PRAGMATICS OF EPONYMS IN POLITICAL DISCOURSE (ON THE MATERIAL OF THE SPEECHES OF POLITICIANS)

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ABSTRACT: *Eponyms are complicated, unique constructs named after people and places used in special-professional areas of science. One of those specific areas is politics/political discourse. The main purpose of this article is to investigate the political discourse of politicians (Barack Obama, Vladimir Putin) in the period from 2012 to 2017 to reveal the pragmatic potential and skillful use of eponyms used by the latter when they ran for presidency as a means of influence. Results show that eponyms are becoming powerful language tools of political discourse. At each stage of work, various methods were used to complete the analysis. Such methods include the diachronic method, definition analysis (descriptive method), and discourse analysis. Using different methods, especially discourse analysis, considerably facilitated the research process, enabling the identification of the pragmatic effects of eponyms. The main reasons that eponyms frequently appear in political discourse are the existence of new political eras, modern political events, and controversial political issues.*

KEYWORDS: *eponym, political discourse, politicians, proper names*

INTRODUCTION

The article presents a qualitative study of the role of eponyms in political discourse. The aim of the study was to conduct comparative and definitional analyses of Barack Obama's and Vladimir Putin's speeches to determine which goals their use of eponyms is deployed to achieve.

At the present time in many branches of sciences we have a huge number of terms. These are academic, although some of them become casually and regularly

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used in everyday speech. Definitely, people do not think about them, especially where they come from. One of these elements of language is the eponym.

Eponyms developed on the basis of mythical and philosophical concepts of ancient times. This is why the initial eponyms were based on the ancient Greek, Roman, and Chinese sciences: Aristotelianism, Platonism, Socratic thought, Confucianism, and so on. Thereby, eponyms began with a philosophical orientation and then spread to various interdisciplinary sciences.

A range of scholars, linguists, and representatives of other fields of science have devoted their research to topical issues involving eponyms. Non-Russian scientists include Trahair, Teluja, Boycott, Freeman, Gooden, Marciano, Raffner; Russian scientists include Novinskaya, Leichik, Kakzanova, Azimov, Lotte, Blau, Gubina, Shelova, Koroleva, and many others.

Some of the initial publications related to the origin of eponyms include Boycott's *A Little Etymology of Eponymous Words,* and Trahair's *What's in a Name?*

In Boycott's opinion: "An eponymous word is one that has entered the English language because of a person or that person's deeds" (Boycott 1982). According to Trahair: "Eponyms are words that originated with a name of a person. The person may be a living or deceased individual, a hero, or a character from fiction. Persons or give their name or have it attached by others to an event, state of affairs, activity or institution" (Trahair 1990). However, Trahair makes some additions to the definition: "In social sciences, many eponymous events are not associated with the names of people but of important places" (Trahair 1994). Thereby, eponyms are not derived only from anthroponyms, but also from toponyms.

Kakzanova provides a comprehensive definition of the term eponym: "An eponym is a term that contains in its composition the proper name (anthroponym, toponym, mythonym), and also a common name in the designation of the scientific concept (Hopfsche Group / Hopf group). In addition, the term eponym can be formed in a non-affixed way (anthroponym, toponym or mythonym) by metonymic transfer (Ampere). The third group consists of affix derivatives on behalf of one's own (anthroponym, toponym or mythonym) (Jacobian, ulexite)" (Kakzanova 2016).

The given definitions point out that the donor areas for the creation of eponyms are different because proper nouns are comprised of different classes of names: names of people or anthroponyms, geographical names or toponyms, names connected with some religion or mythology, or theonyms.

The structure of an eponym has an onomastic unit, and second, it has characteristics of the term. These factors indicate that an eponym is a compound and complex linguistic unit.

American scientist Morton Freeman's definition of eponym is as follows: "The word was coined from Greek words *epi* – on, upon and *onama* – a name" (Freeman 1997). Thereby, the term eponym means a thing named after a name, and most eponyms are made of anthroponyms or toponyms.

