

THE REASON AND PURPOSE OF USING PAREMIOLOGICAL UNITS IN OFFICIAL STATEMENTS IN PUBLICISTIC DISCOURSE

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Abstract: The use of paremiological units—commonly known as proverbs, sayings, or idiomatic expressions—holds significant importance in the realm of publicistic discourse, particularly in official statements. Paremiological units, due to their concise and often universally understood nature, serve as powerful rhetorical tools for communication. This article explores the reason and purpose of incorporating these linguistic elements into official and public statements, examining how they help shape meaning, persuade audiences, and enhance the effectiveness of messages.

Keywords: Paremiological Units, Proverbs, Publicistic Discourse, Official Statements, Rhetoric, Communication, Language, Media, Political Speech.

Language is a powerful tool for communication, especially in the realm of public discourse where the intent is to influence, inform, and engage an audience. One significant aspect of publicistic language is the use of paremiological units—proverbs, sayings, idioms, and proverbial expressions. These units, which are deeply embedded in the culture and history of a language community, can serve a wide range of purposes in official statements and speeches. Their application can be seen in political speeches, journalistic texts, and formal declarations, where they function as rhetorical devices to reinforce messages, simplify complex ideas, and establish emotional connections with listeners or readers.

The purpose of this article is to explore the reasons for using paremiological units in official statements, focusing on how they serve rhetorical, cognitive, and emotional functions. Additionally, we will examine the cultural dimensions of these expressions, demonstrating how they can act as both persuasive tools and indicators of shared values.

The Role and Function of Paremiological Units in Official Statements

One of the primary reasons for using paremiological units in official statements is their rhetorical power. Proverbs and sayings often carry a weight of wisdom and experience that makes them resonate with audiences. They are typically concise, memorable, and packed with meaning. When incorporated into official speeches or written statements, these units have the ability to capture attention, reinforce key points, and make arguments more persuasive.

For instance, in a political speech, a leader may use a saying like "Actions speak louder than words" to emphasize the importance of tangible results over mere promises. Such proverbs provide a simple yet profound way to communicate ideas, making them easier for the audience to remember and internalize. Their use can also signal authority or credibility, as proverbs are often perceived as timeless truths.

Paremiological units are often rooted in the cultural and historical traditions of a language community. As such, their usage in public discourse not only aids in effective communication but also fosters a sense of shared identity. By invoking sayings or proverbs that are widely recognized, public figures can create a bond with their audience, aligning themselves with common cultural norms and values.

For example, political leaders or social activists may use proverbs that highlight national pride or unity, such as "United we stand, divided we fall." This kind of expression resonates particularly well in times of national crisis or when attempting to rally citizens around a common cause.

The familiarity of the saying brings comfort and solidarity, making it a potent tool for both rhetorical and social cohesion.

In official statements, particularly those concerning policy, governance, or international relations, the subject matter can often be intricate and complex. Paremiological units serve as linguistic shortcuts to simplify these complexities for the audience. A well-chosen proverb can distill a complicated argument or concept into a few words, making it easier for the public to understand.

For example, when discussing the importance of swift decision-making, a politician might use the proverb "Strike while the iron is hot." In doing so, they succinctly convey the urgency of the situation without having to elaborate at length. In this way, proverbs enhance clarity and accessibility in official communication, allowing the speaker to present their message in a way that resonates quickly and effectively.

Another reason for using paremiological units in official statements is their ability to evoke emotional responses from the audience. Proverbs often encapsulate universal human experiences, which makes them relatable and emotionally impactful. When a speaker employs a proverb that reflects the concerns or aspirations of the public, they are able to establish an emotional connection that strengthens their message.

In times of hardship or uncertainty, politicians might use phrases like "Every cloud has a silver lining" to inspire hope and optimism. This type of expression helps to uplift spirits and instill a sense of resilience, reinforcing the speaker's position as a source of comfort and leadership. By appealing to the emotions of the audience, paremiological units play a crucial role in shaping public sentiment.

In the context of public and political discourse, credibility is key to effective communication. The use of well-known paremiological units helps speakers establish their authority and gain the trust of their audience. Proverbs, because of their long-standing existence in the culture, are often seen as truths passed down through generations. By using them, a speaker can implicitly align themselves with these shared values and principles, thus strengthening their credibility.

When a government official refers to the saying "A stitch in time saves nine," they not only communicate the importance of early intervention but also subtly signal their own wisdom and foresight. The use of

such expressions suggests that the speaker is knowledgeable about the societal norms and traditions, further enhancing their perceived authority.

The use of paremiological units in official statements within publicistic discourse serves multiple significant purposes. They are powerful rhetorical tools that enhance the persuasiveness, emotional resonance, and cultural relevance of communication. By employing well-known proverbs, sayings, and idioms, public figures can simplify complex ideas, foster a sense of unity and shared identity, and build trust with their audience. Furthermore, these units function as a

bridge between the speaker and the audience, allowing for deeper connections through familiar expressions of wisdom and experience.

In the fast-paced world of media and politics, where messages must often be conveyed quickly and effectively, paremiological units provide an efficient means of communication. Their ability to encapsulate complex meanings in concise, memorable phrases makes them invaluable in both official statements and broader publicistic discourse. As we have seen, their rhetorical, cultural, and emotional significance ensures that paremiological units remain a potent tool in the arsenal of public communicators.

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