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**MASTER'S THESIS**
on the topic of
**Key Concepts of American Foreign Policy Discourse in the Mass Media**

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## Assignment

To the master's thesis of the student **V. Yu. Vysockaya**

1. The topic of the thesis: **Key concepts of American foreign policy discourse in the mass media**

(Approved by the order from _____ № _____)

2. The date of the thesis final version submission: _____25 June 2025_____

3. The thesis baseline information: scientific works, media sources _____

4. The contents of the thesis (the objectives necessary to achieve):

   1) to identify the main characteristics of the concepts of «discourse» and «concept»;

   2) to identify the key concepts of American foreign policy discourse in the mass media during the post-election campaign in the United States in 2024;

   3) to characterize the main aspects of the key concepts of the American foreign policy discourse in the mass media.

5. Appendix list (schemes, graphics, tables and other illustrative material):_2 pie charts, 1 horizontal chart_____

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# ABSTRACT

The thesis is comprised of 64 p., and includes an introduction, two chapters and a conclusion.

DISCOURSE, FOREIGN POLICY DISCOURSE, CONCEPT, COGNITIVE LINGUISTICS, LINGUOCULTUROLOGY, AMERICAN MASS MEDIA, CONFRONTATION, PRESIDENT, TARIFFS, CHINA.

This research examines the key concepts of American political discourse in the mass media.

Studying the interaction of language and politics will make it possible to better understand the mechanisms of the influence of speech processes on an individual's worldview, as well as to understand the essence of current events in the field of foreign policy, which is directly related to the world around us.

In this regard, the study of key concepts of American foreign policy discourse in the mass media is necessary for understanding and evaluating the actions of the United States, and may also be of interest for theoretical research in the field of linguistics, philological science, political science, sociology, etc.

The study aims to identify the most common concepts used in the mass media during the post-election campaign in the United States in 2024.

The object is the concepts of American foreign policy discourse in the mass media during the post-election campaign in the United States in 2024.

The subject is aspects of key concepts of American foreign policy discourse in the mass media during the post-election campaign in the United States in 2024.

The data for our research included 1819 media articles published in 2024-2025 on the website of Bloomberg, New York Times, NBS News magazines.

The methods of the study included: continuous sampling method, interpretive method, data collection, classification, analysis, comparison, statistics, interpretation.

# LIST OF CONTENTS

# INTRODUCTION

Due to the general availability of information (television, the press, the Internet), citizens' interest in various spheres of the «life» of the state has increased, especially foreign policy, since the results of international negotiations, events, etc. influence many aspects of human life.

Interaction (communication) with other official representatives of countries in the international arena is an important component of the state's foreign policy. Research in the field of foreign policy discourse remains relevant primarily due that this is an interdisciplinary concept that allows us to consider it from different angles. Also, discourse plays an important role in shaping the contextual meaning of any expressions, texts, etc.

The topic of the USA elections in 2024 is of great importance not only for the citizens of this country, but also for foreign trading partners and world politicians. Because with the change of government in the United States, its policy may change dramatically or slightly.

By studying the interaction of language and politics, it is possible to better study the mechanisms of the influence of speech processes on an individual's worldview, as well as to understand the essence of current events in the field of foreign policy, which is directly related to the world around us.

In this regard, the study of key concepts of American foreign policy discourse in the mass media is necessary for understanding and evaluating the actions of the United States. Knowledge of key concepts can allow translators and cited sources not to miss the key meaning and theme of what the American mass media is reporting and may also be of interest for theoretical research in the field of linguistic, philological science, political science, sociology, etc.

Three American mass media outlets Bloomberg, New York Times and NBS News were selected as sources for the study in order to avoid inaccurate conclusions due to the individual specifics of each of the selected mass media.

Bloomberg is an American news agency, one of the leading providers of financial information for professional participants in financial markets. The New York Times is an American daily newspaper whose main readers are USA citizens. NBS News is a USA news and television information source.

The study is based on media articles published in the period after the USA presidential election (November-December 2024) and the period after the inauguration of the USA president-elect (January-April 2025) to identify and compare key concepts presented in the mass media at the beginning and in the process of political activity.

**The hypothesis** is that the assumption that the image of conflict and confrontation is of key importance in the discourse of the American mass media. First of all, to attract the attention of the target audience, as well as to show openness.

**The object** is the concepts of American foreign policy discourse in the mass media during the post-election campaign in the United States in 2024.

**The subject** is aspects of key concepts of American foreign policy discourse in the mass media during the post-election campaign in the United States in 2024.

**The study aims** to identify the most common concepts used in the mass media during the post-election campaign in the United States in 2024.

In accordance with the aims, the following tasks are set:

– to identify the main characteristics of the concepts of «discourse» and «concept»;

– to characterize the features of American foreign policy discourse;

– to analyze the American mass media (including Bloomberg, the New York Times, NBS News) within the framework of foreign policy discourse;

– to identify the key concepts of American foreign policy discourse in the mass media during the post-election campaign in the United States in 2024;

– to characterize the main aspects of the key concepts of the American foreign policy discourse in the mass media.

**The data for the research** included 1819 media articles published in 2024-2025 on the website of Bloomberg, New York Times, NBS News magazines.

The disclosure of the topic and the identification of key concepts became possible due to the choice of different research methods. The main ones are continuous sampling method, interpretive method, data collection, classification, analysis, comparison, statistics, interpretation.

**Theoretical background** of the research consists of the works in the fields of terminology and discourse of Russian linguists such as: O. Kubryakova, V.I. Karasik, B.M. Shakova, V.I. Borbot'ko, N.N. Mironova, Ya.A. Yaroslavceva, M.G. Makarycheva, A.N. Iohim, A.S. Askol'dov, M.M. Angelova, N.A. Krasavskij, E.S. Kubryakova, I.A. Sternin, N.F. Aliferenko, and English scholars – T. van Dijk, G. Lakoff, F. Sharifyan, D. Schiffrin, R. W. Langacker.

**Academic novelty** is that findings of the thesis may have practical implications for solutions to the internal needs of linguistics in the study of various aspects of language functioning, problems in the study of political thinking and the construction of models for analyzing mass media texts.

**The theoretical significance of the research** is that it contributes to the field of linguistics by examining conceptual devices in American discourse – headlines and media texts. By analyzing key expressions and the directions in which they are used, the dissertation deepens our understanding of how key concepts are conveyed to audiences.

**The practical value of the work** is that the analysis of key concepts of the foreign policy discourse of the American mass media can provide practical ideas for researchers in the field of discourse. Understanding which key concepts are considered relevant and most important to the audience according to the American mass media can help in understanding the main goals of the mass media pursued in the foreign policy discourse. Also, knowledge of key concepts can allow translators and cited sources not to miss the key meaning and theme of what the American mass media is reporting.

**Approbation.** The thesis several results were presented at the scientific conferences «70th International Youth Scientific and Technical Conference «Youth. Science. Innovations», «III All-Russian (National) Correspondence Scientific and Practical Conference «Current Issues of Linguistics and Intercultural Communication» (AmSU,

Blagoveshchensk). Two scientific articles: «Study of Foreign Policy Discourse in Domestic Science: Status and Prospects», «Key Concepts of American Political Discourse in Terms of the Situation after the 2024 USA Elections».

**Provisions submitted to defense:**

1) The concepts of «discourse» and «concept» in linguistic science were fixed only in the 20th century, and therefore there are still no generally accepted definitions of these terms, despite their widespread use. Foreign policy discourse is a complex communicative form that can include statements by actors in the international arena, official statements by representatives of countries, media articles, etc. A concept is a unit of thought that exists in the human mind. It is an image that has keywords or expressions and appears in a person's mind when these very words are mentioned.

2) At the beginning of political activity and in the process of political activity, issues of USA domestic policy became the most relevant. However, the percentage of articles on foreign policy issues is approximately equal to the percentage of articles on domestic policy in both periods. According to the results of the study, the following key concepts of foreign policy discourse in the American mass media were identified: «Confrontation», «Tough president», «Trump's Tariffs» and «China».

3) The concept «Confrontation» in American society is presented as «action against something». This is not only a conflict involving the use of physical force, but it is, above all, a manifestation of the emotional strength of the nation.

The concept of the «Tough President» shows D. Trump as a ruthless ruler of the country who is equally merciless to the foreign partners and American companies and citizens. At the same time his policy is often approved so he is not only tough but fair.

The concept «Trump's Tariffs» implies the introduction of high duties on imported goods from other countries. This concept reflects «tough» policy towards other countries, which causes a lot of protests from both American companies and foreign partners.

The concept «China» is represented as the main economic opponent of America. It is shown through trade war, trade dispute, economic conflict and event the war of words.

4) The image of confrontation is the main concept in the American political discourse, which demonstrates the main cultural aspect of American policy: democracy and openness. D. Trump is the most significant figure in American government who dictates the rules of foreign policy of the USA. These rules demonstrate his tough personality and his tough policy reflected in his tariffs and «war» with China.

# 1 THEORETICAL FOUNDATIONS OF THE STUDY OF AMERICAN FOREIGN POLICY DISCOURSE AND ITS CONCEPTS

**1.1 The theory of the study of American foreign policy discourse**

**1.1.1 The concept of «discourse», «political discourse», «foreign policy discourse»**

A relatively large number of works have been devoted to the concept of discourse, each of which is of great interest, however, despite this, there is still no generally accepted definition of discourse in either foreign or domestic science. The concept of «discourse» is new – its appearance is attributed to the second half of the 20th century. It is actively used in modern science and constantly acquires additional characteristics, therefore it is worth noting that «discourse» is primarily a multi-valued term.

There are different approaches to the definition of discourse. M.L. Markov notes three approaches (according to Deborah Shifrin).

The first approach considers discourse «language above the sentence or above the clause». The second approach «provides a functional definition of discourse as any «use of language». This approach assumes that the analysis of the functions of discourse is conditioned by the study of the functions of language in a broad socio-cultural context. The third approach to defining the concept of discourse emphasizes the interaction of form and function: «discourse as utterances»[1].

E.S. Kubryakova also gives three approaches to the definition of the concept of discourse:

1. Discourse as a fragment of text, that is, education above the sentence level (super-phrasal unity, complex syntactic whole);

2. Discourse as a non-textual organization of colloquial speech, characterized by indistinct division into parts, the dominance of associative connections, spontaneity, situationality, high contextuality, stylistic specificity;

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[1] Makarov M. L. Osnovy teorii diskursa. S.76.

3. Discourse as verbal communication (speech, use, functioning of language), either as a dialogue or as a conversation, that is, a type of dialogical utterance, or as speech from the speaker's position, as opposed to narration, which does not take into account such a position[2].

For example, M. Stubbs identifies three main characteristics of discourse: 1. In formal terms, it is a unit of language that exceeds the volume of a sentence. 2. In terms of content, discourse is associated with the use of language in a social context. 3. In its organization, discourse is interactive, i.e. dialogical[3].

There are similar features among these approaches. Firstly, discourse can be defined as a phenomenon that unites all verbal forms of information representation (text, speech).

This approach to definition is called linguistic. It goes back to the works of F. de Saussure and his attempt to introduce a third component into the juxtaposition of language and speech – something «more verbal» than speech itself, and at the same time more formal, more amenable to study using traditional linguistic methods[4].

Secondly, the importance of considering discourse as a function operating in a socio-cultural context is emphasized.

This approach to the definition of discourse is associated with the French structuralists and post-structuralists (M. Foucault, A. Greimas, J. Derrida). They understood discourse (discursive practices) as a «way of speaking» belonging to a specific subject. That is, discourse is needed not to contrast language and speech, but to identify and study many individual specific discourses as worldviews of various subjects. Foucault's idea was that the instrument of mastering reality is speech, the speech practice of people, during which not only the world is «negotiated», but the rules of this «negotiation», the rules of speech itself, and therefore the corresponding mental constructions are formed. According to M. Foucault, speech in this sense should be called a discourse[5].

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[2] Kubryakova E. S. O ponyatiyah diskursa i diskursivnogo analiza v sovremennoj lingvistike. S. 6.

[3] Karasik V. I. Yazykovoj krug: lichnost', koncepty, diskurs. S.189.

[4] Kubyshkina E. V. Amerikanskij politicheskij diskurs pri Dzh. Bushe-ml.: evolyuciya metafor. S.100.

[5] Ibid. P. 100.

To understand the basic essence of the concept of discourse, it is necessary, first of all, to consider its origin. In the Soviet encyclopedic dictionary, discourse is deciphered from late Latin. Discursus – reasoning, argument[6].

In the Newest Philosophical Dictionary, «discourse (from fr. Discour – speech) – in the broadest sense of the word, it represents a complex unity of linguistic practice and extralinguistic factors (significant behavior manifesting in forms accessible to sensory perception) necessary for understanding the text, i.e. giving an idea about the participants of communication, their attitudes and goals, the conditions of production and perception of the message»[7].

A more detailed historical origin of the term «discourse» is given in the Encyclopedia of Epistemology and Philosophy of Science, in which discourse is defined as a term that comes from the Latin «discurrere» – «discussion», «negotiations», even «altercation». For the first time, as a term in this meaning, it was used in the Renaissance by J. Savonarola «Historisches Worterbuch der Rhetorik» (according to citation Tubingen, Bd. 2., 1994)[8].

