

## Metaphorical Modeling of Negotiations on ‘Jamaica Coalition’ in Mass Media of Germany

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**Abstract.** The article deals with the metaphoric modeling of media discourse by the example of the negotiations on ‘Jamaica coalition’ in mass media of Germany. Such spheres-sources of metaphorical expansion as Disease, Sport, Nature and Food/Kitchen and Theatre and their activity are analysed in the article. It is shown that the metaphor helps publicists to solve any communicative tasks they need. The metaphor possesses a pragmatical function in media discourse, it can attract and provide simplicity of perception of information and, therefore, form a positive or negative attitude towards it. According to the analysis the process of coalition creation is presented by means of different types of metaphors as a set of rehearsed actions in advance, spectacular performances of various emotional character, sometimes with unpredictable, obscure results.

By reading daily information from the Internet, we come across various articles with vivid headlines, which, when posted online, immediately attract our attention as readers. This sort of ‘enticing’ happens due to the use of various lexical means which make the text more interesting and eye-catching.

The role of mass media in various spheres of public life is immense and diverse. Modern mass media have undertaken a role of event line demiurges, forming an information field, including the virtual sphere. None of public communication can happen without these creators of socially significant information, which sets the goals and clarifies the interests, creates images and defines style and behaviour strategies of subjects of sociocultural interaction in society [1].

In order to effectively manage the process of information perception, its distribution and fixation in the form of stereotypes, clichés, public opinion formation, journalists use different lexical means such as metaphor, comparison [2].

Metaphor in cognitive linguistics is understood as a way of thinking, conceptualization and a categorization of knowledge of reality. The basis of metaphor is not an objectively existing category, but concepts formed in person’s consciousness. The choice of metaphor’s basis is connected with the ability of the person to commensurate all new with his own image or with the perceived objects with which person deals in his own experience.

The theory of conceptual metaphor was stated for the first time in George Lakoff’s and Mark Johnson’s book ‘Metaphors we live by’ [3]. Its basic outlines are stated in the works of: A.N. Baranov and D.O. Dobrovolsky, E.S. Kubryakova, T.G. Skrebtsova, A.P. Chudinov and a number of other authors [4-7].

The term ‘metaphor’ means not only traditional forms of metaphor, but also metonymy constructions, comparisons, synecdoche, metaphorical forms as a part of terms and phraseological units and etc., as their functions in various types discourses are similar.

One of the most important functions of metaphor in mass media discourse is its evaluativity, capable of creating the needed vivid image of an addressee from an addresser, which suggestively influences the perception of the information under the particular point of view. It is the evaluative metaphor that often becomes generalization, a keyword, which is put into the base of nomination and defines the common context. Thus, ‘a keyword has a powerful evaluative part, which organizes text for the purposes of expressing positive or negative reflection’ [8].

Analyses of internet publications, appeared in German mass media in the period of 25.9.2017 – 30.12.2017, showed that there are a great many of headlines catching the eye, which are dedicated to the present events. One of the topics highly discussed in German press during this period is the debates on the attempts to create coalition, which was named ‘Jamaica’.

According to the results of elections to the lower house of Germany parliament to the Bundestag in September 2017, six parties were elected: CDU/CSU (32,9%), FDP (20,5%), AfD (12,6%), SPD (10,7%), Left party (9,2%) and Union 90/The Greens (8,9%). None of the parties received the absolute majority of votes. There was a necessity in creating the coalition.

Due to the announcement of Free Democratic Party of Germany on its leaving into opposition, which was a member of so-called grand ruling coalition with the Christian Democratic Union of Germany in the previous elections, the only opportunity to create coalition with

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the majority of votes is the alliance of three parliamentary parties - CDU/CSU, SPD and the Union 90/The Greens. This coalition has received the name 'Jamaica Coalition' as the combination of traditional colours of parties coincides with the colours of a flag of this island country. Such coalitions have been existing on the level of German states for several years, but it was the first attempt to create it at the federal level. Political programs of these parties differ, and disagreements have essential character on a number of questions such as migration policy, transition to alternative energy sources, environment protection. In this regard preliminary negotiations on the possibility of coalition creation (Jamaika-Sondierungsgespräche) were organized, during which the party members had the chance to try to find a compromise on the central questions. The negotiations started on October, 24 2017 (carried out in different member structures) and finished at night of November, 20, when the chairman of the party Christian Lindner informed the journalist that negotiations have been failed.

