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Anatoliy Khudoliy,DSc. in Political Science, Professor,
Head of the Department of English Philology,
National University of Ostroh Academy**VERBAL REPRESENTATION OF THE CONCEPT *DEMOCRATIC VALUES*
IN POLITICAL DISCOURSE OF B. OBAMA****Objective.** *The paper focuses on the concept Democratic values identified in speeches of ex-American president B. Obama. The concept serves as a mental foundation of American policy.***Materials and Methods.** *The research represented in this paper is based on the analysis of the speeches delivered by Barack Obama during 2009-2011. Cognitive analysis helped to reconstruct American politician's ideas about his perception of the world, political issues and the system of values. Context-situational method was useful for context interpretation of the speeches of the politician. Content analysis helped to identify notions related to the concept Democratic values.***Results.** *Analyses of the selected speeches proved that the concept Democratic Values is an important part of American political culture. It is represented by lexemes. We described it in terms of lexico-semantic field that consists of the core and the periphery. The core covers the prototypical layers with most frequent units while less frequent units with more abstract features gravitate to the periphery of the concept. The notion of the concept Democratic values is regularly reproduced by American leader. The concept is quite stable and easily recognized.***Conclusions.** *The concept Democratic values is logically structured. The concept is a combination of cultural and political marking, responsible for storage and transfer of data. The concept Democratic values has nation-specific features, it is a reflection of American political culture. The concept is codified in the consciousness of Americans, that's why lexemes of the concept are widely used by American politicians. As an integral part of American mentality, the concept Democratic values affects not only the perception of American people, but also foreign policy of the USA.***Keywords:** *political discourse, political speeches, concept, lexico-semantic field, the USA, democratic values.***Худолій Анатолій Олексійович,**доктор політичних наук, професор
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Національний університет «Острозька академія»**ВЕРБАЛЬНА РЕПРЕЗЕНТАЦІЯ КОНЦЕПТУ *ДЕМОКРАТИЧНІ ЦІННОСТІ*
В ПОЛІТИЧНОМУ ДИСКУРСІ Б. ОБАМИ****Мета.** *В статті розглянуто концепт Демократичні цінності, виявлений у промовах екс-президента США Б. Обами. Згаданий концепт виступає ментальною основою американської політики.***Матеріал та методи.** *Дане дослідження ґрунтується на аналізі промов, виголошених Бараком Обамою упродовж 2009-2011 рр. Когнітивний аналіз сприяв розумінню уявлень американського політика про його сприйняття світу, політичні питання та систему цінностей. Метод контекстного аналізу виявився корисним для інтерпретації промов згаданого вище політика. Контекст-аналіз допоміг виявити поняття, що стосувались концепту Демократичні цінності.***Результати.** *Аналіз обраних промов довів, що концепт Демократичні цінності виступає важливою частиною американської політичної культури. Він репрезентований лексемами. Його описано в термінах лексико-семантичного поля, яке складається з центру та периферії. В центрі поля розташовані прототипові поняття з найбільшим частотним показником, в той час, як лексичні одиниці з більш абстрактними рисами тяжіють до периферії концепту. Лексичні одиниці концепту Демократичні цінності звучать у промовах американського лідера на постійній основі. Даний концепт є стійким і легко впізнаваним.***Висновки.** *Концепт Демократичні цінності – логічно побудований. Даний концепт має культурне та політичне маркування. Він також відповідає за збереження та передачу інформації. Концепту Демократичні цінності притаманні національно-специфічні особливості, він віддзеркалює американську політичну культуру. Згаданий концепт – глибокого укоріненний у свідомості американців, концепт впливає не лише на сприйняття американців, але й зовнішню політику США.***Ключові слова:** *політичний дискурс, політичні промови, концепт, лексико-семантичне поле, США, демократичні цінності.***Introduction.**

Political communication and social life are interwoven, that's why political discourse is in the crosshairs of scholars. Politics affects all spheres of life from economy to linguistics, which reflects changes observed in social and political life. It deals with a broad range of aspects such as political context, political activity, political speeches, political media etc. Politics is reflected in the discourse which operates in political environment and oriented to achieving political goals (Wilson, 2005, p. 399). B. Obama is known as an effective communicator. He is skillful in communication that is an integral part of political discourse, targeted a broad audience, both Americans and peoples of the world.