What is usually referred to as an eponym is "the name of a person after who, something (such as an invention or a place) is named" (Crystal 2003). However, since the term *eponym* literally means "upon a name" (from Greek *epi* "upon," + *onyma* "name"), and there is consequently no reference to whether the name is "proper" or "common," nor to whether it refers to a person, thing, or place, in this study not only terms containing proper names of people (real or fictitious), but also proper names of places (toponyms) as well as common names in general will be considered eponyms in all respects.

As shown above, eponyms were first used by scientists, historians, and philosophers of antiquity. By the end of the nineteenth century, eponyms were being actively used (Parkinson disease, Wilm's tumour, Churg-Strauss syndrome, Addison's disease, etc.) in the domain of medicine, where they enriched the vocabulary of medical terms. For example, *Parkinson's disease*. The meaning of the eponym refers to tremors and an aggressive mental disorder in adults. It is named after the British explorer James Parkinson, who first investigated this disease.

Nowadays, there is a tendency for eponyms as proper names to be actively exploited in political discourse. Eponyms are powerful language tools and, as we probably know, politicians struggle for power and to keep it for a long time. Due to this fact, they need strong language units that influence and capture the attention of their audience and even manipulate the consciousness of recipients. For these reasons, eponyms are actively used in the discourses of politicians. Second, mass media is now increasingly important as a conduit between the people and the government. This, in turn, shows the importance of journalists with whose help propaganda and reality are presented in the social environment. Thereby, the latter actively create eponyms (Watergate, Dieselgate, etc.) and use them to attract people's attention to significant events and to change their points of view. But in the given article, we deal with the discourses of politicians.

As noted by Tsutsieva, the politician "realizes himself in discursive actions, transforming into a discursive personality" (Tsutsieva 2013). The actions and statements of politicians that are important for the state and society, as a rule, are based on the speech and psychological characteristics that they possess (Ravochkin 2019).

Since the interests of the masses and politicians often do not coincide, the latter, in order to achieve the desired effect, resort to various methods and strategies of verbally influencing the emotions of the former in an attempt to achieve their

goals. The activities of many politicians are associated with the desire to retain the sympathy and trust of the population of a country with the help of various tactics that affect both the rational and emotional spheres (Besedina et al. 2019). The task of political discourse is to "convince the addressee, entailing their intentions and actions" (Zhabotinskaya 2016). Certain words and expressions used by politicians endow their personality with additional social and political values, which leads to a deeper perception of their image (Gavrilov 2016; Sukhotskaya 2016).

Political discourse is an important element of the conduct of politics and a means of "achieving public peaceful harmony" (Svitsova et al. 2015). According to Urazova, political discourse should be understood as "the entire set of texts created in the linguo-social space of political communication" (Urazova 2019).

The Dutch scientist T. van Dijk offers a definition of political discourse as: "all discourse genres that are used in the realm of politics, or the discourses used by politicians". Government discussions, parliamentary debates, party programs, and politicians' words are genres related to politics (Van Dijk 1998). The same author states of political actors engaged in political discourse that they are "participants of political discourse only when acting as political actors, and hence as participating in political actions, such as governing, ruling, legislating, protesting, dissenting, or voting" (Van Dijk 1997). The latter believes that political actors must exist in demonstrations, legislation, voting, and correspondingly, the institutional environment. We share this view.

Eponyms have strong pragmatic effects that enable the control and management of people. Crystal defines pragmatics as follows: "[…] it has come to be applied to the study of language from the point of view of users, especially of the choices they make, the constraints they encounter in using language in social interaction and the effects their use of language has on the other participants in an act of communication" (Crystal 2003). Politicians take into account the highly pragmatic effects of eponyms and use them skillfully, in a specific order, at specific times.

