

## THE FUNCTIONAL ASPECT OF APHORISMS-SLOGANS IN THE POLITICAL DISCOURSE OF VARIOUS STRUCTURAL LANGUAGES (ON THE BASIS OF LEXICAL-SEMANTIC GROUP “ELECTIONS”)

Flera.Ya.Khabibullina<sup>1\*</sup>, Galina.A.Trapeznikova<sup>2</sup>,  
Irina.V.Smerchinskaya<sup>3</sup>, Anna.V.Nikolaeva<sup>4</sup>

<sup>1</sup>Ph.D. (Pedagogy), Asst. Prof., Mari State University, Russia, [khflora@yandex.ru](mailto:khflora@yandex.ru)

<sup>2</sup>Ph.D. (Pedagogy), Asst. Prof., Mari State University, Russia, [galinatra@gmail.com](mailto:galinatra@gmail.com)

<sup>3</sup>Graduate student, the faculty of foreign languages, Mari State University, Russia, [irinight@mail.ru](mailto:irinight@mail.ru)

<sup>4</sup>Graduate student, the faculty of foreign languages, Mari State University, Russia,  
[da\\_sh\\_kova@mail.ru](mailto:da_sh_kova@mail.ru)

\* Corresponding author

### Abstract

The article is dedicated to the study of the functional aspect of aphorisms-slogans in the political discourse of various structural languages (English, French, Russian, Tatar). Special attention is paid to nominative, communicative, directive, attractive, informative, cumulative, persuasive, aesthetic, emotive or estimated functions of aphorisms-slogans on the basis of lexical-semantic group “Elections” and the concept “Power”.

**Keywords:** political discourse, aphorisms-slogans, lexical-semantic group “Elections”, functional aspect, various structural languages (English, French, Russian, Tatar), communicative, directive, emotive, metalanguage, phatic, aesthetic, nominative, directive, attractive, informative, cumulative, estimated functions.

### 1. INTRODUCTION

The main function of the political communication is the fight for the political power. That's why the realization of communication functions-communicative, directive, emotive, metalanguage, phatic and aesthetic (R.Yakobson) – in the political speech is in accordance with this purpose.

Different means together with aphoristic statements are used to achieve it. In the frame of the political aphoristics they traditionally distinguish: the aphorism, the proverb, the title, the slogan, the motto, the programme statement, the phrase-symbol and others.

Slogans with proverbs and sayings, idioms, mottoes, appeals, socio-scientific formulars, natural-science formulars etc. are referred to the language aphorisms (V.G.Kostomarov, E.M.Vereshchagin).

## **2. MATERIALS AND OPINION**

The political slogan is the abbreviated expression reflecting political ideological principles which put forward some political elements (movement, party, state) or of a single politician as the basis of his or her activities in some period of time [7].

In the opinion of F.N.Ilyasov, the political slogan is considered as the motto or the appeal in the laconic form, expressing the directive idea, concept, the main requirement of the party, the political movement, the political leader, a candidate and others. Only this peculiarity lets us differ the slogan from the motto, appeal [4].

The term “aphorism-slogan” introduced by N.T.Fedorenko and L.I.Sokolskaya is used in the article. The authors consider the aphorism as “the word” and “the genre” and give it the following genre features: the presence of the certain author’s wisdom, the sense completeness, imagery and briefness of the expression. It is pointed to the variety of aphorisms together with the existence of aphorisms-slogans. Giving the characteristics in the introductory of G.Normann’s article, in the book of the series of theoretical investigations, mainly in the field of German aphoristics, published in 1976, the authors underline the role of the fact that this doubly-contradictory character opens wide perspectives for their usage, firstly, in the socio-political sphere, because the conflict between reality and project, between “topia” and “utopia”, between the events that exist and must exist, is keenly expressed there [8 p. 15, 16, 29, 171].

It is an especially actual refinement in the context of realization of the functional aspect of aphorisms-slogans in the period of electoral campaigns.

The article touches upon the functioning of aphorisms-slogans in the political discourse of the languages with different structures (Russian, Tatar, English, French) on the basis of lexical-semantic group (LSG) “Elections” of the concept “Power” [9 p. 188-189, 13 p.65].

The choice of this concept is not occasional, 2016 was marked with the increasing of the political activities in connection with the elections to State Duma of the Russian Federation of the 7<sup>th</sup> Convocation to the bodies of local self-government Russian Federation subjects, pre-election Presidential campaigns in the USA and France.

