



The Position of the Politicians to the Current Political Situations (Based on Linguistic Representation of Emotional and Evaluative Modality in the Speech of M. Sh. Shaimiev and M. H. Thatcher)

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ABSTRACT

The relevance of this research is closely bound with the general tendency of interdisciplinary approach in the attempt to reveal the human factor not only in the international relations but also in the language, as the most valuable results of the research are found in comparison of the languages. The goal of this article is to find out common features and differences in the speeches of the politicians such as M. Sh. Shaimiev and M. H. Thatcher to the current political situations through linguistic representation of emotional and evaluative modality. The main approach of the research requires the usage of such sciences as International Relations, Sociology and Linguistics. The article deals with the issue of emotional and evaluative modality of these politicians in Tatar and English. The authors consider modal words, evaluative and expressive vocabulary as well as metaphors as a way of expressing emotional modality and feelings towards the current political situations.

Keywords: international relations, political linguistics, M.Sh.Shaimiev, M.H.Thatcher, emotional modality, evaluative modality, metaphor.

1. Introduction

1.1 The importance of the problem

In the modern era, language is a tool for the transmission and storage of information. "Thanks to language, the information picture of the world gets the opportunity of social reproduction associated with an active attitude to the past experience, when it is selected, preserved and created that contributes to the further development of society, which results in the creation of a special information-language vision of the world" (Volodina, 2008).

1.2 Status of a problem

It is important to study language as a tool used by politicians to persuade the public with their assertion of power. In fact, language is ideological as speakers can speak in a way that supports their interests. What are the mechanisms of power inherent in language? Language is a powerful instrument employed by political leaders. They use linguistic strategies including linguistic manipulation as an influential instrument of political rhetoric to persuade audiences for a specific political action. To argue in favour of their political ideologies and goals, political leaders deploy a broad range of manipulative and rhetorical devices at the phonological, syntactic, lexical, semantic, pragmatic and textual levels in their political discourse (David, 2014). Thus, modern realities presuppose linguistic analysis of media texts from a pragmatic and cognitive position, which opens up a new space for linguistic and socio-political research within the framework of political discourse.

This approach reveals the connection between statements and the speaker, reveals the features of building a successful act of communication, and builds clear ideas about the possibilities of perception of the recipient of the information provided. According to K. A. Ogneva, journalistic work involves the search for optimal conditions for the establishment of communicative adequacy, which can be achieved only through a pragmatic study of language means. This need lies in the construction of the media text, which being "actual speech action" reflects not only the linguistic competence of the speaker and listener, but also a holistic vision of the material presented. But, nevertheless, it is "journalism, represented by informative, analytical and artistically-journalistic texts, serves as adequate material for scientific research in the field of pragmatics" (Ogneva2012).

This approach to the study of media text allows us to take into account the specifics of information transmission and suggests the possibility of certain pragmatic ties between the speaker and the listener. In its turn, this leads to the fact that the text of the journalistic genre becomes expressively-emotional and contains components of the evaluation modality. Thus, the distinctive feature of the journalistic genre is revealed, namely the direct influence on the reader or listener. Highlighting this fact, scientists note "the impact on the motivational side of the activity and the consciousness of the recipient", which is reduced to conviction or rethinking. Pragmalinguistics calls to be essential such characteristics for the text as meaning (potential information), informativeness for the listener, the degree of change in the reader's attitude before and after the act of communication, the effectiveness of the text as a ratio between the intended and real effect, and the ideal from the point of view of efficiency is the text in which the intended and real effect are equal (Ogneva, 2012).

A. A. Leontiev allocates the main purpose of speech influence as "a certain organization of people", that is, the sum of influences on a person or group of people to rebuild their thinking, worldview and views on certain problems. Successful in this case is considered an influence that can resist the struggle, conscious assessment of the facts cited, and which will look like a form of providing a choice from a certain number of opportunities. The most effective in this case, the author calls the form of activity in which the factors involved are allocated in advance, and only then there is a gradual impact. The result of this type of activity means gradual and minor changes in the personality caused by a shift in the system of values, beliefs and social attitudes, and then in the activities of the recipient (Leontiev, 2003).

Proceeding from the above it can be noted that the distinctive feature of the journalistic genre is emotional coloring, which in the language is usually reflected by the functional-semantic category of modality. This also explains the additional impact on listeners, as it is the modality that helps to reveal and form value orientations through gradual emotional mood.

