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RHETORICAL PROSODY IN ENGLISH POLITICAL DISCOURSE

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Abstract: The article reports on a study of the rhetorical prosodic characteristics in English political discourse. The paper draws on the results made in the course of the auditory analysis of public speeches delivered by British politicians. The work presents an overview of political discourse and political rhetoric as well as proves that the prosodic parameters may be regarded as effective means of political discourse rhetorical presentation and persuasion.

Key words: political discourse, public communication, victory speech, rhetoric, prosody, auditory analysis, invariant prosodic model.

> *He who wants to persuade should put his trust not in the right argument, but in the right word. The power of sound has always been greater than the power of sense.*
>
> *Joseph Conrad*

1. Introduction

Contemporary political communication is constantly changing and being enriched with new means of representation and persuasion the audience. The viewpoint presentation, rhetorical expression, general turn-taking conditions, the public speaker-audience relationships, and other aspects of political speech acquire a great importance in current social practice. This became the reason of rhetoric revival in our culture, a discipline that since ancient times has served to educate a comprehensively developed, socially active, and humanistically educated personality.

In present-day increasing interest in political life, public figures are often perceived and judged by their capability to present their political message in a convincing way. Successful politicians are those who have credible stories to tell, who can involve the audience with the drama of the present by explaining in simple terms what is right and wrong and who can convince the listeners that they are better than their opponents (Charteris-Black 2011). Persuasive presentations constitute basic units, rhetorical features for the speaking style they adopt, e.g., when addressing the nation or when participating in parliamentary debates, etc.

It is quite natural that within the general problem of political speech study the results of experimental-phonetic research of political speeches' prosodic features are called for, playing an important role. Recent developments demand a new look into this problem. As a result of politicians' use of typical intonation models of speech (their variant realizations due to the pragmatic direction of speeches, context, etc.), a certain communicative influence is achieved. Thus, the aim of the proposed paper is to determine and analyse the affective appeal of rhetorical prosody and its contribution to political discourse implementation.

2. Background studies

The study of rhetorical prosody in English political discourse involves the analysis of the essence of political discourse, rhetoric and political rhetoric, and rhetorical prosody. This approach is based on the theoretical assumption that language should be considered within the historical, ideological, sociocultural, psychological, and other contexts in which it occurs (Chilton 2004; Fedoriv 2016; Vasko 2019; Wodak 2014). It is highly relevant in the research of spoken political discourse.

2.1 Political discourse and political rhetoric

It is generally recognised that politics as a sphere of human activity by its nature is a set of speech actions that are objectified within the status-role communication of

politicians and citizens (Семенюк & Паращук 2010: 204), and belongs to the category of perfect forms of human communication (Серякова 2012: 175). Charteris-Black argues that:

"*Politics is concerned with acquiring, maintaining and sustaining power: it is about how resources are allocated and how social actions are harmonised to predetermined purposes. Language is the lifeblood of politics: it's debatable whether language would have developed in the first place without politics and certain that politics would never have developed without language. But the more skilled politicians become in self-representation, the greater the pressure on them to convince followers that they and their policies can be trusted. Politics is about building trust, but, with an increasing awareness of the potential for manipulation of public opinion and "massaging" of consent through focus groups, trust has become a rare commodity in democracies.[sic]*" (2011: 4)

Therefore, political discourse as a set of formations of different genres, concentrated around a particular political event, aims to justify and defend the right to power in society (Семенюк & Паращук 2010: 204). According to van Dijk (1997: 12), political discourse is a text or talk of professional politicians or political institutions; president, prime ministers, other members of government, parliament or political parties at local, national, or international levels. It should be pointed out here that political discourse is a public discourse based on the political picture of the world, aimed at its formation, change, and use to induce people to a definite political activity (Павлова 2010: 16). Its field of activity is predetermined by the sphere of politics, characterized by a specific set of communication situations, typical models of speech behaviour, certain topics, a set of intentions and speech strategies. It concerns basic components of politics such as problems of power, conflict / control, and domination.

Also, political power is based on the flesh and blood presence of a leader who can charm and inspire followers (Charteris-Black 2011: 27). Chilton summarises the legitimising purpose of political discourse as follows:

"*[…] political discourse involves, among other things, the promotion of representations, and a persuasive feature of representation is the evident need for political speakers to imbue their utterances with evidence, authority and truth, a process that we shall refer to in broad terms, in the context of political discourse, as 'legitimisation'. Political speakers have to guard against the operation of their audience's 'cheater detectors' and provide guarantees for the truth of their sayings.*" (2004: 23)

Therewith, the fundamental function of political discourse, as it is mentioned by Sheygal (Шейгал 2004: 34), is to use it as an instrument of political power, that is, the struggle for power, obtaining power, its preservation, implementation, stabilization, or redistribution. This global function of political discourse is realized due to the following functions: *informing* (the process of dissemination of information about the state of affairs in society); *influence and persuasion* (the process of reporting views, opinions, judgments, information by political leaders and authorities, accompanied by reasoned evidence of their justice and significance for the population); *manipulation* (the process of imposing ideas, points of view, opinions, which the addressee deems to be untrue, but advantageous for him/herself).

The specific characteristic of public political discourse, according to Pavlova (Павлова 2010: 2), is its pragmatic focus on public opinion managing, on the formation of a certain assessment of information in a mass addressee, and a given emotional reaction to it.

As a result, politics can be regarded as an effort for power with a purpose of setting specific political, social, or economic ideas into practical application and political discourse as the use of language to achieve this purpose (Saeed et al. 2020). In this context, a political leader seeks to persuade people to achieve his purpose and uses different persuasive strategies and means.

