemies are totalitarians, holding a creed of power with no place for human dignity. Now, as then, they seek to impose a joyless conformity, to control every life and all of life.'* [2]. The West Point Commencement speech was delivered in United States Military Academy. Here we see that Bush drew a parallel between the present ongoing warfare against terroristic organizations and the precedent situation "Cold War". The "Cold War" in the American national consciousness is perceived as liberation war against tyranny and oppression, fight for freedom and equality, war in which the country was embroiled, but did not begin itself. Since the terrorists, against whom the country is waging war are treated with the Soviet Union, which was the main opponent of USA, in the same row, there is a conviction that the president had no choice but to start a war, being aimed at the utter destruction of the enemy, as it is was in Cold War.

*"The history of the last century, in particular, was dominated by a series of destructive national rivalries that left battlefields and graveyards across the Earth. Germany fought France, the Axis fought the Allies, and then the East fought the West, in proxy wars and tense standoffs, against a backdrop of nuclear Armageddon."* [2]. The same speech by Bush and here we see the President used a precedent situation "Armageddon". The term *Armageddon* is associated with the end of the world. The appearance of nuclear weapons and the danger of its use frighten the people, frighten the world. And in this dangerous situation, Armageddon appears and that means the beginning of war, the beginning of mass destruction...

*"Throughout the 20th century, small groups of men seized control of great nations, built armies and arsenals, and set out to dominate the weak and intimidate the world. In each case, their ambitions of cruelty and murder had no limit. In each case, the ambitions of Hitlerism, militarism, and communism were defeated by the will of free peoples, by the strength of great alliances, and by the might of the United States of America."* [2]. This is state of the Union Address to the 108th Congress speech given at the United States Capitol. Here the precedent name "Hitler" was somehow modified and became a common name. As the name Hitler is associated with an evil and inhumanity kept after the second world war, today the term Hitlerism is used to define an ideology, actions and practices as developed by Adolf Hitler and Nazis. So here, Bush intended to say that objectives of Hitler and of his adherents have lost in favor of good and of course, this would not have happened without USA's efforts.

*"Terrorists like bin Laden are serious about mass murder — and all of us must take their declared intentions seriously. They seek to impose a heartless system of totalitarian control throughout the Middle East, and arm themselves with weapons of mass murder."* [2]. This is a State of the Union Address to the 109th Congress, Second Session speech. The founder of al-Qaeda, Osama bin Laden, was the initiator of many terroristic actions. He became a recognized example of evil and personification of modern terror. The President intended to state that people should take seriously Osama bin Laden and his organization that cause danger for the world, and people should prevent the world from such terrorist actions that result in murders. That was the meaning of the use of this precedent name in this context.

*“Five years ago, I stood at this podium and called on the community of nations to defend civilization and build a more hopeful future. This is still the great challenge of our time; it is the calling of our generation. This morning, I want to speak about the more hopeful world that is within our reach, a world beyond terror, where ordinary men and women are free to determine their own destiny, where the voices of moderation are empowered, and where the extremists are marginalized by the peaceful majority. This world can be ours if we seek it and if we work together. The principles of this world beyond terror can be found in the very first sentence of **the Universal Declaration of Human Rights.**”* [2]. This is “Address to the United Nations General Assembly: a world beyond terror” speech by Bush. He spoke about perspectives of the more bright future and a world without terror, referring to the precedent text or to be more precisely the document “Universal Declaration of Human Rights”. This document is one of the most significant documents in the history of human rights. This document is known to have ideas about peaceful coexistence with no inequality nor injustice where each person has the right to determine his own destiny. In the context the precedent text was used by Bush, we can observe the same idea of equal rights for each person.

*“We have a deficit. We have a deficit because this country went into a recession. You might remember the stock market started to decline dramatically six months before I came to office, and then **the bubble of the 1990s** popped. And that cost us revenue. That cost us revenue.”* [2]. The precedent situation “the bubble of the 1990s”, which marks the period of rapid economic growth in 1996-2000, followed by the harsh economic collapse and decline of 2000-2001, is presented as the main reason for America's largest budget deficit. This precedent situation took place before George W. Bush assumed the office of president, and, thus, the economic difficulties that the current administration has to contend with are in no way connected with the actions of President Bush himself.

Precedent phenomena in Barak Obama’s speeches.

*“Now, there’s a parable at the end of **the Sermon on the Mount** that tells the story of two men. The first built his house on a pile of sand, and it was soon destroyed when a storm hit. But the second is known as the wise man, for when **“the rain descended, and the floods came, and the winds blew, and beat upon that house, it fell not: for it was founded upon a rock”**”* [3]. This is A New Foundation speech delivered by Obama, in which he used the precedent text “the Sermon on the Mount” and quoted lines from it. This text is a collection of sayings and teachings confided to Jesus, which outlines the right ways for Christians to approach God and has been one of the best known, most widely quoted elements of the Canonical Gospels. By this he wanted to declare that a new economy must be built on the stable and solid foundation so that it wouldn’t be disrupted with the first “storm”.

*“In the face of horrors that defy comprehension, the impulse to silence is understandable. My own great uncle returned from his service in **World War II** in a state of shock, saying little, alone with painful memories that would not leave his head.”* [3]. The speech was devoted to the Remembrance of Holocaust days. The Second World War was the most widespread and deadliest war in history, involving many countries and resulting in millions of military and civilian deaths. By using in his speech the precedent situation World War II the president wanted to say that he experienced the results of that war on the example of his great uncle who fought in the War thus being close to the people, especially to the victims of the Second World War and their relatives.