Analyzing B. Obama speeches, **our purpose is** to provide a comprehensive linguistic analysis of the concept *Democratic values* which serves as a foundation of American policy. Moreover, the paper studies political speeches as integral parts of political discourse; concept as means for assessing political situation in the USA and thus forming an idea about cognitive and verbal model of

the world as a part of political picture of the world. According to the purpose, we set the following objectives: 1) make observations of the latest researches, related to the topic of the research; 2) clarify the issue of political speeches; 3) highlight the approaches of scholars to the notion of concept; 4) describe lexical representation of the concept of *Democratic values* in B. Obama political discourse; 5) demonstrate how the notion of *Democratic values* is represented in terms of lexico-semantic field.

The paper consists of five sections. Introduction covers the aim of the research. The second section deals with the methodology and data. The theoretical part of the article includes the literature review, explanation of basic terms related to the political discourse, political speeches, their characteristics, persuasion and the area of concept explanation within cognitive linguistic theory. The central part of the paper describes the empirical research, the research results and the discussion of the results. The final section, the conclusion, presents a generalized view of the results and the guidelines for further research.

Data and Methodology of the research

Methods. Pursuing the goal and the above-mentioned objectives of the study, we used descriptive methods, as well as the synthesis of cognitive linguistics and discourse analysis methods. We also employ an empirical method to investigate the relation between political rhetoric and values of the United States. We applied cognitive analysis which helps to reconstruct politician's ideas about his perception of the world, domestic and foreign policy, system of values. Cognitive analysis focuses on the concept and the lexemes as constituent parts of the concept which reflects perception of stereotypical situations. Context-situational method was useful for context interpretation of the speeches under research.

The article investigates the rhetoric of B. Obama who is recognized as one of the most persuasive exponents in the sphere. We will argue that the choice of concept is essential to his persuasiveness. We will demonstrate the cognitive and affective appeal of democratic values and illustrate how it contributes to persuasion. The subliminal potential of basic democratic values represented by certain notions is crucial to the performance of leadership. We then identify a number of lexemes typical for speeches on B. Obama and organize them according to the scale of values; we consider in the sense they are basic and it requires some attention to the contexts in which they are used.

Corpus. The research represented in this paper is based on the analysis of ten speeches delivered by Barack Obama during 2009-2011.

Literature review

Political discourse. The foundation of political discourse has been laid by works of numerous scholars (Fairclough, 1989, 1992 a, 1992 b, 1995; Wodak, 1989, 1995 a, 1995 b; Fowler, Hodge, Kress and Trew, 1979; Van Dijk, 1993, 1997). According to recent literature, political discourse is analyzed through the prism of numerous approaches: ranging from critical discourse analysis of politicians speeches (Aschale, 2020; Horvath, 2009) to rhetoric (Charteris-Black, 2005, 2011; Wilson, 2005) and linguistics analysis of political discourse (Leodora, 2013; Lakoff, 1992, 2002, 2008; Amaglobeli, 2017; Kenzhekanova, 2015). At the same time political discourse comprises the notions of political speeches and concepts that serve as useful foundation for linguistic analysis.

Political discourse is an issue which is to some extent close to critical linguistics or critical discourse analysis in terms of Fairclough (1992), van Dijk (1993), Wodak (1995) and others due to the fact that the material for analysis turns out to be political. Nevertheless, scholars give numerous definitions to the notion of political discourse. It is a communicative act in which participants give specific meanings to facts and influence, persuading others (Liebes & Ribak, 1991). It is a manipulative linguistic strategy which serves political (ideological) purposes. Similar to it is the interpretation offered by G. Amaglobeli who identified political discourse as an intentional act oriented to reach materialistic objectives, so political discourse serves a purpose of protecting/preserving or challenging/deconstructing certain interests (Amaglobeli, 2017, p.20).

Political discourse is functionally oriented, because it pursues the goal of convincing people, affecting them and imposing certain views, important for politicians. Functional approach applied to analysis of political discourse explains it from the point of view of functions the discourse performs. Persuasion is one of the major functions political discourse performs due to the fact that politicians are inclined to impose their views and convictions on the audience and in every case, it is a particular group of people. According to Van Dijk, persuasion is a process during which people have a tendency to shift their viewpoints as an effect of the discourse (Van Dijk, 1997).

