

PHILOLOGY

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The role of the military metaphor in the special military operation discourse formation (based on the material of the Russian and French press)

A comparative analysis of the military metaphor in Russian and French-language media texts is presented in the context of the formation of a discourse about the military. The research methodology is based on cognitive-discursive and pragmatic-linguistic approaches. It is revealed that in the Russian media space, the military metaphor forms a solid discursive framework that performs legitimizing and mobilizing functions at all levels – from official discourse to the blogosphere. In the French-language media, military metaphors construct a narrative aimed at demonizing Russia, humanizing Ukraine, and legitimizing Western support. A comparative analysis allows us to conclude that the military metaphor is universal as an instrument of ideological influence, whose pragmatic functions are adapted to specific political and communicative tasks.

Key words: military metaphor, media discourse, special military operation, pragmalinguistic analysis, ideological influence.

September 30, 2025