T. V. Romanova, speaking about emotional expression, refers it to the category of modality, since, in her opinion, emotional statements as well as modality reflect the emotional attitude of the speaker to the subject of speech or the attitude of a person to the world around him (Romanova, 2008).

There are many linguistic ways of expressing opinion and evaluation ranging from explicit to hidden implicit. The means of expressing attitudes include words and phrases with an estimated value, with negative or positive connotations, examples of ideologically-modal vocabulary (militants, bandits, terrorists, freedom fighters), a number of stylistic techniques (comparisons, metaphors, anaphores, allusions) (Dobrosklonskaya, 2005).

V. N. Hangildin pays special attention to the issues of functional-semantic category of modality in Tatar linguistics. The scientist was the first to pay attention to words with modal meaning and he distinguishes three types of modal words: *mustakiyl* Suz-independent word, *yardamlek* Suz-auxiliary word and *ymlyk* Suz-interjective word or interjection (Jangildin, 1959). Another Tatar linguist, D. G. Tumasheva, in the process of studying morphology notes the appropriateness of the allocation of modal words in a separate language group and recognizes them as independent parts of speech. The scientist names two large groups of modal words: those related to objective and subjective modality (Tumasheva, 1986). A similar opinion on the issue of the language category of modality is expressed by F. Yu. Yusupov (Miftakhova, 998). In English linguistics, modality is covered in the works of R. Palmer, R. Carnap, D. Bybee, Lyons, P. Portner, S. Pinker. At the same time, scientists are very similar in their vision of this category and note objective, subjective, real, surreal and imperative modality.

Both in English and in the Tatar languages, there are several basic means of expressing modality: prosodic (intonation, which includes such elements as sentence stress and logical stress, pause, rhythm, tempo and tone), grammatical (include the mood and temporal forms of the English verb), lexical (include words with modal meaning, verbs of mental activity, modal verbs, introductory words, conjunctions and various modal phrases and phrases), stylistic means (include various stylistic techniques and means, which are used to express relations, evaluation, etc.) (Mullagaliev, 2016).

1.3 The research Hypothesis

This paper reveals the linguistic representation of emotional and evaluative modality in the speech of the first President of the Republic of Tatarstan M. Sh. Shaimiev at the II world Congress of Tatars on August 29, 1997 and the speech of the Prime Minister of great Britain M. H. Thatcher in Kensington town hall on January 19, 1976.

The first president of the Republic of Tatarstan M. Sh. Shaimiev is a bright representative of the unique Tatar policy integrated into the political unity of the Russian Federation. The Republic not being big in territory but being important in economic and cultural way is among the most prosperous republics of the Federation. The specificity of his political views is based on a special way of pursuing the policy and special way of treating a nation, as if placing himself on the same stage of political importance, when a president refers to the nation as to consult about the urgent problems and solutions. The first President of the Republic often uses vocatives and non-formal structures of the language creating a paternalistic image. It all leads to the fact that the nation of the country does not just respect the President but feel some inner understanding and family-like intimacy to the head of the Republic. His manner of delivering speeches, based on loyalty to the nation of the Republic, can be described as a set of well-thought maneuvers, which consists of methods of being a part of the Russian Federation and staying sovereign at the same time.

In this article we will consider the emotional modality of the Tatar and English languages in comparative terms, identifying similar and different moments of manifestation of the language category in the journalistic text of the speeches of politicians: the first President of the Republic of Tatarstan M. Sh. Shaimiev at the II world Congress of Tatars on August 29, 1997 and the Prime Minister of Great Britain M. H. Thatcher in Kensington town hall on January 19, 1976. At the same time, we will adhere to the functional classification of modal constructions, since it assumes variability and dependence on the context. In the course of the study, the means of expressing the language category of modality in the Tatar language will be revealed and English equivalents will be selected by means of a continuous selection from the proposed passage of M. H. Thatcher's speech.

2. Methods

The article deals with the issue of emotional and evaluative modality of these politicians in Tatar and English. The authors consider modal words, evaluative and expressive vocabulary as well as metaphors as a way of expressing emotional modality and feelings towards the current political situations.

