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Term Paper

**PHONOSTYLISTIC ORGANISATION OF BORIS JOHNSON'S PUBLIC
DISCOURSE ON THE RUSSIAN-UKRAINIAN WAR**

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INTRODUCTION

In contemporary society, there is a great deal of attention to political discourse, with individuals carefully observing the actions and analysing the speeches of politicians. Despite the distressing news concerning the ongoing war in Ukraine, many politicians have delivered speeches to show their support, including Boris Johnson, a prominent political figure. In addition to providing financial and military assistance, Johnson is a strong supporter of Ukraine. Johnson's speeches on Ukraine were examined for the use of phonetic units in order to assess the impact of his speech on the extralinguistic context. This study builds on the existing literature on phonostylistics and aims to examine the use of phonetic units in Johnson's speeches.

It is important to note that numerous scholars have conducted research in the field of phonostylistics. One such example is the work of Deborah Tannen (1989: 1-2), who has explored the nuances of spoken language in various contexts. Additionally, the seminal work of M.A.K. Halliday and R. Hasan (1976: 261-276), has provided a comprehensive framework for analyzing the function of intonation and other suprasegmental features in discourse.

Therefore, **the relevance** of the research topic is coursed by the focus of the contemporary phonetic studies on the thorough investigation of the intonation features of Boris Johnson's public discourse on russian-Ukrainian war.

The purpose of the work is the establishment of the phonostylistic organisation of political speeches by Boris Johnson's speeches analysis.

Achieving this goal involves the following **tasks**:

- to explore the concept of photostylistics;
- to study the main principles of phonostylistics;
- to analyse the public speeches of Boris Johnson;
- to applicate general scientific methods while conducting the research.

The object is the oral representation of political discourse.

The subject is the specificity of the Boris Johnson`s speeches phonostylistic organization.

Materials used in the investigation are Boris Johnson's political speeches/fragments from these speeches, namely «Boris Johnson addresses Russian people during message over Ukraine invasion» for *The Sun*, «Prime Minister Boris Johnson gives a speech in Ukraine» for *10 Downing Street* (03.51 min), «Boris Johnson reacts to Putin's war in Ukraine» for *CNN* (1.36 min).

The investigation methods:

- the linguistic observation method was used for establishing the communication features of English public discourse;
- a method of semantic and communicative-pragmatic analysis to determine the structural and pragmatic characteristics of the public discourse under investigation;
- experimental phonetic method based upon complex auditory analysis.

The theoretical value consists in introducing the theoretical basis for further investigations in this field, providing a more detailed insight into the essence of the phonostylistic organisation of public discourse. The research achievements can be the basis for the expression of intonational features used in public discourse. The methodology used in the investigation could be used by further researches on phonetic aspects of public discourse. The results of the scientific work will contribute to further developments of discourse phonetics.

The practical importance of the work is determined by the opportunity of applying the findings in the course of practical and theoretical phonetics of English. The results of the paper work will contribute to further study of intonology, phonostylistics, and will be useful for studying phonetic aspects of speech in public discourse.

The approbation of the results of the phonetic investigation was held at the International scientific conference “Ad orbem per linguas. До світу через мови” (Kyiv, KNLU, May, 18-19, 2023).

The term paper is arranged as follows:

The **INTRODUCTION** substantiates the topicality of the study, defines the aim and tasks of the investigation, the theoretical and practical value of the course paper, the approbation of the work and its structure.

CHAPTER 1 focuses on the state of study of the intonation features of public discourse. The basic components of discourse prosody in their interrelation are considered, the impact of prosody is explained by the semantics and communicative- and pragmatic context of this discourse.

CHAPTER 2 presents the results of an experimental-phonetic study of the prosodic organization of Boris Johnson's public discourse and presents their linguistic interpretation.

GENERAL CONCLUSIONS section provides the findings of the research, both theoretical and practical.

LIST OF REFERENCE MATERIALS contains scientific works used in the process of the research (31 positions).

