

## The aphoristic potential of presidential rhetoric of G. Bush Jr.

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### Abstract

This research paper concentrates on the analysis of the aphoristic potential of G. W. Bush's presidential rhetoric. Aphorisms are the most ancient laconic forms of expressing original and completed thoughts which reveal the peculiarity of their authors' world perception and worldview. From this perspective, these units can serve as the means of values codification. Repeatability and widespread use of aphorisms in various communications contribute to transmitting the values and ideas between the generations.

Political aphorisms, which are a combination of aphoristic expressions from political communication and discourse, play an important role in this process. The authors of these expressions are not only politicians, but also philosophers, historians, writers, celebrities of different nationalities and generations. Presidential rhetoric is an integral and significant part of political discourse.

The use of aphorisms as the means of codification of national and common human values in President G. W. Bush's formal addresses and speeches is intentional. It makes them concise and original, influential and convincing. Aphoristic expressions denoting common human values show the ideas and beliefs of their authors, as well as the politician, about life, justice, equality, freedom, faith, family. Aphorisms defining national values become the means of updating concepts of democracy, unity and diversity, freedom and security, success, and opportunity to fulfill one's potential in American society. The distinctive feature of G.W. Bush's rhetoric is the frequent use of aphorisms whose authors are the Founding Fathers.

**Keywords:** aphorism, common human values and national values, political discourse, presidential rhetoric.

For long, aphorisms have been attracting the attention of scientists from various fields of human sciences: literature studies, rhetoric, philosophy, paremiology, folklore studies, linguistics, intercultural communication, etc. The word 'aphorism' (from ancient Greek ἀφορισμός – *definition*) first appeared in the title of the treatise about the art of healing written by the ancient Greek physician, philosopher, and writer Hippocrates (460-370 B.C.). Because of this fact, Hippocrates is considered to be a founder and father of aphoristic discourse (Hui, 2019, p. 17), and his *sententiae* written in the Ionic dialect of ancient Greek are

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often cited in Latin and translated into other world's languages, in particular: *noli nocere – do no harm* (basic physician's commandment stated by Hippocrates); *ars longa, vita brevis – art is long, life is short*; *Quae medicamenta non sanant, ferrum sanat; quae ferrum non sanat, ignis sana – with fire and sword* (rephrased “iron cures what drugs cannot, fire cures what iron cannot”); *contraria contrariis curantur – opposites are cured by opposites*; *omnium profecto artium medicina nobilissima – surely the Medicine is the noblest of all the arts*.

Aphorisms reflect the mentality of people from different countries and epochs, and representatives of different religious beliefs. “They reflect not only opinions and standpoints of their authors stipulated by their ethnic culture but also bring up common human topics: specificity of the universe, society, life” (Kushch, Zankova, 2018, 290). An example of such aphorisms are the aphorisms of ancient Greek thinkers like Pythagoras, Democritus, Socrates, Plato, Aristotle, etc. The books of aphorisms were used for studying at schools in Old Greece. In the East, the aphoristic thought was, first of all, moral-oriented and defined by the ideal of self-enhancement. Confucius, Lao-Tze, and others played a big role in the development of Eastern aphoristic art.

Notwithstanding that the aphorisms appeared already in ancient times, their interpretation and understanding vary. Today, there are many definitions of the term ‘aphorism’ in scientific literature, including ‘short wise phrase’ (Kelvin, 2018, p. 127); ‘short statement that says something wise and true’ (Grant, 2016, p. 11); ‘short pithy maxim’ (Smith, 1998, p. 20); ‘short witty sentence which expresses general truth or comment’ (Zijderveld, 1979, p. 20); ‘a concise expression of doctrine or principle, or any generally accepted truth conveyed in a pithy statement’ (Peterson, 2017, p. 17).

American researcher J. Geary has formulated the main requirement to the aphorisms according to which they must be short, authoritative, philosophic, and original, contain original judgments and have an author (Geary, 2005, p. 32-33). The above-mentioned signs and features of the aphorisms were generalized by Russian linguist S.H. Vorkachev who suggested his definition of the aphorism: ‘author’s expression characterized by laconic and expressive form, completeness and generalization, and originality (sometimes paradoxical)’ (Vorkachev, 2017, p. 14).