Then the definition of «discourse» began to be used at the end of the 19th century and was used more often to define scientific discourse, which is understood as the dominant system of views and ideas at this stage of the development of science, a certain framework in which all research in this direction should fit[9].

In the 20th century, numerous theories of discourse emerged, which mainly relate to two directions. The first is the German school, which, based on Kant and Anglo-American theories of linguistic acts, formulated the ethical principles of discourse within the framework of the theory of communicative action. The second, where we are talking about the French school of discourse analysis, which combines the criticism of rationality by F. Nietzsche and M. Heidegger with postmodern neostructuralism and

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[6] Sovetskij enciklopedicheskij slovar'. S. 395.
[7] Novejshij filosofskij slovar'. URL : https://dic.academic.ru/dic.nsf/dic_new_philosophy/422/DISKURSovejshij
[8] Enciklopediya epistemologii i filosofii nauki. URL : https://epistemology_of_science.academic.ru/170/diskurs
[9] Kubyshkina E. V. Amerikanskij politicheskij diskurs pri Dzh. Bushe-ml.: evolyuciya metafor. S.100.

identifies discourse with the phenomenon of power. It should be added that at this stage the discourse penetrates into such sciences as psychology, sociology, ethnography and other humanities[10].

Thus, we approach the modern understanding of discourse, which in linguistics is considered as a generalized concept in relation to the term of «text», «oral speech».

V. I. Karasik in his work cites the concept of discourse analysis, which is an interdisciplinary field of knowledge located at the junction of linguistics, sociology, psychology, ethnography, semiotic literary studies, stylistics and philosophy. The analysis of the discourse is carried out from various positions[11]. It follows that the differences in the concept of discourse depend on the position it is considering.

In the dictionary D. Crystal «A dictionary of linguistics and phonetics (6th ed.)», which gives a more complete meaning to the discourse. *Discourse* (n.) – a term used in linguistics to refer to a continuous stretch of (especially spoken) language larger than a sentence – but, within this broad notion, several different applications may be found. At its most general, a discourse is a behavioural unit which has a pre-theoretical status in linguistics: it is a set of utterances which constitute any recognizable speech event (no reference being made to its linguistic structuring, if any), e.g. a conversation, a joke, a sermon, an interview[12].

Also many authors who have considered discourse in their works have resorted to attempts to define the concept of discourse. The following are some of them.

T. van Dijk defined discourse as «a complex communicative phenomenon that not only includes the act of creating a certain text, but also reflects the dependence of the created speech work on a significant number of extralinguistic circumstances – knowledge about the world, opinions, attitudes and specific goals of the speaker»[13].

[10] Enciklopediya epistemologii i filosofii nauki. URL : https://epistemology_of_science.academic.ru/170/diskurs

[11] Karasik V. I. Yazykovoj krug: lichnost', koncepty, diskurs. S.104.

[12] Crystal D. (2008). A dictionary of linguistics and phonetics (6th ed.). Wiley-Blackwell.

[13] Dejk T. A. van. Language. Cognition. Communication. P. 8.

According to V. I. Karasik, discourse is an intermediate phenomenon between speech, communication, and linguistic behavior, on the one hand, and the recorded text remaining in the «dry residue» of communication, on the other hand[14].

In the work of V. G. Borbotko: «Discourse is also a text, but one that consists of communicative units of language – sentences and their combinations into larger units that are in continuous internal semantic connection, which makes it possible to perceive it as an integral entity. The text of a story, an article, a speech, or a poem can be considered discourses»[15].

Further, we should consider the concept of «political discourse». Unlike the concept of «discourse», «political discourse» is not a polysemous term, although there is also no generally accepted definition, however, the opinions of researchers in the definition of political discourse agree.

First of all, it should be noted that political discourse, as a field that studies political communication, is the object of research in political linguistics.

Political linguistics is a relatively new field of modern linguistics, as the field in linguistics was formed around the second half of the 20th century. In this regard, the term of «political discourse» is also a new concept, therefore, despite the fact that the origins of political linguistics can be found in the rhetoric of the ancient world, for example in Ancient Greece and Rome, it is inappropriate to consider its historical significance and definition.

According to B. M. Shakova, «the linguistic analysis of political discourse has as its primary task the consideration of complex relationships between subjects of political activity and the political state of society, between language, thinking and society»[16].

We can assume the emergence of this concept is associated with the active development of diplomatic cooperation between states in the second half of the 20-th century. As a result of such as events World War I, World War II, and the Holocaust, when states were forced to look for new ways of communication to orga-

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[14] Karasik V. I. Yazykovoj krug: lichnost', koncepty, diskurs. S. 107
[15] Borbot'ko V. G. Elementy teorii diskursa: uchebnik. S. 8.
[16] Shakova B. M. Razlichnye podhody k izucheniyu politicheskogo diskursa. S. 195

nize the world order, diplomacy received a new round of development and was accompanied by the signing of the Geneva Convention, the creation of international organizations (the League of Nations, the United Nations), etc. This explains the attention of linguists to the political sphere and the emergence of new concepts – «political linguistics», «political discourse».

The most general and understandable definition of political discourse was presented by N.N. Mironova: «as a set of texts that reflect the political and ideological practice of a state, individual parties and movements in a certain era[17].

### 1.1.2 Study in domestic and foreign sciences of discourse

According to E.V. Temnova, discourse is a complex communicative phenomenon with differential features[18]. In this regard, the author divides the researchers of this topic into two groups.

Some scientists associate discourse with the product of speech action, which is characterized by semantic uniformity, relevance, attachment to a particular context, genre and ideological affiliation (T.A. van Dijk, V. Kinch, V.Z. Demyankov, A.E. Kibrik, I.M. Kobozeva, W. Chafe, W. Labov, etc.), while others (O.V. Alexandrov, E.S. Kubryakova, V.V. Krasnykh, and others) are identified with verbalized activity, which is characterized by correlation with a whole layer of culture, social community, and even with a specific historical period[19].

The study of discourse in foreign linguistic science began thanks to the works of Z.Z. Harris, who used distributional methods of analysis to dis- cover recurrent patterns of morphemes which would differentiate a text from a random collection of sentences. In addition, the distinction between referential and social functions of language which is so important to discourse studies had its roots in anthropologist B.K. Malinowski's concept of phatic communion[20].

Sociology also shares responsibility for promoting interest in discourse. From E. Durkheim's notion of social fact (a constraint external to the individual) which was

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[17] Mironova N. N. Diskurs-analiz ocenochnoj semantiki. S. 15.
[18] Temnova E. V. Sovremennye podhody k izucheniyu diskursa. S. 24.
[19] Ibid. P. 24.
[20] Schiffrin D. Approaches to Discourse. P. 2.

adapted by de Saussure in his characterization of langue, to G. Simmel's focus on forms of social life including conversation and small group interactions, discourse has long been one of the natural inter- faces between sociology and linguistics. More recent work by I. Goffman focused attention on microanalytic frames of social interaction, including the use of language as a sign-vehicle in discourse[21].

Ya.A. Yaroslavtseva defines foreign policy discourse as «a verbal and symbolic expression of the communication process in the sphere of foreign policy of states»[22]. Defining the functions of foreign policy discourse, she comes to the conclusion that they are identical to the functions of political discourse as a whole. The peculiarity lies in the fact that they are implemented in a foreign policy context and represent a «struggle for power and its retention in the international arena», as well as «protection of national interests»[23]. The means of implementing these functions is «the use of certain linguistic strategies and tactics in discursive practices». According to the author, foreign policy discourse is expressed primarily in oral public genres and has a set of key concepts, among which the concept of «friend»/ «stranger» should be especially noted[24].

Systematizing Russian scientific research on foreign policy discourse, unfortunately, it is necessary to state the existence of a small number of works related to the general theoretical characteristics of foreign policy discourse. So we can note the article by Ya.A. Yaroslavtseva  and partly by E.S. Belov, M.G. Makarycheva.

M.G. Makarycheva, noting the influence of social constructionism, adds philosophical and cultural foundations of foreign policy discourse[25]. E.S. Belov  is a representative of the metaphorical approach. He notes such characteristics as institutionality and personality, which illustrate the views of the mass media or officials about international relations[26].

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[21] Schiffrin D. Approaches to Discourse. P. 2.
[22] Yaroslavceva Ya. A. Specifika vneshnepoliticheskogo diskursa. P. 185-186.
[23] Ibid. P. 186-187.
[24] Ibid. P. 187-188.
[25] Makarycheva M. G. Diskurs kak predmet izucheniya v sfere mezhdunarodnoj politiki (primer amerikano-rossijskih otnoshenij). P. 567-568.
[26] Belov E. S. Metaforika vneshnepoliticheskogo diskursa kak predmet interdisciplinarnogo

A whole range of works are presented by individual and joint works of T.V. Dubrovskaya and Ya.A. Yaroslavtsev. The authors use the method of critical discourse analysis, which is based on a socio-constructive approach. Sources on Russian and American foreign policy discourse have become the material for the study. Experts define the genre analysis of foreign policy discourse as the initial basis. Then they explore the construction of categories such as «strength vs. weakness», and «the collective actor «West». Experts come to the conclusion that foreign policy discourse is an «ambivalent phenomenon» in which the opposition of social actors and at the same time their unification into groups are realized. The configuration of social actors is evolving, making it possible to maneuver in the context of foreign policy communication. Therefore, the next stage of their research is to identify «key discursive strategies and specific linguistic resources»[27].

The largest number of publications is related to a relatively new scientific field, the theory of metaphorical modeling. E.B. Matygina was one of the first to draw her attention to the methods of cognitive linguistics. The concept of the cognitive scientist J.B. Matygina attracts her attention. Lakoff. Central to his theoretical system is the idea that an important part of any national linguistic worldview is a system of metaphorical models, the understanding of which will make it possible to understand the formation of national foreign policy discourse.        J. Lakoff draws his conclusions based on the American material. Following him, E.B. Matygina focuses on the characterization of conceptual metaphors of the US foreign policy discourse. She conditionally divides them into 6 groups: «A nation is a family»; metaphors for conceptualizing relations with other countries; expert metaphors; «The Tale of a Just War»; «International social norms» and «Neoliberalism is economic neorealism»[28].

E.S. Belov notes the intersection of the conclusions of political science and cognitive linguistics about analog thinking. Therefore, he believes that foreign policy

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issledovaniya. P. 15-16.
[27] Dubrovskaya T. V. Strategii polozhitel'no-ocenochnoj reprezentacii rossijsko-ita-l'yanskih otnoshenij v rossijskom vneshnepoliticheskom diskurse (na materiale sajta MID RF). S. 28.
[28] Matygina E. B. Metaforicheskie sistemy v amerikanskom vneshnepoliticheskom diskurse. S. 87.

discourse should be studied within the framework of an interdisciplinary approach integrating the achievements of these sciences. The author classifies spatial and perceptual metaphorical models and identifies such frames as «distance», «temperature», «volume», «tactile perception images» and «light-dark images» to characterize international relations in the foreign policy discourse of the national Russian media for 2007-2009 [29].

E.S. Nikitaeva focuses on the discussion of the theory of metaphorical modeling and categories of expert metaphors. The practical component of her research is the study of the military metaphor in American and Russian foreign policy discourse, reflected in the media. After analyzing the tests related to the development of the situation around the nuclear programs of Iran and North Korea, the situation in Ukraine in 2014-2015, as well as the controversy surrounding the need to apply sanctions, the author of the study concludes that both national discourses are equally metaphorically militarized. The militant and sometimes aggressive style of the media was influenced by the problems of world politics, the global economic crisis, and statements by officials during various summits[30].

An interesting view on the study of foreign policy discourse is offered by M.V. Belyakov using the method of interactive practices of H. Sachs, he concludes that a certain phrase publicly uttered by a politician «causes great resonance and for some time becomes high-frequency... acting as a kind of «echo phrase» in the media, including social networks and instant messengers. As arguments, M.V. Belyakov cites the evolution of the use of phrases such as «red line» and «red pale», which appeared in foreign policy discourse in the 1990, then disappeared for a while, returned in the 2010, and in 2021-2022, the frequency of their use is off the charts[31].

A.N. Iokhim promotes the use of linguistic and critical discourse analysis methods to study the construction of the «textual» structure of foreign policy dis-

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[29] Belov E. S. Perceptivnye i prostranstvennye metafory v rossijskom vneshnepoli-ticheskom diskurse. S. 15.

[30] Nikitaeva E. S. Metaforicheskaya model' so sferoj-istochnikom «vojna» v rossijskom i amerikanskom vneshnepoliticheskom diskurse. S. 94.

[31] Belyakov M. V. Lingvopragmatika cvetovoj idiomatiki vo vneshnepoliticheskom diskurse. S. 150.

course. The author proceeds from the need to apply a model of multiparametric discourse analysis, which he tests in his work, assessing the Russian foreign policy discourse of 2008-2010. As a result, A.N. Iokhim comes to the conclusion about the formation of a trend towards continuity of the foreign policy discourse of the Russian Federation in this period, a set of techniques and strategies of speech articulation for reproducing international reality and problematic aspects of discourse[32].