CHAPTER 1

THE THEORETICAL STUDY OF THE PHONOSTYLISTIC ORGANIZATION OF BORIS JOHNSON'S PUBLIC DISCOURSE

1.1. The phonostylistics as a branch of linguistics

Phonostylistics is a subfield of linguistics that focuses on the study of the relationship between sound and meaning in language. It examines how the phonetic features of speech, such as intonation, rhythm, and stress, are used to convey stylistic and expressive effects in various contexts. The concept of phonostylistics has been developed by numerous scholars, including John Ohala (1984: 295), Alan Cruttenden (1986: 10), and Janet Fletcher (2010: 1), among others, who have made significant contributions to the field.

The origins of phonostylistics can be traced back to the late 19th and early 20th centuries when linguists started exploring the role of prosody in language. However, it was not until the mid-20th century that the term «phonostylistics» was coined to describe the study of the relationship between phonetics and style in speech (Ohala, 1984: 295). Since then, phonostylistics has become an important subfield of linguistics, contributing to our understanding of how sound and meaning interact in language.

Research in phonostylistics has been applied to various topics, such as how phonetic features contribute to the meaning of speech in different contexts, how speakers use phonetic variation to convey social and cultural identities, and how different speech genres use phonetic features to create stylistic effects. One of the areas of research that has received significant attention in phonostylistics is the study of prosody.

Prosody refers to the patterns of stress, intonation, and rhythm in speech and how they contribute to the meanings of utterances. Researchers have explored how prosody is used to convey emotional states, such as sarcasm or irony, and how it contributes to the meanings of speech acts such as requests or apologies. They have

also studied prosody in relation to social and cultural factors, such as gender and regional variation. For instance, Pilar Prieto and Patrice Roseano examined the phonetic and phonological features of Catalan intonation to determine how it conveys social meanings in different contexts (Prieto & Roseano, 2010: 484).

Another area of research in phonostylistics is the study of phonetic variation. Researchers have explored how speakers use phonetic variation, such as vowel quality or accent, to convey social and cultural identities. For instance, William Labov's seminal study on the pronunciation of postvocalic /r/ in New York City demonstrated how this feature is associated with social class and ethnicity (Labov, 1966: 120).

The aims of phonostylistics are to provide a more detailed understanding of how sound and meaning interact in language and to contribute to the development of theories that explain the relationship between phonetics and style. By examining the phonetic features of speech and how they are used in different contexts, phonostylistics offers a deeper understanding of how language conveys social and cultural meanings.

In conclusion, phonostylistics is a developing field that provides insights into the intricate relationship between sound and meaning in language. It has a rich history and has been influenced by numerous scholars from various linguistic traditions. By examining how phonetic features are used to convey stylistic and expressive effects in speech, phonostylistics contributes to our understanding of the role of sound in language and how it contributes to the formation of social and cultural identities.

1.2. The notion of public discourse

Public discourse is a crucial aspect of democratic societies, as it enables the free flow of information and promotes the development of informed opinions and decision-making. In his theory of communicative action, Habermas emphasized the role of language in creating and sustaining a democratic public sphere, where

individuals engage in rational discussion and debate (Habermas, 1984: 25). Habermas's idea of the public sphere as a forum for rational-critical debate is based on the premise that the public can critically evaluate political and social issues through open discussion and debate.

Public discourse has several characteristics that distinguish it from other forms of communication. These characteristics include open access to information, the participation of diverse voices and perspectives, the use of reasoned argumentation, and a commitment to the norms of civility and mutual respect (Delli Carpini & Keeter, 1996: 3). These features enable individuals to engage in constructive and productive discussions that contribute to the formation of informed opinions and decision-making.

The study of public discourse has been of interest to scholars from various disciplines, including communication studies, sociology, political science, and philosophy. Researchers in the field have explored a range of topics related to public discourse, such as the role of media in shaping public opinion, the impact of social media on public discourse, the dynamics of political communication, and the effects of propaganda and disinformation on public opinion.

Despite its importance, public discourse faces several challenges that threaten its effectiveness and legitimacy. For instance, the rise of fake news and misinformation has made it difficult for individuals to distinguish between accurate and false information, leading to the spread of harmful rumors and conspiracy theories. The polarization of political discourse has also resulted in a breakdown of civil dialogue and an increase in hostility and intolerance towards individuals with different political views. Moreover, the dominance of corporate media has led to a concentration of ownership and a narrow range of perspectives in mainstream media outlets, reducing the diversity of voices in public discourse. Finally, the erosion of trust in institutions has undermined the credibility of political leaders and institutions, reducing the public's faith in the effectiveness of public discourse.