Aphorisms represent the values of their authors from different perspectives and in the most concentrated form and at the same time reflect their specific world perception and world views. Evaluating character of aphorisms is stipulated by their cumulative and influencing functions. On the one hand, aphorisms reflect author’s side as of social or personal importance; on the other hand, aphorisms are used to affect the addressee due to authoritativeness of generalizations and assessments of an aphorism, preciousness and beauty of opinion expression.

Reproducibility of aphorisms contributes to transmitting the values from generation to generation. Political aphorisms are highly important in this transmitting. Having called the scope of aphorisms of the political discourse by the above-mentioned term, Russian researcher E. I. Sheigal considers such aphorisms as ‘linguistic reflexes of political communication, a cultural trace which a political communication agent leaves when he uses expressions of famous political, historical, literary figures, which became popular and replicable after having been added to the precedent statements vocabulary of certain linguistic culture’ (Sheigal, 2000, p. 154). The above given definition proves that the scientist includes both

aphoristic expressions created by the politicians and aphorisms of other authors which the politicians use into the concept of political aphorisms. Political aphorisms are a tool of codifying common human and national values.

Aphorisms denoting common human values and national values are integral components of George Walker Bush's presidential rhetoric. He was the President (from January 22, 2001 till January 20, 2009) in rather hard times for the country. After almost eight months after he started his presidency (September 11, 2001) terrorist attacks were committed by the members of Islamic terrorist organization 'Al-Qaeda'. As a result of the terrorist attacks 2996 people were killed, more than 6000 people were injured, the World Trade Center and the surrounded buildings were collapsed in New York and that stopped the work in a considerable part of Lower Manhattan and caused \$10 billion damages.

After tragic events of September 11, 2001, President G. W. Bush declared the global war against the terrorism. The USA sent troops to Afghanistan in 2001 and then to Iraq in 2003 to overthrow Saddam Hussein's regime. Although the problems of national danger were top priority for G. Bush, he also carried out some reforms in healthcare, education, social care, and reduced the taxes significantly as he had promised in his inauguration speech. On March 16, 2006, G. W. Bush unveiled the next national security strategy. It strengthened and developed the principles of domestic and foreign policy of the country. The core of these principles was in spreading the ideals of freedom, human rights with the aim of protecting American interests, neutralization of anti-American regimes, elimination of terrorist threat, and national security protection of the USA.

In December 2007, the worst crisis since World War II began and forced G. Bush and his administrations to interfere intensively in complicated economic issues of the country. Notwithstanding that, G. W. Bush's first-term ratings were very high and the majority of the country supported him, during the second term his ratings remarkably decreased. It was caused by several factors: difficult economic situation in the country; crisis which was caused by the most destructive in the history hurricane Katrina (August 2005); criticizing G. W. Bush's military actions and foreign policy towards some Oriental countries by a part of the US people.

Emotional intelligence and outstanding organizational abilities are not all characteristics and traits of this political figure, which helped him to become the President of the country and overcome the difficulties, which occurred in the country during his presidency. Despite the criticism, he is deemed to be a prominent and strong politician who 'is able to make counter-arguments, give a reason for his positions and convince the others in them' (Updegrove, 2017, p. 31).

G. W. Bush Jr's political speeches and addresses are characterized by expressiveness and originality; they speak for impulsivity and emotionality of his character, charisma of his speaking personality. The use of aphorisms in his official speeches and addresses contributed to their expressivity, figurativeness, persuasion, and influence since the aphorisms are the means of codifying common human and national values.

Common human values are called universal, core values (Borzenko, Kuvakin, Kudishina, 2002, p. 12). They reflect humanity interests; they are free from religious, political relationships and preferences. Common human values are a system where the basic elements are not only the moral principles, esthetical or law ideals, but also natural and social

world with people and communities living in it. These values are not in born. They are implanted during brining up. The values having been molded by values-based orientations, define the priority of social and cultural development of a personality and communities, and are fixated by social practice and life experience of an individual. The ultimate value is *a human life* which is a treasure for a human being and the background for all his other values (Kuznetsov, 1991, p. 24). That is why many philosophers, writers, academic researchers, including American ones, made life an object of their aphorisms, for example: *You must live in the present, launch yourself on every wave, find your eternity in each moment* (Henry David Thoreau); *Life consists in what a man is thinking of all day*; (Ralph Waldo Emerson); *We cannot be sure what we have something to live for unless we are ready to die for it* (Eric Hoffer).

