

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL LINGUISTIC UNIVERSITY
Professor G.G.Pocheptsov Chair of Germanic and Finno-Ugrian Philology

Master's Qualification Paper

VERBAL AND NON-VERBAL REPRESENTATION OF THE
"PROMISE" IN ELECTION MESSAGES
(BASED ON ENGLISH AND UKRAINIAN-LANGUAGE INTERVIEWS
STORED ON YOUTUBE VIDEO HOSTING)

DARIIA VOLOSHYNA
Group MLa 57-20
Department of Germanic Philology

Research Adviser

Professor **OLESYA O. CHERKHAVA**
Doctor of Philology

Kyiv – 2021

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ

Кафедра германської і фіно-угорської філології

імені професора Г. Г. Почепцова

Кваліфікаційна робота магістра з лінгвістики

на тему:

**ВЕРБАЛЬНА ТА НЕВЕРБАЛЬНА РЕПРЕЗЕНТАЦІЯ ТАКТИКИ
"ОБЩЯНКИ" У ПЕРЕДВИБОРЧИХ МЕСЕДЖАХ
(НА МАТЕРІАЛІ АНГЛО- ТА УКРАЇНОМОВНИХ ІНТЕРВ'Ю
ЗБЕРЕЖЕНИХ НА ВІДЕОХОСТИНГУ YOU TUBE В МЕРЕЖІ ІНТЕРНЕТ)**

Допущено до захисту
« ___ » _____ року

студента групи МЛа 57-20
факультету германської філології
освітньо-професійної програми
Сучасні філологічні студії
(англійська мова): лінгвістика та
перекладознавство
за спеціальністю 035 Філологія
спеціалізація 035.041 Германські мови та
літератури (переклад включно), перша –
англійська
Волошиної Дарії Денисівни

Завідувач кафедри
Шутова М.О.

(підпис) (ПІБ)

Науковий керівник:
д. філол. наук, доц., проф. Черхава О.О.
Національна шкала _____
Кількість балів _____
Оцінка ЄКТС _____

TABLE OF CONTEXT

INTRODUCTION	5
CHAPTER ONE	
THE STATUS OF INTERVIEW AS AN INTEGRATED SPEECH GENRE	
1.1.Researching theoretical works of Ukrainian and foreign linguists in the sphere of the study of interviews	9
1.2.Television interviews and pre-election interviews stored on YouTube video hosting on the Internet.....	14
1.3. Strategies and tactics of the speech act «PROMISE» in English and Ukrainian: make-believe discourse.....	18
1.4. The role of imperatives in pre-election interviews: assessing resilient respondent..	22
Conclusions to Chapter One	27
CHAPTER TWO	
THE REPRESENTATION OF "PROMISE" SPEECH ACT IN PRE-ELECTION INTERVIEWS	
2.1. Promise in the scope of speech act theory: explicit and implicit promise.....	28
2.2. Communicative structure of pre-election interview texts.....	32
2.3. Communicative model of make-believe pre-election messages.....	34
2.4. Semantic model of make-believe pre-election messages	44
Conclusions to Chapter Two.....	49
CHAPTER THREE	
ENGLISH AND UKRAINIAN PRE-ELECTION INTERVIEWS: MAKE-BELIEVE MESSAGES	
3.1.Lexical means of representing promise in Joe Biden's pre-election speech.....	51
3.2.Lexical means of representing promise in Volodymyr Zelenskyy's pre-election speech.....	55
3.3.Metaphorical reflection of «PROMISE»	58

3.4.Non-verbal representation of «PROMISE»59
Conclusions to Chapter Three.....63
GENERAL CONCLUSIONS.....63
RÉSUMÉ.....66
LIST OF REFERENCE MATERIALS.....67

INTRODUCTION

This master's qualification paper is an attempt to investigate the verbal and non-verbal representation of a promise in pre-election messages sent through interviews, saved on YouTube video hosting. A recent study presents interviews as intersection of the Internet and media linguistics and the variety of genre, which includes not only TV-, but also special Web service interviews that could be downloaded in browser. The frequent reference to the latter due to the fact that media content can be consumed anytime, anywhere and from any device. Thus, the viewer deliberately chooses the material for viewing. The political sphere actively uses this video hosting because of possibility to download and save a large number of videos regarding various aspects of its activities. The rapid growth of activity occurs in the pre-election period, when voters have a choice for whom to vote for. Candidates use different communication strategies and tactics in order to influence the consciousness of the people in their favor. The promise is one of such instruments of impact and is widely used by politicians as agitation. Traditionally, in linguistics, two forms of this communicative act are distinguished - explicit and implicit. The latter has a large selection and continues to be replenished with other interesting proposals for the implementation of the strategy of commitment in speech, which are put forward by modern researchers. Therefore, there is a need to study the verbal and non-verbal manifestations of the promise in political messages.

The topicality of the research is determined by the frequent use of a promise in the pre-election campaign and involve different speech and non-speech ways for its implementation in messages.

The work is based on the assertion that the interview is the intersection of the Internet and media linguistics and the variety of genre, which includes not only TV-, but also special Web service interviews that could be downloaded in browser.

The **aim** of the master's qualification paper is to represent verbal and non-verbal expressions of the "promise" in pre-election interviews. It presupposes the following objectives:

- to consider the genre interview and its classifications in the theoretical works of Ukrainian and foreign linguistics;
- to characterize pre-election interviews stored on the video hosting You Tube;
- to identify strategies and tactics of the speech act "promise";
- to clarify its notion and types of expression in the scope of speech act theory;
- to determine the role of imperatives as the means of resilience;
- to reflect the schemes of the process of giving "promise" through interview format in the following models and to denote the ways of transferring this communicative act on the examples of Ukrainian-speaking and English-speaking politicians;
- to trace verbal and non-verbal means of its expression in the election speeches of Joe Biden and Volodymyr Zelenskyy.

The **object** of the research is the pre-election speech of the Ukrainian-speaking and English-speaking politicians.

The **subject** is verbal and non-verbal means of "promise".

The **source** of the scientific work: 1) Ukrainian pre-election interviews: Zelensky's interview for the programs TSN Tyzhden, RBK-Ukraine, "Pravo na vladu", "Ukrainska Pravda", pre-election debates 2) English pre-election interviews: Biden's interviews for the programs "60 Minutes", "PBS News Hour", "CNBC", "The Late Show with Stephan Colbert", "In conversation with Cardi B", pre-election debates.

The **data research** is based on the statements with a speech act of "promise": explicit meaning (10), implicit meaning (40), metaphors (3) and non-verbal representation of "promise" (9).

Methodology of the research: a contrastive analysis to identify the similar and different language and non-language means in Ukrainian and English speeches and the topics on which often "promises" are given; a quantitative analysis in the research is

used to present the most often used forms of its representation; a modeling method to reflect the schemes of the making “promise” in pre-election interviews.

The scientific novelty of this paper consists in representation of verbal and non-verbal means of a speech act “promise” in pre-election interviews that are showed through communicative models.

The theoretical value of the research consists in the specification of the status interview as an integrated speech genre that includes not only TV-, but also special Web service interviews downloaded on the Internet, identifying promise tactics as one of the ways of showing resilience.

The practical value of the master’s qualification paper is defined by the possibility to apply research material in comparative linguistics to show similarity and differences of expression the speech act “promise” on the example of two languages – English and Ukrainian. The results of the research can be used for educational purposes: to serve as the basis of study of the speech acts for humanitarian students. The work will have value in the political discourse also. Getting acquainted with forms of representation of “promise” by two multilingual politicians, future candidates can choose certain strategies, which help to utter their intentions to the public, make the speech varied confidently and know how to stay resilient in a conversation with a journalist.

Approbation of the research –one conference presentation: Kyiv National Linguistic University “Assessing resilient respondent” (13 May 2021).

The master qualifying paper consists of the Introduction, three Chapters with Conclusions after each of them, General Conclusions, Resume Ukrainian, Bibliography, List of References, List of Illustration Materials.

The Introduction provides a short survey of theoretical assumptions, the choice of the topic, the main aim and tasks of the research, theoretical contribution and practical value of the investigation.

Chapter One “The status of interview as an integrated speech genre” identifies the theoretical study of the interview in Ukrainian and foreign linguistic works and trace the role of modern video hosting You Tube in it. There is covered the issue of strategies and tactics of “promise” and its connection with imperatives.

Chapter Two “Experimental study of “promise” representation in pre-election interviews: methods of the analysis” investigates the ways of the manifestation of “promise” in pre-election interviews that are reflected in the certain models. The promise can be expressed through explicit and implicit forms that have different possibilities to be presented in the speech.

Chapter Three “Contrastive analysys of English and Ukrainian Pre-election Interviews” focuses on the representation of “promise” and its comparison in Joe Biden’s and Volodymyr Zelenskyy’s speeches through verbal and non-verbal means.

General conclusions summarize the accomplishments of the research and provide the most important theoretical and practical conclusions towards the finding data.

CHAPTER ONE

THE STATUS OF INTERVIEW AS AN INTEGRATED SPEECH GENRE

1.1. Researching theoretical works of Ukrainian and foreign linguists in the sphere of the study of interviews

A positive trend in modern journalism is to strengthen the information base of the media and enhancing the dialogical in which interviews play a leading role, becoming the dominant genre in the press, on the Internet, on radio and television, which determines the relevance and importance of raised issue. The urgency of researching the format of the interview genre is also because it is gaining popularity in political discourse. The main advantages of interview for politicians are the following: self-presentation, defending the position on this or that issue of concern to the country, addressing some messages to the audience, especially during the election campaign.

Interview has been the subject of research by many scientists and undergone some changes in its definition. The simplest definitions of an interview are defined as followings: "an interactive process where a person asks questions to seek particular information" (Adhabi E., Blash Anozie Ch.: 3); "a face-to-face meeting and discussion between two or more people for a specific purpose" [P. M. C., c. 7]. Subsequently, the notion is gradually expanding. Foreign works provide the definition of interview as "a speech exchange system that can be defined systematically in terms of its distinction from ordinary conversation" (Hutchby:4). Ukrainian research considers it like "an audiovisual product that arises in the process of communication between a journalist and a speaker on topics relevant and interesting to the viewer, filmed using live television equipment or recorded" (Симоїна:180).

The basic components of interview genre can already be formulated. The main condition is the presence of at least two interlocutors - the interviewer and the interviewees, between whom communication takes place, but in contrast to the usual

domestic conversation has a special purpose the achievement of which provides drawing up of the list of questions.

Interview has dialogical nature. As it has been noted by Inna V. Kovtunenکو - Svetlana V. Bylkova - Viktoriya A. Borisenko - Natalia A. Minakova - Varvara I. Rogacheva “the spontaneous dialogic communication between the interview partners is not only about the information exchange but represents a convergence of their ideas about themselves and the objective world in order to attract and gain the readers' interest” (Kovtunenکو: 98). From this point the viewer contemplates not only one “bare communication”, but also catches the respondent's reactions, which can be represented by verbal and nonverbal behavior.

By Ilyina's definition “TV interview is a complex, dynamic phenomenon that is constantly evolving under the influence of social and technical contexts, which attracts the attention of specialists in various philological and related disciplines” (Ильина: 112). The author points on the constantly development of this genre, which depends on the impact of communication technologies. They make adjustments to the formation media resources, which provide information to society. Interview as a source of collected verbal material has undergone certain transformations also. It is caused first of all the emergence of various websites, services, messengers that allow move away from the official format of television. In our study, we rely on the definition given by Dyakiv Kh. “Interview is an integrated speech genre, which includes TV and special interviews stored on YouTube video hosting on the Internet” (Dyakiv:11)

Our research will consider interviews with government officials who, using the interview format, conduct electoral campaigning, demonstrate their point of view regarding a particular situation in the country and offer their own, correct in their opinion, ways of solving the problem that contribute to the development of the state. In their speech, politicians normally use personal pronouns of 1st plural person, since it is important for a government representative to present the position of the state, not his personal, in addition, the use of pronouns “we”, “our” is a method of solidarity, when a

politician declares his position as the position of the majority. The third participant in the communication is the audience, which monitors the interviewing process, perceives information, evaluates and takes a certain position regarding the politician's figure. Therefore, Martin Montgomery notes the importance of “the pre-allocation of roles. The speaker who asks questions does so from an institutionally defined position*one in which they hold some responsibility for setting the agenda, the terms or the topic of the discourse. Nor is it a case of simply asking questions; the media interviewer also controls the length, shape and even the style of the encounter” (Montgomery: 260).

As many scholars point out, the main characteristics of an interview are “implicit” spontaneous expression (Kovtunen:96), two-way communication and dialogicity. “Under the “implicit expression” is comprehended the contextual use of language means, as the context is considered as an integral component of the ongoing senses. Any language functioning is determined by context. In the interview, for example, the total context in which the dialogic exchanges take place, is not strictly fixed, the interviewer and the respondent, relying on particular linguistic means, their functional and pragmatic features, mutually design and reproduce it” (Kovtunen:96).

Political interview contains two types of interaction: the first- and the second-frame interaction (also known as media-frame interaction) (Johansson:140). The first-frame interaction takes place within, i.e. between an interviewer and an interviewee, and is aimed at interpreting and negotiating the validity status of media messages. Although the discussion may seem to be done only for the direct participants of the discourse, its primary aim is to be presented to an audience. Thus, the participants of the second-frame interaction, i.e. the audience, become an important part of the discourse. The audience does not only interpret the messages directed at the first-frame participants, but also evaluate the communication processes, i.e. the strategies employed by the interviewer and interviewee for the interpretation and production of messages.