The society and the press of Germany observed the course of negotiations with great interest. As a source of practical material of the research, we used articles of German press (Deutsche Welle, Tagesspiegel), containing both quotes of speeches of politicians and journalists' comments on the topic.

The analysis of collected examples has shown that by characterizing and estimating candidates, their speeches, expressed opinions and disagreements and also describing the course of negotiations in general, journalists use nominations from various spheres of life, thereby attracting the reader with lexis familiar to him. Such spheres as "Road", "Conflict/War", "Sport", "Theatre", "Disease", "Nature" and "Food/Kitchen" serve as sources of metaphoric expansion. The main spheres-sources of metaphorical expansion and their activity in the German discourse of mass media:

Source	Number of examples	Percentage
Road	71	18.6
Conflict/War	58	15.2
Sport	45	11.8
Theatre	30	7.9
Navigation	27	7.1
Disease	24	6.3
Nature	17	4.4
Food/Kitchen	15	3.9
Others	95	24.8
Total amount	382	100%

Due to the limited volume of this article, we have considered only the most interesting spheres of the metaphorical nominations.

Consumer society, being one of the traits of modern society, is characterized by mass consumption of material benefits from which one of the major is the need for food. Food, good or bad appetite, a favourite and not favourite dish are the eternal subjects. 'The metaphor is a kind of a mirror in which regardless of someone's likes and dislikes national consciousness is reflected in a

certain stage of society development' [7]. According to A.S. Boychuk, 'a gastronomic metaphor is the most convenient figurative way of expressing negativity, which products of culture receive among native speakers, due to theirs 'reduced' character (it is caused by 'physiology' of this type, its communication with body life)' [9]. R.D. Kerimov, considering a gastronomic metaphor in the sphere of the German politics, also notes that 'the cooking process projected on the sphere of politics means various political actions and ideas, most often in a negative sense' [10]. Metaphors with the sphere source of 'Food' designate fragments of political reality, giving them special credibility and presentation due to the use of nominations of flavour and temperature perception.

The most frequently used naming units are cake, pie, pizza, which denote something as a whole (pie, cake) or something that we imagine as a whole, consisting of several parts (pizza).

Die sogenannte Jamaika-Koalition ist nicht zustande gekommen. Zumindest jetzt nicht. Das hat viele überrascht – auch mich. Schließlich verfolgte ich seit Jahren die sogenannte Pizza-Connection, quasi den Vorläufer des Jamaika-Dreiers bestehend aus einzelnen CDU-, FDP- und Grünen-Politikern mit einem gewissen Staunen. (The so-called Jamaica coalition has not taken place. At least now. It surprised a lot of people – me as well. I used to observe astonishingly 'the alliance-pizza', a peculiar predecessor of the tripartite alliance of Jamaica from certain representatives of CDU, FDP and the Greens) (Tagesspiegel, 22.11.2017).

The concept 'pie' is one of the main in the national culture. A great many of customs are connected with it. It is widely used in proverbs and sayings.

The cultural concept 'pie' is connected with completeness, prosperity, which consists of several part and it always tried to be divided into parts, in the consciousness of native speakers. The collective cooking of pie as an indicator of a possibility to come to a single and clear opinion, is reflected in the full conceptual metaphor which "provides connectivity and integrity of the text, enhances its esthetic importance, provides an intertextuality" [7]. The lack of the agreed plan of work is metaphorically shown in this full metaphor of nomination ohne Rezept (without a recipe), falsche Zutaten (the wrong ingredients), the result of which can be a failed 'pie'.

Koalitionsküche: Gelingt der "Jamaika-Kuchen"?

Gibt es vor dem Wochenende ein "Go" oder ein "No-Go" für weitere Verhandlungen zu einem Jamaika-Bündnis in Berlin? Hohe Erwartungen, Nervosität und beginnende enttäuschte Liebe prägen das Geschehen ohne Rezept.