Common human values also display the ideas of humanism (Lat. *humanis* – human) which is a system of worldviews identifying a human life and protection of health, freedom, inherent worth, human right for happiness, development, and activity as a priority (Borzenko, Kuvakin, Kudishina, 2002, p. 12). The concept of humanism is also associated with humaneness and love for mankind (Kuznetsov, 1991). Humanism prevents appearance and spread of violence, cruelty and war, promotes peace and concord in communities.

Aphorisms denoting common human values were frequently used by G. W. Bush:

We should save Social Security first, strengthen Medicare and expand it to cover life-saving prescription drugs, bring revolutionary improvements to our public schools, which will make us more competitive in the new century ahead; and enact the right kind of tax cuts for middle class families. **Life grants nothing to mortals without hard work. We can do this work together to improve** life of American people (Bush, 2011, p. 311).

This example is a fragment from George Bush's speech to the electorate in New Orleans, LA during the presidential race. Along with the phrases where the politician states what exactly he is going to do after he becomes the President, he uses aphorism *Life grants nothing to mortals without hard work*. The author of this aphorism is a famous ancient Roman poet Horace (65– 8 B.C.) whose works were written during the period of civil wars at the end of Roman Republic (509-27 B.C.) and beginning of reign of Augustus Octavian (31-14 B.C.), the founder of the Roman Empire. The aphorism reveals Horace's idea about the life of a common man and the place of work in it.

It is known that Horace's father wasn't rich. He was a freedman, which means a freed slave. Although, from a legal perspective the children of freedmen were equal to freeborn ones the Romans considered such origin socially invalid. This fact affected Horace's worldview and works. And the above-mentioned poet's aphorism reflects that.

The use of this aphorism enables George Bush to stress that he not only identifies himself as a common American who knows that kind of work, but is ready to work hard for the welfare of his home country and its people. The following sentence which the politician used in his speech is illustrative of the same (*'We can do this work together to improve life of American people'*). The use of aphoristic expression adds to influence, persuasiveness and authoritativeness of the politician's speech.

At the beginning of his work in the position of the President George W. Bush considered improving the economic level of living in the country, reducing taxes for its people, growth

of profitable companies, more effective budget balancing as the top objectives. That is what he was talking about in his address the extract of which is given below:

Economic improvement comes from the improved conditions of the whole population, not a small fraction. That's the formula today. And it works. We need to lift up all Americans, not just the wealthy few. You remember that justice cannot be for one side, but must be for both. We need to fight for all people, not just the well-connected and powerful. I've made my priorities clear, and they are the same priorities that brought us today's prosperity: balance the budget, pay down our debt, and invest in the best enterprise of all, the American people themselves. Put people first. Put their welfare first (Bush, 2011, p. 32).

In the above extract from the politician's discourse we can see the aphorism *justice cannot be for one side, but must be for both*. This aphorism belongs to Eleanor Roosevelt (1884-1962), American social activist, politician, and wife of the 32nd President of the USA (1933-1945), Franklin Roosevelt (1882-1945). She also was a niece of Theodore Roosevelt (1858-1919), the 26th President (1901-1909).

It is known that Eleanor Roosevelt's husband became the President at the difficult time of economic crisis in the USA (the Great Depression 1929-1939). His undisputed achievements are economic and social reforms which steered the country out of the economic crisis and at the same time made him popular among his countrymen. Theodore Roosevelt was the one who occupied the position of the President more than two terms (four terms). Despite uneasy relationships between the spouses, Eleanor always supported his husband, helped him with work working a lot for the benefit of the country.

The use of the aphorism whose author is one of the most popular first ladies of the country contributes to promoting ideas and suggestions provided in George W. Bush's discourse, attracts attention to his speech making him influential and convincing. The use of the above aphorism along with other sentences defining intentions and prioritized positions of his actions as a political figure shows that he presents himself as a fair politician willing to work for the welfare and assert the rights of every segment of the population independently of their material conditions. Also, we can see the use of aphorism as a tool of codifying common human values in another extract of politician's address:

The teaching of our tradition is simple and permanent: 'love your neighbor as yourself'. Not just because this promotes the peace and good order of society. But because this is the proper way to treat human beings created in the image and likeness of God. We have these human characteristics in common. Every human being should be treated with dignity, respect, courtesy, fairness, and tolerance. No person should be subjugated or coerced or manipulated. Justice is the greatest distinguishing feature of democracy (Bush, 2011, p. 217).