The question of the typology of interviews deserves special attention. There are many classifications in journalistic.

Oleksandr Butko and Kseniia Semenova note “(depending on the volume, form or content) different classifications of interviews: informational, operational, cognitive, portrait, investigative, entertaining, provocative, blitz or flash interviews, conversations etc” (O’Dowd:191).

Classification of Essa Adhabi and Christina Blash Anozie is based on the interview’s nature of implementation and their position in qualitative researches (Adhabi, Blash: 3). In terms of their nature, it is distinguished between formal and informal interviews. The latter one is characterized like free form of conversation, during which the compiled questions can change. In addition, the two functions are presupposed to be realized in informal interview genre: messaging and influencing (Kovtunenko: 98). The correspondent manages the conversation in such way to motivate the respondent to evoke emotions, feelings, discover his new ideas on a particular topic. On the contrary, a formal interview requires strict adherence to the questions and their sequence. There should be a clearly planned scenario - a list of questions and answers.

Based on the position in qualitative researches, the three common types of interview are stand out: structured, semi-structured, and unstructured interviews (Adhabi, Blash: 3).

Structured interview provides for a laborious process of its preparation, namely the designation of a clear structure, preparation of questions and their execution in a logical sequence. The most significant role here is played by the interviewer, who clearly follows the course of the conversation.

The interview is also based on the preparation of material on a specific topic, but allows deviations from the rigid structure. Compared to structured interview, this type requires less responsibility on the part of the interviewer.

From the title of an unstructured interview, it is immediately clear that it does not require diligent preparation, planning questions. The whole process takes place in a lighter and more informal atmosphere.

Martin Montgomery suggests four types of interview. It is the accountability interview, the experiential interview, the expert interview and the news interview with a correspondent, reporter, editor, which is termed the affiliated interview by the author. (Montgomery: 261).

Accountability interview involves of a public figure to answer in connection with a problem or event of the moment, “either for their deeds or for words, or for actions / statements of the institution with which they are related” (Montgomery: 262).

“The experiential interview provides news programmes with personal reactions to issues or events and, where appropriate, with eyewitness accounts” (Montgomery: 267).

The next type of interview is the expert interview. “It is designed to elucidate the event or topic of the news by providing “background” through eliciting supplementary information, clarifying unfamiliar concepts, spelling out the implications of a development or providing independent comment” (Montgomery: 270).

Speaking about the news interview, it is should be pointed out that news programs show only fragments of interview concerning a certain event.

In recent years, there is a separate typology for political interviews appeared. Ian Hutchby based on the Montgomery’s classification distinguishes its four types: “the conventional, the adversarial, the hybrid and the reflexive” (Hutchby: 4). The first type has “turn- taking structure, which is characterized by two main types of sequence: question–answer–next question and question–answer–formulation” (Hutchby: 4). In the second one “public figures are subject to lines of questioning that often take the appearance of the forms of talk found in courtroom crossexamination” . The hybrid political interview is determined by the presence “the question–answer structure of the CPI is retained to some extent, but the IR (sometimes the IE too) freely moves between that structure and forms of talk that are more closely associated with arguing than with interviewing” (Hutchby: 4). This type of interview “has affinities with what Montgomery (2007) described as the accountability interview. Among the similarities between the two types are the following:1. Leading questions. 2. Repetition. 3.

Demeanour differentiation. 4. Non-resolution” (Hutchby: 6). The reflective type means interviewing politicians in a free entertainment format about recent political events.

There are symbiotic relations between political discourse and the interview, which transmit and shape political information, beliefs and opinions. Most often interviewing politicians takes place during the election campaign. Candidates, seeking to get electoral position, try to make the most of their interview time to gain support from the majority of the people. An important role in this process is played by the election message. The purpose of election message is transfer of the main essence of the voter campaign, create a positive image of the candidate.

According to Ukrainian researchers Mykhailo Bahmet and Vitaliy Khanstantinov, “its attractiveness for the voter lies in simple explanations of complex problems and the presence of promises. Due to the peculiarities of our political culture, which is prone to populism and paternalism, political actors usually arrange a contest of promises” (Bahmet, Khanstantinov: 74).

As has been shown an interview and an election message play an important role in the election campaign. From the point of view of political discourse an interview can be defined as a communicative interaction, which requires rigid distribution of speech roles between two participants, journalist and politician, and is aimed at making the addressee to reflect, motivating to certain actions.

1.2. Television interviews and pre-election interviews stored on YouTube video hosting on the Internet

The twenty-first century is marked by the rapid development of information and communication resources on the Internet, the emergence of which has become the reason for the decline in public interest in traditional media. These include social networks (Facebook, Twitter, Instagram) and video hosting (YouTube, Dailymotion, Vimeo, Vimple, Dacast, Cincopa etc.). The success of such a rapid increase in attention to them has a number of advantages that make life much easier. The most famous of

them are “wide portability, speed of technological integration, cost reduction and ease of use” (Ciftci: 390).

As for Lagutina O.V., she identifies “the most important properties of online media, which qualitatively distinguish it from traditional media:

hypertextuality (a system of communication between individual documents using hyperlinks embedded in the text, this connection between individual texts is carried out in a single environment, which allows you to read the text not only at one level, like on paper, but thanks to internal and external links to browse it in depth ...)

multimedia (use for transmission and "packing" of information not only in verbal (text), but also in other sign systems - graphic, sound, photo, video, animation)

interactivity (multilateral information exchange with the consumer, both with individual representatives and with the audience as a whole)” (ЛагУТИНА: 25).

They deserve a high popularity rating because it has become a platform for discussing and showing important social topics related to business, politics, education, etc. It is worth recognizing that the leading role in this regard belongs to the video hosting YouTube: “With the increasing use of mobile internet, YouTube has become a commercial and political space rather than just uploading a self-video and videos from others” (Ciftci: 391).

“YouTube serves as a multi-dimensional internet platform when compared to other social networks; such as publishing platform, media archive, and social network” [Ciftci: 390]. This service provides the ability to upload, store, deliver and show videos to all users. Robert Gehl metaphorically calls it like “a sort of digital Wunderkammer (often translated as ‘closet of wonders’)” (Gehl: 45).

It is observed a tendency to expand the boundaries of traditional media, caused by the need for additional preservation and dissemination of information. You Tube is precisely that additional resource, allowing to load, save the information shown before on TV. Interviews are highly revealing in this regard. They are the most popular genre on TV, which are actively transferred to the video hosting platform. Moreover, there are

interviews, which are not broadcast on TV. They can be found on the channels of famous people, organizations. Therefore, sometimes such interviews can be different from traditional ones: “A modern TV or Internet interview is a hybrid, colloquial-journalistic genre, which determines its style-free, flexible, expressively rich, including elements of colloquial speech and features of popular science style: unprepared, partial or complete spontaneity, irreversibility, the use of rusticated, spoken and slang elements in the conditions of formality” (Korolkova: 2).

To better understand the fact of demand for the use of YouTube as a space of stored pre-election interviews among those, who fill it with content and those, who perceive it, consider the advantages provided by it. The most important of them are pointed out by A. M. Bakhmetyeva and M. S. Aleksakha: “The use of the latest media in political communications has many advantages over traditional media, including the speed of production and distribution of content, its cheapness, "long life" of information on the network, wide coverage of middle and young audiences” (Aleksakha, Bakhmetyeva: 28).

Television is inherent in “the compulsion of television programs, i.e. the inability for the viewer to change the viewing time of programs, their order, structure and tempo, as well as compulsion in terms of "binding" to the receiving device, i.e. TV” (Лагутина: 24). YouTube is the exact opposite of the listed characteristics of television format. “Most of interviews on YouTube last longer than their TV counterparts, as nothing restricts the interlocutors” (Yablonovskaya : 228). It has no strict time limits, necessary to watch it in any time and be only in one place, for example, like at home. Also users can pause the video interview and continue watching later.

The one feature of interviews stored on video hosting deserve attention by the fact that the audience can rate (like, dislike) and leave comments under the video. This allows you to freely exchange opinions, statements, defend your point of view. Such interaction turns in communication between viewers and have no time or editorial restrictions.

To attract the interest of the audience and give the understanding of the main topic of the interview, it is used the title of the video instead of the welcome word, which is often used in television media.

It is worthy mentioned YouTube channels. They allow their "owners" to load videos, track traffic and understand the ratio of positive and negative reviews on things said in interviews. The last point can be very important for the candidates in pre-election period. They can monitor situation and resort to changes that are not noticeable to recipients, deviations from previously submitted information in order to adjust their future speech in favor of voters. The channel helps to gather like-minded people, increase the number of audience, to popularize the image and ideas of the politicians.

One more distinctive thing about YouTube channel is the provision of a quick search for the desired video. As a rule, the channel contains content of one topic of one person or a company, the releases of interviews of which are posted in a certain sequence. Viewers can see the last date and choose the necessary one. They can save a video they like, add it to their favorites and have opportunity to watch it again.

Another way to find video content is to enter keywords in the search bar, which also provides a quick presentation of information.

It will be interesting to consider the emotional component of video interviews uploaded specifically to YouTube. Unlike to television interviews which must strictly adhere to the rules of conduct, the official style of communication, they can give more will in the self-expression of a politician, establish a stronger connection with the correspondent and allow viewers to see the speaker from a different angle.

One of the best qualities of this service is the fact that it is well known in the world. If television is designed only for the native audience and shows information regarding the interest of certain society, You Tube is planned for all people and have freedom in watching different video of another countries.

To sum up, You Tube is widely used video hosting site in the world. It draws attention of people of different ages because of its versatile content both for youth and

adults. The popularity of this Internet platform for storing the pre-election interview is increasing every day due to the presence of a number of qualities not inherent on TV.

1.3. Strategies and tactics of the speech act «PROMISE» in English and Ukrainian: make-believe discourse

To date the concept of "promise" is attracting attention like never before. This is primarily due to the development of advertising, marketing and political discourse. Their main purpose is to convince the audience for the sake of getting the desired goals. The promise is used as a tool to achieve it. To have a real effect on the listeners, speakers should use the strategies and tactics of the "promise". But before we move to them, first consider the definition of the "promise".

During the research, various nominations are applied to this speech act. J. Searl, J. Austin define it like "commissive", Raymond Hickey uses the word "commitment", Mara Katz names it "obligation", Joko Karyono, - "promise", S. Shabat – Savka uses the term "promisive".

The works of various scholars provide several definitions of promise. However, let us first turn to the general definition presented in the explanatory dictionary of the Ukrainian language: "the promise is a voluntary commitment to do something" [7]. So the first thing we should note is that the promise is a personal expression of the speaker's intention to take responsibility for the action. S. Shabat – Savka explains that "promisives realize the will of the main subject of communication, his voluntary obligation, promise, guarantee of something" (Shabat – Savka: 61).

Nabilah Fairuz Al-Bantany defines the promise as "a statement of telling someone that you will definitely do or not do something. It is a verbal commitment by one person to another to do (or not to do) something in the future" (Nabilah: 25).

Raymond Hickey, explaining the nature of the promise, notes that the speaker, giving a promise, undertakes not only to fulfill it in the future, but also to bear

responsibility: “Commitment is basically the binding of oneself to a certain course of action. This binding is usually of a moral nature, that is one sees it as one’s moral responsibility to fulfill that to which one has committed oneself.” (Hickey: 1). The “promise” refers to a commissive speech act, the illocutionary power of which is aimed at making and performance speaker’s obligations for the benefit of the listener. Mara Katz distinguishes between commissives and persuasives obligations.

In addition, for the successful realization of the promise, it is necessary to obey certain circumstances, which mentioned in the work of Benni Ichsanda Rahman: “ (a) the speaker’s utterance brings him or her under obligation to fulfill the promise because it is conventionally realized as promise, (b) that promise can be made only in situations where the addressee prefers that the speaker do the action promised; and (c) that the promise cannot be made in contexts where the speaker would have done the promised action in the normal course of events” (Benni:2).

To determine the true meaning of a statement with the performative verb to promise and referring it to a direct speech act promises, Vasilina highlights several factors, among which are the following:

- 1) performative verb in the first person singular (and always in the affirmative);
- 2) the relevance of the speech act to the future;
- 3) utterance by the speaker of a speech act promises in favor of the addressee;
- 4) compliance with all the conditions necessary for the implementation of the speech act of the promise (Vasilina: 2).

Regarding the division into means of expression of promise, in linguistics there is a traditional division into verbal and nonverbal means. Among the verbal means are commissive verbs and non-commissive verbs (Hickey: 6).

The speaker most often uses verbs with the meaning of "promise" to express the intention to perform a certain action in the future: promise, swear, warrant, vouch, assurance and so on. It is also achieved through idioms like "be on your honour", "give your word" and "cross my heart" in some cases. For instance, "I promise not to speak for more than an hour" [Hickey: 3]. In such situation, when the speaker emphasizes his intentional action by the words given above, it is classified as a performative act.

It is generally accepted that sentences with performative verbs refer to a complex explanatory sentences.

By non-commissive verb it is meant the word, which is indicated as one that which expresses commitment. It is presented by the future form of the word to be in English discourse: "I'll give up smoking after my final examinations" [Hickey: 6]. Ukrainian language mostly allows to express commissive by the forms of future tense of both the perfect and imperfect form.