Important from the point of view of practical application is the first comprehensive work of the author's team led by V.A. Avatkov, dedicated to the foreign policy discourse of the main Turkish parties in 2010-2015. The experts analyzed a large number of speeches and statements related to the ideas of international cooperation between representatives of the ruling Justice and Development Party, as well as leaders of parliamentary parties in Turkey. The first part of the paper is devoted to the analysis of various aspects of Turkey's international cooperation, and the second part is devoted to relations with Russia and the assessment of Eurasian integration. As a result of the analysis, it was noted that during this period Turkey began to demonstrate a policy of «global thinking». Her discursive categories were «state-leader», «multi-vector foreign policy», «human rights», «soft power», etc[33].

O.A. Shamarina in her article focuses in more detail on one of the categories of foreign policy discourse - «soft power», assessing its development in 2001-2015. The sources for the study were the speeches of such Turkish leaders as A. Davutoglu and R.T. Erdogan [34].

The research of Yu.V. Latov stands apart in the list of scientific publications on foreign policy discourse. A special feature of his work is the use of a sociological approach to identify Russia's foreign policy discourse in the assessments of the pop-

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[32] Iohim A. N. Specifika formirovaniya vneshnepoliticheskogo diskursa (na primere vneshnej politiki Rossii v 2008-2010 gg.). S. 1143-1144.

[33] Vneshnepoliticheskij diskurs vedushchih sub'ektov tureckoj politiki (2010-2015 gg.). S. 56-58.

[34] Shamarina O. A. Diskurs tureckoj «myagkoj sily» v kontekste transformacii vneshnepoliticheskogo kursa Turcii v 2001-2015 godah (na osnove analiza vystuplenij tureckih politicheskih liderov). S. 494-495.

ulation. Based on an all-Russian survey, he concludes about the prospects of using the concept of the «Western threat» to generate a unifying effect[35].

Most of the Russian research is based on linguistic science, but there are also works based on political science and sociological approaches, as well as an interdisciplinary approach. The source base for scientific research, most often, is the materials of Russian and American foreign policy discourse.

### 1.1.3 Research methodology of discourse

The methods of discourse analysis are still insufficiently developed, which is associated with serious objective difficulties. Discourse is primarily a series of linguistic phenomena that occur around a particular problem or topic.

The similarity of the methods of text analysis and discourse in the communicative and pragmatic aspect lies in the complexity of the analysis. However, the analysis of discourse is much broader, «more complex», because in addition to analyzing the pragmatics of language and speech tools, it is supposed to go beyond language into the sphere of extralinguistic factors, i.e. the study of the entire communicative and pragmatic space.: «what-to-whom – how-for-why and with what result does it say?»[36].

Based on this, the main objectives of discourse analysis are to:

1) studying the types of discourse and its linguistic and paralinguistic features;

2) determining the intentions, communication strategies and tactics of the participants in the discourse;

3) studying the speech characteristics of each of the participants in the interaction;

4) determining the semantic features and lexico-grammatical means of the entire discourse[37].

According to Z.I. Komarova, the algorithm for analyzing two-way discourse in its classical sense can begin with a description of the communication situation: the

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[35] Latov Yu.V. Vnes.hnepoliticheskij diskurs strany v ocenkah rossiyan. S. 105.

[36] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 448.

[37] Ibid. P. 449.

reason for the meeting, who is speaking, the social status of the participants and other external features. Next, it is necessary to determine the type of discourse, that is, its speech genre. It is determined by the topic of communication and it is also worth paying attention to the relationship between the participants of the discourse.

After considering some of the features of the participants and determining the topic of their communication, we can proceed to the consideration of the internal components of the discourse, that is, the composition of the discourse is established. To do this, it is necessary to divide the communication process into parts. For example, greeting, discussion of topic №1, discussion of topic №2, farewell. Then the roles of communicants in the places of transition of the communicative course are revealed. The roles are determined by the following criteria: the use of socio-ethnic forms of addressing each other, initiative in the distribution of speech patterns, voluntary transmission of conversation patterns. Next, the semantic and pragmatic features of the speech behavior of each of the participants in the discourse and the entire discourse are analyzed. In conclusion, the lexico-grammatical aspects of the discourse are considered.

The presented analysis is just one of the possible analyses of the discourse. They may vary depending on the researcher's approach.

Conversational analysis was formed in the mainstream of ethnomethodology (H. Garfinkel, H. Sachs, E. Shcheglov, G. Jefferson, C. Goodwin) and which is aimed at the empirical analysis of conversations. It is aimed at studying the organized sequence of speech patterns and at changing communicative roles. The researchers focus on substantiating the speaker's choice of linguistic and non-linguistic means, taking into account the recipient's existing prior knowledge and expectations, as well as identifying possible violations of communicative roles and their nature[38].

It is also worth noting such a method as a communicative-pragmatic one, which is considered relatively new and has not passed enough time for testing, but has proven its effectiveness in science.

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[38] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 454.

The main limitation in this method is determined by the fact that language is a cognitive-communicative system by its purpose, therefore, for its objective cognition it is necessary to proceed from the unity of these basic functions: communicative and cognitive[39].

### 1.1.4. Features of American political discourse

American foreign political discourse is shaped by historical, cultural, and social factors. Many historical events contributed to the formation of the «American political language», which in turn became the basis for the management of society in the country. Openness, political correctness, and democracy are among the features of USA policy.

The traditions of American political discourse are based on the peculiarities of political systems, the dynamics of which contributed to the change and development in political communication in order to improve openness and demonstrativeness. As an example, we should mention the model of parliamentarism established in the United States against the background of revolutionary transformations due to the War of Independence in 1776, which includes, in particular, public debates. The formation of the model of American democracy was served by specific historical and cultural conditions. Thus, the federal government was created by the states, which for many years were colonies with a high degree of autonomy. This contributed to the establishment of such a political system in the United States, which is primarily characterized by ideological flexibility and lack of strict party discipline[40].

However, as E.V. Kubyshkina notes, the term «democracy» in the modern world has been given many different definitions due to the fact that it has become one of the necessary principles of conducting state policy. However, «there is no other such term that has managed to «overgrow» so many myths, give rise to so many prejudices»[41]. At

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[39] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 456.

[40] Redkozubova E. A. Amerikanskoe politicheskoj diskursivnoe prostranstvo. S. 142.

[41] Kubyshkina E. V. Amerikanskij politicheskij diskurs pri Dzh. Bushe-ml.: evolyuciya metafor. S.102.

the same time, it should be borne in mind that democracy may mean something far from its present definition.

The formation and development of movements for the rights of women, ethnic and sexual minorities are logically integrated into the American socio-cultural system, influencing, in particular, the political language of the United States. The prerequisites for the introduction of political correctness paradigm began to appear in the late 19th – early 20th centuries[42].

The appeal to a person's gender identity is that component of political discourse that establishes the relationship between the forms of a person's political orientation and certain models of masculinity and femininity[43].

When political discourse is translated through international media sources or through interpreters, local political keywords and their associated cultural conceptualisations are oten distorted, as international languages such as English may not have expressions that can genuinely and completely capture those conceptualisations. He reverse of this situation also holds: translation of English political discourse into other languages may mask the original message[44].

Thus, we come to the conclusion that the concept of «discourse» has been a multi-valued term throughout history. According to the study, discourse is a series of linguistic phenomena that occur around a problem/topic.

An active interest in foreign policy discourse was formed in Russian science in the 2000s. Most of the research is from linguistic science, but there are also works based on political science and sociological approaches, as well as an interdisciplinary approach.

In the process of identifying the concepts of American foreign policy discourse, it is worth considering the following features: 1. The principle of democracy and openness. 2. Human gender identity. 3. Conceptual features of some expressions that may be distorted during translation.

**1.2 Theory research of concept**

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[42] Redkozubova E. A. Amerikanskoe politicheskoj diskursivnoe prostranstvo. S. 142.

[43] Skachkova E. A. Politicheskij diskurs v angloyazychnyh i rossijskih SMI (na primere vystuplenij politicheskih deyatelej SShA i Rossii). S. 28.

[44] Sharifian F. Cultural linguistics. Philadelfia: John Benjamins publishing company. P. 79.

### 1.2.1 The meaning of term «concept»

The term «concept» is not ambiguous, but it is a complex concept that requires careful consideration.

First of all, it is worth noting that the concept is one of the most important categories and concepts of cognitive linguistics, along with concepts such as worldview, conceptualization and categorization, which are firmly embedded in the scientific apparatus of modern linguistic research.

The term «concept» was borrowed from cognitive psychology. In the 20th century. It has entered and is firmly entrenched in the conceptual framework of cognitive linguistics and many interdisciplinary fields[45].

In the Soviet Encyclopedic Dictionary, the concept (from Latin. conceptus – thought, concept) is defined as the semantic meaning of a name (sign), i.e. the content of a concept, the scope of which is the subject (denotation) of this name (for example, the semantic meaning of the name Moon is a natural satellite of the Earth)[46].

According to this definition, it can be assumed that a concept is an image that has a specific meaning.

In Russian linguistics, this term was first described in 1928 by A. S. Askold in the article «The Word and the Concept», where he compared the concept with an artistic image: «the artist primarily evokes images in the mind of the perceiver (i.e., the same ideas), not concepts, and they produce an emotional effect»[47].

However, the author notes that not every artistic device generates an image in a person's mind. For example, «(according to the stories of N. V. Gogol) we can create images of a witch, a devil flying down the chimney. But try to draw some kind of image that corresponds to the verse of A.A. Fet: «And I hear the heart blooming». The lack of a rational semantic fabric or an even more rational or pragmatic inconsistency of the plot is a positive brake on the formation of images»[48].

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[45] Kiselyova S. V. Ocherki kognitivnoj teorii konceptual'noj metafory. S. 5.
[46] Sovetskij enciklopedicheskij slovar'. P. 624.
[47] Askol'dov, S. A. Koncept i slovo. S. 28.
[48] Ibid. P. 29

Thus, it turns out that «concepts are individual representations, which in some features and attributes are given only general significance»[49].

During the existence of the Soviet Union, the term «concept» left the conceptual and categorical apparatus of linguistics. According to M. M. Angelova, the traditional and more familiar term «concept» was actively used during this period[50].

The active use of this term in Russian science was noted in the 80s, so it is generally assumed that the term «concept» is relatively new.

It should be noted that «concept» and «conception» are not synonymous. A concept, unlike a conception, can not only be comprehended, but also accepted on an emotional level.

The most successful definition of the term «conception» is given in the Soviet Encyclopedic Dictionary: a conception is a form of thinking that reflects the essential properties, connections and relationships of objects and phenomena. The main logical function of a conception is to identify the common, which is achieved by abstracting from all the features of individual subjects of a given class[51].

According of Russian researchers scholars, the concept is «a multidimensional mental constructor reflecting the process of cognition of the world, the results of human activity, his experience and knowledge about the world, storing information about it»[52].

Thus, a conception is a stable definition of a word that includes basic functions and categories, while a concept is an image that contains a word, a phrase, or a whole sentence.

A concept, as a discrete mental entity, is a basic unit of a person's mental code, possessing a relatively ordered internal structure, representing the result of cognitive activity of an individual and society and carrying complex, encyclopedic information about the reflected object or phenomenon, about the interpretation of this information

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[49] Askol'dov, S. A. Koncept i slovo. S. 31
[50] Angelova M. M. «Koncept» v sovremennoj lingvokul'turologii. S. 2.
[51] Sovetskij enciklopedicheskij slovar'. P. 624.
[52] Krasavskij N. A. Emocional'nye koncepty v nemeckoj i russkoj lingvokul'turah. S. 42.

by public consciousness and the attitude of public consciousness to this phenomenon or object.[53].

E.S. Kubryakova defines a concept as a «quantum» of knowledge: «The concept of a concept corresponds to the idea of those meanings that a person uses in thinking processes and which reflect the content of experience and knowledge, the content of the results of all human activity and processes of cognition of the world in the form of certain «quanta» of knowledge»[54].

According to E.V. Rakhilina, «the main property of concepts is often considered to be their non-isolation, their connection with others of the same kind – this determines that every concept is immersed in domains that form a structure ... Domains form the background from which the concept stands out»[55].

For example, «New Year» is a new calendar period indicated by a number (2022, 2023, 2024 ...), it is also a holiday that is celebrated annually in Russia on the night of the first day of the first month of the year. Consider the image that this term carries as a holiday. This is primarily a festive dinner, a brightly decorated Christmas tree and gifts. In this case, «New Year» acts as a concept that generates emotions, feelings and some deep meaning.

Regarding the relationship between the concept and the word, it is worth noting that the concept may or may not be verbalized by linguistic means. According to I. A. Sternin, the reasons for verbalization or lack of verbalization of a concept are purely communicative[56]. At the language level, the concept is expressed by lexemes of both primary and secondary nomination[57].