In this extract of the politician's address devoted to acknowledgment of common human and national values in the country, he uses allusion '*love your neighbor as yourself*' which refers the addressee to the lines from the Bible (The Holy Bible, 2006, p. 311), and aphorism '*justice is the greatest distinguishing feature of democracy*' whose author is an American philosopher, one of the presidents of the University of Chicago, Robert Maynard Hutchins (1899-1945). Allusion is a 'concealed reference to certain historical, mythological, biblical, literature fact or daily-life fact' (Baldick, 2011, p. 12). The allusion used by George W. Bush

Jr in his speech shows what attitude a person should have towards others according to the law of God because the texts from Bible 'represent universal values related to ecology (generally speaking) of relations between the people, between man and the Creator, man and nature, the Creator and nature' (Zhyhareva, 2018, p. 46).

The aphorism used by the politician is a tool of declaring and explaining such values as justice and democracy. The use of the above-mentioned units makes the politician's speech more influential, expressive, convincing and authoritative, and draws attention to it.

In his the most essential political speeches, George Bush Jr. always used aphorisms which belong to 'the Founding Fathers of the USA', political figures who played the key role in the foundation and evolvement of American statehood, gaining independence and creating principles of its nationhood. American historians named seven politicians who had taken part in the most important processes of state formation (arranging and leading American revolution (1775-1783), proclaiming the independence (July 4, 1776) and creation of the Constitution (October 17, 1778). These politicians are deemed the Founding Fathers of the USA: Benjamin Franklin (1706-1790), George Washington (1739-1799), John Adams (1735-1826), Thomas Paine (1737-1809), Thomas Jefferson (1743-1826), John Jay (1745-1829), James Madison (1751-1836), Alex Hamilton (1755-1804) (Kuklick, 2009, p. 32).

We see the use of aphorism in the fragment of his addressing speech in the early days of his presidency (January 24, 2001):

Success, prosperity and strength of our nation is impossible without genuine, individual opportunity, without faith in the future, without a society based on trust and cooperation. **Trust starts with trustworthy leadership.** Establishing, growing and extending trust are my main tasks as a president (Bush, 2011, p. 69).

Addressing to his countrymen, George W. Bush points at the factors which determine success, prosperity and strength of American nation (*genuine, individual opportunity, without faith in the future, without a society based on trust and cooperation*). In addition to the above listed, the politician uses aphorism *trust starts with trustworthy leadership* the author of which is Benjamin Franklin (1706-1790), the famous American political figure, diplomat, writer, journalist, leader of War of Independence, and national hero.

As we know, Benjamin Franklin, a political figure, was the one who signed the main historical document which became the basis for the foundation of the USA as a separate state. The above-mentioned aphorism reveals the politician's opinion on what trust must start within the society. Obviously, Benjamin Franklin associated this concept with management and politics. This aphorism used by George W. Bush encourages the representatives of American nation to trust him and at the same time makes his speech more convincing, authoritative and influential.

The use of the aphorism which belongs to one of the Founding Fathers of the USA is present in another George W. Bush's speech:

America at its best is a place where personal responsibility is valued and expected. **Encouraging responsibility is a call to conscience.** And though it requires sacrifice, it brings a deeper fulfillment. We find the fullness of life not only in options but in commitments. And we find that children and community are the commitments that set us free... God bless you all, and God bless America (Bush, 2011, p. 392).

In his speech, describing his country in the most positive way the President uses the aphorism encouraging responsibility is a call to conscience which belongs to another remarkable US politician, the 1st Vice President (1789-1797) and the 2nd President of the country (1797-1801), John Adams (1735-1826). John Adams was very conscientious, absolutely honest and responsible person (Kuklick, 2009, p. 36). The aphoristic expression given above shows his idea about the connection between such human virtues as responsibility and conscience.

President George W. Bush also used aphorisms whose authors were the Founding Fathers of the country in his felicitation speeches, for example:

... Our nation was founded on a clear, simple and easily stated premise 'all men are created equal and they are endowed by their creator with certain unalienable rights...' This statement proves that equality and human rights don't come from the Constitution, laws passed by the Congress or decisions made by the Supreme Court. **Equality and human rights rest on the power and the will of Almighty God, not on a human foundation** (Bush, 2011, p. 359).

