МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ
Кафедра германської та фіно-угорської філології імені професора

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КВАЛІФІКАЦІЙНА РОБОТА МАГІСТРА

на тему: «ЛІНГВІСТИЧНІ ТА ЕКСТРАЛІНВІСТИЧНІ СТРАТЕГІЇ СУЧАСНОГО АНГЛОМОВНОГО ПОЛІТИЧНОГО ДИСКУРСУ»

Допущено до захисту   Студента групи Мла 53-18
«___» _____   року   факультету германської філології
                                   освітньо-професійної програми «Сучасні
                                   філологічні студії (англійська мова і друга
                                   іноземна мова): лінгвістика та
                                   перекладознавство».
                                   за спеціальністю 035 Філологія
                                   Контробай Олени Анатоліївни

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філології імені професора
Г.Г. Почепцова   Національна шкала   _____
                                   Кількість балів   _____
_____ Алексієвець О.М.   Оцінка ЄКТС   _____

КИЇВ – 2019

Master's Qualification Paper

LINGUISTIC AND EXTRALINGUISTIC STRATEGIES OF MODERN ENGLISH POLITICAL DISCOURSE

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Kyiv –2019

CONTENTS

INTRODUCTION

The work is devoted to the study of linguistic and extra-linguistic strategies of contemporary English political discourse based on the speeches of Hillary Clinton.

Recently, the term "discourse" has been widely used in linguistic science. By its nature, discourse is a real process of communication, combined with various extralinguistic factors, as a result of such communication, as a rule, the text (oral or written). (Lisetskaya, 2016)

Political discourse is interpreted as institutional communication, which, unlike personal-oriented discourse, uses a certain system of professionally-oriented signs, that is, has its own subtext. In a time of dramatic political change both in our country and in some countries of the world, it is political discourse that is of interest to scholars. An analysis of the lexical and extra-linguistic features of political texts (both journalistic reviews and speeches by well-known politicians) makes it possible to critically evaluate the statements of politicians and identify attempts to manipulate the minds of citizens. The specificity of political discourse is the subordination of the linguistic tools used in it and the content that they contain, of speech influence as the main purpose of political communication.

Political language is a special landmark system designed for political dialogue. Without professionally written texts, it would not be possible for politicians to perfectly exert influence on consciousness. After all, the inability to express their thoughts logically and frankly are clumsy attempts to manipulate the consciousness of the masses. The old political-linguistic concepts have receded into the past, and new ones have not yet fully formed. That is why it is especially important for modern researchers to find a way of interaction between language and politics. (Los, 2009)

The relevance of the study is due to the need to study and describe the specifics of the use of verbal and non-verbal methods of communication, which function in the political texts of a special format and political status (namely - in speeches of

political figures), due to the increased role of political and ideological information in modern politicized society. .

The study of a phenomenon such as political speech requires its study through the lens of a number of sciences: linguistics of the text, theories of linguistic acts, political linguistics, sociolinguistics, theories of communication, and theories of linguistic action.

The object of the paper is modern political discourse.

The subject of the paper is linguistic and extralinguistic strategies in political speeches of Hillary Clinton.

The study is based on the political speeches of Hillary Clinton.

The main aim of the paper is to remove lexico-stylistic aids in the political text and a means of representation of body language based on the speeches of Hillary Clinton.

To achieve this goal, the following **tasks** were set:

1. Describe political discourse;

2. Explore the concept of political personality;

3. To characterize the speechwriting;

4. Describe the features of the use of verbal types of communication in political texts;

5. Identify the role of non-verbal strategies in political speeches;

6. Analyse the concept of political manipulation.

The practical value of the work is a generalized knowledge of the peculiarities of using linguistic and extralinguistic strategies to express policy makers. The research can be used for educational purposes.

The practical part of the thesis describes the use of verbal and non-verbal communication in the speeches of two politicians, Hilary Clinton. As an example of verbal - linguistic and stylistic means; nonverbal - posture, gestures, handshake, facial expressions. In order to achieve greater emotionality and imagery of speech. It is no secret that active gestures are a manifestation of the recipient's influence on the recipient.

Every person, including the public, is a bearer of a specific cultural code. The study of non-verbal means in public speaking is conditioned by the need to demonstrate the importance of non-verbal communication for understanding people, to reveal the influence of non-verbal semiotics of communication participants on the communication process, since the non-verbal communication of the communicators expresses hidden thoughts, feelings, emotions. The ability to decipher a person's "body language" is very important in a communicative act, because sometimes it carries more information than a spoken word, so observing the behavior of public persons allows us to draw up a holistic psychophysiological portrait of the speaker. (Tkach, 2016)

With the help of linguistic means (metaphors) and visual anchors, politicians influence the audience, provide some information about the color they want. Every word, every grammatical structure, in one way or another, influences a person's consciousness, causes a certain reaction, leads to certain actions or conclusions. Politicians select words and metaphors to change the subject's attitude to what is being said, to specific events, or to regulate its activities.