Speaking about the role of language in politics, it should be noted that language is a means of implementing a state policy, as well as a means by which humanity creates history, accumulates historical knowledge, often subjecting it to interpretation, reinterpretation, and rethinking (Антонова 2013). The public word of a political leader often becomes a political action at the moment of its actualization and, at the same time, the stimulus that interprets / reinterprets it in a given historical period. Barthes and Howard say:

"This object in which power is inscribed, for all of human eternity, is language, or to be more precise, its necessary expression: the language we speak and write. […] all speech is a classification, and that all classifications are oppressive. […] To speak, and, with even greater reason, to utter a discourse is not, as is too often repeated, to communicate; it is to subjugate: the whole language is a generalized rection. […] Once uttered, even in the subject's deepest privacy, speech enters the service of power" (1979: 4-5).

This idea is expressed by Cramer who mentions:

"Politicians need to convince people to elect them, if they want to be successful. Nowadays there are various channels through which to reach potential followers, all of which have one thing in common: they use language to communicate. The possibilities vary from written texts published through different online media channels to podcasts and official speeches made in public and with press attendance. One presentation of a speech that is always highly attended is usually the first one given after a head of state is elected. Prior to this, during an election campaign, politicians need to convince a certain number of people in order to win the election. After the politician is elected, everybody, even those who voted for someone else, listen to the new leader of a country to figure out what this election could bring about." (2020: 1)

It should also be noted that political communication is distinguished by the fact that the phenomena of "oratory" and "rhetoric" are present in it as mandatory features. Modern politicians use special rhetorical techniques to create a certain vision of the world in the audience and to influence / manipulate this vision.

As is well known, classical work on rhetoric was not confined to the political sphere. The attitude to the rhetoric and rhetorical tradition of antiquity had undergone significant changes that range from interest to a complete unacceptability. An exceptional interest in rhetoric was observed in the Middle Ages, the rhetorical tradition and research on argumentation began to be viewed negatively in the 18th – 19th centuries. The end of the 20th century is about the revival of rhetoric as a unit of theoretical thought, namely the neo-rhetoric.

A review of literature shows that contemporary scholars have further extended the sphere of application of rhetorical studies, often believing that "[r]hetoric is employed at every moment when one human being intends to produce, through the use of signs or symbols, some effect on another" (see Condor et al. 2013: 264). However, it is still

commonly supposed that "the essential activities of rhetoric are located on a political stage" (ibid.). Rhetoric is absolutely central "because public discussion and debate are essential in a democracy, and because leaders are obliged to rule the sovereign people by means of constant persuasion" (ibid., 262).

In contrast to classical rhetoric, which is understood as the theory and skill of oratory, neo-rhetoric, as noted by Chernyavskaya (Чернявская 2006: 24), expands the scope of its scientific interests to all the analysis methods using the language of communicative and pragmatic situations of persuasion, influence, and manipulation of consciousness. It touches on pragmatics and communicative linguistics by its research tasks. We can take as a basis the following definition of rhetoric that reflects its essence at present:

> *"Rhetoric is a theory and practice of optimizing speech communication, its effectiveness, and efficiency by the influential and persuasive speech and the appropriate use of all means and methods, both linguistic and extralinguistic, to achieve the communication goal"* (ibid., 25).

Studying the principles of rhetorical and ideological criticism, Pavlyuk (Павлюк 2007: 11) expresses the idea that rhetoric as a theory of text and communication is associated not only with persuasive speech, but also with any example of perfect speech, an excellent work or just any utterance in its "instrumental" function.

Thus, if considering the way of rhetoric development from the ancient tradition to modern humanitarian theories, it is possible to distinguish, according to Pavlyuk (ibid., 11), several quite independent and equally important meanings of this phenomenon. So, rhetoric is:

1) a method of use and a set of language means subordinated to the achievement of certain goals;
2) author's strategies of influence, features of argumentative texts, characteristic for a certain sphere (presidential rhetoric, judicial rhetoric, etc.);
3) a set of genres of oral speech and public speeches;

4) the science of persuasive speech;

5) modern linguistic theory that studies the text in connection with its intentions and functions.

It is also worth mentioning that the whole classical tradition of rhetoric from the sophists to the enlightenment wrestled with the relationship between persuasion, truth and morality, carrying a deep suspicion of the power of language (Chilton & Shäffner 2002: 1). It is important to emphasize that the basic characteristics of rhetoric are its universal principles of construction of public speech, which do not depend on the specific field of speech communication. Rhetoric is fundamentally based on the fact that speech is not merely a means of transmitting a message, but rather a means used by a politician to communicatively convince his/her audience. It can be considered as the art of persuasion through speech and is based on three Aristotelian rhetorical appeals: ethos, pathos, and logos. For him, ethos has to deal with the authority and the speaker's knowledge in the presented subject, pathos is about the audience's emotions, and logos is concerned with the logical argumentation (Аристотель 2000). Considering political discourse as persuasive, we can state that traditional rhetorical principles, logos and pathos become strategies adopted by a speaker in a particular situation to achieve a 'communicative' objective, which is to persuade. In this respect, we insist here on prosody, which is used for cohesion and structuration, globally and on lower linguistic levels of this discourse, mainly when it is based on reason (logos) and conveys emotion in order to remain in the domain of empathy.