Power involves control, which may pertain to action and cognition. But talking about political discourse it should be stressed that there are efficient means of influence. In this case it is not necessary for politicians to limit the freedom of action of others. It is enough to influence their minds. Apart from direct control action (against protesters), modern and even more effective power is enacted by persuasion, dissimulation or manipulation, to change the mind of others in one's own interests. And this is the vital point where discourse and critical discourse analysis converge, because affecting the mind of others is purely the function of text and talk. On the contrary, dominance may be enacted and reproduced by subtle, routine, everyday forms of text and talk that appear natural and quite acceptable (Van Dijk, 1993, p. 254).

The foundation for the ideas, assessments and thoughts are basic values typical for the society shaped by political culture and traditions formed during the time period of development of the country. As George W. Bush stated in his Inaugural Address: *America has never been united by blood or birth or soil. We are bound by ideals that move us beyond our backgrounds, lift us above our interests, and teach us what it means to be citizens* (President G.W. Bush's Inaugural Address, January 20, 2001). American people are united by values, common values.

American political beliefs may be labeled as liberalism. Basic to the liberal legacy is Thomas Jefferson's belief, enshrined in the Declaration of Independence, that the purpose of government is to secure for its citizens their inalienable rights to life, liberty, and the pursuit of happiness (Wittkopf, Jones, Kegley, 2007, p. 243).

With development of society the greater responsibility is on politicians to convince their proponents as well as their audience that their policies can be trusted. Voters make decisions based on their judgements of the honesty, morality and integrity of politicians (Charteris-Black, 2011, p.1]. Ideas, thoughts and emotions, conveyed by politicians, illustrate their values and principles. Among American values are individual liberty, equality of treatment and opportunity before the law ("all men are created equal"), self-determination, free enterprise, inalienable (natural) rights, majority rule and minority rights, freedom of expression, federalism, the

separation of powers within government, equal opportunity to participate in public affairs, and legalism (“a government of laws, not of men”) (Wittkopf et al., 2007, p. 243).

It is worth mentioning that the system of values of American people is in line with the results of the survey, which assumes that political discourse is connected with values. The survey conducted by Pew Research Center in 2018 proved that public sees the variety of democratic values as very important to the country (Views of American democratic values and principles, 2018). Despite the views about the value foundation of the country American politicians and leaders are convinced that their values should be spread around the world:

If American identity is defined by a set of universal principles of liberty and democracy, then presumably the promotion of those principles in other countries should be the primary goals of American foreign policy. ... (Huntington, 2004, p. 10). We can trace these principles in speeches of American presidents.

2.2. Political speeches.

Speeches are integral parts of political discourse. Political speeches deal with decisions about possible courses of action which are contentious and contested and about which people might reasonably disagree (What makes a speech political). In order to be effective, it should fit definite criteria, such as to be well-organized, justified, quite informative, audience-oriented and linguistically strong. By the last criterion we mean rich vocabulary, vividness, use of figurative language, the audience interest holding etc.

It is essential to emphasize that the speeches serve as primary mode of communication in political sphere. It has been divulged that their primary goal is to affect the minds of people by means of definite ideas, thoughts and opinions, accompanied by emotional coloring, so they are purpose-oriented. As a result, speeches properly rhetorically and stylistically composed, significantly affect the political situation. American leaders, delivering speeches, expressed their opinion, but the opinion was one more argument for persuasion of the audience, affecting its political views and positions (Chudinov, 2007, p. 33). It is an art of persuasion, effective and impressive management tool which projects shared social beliefs and convictions about what is right and wrong so that alliances can be formed around these beliefs (Charteris-Black, 2011). Spoken strategies include basic democratic notions.

Suffice it to mention that political speeches affect recipients due to their characteristics such as emotiveness, estimation, intentionality, conventionality, modality, intertextuality, intertextuality, ideological character etc.

Barack Obama applied an engaging oratory style with attention given to the global picture (Leggett, 2011). His verbal presentation of clear logic and evidence as well as his connection with the audience made him effective communicator. His speeches were also efficient because he communicated emotions, values and morals intrinsic to ordinary people. On the other hand, there is also a second strand of speeches. They have to be more universal and more connected with the audience. Good leaders understand a story must always be very specific and evoke a particular time and mood. It should be framed in a vibrant setting, with bright color, flavor and gritty texture (Hoggan, 2019, p. 207). Through speeches the politician holds a dialogue with his compatriots and the whole world pursuing the purpose of exerting influence on their minds, winning their confidence and spreading his ideas. For that purpose, a politician uses concepts which represent basic democratic values.