To enhance the impact of the speech act "promise" non-verbal means may be engage by the speaker. These include intonation, facial expressions, gestures.

The strategy of promise is actively involved in use by politicians in their speeches. The strength of this communicative act is to convince of the masses, appeal them to the one side from among the others. Therefore, to have a real effect on the audience by using "promise", it should be applied appropriate ways, skillfully using of which increases the chances of achieving the results.

In linguistics there is no definite classification, therefore we will involve the strategies studied by Benni Ichsanda Rahman, A. Vashkevich and Nabilah Fairuz Al-Bantany.

Benni Ichsanda Rahman presents such strategies: future act, reassurance and future act, statement of fact, statement of fact and future act, reassurance alone, if/then

guarantee, request and future act, request to promise, reassurance and statement of fact, hedges, bargaining, explicit promise and future act, offer [Benni: 4].

Nabilah Fairuz Al-Bantany highlights three strategies of promise: expressing intention, offering solution and expressing want [Nabilah: 29]. The first strategy, expressing intention, involves candidates expressing their intentions to improve the situation. Using the second strategy, candidates suggest the best solutions to solve existing problems. And in the third strategy they express their wants for the future of the country.

A. Vashkevich notes that promise is realized in four subtypes of intentional values: promise-intention, promise-desire, promise-commitment and promise-oath. Promises that contribute to a person's current needs or expectations are most effective (Vashkevich: 1).

The above promise strategies demonstrate its versatility. Thus, expressing a sentence-promise, a person can realize several communicative tasks: to give hope, to help solve the problem in case someone asks for help, to express a desire for further intentions, to assure the confidence of their actions and of course to give an undertaking to take action in the near future.

In our study, we would like to note that the tactic of promise is used not only in favor of persuasion, but also as a way of showing resilience. Terminological field of the notion “resilience” is often overlapped with numerous related psychological concepts: invulnerability (Lasley & Hill, 2012), self-efficacy (Lopes-Garrido, 2020), hardiness (Zhang, 2011), resistance (Cautilli & Riley-Tillman & Axelrod & Himeline, 2005).

It is remarkable that politicians often resort to commitments to avoid a direct answer to a question, not to cause doubt in front of the audience, or, conversely, to increase your authority in the eyes of opponents, to look like a confident person who is responsible for his words. The reasons of these above actions can become hidden

problematic situations that occurs during interviews: provocative questions of interviewer, critical remarks, cognitive differences between the respondent and journalist (age and gender).

1.4. The role of imperatives in pre-election interviews: assessing resilient respondent

Our everyday communication is not complete without the use of the imperatives. and in political discourse, especially. It helps to express many kinds of speech acts – order, desire, promise and so on. In the pre-election period it can be observed frequent use of them because of its multifunctionality to utterance many speech intentions and power to apply in different situations.

The pre-election interview is the place, where imperative constructions are appeared not only to say one of the language action, but become as an additional service to manage with stress.

The concept of the imperative as an object of linguistic research is interpreted as a way of a verb that expresses a request or an order of the speaker aimed at the listener.

Various works of scientists give the understanding of the nature of the imperative. Magdalena Schwager defines this “as formally identifiable sentence types that are prototypically used for requesting or commanding” (Schwager: 1). Paul H. Portner suggests understanding imperatives by subvariations of directive force. It can be orders, invitations or pieces of advice. Meaning of the concept imperative as “a verb form that is typically used to convey directive force, and is not typically used in subordinate roles” is proposed by Kai von Fintel and Sabine Iatridou (Kai von Fintel:1).

The paper of Helen de Hoop, Jetske Klatter, Gijs Mulder and Tijn Schmitz presents two main types of imperative: “willful imperatives proper, such as commands, requests, and demands, and non-willful ones, such as suggestions, and instructions and recipes” (Helen de Hoop: 43).

Imperative is a very effective construction. It expresses direct commands, requests and encourages the listener / reader to perform a certain action, tries to engage the audience and actively influences it, trying to convince the validity of the performed action. Therefore, imperative is one of the ways of manipulative influence on the consciousness of society. The speaker commands an action that has not yet taken place, but which must take place, convinces of its mandatory implementation. The use of the imperative verbs testifies to a high degree of confidence, truthfulness of the speaker, because it is the power of persuasion that contributes to the quality of the execution of the order.

Most often imperatives are found in advertising, trade, political agitation and press. The frequent presence of imperatives in these areas is due to the fact that they interact closely with society and contribute to the formation of public, cultural awareness. The influence of this syntactic construction occurs unconsciously for the recipients, although it has a great socio-psychological charge. For example, advertisements may not always meet customer expectations. It can bring frustration and thus undermine trust between people, causing social exclusion and disunity (Philippova: 302). In an election campaign, skillful use of imperatives can promise victory for the electorate. A slogan characterized by syntactic simplicity and semantic capacity in one sentence must, by expressing the candidate's program, involve attention of voters and encourage them to take action (Minyar-Belorucheva: 5). Imperatives make audience look at and evaluate the situation in a new way. So there is a continuous process of transformation of personal values, concepts, ideas in society. The consciousness of people is gradually changing, reaching a new level.

Imperatives provide an advantage both for the one who commands and for the one who does what is said. They enable the performers to express their unique individuality, to defend their principles and their position (Philippova: 10).

Imperatives are usually considered impolite through their directive force. This is especially true for commands and requests. “However, imperatives such as Have some coffee, Enjoy your holiday, or Sleep well are not considered impolite. The reason seems to be that these imperatives refer to actions that are beneficial to the hearer only. Thus, there are two types of imperatives, those referring to actions that are beneficial to the speaker and those that are beneficial to the hearer” [Helen de Hoop: 41]. Offers, invitation and advice that take the form of imperative is thought to be in the listener’s interest.

It is worth to say that the most indirect requests are not always considered polite. For example, the sentence “You’ve left the kitchen in a right mess” as a request to clean up the kitchen is considered the most indirect. The request “Could you clean up the mess in the kitchen?” is considered the most polite. And imperative (Clean up the kitchen) are found to be considered the most direct as well as the least polite way of expressing a request (Helen de Hoop: 42).

The paper of Helen de Hoop, Jetske Klatter, Gijs Mulder and Tijn Schmitz highlights the effects of adding a politeness marker *alsjeblieft* ‘please’ or discourse particles to the imperatives. It is well known that to sound more polite, we need the word please. If it is used at the beginning of a sentence, the command will be softer, if at the end - a little harder.

On the one hand, adding the word ‘please’ to an imperative in English can turn a command into a request if the action is in the interests of the speaker (Helen de Hoop 41). On the other hand, there are situations, when adding this word can make an utterance less polite. The imperative that expresses an action in the hearer’s interest, such as an advice, may be turn into a request, which is then in the speaker’s interest. And in this case the addition of please would not make the utterance more polite (Helen de Hoop: 44).

As for native Dutch speakers adding the word please to imperatives that are useful to listeners does not necessarily become more polite. Imperatives useful to the listener can even become less polite because they are interpreted as a kind of request. In this way, an action that is in the interest of the listener can be transformed into an action that will reflect more benefit to the speaker (Helen de Hoop: 44).

Political life is quite tense. There is a constant clash of ideas, interests of different subjects of politicians in order to meet their goals. Therefore, the main feature of this sphere of society is a continuous struggle that requires strength, effort and, of course, stress resistance.

The main weapon in the arena of political struggle is the “living word”, skillful mastery of which will help to win. To make a strong impression on the opinions of voters political elite uses imperatives. They show determination and readiness to take the action. Politician’s speech is rich in use this construction. Imperatives of English language discourse are often found in the following forms of expression: *“Let’s keep our eye on the ball”*; *“Let people know what you’re going to do”*; *“I know how to game the system. Come on. Come on, folks”*; *“Make sure it is totally transparent”*. Pragmatic orientation of Joe Biden’s examples mainly show the appeal to people in the form of a proposal, not a strict order. It is achieved by the word “let” in some sentences and the others are interpreted as motivation through the meaning of utterance statements. The politician does not order to complete a certain action now, he only invites to follow him. The Ukrainian pre-election discourse contains imperatives as well as a foreign one. *“Дивіться, до речі...”*; *“Давайте зробимо це разом”*. Volodymyr Zelenskyy’s speech present the use of imperatives in order and prompting forms. To make the first to sound softer it is used the word “давайте” that involves people in performance the intention of the speaker.

To sum up, imperatives are irreplaceable in the use by politicians. They have effective levers of influence on consciousness and help to manage with anxiety during

pre-election interviews. The main function of them is to give clear commands, which is conveyed by the verb. Imperatives are pragmatic and are considered less polite. However, to induce hearer to perform an action it can be add 'please'. Thus, a request/command will be sound softer. But it is should be careful with the use this word in imperative constructions. If a statement is an advice and the word 'please' is added to it, then an illocutionary force may change: an advice can be transformed in request. Based on the comparison of two language political discourses we can make conclusion that the influence on the consciousness is different. The English speaking imperative sounds not so strict in the contrast to the Ukrainian one.

Conclusions to Chapter One

This chapter is devoted to the consideration of interviews as an integrated speech genre, which includes not only TV-, but also special Web service interviews that could be downloaded in the browser. The issue of interview is studied in many scientific

domestic and foreign works, that led to the emergence of various types of interview among which we have chosen the classification of Essa Adhabi and Christina Blash Anozie, Martin Montgomery, Oleksandr Butko and Kseniia Semenova.

The favorite among Internet resources is YouTube. Its popularity is due to a number of advantages that traditional media lacks. First of all it's 24/7 availability anywhere, the convenience of watching videos - start from the moment of interest, pause, rewind and as well as the lack of long advertising. This platform stores a large amount of video context on completely different topics, and politics is no exception.

Interview is an integral part of every pre-election campaign. This form allows candidates to control the way people think through persuasion, denial, incentive and promise. "Promise" is an obligation to do something for the benefit of the listener. Common promise strategies and tactics are the following: future act, statement of fact, expressing intention, offering solution, expressing want and so on.

To cope with stress, to make their speech behavior presentable to the audience, politicians often use imperatives. In addition to the main function - a call to action - they serve as a frame for speech - give it confidence and determination. There are also instances where imperative verbs are used to draw attention to what they are about to say.

CHAPTER TWO

THE REPRESENTATION OF "PROMISE" SPEECH ACT IN PRE-ELECTION INTERVIEWS

2.1. Promise in the scope of speech act theory: explicit and implicit promise

The power of promise is undeniable. Speaking it, the speaker gives hope to the addressee to expect something in the future. This, of course, inspires the listener and forces him to take appropriate action. “The simplest promises, and perhaps the most typical, are elementary illocutionary acts performed with utterances such as I promise that next year I'll buy you a car” (Salgueiro: 216). Usually, promises are made when the speaker suggests the listener a reward for an action that has already been performed by the latter to the liking, benefit or satisfaction of the promiser.

Political communication often uses promises, especially in the pre-election period. The election campaign is a process of communication, a dialogue that takes place between the candidates for the presidency and the people. At this time, campaigning is being conducted by candidates and their parties in the election campaign to gain maximum voter support in the upcoming elections. Promise is just one of the agitation and manipulative means that are actively involved in this process.

To date, there is defined the concept of election promise. Election promise is a promise made to the audience by candidates or political parties in order to influence vote choice in their favor. Kasper Lippert-Rasmussen determines special features of election promise: “(i) election promises are made publicly; (ii) the election promise issuer announces that she will implement a certain policy if elected and that policy is favored by some parts of the electorate and will predictably favor certain sections of it (though not necessarily the same parts of it that favor it), even if it might be quite uncertain exactly which part of the electorate will benefit; (iii) the election promise issuer offers universalistic reasons to the voters why they should vote for the election promise issuer, for instance “Our policies are fair”; (iv) voters can ascertain if the election promise issuer (who gets elected) delivers the promised policies and impose sanctions on a candidate who fails to deliver on her promises, for example they can vote for a different candidate in the next election; (v) costs of fulfilment of election promises are borne by

the state; (vi) election promises involve the prospects of benefits for large groups identified through general descriptive criteria” (Kasper: 4).

In the scope of theory of speech acts the promise refers to commissives. “Commissives are oriented, like directives, from utterance to reality, are used the speaker in order to bind himself to the obligation to do / not to do anything, assume the presence he has the appropriate intention, and their proposal always has as its subject the addressee” (Волощук: 252). The aim of this type of speech act is undertaking to perform certain actions in accordance with the proposal content of the statement. The form of realization of promise is narrative or motivational sentence. “Often the performative part of the promise is eliminated, and the promise appears only in the form of an informative statement: I will keep taxes low and cut them where I can. I will open new markets to our goods and services. I will cut government spending” (Волощук: 252).

“The promise can be expressed in a form that is a deviation from the performative canon (these are the so-called non-standard performatives): you have my word, make a vow, you can count on me, I will never fail you, which by their analysis somewhat increase the pragmatic force and, in addition, give the ability to enter concretizers-intensifiers” (Волощук: 252).

Raymond Hickey emphasizes the special differences between the committee and others types of verbal activity. The fact is that the hearer, despite of being as a passive partner, play a key role because without his understanding and agreement of commitment, it is considered null and void. Antonio Blanco Salgueiro emphasizes this difference also. In his opinion, the successful fulfilment of promises requires the tacit or explicit consent of the hearer, “who can “deactivate” the promise by denying acquiescence either immediately (by saying that he does not want the speaker to perform the promised act, or that he does not want to be left owing the speaker a favour, etc.) or

at a later date (for example, by saying that he no longer desires the performance of the promised act)” (Salgueiro: 225).