Falsche Zutaten? Dann hilft auch ewiges Rühren nicht! Zwölf Mitarbeiter mischen hier <in der "Horbacher Mühle"> erlesene Backmischungen. So wie Merkel das beim Backen eines "Jamaika-Kuchens" in Berlin derzeit auch versucht. Geschäftsführer Johannes Dobelke empfiehlt den Berlinern, mutig und pragmatisch vorzugehen. "Manchmal mischt man Zutaten und probiert dann was rauskommt." Auch die vier Parteien sollten schauen, ob aus den vorhandenen Zutaten was

Schmackhaftes wird. "Hat man allerdings die falschen Zutaten, wird es vom vielen Rühren auch nicht besser", warnt der Mühlenbesitzer.

Coalition kitchen: will 'Jamaica Pie' be a success?

Will we hear 'yes' or 'no' for the continuation of negotiations on coalition creation in Berlin before days off? High expectations, nervousness and the existing disappointment of lovers exert impact on the process of cooking without recipe.

Wrong ingredients? Then even sustainable mixing will not help!

Twelve workers mix here <on the mill "Horbacher Mühle"> exquisite mixtures for baking. The same as Merkel tries to do for baking the 'Jamaica Pie'. The director of the company Johannes Dobelke advises to Berliners to be courageous and work pragmatically. 'Sometimes one has to mix the ingredients and see how it goes'. And these four parties have to look narrowly whether it is possible to bake something tasty from the available ingredients. 'However if the wrong ingredients are used, then even sustainable mixing won't help' - the owner of a mill warns us (Deutsche Welle, 16.11.2017).

The degree of candidate aggression is expressed by a phrase die Sahnetorte ins Gesicht schlagen, where creamy cake (die Sahnetorte) denotes funny, cheerful action, actualizing thereby pragmatic sense of ridiculousness of the situation: "Momentan sind wir dabei in Sondierungen festzustellen: Gibt es ein Mindestmaß an Vertrauen gegenseitig, so dass nicht der Eindruck entsteht, wir wollten uns wechselseitig nur die Sahnetorte ins Gesicht schlagen", so Wolfgang Kubicki. ('At this stage of negotiations the following should be noted: the mutual trust is at such low level that it is unlikely that we only plan to throw creamy cake at each other's faces', - Wolfgang Kubicki said.) (Deutsche Welle, 19.10.2017)

Dishonesty, hypocrisy of the parties telling about the noble purposes, but aspiring to material benefits and striving for the best positions at the same time, are actualized in naming units das Tofu (the Chinese soy cottage cheese) and der Fleischtopf (a pan with meat): Und gewohnt schneidig fiel die Reaktion von CSU-Generalsekretär Andreas Scheuer aus: "Tofu predigen, aber so schnell wie möglich an die Fleischtopfe wollen: typisch grün." (The secretary general of CSU Andreas Scheuer has as usually sharply reacted: "To preach for tofu, and to strive for pans with meat: typical greens") (reaction to the statement of the representative of Green Party that in the future the chancellor has to have two vice-chancellors – one from FDP party and one from the Greens) (Deutsche Welle, 23.10.2017).

The food metaphor is also used for the description of the forthcoming negotiations which result has to be the common action program. It shows that quite a difficult task arises before the negotiators: Es liegen jetzt alle Zutaten auf dem Tisch. Jetzt muss man aus diesen vielen, vielen Zutaten einen möglichst leckeren Teig rühren. (There are all the ingredients on the table. Now it is the time to knead the tastiest dough possible out of a great many of ingredients.) (Deutsche Welle, 03.11.2017).

Letch and aspiration for power can be observed in naming unit Machthunger (thirst (literary hunger) power), Appetit (appetite): Die SPD hat eine große Koalition abgelehnt. Wie groß der Machthunger dort dann doch ist, kann man jetzt noch nicht sagen. (SPD has refused grand coalition. To define the strength of their thirst for power is hard to say at this point) (Deutsche Welle, 20.11.2017).

Der Appetit auf eine Regierungsbeteiligung in einer Jamaika-Koalition war von Anfang an eher gering. Christian Lindner war derjenige, der schon in der vergangenen Woche auch immer wieder betonte, Neuwahlen wären auch nicht das Schlimmste. (Thirst to appear in the government as a part of the coalition Jamaica <at FDP party> was rather small from the very beginning. Christian Lindner was the one, who repeatedly emphasized last week that re-elections would be not the worst option.) (Deutsche Welle, 20.11.2017).

