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Ministry of Education and Science of Ukraine
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Term Paper

Public Speeches: Linguistic and Pragmatic Features

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Introduction

Since ancient times, eloquence has been mainly a natural gift of a person, and later, when it became necessary to directly influence the minds and wills of fellow citizens through the means of the living word, it turned into a real art.

General theory of eloquence was created by Aristotle, who advocated the idea that rhetoric is universal and can be used in any sphere of life.

The ability to speak beautifully and convincingly might be of use in various life circumstances, and it can also significantly affect the outcome of a particular activity. Public speaking is an essential skill that allows individuals to convey their thoughts, ideas, and messages to the audience effectively. It plays a crucial role in various aspects of life, including politics, education, business, and social interactions. Therefore the topic of the Course Paper is quite actual since it focuses on the linguistic and pragmatic aspects of public speaking. The Paper explores different types and genres of public speaking, the structure, and verbal and nonverbal aspects of public speech.

The purpose of this Paper is to analyse essential features of public speaking and identify and describe linguistic and pragmatic features which will make speech effective and persuasive.

So, **the object** of the Course Paper is public speeches, their forms, genres and peculiar features.

The subject is linguistic and pragmatic features of public speeches which help speechmakers achieve their goals.

According to the purpose of this Course Paper **the following tasks** were set:

- to identify the concept of public speech and its characteristic features;

- to examine types and genres of public speaking;

- to explore the structure of a public speech;

- to define lexical, grammatical, syntactic, and stylistic features of public speech;

- to investigate the means of nonverbal communication in public speeches;

- to analyze and describe harmonious combination of verbal and nonverbal behavior in effective public speech.

The relevance of this topic is significant in today's world as public speaking has become an essential part of various professional and personal settings. The ability to communicate effectively can determine success or failure of a message or an idea. Thus, this Paper will help individuals enhance their public speaking skills by providing a detailed understanding and description of the linguistic and pragmatic features of public speaking.

The structure of the Course Paper includes Introduction, two Chapters, Conclusions, Resume, and a List of References.

The research was based on Donald Trump's speech at the Republican Party's annual convention and Joe Biden's speech at the Democratic National Convention in the form of texts and videos on YouTube.

Introduction of the Course Paper presents the object and subject of the research, defines the relevance of the problem under study, and outlines the purpose and tasks.

Chapter one defines the concept of modern public speaking, its characteristic features, and primary genres of public speech.

Chapter two focuses on the analysis of the structure of public speeches and their verbal and nonverbal features.

Conclusions to Chapter One summarize the main points covered in the chapter, which included the definition and categorization of public speaking, the different genres of public monological speech, and the components required for

effective public speaking. Emphasize the importance of language proficiency, preparation, and communication skills in delivering impactful messages to audiences.

Conclusions to Chapter Two explore the importance of verbal and non-verbal communication in public speaking on the example of speeches by famous politicians Joe Biden and Donald Trump.

General Conclusions emphasize the importance of a holistic approach to effective public speaking that considers both verbal and nonverbal aspects of communication. The paper covers insights into different types and genres of public speech, and provides an analysis of Joe Biden's and Donald Trump's political speeches to demonstrate how verbal and nonverbal behaviors can be used strategically to convey messages and connect with audiences.

CHAPTER I. MODERN PUBLIC SPEAKING: TYPES AND GENRES

1.1 Public speech as a type of public speaking

The events and experiences that make up a person's conscious existence can be seen as a series of speeches. And whether they are impactful and effective or not, they may have the power to shape the future of the people in their community and society as a whole.

The art of public speaking belongs to the field of rhetoric, which is the study of artistic language, both oral and written. Rhetoric includes elements of poetics that define poetic language, grammar that focuses on the study of standard language, and hermeneutics aimed at understanding the text.

In the modern professional world, one of the main requirements is mastery of public speaking. It involves the ability to communicate and build relationships effectively to achieve professional goals. Public speaking skills are not limited to the knowledge of language and its linguistic tools. Equally important components include mastery of oratorical style, the ability to speak in front of the audience and persuade it during discussions and to answer questions without hesitation.

Oral speech is a type of communication intended for auditory perception. It is characterized by specific ways of influencing the audience, which include both verbal and nonverbal methods. The human essence is versatile in oral communication, encompassing mental characteristics, intelligence, worldview, way of thinking, upbringing, ability to name, evaluate, connect with, and influence others. Thus, oral speech is a special and extremely complex type of human communication.

Oral communication can be public and private. Public speech is addressed to the general public. The main type of public speech is oratory language. It is studied by the science of eloquence – rhetoric. Oratory language is constructed in a monologue form – a person's speech addressed to many listeners, to society, and designed to elicit

a direct response from the listener. Oratory is used in various spheres of public and artistic life, such as politics, science, and education.

Public monological speech can be either written or oral in the form of realization. The preparatory variant for the speech is usually written on paper, including ideas, concepts, text generation, theses, statements, evidence, facts, and language expressions. Improvisation in the speech sounds more natural when the speaker has a well-prepared written text. In professional public speaking, the role of written and spoken language is almost equal.

