

Ukrainian President Zelenskyy's war discourse: An idea-turned-effect analysis

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Ukrainian President Zelenskyy's international war discourse consists of the speeches delivered to other countries' parliaments throughout 2022. Its initial – resistance – part seeks international support while the beginning of the second – victorious – part is marked by the address to the American Congress (22 Dec 2022).

The research question concerns determining how the discourse forms impressions of resistance and victory indicated by naming units at the beginning of speeches. The material of the study is the English versions of the addresses to the UK, Polish and German parliaments beginning with the constructions *13 days of war*, *16 days of war*, *three weeks of invasion / war* respectively as well as two speeches to the US Congress. The first begins with reference to resistance (*But it does not give up. And it didn't even think to give up!*) (Zelenskyy 2022a) while the second names victory (Zelenskyy 2022b).

The idea-turned-effect analysis is based on image schemas capturing the interaction of human body with an environment (Johnson 1987: xvi). The definition of resistance as exerting force in opposition (MWD 2022) reveals its connection with the COUNTERFORCE image schema representing head-on meetings of forces (Johnson 1987: 46) denoted by the noun *war* while resistance is associated with BLOCKAGE impersonating a barrier (Johnson 1987: 45). Meanwhile the definition of victory as the overcoming of an enemy (MWD 2022) suggests a link to the ENABLEMENT schema representing a sense of power (Johnson 1987: 46) and to COMPULSION rendering an experience of being moved by external forces (Johnson 1987: 46).

According to the idea-turned-effect analysis the speeches produce resistance effect by two variants of interaction between COUNTERFORCE and BLOCKAGE in the textual structure and the choice of units. The first variant begins with war-COUNTERFORCE followed by reference to resistance-BLOCKAGE with emphases on their sources. The second variant starts with resistance-BLOCKAGE followed by war-COUNTERFORCE.

The victory effect is formed in the address to the American Congress (Zelenskyy 2022b) throughout three sections: victory in the battle for the minds of the world; resistance continuing; vision of an absolute victory. The idea of victory transforms into the corresponding impression evoking ENABLEMENT by the constructions *Ukraine is alive and kicking, gives us courage* etc. Like previous speeches the resistance effect rests on the interaction of COUNTERFORCE denoted by the noun *battle* with BLOCKAGE indicated by negation, e.g. *This battle is not only for the territory; cannot be frozen*, etc, by the verb *stand*, e.g. *the Ukrainian Donbas stands, our Defense Forces stand*, etc. The absolute victory section returns to ENABLEMENT denoted by the verb *can*, e.g. *you can speed up, can assist* etc., as well as by reference to COMPULSION by the verb *must* and the construction *let's*, e.g. *Let's do it!*

To conclude, the effects produced by Ukrainian President Zelenskyy's international war discourse rest on the interaction between COUNTERFORCE and BLOCKAGE image schemas in resistance texts / sections and on the ENABLEMENT schema combined in the victory section with the speech act of request based on the COMPULSION schema.

References

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