Metaphors from the sphere source 'Food' are low-frequency in German press. The efficiency is 15 units (3,9%). They form the emotive meanings for addressee connected with expectation, hypocrisy, inconstancy. Depicting media subjects by means of a gastronomic metaphor reduces the dignity of the subject, negative connotations appear.

Metaphors with the sphere source "Nature" (4,4% of total examples) reflect political realities in the concepts of the world of the wildlife surrounding the human being. These metaphors have appeared from our consciousness of correlation of weather conditions with moods of the person. Seasons, various natural phenomena are associated in our consciousness with certain emotions too: severe winter examines us for durability, spring gives joy of revival and confidence that summer will definitely come. We are inclined not only "weather" our feelings and state of mind, but also "humanize", animate, allocate with feelings natural phenomenon. For example, a hurricane, a tornado (der Hurrikan), thunderclaps (der Donnerschlag), an earthquake (das Beben), dark clouds (dunkle Wolken) figuratively portray inconsistency of the operating parties, conflict situations, and the use of the antonymous weather phenomenon "breeze" in combination with an epithet "pleasant" (nette Brise) strengthens expectation of a situation failure: Wenn man glaube, dass in schwierigen Bereichen eine Lösung gefunden worden sei, und diese dann am nächsten Tag wieder infrage gestellt würde, dann fühle sich das eher an wie ein Hurrikan als wie eine "nette Brise" am Strand von Jamaika, so Buschmann. (If you strongly believe that the solution in the difficult sphere has been found and the next day it is again threw into the question, then there is a feeling that there is rather hurricane storm on the beach of Jamaica, than the blow of "a pleasant breeze", - Bushmann said.) (Deutsche Welle, 17.11.2017).

Was war das für ein Donnerschlag in der Nacht zum vergangenen Montag! Die Sondierung gescheitert! Staatskrise in Deutschland! (What a thunder was last Monday night! Negotiations have failed! There is a political crisis in Germany!) (Deutsche Welle, 23.11.2017).

The effect which was caused by unexpected ineffectual completion of negotiations is described as "earthquake" (mediales Beben) in the German press: Aber wie auch immer: Das plötzliche Ende der Verhandlungen, es genügte, um ein mittleres mediales Beben auszulösen. (Anyway, the sudden end of negotiations could cause a media earthquake.) (Deutsche Welle, 23.11.2017).

Suddenly appeared good ideas are compared to flashes of lightning, problem points are compared to dark thunderclouds, however the open conflicts have been avoided, the thunder hasn't thundered, and therefore the thunderstorm hasn't burst: Der Austausch sei eine "Generaldebatte" gewesen "mit einigen Geistesblitzen, mit ein paar dunklen Wolken, aber der Donner ist ausgeblieben", sagte Bundesgeschäftsführer Michael Kellner. (Negotiations were 'the general discussion' with 'several brilliant ideas (literary - thoughts of lightning), couple of dark clouds, but the thunder has not thundered,' – the chairman of the office of Green Party Michael Keller said.) (Deutsche Welle, 20.10.2017).

Impressions of ordinary citizens of Germany of the course of negotiations are compared to the state of nature in autumn when beauty of the nature in October is metaphorically postponed to the 'inspired' beginning of process of creation of the coalition. And 'the gloomy picture of foggy November' represents still not clear, but already potentially failed outcome: Die Antworten der nicht repräsentativen Umfrage decken sich mit dem, was professionelle Meinungsforscher zum Beispiel vom Institut Infratest Dimap zuletzt festgestellt haben: nämlich ein etwas eingetrübtes Bild passend zum nebligen November nach einem goldenen Oktober. (The answers received during this small poll coincide with those which were received recently by professional sociologists, for example, from Infratest Dimap institute: namely, the gloomy picture suitable for foggy November after gold October.) (Deutsche Welle, 16.11.2017).

Metaphors with the 'natural phenomena' component are used by journalists for assessment of situation and help authors to describe a situation vividly and massively. This method allows creating an image of unpredictability, where from time to time the situation gets out of hand, and one needs to wait out 'the bad weather'.

All political activities are characterized in a media discourse as a peculiar play which the audience-readers watch. The spectacularity, staging, pomposity, tragedy of the described phenomenon is shown through lexemes of theatre, circus and such genres of representation as drama, tragedy, comedy, thriller, farce, action, show. Different elements of representation and decorations are demanded to depict the formation and development of various processes, such as the first act, epilogue, introduction, culmination, apotheosis, the middle ground, etc.