The absence of a unit is an indicator of the communicative irrelevance of this concept for the people: the people, for one reason or another, do not consider it necessary to discuss this concept. It is not relevant for this culture[58].

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[53] Popova Z. D. Kognitivnaya lingvistika. S. 214.
[54] Kubryakova E. S. Kratkij slovar' kognitivnyh terminov. S. 75.
[55] Rahilina E. V. O tendenciyah v razvitii kognitivnoj semantiki. S. 5.
[56] Sternin I. A. Koncepcii i lakuny. S. 50.
[57] Kiselyova S. V. Ocherki kognitivnoj teorii konceptual'noj metafory. S. 9.
[58] Ibid. P. 52.

It can be assumed that there are much more non-verbalized concepts in the minds of an individual and society as a whole than verbalized ones. A significant part of the concepts of individual consciousness is obviously not subject to verbalization at all[59].

In addition to the above, in general, all concepts are verbalized in the process of speech, but some of them have a word or phrase assigned to them, while others can be verbalized by the speaker through whole sentences in an arbitrary way, depending on the situation. For the latter, various linguistic means can be used, such as lexical, phraseological, etc.

### 1.2.2 Study in domestic and foreign sciences of concept

Currently, there are two approaches to the consideration of the term «concept»: linguocognitology and linguoculturology.

Common to these approaches is the assertion of an indisputable connection between language and culture; the discrepancy is due to a different vision of the role of language in the formation of the concept[60].

Representatives of the first approach (E.S. Kubryakova, N.A. Boldyrev, I.A. Sternin, A.P. Babushkin) interpret the concept as a unit of operational consciousness, acting as consciousness, acting as an integral, undifferentiated reflection of the fact of reality. Formed in the process of mental construction (conceptualization) of objects and phenomena of the surrounding world, concepts reflect the content of knowledge, experience, the results of all human activity and the results of his knowledge of the surrounding world in the form of certain units, «quanta» of knowledge.

Representatives of the second, cultural approach (A. Vezhbitskaya, N.D. Arutyunova, V.I. Karasik, D.S. Likhachev, Yu.S. Stepanov, L.O. Cheynenko, S.H. Lyapin, V.I. Shakhovsky, S.G. Vorkachev) consider the concept as a mental formation marked to varying degrees by ethnosemantic specifics[61].

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[59] Kiselyova S. V. Ocherki kognitivnoj teorii konceptual'noj metafory. S. 50.
[60] Burenkova O. M. Ponyatie «koncept» v trudah otechestvennyh i zarubezhnyh lingvistov. S. 40.
[61] Ibid. P. 5.

The latter determine the discreteness of the concept by the fact that several mutually conditioned features-components can be distinguished in its structure. The most important among them are: 1) international, representing common human values and ideas; 2) idioethnic; 3) social, representing the social status of communicants; 4) group – gender, age, professional; 5) individual-personal, reflecting a person's educational qualifications, religious beliefs, personal experience, speech style, etc. The uniqueness of a particular concept is given by the dominance of some and the extinction of other features[62].

In cognitive linguistics, a concept is an uninsulated mental formation reflecting a person's culturally conditioned ideas about reality. A concept can be represented by one of its types and has, as a rule, a non-rigid structure that gets its implementation in terms of core and periphery. The analysis of a cognitive concept usually does not do without taking into account such concepts as categorization and conceptualization, which, according to E.S. Kubryakova, are closely intertwined and constantly interact[63].

Regarding linguistic and cultural concepts, it is worth noting that their number is limited. The structure of the linguistic and cultural concept is three-component. In addition to the already mentioned value element, factual and figurative elements can be distinguished in its composition[64].

According to the research of N.V. Zaichikova and N.M. Zalesova, the study of cognitive and linguocultural concepts occurs in different directions: in the first case - from individual consciousness to culture, and in the second case - from culture to individual consciousness. Choosing one direction or another is a research technique; in reality, moving in both directions is a single process[65].

As noted earlier, the Russian researcher S.A. Askold wrote about the nature of concepts for the first time. Also, the term appears in translations by English-speaking

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[62] Alefirenko N. F. Lingvokul'turologiya – cennostno-smyslovoe prostranstvo yazyka. S.198.
[63] Zajchikova N. V. K voprosu o razgranichenii terminov «kognitivnyj» i «lingvokul'turnyj» koncepty. S. 69
[64] Ibid. P. 71.
[65] Ibid. P. 71.

authors (R. Jackendoff, G. Lakoff, R. Langacker, etc.). It is in translated texts that phrases such as conceptual entities, conceptualization, categorization, etc. appear[66].

The definition of a concept in Russian and foreign science has some distinctive features. First of all, the term «concept» in English-speaking knowledge has several conceptions. Firstly, it is a philosophical conception, the meaning of which we will not delve into in this work, but it is necessary to specify it. Secondly, a concept is understood as a «term» and has the same definition. Thirdly, a concept is defined as a cognitive or linguistic term.

In Russian science, the concept is not synonymous with the words «definition» or «term». In this regard, it is necessary to immediately point out that this work examines the literature of foreign authors, in which the term «concept» is defined as a linguistic term.

The philosopher G. Frege wrote in foreign science about the concept as a mental formation that is not directly related to its name. He defined a concept as a meaning that reflects the way in which a sign is represented (be it a word, a phrase, or a graphic symbol). For example, the denotation of the expressions «morning star» and «evening star» is the same, but the meaning is different[67].

According to G. Frege: «the meaning and denotation of a sign should be distinguished from the representation corresponding to this sign. If the denotation of a sign is a thing given to us in sensations, then my idea of this thing is an internal image that arose in me on the basis of my impressions of this thing, as well as as a result of my activities, physical and mental, related to this thing»[68].

B. Smith believes that «the core reading of the term 'concept' in the knowledge representation and related literatures starts out from the recognition that different terms – for example terms in different languages such as «dog», «chien», and «hund» – may have the same meaning. Concept is then used in place of 'name' or 'word' as a device

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[66] Zajchikova N. V. K voprosu o razgranichenii terminov «kognitivnyj» i «lingvokul'turnyj» koncepty. S. 66.
[67] Frege G. Smysl i denotat. S. 354.
[68] Ibid. P. 356.

which allows us to abstract away from incidental syntactic differences and focus instead on those sorts of relations between terms which are important for reasoning»[69].

As mentioned above, at the language level, the concept is expressed by lexemes of both primary and secondary nomination. The primary nomination includes new names/words for objects or events. The lexemes of the secondary nomination include such means of artistic expression as metaphor, metonymy, allegory, etc.

J. Lakoff and M. Johnson suggested that «the most important claim we have made so far is that metaphor is not just a matter of language, that is, of mere words, on the contrary, human thought processes are largely metaphorical. This is what we mean when we say that the human conceptual system is metaphorically structured and defined. Metaphors as linguistic expressions are possible precisely because there are metaphors in a person's conceptual system»[70].

R. V. Langacker wrote that «conceptualization is grounded in physical reality: it consists in activity of the brain, which functions as an integral part of the body, which functions as an integral part of the world»[71].

### 1.2.3 Research methodology of concept

Due to the fact that the concept is defined as the basic concept of cognitive linguistics, much attention is paid to the study of the nature of the concept.

The types of methods for analyzing concepts are determined by: firstly, different goals and objectives of research; secondly, different types of concepts as objects of research (linguistic, scientific, artistic, etc.); thirdly, the subject of research, i.e. the aspect of the concept that is being studied; fourthly, the type of conceptual sphere, a picture of the world, a linguistic picture of the world, a conceptual system and the mentality of a linguistic researcher; fifth, a way of linguistic objectification of a concept (designation, expression, description); sixth, the types of meanings that objectify the scope of the concept (psychological, lexicographic); seventh, the methodological attitude of the researcher (principles of concept analysis); and eighth, the techniques

[69] Smith B. Beyond Concepts: Ontology as Reality Representation. URL: http://ontology.buffalo.edu/bfo/BeyondConcepts.pdf
[70] Lakoff G., Johnson M. Metaphors we live by. P. 6
[71] Langacker R. W. Cognitive grammar: a basic introduction. P. 4.

and procedures that the researcher knows, primarily the types of models and experimental techniques[72].

According to the theoretical material of Z.I. Komarova, the following techniques are distinguished.

The method of component analysis of lexical units of a concept in its lexicographic version allows us to identify only generalized (verbal) meaningful features of linguistic units. However, this technique is not enough to identify the meaningful structure of the concept, so the method is supplemented by a conceptual analysis[73].

The object of conceptual analysis is the meanings conveyed by individual words, phrases, standard propositions and their implementations in the form of specific statements, as well as individual texts and even entire works[74]. In the future, the methodology of concept analysis was complicated and supplemented with other techniques.

The methodology of comparative analysis of concepts of the inner world of a person was developed at the Kemerovo School of Cognitive Linguistics. This technique includes a number of procedures: interpretation of the meaning of constructions objectifying certain features of concepts; identification of frequency (characteristic of many concepts) taxonomic characteristics and determination of common typological features of the concepts under study based on these characteristics. Then, on their basis, the generalization of the features of the concepts is carried out, as well as the identification of conceptual structures, cognitive models and linguistic schemes of actualization of the studied concepts in the compared languages[75].

An example of a comparative analysis is a comparison of the Russian concept heart and the German concept «herz»[76].

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[72] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 465.
[73] Ibid. P. 466.
[74] Ibid. P. 466.
[75] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 467.
[76] Ibid. P. 467

The semantic-cognitive methodology of concept analysis, developed at the Theoretical Linguistic School of Voronezh University, has become widely known in our country[77].

The main stages of the methodology are as follows: 1. Construction of the nominative field of the concept. 2. Analysis and description of the semantics of the linguistic means included in the nominative field of the concept. 3. Cognitive interpretation of the results of the description of the semantics of linguistic means is the identification of cognitive features that form the concept under study as a mental unit. 4. Verification of the received cognitive description from native speakers. 5. Description of the concept content in the form of a list of cognitive features[78].

In conclusion, it is necessary to list the techniques and procedures that, used in the methods of concept analysis, have shown their productivity: 1. Description of the concept by its associative field based on the analysis of linguistic meanings by their dictionary definitions. 2. The use of etymological analysis. 3. The study of a concept through the lexico-grammatical field of vocabulary representing it. 4. Description of predicative relationships and modeling of «diagnostic contexts». 5. R. Langacker's «visual» technique. 6. Thesaurus network modeling. 7. Y.N. Karaulov's associative-verbal network model (1999; 2000; 2006). 8. V.A. Pischalnikova's detailed dispersed interpretation model (1999; 2001; 2008). 9. A.G. Sonin's network connectionist model (2005; 2008), etc[79].

### 1.2.4 Features of concept in Mass Media

It is also important to keep in mind that there are no single concepts for all people at once. This category may have social, cultural, or national, group, or individual characteristics.

For example, cultural specificity appears in the process of consolidating in a person's mind the linguistic picture of the world inherent in his culture, and individual specificity is formed in the process of gaining personal experience.

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[77] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 468.
[78] Ibid. P. 468.
[79] Ibid. P. 469-470.

In similar concepts of different cultures, national specificity is manifested in the fact that comparable concepts do not completely coincide in their content, and it is precisely the discrepancies that can be very significant for intercultural communication[80].

The concept of «bread» in Russian linguoculture correlates with a mythologized fragment of reality. The myth is based on an archetype, a stable image that is constantly being updated in the minds of each member of a given linguistic community and has an ethnocultural value[81].

The national specificity of concepts is manifested in the presence of mismatched cognitive features, in the different brightness of certain cognitive features in national concepts, in the different field organization of concepts of the same name (what is the core of a concept in one language may be peripheral in another culture), in differences in the figurative component, the interpretative field, in the presence of different cognitive classifiers and their different status in the categorization of the denotation – some cognitive classifiers are more important and more vivid in one culture, others in another, etc.[82].

The concept exists in the human mind as a unit of thought. When identifying a concept, the context of a situation, an oral statement, or a written text should be considered. It should also take into account the cultural characteristics of the area in question.

**Conclusion.** Foreign policy discourse is a complex communicative form that can include statements by politics in the international arena, official statements by representatives of countries, media articles, etc.

Most of the Russian research is based on linguistic science, but there are also works based on political science and sociological approaches, as well as an interdisciplinary approach. The source base for scientific research, most often, is the materials of Russian and American foreign policy discourse.

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[80] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 50.

[81] Alefirenko N. F. Lingvokul'turologiya – cennostno-smyslovoe prostranstvo yazyka. S. 210.

[82] Sternin I. A. Kognitivnaya interpretaciya v lingvisticheskih i kognitivnyh issledovaniyah. S. 67.

The methods of discourse analysis are still insufficiently developed, which is associated with serious objective difficulties. Discourse is primarily a series of linguistic phenomena that occur around a particular problem or topic.

The similarity of the methods of text analysis and discourse in the communicative and pragmatic aspect lies in the complexity of the analysis. However, the analysis of discourse is much broader, «more complex», because in addition to analyzing the pragmatics of language and speech tools, it is supposed to go beyond language into the sphere of extralinguistic factors, i.e. the study of the entire communicative and pragmatic space.: «what-to-whom – how-for-why and with what result does it say?»[83].

