

jectives and adverbs. Besides, the choice of equivalents for some pseudo-internationalisms depends on their lexical combinability (words *industry* = *індустрія* in the meaning *промисловість* coincide and in the collocations *heavy/ light/ social/ modern* both are possible in English and in Ukrainian, but in Ukrainian only *будівельна/ гірнича/ харчова промисловість* is possible).

The influence of the “false friends” on the translation of the scientific and technical texts may cause misunderstanding, so the translator should consult the special dictionaries of “false friends” [7] and take into consideration the International Unification of Concepts and Terms, the official document of the International Organization of Standards (ISO) [8].

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#### CONCEPT OF WAR IN B. OBAMA POLITICAL SPEECHES

Within development of communicative-cognitive paradigm more and more attention is shifted to factors that reflect the style of thinking and behavior of American politicians. Analysis of recent studies proves that the issue of political rhetoric and its influence on the consciousness of voters, their thinking and behavior stay far from focus of academic community that makes up a basis for further linguistic researches. Political speeches attract attention of scholars with different approaches. O. Fomenko made a linguistic research of political discourse [1]. I. Andrusyak shifted her attention to lexis of political correctness, in particular, having taken into consideration nominative and pragmatic aspects [2]. N. Mironova [3] studied evaluative component of political speeches. K. Serazhym [4] generalized existing approaches to discourse and focused on its socio-lingual characteristics. A. Chudinov [5] dedicated a set of his works to political linguistics, but in a broader communicative approach. O. Sheigal [6] researched genre characteristics of political texts. Despite numerous researches, deep analysis of key concepts in political speeches of American presidents is still beyond scholarly studies.

The purpose of the article is a research of the concept of WAR, highlighted in the speeches of American President. It presupposes the following tasks:

- Describe the concept of WAR, its lexical representation;
- Focus on semantic peculiarities of lexical units that compose it in speeches of B. Obama.

Political speech is a form of public discourse and a form of social action. As a formal means it is functionally and pragmatically oriented. Its function is to form goals, values and social-political strategy of a certain political group for voters and political opponents.

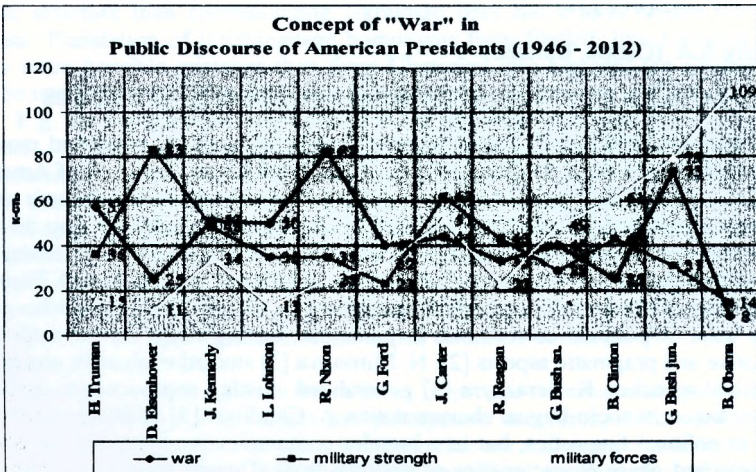
Concepts are components of political speeches and they reflect views of a politician, his perception. They serve as standards of political thinking, include models of behavior, affect political decision making process. Concepts are intrinsically connected with the language picture of the world of American leaders.

Content analysis, applied in the research, helped to distinguish concepts of the American leader, such as FREEDOM, WAR, PEACEFUL INITIATIVES, ENEMY, FRIEND etc. Indicators of the concepts serve the categories, for instance: «world leader», «democracy», «aggression», «war», «military strength», «military forces», «image of enemy», «threats» etc.

Concepts are important notions in the picture of the world formation, not only in the life of a person, but also the whole nation. Speeches of American presidents correspond to existing model of mental and verbal images about the world and the place of the USA in the world. Content of concept can vary according to certain circumstances and perception of community [7].

It should be mentioned that the notion of WAR is one of the key ones. It serves as a powerful instrument of social opinion manipulation, which to some extent, affects the process of decision-making and foreign policy course. Every president made attempts to persuade Americans that WAR is an indispensable notion in the life of the USA (Table 1).

Table 1.