Promise, as well as other manifestations of speech behavior, is characterized by explicit and implicit nature. Kost Anna gives the definition of the explicit (explicite, "expliquer" - to explain) as the meaning, really expressed, formulated, clear enough, accurate in expression, such that leaves no doubt (Кость: 138). If the statement is expressed explicit, directly, it is perceived by speakers from the values of language units. Therefore, explicit sentence contains explicit language units with the help of which the speaker express his intention. These include lexico-morphological and syntactic means.

Implicit meaning is an implicit, hidden meaning, which is derived by the listener from the meanings of language units under the influence of a specific situation and context of communication (Крайник: 124).

“In English, it is perfectly normal to make a promise explicit with the words "I promise to.... " (Salgueiro: 219).

“Explicit performative utterances are made of the same stuff as non-performatives: the same sentence can be used, for example, both to assert that a promise is made and to make a promise. In other words, (1) could be taken as a promise or, perhaps if uttered in response to (2), as an assertion:

(1) I promise never to drink again

(2) What do you do when you wake up with a terrible hangover?

The ambiguity can, of course, be removed by adding ‘hereby’, which has the effect of forcing a performative interpretation: “I hereby promise never to drink again” (Jary: 208).

From the above we can say that the main feature of explicit performative utterances is the verb that names act being done by the utterance. Therefore, such type of promise is consisted of the act and the act explicitly named to being done in the speech.

The structure of explicit statements is characterized by the presence of the following features: the first-person pronoun, the simple-present tense and the possibility of inserting the adverb 'hereby'. But "there are exceptions to the first of these two characteristics: the plural 'we' can be used in some cases: "*We pledge our lives, our fortunes and our sacred honour*". And the first-person pronoun can be omitted in certain passive constructions: "*Passengers are hereby advised that all flights to Phoenix have been cancelled*" (Jary: 209).

In contrast to explicit statements, the so-called implicit statements are opposed. The main difference is that the action being performed is not called. Thus, such utterance as "*I'll come*" can be a promise even there is not named the performative verb "*I promise*". The promise can be expressed in the order form "Stand up!". The statement "*It's yours*" can be used to conveyed ownership of something from one person to another (Jary: 209).

As for the Ukrainian-language discourse, the promise is most often expressed implicitly - by future tense forms of verbs. For example: "*І якщо зараз діючий генпрокурор, новий генпрокурор, якщо вона – це вона, жінка, професійна жінка – якщо вона до кінця року не покаже свого результату, їй я дам таку саму відповідь*" [В. Зеленський <https://www.radiosvoboda.org/a/news-zelensky-venediktova/30888355>]; "*Ходять чутки про те, що президент чи хтось з його оточення хоче повернути Приватбанк колишнім власникам. Це неправда. Ми не збираємося повертати банки колишнім власникам*" [В. Зеленський <https://www.epravda.com.ua/news/2019/10/29/653079/>]

In some cases, intensifiers are used to reinforce policy statements such as promise, guarantee, swear, and so on. "*Дякую всім українцям, які мене підтримали. Дякую*

всім українцям, які зробили інший вибір. Дякую всім українцям, хоч би де ви зараз були. Я обіцяю, що ніколи не підведу вас всіх" [В. Зеленський <https://ua.interfax.com.ua/news/election/582664.html>]

Thus, it is distinguished two main submodels, which serve to make promises, like in English, and in Ukrainian:

(a) An explicitly performative model with a common performative verb, or a synonymic performative construct: *“Обіцяю, що цього більше не буде”, “I promise people it will be very nice”*.

(b) An implicitly performative model, especially in the form of conventional propositions without performatives: *“Я буду частіше відвідувати тебе”, “I’ll help you prepare the presentation tomorrow”*.

2.2. Communicative structure of pre-election interview texts

Political candidates are often interviewed before the elections. Pre-election interviews help to get more details about politics, their campaign, highlight their intentions, motivations and plans for the future of the country. Therefore interview plays an important role in the election campaign and is beneficial for both sides: the politician can use it like a tool to present himself, persuade voters to side with him and the society can evaluate new candidate and make an assumption about its future choice.

The interview belongs to the genre of oral political discourse. “Political interview is a highly conventional (socially "conditional"), public speech genre with a rigid distribution of speech roles of the direct participants, in which a journalist reveals or seeks to reveal features of a politician that are significant for society, including "dangerous" ones, while the latter, answering questions journalist, seeks to convince society of his "relevance"” (Чистякова: 194).

The popularity of this genre in the political sphere is explained, firstly, as we mentioned above in the emergence of video hosting sites like YouTube, and, secondly,

by the fact that it reveals the image of a candidate for a leadership position from different sides - verbal and non-verbal signs are involved here. It is non-verbal information that makes the first impression on voters. This includes the candidate's appearance, posture, and facial expressions to what is happening; for example his reaction to the environment / greeting from a journalist.

The most important factor in ensuring a positive image of a politician is still political speech. The role of the communication can hardly be overestimated in political discourse. Calin Gurau indicates the factors to which the structure of communication should obey: “The communication strategy of presidential candidates has to evolve according to the specific objectives and characteristics of the three main phases of the political campaign: the differentiation of the candidate within his/her own party; the presentation of the political programme; and the final confrontation between the main candidates” (Gurau: 9).

Any pre-election communication is manipulative in its nature. Interview is no exception. Politicians will try to use it to the maximum for their own purposes. “The language of a politician could be figured as a tool of manipulation based on his/her intentions” (Minikeeva: 281).

Interview is a communication process. “The uniqueness of a political interview is due to the combination in its characteristics features inherent in both political discourse and media discourse, as well as features inherent in it as a dialogical text” (Ширяева: 62). “Some properties of the text of political interviews: persistence, poly-subjectness, special dialogicity, special addressing, two-subject character (as the author of the text are both interlocutors), the vector of addressing (from the author-interviewer to the interlocutor and from the interlocutor to the interviewer, on the one hand, and from them both to a potential reader - on the other), informativeness, evaluativeness, institutionality, spontaneity, authorship” (Ширяева: 62).

Each interview, including the pre-election one, has a certain communicative structure. "Three communicants participate here: a journalist, an interviewee and a mass audience. During the conversation, the journalist and the interlocutor are in direct speech contact... Their speech behavior is aimed mainly at the addressee - the mass audience." [Чистякова: 194]. In our case, the interlocutor is a politician. It is often observed the collide of the strategies of the two participants - the journalist and the interviewee. The journalist wants to get to the bottom of the truth, pull out as much interesting information as possible with the help of in advance prepared questions on thoughtful topics. The politician, in turn, tries to use the interview for his own purposes: to create a favorable impression of his candidacy, to convey the party's slogans to the target audience and to save his "face".

Pre-election interviews provide an opportunity to look at the voter from the other side, evaluate him and significantly influence the elections.

2.3. Communicative model of make-believe pre-election messages

The communication process is uninterrupted. In any situation people have to exchange information, reach mutual understanding, etc. At the political level, communication includes many participants: authorities, political parties, public organizations and movements, officials, society. It is most active during the election period, when the "word" of politicians is the most important strategy to influence voters.

Any communication implies the presence of certain components necessary for its implementation. G. Lasswell is the first to single them out and create the so-called "communication chain". He proposed a linear scheme consisting of five main components: Who? (dispatcher) What? (content of communicative message), By what means? (means and transmission channel), to whom? (object), With what result? (effect) His model is the basis of other scientist's models such as Claude Elwood Shannon and Warren Weaver, Richard Braddock, Yuri Lotman.

Our work is aimed to study the promise in the pre-election message. In the political speech it is expressed in explicit and implicit forms. The explicit promise is well recognizable thanks to the words that indicate the commitment. Implicit promises can be expressed in different ways - a verb of the future tense, a compound sentence, a whole syntactic construction. G. Laswell's model will help to consider in more details the manifestations of the promise in the pre-election discourse.

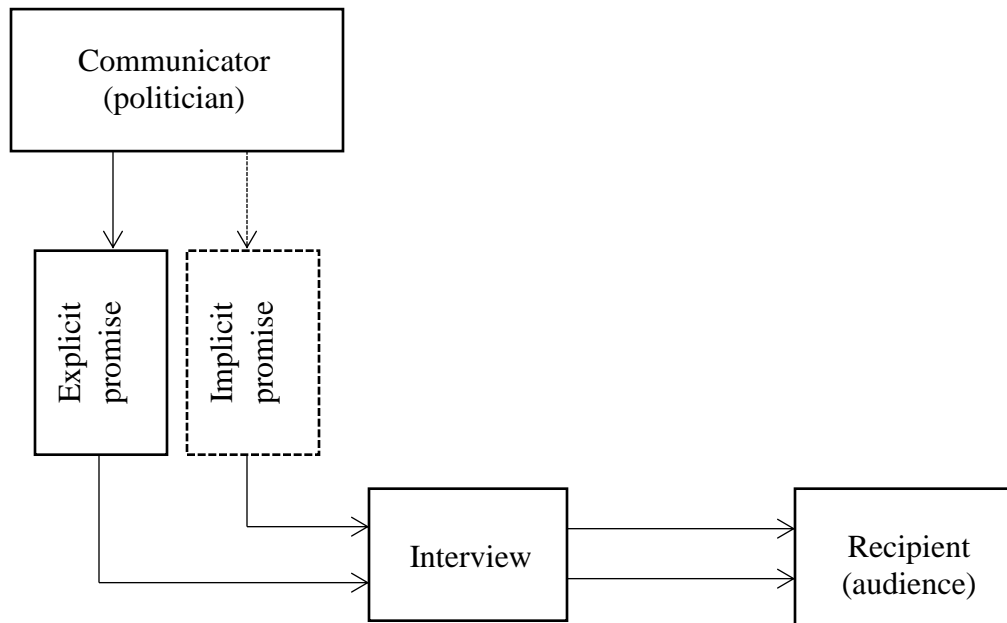


Fig. 2.1. The process of giving “promise” in the pre-election interview

Political communication is a complex process, which requires mandatory compliance with the structure, preparation in several stages. Carefully thought-out and well-constructed speech is the key to successful self-presentation. However, such a form of mass media communication as an interview can reveal the identity of a particular representative in a completely different way. The fact is that the defendant's answers are spontaneous, unprepared. In this case, the conversation for a politician takes on a different character - he interacts not only with the journalist but also with the audience, and therefore his task is to convey information as easily and clearly as possible, to clearly articulate his statement. The better he handles it, the more adherence he deserves.

To correct formulate thoughts will help special words - markers. As we explore the mechanism of making a promise, we will consider the marker of the speaker and the markers of the two types of promise.

Pragmatic markers of the speaker and “promise”

The addressee of the promise is the politician himself. He independently expresses both his own intentions, desires and his political party. The main marker to denote the executor of the promise is the singular personal pronoun **I** and sometimes in the plural **we**. This is typical of both Ukrainian-language and English-language discourse.

To verbalize the promise itself, if it is expressed directly, the speaker uses verb predicates. In English it can be expressed by the following word: to promise, to be going to, have to, should, would like to, need to. And in Ukrainian discourse we meet: обіцяю, даю слово, запевняю.

As we have noted in previous sections the promise can be expressed indirect. To understand that this statement refers to what is being promised now helps the following markers:

- the future tense verb, which indicate the commitment. For English communication it is presented by the following verbs : ***will, to be going to, would like, should, need to*** do smth. As for the Ukrainian language, it is very characteristic to denote a promise through verbs of the future tense, which can be expressed in two forms of the future tense – simple and compound. For example: ***Я зроблю, я виконаю, я буду прикладати зусиль.***
- complex sentence condition “**If I... + I**”.
- the whole syntactic construction.

The success of any communicative act depends on the correct grammatical construction of the statement, the circumstances and conditions of its use.

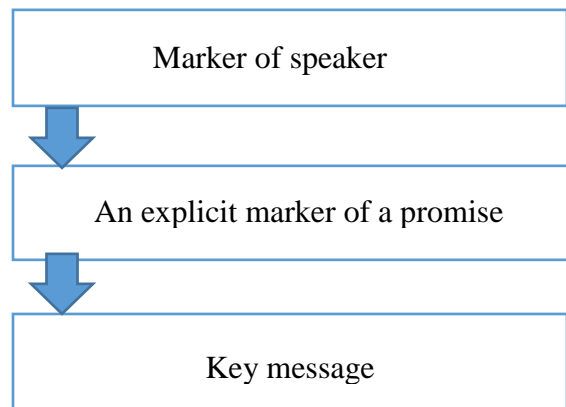


Fig. 2.2. Model №1 of explicit promise in the communication in the pre-election interview

Examples for the first model:

*"I'm never going to raise the white flag and surrender. We're going to beat this virus. We're going to get it under control, **I promise** you. "*

*“**Я обіцяв** розповідати на кожній зустрічі, яка у мене буде, що ми забезпечимо армію. Це буде першим пріоритетом. Строковиків, які воюють в бою, в армії не буде. Там будуть добровольці. Отримувати вони будуть тисячу гривень в день. На один мільйон гривень будуть застраховані його життя і здоров'я”, - Петро Порошенко.*

*“Я вам кажу, що наступного разу, на наступних виборах, **я вас завіряю**, ми дамо цей онлайн – рух, і наступні вибори будуть у мобільних телефонах. Ніякої агітації у містах не буде”, - Volodymyr Zelensky. [https://www.youtube.com/watch?v=Kd5ZBo8QCrs]*

These examples demonstrate the explicit expression of the promise. Making promises through a series of verbs indicate the candidate's full readiness, that he is more

likely to do so. Therefore, the message addressed to such a model will attract the most attention and be remembered by the audience.