In the process of identifying the concepts of American foreign policy discourse, it is worth considering the following features: 1. The principle of democracy and openness. 2. Human gender identity. 3. Conceptual features of some expressions that may be distorted during translation.

The results of studying the researchers material have shown that the term concept is an interdisciplinary and multidimensional concept. It appears in human consciousness after external and internal (sensory) perception of an object, process, etc., is stored in memory as «unconscious», is awakened by human inner sensations when a key sign or denotation appears, finds its expression in language and culture.

Currently, there are two approaches to the consideration of the term «concept»: linguocognitology and linguoculturology.

Common to these approaches is the assertion of an indisputable connection between language and culture; the discrepancy is due to a different vision of the role of language in the formation of the concept[84].

Regarding the relationship between the concept and the word, it is worth noting that the concept may or may not be verbalized by linguistic means. In general, all concepts are verbalized in the process of speech, but some of them have a word or

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[83] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 448.

[84] Burenkova O. M. Ponyatie «koncept» v trudah otechestvennyh i zarubezhnyh lingvistov. S. 40.

phrase assigned to them, while others can be verbalized by the speaker through whole sentences in an arbitrary way, depending on the situation. For the latter, various linguistic means can be used, such as lexical, phraseological, etc.

Due to the fact that the concept is defined as the basic concept of cognitive linguistics, much attention is paid to the study of the nature of the concept.

The types of methods for analyzing concepts are determined by: firstly, different goals and objectives of research; secondly, different types of concepts as objects of research (linguistic, scientific, artistic, etc.); thirdly, the subject of research, i.e. the aspect of the concept that is being studied; fourthly, the type of conceptual sphere, a picture of the world, a linguistic picture of the world, a conceptual system and the mentality of a linguistic researcher; fifth, a way of linguistic objectification of a concept (designation, expression, description); sixth, the types of meanings that objectify the scope of the concept (psychological, lexicographic); seventh, the methodological attitude of the researcher (principles of concept analysis); and eighth, the techniques and procedures that the researcher knows, primarily the types of models and experimental techniques[85].

The national specificity of concepts is manifested in the presence of mismatched cognitive features, in the different brightness of certain cognitive features in national concepts, in the different field organization of concepts of the same name (what is the core of a concept in one language may be peripheral in another culture), in differences in the figurative component, the interpretative field, in the presence of different cognitive classifiers and their different status in the categorization of the denotation – some cognitive classifiers are more important and more vivid in one culture, others in another, etc.[86].

The concept exists in the human mind as a unit of thought. When identifying a concept, the context of a situation, an oral statement, or a written text should be considered. It should also take into account the cultural characteristics of the area in question.

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[85] Komarova Z. I. Metodologiya, metod, metodika i tekhnologiya nauchnyh issledovanij v lingvistike: uchebnoe posobie. S. 465.

[86] Sternin I. A. Kognitivnaya interpretaciya v lingvisticheskih i kognitivnyh issledovaniyah. S. 67.

# 2 KEY CONCEPTS OF AMERICAN POLITICAL DISCOURSES IN MASS MEDIA (2024-2025)

## 2.1 Key concepts in the period after the US presidential election

The research, the results of which are presented in this work, consisted of 189 media articles published between 06.11.2024 and 26.12.2024 (the period after the USA elections) on the website of Bloomberg and New York Times magazines. Further, the selection was based on an analysis of key topics and frequently used words in the texts of articles.

The most interesting topics in period of November-December 2024 for **Bloomberg** authors, as shown by the headline analysis, are the USA economy (23% of the total number of articles viewed – 91), the replacement of senior positions in the USA Government (19%), relations with China (16%). They are also concerned about the Russian-Ukrainian conflict, the growth of cryptocurrencies, the success of Elon Musk, the trial of Donald Trump, migrants from Mexico, etc. (48%). Altogether 54% of news is about foreign policy. Let's pay attention to the fact that the audience of Bloomberg are businessmen, bankers, etc., so the main topic will always be the economy.

An example is the article «How China Can Hit Back at Trump: Target US Firms, Turn to India, Africa»[87], in which the editors point to the possibility of a trade conflict between America and China: «China fields new powers as it confronts the prospect of another trade conflict with the US, expanding its retaliatory reach in recent years to include tools capable of wreaking havoc on global commerce and finance»[88]. In both the headline and the article, the keywords are the linguistic units «China» and «trade», which highlights the relationship between topics about relations with China and the economic situation in the USA.

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[87] How China Can Hit Back at Trump: Target US Firms, Turn to India, Africa URL : https://www.bloomberg.com/news/articles/2024-11-29/how-china-can-hit-back-at-trump-target-us-firms-turn-to-india-africa?srnd=phx-election-2024
[88] Ibid.

Also, an example of the article «China Signals Bolder Stimulus for Next Year as Trump Returns»[89], where the emphasis is already on strengthening the Chinese economy, which in turn will threaten the USA economy: «China's top leaders signaled bolder economic support next year using their most direct language on stimulus in years, as Beijing braces for a trade war when Donald Trump takes office»[90]. In this article, the authors touched upon the topic of the trade war between the two countries.

In the topic «the USA economy», the authors also address the issues of new tariffs. For example, in the article «Citi Chops Back Copper Forecasts as Trump's Trade Tariffs Loom»[91], the authors point to the risk of metal prices rising due to the introduction of new tariffs by D.Trump: «President-elect Donald Trump has threatened to impose 60% tariffs on imports from China, as well as smaller levies on goods from elsewhere, darkening the metal's outlook even as traders expect more fiscal stimulus in Asia's largest economy»[92]. This article again touches on the topic of China, but a new language unit «tariffs» or even «Trump's tariffs» is already being added.

Questions about D. Trump's new tariffs are raised in most of the Bloomberg articles. For example, in the article «Money Managers Cast Doubt on the Economic Impact of Trump's Tariffs» writed: «Some of the world's most powerful and influential money managers said they're not convinced that President-Elect Donald Trump's potentially wide-ranging tariffs are much more than a negotiating tactic». The authors point to concerns about the negative impact of the new tariffs on the USA economy.

As mentioned earlier, in order to avoid inaccurate conclusions due to the individual specifics of each of the selected mass media, two information sources were considered. Regarding the second source, the **New York Times**, the main audience here is USA citizens, and accordingly, the issues raised in this mass media mainly reveal the country's internal politics. Thus, the key topics were: the replacement of se-

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[89] China Signals Bolder Stimulus for Next Year as Trump Returns. URL : https://www.bloomberg.com/news/articles/2024-12-09/china-shifts-monetary-policy-stance-for-first-time-since-2011?srnd=phx-election-2024

[90] Ibid.

[91] Ibid.

[92] Ibid.

nior positions in the USA Government (37%, 98 of the total number of articles viewed), the USA economy (25%) and the country's domestic policy (13%). Altogether 20 % of news is about foreign policy.

The study showed that the same topics are discussed on the issues of the USA economy as in the Bloomberg information source. An example is the article «Are Tariffs Inevitable?» , which raises the topic of tariffs and their impact on the economy: «Investors appear largely unfazed by President-elect Donald Trump's tough talk on tariffs,…», but in this source the author evaluates the reaction to the new tariffs of American investors, and not other countries.

Thus, the highlighted key topics and keywords are the main points in the interpretation of information. They are necessary in order for the reader to have an idea of the events taking place in the country and about the issues of interest to politicians and large corporations.

Based on the results of a study of a large block of informational articles in the American mass media, it can be concluded that domestic policy at this stage was carried out more actively than foreign policy. It is possible to identify key topics of American foreign political discourse in the period after the USA presidential election, in terms of which the post-election situation is assessed. Such topics are «the external economy of the USA», «trade relations with China».

**2.2 Key concepts in the period after the inauguration of the USA president-elect**

The research, the results of which are presented in this part of the work, consisted of 1630 media articles published from 20.01.2025 to 01.05.2025 (the period after the inauguration of the new US president) on the website of Bloomberg, New York Times and NBS News magazines. Further, the selection was based on an analysis of key topics and frequently used words in the texts of articles.

For the authors of the **Bloomberg** information source, the most interesting area was US foreign policy (65.3% of the total number of articles viewed – 310), domestic politics occupies 34.6% (164 articles out of the total number of articles viewed).

An interesting topic for Bloomberg authors in the framework of foreign policy, as shown by the headline analysis, is the topic of the imposition of duties on foreign goods by the newly elected President Trump, which has been named «Trump's Trade War» (44% of the total number of articles viewed). This name is used in many headlines of the source articles. For example, such article headlines as «How the Common Wheelbarrow Holds Lessons for Trump's Tariff Wars»[93], «Thailand Embraces Easing Stance as Trade War Ravages Growth»[94], «Tariff War Shows Asian Nations Need New Trade Partners: ADB Head»[95], «Oil Tumbles as Trump's Trade War Pummels Outlook for Demand»[96].

We may also notice that the phrase «Trade War» is replaced by «Tariff Storm», «Tariff Pain» or «Tariff Chaos» in the headlines of articles «Thailand Set to Cut Rate As Tariff 'Storm' Darkens Outlook»[97], «Israel Offers US Trade Concession in Effort to Avoid Tariff Pain»[98] и «Chinese Electronics Makers Shrug, Joke and Wait for Tariff Chaos to Pass»[99].

The use of hyperbolic metaphors indicates a very difficult situation, which is revealed in the context of the articles. An example is a quote from an article

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[93] How the Common Wheelbarrow Holds Lessons for Trump's Tariff Wars URL : https://www.bloomberg.com/news/newsletters/2025-04-30/supply-chain-latest-trump-trade-war-and-china

[94] Thailand Embraces Easing Stance as Trade War Ravages Growth URL : https://www.bloomberg.com/news/articles/2025-04-30/thailand-cuts-key-rate-as-trade-war-earthquake-weigh-on-growth

[95] Tariff War Shows Asian Nations Need New Trade Partners: ADB Head URL : https://www.bloomberg.com/news/articles/2025-04-29/tariff-war-shows-asian-nations-need-new-trade-partners-adb-head

[96] Oil Tumbles as Trump's Trade War Pummels Outlook for Demand URL : https://www.bloomberg.com/news/articles/2025-04-28/latest-oil-market-news-and-analysis-for-april-29

[97] Thailand Set to Cut Rate As Tariff 'Storm' Darkens Outlook URL : https://www.bloomberg.com/news/articles/2025-04-29/thailand-set-to-cut-rate-again-as-tariff-storm-darkens-outlook

[98] Israel Offers US Trade Concession in Effort to Avoid Tariff Pain URL : https://www.bloomberg.com/news/articles/2025-04-28/israel-offers-us-trade-concession-in-effort-to-avoid-tariff-pain

[99] Chinese Electronics Makers Shrug, Joke and Wait for Tariff Chaos to Pass URL : https://www.bloomberg.com/news/newsletters/2025-04-25/chinese-electronics-makers-shrug-joke-and-wait-for-tariff-chaos-to-pass

«Trump's Desire for Cheap Crude Puts Big Oil's Plans to Test»[100]: «The US leader's desire for lower crude prices and his disruption of the global economy with trade tariffs is stressing the industry's finances, calling into question both shareholder returns and drilling plans»[101], and the citation of an article «Trump Dismisses Last-Gasp EU Push to Stop Tariffs Kicking In»[102]: «President Donald Trump rejected a European Union proposal to drop tariffs on all bilateral trade in industrial goods with the US»[103].

As part of the main topic, interaction with China became the most discussed (15.5% of the total number of articles viewed). For example, headlines such as «China Adopts Law to Protect Private Companies Amid Trade War»[104], «China Considers Suspending Some Tariffs as Costs Add Up»[105], «Trump 'Misjudged' China on Trade War, Chinese Adviser Says»[106]. Here you can also notice the use of such key indicators as «Tariff» and «Trade War».

When analyzing the source, it was noted that within the framework of the main topic, China is presented as an «enemy» or «adversary». For example, in the article «China's Xi Is Winning His Tariff Waiting Game With Trump»[107] uses the word «win», while the article itself uses the word «stood up»: «nation had «stood up» to

[100] Trump's Desire for Cheap Crude Puts Big Oil's Plans to Test URL : https://www.bloomberg.com/news/articles/2025-04-28/trump-s-desire-for-cheap-crude-puts-big-oil-s-plans-to-the-test

[101] Ibid.

[102] Trump Dismisses Last-Gasp EU Push to Stop Tariffs Kicking In URL : https://www.bloomberg.com/news/articles/2025-04-08/trump-dismisses-last-gasp-eu-push-to-stop-tariffs-kicking-in

[103] Ibid.

[104] China Adopts Law to Protect Private Companies Amid Trade War URL : https://www.bloomberg.com/news/articles/2025-04-30/china-adopts-law-to-protect-private-companies-amid-trade-war

[105] China Considers Suspending Some Tariffs as Costs Add Up URL : https://www.bloomberg.com/news/newsletters/2025-04-25/china-considers-suspending-some-tariffs-as-costs-add-up

[106] Trump 'Misjudged' China on Trade War, Chinese Adviser Says URL : https://www.bloomberg.com/news/articles/2025-04-25/trump-misjudged-china-on-trade-war-diplomatic-adviser-says

[107] China's Xi Is Winning His Tariff Waiting Game With Trump URL : https://www.bloomberg.com/news/newsletters/2025-04-25/china-s-xi-is-winning-his-tariff-waiting-game-with-trump

Trump's tariff broadside and would continue to serve as a protector of the global trading system»[108], which indicate a confrontation.