Although political discourse has received much scientific attention and has been studied from different points of view, and the role of various linguistic tools in it has been described (*metaphors:* Spitsyna–Medvedeva 2012; Urazova 2019; Zhabotinskaya 2016; *euphemisms:* Besedina et al. 2019; Svitsova et al. 2015; Tatsenko–Kravets 2013), eponyms among them have not received enough attention.

As eponyms are powerful pragmatic and cognitive tools, the study aims to present them as part of political discourse, and to reveal and compare peculiarities in their use in speeches of two politicians, thus outlining the role of eponyms in creating the linguistic personality of a politician.

RESOURCES AND RESEARCH METHODS

The object of research in the article is Barack Obama's 306 reports and Vladimir Putin's 350 reports on various topics from 2012 to 2017. Three or four reports were of a dialogical nature, while others remained monologues. All resources (reports) were taken from www.americanrhetoric.com (*American Rhetoric*), www.presidency.ucsb.edu (*The American Presidency Project*) and kremlin.ru official websites (*President of Russia*).

The discourses (reports, statements, etc.) of presidents were analyzed by means of the following research methods:

Diachronic method. This method considers the development and evolution of language and phenomena through history. In order to know if a term refers to the name of a person or a place, I examined the history and etymology of the eponyms. First of all, their meanings were defined and then their peculiarities were examined.

Definition analysis (a descriptive method) was used to depict eponyms in terms of what they mean. I would like to mention that eponyms may be derived from many other proper names, but they are mostly derived from anthroponyms and toponyms. This is why in this work we deal with anthroponyms and toponyms, and how eponyms are formed from them.

Discourse analysis focuses on the cognitive structures, intensities, and pragmatics of the addresser and addressees. The main tasks of investigating using the method involve identifying the ideas implicit in speech, the reasons and motivation for communicating implicit information, and the relationship between power and society. As sources of the article are political discourses, this method enables an analysis of various speeches and their transcripts and the identification of pragmatic effects.

CONSIDERATION AND RESULTS

The speeches of politicians indicate what position the politician seeks to take, what issues to pay attention to, and what to focus on (Tatsenko–Kravets 2013; Sharun 2017). In Obama's speech in the Texas 2012 election campaign, the Obamacare insurance policy was portrayed as a pragmatic approach that addressed a health problem in the community, thereby expressing concern and care for the health of the population. Moreover, Obama pragmatically influenced the public by functionally appraising, positively evaluating, and presenting Obamacare in a positive way.

> **Obamacare** *was the **right thing** to do. And you know what, they're right, I do care. I care about folks who get sick and go bankrupt. I care about parents who don't know whether or not they're going to be able to get treatment for their kids. It was the right thing to do.*
> *(Barack Obama: Remarks at a Campaign Rally in San Antonio, Texas July 17, 2012).*

Obama's speech at Fort Collins on August 28, 2012 used the eponym Obamacare in the form of a metaphor or simile (for a human being): his opponent Romney was reported to want to "kill" Obama's health policy. Destroying the health insurance program Obamacare would mean eliminating part of Obama's policy. This is why electorates supported the latter's campaign – to maintain their favorite candidate and the related insurance policy. The strategy generated maximum support and votes for this candidate. It pragmatically influenced the electorate in a stylistic way.

> *Governor Romney has promised that sometime on his first day, he is going to **kill Obamacare**. He's going to sit down, grab a pen – now, this would mean that he – by a stroke of a pen, apparently he thinks that he can kick seven million young people off their parent's plan. He can make [the price of] prescription drugs higher for seniors.*
> *(Barack Obama: Remarks at a Campaign Rally in Fort Collins, Colorado, Augustus 28, 2012)*

Obama used US president *F. Roosevelt's Four Fundamental Freedoms* as a historical realia eponym. The main pragmatics of this eponym were employed to persuade people to support policies that would achieve four freedoms (*freedom of speech, freedom of religion, freedom from need, and freedom from fear*). Security and freedom of speech in the press would be secured within the country. Second, the main component of the eponym – an anthroponym (F. Roosevelt) – has a strongly positive reputation in the history of the USA, and Obama used this authoritative model as a future development strategy. This and other techniques in Barack Obama's speeches increased their pragmatic potential and made them more convincing (Spitsyna–Medvedeva 2012)