2.3. Concepts.

Cognitive approach applied to the analysis of political discourse helps to penetrate into the conceptual system of a politician. We support the idea of conceptual system offered by E. Sapir, who explained it as an ongoing dynamic reproducing system of information about the real and hypothetical world (Sapir, 1993, p. 280). Conceptual system is an amount of thoughts and images of an individual acquired in the process of life verbally and non-verbally and represented by means of different semiotic systems and, first of all, by language.

Along the same line, the scholars state that conceptual system reflects cognitive experience of the native speaker both, at language and professional levels. Language in this case is an integral part of the conceptual system of the individual, means of its construction and symbolic representation. Therefore, concepts are structural elements of the conceptual system. They accumulate knowledge about the reality (Slavova, 2010, p. 211).

The researchers of cognitive linguistics postulate the idea that concept is a complex phenomenon. The notion of concept has been interpreted by numerous scholars. It is a general idea about an object (Krasnykh, 2003, p. 271). Concepts – are ideal, abstract notions applied by people in the process of thinking. They reflect the results of human activity and cognition of the environment in the form of certain units (Kubryakova, 1996, p. 157). According to J. Stepanov the “concept” is “a basic cultural cell in the mental world of a man” (Stepanov 2007, p. 19). Concept is a mental structure that represents the knowledge of an individual about a particular segment of the world. Being a part of the world picture, the concept reflects the orientation of values of both the individual person and the entire linguistic community. It implies that the concept may include the generally valid features as well as the individual characteristics of native speakers. According to V. Evans, concepts are intermediaries between the words and extralinguistic reality (Evans, 2009). Certain phenomena of the reality can become a concept in the case when they are relevant to and valuable for a particular culture, which has appropriate number of linguistic units for representation in that culture.

Concept has a “layered” structure, its strata are the result of the cultural life. The concept structure includes the main feature, an additional (passive, historical) features plus the inner form (Stepanov, 2007). The latter is regarded as a foundation on which all the other layers of meaning are built. Concepts form a concept sphere which is structured and logically arranged. A concept as a concept sphere unit has its verbal representation. In the process of thinking a concept actualizes its typical features and qualities. In the language the concept can be represented by ready-made lexemes; free word combinations; sentences and even texts (Popova, Stermin, 2001, p. 38). At the same time language is the means of concept formation in the mind of people. So, they (concepts) embrace all ideas and thoughts about reality.

Analysis of concepts is useful for assessing political situation in the country, forming an idea about American model of the world as a part of political picture of the world and immersing into the mental world of the speaker who generalizes characteristics and peculiarities typical for representatives of the culture. Further on these theoretical underpinnings will be illustrated by the analysis of the concept *Democratic values*. The concept *Democratic values* is one of the basic concepts of American culture and has a great axiological value.

Ex-president B. Obama, while delivering speeches, embraces characteristics typical for American linguistic and political culture. Finally, it is essential to remember that language, thinking and culture are represented in concepts that accumulate typical images of representatives of American political culture about the world in general and political sphere in particular. Analysis of the concept *Democratic values* makes it possible to identify its components as a result of semantic and conceptual analysis.

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Results and Discussions

The concept identified in B. Obama speeches. The concept of American values is one that identifies American political culture, political tradition and which can be observed in every speech delivered by American leaders within time (Charteris-Black, 2011, p.2).

Democratic values are fundamental beliefs that unite all Americans. They are found in core sources, such as the Declaration of Independence, the Constitution, and other important documents of the nation. Analyzing the speeches, we tried to find out whether there is any correlation between core values and the values distinguished by American president.

The concept described below was chosen from the speeches of B. Obama and concerns different aspects of policy such as foreign and domestic policy, economics, military activity etc. The concept *Democratic values* reflects the level of public perception of the phenomenon of democracy. It bears comprehensive encyclopedic information about the reflected phenomenon, about interpretation of such information by public consciousness and about the attitude of the public consciousness to the phenomenon (Pesina, Solonchak, 2015, p. 588).