However, politician should be careful with the use of it, because he is responsible for the implementation. Otherwise, if he does not keep his word, he loses his authority and the next time the strategy of promise to influence people will be unlikely.

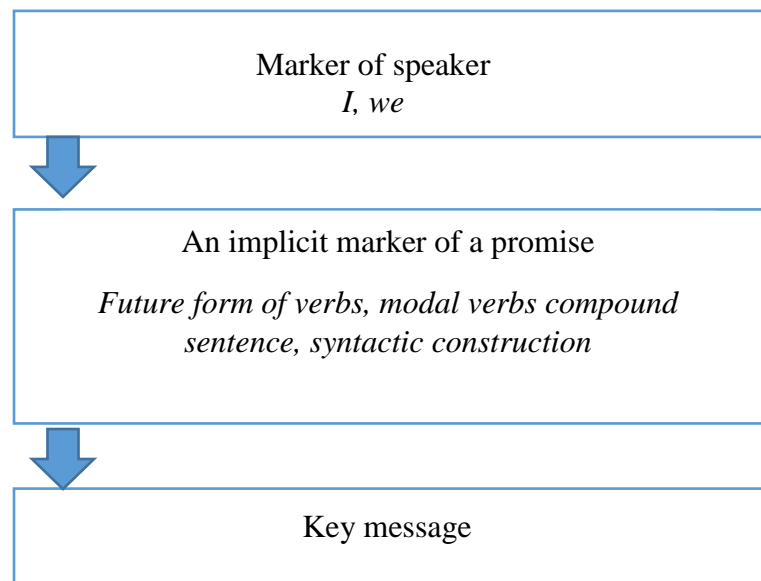


Fig. 2.3. Model №2 of implicit promise in the communication in the pre-election interview

Examples with the future form of verbs and modal verbs:

“We will always protect people with pre - existing -- so I'd like to terminate Obamacare, come up with a brand new beautiful health care”, - Trump [66].

“What I would do is make sure we have everyone encouraged to wear a mask, all the time. I would make sure we move in the direction of rapid testing, investing in rapid testing. I would make sure that we set up national standards as to how to open up schools and open up businesses so they can be safe, and give them the wherewithal and financial resources to be able to do that”, - Joe Biden [66].

“What I'm going to do is pass Obamacare with a public option -- become Bidencare. We have to provide health insurance for people at an affordable rate, and that's what I do”, - Joe Biden [66].

*“We should fundamentally **change** the system and **that's what I'm going to do**”, - Joe Biden [66].*

“We have to provide for economic opportunity, better education, better health care, better access to schooling, better access to opportunity to borrow money to start businesses”- Joe Biden [66].

*“We need each and every police department in the country to **undertake** a comprehensive review of their hiring, their training, their de-escalation” [66].*

“І я доведу кожну копійку, яку вони вивели”, - Yuliia Tymoshenko [https://www.youtube.com/watch?v=lnXGpnctrwg]

*“Я буду кожен день **записувати** відео до східних регіонів України і **говорити** до них: подивіться, НАТО – не звірюка, і не проковтне вас. Дивіться, що це. Нехай люди думають, нехай почнуть читати про це, нехай почнуть вивчати”, - Volodymyr Zelensky [59].*

Examples with the compound sentence:

*“All right, **if I get elected, I'm not gonna -- I'm running** as a proud Democrat, but **I'm gonna be** an American president”, - Joe Biden [66].*

*“**Якщо** цифри будуть маленькі, **я в житті не продовжу** історію політики, **я повернуся** до своєї професії”, - Volodymyr Zelensky [60].*

Examples of syntactic construction:

*“**Кумівства у нас не буде**” – Volodymyr Zelensky [59].*

The second model represents the different ways of delivering an implicit promise. The frequency of politicians turning to this type of promise is explained by is due to a

lower degree of responsibility compared to the above model. The choice of this type is not always conscious, it happens indirectly, especially in the context of interviewing, where speech is continuous, spontaneous. So such type of promise is more common because of its variable that provides a quick construction of the statement.

A very notable feature of the examples in the English language is intensifiers in relation to the speaker marker – **what**. And in the end of the third and fourth example politician emphasizes once again his action by the construction that's **what I do/am going to do**. They help to “frame” the expression and give it more confidence. The aim of them is to attract attention of the audience in order to carry out psychological manipulation. A simple, formulaic speech will clearly not play in favor of the future candidate.

Due to the fact that we consider the process of making a promise during the interview, there are cases when the speaker marker may be missing. For example, Yulia Tymoshenko, answering the question if she wins, how she will manage with the current president - Petro Poroshenko, instead of the scheme I + predicate of future action uses another construction: “*Він буде відповідати перед законом, перед країною...*” [<https://www.youtube.com/watch?v=lnXGpnctrwg>]. So she promise to punish him, but expresses it not from her person directly.

The same can be seen in the speech of English-speaking politicians.

“Nobody should be going to jail because they have a drug problem. They should be going to rehabilitation, not to jail”, “My plan will, in fact, create 18.6 million jobs, 7 million more than his” - Joe Biden [64].

The peculiarity of the promises of the data during the interview is that some of them perform a commission function only in a certain situation and can be understood only from the context. Therefore the next model will have the following structure:

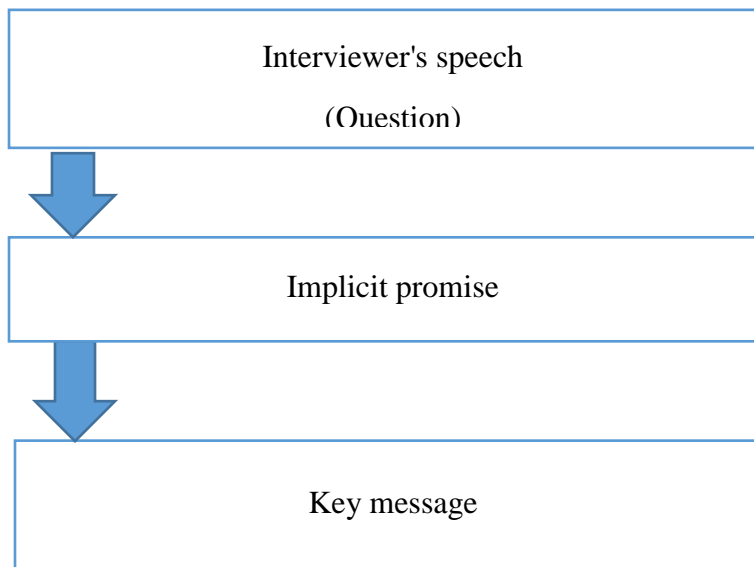


Fig. 2.4. Model №3 of implicit promise in the communication in the pre-election interview

Example for the third model:

- *Якщо ви не виграєте вибори, ви підете на парламентські своєю силою?*

- *Так, обов'язково [60].*

- *Ви будете ініціювати кримінальне переслідування нинішньої влади?*

- *Якщо вони винні – однозначно [57].*

- *So you are leaving open the possibility you'll serve eight years if elected?*

- *Absolutely [66].*

The communicative situation is the initial factor in understanding the addressed message. The speech is born in it and consequently any language intention will be displayed depending on the situation.

Various techniques are used to find out the necessary information in the interview. One of the most effective means is a blitz poll. Blitz interviews are characterized by brevity, conciseness, single-vectorness at the same time with a small volume -

completeness, integrity of the material (Якубовська: 34). It is usually conducted at the end of the interview in order to clarify additional questions, summarize the information or deliberately ask the question again so that it is possible “to catch” the person if the information given by him earlier does not coincide with the answers during the interview blitz. The format of this invariant interview is also conducted if the amount of time is limited and there are still unresolved questions. The short answers will help to clarify the issues, which are important to know for journalist.

The promise can find its expression in the blitz poll also. Its representation will be similar to the third model, but the difference is the promise will be fulfilled in the both forms – the answer and the main message.

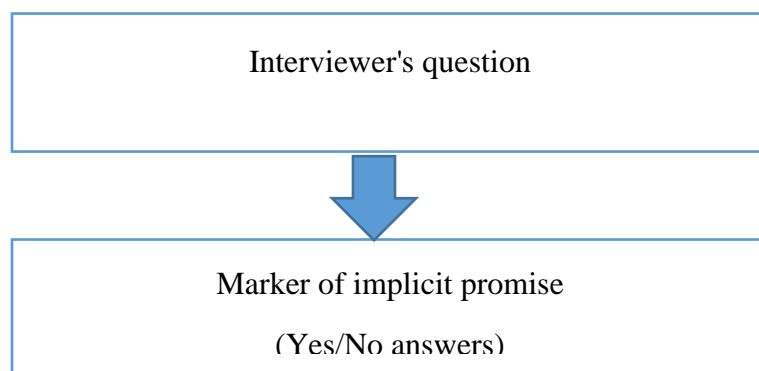


Fig. 2.5. Model №4 of implicit promise in the communication in the pre-election interview

Examples to the fourth model:

- *Ви готові віддати наказ про воєнні дії, щоб військовим шляхом звільнити Донбас?*
- *Ні.*
- *Ви готові сприймати поради щодо державного управління від Коломойського?*
- *Ні.*
- *Мовні квоти на радіо та телебаченні, чи є намір їх скасувати?*

- *Hi. [59]*

- *Першу прес-конференцію президента України Петра Порошенка, як журналісти, ми чекали півтора року. Вашу також стільки очікувати?*

- *Hi. [57]*

The same can be seen in the English language discourse:

- *Will you end our military involvement in these unnecessary, endless wars that don't have any end in sight?*

- *Yes, I would [62].*

- *Are you going to beat?*

- *Yes, yes, yes [62].*

- *You're talking about small business, will you be raising taxes on small business?*

- *No [66].*

The following examples demonstrate another format of giving the promises. Answering the question “yes” or “no” the politician expresses his future intentions on this issue. The marker of the promise in this case will be the word-answer yes or no. This nature of the manifestation of the promise is implicit.

To sum up, the communicative act of promise is embodied in two main forms of expression - explicitly and implicitly. Unlike to the first form, indirect promise has more language means of its reflection in speech. Especially when it happens during interviews.

2.4. Semantic model of make-believe pre-election messages

The success of any election campaign depends more on the message and the ability to convey it to voters. Pre-election message serves as a way to express the position of the candidate, his principles, strategies. Each politician forms the message in his own way, which distinguishes it from his rivals.

The key message is an integral part of political communication. Winning the election involves attracting as much support as possible, because the decision is left to the masses. «A message can be a thought or idea expressed verbally or nonverbally, if the content embedded in it provides a conscious interdependence between the participants of communicative interaction as an aspect of social relations on the basis of its inherent established historical, spiritual-mental, socio-cultural forms» (Bahmet: 72).

Calin Gurau emphasizes the expediency of a simple and clear message: “The communication strategy of presidential candidates must be based on simple and coherent messages. Although a simplified image of the presidential candidate may be somehow stereotypic, inconsistencies and unnecessary complexity can eventually confuse and alienate the electors”. (Gurau: 20)

The initial idea of the intentions of the candidate / political party can be seen in political programs. It contains the main provisions, directions, ways of achievement of each candidate / political party in terms of its activities after the election. This is the first source that voters are familiar with and form an idea of the further actions of the candidate. Politicians, in turn, create their messages based on the program.

Messages reveal a particular topic or a problem that is most pressing in society. In our study, messages will be considered through the media sphere of interviews. It is often noticeable, statements made on television are spread among other media. This is especially true of promises, which can be discussed before and after the election.

In the Ukrainian and English political environment, the phenomenon of populism is very common. To gain popularity in the election campaign candidates often resort to it. They express political ideas, unfounded promises, implement activities that are desirable for the people.

For Ukraine, the eternal themes are the fight against corruption, ensuring economic stability (increase in salaries and pensions, setting adequate utility tariffs, to create an energy independent state etc.), raising the level of medicine, judicial reform.

«Прийшов час нарешті поставити на олігархії хрест», «...«Батьківщина» вимагає запровадити мораторій на підвищення тарифів і негайно ухвалити наші законопроекти, які пустять на потреби людей газ вітчизняного видобутку та найдешевшу атомну електроенергію», - Юлія Тимошенко.

«Наша команда не буде голосувати ні за одне інше рішення, поки мораторій на підвищення цін на газ не буде ухвалений. Ми вважаємо, що в цей час, коли влада грабує українців, коли у людей немає можливості годувати своїх дітей, їсти, одягатися, лікуватися, бути байдужими і робити вигляд, що нічого не відбувається, – це злочин», - Олег Ляшко.

«Поточна ситуація на ринку дає можливість стверджувати, що буде можливість в травні ціни на газ не підвищувати», «Нікому не дозволю красти в армії. Тим, хто буде красти в армії, руки відрубую. Це позиція президента, бо армія є предметом моєї персональної турботи», - Петро Порошенко.

«Ми збудуємо країну інших можливостей. Де всі рівні перед законом, де є чесні та прозорі правила гри. Одні для всіх», «Судова реформа буде доведена до кінця і буде прозорою і справедливою. Щоб кожен українець міг довіряти судам і бачити, що вони функціонують для захисту їхніх інтересів і законів», - Volodymyr Zelenskyu.