The headline of the article «Cracks Appear in China-US Trade War as Tariffs Roil Industries»[109] uses a direct reference to the trade war between the US and China, and inside the article uses a more relaxed version – «the tough rhetoric between Washington and Beijing»[110], which indicates the perception of the word «war» in American political discourse as rhetoric or a discussion.

However, most articles on the trade war between the United States and China describe China as a strong point. For example, in the article «Trump Digs In Against China as Xi Seeks Allies»[111] instead of the word «China», the expression is used «Asia's biggest economy»[112].

Also, for example, the article «Trump's China Attacks Are Unleashing Wave of Nationalist Support for Xi»[113] writes about China's cohesion in the current situation: «Now another wave is sweeping China, only this time it's in Xi's favor»[114].

An American source represents Japan as an ally, for example, the article «Japan intends to push back against any US effort to bring it into an economic bloc aligned against China»[115]. In this example, the image of a «friend» and an «enemy» clearly emerges.

Another example is the article «US, Japan Begin Formal Tariff Talks Without Discussing Forex»[116], which states that, «Japan is one of the first nations that have

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[108] Ibid.
[109] Cracks Appear in China-US Trade War as Tariffs Roil Industries URL : https://www.bloomberg.com/news/newsletters/2025-04-25/cracks-appear-in-china-us-trade-war-as-tariffs-roil-industries
[110] Ibid.
[111] Trump Digs In Against China as Xi Seeks Allies URL : https://www.bloomberg.com/news/newsletters/2025-04-30/trump-digs-in-against-china-as-xi-seeks-allies
[112] Ibid.
[113] Trump's China Attacks Are Unleashing Wave of Nationalist Support for Xi URL : https://www.bloomberg.com/news/features/2025-04-28/how-trump-s-china-tariffs-attacks-benefit-xi-as-nationalism-grows
[114] Ibid.
[115] Ibid.
[116] US, Japan Begin Formal Tariff Talks Without Discussing Forex URL : https://www.bloomberg.com/news/articles/2025-04-17/us-japan-begin-formal-tariff-talks-without-

started formal negotiations over the US tariffs»[117]. Here, attention is focused on the word «the first» in order to indicate the warm attitude of the United States towards Japan.

Thus, when viewing the source's articles, it is possible to identify the main directions on the main topic – the «trade war with China», the US desire for an alliance with Japan. Among the frequently used expressions are: «Tariff», «Trade War», «China».

In addition to the main topic, the source touched upon such areas as the interaction of the United States with the countries of Southeast Asia (6.9% of the total number of articles viewed), North and South America (in particular Canada, Colombia, Mexico, Chile) (3.8% of the total number of articles viewed), Europe (3.8% of the total number of viewed articles), the Middle East (2.1%).

Current topics include the conflict between Israel and Iran, the election of the Prime minister in Canada, trade relations between Southeast Asian countries, and North Korea's military-technical tests.

For example, the headlines of articles «In Singapore's Election, Success Is Less About Who Wins Than By How Much»[118], «North Korea Test Fires New Warship's Weapons, KCNA Says»[119], «Philippines, New Zealand Sign Visiting Forces Agreement»[120], «Thailand, India to Elevate Ties as Modi Attends Regional Summit»[121], «Prabowo Says Won't Seek New Term If He Falls Short as Indonesia's President»[122], «Swiss Government Plans Referendum on Contentious EU Deal»[123],

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discussing-forex

[117] Ibid.

[118] In Singapore's Election, Success Is Less About Who Wins Than By How Much URL : https://www.bloomberg.com/graphics/2025-singapore-election/

[119] North Korea Test Fires New Warship's Weapons, KCNA Says URL : https://www.bloomberg.com/news/articles/2025-04-29/north-korea-test-fires-new-warship-s-weapons-kcna-says?srnd=phx-politics

[120] Philippines, New Zealand Sign Visiting Forces Agreement URL : https://www.bloomberg.com/news/articles/2025-04-30/philippines-new-zealand-sign-visiting-forces-agreement?srnd=phx-politics

[121] Thailand, India to Elevate Ties as Modi Attends Regional Summit URL : https://www.bloomberg.com/news/articles/2025-04-03/thailand-india-to-elevate-ties-as-modi-attends-regional-summit?srnd=phx-asia-politics

[122] Prabowo Says Won't Seek New Term If He Falls Short as Indonesia's President URL :

«Canada Conservative Leader Poilievre Loses His Own Seat in Election, CBC Projects»[124], «Israel to Expand Trade Eastward as It Looks Beyond War Economy»[125].

Articles on the US – Russia – Ukraine trilateral relations are also relevant (4.4% of the total number of articles viewed). For example, articles such as «Ukraine Ready to Sign US Resources Deal in a Matter of Hours»[126,] «Putin Is Gaining Allies in Europe at a Bad Time for Ukraine»[127], «Russia Steps Up Attacks on Ukraine as US Ceasefire Push Stumbles»[128], among them, the main issues are the resumption of relations between Russia and the United States, Europe's activities in relation to Ukraine, and the «resource deal» between the United States and Ukraine.

For the authors of **the New York Times** information source, the most interesting area was US domestic policy (62% of the total number of articles viewed – 492), foreign policy occupies 38% (298 articles of the total number viewed).

In the framework of foreign policy, the topic of imposing duties on foreign goods by the newly elected president has also become the most relevant (11% of the total number of articles viewed). However, the expression «Tramp's tariff» is most often mentioned in this source.

https://www.bloomberg.com/news/articles/2025-02-26/prabowo-says-won-t-seek-new-term-if-he-falls-short-as-indonesia-s-president?srnd=phx-asia-politics

[123] Swiss Government Plans Referendum on Contentious EU Deal URL : https://www.bloomberg.com/news/articles/2025-04-30/swiss-government-plans-to-hold-referendum-on-eu-deal?srnd=phx-politics

[124] Canada Conservative Leader Poilievre Loses His Own Seat in Election, CBC Projects URL : https://www.bloomberg.com/news/articles/2025-04-29/canada-s-conservative-leader-pierre-poilievre-loses-his-own-seat-in-election?srnd=phx-politics

[125] Israel to Expand Trade Eastward as It Looks Beyond War Economy URL : https://www.bloomberg.com/news/articles/2025-04-30/israel-to-expand-trade-eastward-as-it-looks-beyond-war-economy?srnd=phx-politics

[126] Ukraine Ready to Sign US Resources Deal in a Matter of Hours URL : https://www.bloomberg.com/news/articles/2025-04-30/ukraine-ready-to-sign-us-resources-deal-as-early-as-wednesday?srnd=phx-politics

[127] Putin Is Gaining Allies in Europe at a Bad Time for Ukraine URL : https://www.bloomberg.com/news/articles/2025-01-31/pro-putin-sentiment-in-slovakia-austria-croatia-comes-at-bad-time-for-ukraine?srnd=phx-europe-politics

[128] Russia Steps Up Attacks on Ukraine as US Ceasefire Push Stumbles URL : https://www.bloomberg.com/news/articles/2025-04-30/russia-steps-up-attacks-on-ukraine-as-us-ceasefire-push-stumbles?srnd=phx-politics

For example, articles such as «Trump Grants Carmakers Some Relief From His Punishing Tariffs»[129,] «Businesses Plead for Tariff Breaks After Trump Spares iPhones»[130,] «Trump says he will attend tariff talks with Japan's negotiator»[131].

It can be noted here that hyperbolic metaphors are not used to describe the current situation. For example, the article «Democrats Widely Blast Trump's Tariffs, but Not Necessarily Tariffs» reports on the assessment given by the US Democratic Party to Trump's policy: «As Democrats push back against the policies of the second Trump administration, they are struggling to convey a clear stance on tariffs» . The authors of the articles to use common expressions, such as «punishing», perhaps in order not to cause panic among the citizens of the country, since the articles mostly relate to the internal side of the impact of high tariffs.

The article «Businesses Plead for Tariff Breaks After Trump Spares iPhones»[132] talks about the desire of American companies engaged in international trade to achieve lower duties: «But the carve-out still caught the attention of many businesses nationwide, igniting a fresh scramble for similar help in the throes of a global trade war»[133]. In these examples, we can see the manifestation of a trait of openness: the open confrontation of opinions and disagreement of other participants in the international sphere.

At the same time, the authors of the source provide arguments regarding the position of the US president. For example, the article «Trump Has Long Misled With Claims About Global Trade and Tariffs»[134] quotes Trump on the need to impose tar-

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[129] Trump Grants Carmakers Some Relief From His Punishing Tariffs URL : https://www.nytimes.com/2025/04/29/us/politics/trump-auto-tariffs-executive-order.html?searchResultPosition=36

[130] Businesses Plead for Tariff Breaks After Trump Spares iPhones URL : https://www.nytimes.com/2025/04/22/us/politics/trump-tariffs-relief-apple.html?searchResultPosition=158

[131] Trump says he will attend tariff talks with Japan's negotiator URL : https://www.nytimes.com/live/2025/04/16/us/trump-news?searchResultPosition=270#trump-says-he-will-attend-tariff-talks-with-japans-negotiator

[132] Businesses Plead for Tariff Breaks After Trump Spares iPhones URL :  https://www.nytimes.com/2025/04/22/us/politics/trump-tariffs-relief-apple.html?searchResultPosition=158

[133] Ibid.

[134] Trump Has Long Misled With Claims About Global Trade and Tariffs URL : https://www.nytimes.com/article/trump-tariffs-trade-economy-fact-check.html?searchResultPosition=345

iffs and reports that «President Trump has taken a whipsaw approach to tariffs, widening and shifting course in determining which countries and goods will be subject to them»[135].

Another relevant issue in the source was the US immigration policy (10% of the total number of articles viewed). During the research, you may notice a lack of loyalty to the authors of the source to the issue. This may be indicated by the following flashy article headlines and statements: «Behind Trump's Deal to Deport Venezuelans to El Salvador's Most Feared Prison»[136], «ICE Agents Arrest Migrant Who Climbed Tree in Texas to Evade Them»[137], «the episode was part of the Trump administration's efforts to combat illegal immigration»[138], «The year had barely begun when Gov. Ron De Santis of Florida demanded legislation cracking down on illegal immigration — before President Trump was inaugurated»[139], «ICE Arrests Nearly 800 in Florida in Operation With Local Officers»[140].

Among the frequently used expressions are «cracking down on or combat illegal immigration», «arrest», «aggressive immigration crackdown», etc., which indicates the harsh policy of the US president-elect.

The following headlines and expressions indicate the difficult situation: «Lawsuit Challenges Policy Allowing Immigration Action in Churches and Schools»[141,] «Wisconsin Judge Arrested, Accused of Shielding Immigrant From Federal

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[135] Ibid.

[136] Behind Trump's Deal to Deport Venezuelans to El Salvador's Most Feared Prison URL : https://www.nytimes.com/2025/04/30/us/politics/trump-deportations-venezuela-el-salvador.html?searchResultPosition=15

[137] ICE Agents Arrest Migrant Who Climbed Tree in Texas to Evade Them URL : https://www.nytimes.com/2025/04/29/us/ice-agents-san-antonio.html?searchResultPosition=21

[138] Ibid.

[139] Floridians Are Getting Glimpses of What Aggressive Immigration Enforcement Looks Like URL : https://www.nytimes.com/2025/04/29/us/trump-desantis-florida-immigration-arrests.html?searchResultPosition=23

[140] ICE Arrests Nearly 800 in Florida in Operation With Local Officers URL : https://www.nytimes.com/2025/04/26/us/politics/ice-arrests-florida-immigrants.html?searchResultPosition=75

[141] Lawsuit Challenges Policy Allowing Immigration Action in Churches and Schools URL : https://www.nytimes.com/2025/04/28/us/politics/trump-immigration-churches-schools.html?searchResultPosition=56

Agents»[142], «the American Civil Liberties Union took another shot at seeking due process for those men»[143], among them, the words «law», «due process», etc. are often used.

There are also articles pointing to the positive impact of the new president's immigration policy. For example, in the article «Mother of Woman Killed by Immigrant Speaks at White House Briefing» writhed that «Just hours after a federal judge threatened a contempt-of-court investigation over the Trump administration's deportation flights, the White House sought to freeze the legal debate by reminding Americans of a heartbreaking case of a mother killed by an unauthorized immigrant», the authors hasten to recall the negative consequences if immigration policy is not controlled.

The analyzed source touched upon the role of the United States in resolving international conflict issues (9.5% of the total number of articles viewed), in particular the Russian-Ukrainian conflict, armed conflicts in the Middle East and Asia, and US foreign policy towards Greenland (1% of the total number of articles viewed).