The elections to the State Duma were held on the 18<sup>th</sup> of September 2016. The Central Election Commission (CEC) determined 14 political parties: “The Civic Platform”, “The Civic Force”, “The United Russia (UR)”, “The Greens”, “The Communists of Russia”, “The Communist Party of the Russian Federation”, “The Liberal-Democratic Party of Russia”, “Parnas”, “The Party of Growth”, “The Patriots of Russia”, “The Motherland”, “The Russian Party of pensioners for Justice”, “Just Russia”, “The apple”.

The elections to the local self-government bodies took place on this day [1].

On the 8<sup>th</sup> of November 2016 the 45<sup>th</sup> President of the USA was elected [2]. The Presidential elections in France will be held on the 23d of April, 2017 (the first round) and will become the eleventh presidential elections of the fifth French republic for a 5 years period term. The first party primaries on the nomination of candidates from the main political parties of France took place from January till October 2016 [14, 15].

## **3. METHODOLOGY**

While choosing aphorisms-slogans from pre-election texts we used the continuous sampling method. Then the quantitative analysis, systematization and classification were done.

## **4. RESULTS AND DISCUSSION**

Domestic and foreign researches and analysts, dealing with theoretical and practical questions of elective technologies, learn actively the history and the actual state of the political slogan in the world and Russian PR-practice (E.Blazhnov, T.Gringberg, A.Zverintzev, T.Lebedeva, A.Miroshnichenko, I.Morozova, D.Olshansky, G.Pochepson and others).

Pre-election slogan is a speech genre, which is realized in the oral and written forms as the aphoristic implementation of the advertising pre-election political campaign idea: its main idea expressed in the brief laconic form recurring in a variety of ways and used in campaigns [5, p. 216].

Pre-election slogan usually functions in the communicative direction: “Institute-Society” as a motto to the society to vote for the certain political programme. It expresses the candidate’s intentions, the essence of his plans [3].

Actually aphorism and slogan perform similar but not identical functions.

Among the functions which are inherent to aphorisms and aphoristic sayings we name communicative (addresser-text-addressee), nominative (the statement of a certain state of affairs and phenomena), aesthetic (aesthetic impact on the recipient), directive (the motivation to a certain mode of action or a behaviour), definitional-estimated (the knowledge synthesis on the things and phenomena by means of definitions), cumulative (the opportunity to keep and accumulate knowledge with the help of the language, to pass the folk wisdom from generation to generation) and others.

Aphorisms which are the part of the political discourse have their own functional potential, which goes beyond the limits of the functional political discourse field and respectively expands it on such concrete functions as modeling and cumulative. These two functions increase the functional political discourse potential and can change their position in the functional hierarchy (representative, regulative, actional, predictive, didactic, integrational, identifying, expressive, modeling, cumulative) depending on the text saturation with aphorisms [6, p. 9].

In the political rhetoric the slogan realizes the appealing functions, incentives to the definite actions and also are considered as a banner, a symbol around which the certain forces are consolidated. The main task of the slogan – to change the addressee's opinion in favour of the addresser.

E.I. Sheigal points to the specific functions of the political slogan: 1. Conceptual formulation of the basic regulations, which reveal the interests and the ideals of a certain class, estate, nation, state; 2. Programme-political-the translation of socio-philosophical principles and ideals in the programmes, slogans and requirements of the political elite, this function is directly connected with the activities of the political parties, unions, associations, electoral blocks; 3. The function of mastering the mass political consciousness [12, p. 336].

The political aphorism-slogan to a certain extent fulfills the functions of a aphorism and a slogan. During the pre-election campaign it is the required genre sufficiently realizing specific functions:

- **nominative** (provides ascertaining of a certain state of affairs, phenomena);
- **informative** (contains the information reflecting the main idea in one short phrase);
- **insentive or directive** (the function of the impact on the addressee, the form of the direct report of thought, the mobilization of the voters to carry out specific actions);
- **communicative** (oriented on communication, aiming at expressing the impact on the transforming the picture of the political world existing in the consciousness of the addressee, urging the potential of the voters to the dialogue, discussion of vital questions);
- **attractive** (forsters the voters' attention to remember the electoral information);
- **persuasive** (is called upon convincing a voter);
- **emotive or estimated** (focused on the expression of the author's emotions and the arousal of the addressee's emotions);
- **cumulative** (provides an opportunity with the help of the language to keep and accumulate knowledge, to pass folk wisdom from generation to generation);
- **aesthetic** (focused on primary attention to the form of the report, to how the thought is expressed).