Over the past few years the situation in the country has changed and the most relevant along with the above are the promises on the following topics:

- war in the East. The forces of politicians are directed to end war conflict, return

Ukrainian captives. Volodymyr Zelenskyu assure to do the best to complete this task: *«Я точно не боюсь ухвалювати складні рішення, я готовий втратити свою популярність, свої рейтинги, і якщо буде потрібно – я без вагань готовий втратити свою посаду, щоб тільки настав мир. Не втрачаючи наших територій», «І наше найперше завдання – припинення вогню на Донбасі».*

- strengthening of Ukrainian identity,
- integration into Europe,
- issues of workers' return, *«Усім, хто готовий будувати нову, сильну та успішну Україну, я з радістю надам українське громадянство. Ви повинні їхати в Україну не в гості, а додому. Ми чекаємо на вас. Сувенірів з-за кордону не потрібно, привезіть, будь ласка, свої знання, досвід і ментальні цінності».*

In English-speaking countries, the subject of “promises” is more about internal issues this election because of anxiety situation provoked by pandemic and interracial conflict. Therefore, in the election American campaign 2020 the key point have been concerned economic field, medical reform and the issue of the unity of American society.

The most discussed was fight with Covid-19. A large numbers of sick and dead showed president's inaction and there was an urgent need for a person who will responsibly approach the solution. Joe Biden could become the person, who is determined to beat it and help the folk: *“I'm never going to raise the white flag and surrender. We're going to beat this virus. We're going to get it under control, I promise you”*, – Joe Biden.

In this context the issue of Obama care was raised repeatedly. The aim is to provide everyone with health care. The “promises” of two politicians are absolutely different in this point: *“It's a set of promises for what I'll do in my first 100 days. It includes getting rid of immediately Obamacare, which is a disaster”*, - D. Trump. *“What I'm going to do is pass Obamacare with a public option – become Biden care. We have to provide health insurance for people at an affordable rate, and that's what I do”*, - J. Biden.

The economic topic is considered in pandemic background also. An unemployment crisis and the issue of taxes are in the first place: *“To keep people*

employed”; “I am going to eliminate the Trump tax code. I am going to eliminate those tax cuts”, – J. Biden.

Numerous riots have caused the division of the people, exacerbation of the multinational issue. Therefore the emphasis of foreign politician are directed on bringing country together. And one of the Biden’s program message “to unite our soul” vividly certifies this.

One of the most important points of the American candidates' program is Obama's medical reform. *“It's a set of promises for what I'll do in my first 100 days. It includes getting rid of immediately Obamacare, which is a disaster”, - D. Trump. “What I'm going to do is pass Obamacare with a public option -- become Bidentcare. We have to provide health insurance for people at an affordable rate, and that's what I do”.*

Perhaps the most discussed item is Covid-19 pandemic. *“I’m never going to raise the white flag and surrender. We’re going to beat this virus. We’re going to get it under control, I promise you”, – Joe Biden.*

The foreign policy of English speaking politicians is stronger, purposeful than Ukrainian one. They focus on the decisions world crises. For example, relatively an unusual topic for Ukrainian political discourse, in contrast to the Western one, is environmental safety, climate changes. *“We’re going to reverse Trump’s rollbacks of 100 public health and environmental rules and then forge a path to greater ambition”, “We have to rally the rest of the world to act and act now, [and] rejoin the Paris climate accord on Day One” - going to beat this virus. We’re going to get it under control, I promise you”, – Joe Biden.*

The topic of migration has been one of the most pressing issue in recent decades. This process causes ethical, social and economic problems. In America such migration gap is the border with Mexico. The solution of this problem has been proposed by Donald Trump: *“I would build a great wall, and nobody builds walls better than me,*

believe me, and I'll build them very inexpensively. I will build a great great wall on our southern border and I'll have Mexico pay for that wall."

As we can see, foreign countries are concerned not only with foreign and domestic policy issues, but also with world issues. Unlike Ukrainian version of that is focused more on its own internal economic and military problems, English language politicians negotiate about globalization, migration and identity.

Conclusions to Chapter Two

“Promise” is a common phenomenon in pre-election discourse. Thanks to it, the candidate can quickly win the favor of the audience, because committing to do something, he speaks aloud the desire of voters about what they would like to change or to get in the future.

There are two ways to make a promise in linguistics: explicit and implicit. The first type involves a direct, accurate expression of intention, which listeners understand from the language units. Mandatory components are the following: the presence of the

performer of the action (the first-person singular or second-person plural pronouns); a verb that denotes the action being performed by the utterance (promise, pledge, give my word/обіцяю, гарантую); and present simple tense. The second type, unlike the previous one, does not name the action being performed in the speech. It is used the form of the future tense of the verb, imperative and even the statements on the designation of ownership that can convey the meaning of something promised.

The peculiarity of our study is that the promise is not considered directly during the speech of the politician, but in the context of the interview. Communicative structure includes three participants in such case – a journalist, an interviewee and the audience. The process of making a promise is in the form of a political candidate's answer to a journalist's question, remarks, and only then it is perceived by the listeners. Due to the fact that the interview does not involve the preparedness of the speaker, it requires more concentration to the words of the journalist.

The subject of election promises is diverse. The English speaking country aims to provide everyone with work place, increase taxes, give health care, social protection and renew the cohesion of the country. For Ukrainian “promises” the priority are economic issues regarding reducing utility tariffs, fight against corruption, maintaining the stability of the “PrivatBank” and establishing peace in the Donbass - the return of prisoners of the war, involvement of foreign representatives in the Minsk talks. In contrast to our country, where political activity is more focused on domestic issues, Western colleagues are concerned about global change. It includes climate, strategy to confrontation with the main rivals - China and Russia, to limit the number of migrants.

The similarity of “promise” of both countries may lie in the focus on improving the internal conditions: to solve problems in the economic field the reasons of which are depend on the situation of the state. For the first is pandemic, for the second – war conflict.

CHAPTER THREE
ENGLISH AND UKRAINIAN PRE-ELECTION INTERVIEWS:
MAKE-BELIEVE MESSAGES

3.1. Lexical means of representing promise in Joe Biden's pre-election speech

Any speech has influence on the consciousness of people. To be able to really persuade people, accurately convey the meaning of your statement so that the audience correctly interprets what they hear, there should be used effective pragmatic language

strategies (grammar, vocabulary, structure of sentence). As we have noted earlier, the promise has many different forms of representation, which we are going to trace in English-language political discourse on the example of Biden's pre-election speech.

The meaning of “promise” is conveyed primarily through the verbs that name this speech act in the statement (“*promise*”, “*keep the word*”) or to underscore the responsibility to complete the “promise”.

*“I **promise** I will make mistakes as president but I will admit to the mistakes I make and you are never going to have to wonder whether I will **keep my word**. Just check me out” [63].*

*“**We have a moral obligation to deal** with it” [64].*

The form of the future tense will primarily help to determine that promises are being expressed now. The simplest means of presenting an intention to do something is expressed through future tense form by the help of the verb “will”: “***I’ll be** President of the United States, not Vice President of the United States”*; “*What **I will do** with fracking over time **is make sure** that we can capture the emissions from the fracking, capture the emissions from gas” [64]; “***I will be prepared to do** whatever it takes to save lives because we cannot get the country moving until we control the virus”*; “*I will raise taxes for anybody making over \$400,000”* “***I’ll be** a president who tells the truth, who takes responsibility and who in fact invites the opposition to come to the Oval Office and settle problems together” [66].**

As an option another construction like “*to be going to do something*” is frequently used: “***We’re going to restore** our moral standing in the world and our historic role as a safe haven for refugees and asylum-seekers.” [65]; “***We’re going to make sure** we’re in a situation that we actually protect pre-existing”*; “***We’re going to make sure** we can control them”*; “*Within a 100 days, **I’m going to send** to the United States Congress a pathway to citizenship for over 11 million undocumented people”*; “*...**we’re going to pass** the point of no return within the next 8 to 10 years”*; “***We’re going to be** in a**

position where we're going to see to it that we're going to take 4 million existing buildings and 2 million existing homes and retrofit them..."; "No, I'm going to rejoin Paris Accord and make China abide by what they agreed to"; "...and I'm going to make sure that you're represented. I'm going to give you hope. We're going to move; we're going to choose science over fiction..."[64]. "We're going to provide for a 15,000 tax credit for anyone buying the first term homebuyer, designed to allow African Americans and minorities to be able to get into the market to build wealth" ; "We're going to follow the science, what the scientists tell us"; "I am going to ask every governor to step up" [66].

Numerous statements uttered with the intention of commitment are made with the modal verb "would": "What **I would make** China do is play by the international rules, not like he has done" [64]. "**I would do** a whole range of things first of all I am going to have America look and see that my administration across the board is gonna look like America..." [66]. "**I would shut it down; I would listen** to the scientists" *muier*. "**I would repeal** the two trillion dollar tax cut for the folks who making over a million bucks a year"; "**I would be** at the U. N. with my UN ambassador and **I'd be** insisting and calling out what the United States has always done overwhelming violation not only of an agreement but of human rights"; "**I would paycheck** protection program" [62].

Notable is the use of the word constructions "what I/we", "that's why/what/fact" at the beginning of the sentence that emphasize the full readiness to do what is said: "...**What we're going to do is going to cost** some money"; "**What I would say is, I'm going to shut down** the virus, not the country"; "...**That's the fact, that's what we're going to do**" [64]. "**That's why we're going to see** to it that – right now, 23 % of the money that goes into government contracts should go to minority firms..."; "**That's what I'm gonna do** and reach out and just tell the truth, lay it out"; "And **that's what I'm going to do**"; "**I'm going to beat** Joe Biden, look at my record" [67].

As for the subject, who sends the message, it can be represented by the following forms:

“I will reverse Trump’s detrimental asylum policies and raise our target for refugee admissions to a level commensurate with our responsibility and the unprecedented global need”.

“We’re going to get the world to come up with 20 billion dollars to help you all...”[61].

“We make sure that we’re going to see that people have an opportunity to make a living”[64].

“The Biden care proposal will in fact provide for that affordable healthcare, lower premiums” [64].

The obligation is expressed in the first three sentences by singular and plural pronouns – “I” and “we”. The second personal pronoun indicates that the speaker unites himself with someone else - in these examples, first with the people, then with his fellow Democrats. The following sentences represent the political community to which the politician belongs as a subject of the realization of future action.

The following sentence demonstrates a combination of the use of imperative and promise. They immediately draw attention to the words of politician and are the accompanying means of the obligation: *“Look, I’m going to run as a Democrat, but I’m gonna be an American president. I’m going to, I’m going, I’m going to represent everyone whether they voted for me or not” [67].*

“Let’s raise the capital gains tax for people making over a million bucks a year to ordinary income”; “Let’s reverse the trump tax cut imagine we have that two trillion dollars now as we go into god willing recovery which is a long way away as I see it right now”; “Let’s get people back to work” [61].

The representation of Joe Biden's intentions for the future "promise" is made in negative form: "**No one should work one job, be below poverty**"; "**Not one single person with private insurance would lose their insurance under my plan, nor did they under Obamacare**" [64]. "**I'm not going to shut down**" ; "**I am not going to have thousands of people show up not wearing masks and infecting one another**"; "**No one's going to allow this happen**" [66].

The conditional sentences is one of the way to express the obligation. It is formed by a word "*If*" in English language discourse.

"If I get elected president, we are going to have free college education for four years of college flat out" [63]. "**If I'm elected president, we're going to immediately end Trump's assault on the dignity of immigrant communities**". [65]. "**They will pay a price if I'm elected**" [64].

The intention of the speaker is often emphasized by the word-intensifier "*gradually*", "*just*".

"The other programs that exist we're going to transition gradually to get to a clean economy"; "**I'd gradually move away from frackie**"; **I would just not do more fracking on federal lands**" [61].

Another way how to strengthen the implementation of future act is supplemented by a phrase "*make sure*" that convince people to believe the words of politician.

"Let's make sure over the next 10 years we put in 550 000 charging stations along the highways we're building back up to deal with president environmental circumstances" [61].

The promise may be framed through different phrases, for example: "**By the way, the whole idea of what this is all going to do, it's going to create millions of jobs and it's going to clean the environment**" [61].

The next examples represent the implementation of “promise” through strategy of statement of fact:

“The idea is to keep people employed”; “Look, the way we can create millions of jobs is move to a rational policy on global warming” [61].

To sum up, the speech of Joe Biden demonstrates a rich expression of promise, which is emphasized by words-amplifiers and different phrases like “make sure”, “that’s why/what/ fact”, “what I/we” or imperative forms that call the whole nation for the realization future plans.

3.2. Lexical means of representing promise in Volodymyr Zelensky's pre-election speech

Ukrainian language discourse is not inferior to foreign. Any intention can be expressed by different linguistic means that provide person’s creative speech ability. Volodymyr Zelensky is a new face of politics, who has little experience in communication in this highest social stratum. Pre-election campaign conducted of him has presupposed unfrequently appear in the interviews. However, it does not prevent tracking and identifying “promise”, which acquires various ways of representation.

