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на тему: Просодичні засоби вираження впевненості в англомовному політичному дискурсі

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Term Paper

on the topic: Prosodic Means of Expressing Confidence in English Political
Discourse

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INTRODUCTION

Relevance of research. Prosody, which includes aspects of speech such as intonation, tempo, rhythm, and accentuation, has a major impact on message perception and communication in general. In political discourse, the correct use of prosody can be critical to conveying confidence, authority, and emotional impact on an audience (Bayley, Lucas, 2017).

One of the reasons that makes this topic relevant is the spread of media and social networks, which provide global access to political speeches and debates. Political leaders and public figures use prosody to influence their listeners, emphasize certain arguments, and strengthen their position in debates. In this context, the study of prosodic devices becomes important for understanding how political messages are received and interpreted by a wide audience. To provide theoretical grounding for the study of political discourse and prosodic features of speech, one can refer to the works of linguists such as Norman Fairclough, George Lakoff, Michael Billig, Robert Hopper, and others.

For example, in his book "Political Discourse: Analyzing Rhetoric and Language," Norman Fairclough examines various aspects of political discourse, including language use, rhetoric, and emotions. He emphasizes that politicians' speech has a significant influence on shaping public opinion and voters' behavior.

George Lakoff, in his book "Don't Think of an Elephant!: Know Your Values and Frame the Debate," focuses on the role of framing in political discourse. He argues that the use of certain words and phrases can affect how the public perceives certain information.

In addition, the analysis of prosody can be useful for political analysts and researchers who study the effectiveness of communication strategies of politicians. Using the right prosodic tools can help politicians influence the public, change their opinions and beliefs, and build their images as authoritative leaders.

Object of the work: Prosodic means in English-language political discourse.

Subject of work: Study of prosodic means used in English-language political discourse to express confidence and persuasiveness.

The purpose of the work: Research and analysis of prosodic means used by politicians and other participants of political discourse in the English-speaking environment to increase confidence and effective communicative influence on listeners.

Objectives of the study:

1. To study the theoretical aspects of prosodic means of communication, in particular their role in expressing confidence.

2. Collect and analyze materials from English-language political debates, speeches by politicians and other prominent figures in political discourse.

3. Identify and classify prosodic devices used to express confidence, such as intonation, tempo of speech, loudness, etc.

4. To analyze the contextual aspects of the use of prosodic means in political discourse, in particular their influence on the perception and the audience's persuasion.

5. To determine the common and distinctive features of the use of prosodic means in the political discourse of different countries and cultural contexts.

The practical significance of the study lies in the understanding and analysis of the linguistic means used by politicians and other participants in the political process to express their confidence. Understanding these prosodic devices allows politicians to influence audiences by strengthening their arguments and persuasiveness.

The theoretical significance of the study lies in the identification and description of prosodic means used to express confidence in political discourse. This allows us to expand our understanding of prosodic language systems and their functional significance in the specific context of political communication.

The scientific novelty of the study consists in an attempt to systematically investigate and analyze the prosodic means of expressing confidence in English-language political discourse. The study of prosodic means in the political context is

a relatively new direction in linguistics, since previously the emphasis was mainly on semantic and syntactic aspects of political communication.

Outline of the methods used in the research. We used such general scientific, linguistic and translation methods as: analysis, analogy, comparison, systematization, concretization, distribution, semantic and audio analysis method.

The research material is 45th president of the USA since January 20 2017 to January 20, 2021 by Donald Trump's speeches.

Structure of work. The work consists of an introduction, two chapters, conclusions to each chapter, general conclusions and a list of used sources. The total number of pages is 27.

CHAPTER ONE. THEORETICAL FOUNDATIONS FOR THE STUDY OF POLITICAL DISCOURSE IN THE LINGUISTIC ASPECT

1.1 The concept of political discourse and the language of politics

Political discourse and the language of politics are two related concepts used to describe speech practices and communication in a political context.