This example is a passage from the presidential speech delivered in 2003 on Thanksgiving Day (Thanksgiving Day) which is one of the oldest and the most loved holidays of Americans. Thanksgiving Day is annually celebrated in the country on the fourth Thursday of November. This day American families go to the church, and in the evening, they gather around the table. They serve a turkey with cranberry sauce, which is traditional for this holiday, and sweet pumpkin pie, sweet corn, apples, grape and other food and dishes, which symbolize the gifts of fall; people pray and give thanks to God and to each other for these gifts. The food pantries are opened all around the country this day, and on the eve, money, gifts, and food are distributed to the people in need.

The tradition of serving the turkey at the President's table exists in the country many years. More than 25 years the US presidents grant pardon to one or two turkeys intended for the presidential table. This day is a holiday of expressing thanks to God, family and friends for wellbeing and positive attitude towards them. The tradition of celebrating Thanksgiving Day traces to the foundation of America when the early pioneers arrived to the New World. Then, after severe winter with help of aboriginal people they learnt to till the land, grow pumpkin, corn, beans and gathered a good crop in fall 1621. So, they decided to express their gratitude to the God and invited the Indians who helped them to survive for the holiday.

Thanksgiving Day became a national holiday in 1789 thanks to the 1st President George Washington who delivered the official address to Americans giving thanks to God and his countrymen and showing respect to this tradition. Also, George Washington signed the decree on celebration of Thanksgiving Day on November 26 and since 1941 this holiday is celebrated every last Thursday of November. It should be noted that Thanksgiving Day is celebrated not only in the USA but also in Canada (annually on the first Monday of October) and it is deemed a common South American holiday.

Showing respect to ancestors' traditions and addressing to his countrymen on Thanksgiving Day on November 27, 2003, the President George Walker Bush used aphoristic phrase equality and human rights rest on the power and the will of Almighty God, not on a human foundation in his speech. The author of this expression is James Madison

(1751-1836), an outstanding American statesman, the 4th President (1809-1817) and one of the authors of the Constitution and Bill of Rights which confirmed the rights and freedoms of the citizens (1791).

The above specified aphorism reveals the politician's attitude to such common human values as equality and human rights. This aphorism used in George Bush's speech makes it more expressive and increase the effect on the addressee. The President Bush Jr. maintained the tradition of celebrating Thanksgiving Day not only by delivering speeches, giving presents to friends and family, but also by visiting military bases and dishing out meals to American soldiers.

Hurricane Katrina became a real hardship for American nation (August 23-31, 2005). The hurricane was the most destructive in the US history. As a result, 1836 people died and 80% of New Orleans, LA was underwater. The other states were hard hit too. More than 100,000 American families lost their homes. In America the hurricane caused \$125 billion in economic damage.

Here is a citation from President George Bush Jr.'s speech given in New Orleans after hurricane Katrina (September 2005):

Good evening. I am speaking to you from the city of New Orleans - nearly empty, still partly under water, and waiting for life and hope to return. Eastward from Lake Pontchartrain, across the Mississippi coast, to Alabama and into Florida, millions of lives were changed in a day by a cruel and wasteful storm...Hurricane Katrina is one of the strongest and destructive calamities we have ever had...

Tonight so many victims of the hurricane and the flood are far from home and friends and familiar things. You need to know that our whole Nation cares about you - and in the journey ahead you are not alone. To all who carry a burden of loss, I extend the deepest sympathy of our country. To every person who has served and sacrificed in this emergency, I offer the gratitude of our country. And tonight I also offer this pledge of the American people: Throughout the area hit by the hurricane, we will do what it takes 'we will stay as long as it takes' to help citizens rebuild their communities and their lives. All who question the future of the Crescent City need to know: there is no way to imagine America without New Orleans, and this great city will rise again. Faith, discipline and self-sacrificing devotion help to overcome everything (Bush, 2011, p. 311).

In his speech the President not only focuses on devastating consequences of hurricane Katrina, but also extends his deepest sympathy for hurricane victims and their families and expresses gratitude for all people who are involved in restoring the life after destructive effect of the hurricane, supports the victims and helps them. Promising his help, the politician uses aphoristic expression *Faith, discipline and self-sacrificing devotion help to overcome everything*, where he lists the human virtues which help a person to overcome difficulties in his life. This aphorism is used by the politician in order to support and cheer up his countrymen. The author of this aphorism is a famous statesman and the 1st President, George Washington (1732-1799).