94 aphorisms-slogans of pre-election campaign of 2016 served as the material of the study which were represented on the official sites of Russian, French, American and Regional mass media and also publications of the leading printed editions in the Russian, English, Tatar languages, American and French political daily editions, daily and news magazines: "The New York Times", "Le Monde", "Le Figaro", Russian socio-political editions: "Arguments and Facts", "News bulletin of the Central Committee of the Communist Party of the Russian Federation", "The newspaper of LD PR", "The United Russia", "The Voice of the Truth" (the printed body of the CPRF in the Republic of Mari El), "Vatanim Tatarstan" ("My Motherland is Tatarstan" – a socio-political newspaper in the Tatar language, published in the Republic of Tatarstan).

We are going to analyze some of them in the aspect of its functionality.

Vivid examples of nominative function implementation were aphorisms-slogans of the party "United Russia" (UR) for the campaign the quotes of the current president V.V. Putin were selected. They aim at ascertaining of some events, phenomena, facts, home and foreign affairs on the political arena of inner-party life,

e.g. *rus. Tochkoj sborki strany stala "Edinaja Rossia". V osnove politiki partii – "glubokoe ponimanie*

*gosudarstvennyh interesov strany” - The United Russia has become the country’s assembly point. The deep understanding of the country’s state interests is the basis of the party’s policy.*

These phrases were pronounced by V.V.Putin at the June UR Party congress about the conditions of creation, role and consolidation of Russia on the modern stage of its development.

The whole line of pre-election party slogans aimed at making supporters from different social strata of Russian people: teachers, doctors, agrarians, the representatives of small business and others. For its implementation UR was guided by the following statements of the Russian President.

*e.g. rus. Bez dostojnoj zarplaty ne povysit’ prestig uchitel’a, etoj professii, vagnejshej v lubom obshestve; Rost otechestvennogo agropromyshlennogo kompleksa pramo zavisit ot te, kto truditsa v pole, na zemle; Vagnejschaya iz tem – eto podgotovka kadrov i sotsyal’nye garantii, uroven’ zarabotnoi platy meditsinskih rabotnikov; My vse nuzhdaemcy v uspehah malogo biznesa: i sam malyi biznes nuzhdaetsya v nih, i strana nuzhdaetsya; Dejstvovat’ v interesah l’udej – nasha zadacha, slyshat’ golos kazhdogo – nasha obyazannost’*

*Without decent salary we can’t increase the prestige of a teacher and this profession which is the most important in any society. The growth of the domestic agro-industrial complex directly depends on those who work in the field, on the ground. The most important theme is the personnel training and social guarantees, the salary level of medical personnel. We are all in need of the small business successes and the small business is in great need of them and the country is in need too. To act in the interests of people is our task, to listen to the voice of everybody is our duty.*

*e.g. eng. “We would get along with Putin. I’d managed to deal with Russia” (D.Trump The Republican Party of the USA).*

**Incentive or Directive function** supposes the direct inducement to a certain pattern of action or behavior which is expressed either imperatively or through the advice, recommendation, wish, etc. The basic way of its realization is immediate causes to the political activities.

The function has directive or prescriptive character. It is realized for example in the following aphorisms-slogans with which Liberal Democratic Russian Party and its leader V.Zhirinovskiy went to the elections to the State Duma.

*e.g. rus. Ne meshajte rabotat’! Udarim po burokratam! Hvatit unizhat’ russkih! Raskrepostit’ trud! Vsu kaznu na proizvodstvo! Hvatit grabit’ bednyh! - Don’t interfere to work! Hit the bureaucrats! Enough to humiliate the Russians! Liberate labour! All coffers for production! Enough to plunder the poor!*

The slogans-directives were actively used by other parties:

*e.g. rus. Vernut’ besplatnoe i dostupnoe obrazovanie!; Otmnim (Doloi) kreditnoe rabstvo!; Stop – poboram za kapremont!; Zashitim rossijskogo uchitelya!; (Trebuem) Vernut’ dostupnuu i besplatnuu meditsinu (dlya vseh)!; Chinovnik, prozhivi na mou pensiu!; Pravitelstvo, delai ili uhodi! Za dostoinuu I besplatnuu meditsinu!; Zarplatu vrachu – kak u gossluzhashego! Hvatit ekonomit’ na te, kto v otvete za zdorovje strany!; Ne dopustim konfiskatsii pensij! Obezzhirim oligarhov - Return free and affordable education! Abolish credit slavery! Stop requisitions for major capital repairs! Let’s defend the Russian teacher! (We demand) Return affordable and free medicine for all people! An official, try to live on my pension! The government act or resign! For affordable and free medicine! Doctor’s salary must be as follows as the civil servant has! Enough to save on those who are in responsibility for health of our country! We will not allow the confiscation of pensions! Degrease the oligarchs! (The party “Fair Russia”)*

*e.g. rus. My dolzhny sdelat’ vsyo vozmozhnoe, chtoby ludi starshego vozrasta byli zdorovy, chuvstvovali sebya komfortno, chtoby vyhod na pensiu ne snizhal ih sotsialnyi status; U nas ochen’ interesnye, tselestremlyonnye deti I molodyozh’. My dolzhny sdelat’ vsyo, chtoby u rebyat byli ravnye vozmozhnosti dlya uspeshnogo zhiznennogo starta (FR) - We must do our best for the people of older generation to be healthy, to feel comfortable when they are retiring, don’t reduce their social status. We’ve got very interesting, single-minded children and the youth. We must do all the best to give all the children equal opportunities for their successful life start (FR).*

*e.g. rus. Hvatit uzhe sopli na kulak namatyvat’! - Enough snot to fist up!” (V.Ivanov, the party “Motherland”)*

*e.g. fr. Libérons Nos Convictions (J.F.Poisson The Republican Party of France)*

*e.g. eng. Let’s make America Great again! (D.Trump The Republican Party of the USA)*

The slogans with vividly expressed cumulative function are very interesting. Speech aphorisms as the components of the general aphoristic fund, having this function are able to accumulate and generalize in itself the extra-linguistic information including culturally significant one, reflecting universal, primordially national, individual values and express not only the authors' points of view but the worldview of the era.

A good slogan contains a certain set of values which meet the expectations of the voters and the aspiration of the candidate, universal, socio-central, patriotic, liberal and human qualities.

As the Elections of 2016 showed, the valuable platform uniting the majority of Russian politicians in modern conditions is patriotism.

For example: aphorisms-slogans of candidates to State Duma from different parties include the semantic component in themselves which is connected with national color.

e.g. *rus. Edinaya Rossia – sil'naya Rossia (FR) The united Russia – strong Russia (FR) Sila Rosii v Grazhdanskoi SILE! - The Force of Russia is in Civil force (The party "Civil Force")*

*Vstavai, velikaya Rossiya - Stand up, great Russia! (LDPR)*

*Sozdat' i zashitit' budushee Rossii – nasha tsel' - To create and to defend Russia is our goal (FR)*

The special method of the voters, drawing attention is the basis on the national stereotype, appealing to national values and ache-types. "American chauvinism", the idea of dominance of great American role is considered to be one of the national character. This finds its expression in the regular appealing to the feelings of ordinary American as a part of nation, to his national consciousness and the statements in the superlative degree at the country's nomination, nation, its economy, natural resources, etc.

e.g. *eng. Hillary for America (The Democratic Party of the USA)*

*Let's make America Great again (The Republican party of the USA)*

There are frequent nominations through the usage of pronouns: we/ us.

e.g. *Fighting for us (The Democratic Party of the USA)*

The pronoun in the first person plural is widely used in other analyzed languages:

e.g. *fr. "Nous avons changé le monde" (N.Kosciusko-Morizet)*

*rus. Pobeda budet za name! - The Victory will be ours (The party "Fair Russia")*

*tat. "Bez bulgirabil" "We'll be able to" (M.Shaimiev, FR)*

In our choice, aphorisms-slogans are met performing the communicative form. Posing topical issues, the authors try to call the interlocutor on their discussion.