The speaker's task is to balance between literary and colloquial language in their speech, making it sound natural. Bland, bookish language has a weak impact, while the colloquial form can lower the level of the speech to that of ordinary conversation.

Ancient orators believed that public speech should teach, delight and touch. Modern speeches should also meet these requirements. For public speech to teach, it must be based on the scientifically reliable knowledge about the subject, logical judgments, reflect real facts, phenomena, events, and have a practical orientation. Listeners like correct, precise, logical, meaningful, accessible, clear, expressive, eloquent, aesthetic, and rich language. Emotional, evaluative language that raises topical issues and demonstrates a caring attitude to what the speaker says can touch the audience.

1.2. Genres of public speech

The sphere of use of oral literary speaking is expanding tremendously today, covering socio-political life, industrial, scientific and educational, military, cultural and artistic spheres, diplomacy, etc. New functional varieties, genres and forms of oral speech are emerging, and the means and technical capabilities of oral communication are being improved.

The main forms of expression of oral business speech are monologue and dialog.

An oral monologue is a textless and fixed form designed for oral reproduction. Taking into account functional features and the nature of the speaker's contact with the audience, monological speech is classified:

- by functional criteria: publicistic, judicial, production and service, scientific, educational;

- by situational features: direct contact and indirect contact (various forms of monological speech on radio and television).

Oral business monological speech with all its functional varieties is characterized by the specificity of verbal organization that is subordinated to non-linguistic factors and is coordinated with general ethical requirements of business communication. (Авраменко та ін., 2005: 28).

A special genre of speech act with a peculiar nature, place among other types of speech, and qualitative features is public monologue speech. It realizes the system of thinking and speaking actions to the fullest extent, skillfully using forms of human thinking (logical, figurative) and linguistic means of their expression. The activity of a person whose profession is associated with the systematic delivery of speeches, reports, and lectures requires the correct choice of the appropriate genre, formulation of the topic, selection of factual material and the sequence of its presentation, as well as high culture of speech and culture of communication in general.

Depending on the content, purpose, mode of delivery, and communication circumstances, the following genres of oral public monological speech are distinguished: report, speech, presentation, lecture.

A report is one of the most common forms of public speaking. A report can be political, business, reporting, or scientific.

A political report is a report that is usually delivered by the leaders of the state. They explain to the public the issues of the country's inner and outer policy. Officials deliver it at mass gatherings – congresses, sessions, international forums.

A business report is a presentation of information and solutions to various individual practical issues and activities of a functioning team or organization. Another kind of business report is an executive summary report, which highlights the results of work of a certain period, informing not about one or more areas of work, but about all activities.

A scientific report is a summary of scientific information about achievements, discoveries, or research results. It is presented at different scientific meetings – conferences, symposia, seminars, etc. A scientific report that includes a critical review and study of a number of publications by other researchers is an essay.

A speech is a public presentation focused on a relevant, socially significant topic. They are delivered at demonstrations and mass gatherings. Their overall purpose can be entertaining, informative, persuasive, and urging. Therefore, speeches can be entertaining, informative, campaigning, or congratulatory. Speech is distinguished from other genres by its emotionality, clarity of the problem statement, intensity, specificity, effectiveness, and a short time frame.

According to their type speeches can be informational, congratulatory, commercial, etc.

An informational speech is performed at a meeting. Usually, it is a relevant message that gives a new insight into the subject or phenomenon under consideration, a hypothesis for solving the problem.

A congratulatory speech can be dedicated to the anniversary of a person, organization, meeting of the delegation, award presentation, beginning of a conference, a memorable date, etc. The main task of this speech is to create an uplifting, festive mood and inspire the audience. A congratulatory speech should be emotional. The speaker should use vivid examples, associations, and means of linguistic expression.

A greeting speech usually has the following structure:

1) address, words of greeting,

 2) a brief description of the event,

 3) success and achievements, prospects,

 4) wishes. (Кубрак, 2005: 199).

At presentations and meetings, a commercial speech is delivered. The history of its origin is related to the appeals of heralds who walked the streets of ancient Athens and reported the sale of slaves, cattle, and goods. There are also old genres of oral advertising of Kievan Rus – appeals, exclamations, and sharp words. They used rhyming and language play as a means of attracting attention. Among the street vendors-talkers in cities, newspaper and book sellers stood out. It is interesting to note that nowadays, oral trade advertising is making a comeback. In the streets of modern settlements, one can hear people praising goods and calling on customers.

The purpose of a commercial speech is to attract attention of the listeneres, arouse their interest and evoke emotions as well as increase motivation of the audience. These goals determine the content and language of the advertising text. The speech should describe the 2 or 3 most important qualities of a product or service in vivid language, emphasize its unique features, and the benefits it provides to the consumer. It is advisable to talk about the result, provide arguments, and constantly repeat the main points. The statement should be constructed in the form of friendly advice.

So, speech is an oral presentation on one or more topics (at meetings, gatherings, business meetings, conferences, sessions, open hearings, seminars, etc.). A common type of speech is a report (debate). Such a speech should include an introductory part (an indication of the subject of discussion), the main part (a statement of one's own views on a particular issue), and conclusions (suggestions, conclusion of the presentation).