Political discourse refers to the use of language and communication strategies in political processes such as elections, debates, political speeches, legislative procedures and dialogues (Van Leeuwen, 2008). It covers a wide range of speech practices, including oral and written forms of communication such as speeches, statements, interviews, political programs, etc. The results of different studies (Norrick, 2009) show that political discourse is determined by the influence of the political context, goals, audience, and strategies used by politicians to achieve their goals.

The language of politics, for its part, describes the features of language and stylistics that characterize political discourse. This includes specific linguistic devices such as rhetorical devices, euphemisms, metaphors, stereotypes, argumentation and persuasive strategies used by politicians to maximize their influence and audience acceptance (Chilton, 2004).

Political discourse is a concept that describes a way of speech practice and communication that is used in a political context. It includes speeches, discussions, debates, speeches, statements and other forms of communication that take place in the political sphere (Laver, Hutcheson, 2004).

Political discourse is not limited to the mere transmission of information, but also includes the identification, construction, and dissemination of political ideas, beliefs, values, and ideologies (Bayley, Lucas, 2017). It is a tool for shaping public opinion, influencing people's beliefs and behavior in a political context.

According to Dyorina N., Savinova T., Zalavina T., Zerkina N., Kisel (2017) analysis of political discourse helps to reveal various aspects of communication, such as the use of language means, structuring of messages, use of rhetorical

techniques, strategies of persuasion and manipulation of information. It allows you to identify semantic, pragmatic and socio-cultural aspects that influence political communication.

Political discourse is an important object of study for political science, communication studies, and linguistics. It helps to understand the relationship between language, power, ideology and political processes, as well as to identify ways of influencing the public and forming political beliefs (Herrera-Soler, Oteíza, 2021)

The language of politics is a term used to describe the features of language and style that characterize political discourse (Charteris-Black, 2014). It refers to the means of speech, terminology, rhetorical techniques, and communication strategies that politicians use to achieve their political goals, influence audiences, and construct political reality.

According to L. Thomas & S. Wareing (1999) policy language may include the following elements:

1. Rhetorical devices: Politicians use various rhetorical devices such as metaphors, analogies, euphemisms, persuasive evidence, etc. to communicate effectively and persuade the audience.

2. Specialized terminology: politics uses special terms and terminology related to political processes, legislation, political positions and other aspects of political activity.

3. Argumentation: Politicians use arguments and logic to support their positions and beliefs. They try to influence the audience through persuasive arguments and rational justifications.

4. Stereotypes and frames: the language of politics can include the use of stereotypes and frames that help influence the perception and understanding of certain political issues.

5. Ideological constructs: politicians use linguistic means to express their ideological positions, values and beliefs.

6. Emotional vocabulary and expressive means: the language of politics often contains emotional vocabulary and expressive means to create an emotional connection with the audience, emphasize the importance of issues and enhance the impression of statements.

7. Manipulative Strategies: The language of politics can use various manipulative strategies, such as exploiting emotions, creating enemy or hero images, making false promises, etc., to gain audience support.

8. Formality and formality: Policy language, especially in formal political contexts, can be more formalized and formal. It can include specific forms of speech, such as speeches, statements, legislative acts, which reflect the formality of political processes.

Analyzing the language of politics helps reveal strategies for influencing audiences, manipulating information, and constructing political messages. This is an important aspect of political research and communication analytics, which allows us to understand the impact of language on political processes, the creation of political identities, and the formation of public opinion.

1.2 Features of the oral and written genres of the political discourse

Oral and written genres of political discourse have their own characteristics, which are determined by communication contexts and target audience. The main differences between them include the following aspects (Fairclough, 2013):

Oral political discourse:

1. Spontaneity and informality: the spoken language of political discourse is characterized by greater spontaneity and informality because it is transmitted in real time during speeches, debates, interviews and other oral events.

2. Non-verbal elements: Oral political discourse includes not only words but also non-verbal elements such as facial expressions, gestures, intonation and voice intonation. These nonverbal devices can convey emotional state, strengthen arguments, and influence audience perceptions.