*“Eisenhower said that he wanted **“to be in a position to give firsthand evidence of these things, if ever, in the future, there develops a tendency to charge these allegations merely to propaganda.”** Eisenhower understood the danger of silence. He understood that if no one knew what had happened, that would be yet another atrocity -- and it would be the perpetrators' ultimate triumph. What **Eisenhower** did to record these crimes for history is what we are doing here today.”* [3]. The 34th President of the United States from 1953 until 1961, Dwight D. Eisenhower, was an American politician and soldier who served as Supreme Commander of the Allied Expeditionary Forces in Europe during the Second World War. The precedent name “Eisenhower” and especially



Eisenhower's actions were equated to the actions of Obama and his administration, implying that as Eisenhower recorded and saved all the evidences and effects of the World War II the same is being done by Obama, so that the new generation would never forget this bloody event and lessons learned from it.

*“And so, going forward, my administration will work with Congress to develop an appropriate legal regime so that our efforts are consistent with our values and **our Constitution.**”* [3]. The usage of the precedent text “Constitution” is aimed to show that his actions correspond to and consistent with principles of the Constitution, thus raising audience's trust to him and his administration.

*“Just as after **the Great Depression** new rules were designed for banks to avoid the kind of reckless speculation that helped to create the depression, so we've got to make adaptations to our current set of rules: create rules that punish shortcuts and abuse; rules that tie someone's pay to their actual job performance --- a novel concept; rules that protect typical American families when they buy a home, get a credit card or invest in a 401(k).”* [3]. Here we see the precedent situation “the Great Depression”. The Great Depression, which took place during the 1930s, was a severe worldwide economic depression that involved many countries. It is characterized as the longest, deepest, and most widespread depression of the 20th century. In the 21st century, the Great Depression is commonly used as an example of how far the world's economy can decline. So the president announced that preventive measures must be taken so that the same economic recession wouldn't be repeated.

*“And when the first Muslim American was recently elected to Congress, he took the oath to defend our Constitution using the same **Holy Qur'an** that one of our Founding Fathers -- Thomas Jefferson -- kept in his personal library.”* [3]. This is A New Beginning: Speech at Cairo University in Egypt. There is a reference to the precedent text “Holy Qur'an”, scriptures of the Muslims. As the speech was delivered before the Muslim community, the mentioning of the Holy Qur'an was only beneficial for him. The fact that one of the Founding Fathers of USA kept Qur'an in his personal library made Barak Obama and Americans closer to Muslims not only in Egypt but also all over the world.

*“Michael Jordan was cut from his high school basketball team. He lost hundreds of games and missed thousands of shots during his career. But he once said, **"I have failed over and over and over again in my life. And that's why I succeed."*** [3]. This was a Back-to-School Speech at Wakefield High School. In this example, giving the author's name of a precedent statement gives it even greater importance and instills more confidence. By this, Barak Obama wanted to say that there is no success without mistakes and that on the way of reaching the goal you may fail but it should not make you stop, give up but vice versa motivate to try again and again.

In conclusion, we would like to state that this article was aimed to analyze precedent phenomena in the American presidential discourses. As an object we took several speeches of Presidents Barak Obama and George W. Bush. The first part of the work provides the definition and classification of precedent phenomena in political discourse. Then we analyzed speeches of the above-mentioned Presidents, interpreting the meaning of precedent phenomena used in their speeches.

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*Адамдын табияты билим берүүнүн жүрүшүндө калыптанат. Ал белгилүү бир адамдардын өзгөчөлүктөрүн сүрөттөйт, анткени адамдын кулк-мүнөзүн турмуш маселесинин түшүндүрмөсүнөн таба аласыз. Бул макалада эки өлкөнүн улуттук мүнөздүү болгон жашоонун ар түрдүү шарттарынын калыптанышы каралган .*

**Негизги сөздөр:** мүнөзү, оң, терс, сапат, француз, кыргыз, дыйкан, көчмөн

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**ХАРАКТЕР ФРАНЦУЗА И КЫРГЫЗА (на основе фразеологических единиц)**

*Характер человека приобретается в процессе воспитания. В характере человека можно найти объяснения жизни народа, так как в нем запечатлены специфические черты того или иного народа. В данной статье речь пойдет о национальном характере двух народов, сформировавшихся под воздействием различных условий жизни.*

**Ключевые слова:** характер, положительный, отрицательный, черта, француз, кыргыз, крестьянин, кочевой

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**CHARACTER OF FRENCH AND KYRGYZ (on the basis of idioms)**

*The character of a person is acquired in the process of education. In the character of a person, one can find explanations for the life of the people, since it captures the specific features of a particular people. In this article we will talk about the national character of two peoples, formed under the influence of different living conditions.*

**Key words:** character, positive, negative, trait, French, Kyrgyz, peasant, nomadic

Концептуальная интерпретация фразеологического корпуса концептосфер «Характер француз» и «Характер кыргыз» помог нам сформировать образ француз и кыргыз. Надо отметить, что фразеологизмы, обозначающие отрицательные черты характера, эмоций и отношений доминируют над фразеологическим корпусом, выражающим положительные качества. К положительным чертам характера француз относятся ум, честность, щедрость, смелость, ловкость, кротость, гурманство.

В сознании француз прекрасно образованный, эрудированный человек может метафорически соотнесен с энциклопедией, кладезью знаний, мудрости. Подобным сравнением выносятся высшая оценка интеллектуального уровня человека, его умственному потенциалу. Наличие ума ассоциируется у француз прежде всего с головой, так как качества