Public speaking, especially its genres such as reports and speeches, require careful preliminary work. Their preparation involves several stages, including

thinking about and formulating the topic, determining the range of issues it covers, identifying fundamental questions, and selecting theoretical and factual material.

1.3. Structure of a public speech

The structure of a public speech refers to the way in which the speech is organized and presented to an audience. A well-structured speech is essential for engaging and connecting with the audience, conveying the speaker's message clearly and effectively, and achieving the desired outcome or purpose.

The audience receives both general and new information exclusively from the speaker. The speech should be clear and unambiguous in all its parts. The behavior of the speaker, logical presentation of the material, evidence and answers to questions – all of these reveal his/her inner world of the person and their professional qualification.

The most common structure of a public speech is introduction, body, and conclusion.

1. Introduction: this is the opening section of the speech, where the speakers introduce themselves, their topic, and the purpose of their speech. The introduction is crucial for grabbing the audience's attention and setting the tone for the rest of the speech. The speaker may use a hook or attention-grabber, such as a quote, a story or a startling fact, to draw the audience in.

2. Body: this is the main section of the speech, where the speakers present their ideas, arguments or information to support their topic. The body should be well-organized and easy to follow, with each point or idea clearly stated and supported with evidence or examples. The speaker may use transitions, such as phrases like "*next*" or "*moving on*," to signal the audience when they are moving on to a new point.

3. Conclusion: this is the final section of the speech, where the speakers summarize their main points and reinforce their message. The conclusion should be strong and memorable, leaving a lasting impression on the audience.

The speaker may use a call to action or a final statement that ties everything together.

In addition to these three main parts, a public speech may also include other elements, such as visual aids, audience participation or humor. The structure of a public speech should be tailored to the specific topic, audience and occasion, and it should be practiced and rehearsed to ensure a smooth and effective delivery.

The speech will be effective if built in accordance with the following requirements:

- theoretical validity;

- reliance on factual material;

- giving on convincing examples (arguments);

- presenting one's own vision of the problem;

- using short sentences that are better perceived by listeners;

- not overloading the speech with words of foreign origin, professional terms, abstract concepts that not everyone can understand;

- absence of extra details, unnecessary, secondary information.

The beginning of the speech is crucial for making a good impression on the audience. The speakers should demonstrate that they know the subject matter well, they speak rather than read and avoid such filler words as "*like*" and "*well*". Foreign words and professional jargon do not overload their language. They use shorter sentences, since excessively long sentences are difficult to understand. Their pace is moderate and intonation appropriate. Pauses are made in proper places to enhance delivery and allow listeners to understand and memorize new information better.

Hans Sellier (Sellier, 2012) identifies five "mortal sins" of public speech: unpreparedness, verbosity, vagueness, self-absorption (introversion), and mannerism, which are directly applicable to conference presentations.

Among typical mistakes in presenting speeches are:

- Abusing foreign terminology and concepts that complicate the perception of the main idea.

- Using filler words such as "*so*," "*like*," "*so to speak*," etc.

- Speaking with excessive volume, which can cause listeners to lose interest after 8-10 minutes.

- Building complex sentences with more than 14-15 words, which can make the message incomprehensible and lose its meaning in the complexity of the grammatical structure.

- Using monotone intonation without emphasizing the most important points of the report.

These mistakes can negatively impact the audience's understanding and interest in the presentation.

Language in speech is of paramount importance since in helps active listening and understanding of the speaker. Therefore, it should be:

- substantive – complete, specific and clearly reveal the topic in all necessary connections and relations, containing necessary assessments, conclusions, and generalizations;

- logical – consistent, evidentiary, and proportionally uncover historical content in accordance with the logic of the source. Conclusions should be substantiated in the process of presenting facts;

- emotional and expressive – vividly and clearly expressing the speakers' feelings, their evaluation of events, facts, and people by means of appropriate and skillful examples, epithets, precise statements, and intonations;

- correct – in compliance with the norms of the literary language: clear, without parasitic words, slang word formations and dialectisms.

Conclusions to Chapter I

Public speaking is the art of using language to communicate with the audience. It includes verbal and nonverbal methods of influence and is an extremely complex type of human communication. Public speaking can be categorized into public and private communication, with the main type of public speech being oratory language. Oral monological speeches can be classified by functional and situational criteria.

There are various genres of oral public monological speech, including reports, speeches, presentations, and lectures. These genres have different purposes, content, and delivery modes.

A report is one of the most common forms of public speaking. Reports are typically delivered to convey scientific, business, or political information.

A speech is a short oral communication on one or more issues (at gatherings, councils, business meetings, conferences, sessions, open hearings, seminars, etc.). Speeches can be informative, campaigning, congratulatory, or entertaining. The genre of speech is characterized by emotionality, clarity of the problem statement, intensity, specificity, and effectiveness.

Public monological speech has many components, each of which plays an important role in conveying information to the listener. Public speaking requires a high level of language proficiency, preparation, and communication skills to effectively deliver messages to audiences. The speaker must not only have a good

command of the language, but also be able to understand the needs of the people and psychologically influence the audience.