The aim of research in public discourse is to identify strategies that promote effective communication and dialogue among individuals and groups with diverse backgrounds and perspectives. Researchers have explored a range of approaches to promote effective public discourse, such as media literacy education, deliberative democracy, and alternative media platforms that enable the participation of underrepresented voices.

In conclusion, public discourse is a crucial component of democratic societies, as it enables the free flow of information and promotes the development of informed opinions and decision-making. Despite its importance, public discourse faces several challenges that threaten its effectiveness and legitimacy. The study of public discourse aims to identify strategies that promote effective communication and dialogue among individuals and groups with diverse backgrounds and perspectives.

1.3. The phonostylistic organisation of public speaking

Public speaking is a type of communication that involves presenting information or ideas to an audience. Effective use of phonostylistic features can have a significant impact on the success of a public speech. Phonostylistics involves the analysis of the stylistic features of speech, including prosody, voice quality, articulation, and nonverbal vocal cues (Cruttenden, 2014: 1).

Phonostylistics plays a crucial role in public speaking. Various phonostylistic features such as intonation, rhythm, stress, and tempo affect meaning and emotion, while voice quality, including pitch, volume and timbre, can influence the tone and mood of a speech (Gambrell & Achterberg, 2015: 27). Articulation is essential for ensuring clarity and accuracy of pronunciation, and nonverbal vocal cues like pauses and hesitations can enhance a speech (Friedrich & Katz, 2012: 135).

Phonostylistic strategies are commonly employed in public speaking. One such strategy is the variation of pitch and tempo to emphasize certain points or create a sense of contrast. Pauses and hesitations can also help to emphasize certain ideas or create a sense of suspense (Ivy & Heard, 2012: 269). Adapting voice quality to the

intended tone and mood of the speech can improve its overall effectiveness (Arlington, 2018: 142). Furthermore, nonverbal vocal cues such as gestures and facial expressions can enhance the impact of a public speech (Gambrell & Achterberg, 2015: 27).

Phonostylistics is also essential in public speaking training and education. Research has shown that training in phonostylistics can significantly improve public speaking skills (Gomez, 2019: 58; Saenz, 2020: 36). Incorporating phonostylistic training into public speaking curricula can benefit learners (Gaudart & Ferreira, 2019). By recognizing the importance of phonostylistics and utilizing phonostylistic features effectively, speakers can engage their audience, convey their message with clarity and accuracy, and leave a lasting impact.

Nordquist suggests that effective public speaking requires careful consideration of both linguistic and paralinguistic features, and that "an awareness of phonostylistic features can help speakers to create a more engaging and persuasive presentation" (Nordquist, 2006: 3). He notes that speakers who pay close attention to their phonostylistic choices can create a powerful and memorable impression on their audience. Richard Nordquist has also emphasized the importance of considering the audience in the organization of public speaking from a phonostylistics perspective.

The analysis of public discourse is a critical approach to understanding how language is used to communicate ideas, persuade audiences, and shape social attitudes and beliefs. Political speeches, as a part of public discourse, have some peculiarities that are needed to be dwelled on.

- *Intonation*: Intonation is the rising and falling of pitch in speech, which can convey different meanings and emotions. In political speeches, the use of rising or falling intonation can convey confidence, uncertainty, sarcasm, or other rhetorical effects. For example, former US President Barack Obama is known for his use of rising intonation at the end of a sentence, which can convey a sense of optimism and engagement with the audience (Holtzman, 2013).

- *Stress*: Stress refers to the emphasis placed on certain syllables or words in speech. In political speeches, the use of stress can highlight key points or arguments

and help to structure the overall message. For example, former UK Prime Minister Winston Churchill was known for his use of stress to emphasize certain words or phrases, such as "blood, toil, tears, and sweat," which helped to rally the British people during World War II (Giles, 2005).

•*Rhythm*: Rhythm is the pattern of stresses and pauses in speech, which can create a sense of flow or emphasis. In political speeches, rhythm can help to create a sense of momentum or urgency and can also be used to build up to a climactic moment or conclusion. For example, former US President John F. Kennedy's famous line "Ask not what your country can do for you, ask what you can do for your country" has a distinctive rhythm that builds up to the final punchline (Herrmann & Rayner, 2008).