George W. Bush considered family to be one of the key values of every person's life and American society in general:



In this world of change, some things do not change: the values we try to live by, the institutions that give our lives meaning and purpose. Our society rests on a foundation of responsibility and family commitment. **The family is link to our past and bridge to our future.** Family supports and gives us strength. Family helps us to cope with problems and overcome difficulties. The role of family cannot be overestimated. This fundamental institution links every individual to a society and performs the mediating function in it (Bush, 2011, p. 301).

Pointing out the role of family in every person's life and in American society in general, the politician uses aphorism *the family is link to our past and bridge to our future*, which belong to American writer Alex Haley (1921-1992). The writer became famous due to his autobiographical novel '*Roots: The Saga of an American Family*' where he told the story of his family that traced back to African ancestors. The novel was published in 1976 and became popular immediately. It was translated into 37 languages and a television miniseries was filmed based on its plot, and the author received a Pulitzer Prize award (in 1977) for his novel. The aphorism reveals the politician's idea about the key role of family in connecting the generations. The use of this aphorism draws attention to President George W. Bush's speech and makes it more influential and authoritative.

Distinctive and unique character of American national values are based on their history, system of views and ideas in social, political, economic, cultural and others aspects of life. National values are determined by the mindset of Americans. D. DeVos, an American philosopher, determined the basic values-based orientations of his nation: freedom, democracy, private property, equality of opportunity, individualism (DeVos, 1997, p. 31-34). American values also include pragmatism, activity, hard work, pro-activity, self-confidence (Razorenov, 2012, p. 505).

In his speeches, George W. Bush also used quite a lot of aphorisms to denote the national values in American community. He appeals to these values, first of all, in the most important his speeches addressed to his countrymen and the whole world. One of such speeches is the presidential address to nation on September 11, 2001. The extract of this speech is given below:

Good evening. Today, our fellow citizens, our way of life, our very freedom came under attack in a series of deliberate and deadly terrorist acts. The victims were in airplanes, or in their offices; secretaries, businessmen and women, military and federal workers; moms and dads, friends and neighbors. Thousands of lives were suddenly ended by evil, despicable acts of terror...

America and our friends and allies join with all those who want peace and security in the world, and we stand together to win the war against terrorism. Tonight, I ask for your prayers for all those who grieve, for the children whose worlds have been shattered, for all whose sense of safety and security has been threatened. **The safety of the people is the highest law.** And I pray they will be comforted by a power greater than any of us, spoken through the ages in Psalm 23:4 'Even though I walk through the valley of the shadow of death, I fear no evil, for You are with me.'

This is a day when all Americans from every walk of life unite in our resolve for justice and peace. America has stood down enemies before, and we will do so this time. None

of us will ever forget this day. Yet, we go forward to defend freedom and all that is good and just in our world.

Thank you. Good night and God bless America (Bush, 2011, p. 26).

Addressing to the representatives of American nation, the President of the country acknowledges the horror of consequences of the terrorist attacks (*The victims were in airplanes, or in their offices; secretaries, businessmen and women, military and federal workers; moms and dads, friends and neighbors. Thousands of lives were suddenly ended by evil, despicable acts of terror*) and stresses that not only American nation, but friends and alliance partners of the country have united in struggle against the terrorism giving their support to the USA (*America and our friends and allies join with all those who want peace and security in the world, and we stand together to win the war against terrorism*). Calling his countrymen for praying for innocent victims the politician uses aphorism *the safety of the people is the highest law* which displays his view on importance of human and community security. This aphorism belongs to Cicero (106-43 B.C.), a famous ancient Roman political figure, orator and philosopher whose works are deemed the most important sources of knowledge about life in Rome in 1st century B.C. In politician's speech, calling for prays goes along with the lines from the Psalms of the Old Testament where it is said that with God's help a man should not afraid of evil (*Even though I walk through the valley of the shadow of death, I fear no evil, for You are with me*). In the politician's speech, the psalm was slightly reworded comparing to the version in the Bible (*Even though I walk through the darkest valley, I will fear no evil, for you are with me*) (The Holy Bible, 2006, p. 317). The use of the above-mentioned lines from the Bible adds to expressivity of the politician's speech and enables him to note that God hasn't left his nation and will support it.