> *One of our greatest Presidents in the United States, Franklin Delano Roosevelt, understood this truth. He understood democracy was not just voting. He called upon the world to embrace **(F. Roosevelt's) four fundamental freedoms:** freedom of speech, freedom of worship, freedom from want, and freedom from fear. These four freedoms reinforce one*

another, and you cannot fully realize one without realizing them all. So that's the future that we seek for ourselves, and for all people. And that is what I want to speak to you about today.
(Barack Obama: Address at Yangon University, Yangon, Myanmar, November 19, 2012)

The word 'boycott' (Charles Boycott) is used with different meanings, depending on the context. In most cases, it is used in a negative sense. But in Obama's speech, sentences included the word *boycott* in reference to promoting freedom, avoiding shame, walking honestly, and preventing racism. After the arrest of one of the most prominent individuals in the history of the USA, Rosa Parks, the leader of the National Association for the Advancement of Colored People (NAACP), teachers, and workers staged boycotts to protect their rights and freedoms.

A few days later, Rosa Parks challenged her arrest. A little-known pastor, new to town and only 26 years old, stood with her – a man named Martin Luther King, Jr. So did thousands of Montgomery, Alabama commuters. They began a **boycott** *– teachers and laborers, clergy and domestics, through rain and cold and sweltering heat, day after day, week after week, month after month, walking miles if they had to, arranging carpools where they could, not thinking about the blisters on their feet, the weariness after a full day of work – walking for respect, walking for freedom, driven by a solemn determination to affirm their God-given dignity.*
(Barack Obama: Address Dedicating Rosa Parks Statue, February 27, 2013)

Obama used the eponym *Berlin Wall* to describe part of the Cold War between the USSR and the USA in the middle of the twentieth century, and the military race that spread to Berlin in Germany. In other words, before the collapse of the Berlin Wall, the political pressures between the two countries were high. After the collapse of the Wall, the country embarked on years of peace and renaissance. The pragmatic influence was the victory of capitalism, the end of competition between two countries, the destruction of the history of the great socialist state (the collapse of the USSR), and the emergence of a new democracy that constituted the people's preservation of that democracy.

With the collapse of the **Berlin Wall***, a new dawn of democracy took hold abroad, and a decade of peace and prosperity arrived here at home.*
(Barack Obama: Address on Drones and Terrorism at the National Defense University, Fort McNair, Washington, D.C. May 23, 2013)

Obama used the eponym *Guantanamo prison* to criticize terrorists for attempting to commit a terrorist attack on New Year's Eve in 2010. This reference implies that it might demolish US foreign policy. Obama intentionally referred to it to attract voters – if they voted for him, he would close Guantanamo prison. Thus it was used as a pragmatic tool for the purpose of attracting the electorate, silencing prisoners in order to preserve the peace and well-being of people, and maintaining a *good image* of the country.

> *We will close **Guantanamo prison,** which has damaged our national security interests and become a tremendous recruiting tool for al Qaeda. In fact, that was an explicit rationale for the formation of al Qaeda in the Arabian Peninsula. And, as I've always said, we will do so – we will close the prison in a manner that keeps the American people safe and secure.*
> *(Barack Obama: Press Conference on Security Following Christmas Terrorist Attempt, White House, Washington, D.C. December 31, 2010)*

Barack Obama's speech at the election campaign in Pennsylvania on June 6, 2012 used reference to *the Hoover Dam* as a *unique structure* to intimate the development of the country and the protection of the population from natural disasters.