Text and visual images can affect different levels of human consciousness, while performing different forms of restructuring of that consciousness. Various means of the manipulation of the minds of people is widely used by politicians and the media, so it is necessary to distinguish material information from views.

CHAPTER ONE
POLITICAL DISCOURSE AS THE BASIS OF POLITICAL RHETORIC

1.1. Discourse and its types

In linguistics, discourse refers to a unit of language longer than a single sentence. More broadly, discourse is the use of spoken or written language in a social context.

Discourse studies, says Jan Renkema, refers to "the discipline devoted to the investigation of the relationship between form and function in verbal communication" (Introduction to Discourse Studies, 2004). Dutch linguist Teun van Dijk, author of The Handbook of Discourse Analysis (1985) and the founder of several journals, is generally regarded as the "founding father" of contemporary discourse studies.

"Discourse in context may consist of only one or two words as in stop or no smoking. Alternatively, a piece of discourse can be hundreds of thousands of words in length, as some novels are. A typical piece of discourse is somewhere between these two extremes." (Eli Hinkel and Sandra Fotos, 2002)

"Discourse is sometimes used in contrast with 'text,' where 'text' refers to actual written or spoken data, and 'discourse' refers to the whole act of communication involving production and comprehension, not necessarily entirely verbal. The study of discourse, then, can involve matters like context, background information or knowledge shared between a speaker and hearer." (Meriel Bloor and Thomas Bloor, 2013)

"Discourse is more than a message between sender and receiver. In fact sender and receiver are metaphors that obfuscate what is really going on in communication. Specific illocutions have to be linked to the message depending on the situation in which discourse takes place."

Psycholinguist Herbert Clark compares language in use with a business transaction, paddling together in a canoe, playing cards or performing music in an orchestra.

"A central notion in Clark's study is common ground. The joint activity is undertaken to accumulate the common ground of the participants. With common ground is meant the sum of the joint and mutual knowledge, beliefs and suppositions of the participants." (Jan Renkeme, 2004)

There are different types of discourse, also known as rhetorical modes, are types of speaking and writing.

There are five main types of discourse: 1. Narrative; 2. Description; 3. Persuasive; 4. Argumentative; 5. Expository.

1. Narrative

Narrative writing involves telling a story (narrating). Narration involves several features, such as:

- Point of view (first person or third person)
- Characters
- Setting
- Plot
- Conflict
- Resolution

2. Descriptive

Descriptive writing features descriptive words/phrases and sensory images.

An effective piece of descriptive writing should make the reader feel as if he or she is experiencing what is being described.

3. Persuasive

The purpose of Persuasive writing/speaking is to convince the readers/listeners to change their mode of thinking or to persuade them to take a specific action.

Persuasive techniques are often used in:

1. Advertisements
2. Argumentative writing
3. Political campaigns

Persuasion often appeals to emotion.

4. Argumentative

Argumentative writing/speaking is similar to Persuasive writing/speaking. However, the argument is put forward in a logical manner and is often supported by facts. Persuasive techniques are often used in Argument.

5. Expository

The purpose of Expository writing, or Exposition, is to deliver information about an issue, subject, method, or idea. Types of Expository Writing include:

1. Analogy
2. Analysis
3. Cause and Effect
4. Classification
5. Comparison and Contrast
6. Definition
7. Examples
8. Process Analysis

Very often, a speech/piece of writing will include a combination of discourse types. (Nordquist, Richard:2019)

1.2. Political Discourse

Nowadays the notion of discourse is widely used in a variety of academic fields including political science, linguistics, philosophy, psychology, cultural studies and many other. This notion is attributed to become a certain paradigm as well. Thus, there is a variety of approaches to define this notion depending on a certain academic field. We have as the aim to provide an overview of discourse as a notion and discuss its peculiar characteristics from the point of view of linguistics. (Skvortsova, 2017)

When giving the definition of discourse, N. D. Arutyunova provides three perspectives to discuss. The first one would be when discourse is regarded a coherent text together with a set of extralinguistic aspects including pragmatic, sociocultural, psychological ones and other. Discourse can also be viewed as a text within a specific context. The last would be when discourse is regarded as speech viewed as intended social action, a component of human interaction and cognition.