CHAPTER II. VERBAL AND NONVERBAL ASPECTS OF PUBLIC SPEECH.
2.1. Lexical and grammatical features of public speech

Speech is the most common genre of public speech of any type. A speech is "*a prose composition intended to be delivered orally to a specific audience in order to convince the listeners of the validity of the speaker's opinions and thus influence their will.*" (Плотницька, 2011: 86).

Effective public speaking involves both what is said and how it is said. Words, tone, body language, and facial expressions play a crucial role in delivering a compelling message to the audience.

In the US political arena, statesmen actively seek leadership through speeches, which are an integral part of political discourse. A striking example of fierce competition for power was the US presidential election in 2020, where representatives of the Democratic and Republican parties – Joe Biden and Donald Trump – competed. The speeches of these famous politicians are characterised by distinctive language features, strategies and tactics of manipulation.

We analysed the speeches of such prominent American politicians, presidents and statesmen as Donald Trump and Joseph Robinette Biden Jr, known as Joe Biden. The linguistic analysis revealed the verbal and non-verbal means used by the former and current US presidents in their speeches.

Having made a linguistic analysis, we determined what verbal means the politicians used in their speeches. First of all, we focused on lexical and grammatical features.

Lexical and grammatical features are important aspects of verbal communication in public speech. These features include the choice of words and sentence structures used by the speaker to convey their message effectively to the audience.

- Vocabulary used in public speech should be appropriate for the audience, avoiding overly technical or academic language unless necessary.

- Syntax: sentence structure is an important aspect of public speech. Sentences should be concise and to the point, avoiding lengthy and convoluted phrases that may confuse the audience. Repetition of key phrases can be used to reinforce important points.

- Punctuation is important in public speech as it helps to create pauses and emphasis in speech. The speaker should use punctuation marks appropriately to create a natural rhythm and flow to their speech.

- Grammar: the use of proper grammar is essential in public speech as it helps to convey the speaker's message effectively. The speaker should avoid common grammatical errors such as subject-verb agreement, tense agreement, and pronoun usage.

And famous politicians try to adhere to these requirements.

Now we come to the analysis of the speeches of Donald Trump and Joe Biden. We will begin our analysis with Donald Trump's speech at the Republican Party's Election Convention.

Donald Trump's speech at the 2020 Republican Party Election Convention utilized various lexical and grammatical features to create a persuasive and emotive

address to his supporters. The speech used formal language appropriate for a political speech, with a mix of simple and complex sentences, and a formal tone. For example, Trump stated, "*I profoundly accept this nomination for President of the United States.*"

Repetition and emphasis were used to highlight key points and create rhetorical impact. Trump repeated phrases such as "*defend America against all threats*" and "*protect America against all dangers*".

Personal pronouns, such as "*we*" and "*our,*" were employed to create a sense of unity and connection with the audience. Trump used phrases like "*We are one national family, and we will always protect, love, and care for each other*" to evoke a sense of togetherness.

Positive adjectives were used to describe America, its people, and its values, creating a sense of patriotism and pride. Trump used phrases like "*America is the torch that enlightens the entire world*" to emphasize the greatness of America and its role in the world.

Contrast and antithesis were used to highlight differences between opposing ideas or groups. Trump stated, "*This election will decide whether we save the American dream or whether we allow a socialist agenda to demolish our cherished destiny,*" using contrast to emphasize the stakes of the election.

Exaggeration and superlatives were used to emphasize the greatness of America and its achievements. Trump stated, "*We will again build the greatest economy in history, quickly returning to full employment, soaring incomes, and record prosperity*" to highlight his vision for America's future.

Direct address was used to acknowledge and thank specific individuals or groups. Trump stated, "*Tonight, with a heart full of gratitude and boundless optimism, I profoundly accept this nomination for President of the United States,*" using direct address to express his appreciation to the audience.

Short, powerful sentences were used for emphasis and to create a sense of urgency. Trump stated, "*This is the most important election in the history of our country. Your vote will decide whether we protect law-abiding Americans or whether we give free rein to violent anarchists and agitators and criminals who threaten our citizens*," using short, impactful sentences to convey the significance of the election.

Rhetorical questions were used to engage the audience and make them think about key issues. Trump asked, "*What united generations passed was an unshakable confidence in America's destiny and an unbreakable faith in the American people. Is it that conviction that inspired the formation of our union, our westward expansion, the abolition of slavery, the passage of civil rights, the space program, and the overthrow of fascism, tyranny, and communism?*" using rhetorical questions to prompt reflection on America's history and values.

Nationalistic and patriotic language was used to emphasize the greatness of America and its values. Trump used phrases like "*America is the torch that enlightens the entire world. We will rekindle new faith in our values, new pride in our history, and a new spirit of unity that can only be realized through love for our great country*" to evoke a sense of national pride and loyalty.

Donald Trump's speech at the 2020 Republican Party Election Convention employed a range of lexical and grammatical features, including formal language, repetition, personal pronouns, positive adjectives, contrast, exaggeration, direct address, short powerful sentences, rhetorical questions, and nationalistic and patriotic language to deliver a persuasive and emotive speech aimed at rallying his supporters and conveying his vision for America's future.

