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### **«Bushisms» — occasionalisms, historicisms or usual lexical and grammatical units**

Political activity has not remained aloof of society, has always been of a great interest and has played an important role. Country's place on the international arena, its relations with other countries, its role in the international community depend on a certain political position or a situation. Image of the country is determined by how political leaders represent their country.

Having analyzed the speeches of political leaders, one can identify strategies and tactics of argumentation, used by them for the purpose of audience convincing. Researches of their speeches allow, on the one hand, predicting the further actions and intentions of a politician, on the other hand — establishing the most effective ways to influence the audience. In linguistics, it is a broad field of studying lexical and stylistic means of syntactic structure and morphological characteristics, i. e. a verbal tool of the pragmatic component. The works of A. P. Chudinov, O. V. Gaikova, A. A. Filinskii, V. I. Karasyk, A. B. Khalatyan, M. L. Makarov, O. N. Parshyna, Y. I. Sheigal, I. V. Trufanova, and others can give information on this issue.

Political discourse expresses the whole complex of relations between a person and society. Thus, this phenomenon is functionally aimed to form recipients' fragment of outlook or worldview.

Using political discourse, one can understand how cultural values are represented in different linguistic groups, how social order is promoted, what elements of linguistic picture of the world remain beyond the conscious linguistic strategies of speaker, how a conceptual worldview that is inherent in each language group is formed<sup>1</sup>.

The *topicality* of the research is determined by the increased attention of modern linguistics to the problems of political communication studying. On the one hand,

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<sup>1</sup> Шейгал Є.І. Семіотика політичного дискурсу; дисертація доктора філологічних наук: 10.02.01/Є.І. Шейгал. - Волгоград, 2000. - 175 с.

political language plays an increasingly important role in the formation of values and attitudes in society, and on the other hand — the formation of usual practice and therefore in distributing occasional grammatical or lexical elements that have the opportunity to acquire the status of standard speech phenomena.

The *purpose* of this article is to consider the phenomenon of «bushisms» in the political discourse, their structural features and to identify the prospects of their further usage.

The *object* of the research is the texts of George W. Bush Junior's political appeals with the establishment of key lingual characteristics of his political speeches.

The *subject* is «bushisms» as a marker of lexico-grammatical content of Bush's speeches, which by their own expressiveness are able to get an opportunity to transform from the status of occasional phenomenon to usual and, subsequently, standard one.

Spreading widely lexical, grammatical, stylistic materials of political texts are capable to influence significantly the usual component and, accordingly, further the standardization of certain lexico-stylistic, grammatical stylistic elements.

To substantiate this point of view, one should study the dynamics of «bushisms» spreading (new words and phrases in speeches of U. S. President George W. Bush Junior<sup>1</sup>) in modern English. The term has actively spread after President Bush's addresses to the press, often appeared in print sources and on television. One began to identify “bushisms” in the language of President as incorrect word endings in singular and plural forms, wrong pronunciation, confusion of consonant words, repetition and outright nonsense.

*Families is where our nation finds hope, where wings take dream.*

*Rarely is the question asked: Is our children learning<sup>2</sup>?*

In the given examples the coordination aspect of the subject and the predicate in number is completely leveled down as a consequence the subject is expressed by a noun in plural form (*families, children*), appears along with the predicate, which is a marker of singular (*is*).

In another example, there are numerous repetitions, which are a particular highlight of Bush's speeches.

*I know what I believe. I will continue to articulate what I believe and what I believe — I believe what I believe is right<sup>3</sup>.*

*The Bob Jones policy on interracial dating, I mean I spoke out on interracial dating. I spoke against that. I spoke out against interracial dating. I support the policy of interracial dating<sup>4</sup>.*

<sup>1</sup> Избранные ляпы Дж. Буша [Электронный ресурс]. – Режим доступа к сайту: <http://mistakes.ru/humor/bushism>

<sup>2</sup> The page of the Top Bushisms [Electronic resource]. – Access: [http://www.tafinn.com/andyfinn-us/bush\\_league/bushisms2\\_malapropisms.htm](http://www.tafinn.com/andyfinn-us/bush_league/bushisms2_malapropisms.htm)

<sup>3</sup> BBC News [Electronic resource]. – Access: <http://news.bbc.co.uk/2/hi/7809160.stm>

<sup>4</sup> CBS News [Electronic resource]. – Access: <http://www.cbsnews.com/news/the-shadow-of-bob-jones/>

*We must all hear the universal call to like your neighbor just like you like to be liked yourself*<sup>1</sup>.