Political rhetoric is "an art of articulating and promoting one's political interests through influence in the public sphere by symbolic manipulation of signs and symbols, including language, images, and the staging of events" (Encyclopaedia of political communication 2008: 717). Research on political rhetoric focuses on real-world contexts of political engagement, namely the rhetorical strategies adopted by social movements, protests groups, etc. Most empirical studies of political rhetoric continue

to focus on political communication, including parliamentary debates, political campaigns and marketing, and high-profile speeches, texts, or films and historical documents. Popular awareness of Barack Obama's rhetorical skill has led to a recent revival of academic attention to the oratory styles of particular political leaders (Chanturidze 2018; Condor et al. 2013: 266-267; Cramer 2020; Humeniuk 2019). Besides, political studies are also marked by a revived interest in the images of political leaders (Stashko et al. 2020), in charismatic political rhetoric and, consequently, in the prosodic specifics of charismatic political discourse (Петлюченко 2009; Petlyuchenko & Chernyakova 2019) and political image (Постникова 2003).

Political speech is a pervasive longstanding genre of political rhetoric (Charteris-Black 2011) because it is a communication designed to persuade. It has received profound scientific attention over the centuries and many linguistic, rhetorical, cognitive methodologies have been developed to approach its various aspects (Bonnefille 2011; Charteris-Black 2011; Fahnestock 2011; Gronbeck 2004; Martin 2015). Distinguishing political speech types is caused by the following factors, namely: the place of speech presentation, the speech topic, and the audience. The primary purposes of political speeches are to influence, educate, inform, persuade, incite, or entertain people. Speech can be seen as a means of establishing and maintaining social relationships, expressing feelings, and presenting ideas and policies in any society. A number of speeches are made to address the people before elections; these speeches could also be referred to as pre-election special addresses. It is expected that a candidate that wins an election should address the people that have voted him to power with a victory speech.

A victory speech is considered as epideictic and which is usually delivered at a certain important official occasion and marks a crucial moment in the history of a country. It is the election night speech of the winning candidate, which presents his/her first reaction to the election results. The main purposes of a victory speech are expressing gratitude to all those who have supported the candidate throughout the campaign and

those who voted for him/her; reminding people of the key ideas of the election campaign, presenting the new future ahead (Chanturidze 2018: 31) and revealing emotions aroused by the event.

What is important here is that well-known political speeches share a rhetorical purpose of appealing to the audience to do something. This is because they are presented with a very high degree of modality, the attitude towards reality in the speaker's representation (Kenzhekanova 2015; Panasenko et al. 2020), namely "the more convinced a politician sounds about his/her own ideas and beliefs, the more convincing he is likely to be" (Charteris-Black 2011: 10). Also, modality implies a degree of confidence of the speaker that will demonstrate the level of knowledge, from which the seriousness of the impression produced by political performance of the addressee will depend (Kenzhekanova 2015: 196).

It should also be mentioned that political speeches are rather vivid and emotional due to the rhetorical figures as markers of the rhetorical power of public speech (Артюхова 2015: 23), created on the principle of deviation of language forms from the standard to enhance emotional expression and influence on the listener (Павлюк 2007: 34-54). They are subdivided into *independent* (rhetorical question, rhetorical exclamation, rhetorical address, ellipsis, and parenthesis) and *dependent* (repetitions, inversion, antithesis, climax). The stated vision of the problem of political speech organization and rhetorical means interaction can be a theoretical basis for an extended study of political speech rhetorical and prosodic organization.

2.2 Rhetorical prosody

One of the most remarkable developments of the last years is that research in linguistics is concerned increasingly with the role of discourse-level prosody in interpreting speech. As is known (Pennington 1996), prosodic phenomena constitute an important source of information on the text type, specificity of its segmentation, connotative,

pragmatic, communicative, modal, and stylistic meanings, etc. Prosody can strengthen the meanings expressed by the lexical-and-syntactical means, or act independently (Алексієвець 2002: 32-33). Besides, prosody plays an important role in the speech influence on consciousness, because it possesses great influential potential and can affect the person's emotional state (Калита 2001: 85). It can express different shades of meanings, attract involuntary attention due to loudness, pitch variations, etc.

The results of studies on speech interaction (Блох & Фрейдина 2017; Чикилева 2005; Alexiyevets 2017; Polieieva & Vasik 2020; Wichmann 2000), on the basis of different discourses, prove that prosody is a conscious and intentional means of influence in speech. Kovalyov (Ковалев 2008) argues that it is one of the most important linguistic means of expression in language, and its analysis helps to establish the features of contextual-situational and pragmatically oriented expressions, as well as their relevance to the conditions of discourse. So, the speaker should know exactly how to deliver his ideas in a way that moves audiences and leaves long lasting impressions.

Prosodic structures refer to both voice and speech cues of the speaker. They include characteristics such as pitch, emphasis and accentuation, tempo and pauses, loudness and voice quality or their combinations, but also (non) fluencies of the speaker, to express certain meaning, attitude, or persuasion. Many works on nonverbal communication research have generally strengthened the opinion that such features have a vital communicative role. In their work, Vroomen, Collier, and Mozziconacci write:

"*A speaker may indicate, through prosodic means, to which information the listener should pay particular attention (accentuation, emphasis), and he may provide cues about the syntactic organization of the utterance (phrasing). The communicative function of prosody is most readily associated with the expression of emotion and attitude.*" (1993: 577)

Speeches are powerful because of the way a politician uses rhetorical devices to deliver his message. Rhetoric uses figures of speech, persuasive strategies, and prosodic markers to elevate language and make it more engaging, memorable, and convincing.