Let's analyze the extract of another George W. Bush's speech devoted to the tragic events of September 11, 2001:

A great writer has said that **the struggle of humanity against tyranny is the struggle of memory against forgetting**. When we fight terror, we fight tyranny; and so we remember. We remember the perfect blueness of the sky that Tuesday morning. We remember the children traveling without their mothers when their planes were hijacked.

We remember the cruelty of the murderers and the pain and anguish of the murdered. Every one of the innocents who died on September the 11th was the most important person on earth to somebody. Every death extinguished a world...

In time, perhaps, we will mark the memory of September the 11th in stone and metal - something we can show children as yet unborn to help them understand what happened on this minute and on this day.

But for those of us who lived through these events, the only marker we'll ever need is the tick of a clock at the 46th minute of the eighth hour of the 11th day. We will remember where we were and how we felt. We will remember the dead and what we owe them. We will remember what we lost and what we found. And in our time, we will honor the memory of the 11th day by doing our duty as citizens of this great country, freedom's home and freedoms defender. And **those who deny freedom to others deserve it not for themselves**. God bless (Bush, 2011, p. 202).

This extract from the discourse is a part of President G. W. Bush's solemn speech 'The World Will Always Remember September 11' which he delivered in the White House three

months after the tragic events of 9/11 (December 11, 2001). The politician's speech begins with aphorism of Milan Kundera (born in 1929), a famous French writer of Czech origin, *the struggle of humanity against tyranny is the struggle of memory against forgetting*. The use of this phrase by the political figure at the beginning of his speech is emblematic because it is aimed at stressing the necessity of struggle against tyranny and terrorism, and remembrance of the tragic events that led to deaths and other terrifying consequences in the country.

G. W. Bush's speech contains aphoristic phrase *And those who deny freedom to others, deserve it not for themselves*, which belongs to Abraham Lincoln (1809-1865), an American nation hero, the 16th President. This politician is one of the key figures in the history of the USA. It is deemed that he was the one who prevented the country from breaking up, greatly contributed to economic growth of the country, helped forward the abolition which was the main obstacle to normal evolution of the country. He also formulated the principles of democratic government '*The government of the people, by the people, for the people*' (cit. from Kuklick, 2009, p. 34).

Abraham Lincoln was the 1st President, and he was fatally wounded (April 4, 1865). After his assassination, the economy of the USA started to grow intensively, which helped the country become the global leader in the early 21st century. He is considered to be one of the most intellectual and loved presidents of the country. As gratitude from American nation, a memorial (1922) symbolizing president's belief that all people must be free was built. The use of Abraham Lincoln's aphorism by President Bush at the end of his speech is not accidental. Thanks to it G. W. Bush stresses that he espouses the ideas and principles of development of democratic and free society which were implemented by his ancestors, and stipulates what is waiting for those who violate safety and freedom of this country. The use of these aphoristic phrases makes his speech more expressive, solemn and powerful.

We can see the use of aphorism aiming to codify the value of freedom in G. W. Bush's inaugural address the passage of which is below:

Thank you, all. Chief Justice Rehnquist, President Carter, President Bush, President Clinton, distinguished guests, and my fellow citizens. The peaceful transfer of authority is rare in history, yet common in our country. With a simple oath, we affirm old traditions and make new beginnings.

As I begin, I thank President Clinton for his service to our Nation, and I thank Vice President Gore for a contest conducted with spirit and ended with grace.

I am honored and humbled to stand here where so many of America's leaders have come before me, and so many will follow. We have a place, all of us, in a long story, a story we continue but whose end we will not see. It is a story of a new world that became a friend and liberator of the old, the story of a slaveholding society that became a servant of freedom, the story of a power that went into the world to protect but not possess, to defend but not to conquer...

Our unity, our Union, is a serious work of leaders and citizens and every generation. And this is my solemn pledge: I will work to build a single nation of justice and opportunity. I know this is in our reach because we are guided by a power larger than ourselves, who creates us equal, in His image, and we are confident in principles that unite and lead us onward. **The God who gave us life gave us liberty at the same time...**(Bush, 2011, p. 298).

In this passage of his inaugural address, G. W. Bush uses aphorism *the God who gave us life gave us liberty at the same time* whose author is Thomas Jefferson, one of the Founding Fathers of the USA. This aphorism illustrates that both politicians believe that the origin of their nation is divine, and God bequeathed liberty to the nation.