The feasibility of using such a stylistic tool can be explained in different ways. On the one hand, the repetition serves to fill the lacunae<sup>2</sup>, as speech is verbal and unprepared in nature, that's why it takes time to choose the most relevant lexical units that match sender's intentions. The repetition of the mentioned information allows to accumulate illocutionary potential.

On the other hand, all the verbal strategies of contemporary political discourse act in one direction: to create an impact on a recipient, to convince him of decision-making, that is required for the subject of political activity — thus to manipulate. Basic components of manipulative strategies are hiding, and distortion of information, exaggeration, and generalization. Accordingly, in order to convey their intentions speakers-politicians actively use such stylistic means as euphemisms, metaphor, metonymy, hyperbole, litotes, antithesis, irony, inversion, ellipsis, repetition, antithesis, polysyndeton, etc. They serve to transfer the attention from unwanted consultants to desirable ones from the point of view of the producer, regardless of whether they are objects or actions»<sup>3</sup>.

The main feature of Bush's speeches and performances is using malapropisms (replacing of words with similar words with the wrong meaning or inappropriate words<sup>4</sup>):

*I want you to know that farmers are not going to be secondary thoughts to a Bush administration. They will be in the forethought of our thinking.*

The word *forethought* (*careful thought or planning before doing something*<sup>5</sup>) in this context is taken inappropriately. According to this content one should take *foremost in our thoughts* or *in the forefront of our thinking*. In fact, based on contextual analysis we understand that the President was referring to the farmers as his Government would first of all take care of farmers.

Such cases are not rare. The usage of a lexical unit *commiserate* (*to express your sympathy for someone who is unhappy*) instead of communicatively relevant *commensurate* (*matching something in size, quality or length*<sup>6</sup>) in the next Bush's utterance.

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<sup>1</sup> Избранные ляпы Дж. Буша [Электронный ресурс]. – Режим доступа к сайту: <http://mistakes.ru/humor/bushism>

<sup>2</sup> Швачко С. О. До питання про лакунарність у мові та мовленні/С. О. Швачко//Філологічні науки. Вісник Волинського національного університету ім. Л. Українки. – 2011. – № 4. – С. 119–121.

<sup>3</sup> Ущина В. А. Стратегії риторичної домінантності та їх реалізація в політичному дискурсі/В. А. Ущина//Науковий вісник Волинського державного університету ім. Л. Українки. Філологія. – 2009. – № 5. – С. 394–400.

<sup>4</sup> Избранные ляпы Дж. Буша [Электронный ресурс]. – Режим доступа к сайту: <http://mistakes.ru/humor/bushism>

<sup>5</sup> Longman Dictionary of Contemporary English/[director Della Summers]. – 4th edition. – Edinburgh : Person Education Limited, 2005. – 1950 p.

<sup>6</sup> Ibid.

*I want to remind you all that in order to fight and win the war, it requires an expenditure of money that is commiserate with keeping a promise to our troops to make sure that they're well-paid, well-trained, well-equipped*<sup>1</sup>.

Or usage of *gracious* instead of contextually appropriate *grateful*:

*Really proud of it. A great campaign. And I'm really pleased with the organization and the thousands of South Carolinians that worked on my behalf. And I'm very gracious and humbled*<sup>2</sup>.

Usage of malapropisms, lexical repetitions (reiteration) and grammatically erroneous constructions only emphasizes not prepared oral speech. In today's political discourse it becomes extremely significant, when taking into consideration it's wide spreading, permanent presence of politicians with their statements, comments in the public eye.

Along with that, the main purpose of this research is to follow the subsequent dynamics of «bushisms» in the usual practice taking into account the presence of temporal distance from the period of George W. Bush presidency.

Therefore, the lexical unit *embetterment* was made-up by the President and subsequently was added to the list of famous "bushisms."

*We've gotta promote the leadership that is willing to condemn terror and, at the same time, work toward the embetterment of the lives of the Palestinian people*<sup>3</sup>.