Thus, one of the communicative and functional purposes of prosodic units is the formation and actualization of political discourse. Considering prosody through the prism of context, it should be mentioned that the prosodic characteristics of political speech reflect a variety of semantic, rhetorical, and situational contexts that can influence the speech. In the course of the analysis of the research corpus of materials, prosodic means, which are consciously aimed at the realization of influence, were considered apart and in interaction with lexical and grammatical means. The study of prosody from the outlined perspective means that the focus is on the dependence of the prosodic organization of the speech text on the dynamics of its delivery.

Some past research has mostly confirmed that prosodic features are associated with the persuasiveness of the speaker and the change of the audience's attitude. According to Touati (1993), to persuade and to gain votes seems to demand more refined rhetoric and richer prosody. For instance, fluency, pitch variations, higher loudness, and faster tempo are associated with greater persuasiveness.

A high potential of prosodic features is in the realization of the Aristotelian strategies, particularly the speaker's ethos (credibility, trustworthiness, honesty, benevolence), which has since antiquity been central to the process of persuasion. All prosodic features may contribute to the speaker's credibility (ethos), can create certain disposition on audience (pathos), but can also be essential for understanding the argument (logos) (Kišiček 2018). Prosody and its components are of primary importance in rendering rhetorical strategies and tactics in political discourse. It is an important feature in communication, and the way a speaker uses the various elements

of prosody in public speaking may affect listeners' perceptions and thus the speaker's credibility.

Phoneticians claim that one of the main factors of prosodic influence is utterance accentuation accomplished due to the position of the accented elements on the communicatively important words in the intonation group, the accentuation of every word in the syntagm is also frequent. Numerous works on prosody (Блох & Фрейдина 2017; Фомиченко 1985; Чикилева 2005; Wichmann 2000) prove that persuasion of the audience is realized with the help of variations of pitch level, loudness, tempo, and timbre. A high level of persuasion is achieved by the repetition of falling tones in a combination with a wide pitch range, a diversity of melodic scales (Regular Descending Stepping, Broken Descending Stepping, Regular Descending Sliding, Regular Ascending Stepping, Level, etc.) and terminal tones (High Fall, Low Fall, Low Rise, Mid-Level, Fall-Rise, etc.), an alteration of the fast and slow tempo with loudness variations (Постникова 2011). Herewith, accidental rise is in focus as an important rhetoric prosodic means for actualizing some communicative moves in the research (Savchuk 2019). Loudness is an important marker of public speech, which is characterized by increases on key words and utterances in order to attract the listeners' attention (Федорів 2010: 79-80). Speech tempo along with pitch and loudness is a significant sound factor of the text creation. Considering the importance of the time parameter of intonation, Svetozarova (Светозарова 1982) asserts that time extent of speech units is a required condition of their existence. Pauses, being consciously or unconsciously generated by the speaker's psychic energy, complement oral speech with certain connotations and implications that allow him/her to express thoughts and emotions more clearly (Kalyta 2018). Besides that, a rhetorical pause is a relevant marker of political discourse. Rhetorical pauses serve to emphasise "the high-key information centre" of the utterance (Brown 1990: 135), to keep and control the attention of the audience and add particular significance to the semantic core. Furthermore, rhetorical pauses can be used to reinforce the significance of the

emotional impact of speech on the audience involved to obtain the effect of a more pronounced rhythmic pattern (Polieieva & Vasik 2020). Rhythm is also a fundamental component of rhetorical discourse strategies, a sensitive and subtle indicator of rhetorical techniques regulating an impact on the audience (Vasik 2016: 192). It is presented in political discourse due to lexical repetitions, syntactical and accentual-melodic parallelism.

So, pitch, melody, tempo, and pitch range can contribute to the strength of an utterance. Word emphasis, rhythm, and loudness can also be very important. The most active rhetoric prosodic features are the stress and the increase of loudness, as well as speech tempo variations and emphasis due to internal boundary pauses. The components mentioned above act mainly in certain combinations, namely: accent – loudness – tempo, accent – loudness – pausation among others. Prosodic organization acts as a shell, "packaging" of oral speech, optimizing the auditory perception and speech impact. Obviously, prosody is a powerful means of speech influence. By presenting the addressee with the vision of the world, it allows managing the perception of objects and situations, to impose their positive or negative assessment.

3. Data analysis and discussion

There is without doubt a current interest in investigating political speech prosodic organization. An important step in this process is the auditory analysis carried out in accordance with the developed methodological procedures.

3.1 Methodology

The proposed study of rhetoric prosody in political discourse, taking into account contextual conditionality, determined the choice of the interdisciplinary approach that combines the conceptual apparatus and methodology of such areas as pragma and sociolinguistics, including pragma and sociophonetics, discourse analysis, and theory

of speech. The interdisciplinary approach allows us to consider a wide range of social, pragmatic, and ideological factors involved in the implementation of political speech.

The programme and methods of the experimental-phonetic research of rhetorical prosodic means in political discourse based on the purpose and objectives of the work, as well as in accordance with the principles of an interdisciplinary approach to the study, anticipated a sequence of the following stages:

1) selection of speech material, establishing the naturalness of its sound, determining the pragmatic orientation and rhetorical means;

2) conducting auditory analysis of speeches by auditors-phoneticians;

3) linguistic interpretation of the results of the auditory analysis.

The first stage of the research is aimed at selecting the speech material (British Prime Ministers' speeches; the paper is objectively limited to B. Johnson's victory speech analysis) as well as at establishing the natural sound of speeches, determining the pragmatic orientation and rhetorical means. The second step covered the traditional procedures of the auditory analysis and registration of its results. The third stage of the analysis envisaged the linguistic interpretation of the results of the auditory analysis, their generalisation, and verbal description of the experimentally obtained intonation invariant and variant realizations.