3. Results and Discussion

The main means of expressing the category of modality in Tatar linguistics, scientists consider intonation and a group of modal words. Stress can be phrasal, pause, logical, emotive and can be also expressed by using the melody of speech. Modal words can be represented by the following groups: expressing affirmation and negation (*aje, ajeder, ajeme, aje inde, bar, bardyr, barmy, bar inde, yuk, yuktyr, yukmy, yuk inde, yuk tygel, shulaj, shulajdyr, shulajmy, shulaj inde, shul-shul, əhə, momkin, momkinder, momkinme, momkin tygel, kirək, kirəkter, kirəkme, kirək tygel*); expressing problematic validity (*bəlki, shayat', bugaj, imesh, ihtimal, ahrysy, bəlki, mogaen, yanəse, ikən, kyrəsen, bulsa kirək, syman, kebek, tosle, ajtersen, gyya*); expressing categorical certainty (*əlbəttə, bilgele, dores, chynnan da, chynlap ta, nichshiksez, baksan-torsan, nichsyzsez, hak, ras, baksan, asylda, gadəttə, tabigyj, dorese, nigezdə*); expressing the values of ought and necessity (*kirək, tiesh, zarur, zaruri, lazem, faryz, momkin, imesh, ihtimal*); expressing the meaning of possibility and impossibility (*momkin, yaryj, momkin lə, momkin ləbasa, momkin bugaj, ahry, kyrəsen, momkin tygel, yaramyj*); modal words and phrases that express the qualification of the relationship of the content of any segment of speech to the general sequence of thought (*gomumən, kyskasy, ni-hayat', məsələn, yag"ni, alajsa, digen, bolaj, ahry kilep, azak kilep, son kilep, inde kilep, häer, yugyjsə, jitməsə, ichmasam, nich bulmasa, bulmasa, dimək, berenchedən, ikenchedən, ochenchedən, monysy ber, monysy ike, ajtik, anyn karavy, tuzga yalmazganny, kileshməgənnə, bulmaganny, nich yugy, yukny, ni pychagyma*); expressing the suddenness of remembering, guessing, joining in the association (*ajtkəndəj, digənnən, diməktən, ajtəm any, ajtəm jirle, ajtəm, minəjtəm, kem ajtmeshli, tile keshe ajtmeshli*); expressing a statement attributed by the speaker to another person (*imesh, yanəse, di, dilər, digen*); modal words and phrases used to attract attention, appeal or motivation, which represent a call, request or desire (*zinhar, gafu, gafu it, gafu itegez, rəhim it, rəhim itegez, beləsenme, beləsezme, anlyjsynmy, anlyjsyzmy, kara, karagyz, kyr, kyregez, beryk, kuj, kuegyz, jitte, jitar, karale, əjdəle, ya*); modal words and combinations expressing emotional attitude to reality (*bəhetkə karshy, bəhetkə kyrə, bəhetkə, kyzganychka karshy, kyzganych, kyzganychka, mina disə, mina diməgəe, kirəgem isə, achuym kilməgəe, gajəpkə karshy, gajəpkə, bəhetsezlekkə karshy, bigajbə, agaj, kodagyj, abzyj, malaj, tugan, apaem*) (Collection of articles on linguistics: Professor of Moscow University academician V. V. Vinogradov, 1958).

Proceeding from the above-mentioned groups, in the analyzed work it is possible to allocate the following:
- expressing affirmation and negation:

Ə shulaj da yugalmadyk, etnos bularak mostəkyjl'legebezne sakladyk, isən-imin kaldyk.

Ə shulaj da Rossiyadə respublikabyznyn bygenge statusyn yzgartergə omtyluchy səyasi kochlər ele də bar.

SHunnan bashka konkurenciyagə səlätle tovar jiteshtery, investiciyalər jələp ity nich tə momkin tygel.

Aldyngy fiker, boek rus mədəniyate beznen ruhi don'yabyzga, mədəniyatebezgə, gomumən, boten tormyshybyzga ifrat zur jogynty yasap kilde. Ul həzer də shulaj.

Tarihny shomartyp kynə kyrsətynen kirəge yuk, anda sugyshlar da, miherbansyzlyk ta tulyp yatkan.

From the above examples, it can be assumed that to express a statement or denial in his speech, M. Sh. Shaimiev uses modal constructions expressed analytically: *a shulaj da* (and yet, and yet), *momkin tygel* (can't not, can't possibly), *kirage yuk* (no need). In addition to these modal words the following expressions are used to reinforce their meanings: *mostakyl'legebezne sakladyk* (retained sovereignty), *isan-imin kaldyk* (remained alive and well), *sayasi kochlar ele da bar* (there are still political forces), *ifrat zur jogynty* (significant impact).