•*Tone*: Tone refers to the overall mood or attitude conveyed by a speaker's voice. In political speeches, tone can be used to create a sense of empathy, authority, or other emotional effects. For example, former UK Prime Minister Margaret Thatcher was known for her authoritative tone, which helped to convey her strong leadership style (O'Sullivan, 2017).

In conclusion, phonostylistics and effective communication are crucial components of public speaking and political discourse. Phonostylistics provides a deeper understanding of how phonetic features convey stylistic and expressive effects in speech, contributing significantly to our understanding of how sound and meaning interact in language.

Moreover, effective use of phonostylistic features can enhance the clarity, accuracy, and emotional impact of a speech or presentation, making it more engaging and persuasive for the audience. In political speeches, phonostylistic features can create a sense of momentum, urgency, or emotional effects that can sway public opinion.

However, effective public speaking also requires an understanding of how language is used to shape social attitudes and beliefs, and an awareness of audience expectations. By incorporating phonostylistic training into public speaking education

and implementing various strategies to promote effective communication and dialogue, we can strengthen public discourse and support the development of more informed and inclusive societies.

Conclusions to Chapter 1

In conclusion, the Chapter 1 covers the concept of phonostylistics, which is a subfield of linguistics that studies the phonetic and prosodic features of spoken language and how they contribute to the overall stylistic effect of a text. The paper discusses the main concepts and researches of phonostylistics and some of the research conducted in this area. The work also examines the phonostylistic organisation of public speaking and how effective use of phonostylistic features can have a significant impact on the success of a public speech.

The notion of public discourse, which refers to communication that occurs within a public domain and is essential to democratic societies, is also explored in this paper. The term paper highlights the distinguishing features of public discourse, which include open access to information, the participation of diverse voices and perspectives, the use of reasoned argumentation, and a commitment to the norms of civility and mutual respect.

This research paper also examines the relationship between phonostylistics and public speaking, where phonostylistics plays a crucial role. Effective use of phonostylistic features can enhance the success of a public speech. This final paper highlights various phonostylistic features such as intonation, rhythm, stress, and tempo that affect meaning and emotion. It also explores phonostylistic strategies such as varying pitch, volume, and tempo, pauses and hesitations, adapting voice quality, and nonverbal vocal cues like gestures and facial expressions that can enhance the impact of a speech.

In conclusion, the Chapter 1 provides insight into the importance of phonostylistics in understanding spoken language and its relationship with the

stylistic aspects of speech. It also emphasizes the significance of effective use of phonostylistic features in public speaking. Ultimately, this work demonstrates the critical role of phonostylistics in analyzing spoken language and the importance of public discourse in promoting democratic values.

CHAPTER 2

THE AUDITORY ANALYSIS OF BORIS JOHNSON'S PUBLIC DISCOURSE

2.1. The methodology of the phonostylistic analysis of public discourse

Three political speeches of Boris Johnson from different periods of the war were selected: at the very beginning of the war (“Boris Johnson addresses Russian people during message over Ukraine invasion” for *The Sun* – 25.02.2022), 6 months after the beginning (“Prime Minister Boris Johnson gives a speech in Ukraine” for *10 Downing Street* – 25.08.2022) and a recent speech dated a month earlier (“Boris Johnson reacts to Putin’s war in Ukraine” for *CNN* – 22.02.2023). Boris Johnson’s political speeches were selected according to the following characteristics: The first speech the politician gave at the very beginning of a full-scale invasion, the second speech Boris Johnson gave 6 months after the start of a full-scale war and the third speech taken for analysis is one of the more recent. Many war and political crimes were exposed during the period of these speeches. Boris Johnson positions himself as an ardent supporter of the Ukrainian position; he is worried about everything that is happening on the territory of our country. This study aims to analyze how external factors (such as the crimes of the orc army).

The programme of the experimental research of intonation features of Boris Johnson’s public discourse on the russian-Ukrainian war includes the following steps (Vasko & Aleksiiievets, 2021: 268):

- selection of experimental material;
- auditory analysis of Boris Johnson’s public discourse;
- linguistic interpretation of Boris Johnson’s public discourse and analysis of research result.