The first, consider lexical means of its expression. To name the commitment in the statement politician says “гарантую”, “обіцяю”: *“Я вам гарантую, що я зроблю все, щоби приватбанк був стабільним банком в Україні і ніяк не вплинув на будь-які економічні та банківські питання та запити”*. [59]

“Дорогі українці, я обіцяю вам піти в президенти України”
[<https://www.youtube.com/watch?v=Jjc4kcx8mlw>]

The future tense form is quite common in use among Ukrainian politicians. Unlike English language discourse, there are three forms of the future tense, simple, complex and compound. *“Нікому не заплатимо ні копійки”*; *“Я буду виконувати всі свої повноваження”*[58]; *“Я перенесу резиденцію туди, де немає пробок”*, *“Я*

буду робити все, щоб це зробити”, “Діяти хочу згідно із законом. Не збираюся управляти парламентом, тиснути на суддів або антикорупційні органи. Я цим займатися не збираюсь. Ми будемо будувати державу так, як бачимо, так як ми хочемо, тільки за законом”[57].

We add the part “not” (не) or negative pronoun like “nothing” (нічого), “nobody” (нікому) in the case when politician want to assure that he will not do in the future: “**Я ламати закон не буду**”, “**Я не збираюсь перекривати дороги**” [57]; “**Я не скажу: Голосуйте за Зеленського**”; “**Я не збираюся нікому нічого повертати**” [58].

Quite remarkable is the representation of the promise in complex sentences of the conditional type that help to express intentions to accomplish something in the near future. “**Якщо ми переможемо, ми таким же чином будемо спілкуватися з нашим суспільством**”[57]. “**Якщо я стану президентом, я не буду тим президентом, який в телефонному режимі давить на рішення суду** [60]. Ordinary sentences of the conditional way are found also in the speech. Volodymyr Zelenskyu, answering questions about the showing of religious celebrations by his family, just assured that he is not going to do it: “**Я це транслювати на весь світ по телевізору, чесно кажучи, не хотів би**” [57].

Ukrainian politician as well as English-speaking ones also use adverbs that will strengthen the communicative act, and therefore its further fulfillment.

“... ми **обов’язково** будемо залучати професіоналів” [58]; “Я буду **точно** стояти в пробках”[57].

The candidate can convey the meaning of his future acts like mission accomplishment goal setting of doing something.

“**Наша місія - привести** у країну абсолютно нових, свіжих порядних людей” [58].

“Для мене це ціль, не бачу перешкод, зроблю все що можу, приведу розумних людей, не справлюсь – піду, тому і йду на п’ять років і пропоную закон про імпичмент” [59].

A feature of Ukrainian-language discourse is the ability to present a promise in a monosyllabic sentence. For example, *“Буду з ним розмовляти про це жорстко” [57].*

It is seen that subject is similar as in the foreign politics “promise” in the above examples, but there is traced such another forms that can accompany given obligation.

“Ви побачите, як ми будемо обростати експертами. Ви все побачите. Ми на шляху”[58].

“Всі пройдуть обов’язкову перевірку служби безпеки і перевірку антикорупційними органами, і тільки після цього вони займуть ті або інші посади”[57].

The first example contains an appeal in an imperative form that indicate a high level of confidence in the action and will make sure people . The latter one demonstrates the way of expression “promise” through the order.

As we can see “promise” of Volodymyr Zelenskyy is presented mainly by the implicit way – future tense that has a lot of forms to be expressed in the speech. The subject acquires different variations in order to make an obligation. One distinguished characteristic of the Ukrainian promise is the use of the words “goal”, “mission” as indicators of politician’s orientations.

3.3. Metaphorical reflection of «PROMISE»

The speech can have different variations during interview. To make a good self-presentation respondent uses all possible language techniques. It helps to develop own manner of communication and be distinguished from others. Formal speaking style may

combine the vocabulary from other styles, quotes, literary devices in order to influence the audience.

The speech act “promise” can be represented in metaphorical form. Today metaphor is interpreted not only as a linguistic category, but also as “a functional-communicative phenomenon, which is realized in an utterance or a text” [7, p. 28]. Therefore, metaphor can serve as communicative strategy in expression of own opinions, ideas, views etc. “Promises” of Joseph Biden are indicative from this point of view. His vision of the future of the country is often presented in different metaphorical constructions. One of such statements is a plan to reunite the country: “*By the way, if I get elected, I’m not going to...I’m running as a proud Democrat, but I’m going to be an American president. I don’t see the red states and blue states. What I see is American United States*” [62]. The purpose of this assertion is to reveal the essence of J. Biden’s decision to become a president. To show his intension to stop dividing people he metaphorically says that he does not see “*red states and blue states*”. This comparison is interpreted in the following way: red states are used to call those, who support the Republican Party and blue on the contrary the Democratic Party candidates.

As for Ukrainian version the intension of politician’s further actions finds its representation also. For example, “*Якщо я не впораюсь з цим шансом я зубами триматися не буду*” [59]. V. Zelenskyy persuades that he will leave the presidency in case of inability to cope with his responsibilities. The phrase “*зубами триматися не буду*” makes a point of this commitment.

Metaphor takes important place in political discourse due to the possibility to veil the direct answer, especially when it is connected with the issue about opponents. Ukrainian political discourse can provide us with such examples. In the interview to the program “Pravo na vladu” Volodymyr Zelensky, answer the question whether he shakes hands with the current president of Ukraine, gives the next explanation:

- *Ви руку президенту Порошенко подасте?*

- *Коли пан президент сказав, що я всім корупціонерам буду рубати руки, я не впевнений, що у мене буде, що йому потиснути [59].*

Another interesting form to avoid unwillingness to talk about a certain topic or hide unreadiness to take any action is in English metaphor used in J. Biden's speech: *"I'm not going to make a **blanket of judgement** on that right now"* [62]. The meaning of *"a blanket of judgement"* is explained as to share thoughts on a specific issue.

So the speech act "promise" has metaphorical reflection in the speech of politicians and can be expressed by the whole statement or separate metaphor.

3.4. Non-verbal representation of «PROMISE»

Every communicative act is accompanied by non-verbal means such as gestures, facial expression and even silent. Non-verbal means of communication are often compared to the background for the message, which thanks to them receives additional expressive-emotional-evaluation overtones. A person, we are speaking to, perceives our speech with our movements, which can both emotionally strengthen and weaken the language context. Moreover, they reflect the place a person occupies in society, the degree of his upbringing and type of activity.

"Nonverbal communication is a sign system used in the communication process and is different from verbal with form and means of detection" (Kulish: 39). The main feature of it is spontaneous and unexpected nature. A speaker can perfectly master the word, but it will still be difficult to control body behavior. However, today there is already a culture of non-verbal communication, the knowledge of which is important for achieving the communicative goal. Behavior management skills will be useful in the field of business, entrepreneurship, managerial activities, journalism, advertising and for people, who have to speak publicly.

It is equally important to be able to cope with your non-verbal behavior in political discourse. "With the help of gestures, facial expressions and poses it is possible to understand the truth of the pragmatics of political speeches" (Kulish: 39). The ideal

portrait of a candidate is described as restraint in facial expressions, lack of active, chaotic movements, control of emotions from the point of view of nonverbals.

In our research we aim to show the nonverbal representation of the communicative act of promise in political discourse. Its manifestations are investigated on the example of Joe Biden's and Volodymyr Zelensky's speeches. To proceed to the consideration of their nonverbal behavior, it must be said that they as two presidential candidates have one big difference not related to the issue of cultural and national origin. It is an experience of political activity that distinguishes two types of politicians. The first is inherent in self-control, the second is emotionality. Unlike the more constrained gestures of the American president, Volodymyr Zelensky's is very energetic that makes it difficult to choose and generalize his gestures.

However, we have managed to identify the following nonverbal means that accompany the process of making a promise.

1. Direct view. It is generally accepted that such view demonstrates trust. Committing to do something, politicians often look directly to build trust with the people.



Picture 1



Picture 2

2. Open hands. They belong to the gesture of openness. When a politician opens his arms, it testifies to his sincerity of promised words.



Picture 3

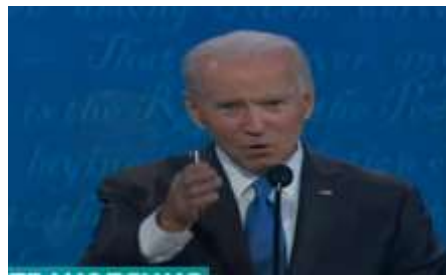


Picture 4

3. Straight arms. This gesture shows a clear vision and confidence in future actions. The politician understands exactly what he is talking about and knows how to implement it. And indeed the English-speaking representative, using this gesture, manages to tell his decision in a logical and understandable sequence.



Picture 5



Picture 6

4. Folded hands. They are very often traced in the gestures of Ukrainian politician. Folding the arms in this way, he tries to convince the audience of the correctness of his words, to convey the significance of his promise. Joining hands in the shape of a "house"(Pic.7) is the most obvious sign of confidence. The using of these gestures helps to construct speech clearly.



Picture 7



Picture 8

5. Outstretched arm forward and arms crossed in front. The promise can be expressed not only in the affirmative form, but also in the negative – when we say somebody that we are not going to take any action. For example, Volodymyr Zelensky (Pic. 9) backs up his promise (“*Я не збираюся перекривати дороги*”) with a gesture of denial. Another way of reinforcing negative statement by the movements of arms can be made by their crossing in front of the speaker that definitely indicate a reluctance to carry out the action.



Picture 9



Picture 10

So, “promise” has its own non-verbal means of expression so important in politics. They contribute to its visible manifestation, impact on people, to establish contact with listeners so that they understand the meaning of your intentions. The main purpose of them is give “promise” the color of confidence and trust. These are the categories that are important to voters and help a political candidate to win.

Conclusions to Chapter Three

A promise, like any other communicative act, is characterized by verbal and non-verbal expression. Having carried out its constructive analysis in the speech of two political leaders - Joe Biden and Vladimir Zelensky, it is possible to identify the main means of its representation.

The first explicit means are tokens used to name the action of a promise at a given moment. In the speech of politicians, they are not often encountered, since this entails a lot of responsibility for the pronounced action and there is a risk of failure in case of failure to fulfill the obligation. From a grammatical point of view, the future tense serves as an indicator that a person is making a promise now. In English discourse, the key word is "will", in Ukrainian - a simple and harmonious form of the verb, determined by the ending. Conditional type of sentences, imperatives are also a form of embodiment of a promise in speech.

The promise can also be conveyed through metaphorical expression, which indicates a good awareness and culture of the speaker. Its advantage is that it immediately activates the attention of listeners, remains in their minds for a long time and influences their choice.

As for non-verbal behavior, the common of both politicians is direct view in the eye of interlocutor, open arms. Biden's movements, unlike V. Zelensky, are more "disciplined." Therefore, his gestures are the same. These are mainly straight arms or an outstretched arm forward that witness about a clear understanding of the implementation of the promised.

GENERAL CONCLUSIONS

The master qualifying paper is aimed on the research the manifestations of “promise” in the interviews stored on the You Tube platform. Interview as well as other speech genre has been influenced by the advent of new communication technologies and if previously it has been considered only in the television space, today it covers network

services that provide free access to viewing. The video hosting You Tube allows to download filmed and already shown interviews on TV and special prepared videos, communication of which is in an informal format unlike the first ones. The choice of this genre is explained by the possibility to assess the degree of truthfulness of the given information. The fact is that any speech acts will have a peculiar specificity of the respondent's expression. Unlike the public speech, interview's communication has spontaneous flow of conversation: a speaker can't rehearse his answers and emotional reactions to what he heard and said.

Interview has entered political space too, especially during the pre-election campaign. The speech act "promise" finds its new representation through verbal and non-verbal acts of politicians. The first is the interview space, where communication structure involves three participations – journalism, interviewing and viewer audience.

The second, as we have mentioned above, is spontaneous nature of its media genre that deprives the politician of the opportunity to prepare clear, structured answers, appropriate behavior as opposed to the direct speech addressed to people. Therefore it has been made in other interesting forms depends on the interview's situation and speaker's condition.

There are two main ways of expression "promise" in linguistics – explicit and implicit. The variants of their manifestations during pre-election interviews are reflected in the models. As our research has shown the schemes with implicit expression are the most. It includes the expression of "promise" in the future tense, in the complex sentence conditions, in the whole statement and in a short answer's form (blitz-poll).

Comparative analysis has given the opportunity to trace similar and distinctive features of English and Ukrainian pre-election "promise". The implicit form predominates over the explicit naming the act. To show their intention candidates use future forms of verbs. The verbal representation is expressed by the construction "to be going to" and modal verb "would" in the speech of foreign politician. The adverbs-

intensifiers, imperative mood, metaphorical reflections are present in the both political discourse.

Politicians often face tensions during election interviews because of fear to lose their image in front of voters. One way to keep calm and balance is to use the tactic of “promise”. For example, to avoid the awkward question or direct answer the political respondent makes commitment to solve the problem or vice versa assures that he will not take any action on raised issue when gets a certain position. It is mainly observed in the speech of Ukrainian politicians. English speaking candidates are more objective.

Imperatives plays not less important role to relieve stress resistance. Due to their possibility express different type of speech acts politicians actively operate them. The examples of Ukrainian and English interviews demonstrates their using in the beginning of the statement – “promise” – to catch attention of listeners and promote memorization of what is being said at that moment.

Non-verbal means accompany all the above speech actions. The most notable are direct view, straight hands forward and folded hands. The last gesture is typical of a representative of Ukrainian politics.

