

THE CONCEPT OF WATER AND ITS METAPHORIZATION IN TEXTS OF RELIGIOUS POPULAR DISCOURSE (BASED ON ENGLISH AND GERMAN LANGUAGES)

In the article metaphorization of concept WATER in religious popular discourse is defined; its sequence with prophetic, missionary and sermon variety is established, criteria of religious popular discourse identification as the variety of religious discourse type is preconditioned, religious popular discourse definition is qualified, its text classification is offered.

Key words: concept WATER, institutional discourse, religious discourse type, religious popular discourse variety.

Черхава О. О. Концепт ВОДА та його метафоризація в текстах релігійного популярного дискурсу (на основі англійської та німецької мов). – Стаття.

У статті визначено метафоризацію концепту ВОДА в релігійно-популярному дискурсі; встановлено співвідношення релігійно-популярного дискурсу з проповідницьким, пророчим та місіонерським видами; визначено критерії ідентифікації релігійно-популярного дискурсу як релігійного типу дискурсу; запропоновано робоче визначення релігійно-популярного виду дискурсу; класифіковано англо-, німецькомовні тексти релігійно-популярного дискурсу.

Ключові слова: концепт ВОДА, інституційний дискурс, релігійний тип дискурсу, релігійно-популярний вид дискурсу.

Черхава О. О. Концепт ВОДА и его метафоризация в текстах религиозного популярного дискурса (на основе английско-го и немецкого языков). – Статья.

В статье определено метафоризацию концепта ВОДА в религиозно-популярном дискурсе; встановлено соотношение религиозно-популярного дискурса с проповедническим, пророческим и миссионерским видами; определены критерии идентификации религиозно-популярного дискурса как религиозного типа дискурса; предложено рабочее определение религиозно-популярного вида дискурса; классифицированы англо-, немецкоязычные тексты религиозно-популярного дискурса.

Ключевые слова: концепт ВОДА, институционный дискурс, религиозный тип дискурса, религиозно-популярный вид дискурса.

Within recent scientific researches concept “SEA” have been analyzed as: 1) linguistic cultural concept in Russian mythological language view of the world [1]; 2) lexical means of concept “Sea” objectiveness in English [3]; 3) segment of Russian speaking view of the world with lexical semantic field that includes “Sea – Water”, “Sea – Earth”, “Sea – Person”, “Sea – Ship/Boat” sense components of the concept [4]; 4) in phraseology of concept “Water” attributes (based on Ukrainian, Russian, Belorussian and Polish language) [2].

Metaphoric naval natural universals concepts are united by associational sequences into metaphoric measures (term of G. Lacoff and M. Johnson) such as WAVE (landscape), TEAR (emotional), BLOOD (antropomorphemic), that in its turn include kernel concepts (life is water, death is water, time is water, love is water, hope is water, tear is water, blood is liquid) and a set of periphery concepts to each kernel one [4, 85]. Such structure of metaphoric field may be variable in different contexts, and at the same time may unite one particular type. For example, religious type of institutional discourse that in the previous researches was presented as the combination of missionary, prophetic, sermon and religious popular discourse varieties may represent kernel concept **BELIEF IN KNOWLEDGE OF THE BIBLE (aspectual religious knowledge of Lord/God spirit) as smth. essential to life on earth and leads to eternal life (pict. 1) / DIE BI-BLEKENNTNIS (Gottes Geist) – fuer das Ewige Leben auf der Erde unverzichtbar ist.**

The evidence of this we also may observe in general definitions of lexeme WATER/DAS WASSER in English and German languages:

WATER – 1. *The colorless, tasteless, odorless liquid, which falls from clouds as rain, and which is essential to life on earth.* 2. *The Bible which produces faith in Jesus and gives spiritual and eternal life:*

“Jesus told the woman at the well “Everyone who drinks this water will be thirsty again, but whoever drinks the water I give him will never thirst. Indeed, the water I give him will become in him a spring of water welling up to eternal life” (12, 871).

