ABSTRACTS

Szilvia Horváth
FROM LEeway TO FREEDOM: POWER STRATEGIES AND MORAL DILEMMAS
AT THE COLLISION BETWEEN POLITICS AND ACADEMY

The paper examines two problems concerning the collision between politics and the academy: the functioning of power and average citizens’ moral dilemmas. To capture the characteristics of power, I discuss the concepts of politics, power, and hegemony, focusing on the latter and differentiating between cooptation and expansion. These cover not only a theoretical context for the experience of how power intervenes into academic life but form a context as well, in which citizens must act and make decisions. These actions include first and foremost legitimizing discourses, which can be divided into passive and active legitimizing acts. Concerning the actors, there are three relevant actor positions: leaders, institutions, and – most importantly – individuals. The characteristics of their dilemmas are an important concern of the paper, which not only tries to capture a specific experience conceptually (that of the tension between academy and politics) but offers a glimpse inside the world of people fighting for having more leeway in the context of expansive power. Eventually, I try to show the dilemmas which can legitimize a forming authoritarian regime.

Keywords: hegemony, culture war, freedom, academic sphere, authoritarian shift

Anna Molnár–Éva Takács–Éva Jakusné Harnos
AN EXPLORATION OF METAPHORS IN POLITICAL DISCOURSE
ON THE SECURITIZATION OF THE COVID–19 PANDEMIC

Politicians’ response to the COVID–19 pandemic worldwide relied on war scenarios having a tradition in disease management. The study contrasts how the political measures introduced during the state of emergency were presented by the Prime Minister of Hungary in his social media posts and his speeches and announcements broadcast by public media. A computer assisted content analysis was conducted to extract data on war and military metaphors, followed by a qualitative analysis of the metaphor scenarios used for explaining the situation and justifying action. The role of the PM indicated by the social media

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posts and by his transcribed speeches was compared with the suggestion of the visual illustrations. Our findings were that verbal communication shifted between war-related metaphoric and military-related realistic. The third conceptual domain identified was fear. Messages were mostly about national cohesion, however, visually, the PM was the protagonist of the events. The communication proved efficient according to opinion polls. Our research revealed how the securitization of the pandemic took place via the political discourse constructed both for internet users and traditional media consumers. Metaphors of fear, war and military action created the justification of the declaration of a state of emergency. The PM as a capable and responsible leader was placed in focus of the events. Although verbal messages by the PM were centred on a sense of community and joint action, the personalization of political action was remarkable by indirect means, such as visual messages. The personalization of politics throughout the period researched served the purpose of securitization of the pandemic with the PM as a charismatic leader attracting attention and giving credit to the severity of the threat along with the introduction of extraordinary measures.

*Keywords:* securitization, personalization, metaphoric discourse, state of emergency, media analysis

Lilla Petronella Szabó

WITHIN SHOZUTING DISTANCE? POLITICAL PERSONALISATION VIA PERSONAL PRONOUNS IN THE UNITED STATES OF AMERICA

The personalization of politics entails that the individual politician is foregrounded at the expense of political collectives (e.g., parties) in politics. As a consequence, we learn about the details of politicians’ professional and private lives as well. This research aims to observe the possibility to analyze political personalization from a linguistic perspective through the analysis of first-person singular and plural pronouns. Whereas first-person singular pronouns are considered as the direct manifestations of personalization, there are more meaning of the first-person plural pronoun. Politicians can talk about their family, party or their country when they use the first-person plural „we“. This paper demonstrates that these different we-categories are at different symbolic distances from the „I“ of individual politicians. The analysis involved the nomination acceptance speeches in the United States of America between 1932 and 2020. The results show that political personalization grew in the observed period. For instance, „we“ referring to the Republican Party/ Democratic Party decreased (following the 1984 elections).

*Keywords:* political personalization, pictorial schemes, personal pronouns, political communication
Benigna Havasi
THE VOCABULARY OF POLITICS

The aim of this study is to familiarize the readers with the method of politolinguistics. This methodological framework provides an opportunity to explore the political vocabulary of a particular political system, community or even a political event at a systematic level in order to give the researcher a more accurate picture of the ideological background of the examined period, the political intentions of a government, as well as the most important social problems. Namely, politolinguistics analyzes the elements of political vocabulary in texts and discourses, thus showing that words can include complex thoughts, texts, opinions and even discourses. The method differs from other vocabulary-centric approaches because it is not a theoretical ambition but a result of practical experience. The framework it lays down can be easily put into practice, helping research that seeks to systematically explore the vocabulary use of certain political communities.

Keywords: political vocabulary, politolinguistics, political communication, political language

Balázs Brucker
THE ROLE OF THE EUROPEAN PARLIAMENT IN REPRESENTING
OF INTERESTS OF SUBNATIONAL STAKEHOLDERS

An extensive literature exists regarding the representation of sub-national interests in the EU. However, there are only a few articles analysing the role of the European Parliament in the representation of sub-national interests. Yet, the EP has several formal, semi-formal and informal forums that can play a role in the representation of interests at the sub-national level. My study intends to analyse whether the European Parliament can represent sub-national interests in the EU decision making process.

Keywords: European Union, European Parliament, sub-national level, interest representation, intergroups