3. Interaction with the audience: oral political discourse takes place in the presence of an audience, which provides an opportunity for direct interaction, reaction and mutual influence between the speaker and the listeners.

Written political discourse:

1. Formality and structuredness: written political discourse has a more formal and structured nature. It requires clear planning, organization and a logical sequence of reasoning.

2. Emphasis on argumentation: Written political discourse often has a greater emphasis on argumentation, facts, and logical evidence.

Word Choice and Accuracy of Expression: In written political discourse, greater emphasis is placed on a word choice, accuracy of expression, and avoidance of ambiguity. The written text allows you to improve the wording and check the selected terms.

3. Public: Written political discourse is often public in that the text may be accessible to a wide audience. It can be published in newspapers, magazines, websites or distributed through social networks and other mass communication media.

4. Ability to edit and correct: written political discourse allows the author to edit and correct his statements before publication. This allows you to improve the argumentation, style and overall quality of the text.

5. Supporting Evidence and References: Written political discourse can more easily include evidence, citations, and other documents that support your argument. This helps provide more objective and detailed support for statements.

Considering these features, it is important to understand that both oral and written political discourse play an important role in the communication of political ideas, beliefs, and values. Each of them has its advantages and can be used depending on the context and the goals of the communicator.

Conclusions to Chapter One

The theoretical foundations of the study of political discourse in the linguistic aspect are based on various approaches and theories that help understand and analyze the speech practice of «political actors».

Political discourse in the linguistic aspect is studied from the point of view of language means, structure and functions used by «political actors» to communicate, shape public opinion, and achieve their goals (Cap, 2013). Thus, studying political discourse from a linguistic perspective helps reveal the language strategies, ideology, manipulation, and social relationships present in political speech.

According to A. Baranova (2001) the main aspects studied in the linguistic aspect of political discourse include:

1. Language devices: Analyzes the use of specific language devices, such as words, phrases, terms and rhetorical figures, which help political actors formulate their views, beliefs and ideology. For example, the use of emotive words, metaphors, analogies and irony can influence the audience's perception and emphasize certain arguments.

2. Speech style: The way of expression, the use of specific language structures, syntactic constructions and lexical means characterizing the speech style of political leaders is analyzed. For example, the use of unusual phrases, repetitions or appropriate stylistic devices can emphasize the confidence and authority of the speech.

3. Language manipulation: The use of various language techniques for manipulating public opinion and persuading the audience is studied. «Political actors» can use strategies such as euphemisms, generalizations, distraction or PR techniques to influence the perception of information and the beliefs of the audience.

We can confidently say that the study of political discourse in the linguistic aspect contributes to the understanding of the influence of speech practice on political processes and the formation of the social worldview.

CHAPTER TWO. THE ROLE OF PROSODIC AND NON-VERBAL MEANS IN SHAPING THE PRAGMATICS OF POLITICAL DISCOURSE

2.1 Significance of prosodic and non-verbal means in political discourse

Recently, the concept of "prosody" has gained widespread recognition in science. Linguists interpret this term differently. Thus, A. M. Antipova (1984) singles out two diametrically opposed positions. The first point of view distinguishes the concepts of prosody and intonation. The second point of view on prosody is largely intertwined with understanding of intonation as a multi-component unity. In other words, intonation components are considered as a "complex complex of prosodic elements" and are actually identified with prosody under which understand the pronunciation system of stressed and unstressed, long and short syllables in speech (Antipova, 1984).

M.A. Sokolova, K.P. Gintovt, I.S. Tikhonova, and R.M. Tikhonova (2006) identify three prosodic components of intonation - pitch, volume and tempo. In their opinion, there are no sufficient grounds to consider timbre in the same row as the named components. In addition, scientists have not yet sufficiently studied the timbre from from the point of view of its material form and linguistic function. As the authors note, the term "prosody" includes these three prosodic elements and replaces the term "intonation". In general, the term "prosody" is widely used in linguistic literature, does not cause different readings and, therefore, is more adequate (Sokolova, Gintovt, Tikhonova, Tikhonova, 2006).