Theatrics, ostentatious nature of political actions project naming units, to which mass media appeals. Candidates acting in the political arena are perceived as participants of a spectacular theatrical performance. The press uses the word *Premiere* as it was the first attempt to create coalition on the federal level: Das Experiment

Jamaika wird erstmals auf der großen Berliner Bühne gespielt werden und dort haben FDP und Grüne demnächst *Premiere* als Partner. (The experiment Jamaica will be performed on the big stage of Berlin for the first time, both FDP and the Greens will perform *premiere* to a role of the partner.) (Deutsche Welle, 29.09.2017).

The course of negotiations is compared to a theatrical performance: 'Wir schauen dem Spektakel lieber noch ein paar Tage zu, wenn sicher ist, dass dann etwas Zukunftsweisendes herauskommt', sagt der Verbandsgeschäftsführer Jochen Wilhelm. ('We'd better watch the performance for a couple of days more until we will be convinced that something perspective might turn out,' - the managing director of the union of gas station owners Jochen Wilhelm said.) (Deutsche Welle, 16.11.2017).

Negotiations are developing under the law of theatrical action, consisting usually of several acts: Koalitionsdebatte: "Jamaikaner" gehen in den zweiten Akt (Debates on coalition creation: 'Jamaicans' begin the second act.) (Deutsche Welle, 06.11.2017).

Each of the parties participating in negotiations plays its own role: Unversehens fällt den Sozialdemokraten, die nach ihrer schweren Niederlage bei der Bundestagswahl klar auf Oppositionskurs gegangen waren, eine Schlüsselrolle zu. (Unexpectedly social democrats, who after severe defeat on elections to the Bundestag have openly gone to opposition, get the main role.) (Deutsche Welle, 20.11.2017).

Theatrical metaphors have vividly negative connotations representing reality as deceitful, factitious action, the scenario of which does not change. In the event of negotiations on Jamaica coalition, journalists portray their impressions, characterizing the events as an unworthy act, a disputable performance and even theater of the absurd: Das <Sondierungsgespräche> war einfach ein unwürdiges Schauspiel, wie ich es in der Geschichte der Bundesrepublik mit Blick auf Situationen nach einer Wahl noch nie erlebt habe. (It <negotiations on coalition creation> was just an unworthy play, similar to which there were no analogues in the Federal Republic after the elections.) (Deutsche Welle, 20.11.2017).

Die umstrittene Performance des liberalen Frontmanns Lindner zieht auch seine Partei nach unten. (The debatable performance of the liberal front man Lindner pulls down his whole party.) (Deutsche Welle, 07.12.2017).

Bis es soweit sein wird, werden die Parteien aber noch reichlich absurdes Theater zum Besten geben. (As long as it is not finished, parties will play the theatre of absurd for a lot of times.) (Deutsche Welle, 18.11.2017).

Journalists believe that there is hypocrisy in the speeches of the politicians making statements: Vor dem ersten Sondierungstreffen hatte es Misstöne (false note, incorrect tone; dissonance) gegeben, weil FDP-Chef Christian Lindner davor gewarnt hatte, der CDU wie bisher das Finanzministerium zu überlassen. (There were false notes before the negotiators' first meeting as the chairman of SPD has warned that CDU should not give away the Ministry of Finance, as they did before.) (Deutsche Welle, 18.10.2017).

Negotiations are compared to a performance of the ropewalker and chances of their successful completion are also small: Die Unionsparteien müssten ihr bürgerlich konservatives Profil schärfen. "Ob dies mit den Grünen gelingen kann, gleicht einem Drahtseilakt." (a general speech of the rope-walker) (The parties seeking to unite into coalition should become more bourgeois and conservative. 'The probability that the Greens will work that out equals the possibility of the ropewalker for a successful performance'.) (Deutsche Welle, 23.10.2017).

Negotiators are suspected that they pursue their own secret aims and only pretend trying to agree: Aber sicher, da war doch schon vorher dieser Satz von "falsch regieren"; ein eindeutiger Beleg der Inszenierung. (On Christian Lindner's announcement about negotiations' failure) (However, the phrase 'it is wrong to direct' has already been pronounced before, this is an indisputable proof that the situation is staged.) (Tagesspiegel, 20.11.2017).