In speech of M. H. Thatcher for expression assertions or denial, mostly, modal verbs are used, for example, don't have to worry (not worth worrying), cannot afford to let (cannot be allowed), let us be clear (let us be honest), let us make no mistake (let us not to commit mistakes):

The men in the Soviet politburo **don't have to worry** about the ebb and flow of public opinion.

We **cannot afford to let** that gap get bigger.

But **let us be clear** about one thing.

But **let us make no mistake**.

At the same time, it should be noted that, unlike the speech of M. Sh. Shaimiev, M. H. Thatcher does not use additional lexical units to strengthen modal verbs.

- expressing categorical certainty:

Əlbəttə, həl itəse iktisadyj, social problemalar az tygel əle.

Keshelek don'yasynda shundyj oly shəhesne birgən halyknyn kiləçəge, nichshiksez, yakty həm gyzəl bulyr.

Əlbəttə, tormyshnyn barcha tarmaklarynda da hatyn-kyznyn role ʏş kynelle kyrenesh.

For the expression of the categorical credibility in this speech such words as: *əlbəttə* (of course, undoubtedly), *nichshiksez* (definitely, definitely) are included. In combination with phrases *az tygel əle* (not so little), *yakty həm gyzəl bulyr* (it will be light and beautiful), *kynelle kyrenesh* (joyful event) emotional attitude is transmitted to the events.

Expressing categorical reliability in the speech, the British Prime Minister uses not only the words of course (of course, undoubtedly), it is obvious (obviously), it is clear (clearly, clearly), undoubtedly (undoubtedly, of course), but also modal verbs does not need to build (no need to build), must heed their warning (must heed the warning). As in the speech of M. Sh. Shaimiev, in the speech of M. H. Thatcher additional words and phrases can be found to convey emotional and evaluative modality, such as, outside powers withdraw their military support (external players will cancel military support), internal violence (internal violence), pose a major challenge (pose a serious challenge). For example:

A huge, largely land-locked country like Russia **does not need to build** the most powerful navy in the world just to guard its own frontiers.

If this is the line that the Soviet leadership adopts at its Party Congress next month, then we **must heed their warning**.

Of course, we are poorer than most of our NATO allies.

Of course, this places a burden on us.

But **it is obvious** that an acceptable solution for Angola is only possible if all **outside powers withdraw their military support**.

It is clear that internal violence—and above all political terrorism—will continue to **pose a major challenge** to all Western societies, and that it may be exploited as an instrument by the Communists.

It **undoubtedly** applies to us too.

- expressing the values of duty and necessity:

Bygen isə in zarur nərsə – tatar millətenen sayasi, iktisadyj həm mədəni olkələrdəge həlen tirənten ojrəny.

Alar isə bezgə chit illərdən kerə torgan kapital kyləmen arttyrugə hezmət itərgə tiesh.

Planeta korabyn unga-sulga chajkaldyryrgə berkemnen də haky yuk həm bez ana yul kujmaska burychly.

Monda da problemalar az tygel həm alarny urtak tyryshlyk belən həl itərgə kirək.

Shulaj da kiləçəkkə kyz tashlaganda, bez keshelek donyasyna yanap torgan həvəf-hətlərləne istən chygaryrgə tiesh tygel.

Shuna kyra kiləçəktə alar rətəndə terkələ həm esh itə alachagyna da yshanyrgə kirək.

Halkybyznyn mədəniyaten ʏsterer ochen, tobəklərdəge milli-mədəni oeshmalarga həm respublikabyznyn dəylət organnaryna bergələp eshlərgə kirək.

Bez ʏzebeznen tarihi həm genetik tamylarybyz urtak bulgan ber halyk ikənlegebezne berkajchan da onytyrgə tiesh tygel.

Minem karashymcha, Kreml'də salyna torgan Kol Shərif məchete moselman ruhanilar həm din totuchylarnyn berdəmlək simvolyna əverelərgə tiesh.

The following constructions can be attributed to the modal constructions expressing the meaning of duty and necessity: *bygen isə in zarur nərsə* (the most necessary, mandatory for today), *isə ... tiesh* (and ... must), *burychly* (have to, must), *həl itərgə kirək* (need to decide), *həvəf-hətlərləne istən chygaryrgə tiesh tygel* (do not forget about the danger), *kirək* (necessary, necessary), *onytyrgə tiesh tygel* (must not forget), *minem karashymcha, ... berdəmlək simvolyna*

averelergä tiesh (in my opinion,... should turn into a symbol of unity).