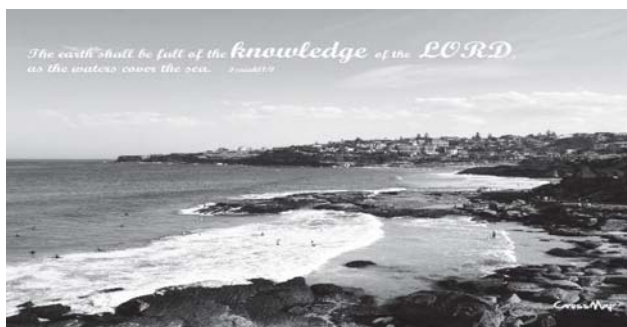
DAS WASSER – 1. *Die farb- und geruchlose Fluessigkeit, die aus einer Verbindung von Wasserstoff und Sauerstoff besteht, die Meere und Flusse bildet und fur das Leben auf der Erde unverzichtbar ist [de. thefreedictionary.com].* 2. *Bible. Gottes Geist kommt im Wasser (14):*

“Jesus antwortete und sprach zu ihr: Wer von diesem Wasser trinkt, den wir wieder duersten; wer aber von dem Wasser trinken wird, das ich ihm gebe, den wird ewiglich nicht duersten; sonder das Wasser, das ich ihm geben werde, das wird in ihm ein Brunnen/Quelle des Wassers werden, das in das ewige Leben quillt” (15).

“Alle Menschen kennen den Herrn, das Wissen um ihn erfuellt das Land wie Wasser das Meer (17, 11:9) / The earth should be full of the knowledge of the Lord, as the waters cover the sea” (16).

“Man wird niemand Schaden tun noch verderben auf meinem ganzen heiligen Berge; denn das Land ist voll Erkenntnis des HERRN, wie Wasser das Meer bedeckt” (17, 11:9); “For the Earth shall be filled

with the knowledge of glory of the Lord, as the waters cover the sea” (17).



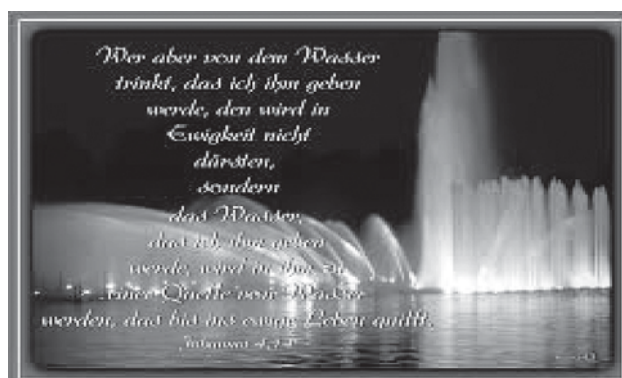
Pict. 1. Leaflet

“Denn die Erde wird voll werden von Erkenntnis der Ehre des Herrn, wie Wasser das Meer bedeckt”(Habakuk 2:14).

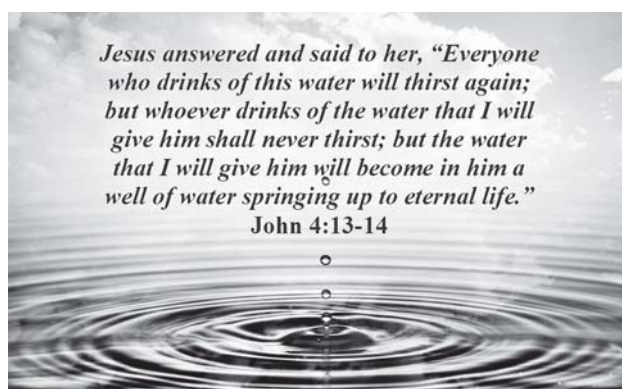
In this article we try to focus attention to religious popular discourse (hereinafter RPD), with semantic value “to incline people to faith” (general to all RD varieties) through popularization of religious belief among social groups and committing religious influence without manipulation but persuasion with biblical quotations or verse – in a way of adaptation/simplification of religious biblical information (textual shortening, oral explanation or the use of visual images that create special religious aesthetics – sensitive world perception, without benefit, personal creative perception of religious reality) [8], that was viewed as one of the elements of theolinguistic matrix of both idio- and collective creativity of different ethnos (in our research English and German) and, in particular, separate ethnic groups (together with missionary, sermon and prophetic variety) [6]. Presented *kernel* (object of religious thought in RPD) – *invariant* (religious agitation and religious informative contexts) – *variant* (subvarieties of these two contexts) *periphery structure* of RPD [10] we will try to analyze metaphoric measures of its kernel concept WATER in both English and German languages. Cognitive matrix approach to language cultural phenomenon study presupposes analysis of such specters of meanings that create the kernel of WATER/DAS WASSER image concept as 1) SEA/DAS MEER, 2) OCEAN/DER OZEAN (more often is something that may ruin something), 3) STREAM/DIE QUELLE, 4) RIVER/DAS FLUSS (the start of smth., smth. that gives birth to smth.). Judging from the idea that concept defines the semantics of language units that are used for its representation and identifies what particular meaning of a word is associated with in the consciousness of people and helps to grasp the main understanding of transferred sense, we suggest that above-mentioned basic metaphoric concepts are verbalized in religious agitation (hereinafter RA) – propaganda text, poster, brochure, booklet, leaflet, flyer, pocket calendar, text on billboard and light-box, booklet-prayer and religious informative character (hereinafter RI) – Calen-