> *The reason we built **the Hoover Dam,** the reason we sent a man to the Moon or invested in the research that resulted in the Internet, the reason we built an Interstate Highway System, we did those things not for any individual to become rich; we did it so that all of us would have a platform for success, because we understand there are some things we do better together.*
> *(Barack Obama: Pennsylvania, June 6, 2012)*

the last quarter of the nineteenth century, European Jews lived in the suburbs of Mount Zion in Jerusalem to preserve their homeland – the tradition of the *Zionist* movement. Obama said that the Zionist movement has succeeded in many parts of the world; that the objectives of the Jewish liberty are fully reflected in this sacred movement; and that the latter deserve to have a rich independent nation of their own. The eponym *Zionist* is used with a pragmatic sense of precisely asserting that there is a complete basis for freedom, freedom, place, culture and people on earth as a nation. It is always pragmatic in that the use of this language reflects the significant historical value of the concept to a particular nation.

*And while Jews achieved extraordinary success in many parts of the world, the dream of true freedom finally found its full expression in the **Zionist** idea – to be a free people in your homeland. That's why I believe that Israel is rooted not just in history and tradition, but also in a simple and profound idea – the idea that people deserve to be free in a land of their own.*
(Barack Obama: Address at the Jerusalem International Convention Center, Jerusalem, Israel, March 21, 2013)

On February 23, 2012 in Moscow at the Luzhnikim Stadium, the candidate for the *President of Russia*, Vladimir Putin's words were:

Мы еще очень многое должны сделать для России, и мы будем делать это, опираясь на талант нашего народа, на нашу великую историю, которая написана потом и кровью наших предков. В этом году мы будем отмечать 200-летие со дня Бородинской битвы, и как не вспомнить Лермонтова и его Чудо-богатырей?
И умереть мы обещали,
И клятву
верности сдержали
Мы в Бородинский бой.

*(We still must do much for Russia, and we will be doing it relying upon the talent of our people, on our great history, which was written with sweat and blood of our ancestors. This year we are celebrating 200 years after the day of **the Battle of Borodino**, and how can we avoid recollecting Lermontov and his Chudo-Bogatyrs?*
And that we'll die we all then swore,
And th' oath of loyalty ne'er tore
Neath Borodinian sky). (Translation of poem by Pietr Soloviev)

During the election campaign, politicians try to make a very good impression on voters. Putin, whose image was formed as a "man of action" (Sedykh 2016), used the eponym *the Battle of Borodino* as a deliberate historical realia in the rally to invoke the spirit and unity and victory of the Russian people in this battle in the memory of the Russian population. Use of this historical realia eponym is intended to suggest that every Russian has the power to raise their spirit and to look at the person who says it and receive spiritual power. Putin used *the Battle of Borodino* because of its pragmatic influence on the electorate to win the political race.

Former governor of St. Petersburg Matvienko, in using the eponym *demographic package of Putin* in the Federal Assembly, referred to a positive social situation in the country in relation to the creation of conditions for young families and the demographic potential of the country. By evaluating this positively, showing 'the right' political course, people's attention was captured and a positive image of the president was created, and, as a result, the audience was pragmatically influenced.

Безусловно, очень хорошей, блистательной новостью практически для каждой семьи стал «демографический пакет Путина», как его уже назвали средства массовой информации. И те меры, которые Вы предложили, значение их очень трудно переоценить. И здорово, что именно с таких решений начнётся национальный проект «Десятилетие детства». Сегодня у всех семей России появилось больше оптимизма, они могут планировать рождение семьи, зная, что государство будет их масштабно поддерживать.