If one turns to the analysis of the immediate components of the lexical unit (*em + better + ment*), one can understand that the root is *better* (comparative form of the adjective «good» to refer *more useful, interesting, satisfactory, effective*<sup>4</sup>). Further, using a quite common English suffix *-ment*, noun *betterment* is formed (*improvement, especially in someone's social and economic position*<sup>5</sup>). Taking into consideration lexical meaning preservation of the given lexical unit ("*better*" → "*betterment*"), one concludes that the derivation is grammatical. Also there is a prefix layer *em-* (1) *word-forming element meaning «in, into», from French and Old French en-, from Latin in- «in, into»; 2) word-forming element meaning «near, at in, on, within», from Greek en- «in», cognate with Latin «in»*<sup>6</sup>) which should have given a new shade of lexical or grammatical meaning.

<sup>1</sup> Избранные ляпы Дж. Буша [Электронный ресурс]. – Режим доступа к сайту: <http://mistakes.ru/humor/bushism>

<sup>2</sup> Ibid.

<sup>3</sup> Краткий словарь бушизмов [Электронный ресурс]. – Режим доступа к сайту: <http://www.tramvision.ru/words/bushism.htm>

<sup>4</sup> Longman Dictionary of Contemporary English/[director Della Summers]. – 4th edition. – Edinburgh : Person Education Limited, 2005. – 1950 p.

<sup>5</sup> Ibid.

<sup>6</sup> Етимологічний електронний словник on-line – [Електронний ресурс]. – Режим доступу

Along with that, analyzing the semantics of the word in the context of the given example, we understand that neither lexical meaning of the prefix *em-*, nor its grammatical component (*used with native elements to form verbs from nouns and adjectives*<sup>1</sup>) is appropriate. Newly born *embetterment* is an occasionalism, influenced by emotional breadth of speech, time restriction, that are attached by the very conditions of the political discourse functioning, the constant necessity of a politician to stay in public and the absence of such an opportunity to prepare properly and think over his own speech or performance.

In this case, political discourse plays an important role not only in the process of such occasionalisms appearance, but also serving as a mechanism to guarantee their subsequent distribution in usual practice. Thus, *embetterment* is found in the J. Stewart's and S. Colbert's notes about Palestinians:

*What part of embetterment don't you understand? The Israelis and the Palestinians are scared to the point of deshitment*<sup>2</sup>.

This lexical unit is used by B. D. Davis in his short story "Ordinary people":

*Like my Pa, Josh willed all of his mortal remains to the embetterment of science*<sup>3</sup>.

Despite its occasional nature, immediate tie with its author, creator, that indicates the appearance of the term «bushisms» and, accordingly, a historicity, because such lexico-grammatical phenomena are the markers of a certain person in a certain historical period; such lexico-grammatical elements get the possibility of further spreading, provided by the significance of political discourse in the modern society. Constant airtime of politicians' speeches create effect of advertisement, peddling not only social and political ideas, but also linguistic material used by the politicians which, thus, gets a chance of further existence and speech functioning.

Being occasional elements «bushisms» as all occasionalisms are able to acquire usual spreading, and, therefore, enter verbal practice. The results of the undertaken research establish the framework for further in-depth developments in the field of intralingual processes, caused by individual cognitive and pragmatic factors. In this case one takes into account not only the aspect of appearance of one or another occasionalism, but also lingual, extralingual factors that the addressee uses as a tool, reproducing the borrowed concept and its verbal form in another communicative situations being already a speaker.

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до сайту : <http://www.etymonline.com/>

<sup>1</sup> Етимологічний електронний словник on-line – [Електронний ресурс]. – Режим доступу до сайту : <http://www.etymonline.com/>

<sup>2</sup> Blog "In Arguendo" [Electronic resource]. – Access: [http://inarguendo.blogspot.com/2002\\_09\\_22\\_inarguendo\\_archive.html#82198041](http://inarguendo.blogspot.com/2002_09_22_inarguendo_archive.html#82198041)

<sup>3</sup> The original text of the story "Ordinary People" by Joseph Davis [Electronic resource]. – Access: <http://fictionaut.com/stories/brian-joseph-davis/ordinary-people>

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