The auditory analysis of the intonational characteristics is an important element in determining the character of prosody interaction with other linguistic levels that take part in the text structuring. In the course of the auditory analysis the following perceptual gradations of every characteristic were used (Калита 2001: 97-98):

1) pitch level (low, mid, high);

2) pitch range (narrow, narrowed, mid, widened, wide);

3) terminal tones: Fall (low, mid, high), Rise (low, mid, high), Level (low, mid, high), Fall-Rise, Rise-Fall, Fall-Rise-Fall;

4) scales: Level Scale (low, mid, high), Descending Scale, Ascending Scale, Stepping Scale, Sliding Scale, Scandent Scale;

5) loudness: low, decreased, normal, increased, high;

6) tempo: slow, decelerated, moderate, accelerated, fast;

7) pauses: very short, short, mid, long, very long.

The experimental material data set has been offered to the informants-native speakers for analysis. The overall results of the rhetorical act of Boris Johnson's election victory speech presentation are suggested in Table 1[1] in the Appendix.

In the course of further experimental research the experts mentioned that the proposed material is characterized by the high degree of natural sounding of public political speeches declared in official situations for large audiences. The speech of Boris Johnson was delivered after his Conservative party had won a landslide majority in the December 2019 general election, at the Queen Elizabeth II Centre in central London. According to the results of the experimental material considered by the informants, it is identified as a victory speech as well as a political institutional discourse, because the speaker belongs to the political elite and he should follow the certain strict norms of discourse organization. As is known, any communicative act contains informative and pragmatic components. The informants mentioned that Boris Johnson's speech has the same elements and includes the informative in the form of the main priorities of his work and the pragmatic component in the form of his intention to influence the listening audience.

It was established that the main issues of the British Prime Minister's speech were problems corresponding the contemporary historical moments of the Conservative party activity, namely:

election victory – "*I of course want to congratulate absolutely everybody involved in securing the biggest Conservative majority since the 1980s*";

Brexit – "*Get Brexit done!*"; "*Because we politicians have squandered the last three-and-a-half years in squabbles about Brexit, we have even been arguing about arguing, about the tone of our arguments. I will put an end to all that nonsense and we will get Brexit done on time by the 31 January*";

the priorities in further activity, like health care, education, investments in infrastructure and science – "*At the same time, this one nation Conservative government will massively increase our investment in the NHS. The health service that represents the very best of our country with a single beautiful idea, that whoever we are – rich, poor, young, old – the NHS is there for us when we are sick. And every day that service performs miracles. That is why the NHS is this one nation Conservative government's top priority*"; "*Colossal new investments in infrastructure and science, using our technological advantages to make this country the cleanest, greenest on earth, with the most far-reaching environmental programme*";

strengthening the government responsibility – "*It is a great and heavy responsibility, a sacred trust, for me, for every newly-elected Conservative MP, for everyone in this room and everyone in this party*";

ecological problems – "*And you the people of this country voted to be carbon-neutral in this election – you voted to be carbon-neutral by 2050*".

At the next stage of the experimental-phonetic research, a board of auditors-phoneticians carried out an auditory analysis of the speech material. The data obtained helped reveal the typical rhetoric-prosodic models of political discourse.

3.2 Data analysis

Every speech has certain formal aspects, such as a greeting or an expression of gratitude to special listeners or to the people who are standing close to the speaker. Very often there are also people who "have to" be addressed or thanked who are rivals or disliked predecessors of the speaker. In this case the speaker has to be sensitive in order to find the right words (Cramer 2020).

Boris Johnson begins his victory speech with greetings and delight with the election results. It is expressed by the interaction of all linguistic means (lexical (*glorious, new, colossal*), grammatical (the superlative form of adjectives: *the cleanest, greenest on earth),* stylistic (repetitions: *we did it, we pulled it off; a new dawn rises on a new day and a new government*; gradation: *we pulled it off, we broke the deadlock, we ended the gridlock, we smashed the roadblock*), as well as by intonation. It should also be mentioned that a complex nature of the interaction of linguistic means in expression of utterance meaning is considered as a complex intensifier represented by the following types: lexical + phonetic; grammatical + phonetic; lexical + grammatical + phonetic and the like (Алексієвець 2002: 33).

In a further study, we examined that Boris Johnson is confident with the usage of rhetorical figures, both independent and dependent. He uses various "rules of three" very often. As is known, "the rule of three" is a principle in English writing and speaking that suggests that things that come in three are inherently more effective than other numbers of things. A series of three is often used to create a progression in which the tension is created, then built up, and finally released. Examples include Julius Caesar's "*Veni! Vidi! Vici!*", David Cameron's "*a more competitive, a more open, a more flexible Europe*". "The rule of three" is a well-known feature of public speaking.

(1) "¹*We pulled it off| ²didn't we| – ³we pulled it off.‖* ⁴*We 'broke the ˌdeadlock,| ⁵we 'ended the ˌgridlock,| ⁶'we˘ ˋsmashed the ˌroadblock.‖*" (Johnson 2019).

(2) "¹*In this glorious,*| ²*glorious pre-breakfast moment,*|³*before a* ˈ*new*⤴ ˏ*dawn*|⁴ˈ*rises on a* ↑*new* ˋ*day*| ⁵*and a* ˈ*new* ˏ*government,*| ⁶*I want first of all to pay tribute to good colleagues*| ⁷*who lost their seats*| ⁸*through no fault of their own*| ⁹*in the elections just gone by.*||" (ibid.).

