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«THE GIRL ON SKATES»: CONSTRUCTING DISCOURSE BY THE LAW OF REPRESSIVE POETICS

Abstract
Drawing from discourse analysis of the repressive poetic image "the girl on skates" constructed by V. Shenderovich, this article considers possible ways to study linguistic techniques that are used to produce effective political, advertising and mass media discourses. This article provides linguistic analysis based on the philosophic notion "repressive poetic image" introduced by Yu. M. Sobolev and it is more an illustrative and practical research than a theoretical one. The entity "the girl on skates" is perceived from the perspective of the metaphor "the genius girl raises our chances to turn up our toes" (in Russian skates are used in this idiomatic expression: to turn up our skates). This does not coincide with other possible perspectives of perceiving Julia Lipnickaya, figure skating gold medalist at the 2014 Winter Olympics. The focus is shifted from individual features to more abstract ideas, such as "beauty and professional sport serve the goals of propaganda". Poetic imagery is a means of imposing your circle of interpretation by repressing and oppressing other interpretants.

Keywords: linguistic techniques, repressive poetics, repressive poetic image, V. Shenderovich, "the girl on skates".