The development follows two sides of the manifestation of cognitive metaphors as a communicative mechanism in contemporary Bulgarian political discourse: the rhetorical aspects of Bulgarian political communication; the linguistic-communicative features of cognitive metaphors in political speech, through which they function as a mechanism for interaction between the parties of political discourse. An important direction in the course of the study is to clarify the mechanisms by which the interaction between the parties in communication is realized. In this regard, several specific features of the national political discourse can be identified: the authority of the speaker and his ability to control all levels in the structure of the context of the political message; the dominant role of individual discourse; aggressive linguistic presence in communication; the dominant presence of conversational speech at the expense of the official; manipulation of objectivity; low level of informativeness.

The cognitive and semantic aspects of metaphors in contemporary Bulgarian political discourse impose the following differentiation of their features: specificity of archetypal metaphors - the possibility of the basic metaphor to be reproduced as a stable cognitive core in the contemporary political communicative act; specificity of variant metaphors - the cognitive projection of the archetypal metaphor and its inscription in a new metaphorical perspective (cognitive range of metaphors path and body); cognitive links between the source sphere, the conceptual sphere and the target sphere - the associative link between the target and the source is the specificity of the cognitive metaphor, and all variant projections between them make up the volume of the conceptual sphere.

The summary affects the function of cognitive metaphorical models in Bulgarian political discourse.

Keywords: cognitive metaphors; political discourse; political linguistics, political metaphorology; Bulgarian political speeches

REFERENCES


The cognitive and semantic aspects of metaphors in contemporary Bulgarian political discourse impose the following differentiation of their features: specificity of archetypal metaphors - the possibility of the basic metaphor to be reproduced as a stable cognitive core in the contemporary political communicative act; specificity of variant metaphors - the cognitive projection of the archetypal metaphor and its inscription in a new metaphorical perspective (cognitive range of metaphors path and body); cognitive links between the source sphere, the conceptual sphere and the target sphere - the associative link between the target and the source is the specificity of the cognitive metaphor, and all variant projections between them make up the volume of the conceptual sphere.

The summary affects the function of cognitive metaphorical models in Bulgarian political discourse.

Keywords: cognitive metaphors; political discourse; political linguistics, political metaphorology; Bulgarian political speeches

REFERENCES

Budaev, Chudinov 2006: Budaev, E., A. Chudinov. Metafora v politicheskom interdiskurse. Ekaterinburg, UGPU, s. 11.
Kubrjakova 2004: Kubrjakova, E. Ob ustanovkah kognitivnoj nauki i aktual'nyh problema kognitivnoj lingvistiki. – In: Voprosy kognitivnoj lingvistiki, N 1, s. 6–17.

Assist. Prof. Zhaneta Andreeva, PhD
Faculty of Humanities, Laboratory of Applied Linguistics
Konstantin Preslavsky University of Shumen
115 Universitetska, 9700 Shumen, Bulgaria