Soon after negotiations' failure, journalists use stronger nominations, naming the events as a drama and even a tragedy: Das Aus der Jamaika-Runden bewertete sie als überfälligen Schritt. "Es ist gut, dass dieses Trauerspiel beendet ist", sagte sie <Katja Kipping> (The termination of negotiations on creation of Jamaica was the imminent step. 'It is good that this tragedy has come to an end', - she said <Katja Kipping>). (Deutsche Welle, 20.11.2017). Hausherr Winfried Kretschmann war der Gastgeber für das Abschlussdrama der schwierigsten Regierungsbildung in der Geschichte der Republik. (Winfried Kretschmann, the owner of the house, hosted the participants of the final drama act of the most difficult government formation in the history of the Republic.) (Deutsche Welle, 20.11.2017).

The sports metaphor is widely used in a political discourse. We have found 45 metaphors of this kind (11.8% of all examples). It serves to present political fights as sport competition in which there are athletes, judges and the audience. The competition is held according to the rules; competitors get scores and as a result win or lose.

Unlike the theatrical metaphor, the sports metaphor often has positive connotations, depicting the elements of life as a healthy fight, a competition between members of political activity.

In interpretation of the German journalists it was a difficult task that needed straight physical efforts of negotiations' participants on Jamaica coalition creation: "Und in vier Bereichen hat man es nicht einmal geschafft, sich darauf zu verständigen, worüber man sich nicht einig ist." Diese Meinungsunterschiede in den nächsten zwei Wochen abzarbeiten, sei ein "schon sportives Programm". ('And on four points it has not even been agreed what the differences of the positions actually were'. The task to work out these differences in positions the next two weeks 'reminds of sport training plan'.) (Deutsche Welle, 03.11.2017).

Negotiations are compared to the ball game: Ein "Jamaika"-Quartett müsste diesen Ball nur aufnehmen und ihn konsequent weiterspielen. (Quartet 'Jamaica'

should have taken the ball and continue the game consistently.) (Deutsche Welle, 26.10.2017).

Negotiations are seen as a peculiar race in which participants try to come to the finish first: Auch für mögliche Neuwahlen wollen die Grünen sich schon rüsten. Sollte es dazu kommen, will der Parteivorstand die bisherigen Spitzenkandidaten, Cem Özdemir und Katrin Göring-Eckardt, erneut ins Rennen schicken. ('The Greens also want to take up arms for the possible re-elections. If it happens, the party's leadership intends to bring the same party leaders again to the distance, Cem Özdemir and Katrin Göring-Eckardt'.) (Deutsche Welle, 24.11.2017). Angela Merkel acts as the judge in the negotiations: Wir gehen in die Verlängerung", sagte Grünen-Chef Cem Özdemir am Freitagmorgen. Wie lange die weiteren Gespräche dauerten, hänge auch vom Schiedsrichter ab, sagte Özdemir ohne den Namen von Bundeskanzlerin Angela Merkel zu nennen. ('We take extra time', - the leader of the Greens Cem Özdemir said on Friday morning. The length of consultation depends on the arbitrator, said Özdemir, without mentioning the name of the chancellor Angela Merkel.) (Tagesspiegel, 17.11.2017).

She appears in an image of the box trainer who doesn't want to admit the defeat of her athletes: Sollte also jemand <...> gedacht haben, Angela Merkel wirft das Handtuch, liegt er schon mal gleich daneben. (If someone thought that Angela Merkel will admit the defeat (literary - to throw a towel), he is mistaken.) (Tagesspiegel, 20.11.2017).

The comparison of the negotiations with a marathon is widely used as they conducted intensively for nearly a month: "[Es] bleibt nach dem nächtlichen Marathon in Berlin zu hoffen, dass es bald einen positiven Ausgang gibt und dass, trotz notwendiger Kompromisse, die Deutschen nicht das Vertrauen in ihr System verlieren. (After a night marathon in Berlin the only thing left is to hope that Germans will not lose trust in the system.) (Deutsche Welle, 20.11.2017).

Aus dem ersten Kennenlernen wird jetzt ein Verhandlungsmarathon, der bis in den November hineinreicht. (After the first acquaintance the marathon of negotiations begins, which will last till November.) (Deutsche Welle, 20.10.2017).