The significance of prosodic and nonverbal cues in political discourse can be observed through the speeches of Donald Trump. Prosody refers to the rhythm, intonation, and emphasis used in speech, while nonverbal cues encompass gestures, facial expressions, and body language (Street, 2018).

In the case of Donald Trump, these elements played a crucial role in his communication style and political messaging. Here are some examples:

1. Intonation and emphasis: Trump often used distinctive intonation and emphasis to convey confidence and assertiveness. For instance, in his campaign

slogan *"Make America Great Again," he placed emphasis on the words "make"* and *"great,"* creating a sense of determination and conviction.

2. Repetition and rhythm: Trump frequently employed repetition for emphasis and to make his points memorable. In his speeches, he would repeat certain phrases or slogans, such as *"build the wall" or "drain the swamp,"* using a rhythmic pattern to engage his audience and reinforce his messages (Street, 2018).

3. Nonverbal gestures: Trump's hand gestures were a notable aspect of his communication style. He often used open palm gestures, pointing gestures, and thumbs-up signs to express confidence and connection with his supporters. These gestures added visual impact and emphasized key points in his speeches.

4. Facial expressions: Trump's facial expressions were known for their expressiveness and ability to convey emotions. From his typical facial like raised eyebrows and pursed lips to his wide smiles or serious frowns, these nonverbal cues helped to reinforce his intended messages and capture the attention of his audience.

5. Body language: Trump's body language, including his posture and movements, also played a role in his political discourse. He would often stand with a dominant stance, leaning forward and using expansive gestures to project strength and authority. This nonverbal display aimed to enhance his image as a confident leader.

By effectively utilizing prosodic features and nonverbal cues, Donald Trump was able to establish a distinctive communication style that resonated with his supporters and helped to convey his messages with impact. However, it is important to note that the interpretation and impact of these cues can vary among individuals and may be subject to different perceptions and cultural contexts.

6. Pauses and tempo: Trump strategically used pauses and changes in pacing to create dramatic effect and capture the attention of his audience. By pausing before delivering a key statement or accelerating his speech during moments of intensity, he built anticipation and emphasized the importance of his words.

Example: *"We will never let them take away our freedom. / Not now, / not ever."*

7. Volume and voice modulation: Trump often adjusted his volume and voice modulation to convey authority and command attention. He would raise his voice to express outrage or lower it for emphasis, employing vocal techniques to evoke emotions and rally his supporters.

Example: *"We are going to win so much, you're going to be tired of winning. Believe me!"*

8. Nonverbal cues of confidence: Trump's body language reflected his self-assuredness and conveyed a sense of power. He would often stand with a wide stance, leaning forward, and using expansive gestures, projecting confidence and dominance on the stage.

Example: *Pounding his fist on the podium while saying, "We will make America strong again!"*

9. Facial expressions for connection: Trump's facial expressions were employed to establish a connection with his audience. He would often use smiles, direct eye contact, and nodding to convey agreement and establish rapport with his supporters.

Example: *Maintaining eye contact while smiling and saying, "I'm here for you, the American people. Together, we will make America great again!"*

10. Verbal and nonverbal synchronization: Trump's use of prosodic and nonverbal cues in conjunction with his verbal messages created a synchronized and persuasive communication style. The consistency between his words, tone, and gestures reinforced his credibility and conviction.

Example: *Pointing towards the crowd while saying, "I see so many hardworking Americans here today, and I promise you, I will fight for you every single day!"*

Based on many studies, various researchers can conclude that these examples illustrate how Donald Trump's strategic use of prosodic and non-verbal signs played a significant role in shaping his political discourse and resonating

with the audience. It is important to note that these methods are not exclusive to Trump and have been used by other politicians as well.