RÉSUMÉ

Магістерську роботу присвячено дослідженню вербальної та невербальної репрезентації «обіцянка» в передвиборчих інтерв'ю збережених на відеохостингу

Ютуб. Мовні засоби даного комунікативного акту мають експліцитну та імпліцитну форми вираження, які представлені різними способами реалізації у мовленні й з допомогою яких відбувається передача «обіцянки» до виборців та вплив на їх дії. Перший розділ «**The status of interview as an integrated speech genre**» («Статус інтерв'ю як інтегрованого жанру мовлення») розкриває теоретичні аспекти роботи, які стосуються визначення інтерв'ю, класифікацій та представлення його як інтегрованого жанру, який охоплює не тільки телевізійні, а й спеціальні інтерв'ю завантажені на відеохостинг Ютуб. У цьому розділі також присвячено увагу розгляду стратегій і тактик обіцянки, які можуть використовуватись політиками для передачі майбутнього наміру, та імперативам як супроводжувачим засобам «обіцянки» та резилентності. Другий розділ «**Experimental study of “promise” representation in pre-election interviews: methods of the analysis**» («Експериментальне дослідження репрезентації “обіцянки” у передвиборчих інтерв'ю: методи аналізу») представляє експліцитну та імпліцитну форми втілення «обіцянки» та їх прагматичні маркери, представлені через моделювання процесу комунікації політиків у передвиборчих інтерв'ю. Приділено увагу розгляду контексту передвиборчої тематики та визначено сфери, до яких частіше апелюють «обіцянками» англомовні та україномовні кандидати. Третій розділ «**Contrastive analysis of English and Ukrainian pre-election interviews**» («Контрастивний аналіз передвиборчих інтерв'ю англійською та українською мовами») репрезентує вербальні та невербальні засоби вираження «обіцянки» в англомовних та україномовних політиків – Джо Байдена та Володимира Зеленського – шляхом зіставно-порівняльного аналізу явних та прихованих способів використаних в передвиборчих меседжах під час інтерв'ю. Окремо представлено невербальну поведінку політиків, яка супроводжує процес вираження зобов'язання.

LIST OF REFERENCE MATERIALS

1. Алексаха М. С., Бахметьєва А. М. (2020) *Система національних ЗМК у сучасній Україні: нова візія*. Соціальні мережі у комунікативних практиках українських політиків.
2. Волощук І., Усик Г. (2015). *Актуалізація іллокутивних актів у текстах англомовних політичних промов*. Науковий вісник Східноєвропейського національного університету імені Лесі Українки.
3. Кость Г. (2009). *Від експліцитного до імпліцитного в художньому тексті*. Львів: наукові записки, філологічні науки, випуск 81(2).
4. Деренчук, Н. В. (2016). *Прагмалінгвістичні особливості мовної тактики «обіцянка» в українському політичному дискурсі*. Вінниця: Наукові записки Національного університету «Острозька академія». Серія «Філологічна». Випуск 61.
5. Дяків Х. Ю. (2020) *Когнітивно-дискурсивна реконструкція комунікативних девіацій в українсько-і німецькомовних відеоінтерв'ю*. Автореферат дисертації на здобуття наукового ступеня доктора філологічних наук. Київ.
6. Ільїна Д.О. (2013). *Інтерв'ю різновид дискурсу сучасних ЗМІ (на матеріалі англомовного медіа-дискурсу)*. Актуальні проблеми сучасної лінгвістики та методики навчання іноземних мов у дослідженнях студентів, вип. 9.
7. Кабанцева Н. В. (2021). *Лінгвокогнітивні особливості політичної метафори в публіцистичному дискурсі (на матеріалі української та англійської мов)*. Дисертація на здобуття наук. ст. кандидата філологічних наук.
8. Козубська І. Г. (2015). *Значущість комунікативної ситуації для вираження мовленнєвого жанру*. Вісник запорізького національного університету №1.
9. Которова Е. Г. (2017). *«Обещание» как модель речевого поведения: методика контрастивного анализа (на материале русского и немецкого языков)*. Томск: Вестник рудн. Серия: лингвистика.

10. Крайник О. В. (2016). *Лінгвокогнітивні та комунікативно-прагматичні параметри заперечення в сучасній німецькій мові.*
11. Лагутина О.В. (2014). *Средства массовой информации и их роль в избирательной кампании.* Курск: Учебн. пособие «Избирательные кампании и СМИ».
12. Ніжнік Л. І. (2014). *Мовні засоби вияву комунікативних інтенцій персонажа у художньому творі.* Чернівецький національний університет: Серія «Філологічна». Випуск 44.
13. Прус Л. В. (2016). *Структурно-семантична модель експліцитних промісивних мовленнєвих актів у політичному дискурсі.* Науковий вісник Дрогобицького державного педагогічного університету імені Івана Франка.
14. Симоніна Н. (2012). *Класифікація сучасного телевізійного інтерв'ю.* Науковий вісник Ужгородського університету. Серія: Філологія. Соціальні комунікації, випуск 27.
15. Чащина А.М. (2013). *Политическое интервью как особый жанр политического дискурса.* Вестник Челябинского государственного университета № 37.
16. Чистякова С. В. (2015). *К вопросу об особенностях политического интервью.* Челябинск : Международный научный журнал «Инновационная наука».
17. Шабат-Савка С. (2018). *Комунікативно-інтенційний зміст і дискурсивно-жанрові вияви промісивних висловлень в українській мові.* Чернівці: збірн. наук. праць. Філологічні науки: «Південний архів».
18. Ширяева Т. А. (2013). *Профессиональные доминанты в структуре институциональных фреймов современного делового дискурса.* Вестник Челябинского государственного университета: Филология, выпуск 86.

19. Якубовська М.Г., Татакі О. О. (2017). *Типологія інтерв'ю на шпальтах газети «літературна україна» 1965-1970 рр.* Warszawa: Zbiór artykułów naukowych.
20. Adhabi E., Blash Anozie Ch. (2017). *Literature Review for the Type of Interview in Qualitative Research.* International journal of Education. Vol. 9. No 3. 12 p. doi:10.5296/ije.v9i3.11483
21. Bahmet M., Khanstantinov V. (2009). *Political messages in the election struggle in Ukraine.* Political management № 6.
22. Benni Ichsanda Rahman. (2019) *Pragmatic transfer in the speech act of promise among students.* Journal Vision.
23. Blanco Salgueiro A. (2010). *Promises, threats, and the foundations of speech act theory.* International Pragmatics Association.
24. Bochner S. (2009). *Pre-election perceptions of politicians and their promises as a function of the reference group match between speaker and listener.* Asian Journal of communication.
25. Butko, O. and Semenova, K. (2020). *Video interview in contemporary media space.* Bulletin of Kyiv National University of Culture and Arts.
26. Bylkova S., Shalkov Denis (2020) *TV and Internet interviews in the structure of media education: transformation of the ontological paradigm*
27. Ciftci D. (2018). *A New Creative Culture Example: The Case of the 'What will be Happen News Bulletin' in North Cyprus.* Online Journal of Communication and Media Technologies 8 (4).
28. Dridi A. (2017). *Leveraging semantics for sentiment polarity detection in social media.* Int. J. Mach. Learn. & Cyber.
29. Gehl, R. (2009). *YouTube as archive: Who will curate this digital Wunderkammer?* International Journal of Cultural Studies.
30. Gornostayeva A. (2016). *American political discourse: irony in pre-election campaign 2016.* The journal of the Peoples' Friendship University of Russia.

31. Gurau C., Ayadi N. (2011). *The strategy of the two main candidates during the 2007 French presidential election*. Journal of Communication Management
32. Jary M. (2007). *Are explicit performatives assertions?* Linguistics and Philosophy volume 30.
33. Johansson M. (2007). *A cross-cultural perspective on French and British political interviews*. Represented discourse in answers: Amsterdam.
34. Helen de Hoop, Jetske Klatter, Gijs Mulder and Tijn Schmitz. (2016). *Imperatives and politeness in Dutch*. Linguistics in the Netherlands.
35. Hickey R. (1986). *A Promise is a Promise*. Studia Anglica Posnaniensia.
36. Hutchby I. (2016). *Hybridisation, personalisation and tribuneship in the political interview*. URL: <https://doi.org/10.1177/1464884916657528>
37. Kai von Fintel, Sabine Iatridou. (2015). *A modest proposal for the meaning of imperatives*. Stanford.
38. Kasper Lippert-Rasmussen. (2010). *Vote Buying and Election Promises: Should Democrats Care About the Difference?* The journal of political philosophy.
39. Katz M. (2015) *Politeness theory and the classification of speech acts*. Working Papers of the Linguistics Circle of the University of Victoria.
40. Korolkova V. (2019). *Comparative analysis of the method of conducting interviews on television and Youtube video hosting service*.
41. Kovtunen I. V., Bylkova S. V., Borisenko V. A., Minakova N. A., Rogacheva V. I. (2018). *Interview as a genre of new media communication: rhetorical relations and pragmatic effects*.
42. Kuksa I. Y., Vaulina S. S. (2018). *Linguistic strategies and realization of incentive modality in political slogan and advertising slogan*.
43. Kulish V. S., Niemtseva Ya. M., (2018). *Verbal and non-verbal component of emotiveness in political discourse: translation aspect*. Sumy State University: «Філологічні трактати».

44. Leslie Elizabeth Anne Thomson Chapel Hill (2018) .*“Doing’ youtube”*:
Information creating in the context of serious beauty and lifestyle Youtube.
University of North Carolina at Chapel Hill Graduate School.
45. Martínez M. (2010). *Imperative Content and the Painfulness of Pain*. Journal
(Paginated).
46. Minikeeva A. A., Sadykova A. G., Lazzerini E. (2019). *Conceptual blending in
metaphors in the 2016 pre-election campaign*. Humanities & Social Sciences
Reviews
47. Minyar-Beloruicheva A.P. (2015). *The language of US election political
advertising: development dynamics*. Bulletin of the South Ural State University.
48. Montgomery M. (2008). *The discourse of the broadcast news interview*.
Journalism Studies.
49. Nabilah Fairuz Al-Bantany. (2013). *The Use of Commissive Speech Acts and Its
Politeness*. Universitas Pendidikan Indonesia
50. O’Dowd, R. (2018). *From telecollaboration to virtual exchange: State-of-the-art
and the role of UNICollaboration in moving forward*. Journal of Virtual
Exchange.
51. Philippova M. M. (2014). *Imperative mood in life and advertising*. *Collection of
scientific and scientific-methodical*. Moscow: Proceedings "English in
Humanities Faculties: Theory and Practice".
52. Philippova M. M. (2016). *The Imperative in Advertising (a promise incapable of
being kept)*. Collection: Language. Culture. Communication: learning and
teaching. Materials of the International Scientific and Practical Conference.
53. Portner, Paul. 2007. *Imperatives and modals*. Natural Language Semantics 15(4).
54. Schwager M. (2005). Exhaustive imperatives. Proceedings of the 15th
Amsterdam Colloquium, Universiteit van Amsterdam.

55. Vasilina, V. N. (2015) *Features of speech acts of promise in english discourse*. Minsk: Semantics and Pragmatics linguistic units: theses of reports. Int. scientific. Conf.
56. Vashkevich A. (2018) *Promise as the key tactics in the pre-election campaign speech of Donald Trump*. Foreign language competence - a platform for professional development in the XXI century: a collection of materials of the IV International scientific-practical student conference for students of non-language specialties: Zhytomyr.
57. Yablonskaya N. V., Mustafaeva N. D., Ezyk A. V. (2020). *The genre of interview on the platform of the russian language segment of Youtube: transformation and mediatechnology*.

LIST OF REFERENCE SOURCES

58. Interview with RBC Ukraine

[<https://www.youtube.com/watch?v=sHreouO1DQM>]

59. Interview with "Ukrainian Pravda"

[<https://www.youtube.com/watch?v=B0Y7KGIQ3ws>]

60. Interview with "Pravo na vladu"

[<https://www.youtube.com/watch?v=A1z64lU9CeI>]

61. Interview with "TSN Week"

[<https://www.youtube.com/watch?v=51Hd6iTwrmc>]

62. Interview with "Radio Svoboda": «Вперед, на Банкову!»: як Порошенко та Зеленський відповідали на незручні питання || СХЕМИ №211

[<https://www.youtube.com/watch?v=h3WHNMmRPYM>]

63. "CNBC's" full interview with former Vice President Joe Biden

[<https://www.youtube.com/watch?v=nbmJ5pTsP6o>]

64. “The Late Show with Stephan Colbert”: Joe Biden: Trump Put The Country In A Terrible Spot By Failing To Act - extended interview.

[<https://youtu.be/6VB032Q1ozg>]

65. “In conversation with Cardi B”

[<https://youtu.be/o71LtfUtSAo>]

66. Final 2020 Presidential Debate Between Donald Trump, Joe Biden | NBC News

[<https://www.youtube.com/watch?v=iAkzwKCgbiA>]

67. Joe Biden speaks before the National Association of Latino elected and appointed officials

[<https://youtu.be/iSkgxgQ2OXs>]

68. Joe Biden, Kamala Harris talk COVID-19 and taxes with ABC's David Muir 1
The Ticket - Part 1

[<https://www.youtube.com/watch?v=tHMVmuRnaik>]

69. Joe Biden, Kamala Harris’ first joint interview with ABC’s Robin Roberts

[<https://youtu.be/cvjRUvNE80U>]