It has already been noted that **the NBS News** source covers all areas of people's lives and government activities. Due to this volume, it is difficult to determine the most relevant policy direction of this source. However, when viewing a source in which news about the domestic and foreign policy of the United States is clearly divided into sections, it can be assumed that interests regarding the events taking place inside the country in question and in the international arena are equally relevant in this source.

Within the framework of foreign policy, the topic of the Russian-Ukrainian conflict has become the most relevant (30.6% of the total number of articles viewed). The expression «Ukraine war» has become the key name of this topic.

For example, articles such as «Trump questions Putin's commitment to ending Ukraine war»[144], «Trump calls his promise to end the Russia-Ukraine war on Day

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[142] Wisconsin Judge Arrested, Accused of Shielding Immigrant From Federal Agents URL : https://www.nytimes.com/2025/04/25/us/politics/fbi-arrest-judge.html?searchResultPosition=97

[143] Lawyers Seek Return of Migrants Deported Under Wartime Act URL : https://www.nytimes.com/2025/04/25/us/politics/lawyers-seek-migrant-return.html?searchResultPosition=102

[144] Trump questions Putin's commitment to ending Ukraine war URL : https//www.nbcnews.com/politics/donald-trump/trump-doubts-putin-willing-end-ukraine-war-zelnskyy-rome-

One 'an exaggeration'»[145], « Ukraine and U.S. teams hold talks in Saudi Arabia; U.S. envoy hopeful of ending war»[146].

Among the most frequently discussed topics in this area is the «discussion of peace negotiations». For example, headlines such as «Russia and U.S. start new Ukraine peace talks on tricky footing with warnings of 'difficult negotiations'»[147], «U.S. 'will move on' from Ukraine peace efforts if no progress within days, Marco Rubio warns»[148].

In the source, the authors try to show that the United States plays an important role in resolving the conflict and acts as a third party, which acts as a «shuttle diplomat» between the two sides.

In informational articles, the authors of the source also point out that the Russian-Ukrainian conflict has had a negative impact on relations between Russia and the West, calling it is «the biggest confrontation»[149].

One of the articles reports that «Trump has taken a far friendlier approach toward the Kremlin than previous administrations» , at the same time, this article writes that «The Kremlin's dual approach illustrates Russia's strategy, <…> : try to normalize U.S. ties, while slow-rolling peace talks and keep attacking Ukraine», it can be noted that the authors of the source avoid commitment to either of the two opposing sides.

rcna203142

[145] Trump calls his promise to end the Russia-Ukraine war on Day One 'an exaggeration URL : https//www.nbcnews.com/politics/white-house/trump-calls-promise-ed-russia-ukraine-war-day-one-exaggeration-rcna202966

[146] Ukraine and U.S. teams hold talks in Saudi Arabia; U.S. envoy hopeful of ending war URL : https//www.nbcnews.com/politics/politics-news/ukraine-us-tems-hold-talks-saudi-arabia-us-envoy-hopeful-ending-war-rcna197704

[147] Russia and U.S. start new Ukraine peace talks on tricky footing with warnings of 'difficult negotiations'URL : https//www.nbcnews.com/news/world/us-russia-talks-ceasefir-ukraine-zelenskyy-putin-trump-waltz-saudi-rcna197734

[148] U.S. 'will move on' from Ukraine peace efforts if no progress within days, Marco Rubio warns URL : https//www.nbcnews.com/news/world/us-will-move-ukraine-peace-efforts-no-progress-days-rubio-warns-rcna20183

[149] U.S. and Russia move toward normalizing relations and easing diplomatic work URL : https://www.nbcnews.com/news/world/us-russia-move-normalizing-relations-easing-diplomatic-work-rcna200806

Thus, there is no designation of «friends» or «enemies» on this topic. The source points out that the American government is pursuing a very careful and painstaking policy regarding this issue. Among the frequently used words are «war» and «peace».

Conflicts in the Middle East, including conflict situations involving Israel, are also a relevant topic (29.3% of the total number of articles viewed). The most frequently discussed area is the conflict in the Gaza Strip.

For example, among the articles published by the source there are the following: «Israel says it carried out a warning strike in defense of Syria's Druze community»[150], «The World Food Programme has run out of food in Gaza»[151], «Israeli military strikes Gaza City's last functioning hospital»[152].

Regarding this issue, the American mass media does not resort to showing the commitment of the US government to any of the parties. However, for example, in the article «The World Food Programme has run out of food in Gaza» it is reported that «After a meeting at President Donald Trump's Mara-Lago estate with senior Republican Party officials, Israel's far-right National Security Minister Itamar Ben-Gvir said on X Wednesday, «They expressed support for my very clear position on how to act in Gaza», here can see the support of the American side of Israel.

Such an observation of events from the outside and the implicit direction of the American government in relation to this conflict may indicate that the United States has a personal interest in this direction. This is reported by a source in the article «In a break from U.S., British PM calls for probe into Israel's killing of emergency workers in Gaza»[153], which says that «Trump ... also made another pitch for his plan for

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[150]Israel says it carried out a warning strike in defense of Syria's Druze community URL : https://www.nbcnews.com/world/syria/israel-says-carried-warning-strike-defense-syrias-druze-community-rcna203704

[151]The World Food Programme has run out of food in Gaza URL : https://www.nbcnews.com/world/gaza/world-food-programme-food-stocks-depleted-gaza-rcna203183

[152] Israeli military strikes Gaza City's last functioning hospital URL : https://www.nbcnews.com/news/world/israeli-military-strikes-gaza-city-hospital-al-ahli-baptist-hospital-rcna201028

[153] In a break from U.S., British PM calls for probe into Israel's killing of emergency workers in Gaza URL : https://www.nbcnews.com/news/world/israel-gaza-emergency-workers-killed-video-idf-account-contradicted-rcna200355

the U.S to «own» Gaza and remove its Palestinian population»[154]. The words «war» and «terror» are often used on this topic.

Among the informational articles on the topic of conflicts in the Middle East, there is a direction – the interfaith conflict in Syria, in which Israel is also the second party, and Yemen.

The source's articles also touched on the topic of «China», including trade duties, China's foreign and domestic policy (18% of the total number of articles viewed).

This source, like the previous two, talks about the confrontation between America and China. For example, headings and expressions such as «As President Donald Trump's trade war with Beijing escalates»[155], «economic conflict between the U.S. and China, the world's two largest economies»[156], «China has taken a hard line on the trade dispute»[157], «Global trade outlook has 'deteriorated sharply' amid Trump tariff uncertainty, WTO warns»[158], «The war of words — and trade — between Washington and Beijing took»[159].

When describing the situation, the authors of the source use synonyms such as «trade war», «trade dispute», «economic conflict» and «the war of words». Here we can notice the lack of perception of this conflict as a serious confrontation. The source describes the situation as a purely business confrontation between «two economic powers» or, for example, as it is written in one of the articles «an impasse over

[154] Ibid.

[155] Chinese tech firms up their game as reciprocal tariffs hit U.S. products URL : https://www.nbcnews.com/news/world/chinese-tech-firms-game-reciprocal-tariffs-hit-us-products-rcna201377

[156] Ibid.

[157] China trolls Trump over tariffs as both sides seek ways to limit their impact URL : https://www.nbcnews.com/world/asia/china-trolls-trump-tariffs-both-sides-seek-ways-limit-impact-rcna202938

[158] Global trade outlook has 'deteriorated sharply' amid Trump tariff uncertainty, WTO warns URL : https://www.nbcnews.com/news/world/global-trade-outlook-deteriorated-sharply-trump-tariff-uncertainty-wto-rcna201513

[159] China channels Mao in trade war with a vow for 'complete victory' over the U.S. URL : https://www.nbcnews.com/news/world/china-tariffs-trump-chairman-mao-zedong-ning-trade-war-rcna200558

tariff levels that amount to a mutual embargo»[160], in another article it is written that «any dialogue must be based on mutual respect and conducted on equal footing»[161].

The authors of the source also use an expression such as «the world's two largest economie»[162] meaning America and China, which shows the attitude towards China as an equal opponent.

For example, in the article «Xi Jinping goes on charm offensive as Asia reels from tariff whiplash» it is written that «China is seeking to capitalize on the Trump administration's truculence to cast itself as the world's preferred trading partner» . In the overall picture, China appears to be a restrained and calm trading partner of America, which supposedly keeps the situation under control.

However, China still presents itself as an opponent who does not make concessions. For example, the article reports that «As other countries scramble to offer Trump concessions in exchange for tariff reductions, China's more combative approach…»[163] and uses the approach of comparing China with other countries to show that this side is an «enemy».

One of the articles says that the US president has already been given a nickname in China – «The Lord of Eternal Tariffs, which can also be translated as «10,000 Tariff Grandpa»[164] which shows the situation from a humorous point of view.

In this situation, we can note that the interests of the source also include the domestic and foreign policy of the PRC. This is indicated by articles such as «China

[160] China trolls Trump over tariffs as both sides seek ways to limit their impact URL : https://www.nbcnews.com/world/asia/china-trolls-trump-tariffs-both-sides-seek-ways-limit-impact-rcna202938

[161] China channels Mao in trade war with a vow for 'complete victory' over the U.S. URL : https://www.nbcnews.com/news/world/china-tariffs-trump-chairman-mao-zedong-ning-trade-war-rcna200558

[162] Ibid.

[163] China channels Mao in trade war with a vow for 'complete victory' over the U.S. URL : https://www.nbcnews.com/news/world/china-tariffs-trump-chairman-mao-zedong-ning-trade-war-rcna200558

[164] China trolls Trump over tariffs as both sides seek ways to limit their impact URL : https://www.nbcnews.com/world/asia/china-trolls-trump-tariffs-both-sides-seek-ways-limit-impact-rcna202938

heralds DeepSeek as a symbol of AI advancements amid U.S. restrictions»[165], «China may be upgrading its military technology, researchers say»[166], «New Zealand concerns rise as Cook Islands plans to sign agreement with China»[167], «Trump was touting his Panama victory. Then China stepped in»[168].

Among other things, the authors of the source wrote on the topic of «Europe» (9% of the total number of articles viewed) and «Asia» (8.7% of the total number of articles viewed). Among them, you can see the following areas: current events taking place in European countries, for example, articles such as «Cause still unclear after massive power outages in Spain, Portugal, France hinder travel»[169], «Long lines as Pope Francis' humble final resting place opens to the public»[170]; North Korea's military-technical tests, for example, articles «North Korea's Kim watches missile test-firings from country's first destroyer»[171], «South Korea says its military fired warning shots after North Korean soldiers crossed the border»[172]; events taking place in Asian countries.

Based on the results of a study of a large block of information articles in the American mass media, domestic policy issues are the most relevant. Among the key

[165] China heralds DeepSeek as a symbol of AI advancements amid U.S. restrictions URL : https://www.nbcnews.com/news/world/china-ai-what-is-deepseek-rcna189548

[166] China may be upgrading its military technology, researchers say URL : https://www.nbcnews.com/now/video/china-may-be-upgrading-its-military-technology-researchers-say-233148485667

[167] New Zealand concerns rise as Cook Islands plans to sign agreement with China URL : https://www.nbcnews.com/news/world/new-zealand-concerns-rise-cook-islands-plans-sign-agreement-china-rcna191427

[168] Trump was touting his Panama victory. Then China stepped in URL : https://www.nbcnews.com/news/world/trump-panama-canal-take-back-military-china-blackrock-rcna199438