Joe Biden's political speech at the Democratic Party's Annual Convention, where he announced his intentions to become the next US president, was relatively short but meaningful. In his address to Americans, he chose successful language tools that helped him to make a strong communicative impact and create the image of a leader who cares about people's problems.

Biden used repetition for emphasis, using certain words and phrases multiple times to highlight his points and make them memorable. For example, he said, "*Give people light. Give people light.*" and "*Hope over fear, facts over fiction, fairness over privilege.*"

Contrasts and antithesis were also employed by Biden to highlight the differences between his vision and that of the current president, and to create a sense of urgency and contrast between different ideas. He stated, "*I will be an ally of the light not of the darkness,*" and "*Hope for our futures, light to see our way forward, and love for one another.*"

Inclusive language was used by Biden to appeal to a wider audience and promote unity. He said, "*For We the People, to come together,*" and "*To represent all of us, not just our base or our party.*"

Vivid and emotive language was utilized by Biden to evoke strong emotions and connect with the audience on an emotional level. He used phrases such as "*Cloaked America in darkness for much too long,*" and "*Winning it for the generous among us, not the selfish.*"

Biden also made use of rhetorical questions to engage the audience and make them reflect on important issues. He asked, "*Are we ready?*" and "*Who we are as a nation. What we stand for. And, most importantly, who we want to be.*"

Formal and elevated language, including complex sentence structures and sophisticated vocabulary, was employed by Biden, befitting a political speech. For example, he said, "*This must be an American moment,*" and "*A perfect storm. The worst pandemic in over 100 years. The worst economic crisis since the Great Depression.*"

Personal pronouns such as "*I*", "*we*", and "*us*" were used by Biden to establish a personal connection with the audience and create a sense of shared responsibility. He said, "*I give you my word,*" and "*I will work as hard for those who didn't support me as I will for those who did.*"

Biden also made use of historical and cultural references to convey a sense of patriotism and invoke a shared sense of identity among the audience. He referenced figures such as Ella Baker and historical events like Franklin Roosevelt's New Deal.

Parallelism, or the repetition of similar grammatical structures, was used by Biden to create rhythm and balance in his speech. For example, he said, "*Winning it for the workers who keep this country going, not just the privileged few at the top,*" and "*Character is on the ballot. Compassion is on the ballot. Decency, science, democracy. They are all on the ballot.*"

Strong declarative statements were made by Biden to assert his convictions and inspire confidence in his leadership. He said, "*I will draw on the best of us not the worst,*" and "*This is a life-changing election that will determine America's future for a very long time.*"

In conclusion, Joe Biden's political speech at the Democratic National Convention 2020 showcased a range of lexical and grammatical features commonly used in public speeches to make impact, including repetition for emphasis, contrasts and antithesis, inclusive language, vivid and emotive language, rhetorical questions, formal and elevated language, personal pronouns, historical and cultural references, parallelism, and strong declarative statements.

Having analysed these two speeches, we can compare lexical and grammatical features used by the famous politicians.

- Both used repetition for emphasis, e.g. Biden repeated phrases like "*Give people light*" and "*Hope over fear, facts over fiction, fairness over privilege,*" while Trump repeated phrases like "*defend America against all threats*" and "*protect America against all dangers*" to drive home their messages.

- Both used personal pronouns for connection, e.g. Biden used phrases like "*We the People*" and "*represent all of us*" to appeal to a wider audience and promote unity, while Trump used phrases like "*we are one national family*" to evoke a sense of togetherness.

- Both used formal language appropriate for a political speech, e.g. Biden used phrases like "*This must be an American moment*" and "*The worst pandemic in over 100 years. The worst economic crisis since the Great Depression*," while Trump stated "*I profoundly accept this nomination for President of the United States*," using formal language to convey their message.

- Both used short, powerful sentences for emphasis and urgency, e.g. Biden asked questions like "*Are we ready?*" and "*Who we are as a nation. What we stand for. And, most importantly, who we want to be*," while Trump stated "*This is the most important election in the history of our country. Your vote will decide whether we protect law-abiding Americans or whether we give free rein to violent anarchists and agitators and criminals who threaten our citizens.*"

- Both used contrast and antithesis to highlight differences between opposing ideas, e.g. Biden stated "*Hope for our futures, light to see our way forward, and love for one another*," using antithesis to contrast his vision with the current state of affairs, while Trump stated "*This election will decide whether we save the American dream or whether we allow a socialist agenda to demolish our cherished destiny*," using contrast to emphasize the stakes of the election.

- Both used positive adjectives to emphasize patriotism and pride in America, e.g. Biden used phrases like "*cloaked America in darkness for much too long*" to evoke emotions and connect with the audience, while Trump used phrases like "*America is the torch that enlightens the entire world*" to highlight the greatness of America and its role in the world.

Joe Biden and Donald Trump used repetition, personal pronouns, formal language, short, powerful sentences, contrast, and positive adjectives in their speeches to create impact, connect with their audiences, and convey their messages.

2.2. Syntactic and stylistic features of public speech

Syntactic and stylistic features are important aspects of public speech, as they help to create a unique style and voice of the speaker, which can engage and persuade

the audience. These features include the use of rhetorical devices, figurative language, and sentence structure.