As a meaningful version of aphorisms-slogans of a communicative orientation it is possible to single out problem slogans:

*rus.: Putin – pozharnik. – Putin is a fireman.*

*A chem zanimaetsja pravitel'stvo? – What is the government engaged? (CPRF).*

**Emotional, or estimated, function** is caused by the fact that the pre-election political slogan is always emotionally charged, estimated statement influencing the emotional sphere of the addressee and paving favorable circumstances for advance of new installations. It is an emotionally charged message of the candidate to the electorate. Slogans with questions by means of which existence of a problem is stated are those:

*rus.: Gde vzjat' den'gi na vyhod iz krizisa? – Where should we take money for recovery from the crisis?*

*Chem «Spravedlivaja Rossija» otlichaetsja ot «Edinoj Rossii»? – What does "Just Russia" differ from the "United Russia" in?*

*Za chto i protiv kogo «Spravedlivaja Rossija»? – Whom is "Just Russia" for and against? («Just Russia»);*

*Kak zhit'? Reshajte! Sami! – How to live? Solve yourselves!! (S. Leonov, LDPR).*

**Esthetic** function is intended to give expressivity and expressiveness to the slogan. In many cases linguistic execution of the slogan, its aphoristic nature, beauty and originality more than contents attract listeners. During creation of pre-election aphorisms slogans in 2016 by parties and candidates various language and

rhetorical receptions were actively used:

– epithets, metaphors, comparisons:

rus.: «Levyj povorot» – spasenie strany – "The left turn" is rescue of the country (G. Zjuganov, CPRF);

Sil'naja zhenshhina – sil'naja Rossija! – The strong woman is strong Russia! (N. Pogorelova, «Rodina»);

fr.: La France apaisée – Calmed (quiet) France (M. Lyo Pen, «National Front»);

La France insoumise – Rebellious France (Zh.-L. Maleshon, Left Party);

Le courage de la vérité – Courage (bravery) of the truth (F. Fillon, right-wing party).

– language games (puns, etc.):

fr.: Agir pour la France, AJ pour la France (Alain Juppé) – To do for the sake of France, EVEN for France (Alain Juppé);

rus.: Partija narodnoj svobody - People's Freedom Party («PARNAS»).

– elements of a ritmization and rhyme:

fr.: Le renouveau, c'est Bruno La primaire, c'est Le Maire (Bruno Le Maire). – Updating is Bruno. Preliminary elections (primaries) – for Lyo Mer (Bruno Lio Mer);

rus.: Andrej Kabanov – za povarov! – Andrey Kabanov is for cooks! (A. Kabanov, LDPR)

– rhetorical questions. Inclusion of rhetorical questions in an aphorism slogan provides creation of effect of direct communication with the addressee. The fragment from Andrey Mitrofanov's slogan, the candidate of the CPRF in the Smolensk region can be an example of involvement of the voter in "pseudo-dialogue":

rus.: Nam vrut, a my boimsja? Nam govorjat: «Chinovniki ne vorujut» – verim? «Zarplata uchitelja 35 000 rublej» – verim? «Zarplata medika 40 000 rublej» – verim? «Trudimsja vsju zhizn' – dostojnaja pensija» – verim? – They lie us, are we afraid? They tell us: "Officials don't steal" – do we believe? "The teacher's salary is 35 000 rubles" – do we believe? "The doctor's salary is 40 000 rubles" – do we believe? "We work all life, then worthy pension" – do we believe? (A. Mitrofanov, KPRF);

– repetition:

rus.: My doma. My vmeste. My – Rossija! – We are at home. We are together. We are Russia! (S. Savchenko, ER, Krym);

Sil'naja zhenshhina – sil'naja Rossija! – The strong woman is strong Russia! (N. Pogorelova, «Rodina»).

– antithesis:

rus.: Nishhajut bol'nicy – bogateet kladbishhe! – Hospitals grow poor – the cemetery grows rich! («Spravedlivaja Rossija»);

– contextual antonyms:

rus.: Pravitel'stvo, delaj ili uhodi! – The government, do or leave! (LDPR);

– inversion:

rus.: Prirode nuzhen tvoj golos – The nature needs your voice. (The Russian Ecological Party "The Greens");

-chiasmus:

rus.: Severjane za KPRF, KPRF za severjan. – Northerners for the CPRF, the CPRF for northerners. (KPRF);

-parallelism:

rus.: «Edinaja Rossija» – ne partija Putina, «Edinaja Rossija» – partija Medvedeva. – United Russia is not party of Putin, United Russia is Medvedev's party. («Just Russia »).