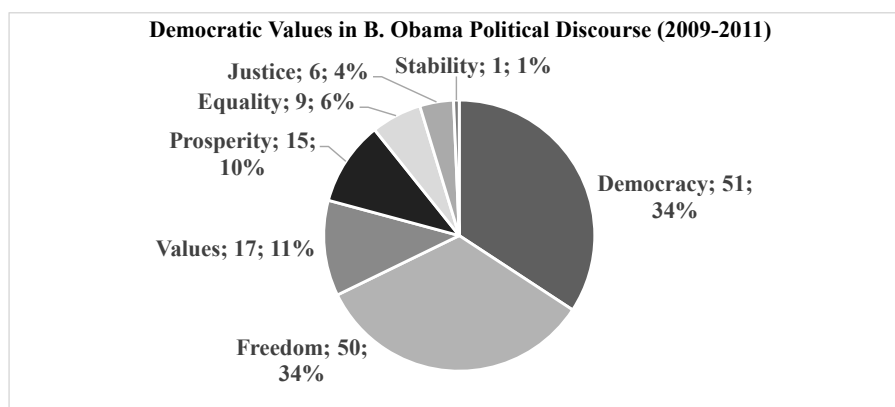


Diagram 1.

Content-analysis of B. Obama political discourse helped to identify basic notions of democratic values. It was apparent that the notions of *democracy, freedom, values, prosperity, equality, justice* and *stability* serve as a moral foundation for American president and American people. At the same time some of the values are more important than others (see Diagram 1). B. Obama is convinced of the rightness of his views and confident that his values are not just American but universal.

Democracy tended to be the most important notion in political speeches as it is the most frequent one. In every speech, delivered officially, the President praised democracy, which was not only connected with culture, but also with American political tradition:

Democracy cannot be imposed on any nation from the outside. Each society must search for its own path, and no path is perfect. Each country will pursue a path rooted in the culture of its people and in its past traditions (Obama, Sep. 23, 2009). In the speech delivered in the UNO, the President stressed that the notion of democracy is ingrained in American culture, it is a part of political tradition.

The fourth issue that I will address is democracy. I know – I know there has been controversy about the promotion of democracy in recent years, and much of this controversy is connected to the war in Iraq. So, let me be clear: No system of government can or should be imposed by one nation by any other (Obama, June 4, 2009). The above given examples prove the idea that democracy as a value and a norm is really important for the president and the audience, that's why American leader concerns the issue.

The lexeme *democracy* most often refers to a form of government by the people, usually through elected representatives (New Webster's Dictionary, 1993, p. 255). It is also a form of the government. So, this notion is a significant value that should be shared by

other peoples. The notion of democracy is reflected in American Constitution that states the democratic Values – Liberty, Equality, Justice. These words represent basic values of the United States democratic political system. The above-mentioned democratic values support the belief that an orderly society can exist successfully and, in such society, freedom is preserved.

Freedom is the second value praised by B. Obama. According to the definition, given by New Webster's Dictionary, it is enjoyment of personal liberty, of not being a slave or a prisoner; the enjoyment of civil rights; liberty in action and choosing (New Webster's Dictionary, 1993, p. 376).

President Obama was quite eloquent defending *freedom* as a basic value for American people:

And a twilight struggle for freedom led to a nation of highways, an American on the moon, and an explosion of technology that still shapes our world (Obama, February 24, 2009). In this context *freedom* as a fair right guaranteed by Constitution inspired Americans achieve success in many spheres of life ranging from business to technologies.

Utterances in political speeches operate within historical frameworks and are frequently associated with other related utterances or texts (Bakhtin, 1981). So, Barack Obama stating importance of values is convinced that American values make American people stronger, physically and spiritually despite all the challenges they faced or may face in future:

Finally, we must draw on the strength of our values – for the challenges that we face may have changed, but the things that we believe in must not. That is why we must promote our values by living them at home – which is why I have prohibited torture and will close the prison at Guantanamo Bay (Obama, Dec. 1, 2009). Values serve as a foundation at the times of ordeal, such as September 11 attacks; war in Iraq and Afghanistan. So, delivering a speech at West Point Military Academy American President intentionally stressed values as a core of strength in confrontation with terrorism and the USA enemies.

Prosperity was also identified by B. Obama as value. It is directly related to common good which is distinguished in core documents of American heritage:

The answers to our problems don't lie beyond our reach. They exist in our laboratories and universities; in our fields and our factories; in the imaginations of our entrepreneurs and the pride of the hardest-working people on Earth. Those qualities that have made America the greatest force of progress and prosperity in human history we still possess in ample measure (Obama, February 24, 2009). Prosperity is inseparable from progress.