According to the auditory analysis, it is crucial to gain such goals:

- to analyze the elements of speech;

- to determine the main prosodic features used in Boris Johnson's public discourse;
- to investigate the influence of such factors as personal attitude towards war on the prosodic actualization of public discourse.

Performing the auditory analysis, the following coding schema (APPENDIX A) was used. The coding schema allowed for a systematic and consistent analysis, as well as the opportunity to examine and compare political speeches of different time period and in different political situation. In total, it was aimed to collect 131 examples of intonation groups from different Boris Johnson politic speeches on the russian-Ukrainian war.

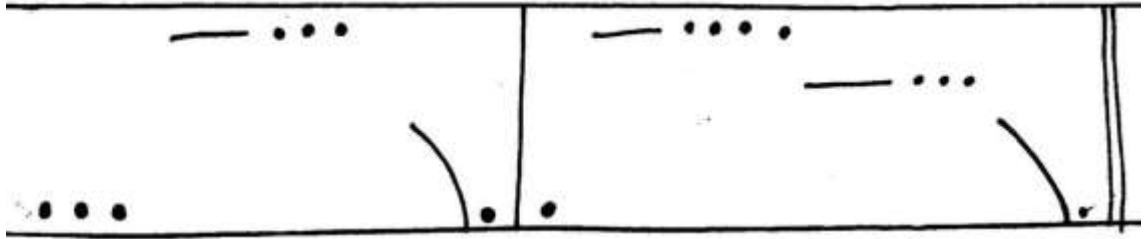
2.2. The results of the auditory analysis of Boris Johnson's public discourse on the russian-Ukrainian war

As the result, the undertaken auditory analysis demonstrates that the complex of the following means is the invariant of the prosodic organization of Boris Johnson's public discourse. The full research is available in APPENDIX B.

<i>Pre-head</i>	<i>Scale</i>	<i>Scale</i>	<i>Scale</i>	<i>Terminal tone</i>	<i>Loudness</i>	<i>Tempo</i>	<i>Pause</i>	<i>Rhythm</i>
Low-level	Level	Stepping	Regular	Low-fall	Normal	Normal	Short	Properly organized
97.3%	100%	100%	97.3%	91.6%	90.6%	97.4%	91.4%	100%

Let us examine an utterance from Boris Johnson's speech.

"This is a 'tragedy for Ukraine | and' so too it is a 'tragedy for russia." (The Sun, 0.54-0.58).



Scale. The Regular Level Stepping Scale is a common intonation pattern used in political speeches and public discourse. Boris Johnson, the Prime Minister of the United Kingdom, is known for using this pattern in his speeches. The purpose of using the Regular Level Stepping Scale in political speeches is to create a sense of regularity and consistency, which can convey a message of stability and reliability to the audience. By using this intonation pattern, the speaker can give the impression that they are in control and have a clear plan or message. Additionally, the Regular Level Stepping Scale can create a sense of momentum or urgency by building up to a climax or emphasizing key points in the speech. This can be particularly effective in political speeches, where the speaker may be trying to persuade or rally the audience. The Regular Level Stepping Scale can also be used to convey a sense of confidence or authority, as it gives the impression that the speaker is sure of their message and knows exactly what they are talking about. The Regular Level Stepping Scale is a powerful tool for political speakers to use in order to convey their message effectively and create a sense of trust and reliability with their audience.

Tone. The political speech is characterized by the dominance of the low falling tones. Boris Johnson applies both Low Fall and High Fall depending on the intension of his speech. The Low Fall is demonstrated more often, constituting 91.6% of all examined intonation groups. The utterances with using High Fall terminal tone constitute 8.4% , the use of this intonation pattern can also be seen as overly assertive or aggressive, and it may alienate some listeners. For example, «*He failed to get Kyiv, he failed to conquer Kharkiv, and he`s failed in Kherson as well*» (CNN, 1.30). Low fall tones are commonly used in political speeches to convey a sense of finality or closure. In contrast to the high fall, which is associated with surprise or shock, the low fall indicates a sense of resolution or certainty (Ladd, 1996: 206). The low fall

can be used to mark the end of a sentence or thought, emphasizing the speaker's conviction and confidence in their message. For example, a politician may use a low fall to end a sentence with a definitive statement, such as «We will not rest until justice is served». The low fall can also be used to convey authority or expertise, as it can indicate that the speaker is confident in their knowledge and position on a particular issue (Crystal, 2008: 186).