In the first example (1), the intonation groups 4-6 illustrate "the rule of three". The syntagms *We* ˈ*broke the* ˏ*deadlock,*|*we* ˈ*ended the* ˏ*gridlock* | are realized in a widened pitch range and the same melodic pattern, namely a checked scale in combination with a Low Rising tone, moderate tempo, and normal loudness. The syntagm ˈ*we*⤴ ˋ*smashed the* ˏ*roadblock* is actualized with the help of a wide range due to a significant increase of the pitch level in a combination with moderate tempo and increased loudness, so that the speaker highlights an important word. In addition, this combination of intonation parameters indicates a high level of orator's emotional excitement. The final intonation group of three is realized at a high pitch level, in a wide pitch range, with the help of moderate tempo and in a zone of increased loudness. The checked scale combined with a High Falling tone and the presence of an internal non-boundary pause before the keyword enhances the action effect. Also, it should be mentioned that adding some energy by pronouncing ⁴*We* ˈ*broke the* ˏ*deadlock,*| ⁵*we* ˈ*ended the* ˏ*gridlock,*| ⁶ˈ*we*⤴ ˋ*smashed the* ˏ*roadblock*|| without any conjunctions or prepositions (asyndeton) and repeating certain combinations of sounds /lɒk; lɒk; blɒk/ within this chain are able to actualize this utterance as more stressed and tense.

Similarly, Example 2 demonstrates the application of "the rule of three". It is marked by the use of a lexical unit that emphasizes the idea of a new government. The persuasive potential is strengthened by such intonation means as accentuation, accidental rise, pausation and tempo as well as timbre. The intonation group ³*before a*

ˈ*new*⸲ ˋ*dawn*| has a wide range with a rising pre-head, a checked High Level Scale and ends in a low falling terminal tone which together with an internal non-boundary pause before it aims to emphasize the beginning of a new period in one nation history. The next intonation group ⁴ˈ*rises on a* ↑*new* ˋ *day*|, where the speaker continues to develop the idea mentioned above, is characterized by a high level at its beginning, an accidental rise on the repeated word *new* and ends with a High Fall. The intonation group ⁵*and a* ˈ*new* ˎ*government,*| is the most important in the chain. It has a wide pitch range, High Level Scale and low falling tone at the end. Moderate tempo and increased loudness accompany the rhetoric realization of "the rule of three" principle.

When delivering a speech, Boris Johnson uses a number of anaphoric parallel constructions (dependent rhetorical figure) with the repeated initial part:

(3) "***And*** ˈ***I,*** *and* ˎ*we,*| *will* ˈ*never* ˈ*take your su*ˈ*pport*⸲ *for* ˎ*granted.*||

And ˈ***I*** *will* ˎ*make it;*⸲ ˈ***I*** *will* ˈ*make my* ˈ*mission to* ˎ*work*| ˈ*night and* ˋ*day,*| ˈ*flat-out to* ˈ*prove you* ˎ*right*| *in* ˈ*voting for* ˈ*me this* ˎ*time,*| *and to* ˈ*earn your su*ˈ*pport in the* ˎ*future.*||

And ˈ***I*** *say to* ˎ*you*| *that in this e*ˈ*lection your* ˎ*voice*⸲ ˈ*has* ˈ*been* ˎ*heard*| – *and about* ˋ*time too.*||" (Johnson 2019).

The repeated first person singular pronoun *I* helps the speaker stress personal responsibility. On the prosodic level syntactic parallelism is accompanied with the parallelism of suprasegmental units, namely: Low Pre-Head + checked High Level Scale + Low Fall; Low Pre-Head + Regular Descending Stepping Scale + Low Fall. It supports the notion that "repeating certain phrases contributes towards making the ideas contained in them seem 'common sense' " (Jones & Wareing 1999: 39). In long speeches word-repetition can be used to hold the speech together but also to emphasize

moral values (Beard 2000: 39) or other important phenomena. So, the use of repetitions and "the rule of three" serve to express the sense of determination and strength.

The results of the analysis show that speaking about Brexit, Boris Johnson uses asyndeton, or enumeration without any conjunction:

(4) "ˈNo ˌifs,│ ˈno ˌbuts,│ ˈno ˌmaybes │ – leaving the European Union as one United Kingdom, taking back control of our ˌlaws,│ ˌborders,│ ˌmoney,│ our ˌtrade,│ ˌimmiˈgration ˌsystem,│ deˈlivering on the ˌdemoˈcratic ˌmandate│ of the ˌpeople.‖" (Johnson 2019).

So, the examples demonstrate the actualization within short intonation groups and a wide pitch range with checked High Level Scales and Low Rising tones, accelerated tempo with increased loudness that makes the message more energetic, stressed, and tense.

Other dependent rhetorical figures are actualized in the following phonoblock or phonopassage (Sokolova et al. 1991) within six intonation groups in a wide pitch range and a high pitch level:

(5) "It is a ˈgreat and ˈheavy reˈsponsiˌbility,│ a ˈsacred͢ ˌtrust,│ for ˌme,│ for ˈevery ↑newly-eˈlected Conˈservative ˈMˌP,│ for ˈeveryone in this ˌroom│ and ˈeveryone in this ˌparty.‖" (ibid.).

The initial syntagm contains the keyword *responsibility,* the importance of which is highlighted due to the Low Fall with decelerated tempo, increased loudness, and regular rhythm; other words are marked by intensive accentuation. It is supported with the adjacent intonation group *a* ˈsacred͢ ˌtrust, actualized with the help of a checked High Level Scale, an internal non-boundary pause before the most important word here

trust, realized with Low Fall accompanied by decelerated tempo and normal loudness. Then the informants noted the increase of the idea expressed with asyndeton. Its prosodic pattern is Low Pre-Head + Low Rise; Low Pre-Head + Broken Descending Stepping Scale + Low Fall; Low Pre-Head + High Level Scale + Low Rise; Low Pre-Head + High Level Scale + Low Fall.