The moment came when the negotiation' participants came to the finish line. There is only one last strike left, but the attempt to do so has not been successful: Statt auf der Zielgeraden sind die Gespräche über eine mögliche Jamaika-Koalition in einer Sackgasse angekommen. (Instead of coming to a finish line, negotiations on coalition creation have come to a standstill.) (Deutsche Welle, 17.11.2017). Insbesondere Klima- und Umweltverbänden war es zuletzt durch Demonstrationen und Protestaktionen gelungen, die Frage einer Abschaltung von Braunkohlekraftwerken zu einem der Top-Themen des Jamaika-Schlussspurts zu machen. (The unions dealing with the issues of climate and environment protection by means of carrying out demonstrations and protest actions managed to make the stop of epy coal thermal power station as the main theme of final spurt in Jamaica.) (Deutsche Welle, 13.11.2017). Negative connotations of the sports metaphor appear

when negotiations are drawn out to a great length, do not bring positive results. In such cases, the following naming unites as the postponed game (Hängepartie), pulling of a rope (Tauziehen) are used. The comparison of negotiations with pulling of a rope shows that people got tired of them and lose hope in their progress: Nach der Niedersachsenwahl wird in Berlin endlich das Tauziehen um die Regierungsbildung losgehen. (After Lower Saxony, pulling of a rope concerning formation of the government will at last begin in Berlin). (Deutsche Welle, 15.10.2017).

The chess term 'postponed game' is also used for the negative characteristic of negotiations for the result of which everyone is tired to wait. The delay in adoption of the political decision begins to threaten other spheres of life in Germany: Für andere Wirtschaftsvertreter sind Neuwahlen dagegen der schlechteste Ausweg. Sie würden das Größte Risiko beinhalten, glaubt Thomas Altmann. "Hier wäre die Hängepartie am längsten. Zudem weiß keiner, wie Neuwahlen ausgehen und wie es danach weitergehen kann." (For other representatives of the economic sphere new elections would be the worst option of succession of events. It would be too risky, Thomas Altmann thinks. 'In this case the game will be postponed for the maximum term. Besides nobody knows how re-election will end up and what would be after it'.) (Deutsche Welle, 20.11.2017).

In order to create negative image, terminology from box is used, which depicts use of force, launch of mutual blows, including one by stealth: An den beiden Tagen davor lieferten sich die potenziellen Koalitionäre der angestrebten Berliner Jamaika-Koalition noch einmal einen deftigen Schlagabtausch mit gegenseitigen Vorwürfen und der Zementierung bekannter roter Linien. (In the last two days potential participants of the Jamaica coalition have once again exchanged weighty blows with mutual reproaches and strengthening of already known red lines.) (Deutsche Welle, 29.10.2017). "Jetzt geht es erst einmal darum, dass man sich kennenlernt, die FDP war in den letzten vier Jahren ja nicht so oft in Berlin", stichelte der grüne Parteivorsitzende Cem Özdemir mit einem Seitenhieb darauf, dass die Liberalen bei der Bundestagswahl 2013 an der Fünf-Prozent-Hürde gescheitert waren. ('Now it is about getting acquainted with each other as SPD has not been in Berlin too often for the last four years', - the chairman of the party Cem Özdemir has struck a side blow, hinting that liberals haven't reached a five-percent barrier to be the part of Bundestag on elections of year 2013.) (Deutsche Welle, 19.10.2017).

Thus, according to mass media, to which the reader obtains for the necessary information, the process of coalition creation in Germany is presented by means of different types of metaphors as set of in advance rehearsed actions, spectacular performances of various emotional character, sometimes with unpredictable, obscure results. Participants of the process are depicted as athletes, conducting a healthy fight, or as the bakers, seeking for baking the common pie, yet hungry and power lusting at the same time, using both honest and dishonest ways of conducting fights for their purpose achievement.

The competent use of the richest means of speech, among which the metaphor takes the key role, helps to solve any communicative tasks which publicists set for themselves. Besides the function of emotional influence and function of reality modeling, the metaphor possesses the pragmatological function in media discourse, which attracts and provides simplicity of perception by the recipient of information and, as a result, forms a positive or negative attitude towards it.

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