dar Religious Guides: a) tear-off religious calendar (type, “Orthodox Calendar 2014”); b) Andachtsbuch; c) Daily Bible Promises (adapted version iPhone Bible Promises For Every Day); d) Daily Planner; e) Devotionals; f) Meditations; Booklet of International Religious Festival, Booklet of Religious Synod Meeting. These two main cognitive contexts are presented as the components of theolinguistic matrix (the sequence of language form and its mental representation both in the context of particular culture and in the perspective with other cultures) and in their turn include separate independent variants of texts as little cells of these components with particular discourse markers (lexical units) that are viewed.

Kernel concept BELIEF IN KNOWLEDGE OF THE BIBLE ((aspectual religious knowledge of Lord/God spirit) as smth. essential to life on earth and leads to eternal life / DIE BIBLEKENNTNIS (Gottes Geist) – fuer das Ewige Leben auf der Erde unverzichtbar ist)) has a very highly emotional binary expressive depiction and widely prospective (opposemic) explanation in German (pict. 2) and English (pict. 3) propaganda texts, posters, brochures, booklets, leaflets, flyers, pocket calendars, texts on billboards and light-boxes, booklet-prayers.



Pict. 2. Das Flugblatt



Pict. 3. Leaflet

As we may see, in the following Bible quotations concept WATER/DAS WASSER may be viewed as *opposemic*: “*drink any water/trink von einem Wasser; das ich ihm geben werde nicht – be thirst/duersten*” –

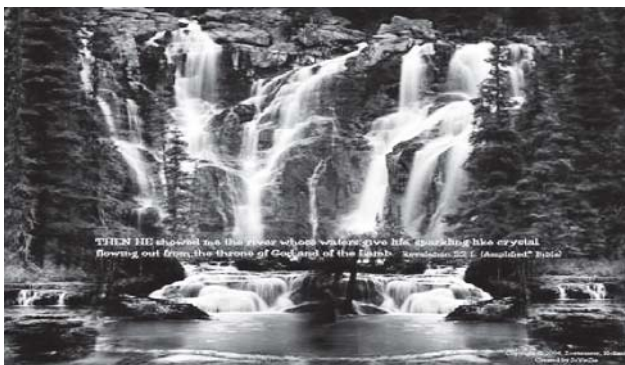
“drink my water/trink von dem Wasser, das ich ihm geben werde – get eternal life/wird in Ewigkeit nicht duersten”. Besides, English variant hyperbole – intensification of water-notion “Well of water springing”, whereas “wird in einer Quelle von Wasser werden” ist not so emphatic. Figurative meaning of phrase “Never thirst again” / “Nicht mehr duersten” may denote “to acquire Biblical knowledge and get the truth of God”.

Negative emotive ground of concept WATER/DAS WASSER in RPD is actualized though the shade of meaning of metaphoric word combinations such as *water for impurity* in the meaning of COMMITTING SINS:

“And he who sprinkles the **water for impurity** shall wash his clothes, and he who touches the **water for impurity** shall be unclean until evening” (13, 19:21).

The same representation of “belief in knowledge of life” in RPD is verbalized through the concept “RIVER / fig. *STROM VOM WASSER*”.