It is worthwhile mentioning that N. D. Arutyunova sees discourse as speech imbedded in context. (Arutyunova, 1999)

As E. S. Kubryakova points out, from the point of view of cognitive linguistics the distinction between the two notions (text and discourse) is quite natural since it correlates with the contrast between cognition and its outcome. (Kubryakova, 1997)

According to E. S. Kubryakova, discourse can be assumed as a cognitive process related to speech production while a text is the outcome of speech. Thus, researchers distinguish discourse and text according to a number of criteria, such as functionality and structure, dynamics and statics, process and outcome, topicality and virtuality. (Kubryakova, 1997)

In Russian linguistics, V. Z. Demyankov provided the most comprehensive definition of this notion. He claimed that discourse is 'an arbitral part of text consisting of more than one sentence or an independent part of sentence; which is usually wrapped around some basic concept, creates the overall context, describing people, objects, circumstances, time, actions and etc.' According to this definition, the initial structure of discourse is a sequence of simple propositions connected by conjunction, disjunction, etc. (Demyankov, 1982)

Thus, we can suggest that discourse is a wide notion including two unequal components, i.e. text and speech. At the same time, discourse is a cognitive process, and text is its outcome. On the whole, discourse is a complex communicative phenomenon within the context of extralinguistic aspects, which is not equal to text. (Skvortsova, 2017)

However, one of the discourse types should be clearly dominant. The value of political communication in modern society has increased dramatically, since in a democratic social order issues of power are openly discussed. And solutions to many political problems depend on how adequately these problems might be interpreted. In recent years, some problems of political discourse have been targets of discussion in journalistic and scientific literature. The category of discourse in general and political discourse in particular is currently the subject of different

scientific debates. Overall, basic concepts of political discourse, its characteristics, functions and features need to be covered.

A number of researchers have been studying political discourse over the last few years since this phenomenon is regarded as the type of discourse which affects society to a greater extent. (Skvortsova, 2017)

According to A. N. Baranov, political discourse includes all speech acts of political discussions and the rules of public politics, having specific conventions. (Baranov, 1990)

The importance of political discourse lies in the fact that well-maintained political communication provides for reaching agreement in the society. This implies that a politician should aspire making decisions from which the society would benefit greatly. The main aim of political discourse is to make the recipients believe in the necessity of politically correct actions or evaluations. So, it is not to describe but to persuade, so that the recipient would have some intentions, beliefs and need for certain actions. (Skvortsova, 2017)

For a fuller understanding of the specificity of political discourse, we use the strategies of discourse understanding by T. van Dijk and W. Kinch, since their model is "dynamic, process-oriented, operational (on-line), based on a strategic approach", because the interpretation of the text is characterized by a complex interaction of information arising from different levels. The lingual and posing aspects of communication, the cognitive characteristics of communicating the socio-cultural component of discourse, are in sight. (Van Dijк, 1998)

The characteristics of discourse are the activity, processivity associated with the actual production of language, and the text as a product of language production is a definite and fixed form. Discourse is regarded as a "coherent text formed in language". That is, discourse is a much broader concept than text.

If one of the characteristics of discourse is proceduralism, then political discourse is regarded as "a form of political action, part of a political process". (Van Dijк, 1998)

The ambiguity in the definitions of political discourse is that some scholars consider the main criterion for the allocation of political communication, and therefore one of the main functions of political discourse, the "struggle for power".

To speak of the strategic functions of political discourse, their typology varies from one researcher to another emphasize such functions as: 1) coercion - orders or laws that are underpinned by certain sanctions, 2) resistance, opposition, media protest (publishing), graffiti (among marginalized ethnic groups, posters, etc.), specific linguistic structures (petitions, petitions, slogans, etc.) that oppose coercive functions and are implemented as opposed to overbearing relations; 3) simulation - control over information by ... defocusing "unwanted places" by euphemising the source data; 4) legitimization (closely linked to the function of coercion, because it implements the argumentation of voters' wishes, common ideological principles, positive self-presentation, etc.) and delegitimization (representation of others - foreigners, "internal enemies", institutional opposition, informal opposition). (Kenzhekanova, 2015)

Having analyzed all the functions, we can assume that the main purpose of political discourse is to regulate political communication, behavior and other political processes in order to gain influence on the audience and retain or gain power.

The political discourse can be viewed in the context of both oral and written political speech. Oral political speech is divided into monologue and dialog. Unlike dialogical ones (body debates, socio-political talk shows, straight lines), in monologue genres, as a rule, are weakened, and often excluded, so monologic genres characterize strategies and tactics of linguistic behavior policy

One of the types of public monologue speech is political speech, characterized by such elements of the language situation as the numerical audience and the official situation.