2.2 Prosodic means of expressing confidence on the example of Donald Trump's speeches

Prosodic means of expressing confidence in the language of political discourse play an important role in conveying emotions, power, and persuasiveness. Donald Trump's speeches as The President of the United States of America provide many examples of the use of such prosodic means. Below there are some examples with quotes from Trump's speeches:

1. Intonation and accentuation:

"We will make America strong again. We will make America proud again. We will make America safe again. And we will make America great again!" – addressing the audience with emphasis on each key word to provide strength and confidence.

2. Tempo of speech:

"We will not be silenced. We will not be intimidated. And we will not be afraid!" – fast and rhythmic speech to emphasize confidence and determination.

3. Loudness and strength of voice:

"We will fight and we will win. We will win for our country. We will win for our people. And we will win like never before!" – using a strong and energetic voice to create an impression of confidence and determination.

4. Use of repetitions:

"We will build a wall. We will build a wall. We will build a wall!" – repetition of the phrase to emphasize the certainty and immutability of the solution.

5. Use of rhetorical figures:

"We will not be swayed by the naysayers. We will not be held back by the status quo. We will forge ahead, blazing a new path for our great nation!" – using rhetorical figures such as antithesis and hyperbole to create the impression of determination and persuasiveness.

These examples demonstrate how prosodic means such as intonation, accentuation, tempo, volume, pauses, repetition, and the use of rhetorical figures are used in Donald Trump's speeches to effectively communicate with his audience and reinforce his political messages.

6. Use of emotional loading:

"*We will not allow our great nation to be taken advantage of anymore. We will stand up for our rights, our values, and our sovereignty*!" – the use of emotionally charged words and phrases to evoke patriotic feelings and activate the listeners' energy.

7. Using direct appeals to the audience:

"*Together, we will make America strong again. Together, we will make America proud again. Together, we will make America great again*!" – using appeals to the audience, providing a sense of community and cooperation to achieve big goals.

8. Use of gestures and facial expressions:

During Donald Trump's speech, his active gesturing and expressive facial expressions became known. He used hand movements, facial expressions and body posture to emphasize his words and give them extra emotional power (Trump, 1987).

These examples show how Donald Trump used prosodic means of expressing confidence, such as emotional loading, addressing the audience, gesturing, and facial expressions, to create effective political discourse. These tools helped him attract attention, convince and impress the audience.

Conclusions to Chapter Two

Procedural and non-verbal means play an important role in shaping the pragmatics of political discourse. This is especially evident on the example of Donald Trump's speeches when he held the post of president of the United States of America. The use of prosodic and non-verbal elements helped Trump set a

certain tone, emotional atmosphere and express his confidence in conveying political messages.

One of the important prosodic means used by Trump is his intonation. He often used accentuation of certain words or phrases to give them special weight and emotional coloring. His rhythmic and energetic manner of speaking gave the impression of determination and authority.

In addition to intonation, Trump actively used non-verbal means of communication, such as gestures, facial expressions and body posture. His characteristic gestures, such as raised fingers or hand movements up and down, emphasized his confidence and determination. Also, his facial expressions, including raised eyebrows or pursed lips, enhanced the emotional expression of his words.

Trump's use of prosodic and nonverbal means also had a strategic purpose to influence the audience. His energy and emotion kept listeners engaged and interested, while his manner of speaking and expressive use of prosodic devices helped draw attention to key messages.

The use of prosodic and non-verbal means helped emphasize Trump's confidence in his political beliefs and proposals, creating an impression of authority and influence.

It should also be noted that the use of prosodic and non-verbal means in political discourse is not exclusive to Trump. Many political leaders use similar strategies to gain attention and influence audiences. Thoughtful use of such tools helps to strengthen the effectiveness of communication and achieve the desired political goals.

GENERAL CONCLUSIONS

Prosodic devices play an important role in expressing confidence in English-language political discourse. They include elements of pronunciation such as intonation, stress, tempo of speech and pauses. Intonation is one of the strongest prosodic means of expressing confidence. The use of raising the tone and accentuation of certain words can emphasize the authority and persistence of the statements of political figures. Accent also plays an important role in expressing confidence.