In the course of the analysis, the informants noted that a combination of rhetoric figures stresses the message's importance and at the same time attracts the audience's attention. Thus, the following fragment demonstrates the use of apposition, chain repetition, paronomasia and parallel constructions:

(6) "*And ˌyou,| the ˈpeople of this ˌcountry,| ˌvoted| to be* ˈ*carbon-ˌneutral| in this eˌlection| –* ˈ*youˌvoted| to be* ˈ*carbon-ˑneutral by* ˈ*20ˌ50.‖ **And ˌwe'll ˋdo it.‖***
You also ˈ*voted to be* ˈ*Corbyn-ˑneutral by ˌChristmas by the ˌway,| **and we'll* ˈ*doˈ* ˈ*that ˌtoo.***"*‖ (ibid.).

The beginning of the fragment is marked by the use of apposition to highlight the importance of the British people. Then repetition of *you voted* implemented differently three times: 1 – within separate intonation groups and 2 – within a short intonation group actualized with Low Fall-Rise which sounds rather vivid; 3 – within a widened intonation group with a stress on *voted.* All these realisations are characterised by moderate tempo and normal loudness.

Paronomasia is known as a rhetorical device that can be defined as a phrase intentionally used to exploit the confusion between words having similar sounds but different meanings. It is a playing on words that sound or look like similar: ˈ*carbon-ˑneutral –* ˈ*Corbyn-ˑneutral.* This pun contains the element of satire here and makes the fragment more emotionally coloured.

Also, to stress the importance of the information parallel constructions are used: *And ˌwe'll ˋdo it.‖ … and we'll ˈdoˆ ˈthat ˌtoo.‖* The first is realised in wide pitch range with the help of an ascending-descending pitch movement within the intonation group with a High Fall at the end in the combination with increased loudness and accelerated tempo. On the contrary, the second intonation group is actualised with normal loudness and moderate tempo. The other rhetoric characteristics are High Level Scale, an internal boundary pause, and Low Fall.

The final part of the victory speech performs the appealing function when the speaker encourages the audience in their coordinated work to improve the country:

(7) "¹ˈ*Let's ˈgo ˌoutˆ ²and get ˌon with it.‖*

³ˈ*Let's uˈnite this ˋcountry.‖*

⁴ˈ*Let's ˋspread ˌoppor ˌtunity|* ⁵*to ˈevery ˋcorner of the ˌU ˌK|* ⁶<u>*with su ˋperb*</u> <u>ˌ*edu ˌcation,|*</u> ⁷<u>*su ˋperb ˌinfra ˌstructure,|*</u> ⁸ˈ<u>*andˆ tech ˋnology.*</u> *‖*

⁹ˈ*Let's ˈget ˈBrexit ˋdone.‖* ¹⁰*But ˌfirst, my ˈfriends,|* ¹¹ˈ*let's get ˋbreakfast ˌdone.‖"* (ibid.).

The use of the combination of rhetoric figures, particularly anaphoric parallel constructions with a repeated initial part, chain repetition, and playing on words allows the speaker to make the repeated information more valuable, to influence the audience with his readiness to take leadership, with responsibility for the country, with priorities for the British people. This was reached, first of all, due to moderate tempo and increased loudness. Besides, to convince the listeners the politician adopts other rhetoric prosody. Regarding the distribution of scales, it should be mentioned that checked High Level and Descending Stepping Scales dominate in this excerpt, which is characterized by the intensification from utterance to utterance with the climax in the following syntagms ⁶<u>*with suˋ perb ˌedu ˌcation,|*</u> ⁷<u>*su ˋperb ˌinfra ˌstructure,|*</u> ⁸ˈ<u>*andˆ*</u>

tech ˋnology. ‖ ⁹ˈ_Let's_ ˈ_get_ ˈ_Brexitˋ done._‖. The third intonation group of this phonoblock

(³ˈ_Let's uˈnite this ˋ country._‖), which expresses an appeal for the country unification, is

realised in a middle pitch range, slightly decelerated tempo, and regular rhythm. At the

same time, this utterance is actualised with a Regular Descending Stepping Scale that

finishes with High Fall, which is an important factor to stress the speaker's point of

view. The following intonation groups 4-7 are made prominent by falling-rising

terminal tones realised on a high pitch level and within a wide pitch range. The High

Fall-Rise is also considered here as a rhetorical prosodic maker. The intonation group

⁸ˈ_andˢ tech ˋnology_ is a peak in the chain and the used internal non-boundary pause

before the word _tech ˋnology,_ actualised with the falling tone of the middle pitch level,

highlights the importance of the top priorities of the newly-elected Conservative

government.

The analysis of Boris Johnson's victory speech shows that it is impregnated with

rhetorical figures and principles (the rule of three, rhetorical questions, various lexical

and syntactic manoeuvres) and the prosodic means are all ways of arousing audience

interest and retaining the attention of the hearer. These rhetorical patterns are markers

of "persuasive power", which characterise Boris Johnson's style of persuasion. It

proves the idea that "successful leaders do not take audience attention for granted but

hail their potential followers through a rich and varied range of rhetorical strategies: it

is the combined effect of a variety of rhetorical strategies that constitutes the language

of leadership" (Charteris-Black 2011: 12).