- Rhetorical devices are techniques used by speakers to create a persuasive effect on the audience. Examples of rhetorical devices include repetition, parallelism, antithesis, and hyperbole. These devices can help to emphasize key points and make the speech more memorable.

- Figurative language is used to create imagery and evoke emotions in the audience. Examples of figurative language include metaphors, similes, personification, and allusion. These devices can help to make the speech more engaging and memorable, as they allow the audience to connect with the speaker on the emotional level.

- Sentence structure can also be used to produce a particular effect on the audience. For example, short and direct sentences can create a sense of urgency, while longer and more complex sentences can be used to build tension or create a sense of anticipation.

- Word choice is an important aspect of public speech, as it can help to convey the speaker's message effectively.

In Donald Trump's speech at the election convention of the Republican Party, he utilizes a variety of syntactic and stylistic features to convey his message and connect with his audience. These include repetition for emphasis, parallelism for balance, hyperbole for urgency, direct address for camaraderie, patriotic language for national pride, contrast for dichotomy, anaphora for rhetorical effect, and figurative language for vividness.

Trump employs repetition to convey a strong point, repeating phrases such as "*over the last four incredible years*" and "*the next four years*" to highlight the progress made during his previous term and his vision for the future. He also uses

parallelism to create a sense of rhythm and strength in his speech, with statements like "*we will defend America against all threats and protect America against all dangers.*"

Hyperbole is used by Trump to emphasize his points and create a sense of urgency, such as when he describes Hurricane Laura as "*one of the strongest to make landfall in 150 years*" to highlight the severity of the situation.

Patriotic language is used by Trump to appeal to his audience's sense of national pride, referring to America as the "*bright future we will build*" and "*the greatness of America,*" using positive and grandiose language to evoke patriotism. Contrast is also utilized to highlight the differences between his party and the opposition, presenting a clear choice between the Republican Party and a "*socialist agenda*" or a "*radical movement,*" emphasizing the stakes of the election.

Anaphora, or the repetition of a word or phrase at the beginning of successive clauses or sentences, is employed by Trump for rhetorical effect. For example, he repeats the phrase "*this election will decide whether*" multiple times to emphasize the importance of the upcoming election and its potential consequences. Figurative language, such as metaphors and symbolism, is also used by Trump to convey his message in a vivid and memorable way, such as when he describes America as "*the torch that enlightens the entire world*" to convey its significance and impact on a global scale.

Donald Trump's speech at the election convention of the Republican Party showcases a range of syntactic and stylistic features that are characteristic of his speaking style. These features are used strategically to convey his message, appeal to his audience, and emphasize his points for rhetorical effect.

In Joe Biden's political speech at the Democratic National Convention 2020, he also uses various syntactic and stylistic features to convey his message effectively. One prominent feature is the use of repetition for emphasis, as seen in the phrases "*Give people light,*" "*Too much anger. Too much fear. Too much division,*" and "*Hope for our futures, light to see our way forward, and love for one another.*" This

repetition creates a rhythmic and persuasive tone, highlighting the importance of his points.

Biden also employs contrast and parallelism to draw comparisons and highlight differences. For instance, he contrasts "*the best of us not the worst*," and "*ally of the light not of the darkness*." He also uses parallelism in phrases such as "*hope over fear, facts over fiction, fairness over privilege*," and "*character is on the ballot, compassion is on the ballot, decency, science, democracy*." This parallel structure adds symmetry and coherence to his speech, making it more memorable and impactful.

In addition, Biden uses inclusive language to appeal to a broad audience. He refers to "*We the People*" and "*all of us, not just our base or our party*," emphasizing his commitment to represent all Americans, regardless of their political affiliations. He also uses personal pronouns such as "*I*" and "*we*" to create a sense of connection and shared responsibility with his audience.

Biden's speech also exhibits a hopeful and optimistic tone, as he acknowledges the challenges faced by America, including the pandemic, economic crisis, racial justice issues, and climate change, but it also expresses confidence in overcoming them. He inspires his audience with phrases like "*history has delivered us to one of the most difficult moments America has ever faced*," and "*this is a life-changing election that will determine America's future for a very long time*." This hopeful tone fosters a sense of unity and motivation among his listeners.

In conclusion, both Joe Biden and Donald Trump utilize a variety of syntactic and stylistic features in their public speeches. While Donald Trump tends to employ repetition for emphasis, parallelism for balance, hyperbole for urgency, direct address for camaraderie, patriotic language for national pride, contrast for dichotomy, anaphora for rhetorical effect, and figurative language for vividness, Joe Biden uses repetition, contrast, parallelism, inclusive language, and a hopeful tone to inspire his audience and foster a sense of unity.

These syntactic and stylistic features are strategic tools that politicians use to convey their messages effectively, evoke emotions, and create memorable and impactful speeches. Whether it is Trump's strong and assertive style or Biden's hopeful and inclusive approach, these features play a significant role in shaping the tone, style, and impact of political speeches.

2.3. Means of nonverbal communication in public speeches: paralinguistic, extralinguistic, kinetic

Paralinguistic communication refers to nonverbal elements of speech, such as tone of voice, pitch, and pacing. This type of communication can convey emotions and attitudes, and can be used to emphasize certain points or convey a particular mood.