In addition, the use of the low fall can also convey a sense of seriousness or gravity. In political speeches, where the speaker is often addressing important and weighty topics, the low fall can help to emphasize the importance of the message being conveyed. This can be particularly effective when combined with other elements of speech, such as slow pacing or a serious tone of voice. For example, a politician may use a low fall to emphasize the seriousness of a crisis, such as a natural disaster or a terrorist attack, as they urge the public to take action. In the example below, Boris Johnson gives his commentaries about Ukraine and Russia. I agree, the example is terrible, because we all understand that Russians are not people at all. However, at the start of the full-scale invasion, Boris Johnson assumed that the Russians were also hostages of Putin's Nazi regime, so he tried to reach out to them with words of support (CNN, 1:36)

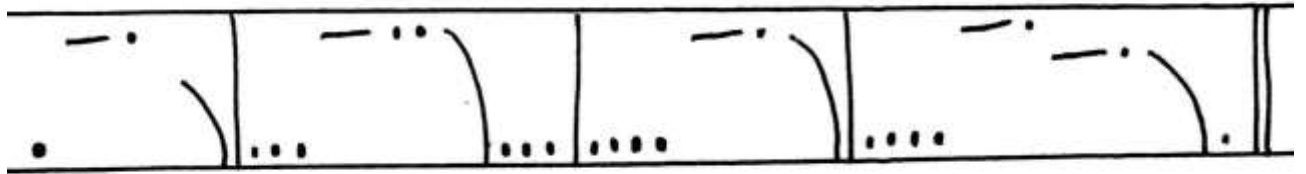
“Like Ukraine, / 'Russia is a 'great country / with a 'rich history / and a proud people”.



Despite the majority of Low Fall tone, in some cases Boris Johnson uses High Fall (9%). Let us analyze the sentence with this tone (Downing Street, 0.31 – 0.36):

“I told you then / that we were shoulder to shoulder with you / and that is as true

today / as it was in 'that hor'rific moment'



Loudness. Normal loudness, as the most common level of loudness used in political speeches, has been studied by several researchers in the field of linguistics and political communication. In their research on the acoustic features of political speeches, Pisanski and colleagues (Pisanski, 2014) found that normal loudness is often used to convey neutral information or to make factual statements. Similarly, in their analysis of the rhetorical strategies used in political speeches, Charteris-Black and Seale (Charteris-Black, 2010) noted that normal loudness can be used to deliver straightforward information in a matter-of-fact manner. The result of the analysis of intonation groups reveals that Boris Johnson uses normal loudness to convey his policy positions or to outline plans for a particular issue (90.6%). He also uses it to convey a sense of authority and credibility, as it can give the impression of a measured, thoughtful delivery. In some cases – *«The scenes unfolding in the streets and fields of Ukraine are nothing short of a tragedy, brave young soldiers and innocent civilians are being cut down tanks are rumbling through towns and cities, missiles raining indiscriminately from the skies.»* (The Sun, 0.00 – 0.05) - Johnson uses increased loudness that might be used to build up to a key statement or to emphasize a particularly emotional moment (7%) and decreased loudness that might be used to wind down after a passionate delivery or to signal a conclusion (2.4%) – *«...from innocent Ukrainians to your Russian soldiers who will never see their families again»* (The Sun, 1.39-1.44)

Tempo. Boris Johnson uses this tempo to simply convey a neutral statement or fact (97.4%). However, he uses slow tempo several times (2.6%) – *«...from innocent*

Ukrainians to your Russian soldiers who will never see their families again» (The Sun, 1.39-1.44). A slow tempo is a useful tool in political speeches as it can help the speaker to convey a sense of gravity, emphasis, and emotional weight. By slowing down the pace of speech, the speaker can draw attention to important points and ideas, and create a sense of anticipation or suspense in the audience. According to research, slower speaking rates are associated with greater perceived expertise, intelligence, and credibility (Petty & Cacioppo, 1986). A slow tempo can help to establish a sense of authority and control, as it can convey the speaker's confidence in their message. By speaking deliberately and slowly, the speaker can emphasize their knowledge and conviction, and create a sense of trust and respect in the audience. It's important to note that a slow tempo can also be associated with negative emotions such as sadness or disappointment. It's essential for speakers to strike the right balance between a slow tempo and the appropriate tone to ensure that their message is received in the intended manner.