4. Conclusions

The results of the investigation support the idea about the importance of the

interdisciplinary approach in the rhetorical analysis of discourse prosodic organisation.

The use of the mentioned approach and the theoretical generalisation of scientific

knowledge allowed us to conduct this experimental-phonetic research of rhetorical

prosody in political discourse. The role of prosody in political discourse is extremely significant, since it brings emotional energy to the speech's rhetorical presentation and allows realising a politician's individuality.

The fulfilled study has proved that the problem of rhetorical prosody in political speech is a pivotal and complicated phenomenon. The result of political communication depends on a number of factors such as the level of the orator's awareness and his social status, communicative situation, the use of rhetorical strategies, rhetorical linguistic and phonetic means, in particular.

The carried out investigation based on B. Johnson's victory speech enabled us to establish the intonation models typical of different rhetorical figures actualisation in political speech of this type usually delivered when the winning candidate presents his/her reaction to the election results. As to the invariant prosodic pattern it can be characterised by the following parameters, namely: short intonation groups, widened pitch range, the variety of pitch level, phrasal accentuation, checked High Level and Descending Stepping Scales, Falling (High, Mid, Low) terminal tone, varied tempo (moderate-accelerated), varied loudness (normal-increased), short internal boundary and internal non-boundary pauses, and regular and well-organised rhythm. Interacting in the utterances they form different complexes. The data obtained allow us to assume that the prosodic parameters may be regarded as effective means of political discourse rhetorical presentation and persuasion.

Furthermore, studying rhetorical prosody in the dynamics of discourse, we can discover information not only about the very prosody, but also about the speaker, the hearer, as well as about the nature of their relationship and the features of the verbal communication culture.

It should be noted that the results of the carried out experimental-phonetic research contribute to our knowledge about the realization of English political discourse in the context of prosodic markers which, being combined with other linguistic means, trigger the structuring of information in text. The outcomes may be used in similar scientific investigations as well as in mastering the skills of public political speech.

Notes

1. Table 1 in Appendix presenting the results on the basis of data obtained is done by the authors.

Glossary of intonation symbols

ˈm	put before the syllable with main stress
ˌm	put before the syllable with secondary stress; partially stressed syllable
ˎm	the Low Fall
ˋm	the High Fall
ˌm	the Low Rise
ˊm	the High Rise
˅m	the Fall-Rise
ˆm	the Rise-Fall
↑m	Accidental/Special Rise
↘m	the stressed syllable of the Sliding Scale
↗m	the stressed syllable in the Scandent Scale
⸾	internal non-boundary pause
⸾	very short pause
|	short pause
||	long pause

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Résumé

This paper reports on a study of rhetorical prosodic characteristics in English political discourse. This work includes an overview of theoretical approaches to political discourse and political rhetoric studies as well as rhetorical prosody. The study of rhetoric prosody in political discourse determined the choice of interdisciplinary approach that combines the conceptual apparatus and methodology of such areas as pragma and sociolinguistics, including pragma and sociophonetics, discourse analysis, and theory of speech. It is mentioned that in order to conduct the study of rhetorical prosody in political discourse the author used the methodology of an experimental-phonetic research, which was carried out in three stages. The political speeches

delivered by British politicians served as the material of the study. The conducted experimental investigation of rhetorical prosody in political discourse helped reveal and describe the intonation patterns typical of different rhetoric figures actualization in victory speech, which is considered as epideictic and is usually delivered at a certain important official occasion and marks a crucial moment in the history of a country. Also, it was found that the effective presentation of victory speech is caused by the rational choice of rhetoric as well as adequate use of prosodic means for its organization. It is stressed that Boris Johnson uses a number of prosodic features, which characterise his style of persuasion. The determined prosodic parameters may be regarded as effective means of political discourse rhetorical presentation and persuasion. The results of this research can be used in discourse studies, applied phonetics, political linguistics, and political communication.

Key words: political discourse, public communication, victory speech, rhetoric, prosody, auditory analysis, invariant prosodic model.

Appendix

Table1. Results of the rhetorical act of Boris Johnson's election victory speech presentation

COMMUNICATIVE SITUATION	
Conditions	A victory speech after Boris Johnson's Conservative party had won a landslide majority in the December 2019 general election
	Location: the Queen Elizabeth II Centre in central London
Audience	Participants of the meeting & the Conservative party
SPEECH PRESENTATION	
Articulation / intonation	Clear articulation
	Expressive intonation
	Non-monotonous voice
	Adequate prominence and focus
	Varied loudness
	Varied speech tempo
Gestures / mimics / clothes	Vivid gestures
	Business-like clothes style
	Positive non-verbal look

style / general impression		
Text usage	Manuscript speech / half-prepared speech	
Audience interaction	Relation to audience Choosing the right communicative level Ability to interact with audience	
Rhetorical strategies and tactics of persuasion	Solemn aim of the speech Detraction strategy (offense tactic) Enhancement strategy (self-presentation tactic) Strategy of theatricality (motivation, information, cooperation, promise tactics)	
SPEECH STRUCTURE		
Introduction	Address to the audience & greeting. Preview of major ideas of speech	
Body	The speech is divided into subtopics: 1 – Victory congratulations 2 – Address to those who voted for Conservatives 3 – Information about goals 4 – Conservative government's top priority 5 – Consolidation as One Nation	
Conclusion	Speech form of conclusions is the visualization of the future and an appeal for action	
RHETORICAL MEANS OF EXPRESSION		
Rhetorical figures	Independent	Rhetorical question Rhetorical exclamation Rhetorical address Ellipsis Parenthesis
	Dependent	Repetitions Inversion Antithesis Climax