In the speech of M. Sh. Shaimiev and M. H. Thatcher there are mainly modal verbs of must and necessity, for example, *must remember* (should remember), *should build* (should build), *should be used* (should be used), *must be carefully considered* (should be carefully thought), *have to wake up to* (should be aware), *must now sound the warning* (should sound the warning). For example:

*We **must remember** that there are no Queensbury rules in the contest that is now going on.*

*We believe that we **should build** on our traditional bonds with Australia, New Zealand and Canada, as well as on our new ties with Europe.*

*It **should be used**, within Europe, in the efforts to achieve effective foreign policy initiatives.*

*Any steps towards closer European union **must be carefully considered**.*

*But we **have to wake up to** those developments, and find the political will to respond to them.*

*The Conservative Party **must now sound the warning**.*

- expressing the meaning of possibility and impossibility:

här narsädä chama bulyrğa tiesh läbasa.

Läkin monyn belän genä tynychlanyrğa yaramyj.

Any bolgarlarga yaki nindi dä bulsa bashka boryngy etnoska gyna kajtaryp kaldyryrğa yaramyj.

Läkin gailä tärbiyase, anyn matdi häm ählakij iminlege aerucha mönim social burych ikänen dä bezgä onytyrğa yaramyj.

To express the meaning of possibility and impossibility M. Sh. Shaimiev uses such modal constructions as: *tiesh läbasa* (and after all should be), *yaramyj* (no need), *kajtaryp kaldyryrğa yaramyj* (it is necessary not only to build), *onytyrğa yaramyj* (don't forget). In general, the proposals included in this subgroup express the evaluation modality on the basis of accumulated knowledge and traditions.

Both Tatar and English use modal verbs to convey the meanings of possibility and impossibility. These include *may not be aware* (possibly not aware of) *can afford to go* (maybe let yourself go), *could affect us deeply* (perhaps more deeply affected), *might well ask* (can also ask), *may well conclude* (probably will), *will be able to learn* (can learn). The studied examples in both languages show that they express an evaluative modality based on accumulated knowledge and traditions:

*Many people **may not be aware**, even now, of the full extent of the threat.*

*They seem to think that we **can afford to go** deeper into debt so that the Government can prop up a loss-making company.*

*There are crises farther from home that **could affect us deeply**.*

*You **might well ask**: why on earth should we think twice about what is happening in a far-away place like Angola?*

*If the Russians have their way in Angola, they **may well conclude** that they can repeat the performance elsewhere.*

*I know that our countries **will be able to learn** from each other.*

- modal words and phrases expressing the qualification of the relationship of the content of any segment of speech to the general sequence of thought: *Gailä gomer-gomergä telne, mädäniyatne, dimäk, barcha milli kyjmmatlärne saklauga hezmät itkän.*

In the example given above, it can be noted that the word *dimäk* (and hence) is used to summarize the first part of the sentence, that is, the second part of the sentence is a kind of result and expresses the qualification of the ratio of the content of the segment to the general sequence of thought.

In contrast to the speech of M. Sh. Shaimiev, in which we identified only one relevant example, in the speech of M. H. Thatcher, we can see quite a large number of categories studied. To express the qualification of the relation of the content of any segment of speech to the general sequence of thought in English examples, you can specify such words and phrases as, but we now see ... warning was fully justified (but as we see ... warning was justified), it is more vital than ever (much more essential than ever), the first (first), the second (second), the third (third), fourth (fourth). For example:

*Some people were sceptical at the time, **but we now see** that my **warning was fully justified**.*

*So **it is more vital than ever** that each and every one of us within NATO should contribute his proper share to the defence of freedom.*

***The first** is that Angola occupies a vital strategic position.*

***The second** reason is that the presence of Communist forces in this area will make it much more difficult to settle the Rhodesian problem and achieve an understanding between South Africa and black Africa.*

***The third** reason is even more far-reaching.*

***Fourthly**, what the Russians are doing in Angola is against detente.*

- expressing the surprise of remembering, guessing, joining in the association:

Anyn shushyndyj zur dәрәjәle eshkä kueluy, millätlär säyasäten dores anlauchy keshenen shushyndyj eshkä kilye – bu inde Rossiya дәylät organnarynyn bu мәsәләдә nyklap ujanuy digән syz.