Pauses. Pauses are an important aspect of political speeches, as they can be used to emphasize important points, create suspense, or signal a change in direction. In Boris Johnson's public discourse short pauses are predominant (91.4%). A speaker might use a short pause to emphasize a key point or to build momentum. Also the examples of Long pauses (5%) – *«The teachers, the students, the children»* (10 Downing Street, 0.36-0.40) - and Very short pauses (3.6%) – *«I want to remind you Vladimir...»* (10 Downing Street, 0.00-0.05). A speaker might use a long pause to allow the audience time to process information, or to create a sense of tension. A speaker might use a very short pause to emphasize a particular word or phrase.

Rhythm. Rhythm is an important aspect of political speeches, as it can be used to create a sense of flow and momentum. The result of the analysis of intonation groups reveals that Boris Johnson uses properly organized rhythm. Properly organized rhythm involves using a consistent stress pattern to create a sense of musicality and flow. This can be used to create a sense of momentum and to keep the audience

engaged. A speaker might use a properly organized rhythm to create a sense of coherence and to emphasize key points.

Boris Johnson's speeches are characterized by a distinct phonostylistic style that includes a variety of techniques to engage his audience and emphasize key points. Johnson frequently uses low-level pre-heads, ascending scales, and stepping scales to create a sense of informality and energy. Short pauses are also frequently used to add rhythm and momentum to his speeches. These phonostylistic features are combined to create Johnson's distinctive style of public speaking, which is characterized by a sense of informality, humor, and energy.

Conclusions to Chapter 2

The auditory analysis of the perceptual characteristics of the Boris Johnson's speeches indicates that his public discourse is characterized by the predominance of 1) the Regular Level Stepping Scale; 2) low falling tones; 3) moderate tempo; 4) moderate loudness; 5) short pauses and 6) organized rhythm.

GENERAL CONCLUSIONS

This term paper delves into the subfield of linguistics known as phonostylistics, which studies how the phonetic and prosodic features of spoken language contribute to the overall stylistic effect of a text. The paper explores the main concepts and research in phonostylistics, as well as the phonostylistic organization of public speaking and how effective use of phonostylistic features can impact the success of a public speech. The paper also examines the notion of public discourse and its key features, such as open access to information, diverse perspectives, reasoned argumentation, and civility. The relationship between phonostylistics and public speaking is explored in depth, including various phonostylistic features and strategies that can enhance the impact of a speech.

The investigation revealed the similar intonation patterns presented in the fragments of the three different Johnson`s speeches.

<i>Scale</i>	<i>Tone</i>	<i>Tempo</i>	<i>Loudness</i>	<i>Pauses</i>	<i>Rhythm</i>
Regular Level Stepping	Low Fall	Moderate	Moderate	Short	Properly Organized

The predominant use of Low Fall influence the message presented in the speech. The Low Fall tone is often used in political speeches to convey a sense of finality, authority, and certainty. This downward inflection can create a sense of closure or conclusion, and can be used to emphasize the importance of the speaker`s message. In political speeches, the low fall tone can be used to emphasize key points or to make important statements that the speaker wants the audience to remember. It can also be used to convey a sense of conviction and determination, which can help to rally supporters and inspire action.

The tempo is moderate, the loudness is moderate. Short pauses imply to create a sense of continuity or to emphasize a particular word or phrase.

Taking into account the fact that the speeches were taken at different time intervals since the beginning of the full-scale invasion, Boris Johnson's speeches do not show critical changes in the phono-stylistic organization of his speeches.

The results of the experimental-phonetic study show that by strong prosodic organization Boris Johnson enhance the effectiveness of his message. He employs various prosodic features to create a sense of urgency, emphasize certain points, and maintain the audience's attention and focus.

RÉSUMÉ

In public discourse, various phonostylistic features like intonation, stress, rhythm, and tempo, as well as voice quality elements such as pitch, volume, and timbre, can affect the meaning and emotional impact of a speech.