Justice is not less important in the scale of American values, though it is less frequent. Following the principle of justice all people should be treated fairly with both the benefits and the obligations of society. Along with it no individual or group should be favored over another person or group (Core Democratic Values: Fundamental Beliefs). Delivering his famous speech at Cairo University (Egypt) in 2009, B. Obama drew attention to the global connection between American and Muslim people which should be based on mutual respect, tolerance and dignity that lay the foundation for progress and justice:

I've come here to Cairo to seek a new beginning between the United States and Muslims around the world, one based on mutual interest and mutual respect, and one based upon the truth that America and Islam are not exclusive and need not be in competition. Instead, they overlap, and share common principles – principles of justice and progress; tolerance and the dignity of all human beings. I do so recognizing that change cannot happen overnight (Obama, June 4, 2009).

Justice is connected with *equality*, which is the right to political, legal, social and economic equality. Everyone has the right to the same treatment regardless of race, sex, religion, heritage, or economic status (Core Democratic Values: Fundamental Beliefs).

All the values, mentioned by President Obama, lead to stability. In the political context *stability* is related to the area between Afghanistan and Pakistan, especially the borderline between the countries.

In the last few months alone, we have apprehended extremists within our borders who were sent here from the border region of Afghanistan and Pakistan to commit new acts of terror. This danger will only grow if the region slides backwards, and al Qaeda can operate with impunity. We must keep the pressure on al Qaeda, and to do that, we must increase the stability and capacity of our partners in the region (Obama, Dec. 1, 2009). *Stability* in Southern Asia can be provided by American troops which would pressurize al Qaeda increasing peace and giving opportunities for economic, political and security development.

The concept, identified in B. Obama speeches, is stable. It is regularly reproduced by American leaders and politicians. The concept *Democratic Values* is well known and easily recognized.

A concept as a unit of structured knowledge has its own organization, i.e. it consists of components (conceptual features) which participate in formation of different layers. The concept *Democratic values* has its own structure, i.e. that it can be described in terms of a lexico-semantic field that consists of the core and periphery. The structure of the concept *Democratic Values* can be graphically represented (Figure 1). The basic notion, the core of the concept, is in the center of the structure, while at the periphery is everything that is added by political culture, political traditions and people's personal experiences.

Lexico-semantic field *Democratic Values*

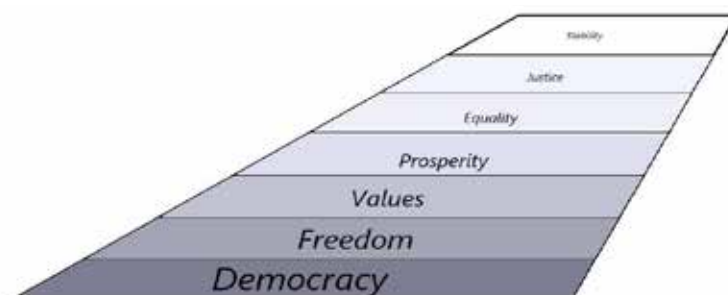


Figure 1.

The core covers the prototypical layers with most frequent units while units with more abstract features gravitate to the periphery of the concept. Most relevant associations to native speakers constitute the core of the concept, the less significant – the periphery. According to them, the concept has not any clear boundaries, while receding from the nucleus the associations that are gradually fading (Nemickienė, 2011, p. 4). Concept manifests itself in the mind with the help of language units. The concept *Democratic values* is represented by lexemes.

Peripheral status of the concept feature does not indicate to its insignificance in the field of the concept. Its status just illustrates its location regarding the core, to be precise how far this or that notion is from the core. Analyzing the concept *Democratic Values*, identified in speeches by B. Obama, we found out that the lexemes of *democracy* and *freedom* make up the core of the concept, they are the most frequent ones. In comparison, frequency of certain notions at the core is higher than at the periphery. The lexemes of *values*, *prosperity* and *equality* are located farther from the core. They are closer to the periphery of the lexico-semantic field. Both lexemes – *justice* and *stability* are at the periphery. But in comparison with the rest the lexeme of *justice* is even farther, i.e. it is at the close periphery. The lexeme *stability* is also at the periphery of the lexico-semantic field. It worth mentioning that the lexeme *stability* among all lexemes is the least frequent and as a result it is located at the distant periphery.