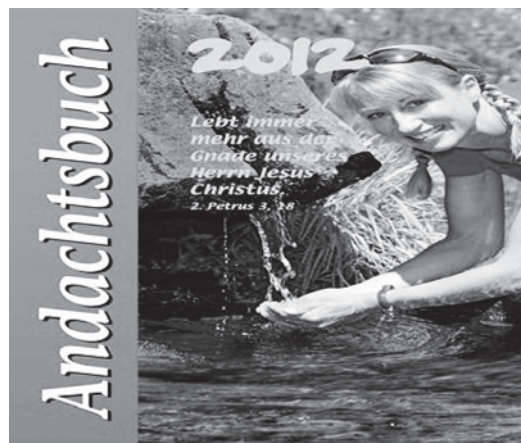
“Than He showed me **the river whose waters give life**, sparkling like crystal, flowing out from the throne of God and of the Lamb” (18, 22:1) (pict. 4) / “Und er zeigte mir einen **reinen Strom vom Wasser des Lebens**, glaenzend wie Kristall, der ausging vom Thron Gottes und des Lammes” (19, 22:1). In German variant “*Strom vom Wasser*”, defined as “enormous flood of the river”, we observe more emphatic notion than in English one.



Pict. 4. Leaflet



Pict. 5. Das Flugblatt



Pict. 6. Andachtsbuch

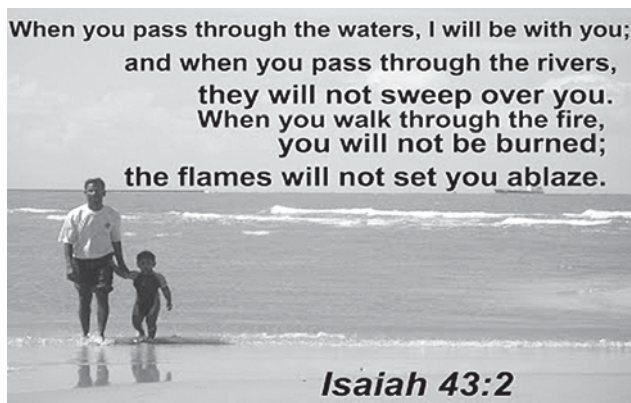
In religious informative texts such as Calendar Religious Guides: a) tear-off religious calendar (type “Orthodox Calendar 2014”); b) Andachtsbuch (pict. 3); c) Daily Bible Promises (adapted version iPhone Bible Promises For Every Day); d) Daily Planner; e) Devotionals; f) Meditations; Booklet of International Religious Festival, Booklet of Religious Synod Meeting we find the image of synonymic symbolic water concepts (sea, stream, river, etc.) as the context for perception of the Bible quotation at the front page. For example, the depiction of the STREAM/QUELLE in German Andachtsbuch (pict. 6) may identify religious knowledge that provide Bible quotation “*Lebt immer mehr aus der Gnade unseres Herrn Jesus Christus*” (20, 3: 18).

Equalization of two opposite concepts WATER – FIRE, based on the same intensiveness of person’s FEAR in TROUBLE, is more frequent in German (pict. 7) and English (pict. 8) propaganda texts.

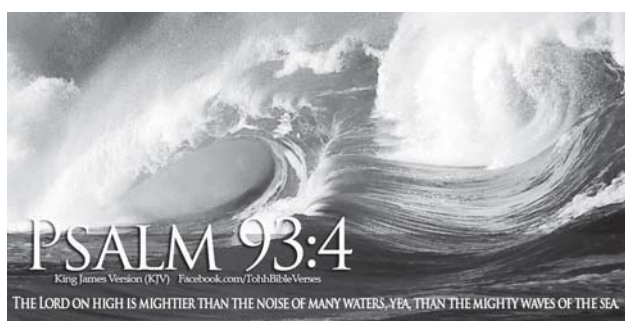


Pict. 7. Das Flugblatt

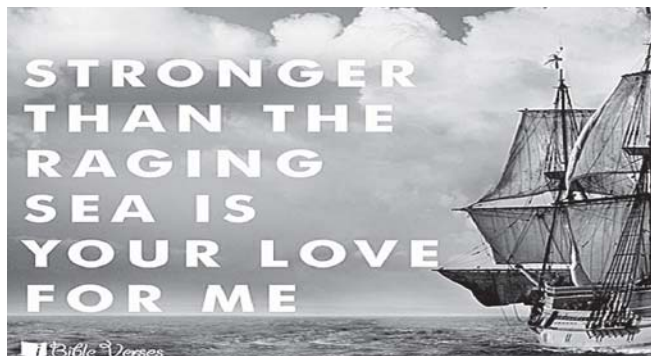
“The belief in knowledge of God” will help everybody in difficult situations (pass through the rivers/ein Weg durch tiefe Wasser). We should notice that visualization of lexemes RIVERS, WATERS is always followed by the image of SEA or OCEAN (the background context) as the most powerful naval aspects of nature into which smaller items flow (micro-concepts river, stream, lake, etc.):