Extralinguistic communication includes such elements as facial expressions, gestures, and body language. These nonverbal cues can also be used to convey emotions and attitudes, and can help to establish a connection with the audience.

Kinetic communication involves the use of movement to convey a message.

Donald Trump's forceful and confident tone conveys his commitment to the message "Make America Great Again." This use of vocal cues adds emphasis to his points and contributes to his overall delivery style. His body language, including gestures and leaning against the podium, is noteworthy. He uses his hands to illustrate his points, when talking about building a wall along the Mexican border. His leaning against the podium in a relaxed manner conveys a sense of comfort and familiarity with the space, although it may be perceived as discordant and not very presidential by some viewers. Trump's movement during the speech was limited, with his standing at a podium and largely remaining stationary. However, he did occasionally move his arms and hands to emphasize his points.

The contempt conveyed through the pinching of his lips and his discussion of mayhem in Democratic cities adds another layer to his nonverbal communication, indicating his emotions and attitudes towards the topic. However, his relaxed posture

leaning against the podium may be perceived differently by viewers, as it may not align with the traditional expectations of presidential nonverbal communication.

In Joe Biden's speech tension in his voice is noticed when he does a "hard swallow" at the beginning of the speech, and when his voice cracks slightly due to natural tension during such an important event. His tone of voice is firm and assertive when he said "The president still does not have a plan. Well I do." This use of vocal cues adds emphasis to his message. But despite the tension of the moment, he displays broad and friendly smile. The squinting of his eyes and finger pointing for emphasis, and the furrowing of his brows show that he is troubled by something. These nonverbal cues help to reinforce his message and make it more impactful.

2.4. Harmonious combination of verbal and nonverbal behaviour in effective public speech

A harmonious combination of verbal and nonverbal behavior is essential for delivering an effective public speech. When verbal and nonverbal cues are congruent, they can enhance the message and create a more compelling and memorable speech. Here are some key ways in which verbal and non-verbal behavior can work together to create an effective public speech:

➢ Tone of voice and facial expressions: the tone of voice used by the speaker can convey a lot of meaning beyond the words themselves. Facial expressions such as smiling, nodding, or frowning can also reinforce the tone of voice and help to communicate emotions or attitudes. When the tone of voice and facial expressions are in sync, the speakers can convey their message with more clarity and impact.

➢ Gestures and body language can also reinforce the verbal message. Effective use of gestures and body language can also help to create a sense of engagement with the audience.

➢ Eye contact and posture are also important components of non-verbal behavior in public speaking. Maintaining eye contact with the audience can create a sense of connection and build trust. Good posture can also convey confidence and authority.

In Joe Biden's speech at the Democratic National Convention 2020, his verbal and nonverbal behaviors were harmoniously combined to convey his message effectively.

Verbal Behavior: Joe Biden's speech was well-structured and delivered in a clear and confident tone. He used powerful and emotionally charged language, emphasizing key points and expressing his vision for America. He also incorporated personal anecdotes and stories to connect with the audience on an emotional level.

Nonverbal Behavior: Joe Biden's nonverbal behavior was aligned with his verbal message, enhancing overall impact. He displayed strong eye contact, using his eyes to connect with the audience and convey sincerity. He used gestures to emphasize key points, such as pointing his finger to highlight important aspects of his speech. His facial expressions were genuine and reflected his emotions, showing empathy, concern, and determination.

In Donald Trump's speech at the Election Convention of the Republican Party, his verbal and nonverbal behaviors were also combined, but in a different manner compared to Joe Biden.

Verbal Behavior: Donald Trump's speech was characterized by a forceful and confident tone, consistent with his usual communication style. He used repetitive phrases and slogans to reinforce his message "*Make America Great Again.*" He also employed strong language to convey his assertiveness and determination.

Nonverbal Behavior: Donald Trump's nonverbal behavior was notable in his speech. He used gestures extensively, such as pointing, hand chopping, and open-palm gestures to emphasize his points and create visual impact. He also leaned against the podium in a relaxed manner, which conveyed a sense of confidence and

familiarity with the audience. However, his facial expressions often appeared stern or angry, which may have conveyed a confrontational tone.

To conclude, Joe Biden and Donald Trump demonstrated different styles in their speeches. Joe Biden's speech at the Democratic National Convention 2020 showcased a coherent and emotionally charged combination of verbal and nonverbal behavior, with his tone, language, eye contact, gestures, and facial expressions all aligned to convey his message effectively. On the other hand, Donald Trump's speech at the Election Convention of the Republican Party displayed a forceful and assertive combination of verbal and nonverbal behaviors, with his strong tone, repetitive phrases, extensive use of gestures, and relaxed posture at the podium projecting confidence and familiarity.

Conclusions to Chapter II

Verbal and nonverbal aspects of public speech play a crucial role in effective communication and can greatly impact the reception and interpretation of a speaker's message. In this Chapter, we explored various elements of verbal and nonverbal communication in public speeches, including lexical and grammatical features, syntactic and stylistic features, and means of nonverbal communication such as paralinguistic, extralinguistic, and kinetic cues.

