

Conclusion. Both the political leaders use expressive linguistic means at the combination of the highlighted three levels adhering to the above-mentioned principles which notes the high degree of their influence on the public in the presented discourse.

Among the leading linguistic means are epithets, synonyms, antithesis, metaphors, parallelism, lexical repetitions, metonymy, hyperbole, anaphora, still there are peculiarities in each speech. Joe Biden's speech is the shortest and simplest. Donald Trump's speech is not only twice as long but also much more complicated. Joe Biden often uses polysyndeton, gradation, epiphora when Donald Trump uses rhetorical questions, hyperbole, a large number of numerals.

There are great differences considering macro-level. Trump focuses exclusively on the negative aspects of his opponent. The speech being initially positively oriented acquires a negative connotation. Sometimes it is not structured. Joe Biden's speech is carefully written. A well-chosen strategy aimed at the emotional expression of ideas and proposals gives effectiveness and represents positive aspects of life including regular mentions of 'hope', 'love' and 'opportunities'.

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FEAR CONCEPT: VERBALIZATION IN THE ANIMATED FILMS FOR KIDS “STARS OF THE SEVENTH HEAVEN” AND “INSIDE OUT”

Introduction. The body of the research paper focuses on the examination how FEAR concept is verbalized by linguistic means in the Russian and English languages in the animated films for kids.

Fear is obviously seen in animated films as it's visualized with facial expressions of the animated characters: their eyes are wide open, a mouth is twisted, and eyebrows are slanted down.

The relevance of this research is defined by linguistic interest towards studying how the internal world of a person is reflected in verbal behaviour while expressing emotions. Sometimes communicators misunderstand emotions and that can even cause conflicts. These differences can be traced in a language: in vocabulary and grammar, in phraseology, speech formulas and in verbal communication process.

The purpose of the study is to identify particular features of FEAR concept verbalization in the animated films for kids produced by the national studio Belarusfilm “Stars of the Seventh Heaven” (2021) and Pixar Animation Studios “Inside Out” (2015). The Belarussian animation is based on the book written by G. Davydko.

The object of the study is FEAR concept.

The subject of the study is FEAR concept verbalization in the animated films for kids “Stars of the Seventh Heaven” and “Inside Out”.

A hypothesis is that the FEAR concept is expected to involve emotional overtones that depend on the context.

Main part. We follow the definition of conceptual analysis of a text given by Prof. L. Miller. The conceptual analysis of a literary text is a special type of text analysis with a literary concept in the spotlight [1, p. 42].

The method of conceptual analysis usually includes collecting information on the author and medium of publication; examining the semantic meaning of a concept; drawing out the kind of intervention an author intends through the use of a concept.

As the purpose of the study is to identify particular features of FEAR concept verbalization, we understand verbalization: as the activity of expressing something in words.

Fear as a character acts in the both analysed film scripts. In the script “Stars of the Seventh Heaven” Fear character is a personified villain, the lord of the fifth heaven. Another Fear is a character in the film “Inside Out”. He is the purple Emotion and one of the five Emotions inside the mind of the girl Riley by name, along with Joy, Anger, Disgust and Sadness. So, we decided to find out how these two Fears function in terms of linguistics.

The core of Fear concept is the word “fear”. It has the most common meaning, it is not a term and it's not marked stylistically. Using sampling techniques we found the instances how FEAR concept is presented in the scripts. We came to the conclusion that they're linguistic units presented with nouns, adjectives, pronouns and verbs. We classified them into the following groups: associative field (positively and negatively marked linguistic units), description of events, action description.

There is a certain specificity that is expressed by peripheral semantic components. According to the field principle the core components are “scared”, “terrified”, and «испуганно», «страшный», «ужасный». Whereas peripheral semantic components are “jumpy”, “disappointed”, “troubled”, “cautiously”, “tears”, «трусость», «слабость», «жестоко» (Table 1, 2).

Table 1 — Verbalization of the concept FEAR in the script “Stars of the Seventh Heaven”

Emotional concept	Linguistic units			
	Associative field		Description of events	Action description
Fear	negatively stained linguistic units	positively stained linguistic units	Ужасный Страшный Возбужденный	Испуганно Жестоко
	Ужас Слабость Трусость Недоумение Гроза Пытки	Награда Богатство Почтение		

Table 2 — Verbalization of the concept FEAR in the script “Inside Out”

Emotional concept	Linguistic units			
	Associative field		Description of events	Action description
Fear	negatively stained linguistic units	positively stained linguistic units	nerves are shot solitary confinement the worst day ever worst scenario	look safe get rabies die from moving pretend scream hesitate
	terrified jumpy stressed out scared missing dead lost disappointed troubled cautiously tears negative outcomes meteor quicksand spontaneous combustion	supervises good at keeping safe an unqualified success a myth		

Conclusion. Studying the film script “Inside Out” we found out that the objective of the FEAR character is to provide the main character, Riley, with safety. Fear’s main job is to protect Riley and keep her safe. He is constantly on the lookout for potential disasters, and spends time evaluating the possible dangers, pitfalls and risk involved in Riley’s everyday activities. The emotion is based on anxiety and excitement. In the film script “Stars of the Seventh Heaven” the FEAR character affects with threat causing fright of his opponents. It results in horror and panic. We conclude that the FEAR concept involves emotional overtones that scriptwriters use in the animated films. This fact is proved by the use of the linguistic means that have the direct and indirect description.

Moreover, as teenagers are interested in the problems of relationships between a man and his surroundings, life choices and spiritual development, the use of the method of conceptual analysis can help them to understand the contexts better and become more effective communicators.

References

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