Underlining key words or phrases can reinforce their meaning and impact on the audience. The tempo of speech also matters in political discourse. Thus, fast and energetic speech can give the impression of strong confidence and determination on the part of political leaders. Pauses can be used for emphasis and added confidence in political discourse. Strategically placed pauses can help engage listeners and emphasize key points in a speech.

Intonation plays a key role in conveying emotions and enhancing the meaning of words and phrases. Using a high tone and emphasis on certain words can give a speech confidence and authority. Emphasis can also be used to emphasize key ideas and help draw the audience's attention to important points.

The tempo of speech is also very important. Fast and energetic speech can create the impression of determination and persistence of a political leader. Using the appropriate pace of dictating speech can enhance the effect of confidence and influence.

In addition, pauses can be used to create emphasis and build confidence. Strategically placed pauses can help capture the audience's attention and emphasize key points in a speech. It also allows political leaders to maintain control over the pace and flow of information they provide.

RÉSUMÉ

Тема курсової роботи: «Просодичні засоби вираження впевненості в англомовному політичному дискурсі». На сьогоднішній день у політичному дискурсі правильне використання просодії може мати вирішальне значення для передачі впевненості, авторитету та емоційного впливу на аудиторію. Просодія, яка включає такі аспекти мовлення, як інтонація, темп, ритм і акцентуація, має великий вплив на сприйняття повідомлення та спілкування в цілому.

Метою роботи є дослідження та аналіз просодичних засобів, які використовують політики та інші учасники політичного дискурсу в англомовному середовищі для підвищення довіри та ефективного комунікативного впливу на слухачів.

Значення просодичних і невербальних знаків у політичному дискурсі можна спостерігати через промови Дональда Трампа. Просодія стосується ритму, інтонації та наголосу, що використовується у мові, тоді як невербальні ознаки охоплюють жести, міміку та мову тіла.

Наукова новизна дослідження полягає у спробі системного дослідження та аналізу просодичних засобів вираження довіри в англомовному політичному дискурсі. Дослідження просодичних засобів у політичному контексті є відносно новим напрямком у лінгвістиці, оскільки раніше акцент робився переважно на семантичних і синтаксичних аспектах політичної комунікації.

Практичне значення дослідження полягає у розумінні та аналізі мовних засобів, за допомогою яких політики та інші учасники політичного процесу виражають свою довіру. Розуміння цих просодичних прийомів дозволяє політикам впливати на аудиторію, зміцнюючи її аргументи та переконливість. Теоретичне значення дослідження полягає у виявленні та описі просодичних засобів, що використовуються для вираження довіри в політичному дискурсі.

SUMMARY

The topic of the course work: "Prosodic means of expressing confidence in English political discourse". In modern political discourse, the correct use of prosody can be crucial for conveying confidence, authority and emotional impact on the audience. Prosody, which includes such aspects of speech as intonation, tempo, rhythm, and accentuation, has a great impact on the perception of the message and communication in general.

The purpose of the article is to study and analyze the prosodic means used by politicians and other participants of political discourse in the English-speaking environment to increase trust and communicate effectively with listeners.

The significance of prosodic and non-verbal signs in political discourse can be seen in Donald Trump's speeches. Prosody refers to the rhythm, intonation, and emphasis used in speech, while non-verbal cues include gestures, facial expressions, and body language.

The scientific novelty of the work is an attempt to systematically study and analyze prosodic means of expressing trust in English-language political discourse. The study of prosodic means in the political context is a relatively new area in linguistics, as previously the emphasis was mainly on the semantic and syntactic aspects of political communication.

The practical significance of the study lies in understanding and analyzing the linguistic means by which politicians and other participants in the political process express their trust. Understanding these prosodic techniques allows politicians to influence the audience by strengthening their arguments and persuasiveness. The theoretical significance of the study is to identify and describe the prosodic means used to express trust in political discourse.

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