*(Undoubtedly, the '**demographic package of Putin**,' as it has already been called among the mass media, became great, splendid news for practically every family. And the measures you offered are impossible to overestimate. It is wonderful that such decisions will start the national project 'Decade of childhood.' Today, every Russian family is more optimistic, they can plan starting a family knowing that their government will support them on a big scale.)*
(Meeting with the leadership of the chambers of the Federal Assembly, December 25, 2017, Kremlin, Moscow)

Putin, by opposing the facts, tried to show the pragmatic influence of the eponym *the Warsaw Pact* at the St. Petersburg International Economic Forum in 2017. *The Warsaw Pact* collapsed with the collapse of the USSR, but the North Atlantic Treaty Organization still functions. So, one organization does not exist, but another one still does. The president intentionally used this antithesis, pitting the main events or facts against each other by saying *neither the Warsaw Pact nor the Soviet Union functions, but NATO (the North Atlantic Treaty Organization) still functions.* The pragmatic influence of this is to provoke people to think once again about the reason for the functioning of NATO (what is it for if its main rival no longer exists?).

Ссоры вокруг НАТО? Помогают ли они России? Ну, в том смысле, что НАТО может развалиться, – да, тогда помогут.

Но пока что-то мы не видим развала. Знаете, я много раз уже задавался вопросом и публично его ставил. НАТО создавалось как инструмент «холодной войны» в борьбе с Советским Союзом и так называемым Варшавским договором. Сейчас нет ни Варшавского договора, ни Советского Союза, а НАТО существует.

(Arguments over NATO? Do they help Russia? Well, in the sense that NATO can collapse – yes, they will help. But now we do not see any collapse. You know, I have asked this myself and the public many times. NATO was created as a tool of the Cold War in a fight against the Soviet Union and the so-called **Warsaw Pact.** *But now there is neither a* **Warsaw Pact***, nor a Soviet Union, although NATO exists.)*
(Plenary session of the St. Petersburg International Economic Forum, June 2, 2017)

As Bekoeva notes, one of the features of Putin's discourse is "manipulation of linguistic units" and "unpredictability" of speech that attracts the listener's attention and creates an image of "a thoughtful leader and an ordinary person from the people" (Bekoeva 2015). Putin deliberately repeated eponyms several times for pragmatic purposes. The main purpose of this repetition is to draw the attention of the audience to a critical issue and to engage the audience through pauses, since the *Minsk agreement* really aims at solving acute problems in Ukraine. At the same time, eponyms are used as predicative sentences, and referred to as facts that must be carried out *(*«никакого другого пути, кроме исполнения Минских соглашений» – there is no other way but to execute the Minsk agreements), which has a pragmatic influence.

Теперь по поводу Минских соглашений. Я считаю, уже говорил об этом, что никакого другого пути, если мы хотим добиться долгосрочного мира на юго-востоке Украины и воссоздания территориальной целостности страны, никакого другого пути, кроме исполнения Минских соглашений не существует. ... Потому что бесполезно бесконечно обвинять Россию в том, что она не исполняет либо не побуждает власти непризнанных республик на юго-востоке Украины к какимто действиям по исполнению Минских соглашений, если ключевые положения Минских соглашений не исполняются киевскими властями, а они киевскими властями не исполняются.

*(Now, as for the **Minsk agreements,** I believe, and I have already said so that there is no other way if we want to obtain a long-term piece of the south-east of Ukraine and recreate the territorial integrity of the country, there is no other way rather than execute **the Minsk agreements**. ... Because it is pointless to endlessly blame Russia that it does not execute or does not urge the governments of the unrecognized republics on the south-east of Ukraine to perform any action to execute **the Minsk agreements** if the key theses of **the Minsk agreements** are not executed by the Kyiv authorities, and they are not.)*
(Plenary Session of the XII meeting of the Valdai International Discussion Club, October 22, 2015).

In the following sentences Vldimir Putin repeated the eponym *Minsk agreements* and noted that, along with the repeated pragmatic effects of the eponym, factual manipulation on the Ukrainian side had occurred. Putin himself mentioned that this involved manipulation. Kiev claimed the *Minsk agreements* (Minsk Protocol) had been formally signed, but in fact they were not effective, and one more article was even secretly added to the agreement. Thereby, the fact was distorted. The eponym *Minsk agreements* is a direct basis for the implementation of the manipulation – in particular, factual manipulation (the distortion of facts).