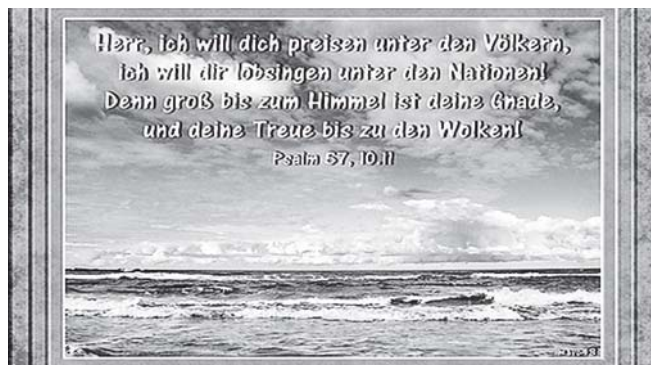
Pict. 8. Leaflet



Pict. 9. Leaflet



Pict. 10. Leaflet



Pict. 11. Leaflet

“Fuerchte dich nicht, denn ich habe dich erlost! Ich habe dich bei deinem Namen gerufen, du bist mein. Wenn du durchs Wasser gehst, so will ich bei dir sein, und wenn durch Strome, so sollen sie dich nicht ersaufen. Wenn du durchs Feuer gehst, sollst du nicht versengen werden, und die Flamme soll dich nicht verbrennen” (18).

“When you pass through the waters, I will be with you; and when you pass through the rivers, they will not sweep over you. When you walk through the fire, you will not be burned; the flames will not set you ablaze” (18). We also may observe the visual image of figure of father as figurative support of God (pict. 7).

Cognitive contexts in measures of which appears and proceeds the understanding of language units that denote concept SEA/MEER are quite variable, individual and even opposite in every type of RPD texts. For example, in attributive sense the concept SEA may also identify the POWER of God’s ANGER (PUNISHMENT), followed by visualization of huge waves (pict. 9) and at the same time HIS STRONG LOVE TO EVERYBODY (BLESSING) with peacefulness and STABLE SHIP/BOAT (fig. person that should not doubt – addressee of religious message) on it (pict. 10):

“But when he asks, he must **believe and not doubt**, because he who doubts is like a wave of the sea blown and tossed by the wind” (15);

“As they traveled along the road, they came to some water and the eunuch said “Look here is water. What prevents me from being baptized? And Philip said: If you **believe** with all your heart, you may” (14).

As the highest intensity of GOD’S POWER is the depiction of endless line between the sea and sky with clouds. Such visualization may represent TIMELESS (ETERNITY) and UNMEASURED SPACE (pict. 11):

“Herr ich will dich preisen unter den Wolken. Ich will dir lobsingeln unter den Nationen! Denn gross bis zum Himmel ist deine Gnade, und deine Treue bis zu den Wolken!” (21).

Generally, the concept WATER in PPD may be viewed as the notion with kernel BELIEF IN KNOWLEDGE OF THE BIBLE (aspectual religious knowledge of Lord/God spirit) as smth. essential to life on earth and leads to eternal life / DIE BIBLEKENNTNIS (Gottes Geist) – fuer das Ewige Leben auf der Erde unverzichtbar ist) and a set of periphery ones (table).

Kernel metaphoric concept	BELIEF IN KNOWLEDGE OF THE BIBLE ((aspectual religious knowledge of Lord/God spirit) as smth. essential to life on earth and leads to eternal life / DIE BIBLEKENNTNIS (Gottes Geist) – fuer das Ewige Leben auf der Erde unverzichtbar ist). Spring of water essential to life on earth that is welling up everybody to eternal life.
Periphery metaphoric concept	1) BLESSING (the river whose waters give life)/reinen Strom vom Wasser des Lebens; 2) SOURCE of truthful knowledge(stream) / Lebt immer mehr aus der Gnade; 3) VIRGIN LOVE to let smb drink a little water from smb’s jar; 4) ENTRANCE TO PARADISE; 5) TIMELESSNESS (ETERNITY) (sea/ocean/sky/clouds)/deine Treue bis zu den Wolken; 6) GOG’S POWER (Raging Sea, waters roar); 7) PUNISHMENT FOR COMMITTING SINS (water for impurity); 8) NO DOUBT (wave of the sea); 9) PASSING THROUGH DIFFICULTIES (Water-Fire danger)/durch Strome gehen.

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