When expressing the suddenness of remembering, guessing or joining by association, the phrase *digən sız* (and that means) is used in the speech. And along with the words *shushyndyj zur dərəcəle eshkə* (on such a responsible work), *shushyndyj eshkə* (for such work) this sentence acquires an emotional-evaluative modality.

In the English text of M. H. Thatcher's speech, it can be noted that words such as seem to believe, is usually said that are used to express the suddenness of remembering, guessing or joining by association.

They seem to believe that their intervention is consistent with detente.

It is usually said that NATO policy ends in North Africa at the Tropic of Cancer.

Both M. Sh. Shaimiev and M. H. Thatcher depersonalize their statements when expressing the suddenness of recollection, conjecture or association.

- modal words and combinations expressing emotional attitude to reality:

Shunysy kызganych: anyn karashlary elegä halyk arasynda kin taralmagan.

Phrase *shunysy kызganych* (very sorry), expressing an emotional attitude to reality, describes the feeling of regret on the part of the speaker.

As in the example of M. Sh. Shaimiev's speech, M. H. Thatcher's statement expresses an emotional attitude to reality and describes a feeling of regret on the part of the speaker.

But the Socialists never listen (But socialists never listen.)

However, studying the speeches of M. Sh. Shaimiev and M. H. Thatcher, it can be noted that in addition to modal words, there are words and expressions with emotional and evaluative coloring in their speeches in sufficient quantity. Here are some examples of sentences with emotionally coloured words and assessment.

Milli ruhybyznyn chыganagy da bit näk avyl.

Min bygen sezgä yshanyp äjtä alam, Tatarstan үzenen tarihynda berenche мәртәбә byel 1 gekardan 30 centner dan artyk ikmäk jyep alachak.

Bez bu моһим reformalar avylda tormysh syjfatyn tirännән yahshyrту ochen yana etärgеch bulyr dip yshanabyz.

Mondyj shartlarda Tatarstan jitäkchelege respublikanyn mashina tozeleshe flagmanynyn yazmyshyna bitaraf kala almady.

Bez bit telebezne yukka gyna "ana tele" dimibez.

Bygen isä, esh kyna yashe-karty echkechelektän jәfa chigä.

Beznen ochen in моһime – keshe aklyly kazanyshlaryn, säydä baglanyshlaryn, мәдәniyatlәnnen үzara aralashuyn, bayuyn kyrä bely.

Words and phrases *näk* (exactly), *yshanyp äjtä alam* (with certainty I can say), *yana etärgеch bulyr dip yshanabyz* (hopefully, there will be new momentum), *mashina tozeleshe flagmanynyn yazmyshyna bitaraf kala almady* (we could not remain indifferent to the fate of the flagship of mechanical engineering), *yukka gyna* (not for nothing), *yashe-karty echkechelektän jәfa chigä* (both old and young suffer from alcoholism), *in моһime* (most important), *kyrä bely* (ability to see) has the characteristics of emotional and evaluative modality, which in this context can be, in our opinion, be attributed to the expression of feelings of confidence *näk* (exactly), *yshanyp äjtä alam* (with certainty I can say), *yukka gyna* (not for nothing); feelings of hope *yana etärgеch bulyr dip yshanabyz* (hopefully, there will be new momentum), *in моһime* (most important), *kyrä bely* (ability to see); sense of responsibility *mashina tozeleshe flagmanynyn yazmyshyna bitaraf kala almady* (could not remain indifferent to the fate of the flagship of mechanical engineering); feelings of compassion *yashe-karty echkechelektän jәfa chigä* (both old and young suffer from alcoholism).

Let us give examples from the speech of M. H. Thatcher, which describe such feelings as fear *solely for the sake of self-defence, a super power in only one sense, still more serious gaps, one great advantage over us*; feelings of anxiety and danger *poses the most immediate dangers*; feelings loyalty and trust *we are devoted, as we always have been*. For example:

They are not doing this solely for the sake of self-defence.

They know that they are a super power in only one sense—the military sense.

But it is the balance of conventional forces which poses the most immediate dangers for NATO.

Still more serious gaps have opened up elsewhere—especially in the troubled area of Southern Europe and the Mediterranean.

We are devoted, as we always have been, to the maintenance of peace.

They have one great advantage over us—the battles are being fought on our territory, not theirs.

Next, it is worth mentioning nouns with a touch of modality in the Tatar language and nouns, adjectives, adverbs in English. Basically, in the speech of M. Sh. Shaimiev, nouns are formed from the modal verb *momkin* (can, possibly) and mean possibility.