The most frequency grammatical means of expressiveness are, for example, elliptic designs:

rus.: Edinaja Rossija – sil'naja Rossija. – United Russia – strong Russia. (United Russia);

Rodina – nacional'nyj front. – The homeland – the National Front. (Rodina);

Partija rosta – rost budet. – The party of growth – growth will be. (Party of Growth);

*Grazhdanskaja Platforma – pravaja partija. – The Civic Platform – right-wing party. (Civic Platform) etc.*

Grammatical constructions with nouns in an accusative case and the pro or contra prefixes are used:

*rus.: Za partiju trudovogo naroda! – Per lot working people! (CPRF);*

*Rossijskaja partija pensionerov za spravedlivost' – Russian Party of Pensioners for Justice. (Russian Party of Pensioners for Justice);*

*Za – Putina! Protiv pravitel'stva Medvedeva! Spravedlivaja Rossija protiv antinarodnoj politiki pravitel'stva! – For – Putin! Against Medvedev's government! Just Russia is against antinational policy of the government! (Just Russia, Marij Jel);*

*fr.: Pour un sursaut français! – "For the French jump" (Zh.-F. Cop, Republican Party).*

Grammatical means of expressivity of slogans are:

– exclamation mark: *Raskrepostim trud! – We will liberate work! (LDPR);*

– elliptic dash: *Vlozhenija v kazhdogo cheloveka. – osnova obshhego budushhego! – Investments in each person – a basis of the general future! (ER);*

– imperative forms: *Ne dopustim konfiskacii pensij! – We won't allow confiscation of pensions! (Just Russia);*

– binomial forms: *Trud i dostatok. – Work and prosperity. (S. Kazankov, CPRF, Mari El);*

– tripartite nominative: *Svoboda, uvazhenie, otvetstvennost'. – Freedom, respect, responsibility. (Yabloko).*

Having analysed aphorisms-slogans of elections of regional level, it is possible to specify that attractive and persuasive functions are implemented there. The "Team of Tatarstan" representing headquarters of the United Russia in the region on State Duma elections of Russia used a periphrasis of the main aphorism-slogan of United Russia party: "Kochle Tatarstan – бердәм Russia" ("Strong Tatarstan – the United Russia").

During elections to the State Council of the Republic the regional office of the CPRF has made the slogan "We are right!! We can!". The first part of the slogan "We Are Right!" is conformably to the phrase "right-wing parties" while voters have got used that the CPRF – "left". The second part – "We can!" – is familiar to voters according to the most popular statement of one of the most famous United Russia party members, the first President of of Tatarstan Republic, Mintimer Shaimiev, nowadays the state adviser of the Tatarstan Republic, "Bez buldirabiz!", which was a peculiar aphorism slogan of regional office of party. This implicit statement that a problem of party in the conditions of crisis – not just to survive and wait, but to recover from crisis strong and strengthened. And the party is sure: "And will be – we will be able!". At the same time the slogan "We Can!" is a slogan of the U.S. President Barack Obama ("We can").

In Mari El Republic the deputy from the CPRF Sergey Kazankov elected on the single-candidate district to the State Duma of the Russian Federation went on elections with the slogan "Work and Prosperity". He has been supported by most of voters as has reflected their specific needs and was available to fast memorization. The slogan of the candidate of the United Russia Larisa Yakovleva "I want to be useful to people!" had no concrete electoral focus on target audience of Mari El Republic. A number of researchers claims also that the domestic tradition doesn't assume slogans from the first person, or they have to be supported with obvious and peculiar charisma of the applicant. In spite of the fact that the candidate has used a form of the simple personal sentence with a predicate verb in the first person without pronoun "I", in general, he couldn't convince the voter to vote for the candidate [10].

The support on local subject, usage of names of locals, toponyms shows the interest in life of this or that region:

*rus.: Vozrodim nashu Smolenshchinu vmeste! – We will revive our Smolensk region together! (A. Mitrofanov, CPRF);*

*Komandoj Dona, komandoj peremen; Ljubim Rossiju – gordimsja Perm'ju; Perm': Ijubim i gordimsja (UR) – Don team, team of changes; We Love Russia – we are proud of Perm; Perm: we love and are proud (UR);*

*Sila Urala – Ural's force (UR in Sverdlovsk region).*

*fr.: Tout pour la France. – "All for France" (Nicolas Sarkozy);*

*Le projet France. – "The project – France" (A. Monteburg, Socialist party).*

Cases when in slogans along with names of settlements the name or the surname of a candidate are frequently used. So, the slogan "Vote for Companion Maxim!" has included the name of Maxim Suraykin, party leader of Communists of Russia which political credo was "Ten Stalin blows to capitalism". Use of a personal name performed along with incentive and attractive informative function as supplied potential electorate with additional information on the candidate, and the combination "companion Maxim" created a hint on the Soviet past of Russia of the period of civil war.