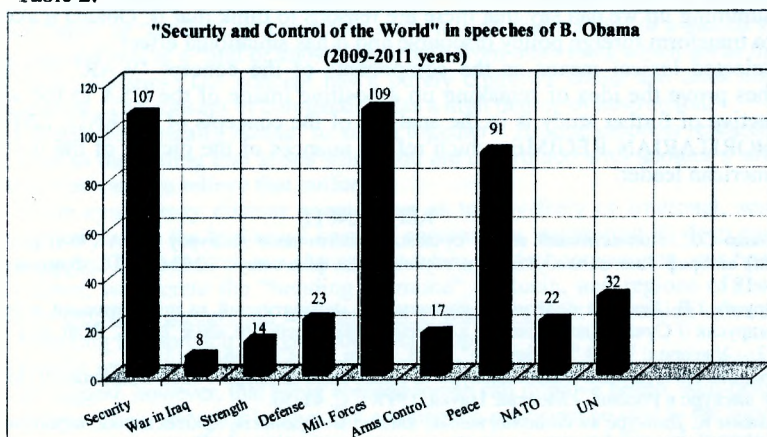
The concept of WAR is represented by three notions, such as WAR, MILITARY STRENGTH and MILITARY FORCES (Table 1).

At the same time president's peaceful statements are marked by aggressive passages:

*This Nation will maintain our military dominance. We will have the strongest Armed Forces in the history of the world. And we will do whatever it takes to sustain our technological advantage, and to invest in the capabilities that we need to protect our interests, and to defeat and deter any conventional enemy* [8: 2]. In contrast to his predecessor President Obama is careful with threats and tries to preserve the image of a democrat. He is against power abuse and force in politics.

Despite peaceful stance and actions, Washington plans to strengthen alliances such as NATO and Asian organizations. US Secretary of State H. Clinton stated that improvement relations with Europe will become one of the priorities in American foreign policy due to the fact that Europeans are "allies who are worth being trusted". The issue of NATO strengthening fits the question of security in the whole world (look at the table 2).

Table 2.



Remarks about "security" prevail in his rhetoric in comparison with speeches of other eleven presidents. It's logical because, on the one hand, security issues justify expenses on military forces of the United States and the defense sphere in general.

Analyzing political activity and rhetoric of American presidents of post bipolar period of time we can't ignore the fact that it was B. Obama who mentioned NATO in his speeches most of all. It proves the idea that the president intends to use military potential of the above mentioned organization in the most effective way for solving international problems. And it makes sense because NATO helps the United States to wage the war in Afghanistan. Military forces of the Alliance, supported by the UN sanctions, participate in carrying out few revolutions in North Africa. Air Forces of NATO under American leadership conducted air raids over the territory of Libya and Egypt. So, it's not accidental that B. Obama shifts his attention to the role of NATO in foreign policy of Washington.

In public speeches delivered by B. Obama we found quite numerous notions about "war" and "dangers". His statements about withdrawal of troops at the beginning of 2009 were enthusiastically supported by Americans. Firstly, the war was financially hard and exhausting. Secondly, his statements about withdrawal of troops



from Iraq were warmly greeted by world community. It improved the image of the country and its president as a leader. Thirdly, his actions bettered economic situation in the USA, which was complicated by world economic crisis. Fourthly, the war finished by the United States in Iraq (B. Obama criticized it before being a Senator) strengthened his positions as a president and increased his chances to be reelected.

Despite the rhetoric efforts and attempts of the president to change the approach to the set of foreign policy issues there are enough problems that are left unsolved. For example:

- The war in Afghanistan is not over and the members of the administration do not know how to support corrupted regime of H. Karzai;

- B. Obama declared to refuse from European system of National Missile Defense planned by previous administration to be installed. Not long afterwards president Obama replaces it by his own one and now it is not even European, but it is global.

Summing up we can say that there are reasons to think that B. Obama makes efforts to transform foreign policy discourse and it has situational effect.

Selected lexical means as the components of the concept 'WAR' in Obama speeches prove the idea of remaking up a positive image of the USA in the world. Perspective of further study is in the analysis of the concepts of FRIEND, ENEMY, AUTHORITARIAN REGIME, which reflect nuances of the picture of the world of the American leader.

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#### CONCEPT OF COMPASSION IN MODERN ENGLISH

In present-day cognitive linguistics the notion of concept is one of the most widely used and controversial. Although it has become a "household name" for many researchers, its content varies in different scientific schools and has got a variety of interpretations by individual scholars. The point is that the concept is the category of thinking, it is an aspect of thought and it gives plenty of room for its interpretation. Today the category of concept appears in the studies of philosophers, logicians, psy-