Milli мәдәni avtonomiya turynda federaciya zakony tatar diasporasyn дәylät kylәmendä berlәshtery momkinlege birä.

Bez iktisadta da, мәдәni olkadä dä үzara hezmәттәshlek ochen tagyn da kybräk momkinleklär baryn belabez.

Hәzerge tekhnik yanalyklar ana telendä jir iyarchennәre asha mahsus televidenie programmasy oeshtyru momkinlege birä.

Bu isə bezgə halyklara monəsəbatlär olkäsəndə yz urynybyzny buldyruda yana momkinleklär acha.

And in speech of M. H. Thatcher we meet not only nouns as *the need, capacity*; but also adjectives *necessary*; adverbs *perhaps, certainly*. However, along with words with a touch of modality in these sentences emotionally coloured words and phrases are also used, for example, *internal war against terrorism*, setting up of Soviet air and naval bases, *positive defence of the values and traditions, constructive role*.

Perhaps some people in the Labour Party think we are on the same side as the Russians!

*But we cannot afford, in Labour's view, to maintain our defences at the **necessary** level—not even at a time when on top of our NATO commitments, we are fighting a major **internal war against terrorism** in Northern Ireland, and need more troops in order to win it.*

*If the pro-Soviet faction wins, one of the immediate consequences will almost **certainly** be the **setting up of Soviet air and naval bases** on the South Atlantic.*

*What has happened in Australasia is part of a wider reawakening to **the need** to provide a more **positive defence of the values and traditions** on which Western civilisation, and prosperity, are based.*

*Our **capacity** to play a **constructive role** in world affairs is, of course, related to our economic and military strength.*

It is worth noting the fact that in their speeches and M. Sh. Shaimiev and M. H. Thatcher quite often resort to manipulation of ideological-modal vocabulary. For example:

*Nindi genə **chualyshly** (vague, rebellious) zamannar bulmasyn, tatar halky milli mədəniyaten buynnan buynga kyz karasydaj saklady.*

*Chechen respublikasy belən bulgan **kankojgych** (sanguinary) sugysh həm anyn nətiyələre kypəlgə həm bik ozakka **onytlymaslyk sabak** (unforgettable lesson) bulyrğa tiesh.*

*Bashkalabyz Kazanda metro tozələ bashlady, shəhər yzəgendə, sez yzegez kyrdegez, zur yzğəreshlər bara, **jimerek** (destroyed), **hərabə** (ruins, abandoned) jortlarda distələrchə ellar yashagən keshelər həzər yana, unaj kvartiralarga kychy bəhetənə ireshələr.*

*Bez isə alarga bolaj dip javap birəbez: yakyndagy ellarda Tatarstan Respublikasy belən Rossiya Federaciya arasynda tozəlgən Shartnaməgə **bernindi də bashka alternativə yuk** (have no alternative).*

*Avyl tormyshyn **rətkə salmyj toryp** (until we get it in order), tulaem ik"tisadyj useshkə **ber chakta da ireshep bulmayachak** (never achieve).*

The Russians are bent on world domination, and they are rapidly acquiring the means to become the most powerful imperial nation (the most powerful Imperial state) the world has seen.

*I warned before Helsinki of the dangers of falling for **an illusory detente** (illusory detente of politics).*

*I would be the first to welcome any evidence that the Russians are ready to enter into **a genuine detente** (true detente of politics).*

In return we had hoped for the freer movement of people and ideas across the Iron Curtain.

We have seen Vietnam and all of Indochina swallowed up by Communist aggression.

... the United States is still the prime champion (elite fighter) of freedom.

In Angola, the Soviet-backed guerrilla movement, the MPLA, is making rapid headway in its current offensive, despite the fact that it controls only a third of the population, and is supported by even less.

In their two electoral avalanches at the end of last year, they brought back Governments committed to freedom of choice, governments that will roll back the frontiers of state intervention in the economy and will restore incentives for people to work and save.

Part of Britain's world role should be to provide, through its spokesmen, a reasoned and vigorous defence (active defence) of the Western concept of rights and liberties.

It is based on the remarkable qualities of the British people.

In addition to the use of lexical units expressing emotional and evaluative modality, in the speeches of M. Sh. Shaimiev and M. H. Thatcher, stylistic means can be distinguished. In this case, we will focus on metaphors. As a mirror of national cultural consciousness, metaphors are able to succinctly and accurately convey the generally accepted ideas about a particular phenomenon; transform ideas into a system of human representations. On semantics of metaphors it is possible to study social-economic and political history of the country, on prevalence of these or those metaphorical models-to make representation about a situation in which it appeared (Vinogradov, 1999).