Наконец, в Минских соглашениях прямо написано: в течение 30 суток после подписания этих Минских соглашений принять постановление Рады о введении в действие закона об особом статусе управления. Он, как я уже говорил, был принят Радой ещё раньше. Что сделали наши партнёры в Киеве? Они приняли постановление Рады и вроде бы формально исполнили Минское соглашение. Но одновременно без согласования с Донбассом приняли ещё одну статью, статью 10, в этот закон, в которой написали, что он будет действовать только тогда, когда выборы там состоятся, то есть опять отложили его введение. Но это просто манипуляции, я так об этом своему украинскому партнёру и сказал. Это просто манипуляции! Хотя формально – сделали. Как у нас классики марксизма-ленинизма говорили, по форме правильно, по существу – издевательство исполняются.

*(Finally, **the Minsk agreements** clearly state: 30 days after these **Minsk agreements** are signed the Rada is to adopt a regulation that a special status of governance shall be introduced in the form of law.*

It, as I have already mentioned, was already adopted by the Rada even earlier. What did our counterparts in Kyiv do? They adopted a resolution and formally seemed to have executed **the Minsk agreement.** *But, simultaneously, without agreeing it with Donbass, they adopted another article, Article 10, in the law, where they wrote that it will act only when elections are undertaken there; that is, they postponed adopting it again. It is sheer manipulation! Although formally it was done. Like our classical* **Marxist–Leninist** *authors would say, true in form, but derision in nature.)*
(Plenary Session of the XII meeting of the Valdai International Discussion Club, October 22, 2015).

Putin by '*Yalta meeting*' and '*Yalta system*' is referring to the *Yalta conference* organized for the leaders of the Allied forces during the Second World War. This eponym is used for evaluation purposes and has a pragmatic effect as a historical realia which is important for mankind.

Напомню, что ключевые решения о принципах взаимодействия государств, решения о создании ООН принимались в нашей стране на Ялтинской встрече лидеров антигитлеровской коалиции. Ялтинская система была действительно выстрадана, оплачена жизнью десятков миллионов людей, двумя мировыми войнами, которые прокатились по планете в XX веке, и, будем объективны, она помогла человечеству пройти через бурные, порой драматические события последних семидесятилетий, уберегла мир от масштабных потрясений.

(I will remind you that key decisions on the principles of interaction between governments, the decisions about creating the UNO were made in our country at **the Yalta Conference** *of the leaders of the anti-Hitler coalition.* **The Yalta System** *has truly endured, paid for by tens of millions of people, two World Wars which swept the world in the twentieth century, and, let's be objective,* **it has helped humanity go through the stormy, at times dramatic events of the last seventy years**, *it saved the world from a large-scale shock.)*
*(Meeting of the XIX St. Petersburg International Economic Forum, June 19, 2015).*

To be more specific, the pragmatics of eponyms can be realized through *repetition, metaphor or simile,* and *antithesis* (contraposing important facts).

Furthermore, eponyms have pragmatic effects by being historical, cultural realia; by functioning as a political image of the country and acting as key words in predicative sentences.

Figure 1 demonstrates the pragmatics of eponyms by means of different stylistic devices.

Figure 1. *Realization (techniques) of the pragmatic effects of eponyms*
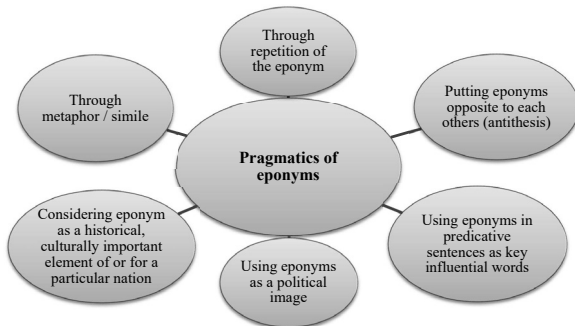
Source: compiled by the author

Table 1 illustrates the differences in using eponyms as pragmatic tools in the discourses of Barack Obama and Vladimir Putin.