Researchers, as a rule, understand by political speech "one of the most important socio-political eloquence, the classic genre of oratory art, moreover, the most ancient. The efficacy of political speeches makes politicians extremely

thoughtful about not only their content, but also the form - language, style, composition of oral or written political speech (text)". (Sheygal, 2004)

Depending on the venue of the speech, the audience to which the speech is addressed, the content of the speech, etc., political speeches are divided into parliamentary, presidential, ceremonial, election and party. The structure of political speech improves, and the types of political speeches concerning certain events are varied.

When it comes to discussing the effectiveness of political discourse, the researchers would analyse it in accordance with the main aim of political discourse. It is obvious that talking about the effectiveness of political discourse it is impossible to avoid one of the most important elements of political speech, i.e. persuasiveness. As Rathmayr put it, politicians in their speech operate with certain symbols, it is successful depending on the extent to which these symbols correlate with public consciousness. A politician should be capable of finding the best way to address his audience taking into consideration their opinions, beliefs and so on.

In accordance with E. V. Budaev and A. P. Chudinov, we suggest that there are several sources through which we can comprehend political discourse and language. The main source of political language that the audience touches upon is mass media, including newspapers, radio, television and the Internet. There is also a source of political institutional discourse comprising leaflets, parliamentary debates, public speech, published documents, etc. (Chudinov, 2000)

Political discourse is considered specific since it possesses a number of peculiar features or characteristics. In their speech, politicians use particular terms and notions, which means that their vocabulary is professional, at the same time common words and phrases when used in political context might possess a different meaning opposed to their usual one.

The structure of political discourse is also specific, as it is comprised of particular speech strategies typical of political discourse. The researchers also note that discourse possesses an outstanding spoken and written form, i.e. pauses and intonation. They say that politician's speech contains twice as many meaningful

pauses as other people's, and these pauses tend to be longer which makes it possible to compare this type of speech with theatrical performances. (Chudinov, 2000)

Discourse as a whole and political discourse in particular is subject to multidisciplinary research and there is a variety of approaches towards it. In this paper, we suggest that there are at least three perspectives worth discussing. First, political discourse can be viewed from the point of view of physiology as any other text, however, in this case an academic would also regard the context and ideologies. Another important approach to political discourse is that of sociopsychology, when researchers attempt estimating the effectiveness of discourse and the extent to which speakers reach their aims. And the last perspective is one concerning the analysis of personal rationales or intentions and/or the addressee's as well within certain context. The aforementioned suggests that studying political discourse is indeed interconnected with a number of fields of study and aims at analyzing forms, intentions and content of the discourse used in certain context. (Chudinov, 2000)

In addition, another peculiarity of political discourse is its oratory character including declamations, propaganda, triumphant style, ideologies, abstract notions, references to science and logic, criticisms, bumper-sticker rhetoric, and claims of undeniable truth. All these features make political speech sound **theatrical** and **aggressive**. The intention of politicians in this case would be to deny their opponents and impose their ideas and beliefs upon the audience. The researchers put together summarized criteria of political discourse, including description of actions or stating a fact, imbedded statements put forward in interrogative sentences; answers to particular questions, descriptions of issues existing in the society (these would also include a course of actions needed positive or negative one); novel ideas and beliefs; stating general truth or God's truth, inquiries and claims to the public authorities and calls for some actions or decision to be made.

The criteria mentioned above contribute to the effectiveness of political discourse which is to suit specific requirements. Speakers usually tend to suggest

that recipients have a particular set of beliefs and ideas, what they support and what they are opposed to. This knowledge makes speakers follow a certain pattern within their speech. This pattern begins with declaring the reason for the speech to be made, the motive, which usually sounds as *'I speak not because I want to but because it is right'*. The speaker also emphasises that he or she is a representative of a political party or group and the opinion voiced correlated with the ideas and beliefs of that party of group. Sometimes there would be clear support from that party or group as it would be given more attention from the public. Speakers avoid talking about personal motives and intentions, emphasising the importance of their speech for the society and them being responsible citizens, thinking about the common good. (Demyankov, 2002)

When it comes to interpreting political discourse as a whole, researchers point out that a study should not focus only on the language means since in that case the idea and genuine intention of political discourse would be left out. Understanding and interpreting political discourse imply that a study would mention background information, speaker's and recipient's expectations, imbedded motives, plots and logic. Researchers often note that the issue of understanding political discourse is one of its information value within a particular context. (Baranov, 1991)

Political discourse is closely interconnected with ideology, mental outlook, and philosophy of life and feelings of a recipient that is why political discourse is to be analysed in accordance with the abovementioned points. The rhetoric of political discourse correlates with overcoming of its negative features such as ideological pretentiousness and monopoly, aggressiveness, dictatorship, pragmatism, and propensity towards conflict. These features of political discourse impose the information instead of making it the subject of recipient's reflection, thus, leading to distinctly perception of text.