Joe Biden's Political Speech at the Democratic National Convention 2020 and Donald Trump's Speech at the Election Convention of the Republican Party provided insightful examples of how verbal and nonverbal behavior can be employed in political speeches. In Joe Biden's speech, his use of emotional language, assertive tone, eye contact, gestures, and facial expressions were in harmonious combination, creating a compelling and impactful message. On the other hand, Donald Trump's speech showcased a forceful tone, repetitive phrases, extensive gestures, and relaxed posture, projecting confidence and familiarity with the space.

The analysis of these speeches highlights the significance of the alignment of verbal and nonverbal cues which can enhance the delivery and impact of a speaker's

message, while any inconsistencies between the two may lead to misinterpretation or lack of resonance with the audience.

Furthermore, it is important to acknowledge that the interpretation of verbal and nonverbal cues in public speeches can be subjective and influenced by individual perspectives and biases. Therefore, a comprehensive understanding of the contextual factors, audience dynamics, and cultural norms is crucial in analyzing the harmonious combination of verbal and nonverbal behavior in public speeches.

In conclusion, the harmonious combination of verbal and nonverbal behavior in public speeches is a powerful tool for effective communication. Through careful attention to lexical and grammatical features, syntactic and stylistic features, and strategic use of paralinguistic, extralinguistic, and kinetic cues, speakers can convey their messages with impact and resonance. The analysis of Joe Biden's Political Speech at the Democratic National Convention 2020 and Donald Trump's Speech at the Election Convention of the Republican Party exemplifies how the interplay between verbal and nonverbal behaviors can shape the reception and interpretation of political speeches. However, it is crucial to consider the subjective nature of interpretation and the influence of contextual factors in analyzing public speeches.

GENERAL CONCLUSIONS

Effective public speaking requires a holistic approach that considers both verbal and nonverbal aspects of communication. Chapter I provided insights into the types and genres of public speech, highlighting the importance of the purpose, content, and delivery modes of different genres. Chapter II focused on the lexical and grammatical features, syntactic and stylistic features, and means of nonverbal communication in public speeches, including paralinguistic, extralinguistic, and kinetic cues.

The analysis of Joe Biden's Political Speech at the Democratic National Convention 2020 and Donald Trump's Speech at the Election Convention of the Republican Party demonstrated how verbal and nonverbal behavior can be strategically used to convey messages and connect with audiences. Joe Biden's speech exemplified the harmonious combination of emotional language, assertive tone, eye contact, gestures, and facial expressions, creating a compelling and impactful message. In contrast, Donald Trump's speech showcased a forceful tone, repetitive phrases, extensive gestures, and relaxed posture, projecting confidence and familiarity with the space.

To sum up, the harmonious combination of verbal and nonverbal behavior in public speeches is a powerful tool for effective communication. Joe Biden's and Donald Trump's speeches are a valuable example of the interplay between verbal and nonverbal behavior which shape the reception and interpretation of public speeches though the subjective nature of the interpretation and (influence of contextual factors should be taken into account). Developing strong verbal and nonverbal communication skills is essential for aspiring public speakers to effectively connect with their audiences and deliver powerful messages.

RESUME

У курсовій роботі Яни Пастухової "Публічні виступи: лінгвопрагматичні особливості" досліджуються типи та жанри публічних виступів, лексико-граматичні, синтаксичні та стилістичні особливості цих виступів, а також засоби невербальної комунікації, що використовуються у публічних виступах. У курсовій роботі використовувалися наступні методи дослідження: метод аналізу теоретичних джерел та метод порівняльного аналізу.

У розділі 1 розглядається сучасне публічне мовлення: типи та жанри, лексико-граматичні та стилістичні особливості, структура публічного виступу.

У розділі 2 досліджуються вербальні та невербальні аспекти публічних виступів, зокрема лексико-граматичні, синтаксичні та стилістичні особливості, а також засоби невербальної комунікації, такі як паралінгвістичні, екстралінгвістичні та кінетичні. Викладені матеріали показують, що гармонійне поєднання вербальних та невербальних поведінкових засобів є важливим для досягнення ефективної комунікації.

Для аналізу матеріалу були використані два приклади політичних виступів, зокрема виступ Джо Байдена на Демократичній національній конвенції 2020 року та виступ Дональда Трампа на Виборчій конвенції Республіканської партії. У курсовій роботі показано, що гармонійне поєднання вербальних та невербальних поведінкових засобів є важливим для досягнення ефективності комунікації та впливу на аудиторію. Аналіз показав, що виступ Джо Байдена був зосереджений на позитивних аспектах та об'єднанні країни, використовуючи при цьому мінімум жестикуляції та емоційного навантаження. У свою чергу, виступ Дональда Трампа був більш емоційним, з використанням багатої жестикуляції та міміки, але мав менше позитивних висловлювань та більше націленості на критику опонентів. В цілому, аналіз показав, що успішні політичні виступи вимагають не лише ефективного використання мови, а й правильного вибору невербальних засобів, що підсилюють ефект інформації та сприяють побудові позитивного іміджу в очах аудиторії.

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