It is clear from the address that President G. W. Bush appeals to God and biblical themes not only in the above mentioned aphorism but also in the sentence *when we see that wounded traveller on the road to Jericho, we will not pass to the other side* where he uses the name of Jericho which is one of the holy cities of the Land of the Covenant. According to the Old Testament, after Moses' death God commanded Joshua the Son of Nun to lead the part of Jewish people, cross the river Jordan together, take the city of Jericho, and settle there and in its surroundings. The politician's address ends with sentence *God bless you all, and God bless America*.

Declaration of national values is also present in another G. W. Bush's solemn speech:

We don't declare our diversity - we're united by it. We don't proclaim democracy - we live according to its principles. We don't just talk about our material wealth - we create it. We don't insist on any opportunity given by our country and its society because we know that America itself is another name for opportunity (Bush, 2011, p. 51).

The President represents American values (*diversity, democracy, material wealth, opportunity*) in a special manner. He speaks about them as if Americans not only declare, proclaim, etc. these values (*we don't declare...; we don't proclaim...; we don't just talk...; we don't insist ...*), but live according to these values or create them (*we're united by, we live according to, we create*).

We should draw attention to the use of aphoristic expression *America itself is another name for opportunity* in the politician's speech as it reveals both politician's and author's belief that America is a country of opportunity for people. The author of this aphorism is Ralph Emerson (1803-1882), a famous American writer and poet, pastor, philosopher and social activist. Using this phrase, in fact, G. W. Bush points to the opportunity to achieve American Dream, in particular opportunity for every man to fulfill his potential and achieve success in American society.

The concept of American Dream was formulated by the Founding Fathers of the USA and it was meant as 'an ideal of freedom and opportunity existed in the country' (cit. from Kuklick, 2009, p. 33). This word combination first appeared in historical treatise 'The Epic of America', 1931, written in the period of the Great Depression by James Adams (1878-1949), an American writer and historian: '*American dream is about land in which life should be better and richer and fuller for every man with opportunities for each according to ability or achievement*' (cit. from Kuklick, 2009, p. 34). This treatise was written by the author with purpose of supporting and cheering up his countrymen, reminding them of America's destiny and its great achievements. The concept of 'American Dream' traces its roots to the key historical document of the country, United States Declaration of Independence, 1776, where the British colonies of North America proclaimed themselves independent from the Great Britain. That was the document where the equality of all people and their rights to life, freedom, and happiness were confirmed.

Thus, the aphorisms reflect value-based ideas, guidelines and orientations of their authors. That is why these elements can be the means of denoting the values and explaining author's interpretation of these values. Political aphorisms have an essential role in this process. The notion of political aphorisms include aphorisms whose authors are not only political figures, but philosophers, writers, etc. Such people have no relation to politics, and are not involved in political activities; however, their aphorisms are used in political discourse. Political discourse, which is a type of institutional discourse, identifies the participants of political communication, and is defined by the subject of political communication. Political rhetoric plays the key role in it.

One of the contexts, where the aphorisms are used to denote common human and national values, is the political discourse of G. W. Bush, the 43th President of the USA. Common human values are associated with the ideas of humanism and mean the acknowledgment of priority of a human life and human life protection, freedom, human self-worth, right to happiness, enhancement, activity, etc. In politician's speeches, the objects of aphorisms were such common human values as life, justice, equality, liberty, faith, family. George Walker Bush's political discourse is also the context for use of aphorisms denoting such American values as democracy, unity and national diversity, freedom and security, success and opportunity to fulfill one's potential in society. The use of aphorisms in the politician's addresses contributed to their expressivity, authoritativeness, persuasiveness and influence.

In his key speeches and the most important addresses the politician used the aphorisms which belong to the Founding Fathers of the USA (Benjamin Franklin, George Washington, John Adams, Thomas Paine, Thomas Jefferson, John Jay, James Madison, and Alexander Hamilton) to denote common human and national values. The use of these aphorisms let George Walker Bush implicitly state that he embraces and spreads the leading ideas, thoughts and viewpoints of his famous countrymen and, at the same time, continues to serve their great cause. We see further perspectives for research in studying the aphorisms used by other Presidents of the USA in 20-21 centuries and the aphoristic potential of presidential rhetoric of other English-speaking countries of the world.

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