The image of the concept *Democratic Values* has sustained social and political standardization. Due to national characteristics shaped by political views and values this concept turned out to be the national one. It means that ordinary American people as well as politicians are convinced that the notions of *democracy*, *freedom*, *liberty*, *prosperity*, *equality* and *justice* are integral parts of democratic processes and civil society development. American political culture and traditions determined the *Democratic Values* concept development.

Among basic tenets of American democracy scholars distinguish the notions of *liberty*, *equality*, *democracy*, *social consent* and *majority rule*; *individualism*, *religious freedom* (The Tenets of American Democracy; Popova, 2001, p. 76).

In our research we found out that American President focused predominantly on the notions of *democracy*, *freedom* and *equality*. Other notions were less frequent. The least frequent were the notions of *justice* and *stability*. We are inclined to think that their less frequent application is in direct correlation with the sphere of foreign policy while *individualism*, *social consent* and *majority rule* are more typical for domestic policy.

Foreign policy basics of the United States include the objectives and the policy implemented. Regarding the objectives they are quite pragmatic and clear. Foreign policy of the United States is goal-oriented. It means that the country is pursuing its goals in foreign policy course taking into consideration its own interests as well as interest of the countries it deals with. The primary goal is the protection of the territory of the United States and the lives of its citizens. Security goals coincide with the goal of protecting the US allies and friends. The second goal of the U.S. foreign policy is the protection of American investments, key resources and markets around the world where U.S. interests are. The third main goal is the preservation of a balance of power in the world. The fourth main goal of U.S. foreign policy is the protection of human rights and democracy. The payoff of stability that comes from other U.S. foreign policy goals is peace and tranquility. Despite its own strategic interests, the United States nonetheless attempts to support international peace through many aspects of its foreign policy, such as foreign aid, support and cooperation (Defining Foreign Policy). Due to it, B. Obama's administrations built heavily on those long-standing values.

The citation below illustrates the goals of the foreign policy course of the United States:

We can think of it on several levels, as "the goals that a state's officials seek to attain abroad, the values that give rise to those objectives, and the means or instruments used to pursue them" (Wittkopf et al., 2007). It proves that foreign policy shaped by values incorporated in traditions and political culture of the country. This is the reason why lexemes of the concept *Democratic values* are omnipresent: they can be found in various types of speeches.

Conclusions

Political discourse is an indispensable part of American political activity. The results of the analysis have confirmed the idea that political discourse of B. Obama is inseparable from democratic values, conveyed through speeches, which serve as primary mode of political communication. The speeches of B. Obama have proved to be effective means of rhetoric and audience communication. His speeches can serve as a foundation for analyzing concepts ingrained in consciousness of American people. His political speeches as means of persuasion and idea spreading are framed within the concept of democratic values as fundamental beliefs that unite Americans.

Content-analysis of B. Obama political speeches helped to identify basic notions of democratic values. It has been found out that the notions of *democracy*, *freedom*, *values*, *prosperity*, *equality*, *justice* and *stability* serve as a moral foundation for American president and American people. The above-mentioned lexemes form one of the basic concepts which is *Democratic values*.

It has been established that the concept *Democratic values* has nation-specific features and it is a reflection of American political culture. The lexemes as well as the concept itself are easily recognized in speeches of the American leader. It means that B. Obama is convinced that the notions of *democracy*, *freedom*, *liberty*, *prosperity*, *equality* and *justice* are integral parts of democratic processes and civil society development. American political culture and traditions determined the *Democratic Values* concept development.

The concept can be represented in terms of lexico-semantic field. So, structurally the concept *Democratic values* has a core and the periphery. Analyzing speeches by B. Obama, we have found out that the lexemes of *democracy* and *freedom* make up the core of the concept, because they are the most frequent ones. The lexemes of *values*, *prosperity* and *equality* are closer to the periphery of the lexico-semantic field. Both lexemes – *justice* and *stability* are at the periphery.

The identified concept reflects the picture of the world of American politicians at the beginning of the 21st century. It also correlates with values reflected in basic legal documents of the USA. The concept is codified in the consciousness of Americans, that's why lexemes of the concept are widely used. As an integral part of American mentality, the concept *Democratic values* affects not only the perception of American politicians and people, but also foreign policy of the USA.

The further research is supposed to concern identification of other concepts verbally represented in speeches of American presidents.

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