Table 1. *Comparison of the pragmatic techniques used in the application of eponyms in the political discourses of Barack Obama and Vladimir Putin*

Obama's pragmatic use of eponyms		Putin's pragmatic use of eponyms	
Meaning	Example	Meaning	Example
Using eponyms in the form of metaphor	*Obamacare*	Using eponym as historical-cognitive realia	*The Battle of Borodino, Yalta system, Yalta conference*
Using eponym as a reference to convince people to trust	*F. Roosevelt's four fundamental freedoms*	Using eponyms to create a positive image	*Demographic package of Putin*
Using eponym as a historical-cognitive language unit	*Boycott, Berlin Wall, Zionist*	By means of antithesis (placing facts opposite to each other)	*Warsaw Pact* and *NATO*
To maintain a good image	*Guantanamo prison*	By means of repetition of eponyms	*The Minsk agreements*
Using eponyms as unique objects	*The Hoover Dam*	Using eponyms as predicative language units	*No alternative to executing the Minsk agreements*

Source: compiled by the author

As seen in Table 1, both politicians resorted to using eponyms in their speeches because they seek to deliver certain ideas, or to have a specific pragmatic impact on the listener. However, comparison of the eponyms of the politicians reveals that while Obama mostly uses references to unique objects or outstanding historical figures (*the Hoover Dam, F. Roosevelt*) and semantic stylistic units (*metaphor: Obamacare; metonymy: boycott*), Putin's use of eponyms is mostly syntactic, as he uses them in predicative constructions, in repetition, and in antithesis.

Nevertheless, both politicians use eponyms to maintain or create a positive image of their presidency, referring to their own deeds (*Obamacare, Demographic package of Putin*) or contraposing their deeds with denounced social phenomena (*Guantanamo prison*).

Although there are different types of eponyms, they all serve to address people's emotions and create a positive image or a positive association with speech. Potentially, eponyms may be used to convince people to make certain decisions, build trust in the government, or evoke patriotic feelings.

CONCLUSION

The pragmatics of eponyms in political discourse on the basis of an analysis of the speeches of politicians has been discussed. An adequate method and appropriate sources enabled a proper analysis of political discourse and attained the goal of this research. The pragmatic effect manifests itself in the use of language in a proper way, while taking into account the status quo of the country and needs of society. This is because it is only in the case that people are in need that they are willing to believe.

The eponyms used by politicians can be both evaluative and value-based in nature, reflecting attitudes to the historical and cultural reality that is significant for people. In terms of using eponyms as keywords in predicative sentences, this is realized with the help of repetition, comparison, metaphor, or as a comparison of facts, and is aimed at attracting the attention of the audience to a particular problem.

The investigation of eponyms and their consideration in political discourse has proved that eponyms can be used as pragmatic tools. Day by day, new political eponyms are appearing due to new presidents, new political courses, political issues, conferences, summits, and other events. Eponyms are becoming a part of politics and political discourse and function well. As they are derived from proper names (personal and place names), their use is quite important in official

or daily speech. Because those proper names have connotations in the language consciousness of particular nations, they invoke presuppositions and as a result pragmatically work very well.

In the political discourse of politicians, eponyms have strong pragmatic effects. The main pragmatic content of their influence is creating a positive image (of ideology, freedom, uniqueness, inviolability, or a positive/negative evaluation). Such components are necessary for influencing recipients, because the latter are important values for humanity that can evoke goodness and the revival of a country, including its culture and history. By using these pragmatic techniques, politicians attempt to have the greatest influence on their electorates, to display their common interest with ordinary people, and to suggest stability in domestic and foreign policy. The main pragmatic approach of politicians is attracting the attention of listeners and persuading them to engage in the necessary social activity.

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