[169] Cause still unclear after massive power outages in Spain, Portugal, France hinder travel URL : https://www.nbcnews.com/world/spain/live-blog/spain-portugal-power-outage-live-updates-widespread-blackouts-cause-ha-rcna203274
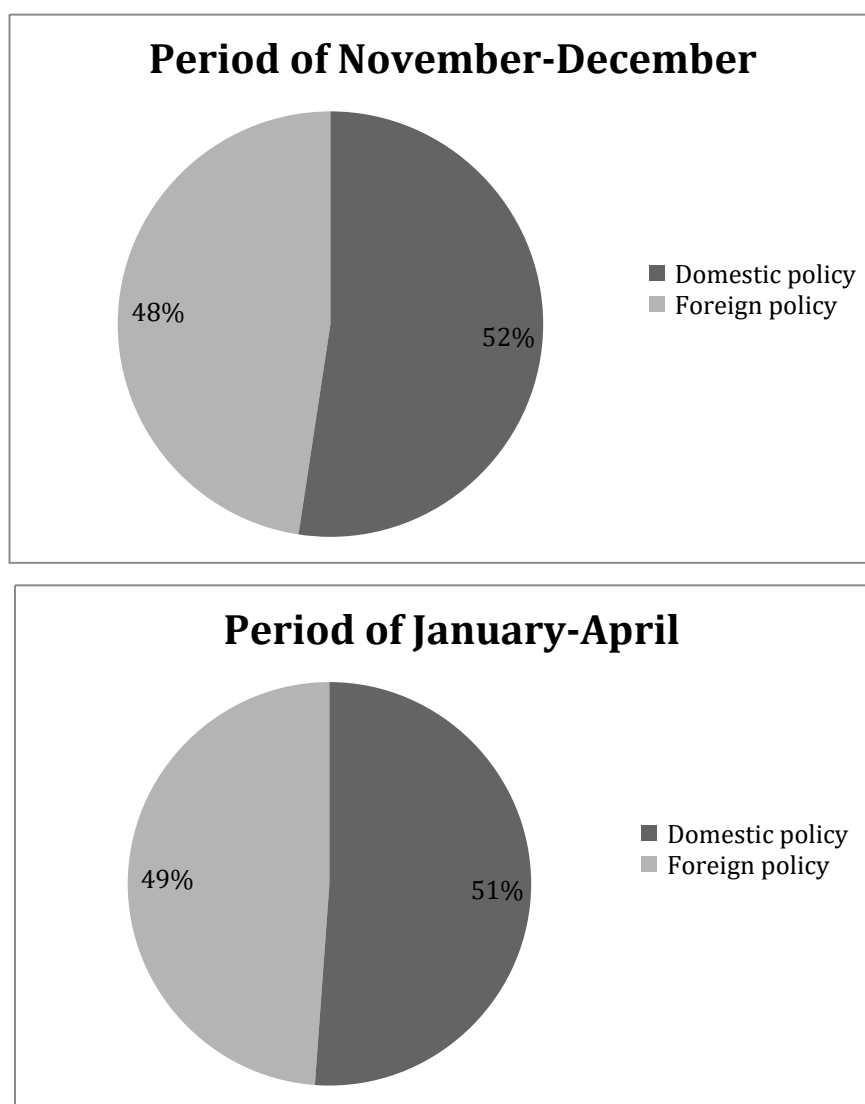
[170] Long lines as Pope Francis' humble final resting place opens to the public URL : https://www.nbcnews.com/world/pope-francis/long-lines-pope-francis-humble-final-resting-place-opens-public-rcna203187

[171] North Korea's Kim watches missile test-firings from country's first destroyer URL : https://www.nbcnews.com/world/asia/north-korea-kim-watches-missile-test-firings-countrys-first-destroyer-rcna203642

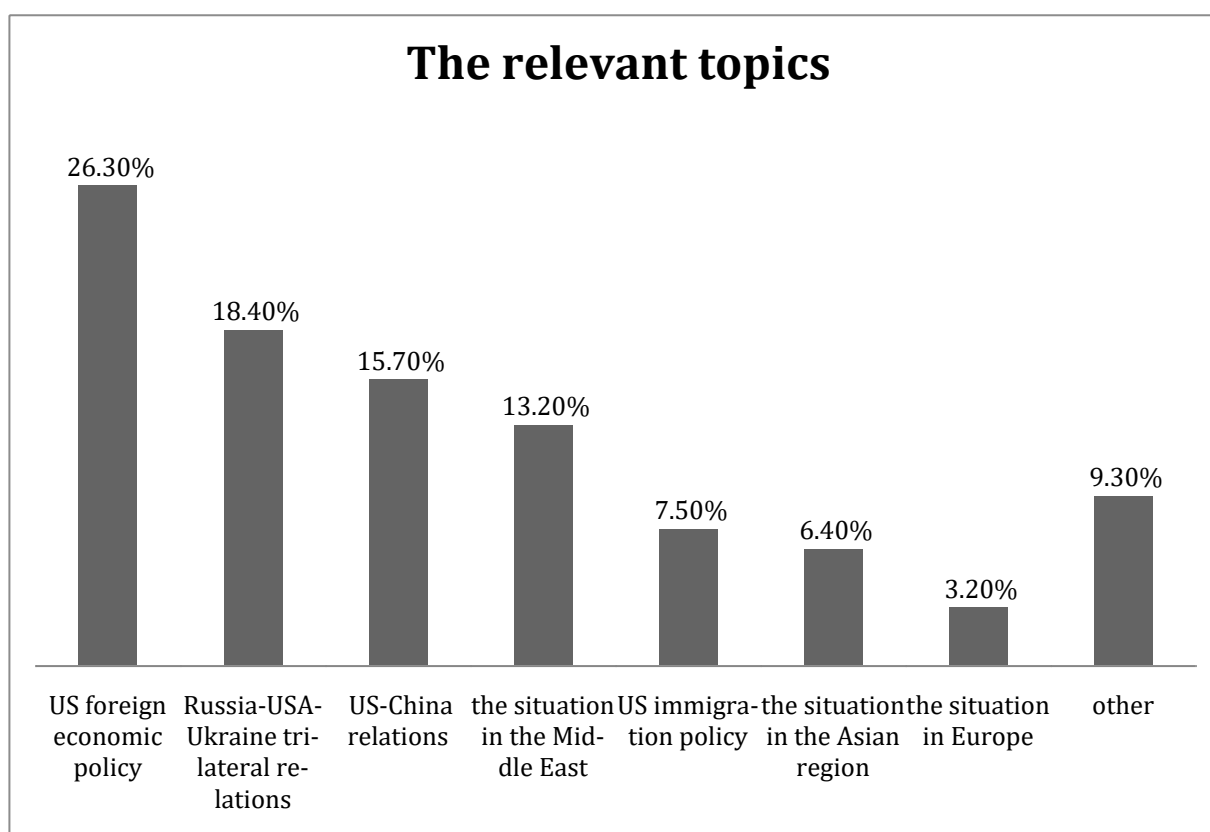[172] South Korea says its military fired warning shots after North Korean soldiers crossed the border URL : https://www.nbcnews.com/news/world/south-korea-says-military-fired-warning-shots-north-korean-soldiers-rcna200159

topics in the selected period are the following: «Trump's tariffs», «trade war», «China», and «the Russian-Ukrainian conflict».

**Conclusion.** Thus, based on the results of a study of two blocks of informational articles in the American mass media, it can be concluded that at the beginning of political activity and in the process of political activity, issues of US domestic policy became the most relevant. However, the percentage of articles on foreign policy issues is approximately equal to the percentage of articles on domestic policy in both periods. The results of the study are shown in the diagrams below.

## Period of November-December



48%  52%

■ Domestic policy
■ Foreign policy

## Period of January-April



49%  51%

■ Domestic policy
■ Foreign policy

Among the relevant topics covered by sources in both periods are: USA foreign economic policy (26.3%), Russia-USA-Ukraine trilateral relations (18.4%), US-China relations (15.7%), the situation in the Middle East (13.2%), US immigration policy (7.5%), the situation in the Asian region (6.4%), the situation in Europe (3.2%) and other (9.3%). The results of the study are shown in the diagram below.

## The relevant topics

| Topic | Percentage |
|---|---|
| US foreign economic policy | 26.30% |
| Russia-USA-Ukraine trilateral relations | 18.40% |
| US-China relations | 15.70% |
| the situation in the Middle East | 13.20% |
| US immigration policy | 7.50% |
| the situation in the Asian region | 6.40% |
| the situation in Europe | 3.20% |
| other | 9.30% |

According to the results of the study, the following key concepts of foreign policy discourse in the American mass media were identified: «Confrontation», «Tough president», «Trump's Tariffs», «China».

The concept «Confrontation» in American society is presented as «action against something». This is not only a conflict involving the use of physical force, but it is, above all, a manifestation of the emotional strength of the nation.

The concept of the «Tough President» shows D. Trump as a ruthless ruler of the country who is equally merciless to the foreign partners and American companies and citizens. At the same time his policy is often approved so he is not only tough but fair.

The concept «Trump's Tariffs» implies the introduction of high duties on imported goods from other countries. This concept reflects «tough» policy towards other countries, which causes a lot of protests from both American companies and foreign partners.

The concept «China» is represented as the main economic opponent of America. It is shown through trade war, trade dispute, economic conflict and event the war of words.

CONCLUSION

In the framework of the study, important concepts are «discourse» and «concept». In linguistic science, these terms became established only in the 20th century, and therefore there are still no generally accepted definitions of these terms, despite their widespread use.

The works of Russian authors M.L. Makarov, E.S. Kubryakova, V.I. Karasik, B.M. Shakova and the works of foreign authors T. van Dejk, D. Shiffrin give an idea of the essence of political discourse, its characteristic features and functions, which allows us to define the framework of the direction under consideration. Through the lens of scholars like E.A. Redkozubova, E.A. Skachkova, F. Sharifian, we see the specifics of political discourse, which more strongly emphasizes the importance of the cultural characteristics of the country in question.

Research by S.A. Askoldov, N.A. Krasavsky, I.A. Sternin, M.M. Angelova and G. Lakoff presents a comprehensive analysis of the concept and its differences in interpretation in different cultures. It is especially important to note that in this work the concept is considered as the equivalent of linguoculturology.

Foreign policy discourse is a complex communicative form that can include statements by actors in the international arena, official statements by representatives of countries, media articles, etc.

Within the framework of foreign policy discourse, this paper examines the American mass media. Including Bloomberg, the New York Times and NBC News. Each of the sources under consideration has its own specific specifics and the audience it is aimed at. The work also took into account specific features of American foreign policy discourse, including openness of expression, gender identity, and cultural conceptualization.

The main result of the study is the key concepts of American foreign policy discourse within the framework of the area under consideration.

Based on the theoretical foundations, we can define a concept as a unit of thought that exists in the human mind. In other words, it is an image that has key-

words or expressions and appears in a person's mind when these very words are mentioned. When identifying a concept, the context of a situation, an oral statement, or a written text should be considered.

The study chose the period after the US election in 2024, which in turn was divided into two more parts: the period after the US presidential election (November-December 2024) and the period after the inauguration of the elected US president (January-April 2025). As it was assumed that the key concepts, the information presented in the mass media at the beginning and during the political activity of the elected president may have differences.

In the course of the research, all three sources on politics were deeply analyzed, articles were analyzed on key and frequently touched upon topics, then keywords and expressions were highlighted that are used to interpret basic information and that are necessary for the reader to have an idea of the events taking place.

Thus, based on the results of a study of two blocks of informational articles in the American mass media, it can be concluded that at the beginning of political activity and in the process of political activity, issues of US domestic policy became the most relevant. However, the percentage of articles on foreign policy issues is approximately equal to the percentage of articles on domestic policy in both periods. The results of the study are shown in the diagrams below.

Among the relevant topics covered by sources in both periods are: USA foreign economic policy (26.3%), Russia-USA-Ukraine trilateral relations (18.4%), US-China relations (15.7%), the situation in the Middle East (13.2%), US immigration policy (7.5%), the situation in the Asian region (6.4%), the situation in Europe (3.2%) and other (9.3%). The results of the study are shown in the diagram below.

According to the results of the study, the following key concepts of foreign policy discourse in the American mass media were identified: «Confrontation», «Tough president», «Trump's Tariffs», «China».

One of the main features of American political discourse in the mass media during the selected period is the confrontation of opinions. Since almost all American mass media outlets announce their independent assessment of current events, the

presence of differences in arguments regarding government policy indicates the openness of the source. On the one hand, the presence of different opinions removes the suspicion of a source's attachment to a particular party, however, it can be noted that the number of articles in one direction may be greater than in any other.

During the research, we can notice the presence of such a cultural feature as «loud names» in the American mass media. It is known that intriguing headlines attract the attention of readers the most. The key concept of the American mass media is the concept «Confrontation», which is shown in all relevant media topics. For example, the trade war between the United States and China, conflict situations in the Middle East, Southeast Asia and Europe.

The image of confrontation in American society is presented as «action against something». In other words, this is not only a conflict involving the use of physical force, but it is, above all, a manifestation of the emotional strength of the nation. For example, in the concept of a trade war, China is the opponent. As noted earlier, the presence of an opposing opinion is mandatory in the American mass media.

Separately, it is worth considering the image of the «trade war», which in most articles is presented as «Trump's tariffs». The political situation implies the introduction by the new US president of high duties on imported goods from other countries. However, the concept under consideration carries a complex image of a «tough» president and his «tough» policy towards other countries, which causes a lot of protests from both American companies and foreign partners.

In other words, the concept of «Trump's tariffs» implies the fearlessness of the new president and a challenge to the whole world. This image of the American mentality can also be seen in the movies.

The concept of the «Tough president» is most often mentioned by the sources the image of the president is shown as the «tough father» of the country, who simultaneously acts in the interests of the country and at the same time, does not spare his own, which attracts even more attention to the newly elected president. Also, an opposing opinion should be a mandatory element – that is, if there is one side, then there must be a second side that does not agree with the first.

The concept «China» is presented as a major opponent in the American mass media. China is shown as an opposing side, despite the fact that China is one of the main economic partners of the United States.

It is worth noting that there is no image of a «friend» in the American mass media, there is only an image of a «partner». However, its significance is insignificant in the mass media. For example, such partners are Japan and Israel.

Thus, it can be concluded that the image of conflict and war, which are designated as «Confrontation» in American political discourse, is of key importance. In other words, this is not only a conflict involving the use of physical force, but it is, above all, a manifestation of the emotional strength of the nation. At the same time, confrontation is the main feature of the openness of the American mass media. D. Trump is the most significant figure in American government who dictates the rules of foreign policy of the USA. These rules demonstrate his tough personality and his tough policy reflected in his tariffs and «war» with China.

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