Advantage of this reception is that the voter remembers the slogan together with a surname. For example:

*fr.: Le nouveau, c'est Bruno. La primaire, c'est Le Maire (Bruno Le Maire). – "Updating is Bruno. Preliminary elections – for Lyo Mer" (Bruno Lio Mer).*

The mention of a personal name of the candidate became the main mean of execution of pre-election slogans by the Democratic Party of the United States of America in 2016. In the USA representatives from Democratic and Republican parties traditionally apply for the president's post. The democratic party has put forward the leader Hillary Clinton and as the main slogan has chosen: "Hillary for America, and also Ready for Hillary, Fighting for us, I'm with her and Stronger together". The name Hillary acts as a peculiar symbol and a banner of party, Hillary Clinton is a skilled politician, in her summary – a senator in the Congress, a position of the Secretary of State and participation in a presidential race in 2008.

Donald Trump has chosen Ronald Reagan's aphorism slogan "Let's Make America Great Again". His main adversary on a presidential race, Hillary Clinton, has scarified this slogan of Trump, specifying that America didn't stop being great. Problem of the present moment is to make America complete instead of building walls, it is necessary to destroy barriers (a hint on Trump's proposal to construct a wall between the USA and Mexico ("Build the Wall!")) from there "drug dealers and criminals" arrive. Among U.S. presidential candidates D. Trump is only one who supports Russia:

*"We would get on with Putin. I would manage to run business with Russia".*

Pre-election aphorisms-slogans of candidates for president of France of various eras have in many respects something in common among themselves and remain demanded new political forces [15]. There are so recognizable La force tranquille (Quiet force, F. Mitterrand, 1981) borrowed from Jean Zhores (1859-1914), the French philosopher, the historian, the figure of the French and international socialist movement, the fighter against colonialism and militarism. Marine Le PEN, the presidential candidate from far-right party Front national, goes on elections with the slogan La France apaisée (the Calmed (quiet) France) reminding the slogan of F. Mitterrand, the choice of this slogan also explains:

*Aujourd'hui, nous sommes obligés de constater que le laxisme crée le chaos, que l'autorité apaise, que la nation unit, que le communautarisme divise. Il y a une grande opération de réconciliation à opérer dans notre pays [14]. – "Today we are forced to note that dissoluteness creates chaos that the power calms that the nation unites, and the communality divides. A big way to reconciliation for work is in our country"*

François Fillon, the representative of right-wing party, has chosen the slogan Le courage de la vérité (Courage (bravery) of the truth). Nevertheless this statement has been already used in 1997 by Arnaud Montebourg.

The Republican Party became the most numerous by the number of the declared candidates for presidential elections-2016. There are Jean-François Copé with the slogan Pour un sursaut français! / For (for) French a gallop (advance), Alain Juppé – Agir pour la France, AJ pour la France (To work for the sake of France, EVEN for France), to Nathalie Kosciusko-Morizet – Nous avons changé de monde (We have changed the world), Bruno Le Maire – Le nouveau, c'est Bruno, La primaire, c'est Le Maire (Updating is Bruno, Preliminary elections – for Le Maire); Jean-Frédéric Pois-son – #LibéronsNosConvictions (We will release our beliefs), Nicolas Sarkozy – Tout pour la France (All for France).

Jean-Luc Mélenchon, the representative of the left forces, has chosen the new slogan: La France insoumise (Rebellious France) which embodies la France insoumise et fière de l'être (France rebellious and proud to be that).

The Green Party (ecological party) will be presented on Cécile Duflot elections with an aphorism-slogan the Demain nous appartient / Future belongs to us. Socialist A. Arnaud Montebourg has chosen the slogan Le projet France (the Project – France).

## 5. CONCLUSION

So, in our research aphorisms-slogans are considered as an independent genre, type of the low-format text.



They are an obligatory element of an election campaign of all parties in various countries and regions and realize specific functions.

During the analysis of aphorisms-slogans we have revealed the complex nature of realization of their functional aspect rendering synergetic effect due to simultaneous integration of several functions. High potential of mega-languages in an explication of aphorisms slogans of the pre-election period is noted. Creation of political slogans in regional languages, for example, in Tatar, is provided more with intertextuality, i.e. a support on case texts and tracing mainly from languages of the international value.

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