As T. V. Romanova notes, in modern newspaper materials metaphor not only conveys information, but also has an emotional impact, transforms the existing picture of the world in the reader's mind (Romanova, 2008).

Ul fantastik fənni-tehnik progress, keshelek mənəgatenə həm iminlegenə hezmət ityche, gajəp tekhnologik kazanyshlar, ber yk vakytta keshelek don'yasynyna hisapsyz korbannar, gazaplar kitergən revolyuciya, kankojgych sugyshlar social' həm səyasi tetrənylər gasyry buldy.

Tatarlar, don'yada shəykətlə millətlərnən berse bularak, 20 gasyrynyn in əhəmiyatle vakyjgalarnyn yzəgendə tordylar.

Ul Tatarstannyn həm tatar halkynyn tarihi, mədəni kozgese bulachak.

Metaphors in the speech of M. Sh. Shaimiev *fantastik fänni-tekhnik progress* (fantastic scientific and technological progress), *gajäep tekhnologik kazanyshlar* (incredible technological advances), *shäykatle millätlären* (a majestic, stunning nation), *tarihi, mädanı kozgese* (mirror of history and culture) express emotion and pride; *hisapsyz korbannar* (countless sacrifices), *gazaplar kitergän revolyuciya* (the revolution that led to the trials), *kankojgych sugyshlar* (bloody war), *säyasi tetränylä* (political upheavals) express feelings of anxiety and negative attitude to the events.

Metaphors in the speech of M. H. Thatcher (*bitter experience*) express a sense of anxiety and fear about what is happening around; (*nostalgic illusion*) describe a sense of longing for past events; (*carry the torch for freedom*), (*abundant experience*) express a sense of pride for the nation; (*hide our heads in the sand*) describe the feeling of bewilderment.

*But we are all aware of how the **bitter experience** of Vietnam has changed the public mood in America.*

*We're not harking back to some **nostalgic illusion** about Britain's role in the past.*

*Throughout our history, we have **carried the torch for freedom**.*

*They want to know why we are **hiding our heads in the sand**, why with all our experience, we are not giving a lead.*

*We have **abundant experience** and expertise in this country in the art of diplomacy in its broadest sense.*

These examples of metaphors in the speeches of two famous personalities allow us to identify similarities in their relations to their countries and peoples.

4. Summary

Having analyzed the modal vocabulary, words with emotional and evaluative color, metaphors in the speech of M. Sh. Shaimiev to the audience of the II world Congress of Tatars on August 29, 1997, as well as the speech of M. H. Thatcher in Kensington town hall on January 19, 1976, we can come to the following conclusions:

- using modal words in their speeches, Mintimer Shaimiev, and M. H. Thatcher positively estimate actions of the authorities and of the people, tell the audience about the achievements, they must evaluate in turn; and if Shaimiyev remains neutral emotionally, and indicates the presence of positive changes in the political situation of the country, it is impossible to mention neutrality in the speech of M. H. Thatcher, in her speech there is a negative emotion against a number of countries; the speakers also indicate a commitment by the authorities to carry out certain duties; they express their negative assessment of the actions of the authorities and the people, as well as their regret over the events taking place; M. Sh. Shaimiev in his speech points to the need to preserve the family and family values, while in M. H. Thatcher points to the preservation of the values and traditions of Western civilization as a whole;

- using ideologically-modal vocabulary, both M. Sh. Shaimiev and M. H. Thatcher express a largely negative assessment of some events, but at the same time, despite some negative points, they force the audience to accept it as a call not to commit such actions, but to learn a kind of lesson and move on in a positive way;

- using metaphors, the first President of the Republic of Tatarstan and the first female Prime Minister of Great Britain express their admiration, their pride for the people and the country, anxiety and fear for the events taking place, and, at the same time, the desire for the best, no matter how difficult and problematic the situation may be.

5. Conclusion

The genre of journalism has a huge potential to influence and influence people's perceptions, and is able to transform people's thinking and understanding. The study and analysis of emotional and evaluative modality in journalistic texts presents new opportunities to identify linguistic features in political media discourse.

The materials of this article can be recommended for use in modern practice of higher institutions as well as in the system of training diplomats, journalists and linguists.

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