The main goal of this term paper is to examine the phonostylistic structure of Boris Johnson's political speeches. To achieve this goal, the following tasks will be undertaken:

- to investigate the concept of phonostylistics;
- to examine the key principles of phonostylistics;
- to analyze Boris Johnson's political speeches;
- to apply the phonostylistic research method.

The findings of the experimental-phonetic study demonstrate that Boris Johnson skillfully employs strong prosodic organization to enhance the impact of his message. Through the strategic use of prosodic features, such as intonation, stress, and rhythm, he creates a heightened sense of urgency and effectively emphasizes key points in his speech. This, in turn, helps to maintain the audience's attention and focus throughout his delivery.

Keywords: public discourse, prosody, auditory analysis, phonostylistics, political speech.

РЕЗЮМЕ

У публічному дискурсі різні фоностилістичні особливості, такі як інтонація, наголос, ритм і темп, а також елементи якості голосу, такі як висота, гучність і тембр, можуть впливати на значення та емоційний вплив мовлення.

Основна мета цієї курсової роботи - дослідити фоностилістичну структуру політичних промов Бориса Джонсона. Для досягнення цієї мети будуть виконані наступні завдання:

- дослідити концепцію фоностилістики;
- вивчити основні принципи фоностилістики;
- проаналізувати публічні промови Бориса Джонсона;
- проаналізувати акустичні параметри політичних промов Бориса Джонсона.

Результати експериментального фонетичного дослідження показують, що Борис Джонсон майстерно використовує сильну просодичну організацію, щоб підвищити ефективність свого повідомлення. За допомогою стратегічного використання просодичних особливостей, таких як інтонація, наголос та ритм, він створює посилене відчуття терміновості та ефективно підкреслює ключові моменти у своєму виступі. Це, в свою чергу, допомагає підтримувати увагу та фокус аудиторії протягом його виступу.

Ключові слова: публічний дискурс, просодія, аудиторський аналіз, фоностилістика, політична промова.

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APPENDIX A

Speaker	№
Intonation group	№
Pre-head	Low-level
	Mid-level
	High-level
Scale according to the movement	descending
	ascending
	level
Scale according to the positions of unstressed syllables	stepping
	sliding
	scandent
Scale according to regularity	Regular
	Broken
Terminal tone	Low Fall
	High Fall
	Low Rise
	High Rise
	Rise-Fall
	Fall-Rise
Loudness	High
	Increased

	Moderate
	Decreased
	Low
Tempo	Fast
	Accelerated
	Moderate
	Decelerated
	Slow
Pauses	Long
	Short
	Very short
	Pause of hesitation
Rhythm	Properly organized
	Non-organized

APPENDIX B

The results of the auditory analysis:

	Speech 1	Speech 2	Speech 3	Conclusion
low-level pre-head	100%	94%	98%	97.3%
mid-level pre-head	0%	4%	2%	2%
high-level pre-	0%	2%	0%	0.7%

head				
descending scale	0%	0%	0%	0%
ascending scale	0%	0%	0%	0%
level scale	100%	100%	100%	100%
stepping scale	100%	100%	100%	100%
sliding scale	0%	0%	0%	0%
scandent scale	0%	0%	0%	0%
regular scale	92%	100%	100%	97.3%
broken scale	8%	0%	0%	2.7%
Low Fall	90%	95%	90%	91.6%
High Fall	10%	5%	10%	8.4%
Low Rise	0%	0%	0%	0%
High Rise	0%	0%	0%	0%
Rise-Fall	0%	0%	0%	0%
Fall-Rise	0%	0%	0%	0%
High loudness	0%	0%	0%	0%
Increased loudness	21%	0%	0%	7%
Moderate loudness	72%	0%	0%	90.6%
Decreased loudness	8%	0%	0%	2.4%
Low loudness	0%	0%	0%	0%

Fast tempo	0%	0%	0%	0%
Accelerated tempo	0%	0%	0%	0%
Moderate tempo	92%	100%	100%	97.4%
Decelerated tempo	0%	0%	0%	0%
Slow tempo	8%	0%	0%	2.6%
Long pauses	5%	10%	0%	5%
Short pauses	95%	88%	91%	91.4%
Very short pauses	0%	2%	9%	3.6%
Pause of hesitation	0%	0%	0%	0%
Properly organized rhythm	100%	100%	100%	100%
Non-organized rhythm	0%	0%	0%	0%