Political discourse reveals the way cultural values and social order are imposed in different societies. This type of discourse includes a variety of political discussions in the society, including ones with the politicians and officials and public rhetoric. As well, it should be said that discourse is so wide in general and

political disrourse in particular so need to list the main features of it.
(Kubryakova, 1997)

According to the main aim of the current section we would like to point out the main individual or specific features that are unique only to this concrete type of a discourse, for example, specific feature of poetic discourse are the substantiality and otherness (the special mechanism of reproduction, the most important phenomenological and genetic principle of poetry). However, specific characteristics of a political discourse are the following four features: 1) agonistic ability; 2) aggressiveness; 3) ideological character; 4) theatricality. (Kenzhekanova, 2015)

1) Agonistic ability, i.e. competitiveness

The basis of a political discourse is made by continuous dialogue duel between the party in power and opposition in which opponents attack at each other from time to time, hold the fort, reflect blows and take the offensive. Convergence of political discourse on this feature with sports discourse is shown in the reflection of all the basic elements of sports and gaming competition in the sphere of politics: the presence of the enemy, fight of rivals, ethics of fight, legal regulations (rules and regulations), the strategy and tactics of fight, victory, defeat, triumph of the winner, winning. The competitiveness of a political discourse with the greatest evidence is shown in such forms, as parliamentary debates and the pre-election companies.

2) Aggressiveness

One of the most important components of a political speech is aggression. In English explanatory dictionaries the word "aggression" is defined as "violent or hostile feelings, behavior or attitude" (Oxford, 2000). Thesaurus list of this word is one of the most numerous: antagonism, assault, attack, bellicosity, belligerence, combativeness, destructiveness, encroachment, hostility, impingement, incursion, injury, intrusion, invasion, jingoism, militancy, offense, onslaught, provocation, pugnacity, raid, etc. (Wordsworth, 1993).

Aggression in a political discourse is also connected with concept of hierarchy and domination. Hierarchy from Greek word "hieros" means sacred and "arche" stands for the power; the relations of subordination, the chain of commands, the chain of commands of the lowest to the highest, and domination from Latin word "dominantis" means dominating; aspiration to domination, prevalence and leadership. Aggression is considered as a basis of domination which in turn is a consequence of aggression and defines a hierarchical order of the human relations. The reason of hierarchy is the competition connected with struggle for power, a social status and recognition, strengthening territorial positions or positions in collective, etc. If to consider speech aggression in the framework of political communication, it should be noted that here the dominant aggression is directed at a concrete political figure that isn't presented in the situation of communication, i.e. the critic of the political opponent "for eyes" in dealing with the third party or mass audience in public speeches, interview or political discussions. (Kenzhekanova, 2015)

Verbal aggression is presented by specific speech acts. Highlighting speech acts of aggression, it should be noted that all of them are demonstration of political force and directed to downgrade the status of the addressee. Standard speech acts of aggression in a political discourse are allocated:

- expressive wills with semantics of exile (acts of will);

- categorical requirements and appeals;

- speech acts of a damnation (in slogan genres);

- speech acts of threat (Sheygal, 2004).

3) Ideological character

The ideological character represents the system of social representations, group knowledge, beliefs and opinions based on group values, norms and interests. This feature brings the political discourse with the military. War, as we know, is continuation of policy by other means. The scope of their interaction is such genres as military doctrine, military and political agreement, an ultimatum, peace

negotiations, i.e. genres, providing the ideology and course of the war from the perspective of the warring parties. (Kenzhekanova, 2015)

4) Theatricality

The category of theatricality pulls together a political discourse with advertizing and scenic discourses. Theatricality of a political discourse is connected with the fact that one of the parties of communication - the people - carries out not a role of the direct addressee, but the observer addressee who perceives the current political events as the certain performance played for them with a fascinating plot and the unpredictable end. Politicians, communicating with each other and with journalists, constantly remember about "a spectator audience" and intentionally or unintentionally act or "work for public", trying to make impression and "to break an applause". (Kenzhekanova, 2015)

Political "theatre" is based on images of politicians. If a plot-role component of political discourse is referred mainly in the figurative sense, its "director's" component appears directly in a number of political events in which element of performance (there are a script and prewritten texts, distribution of roles, rehearsals) is essential. (Karasik, 2000)

First of all, the genre of political advertizing is absolutely dramatized. The political type of advertizing is directed on formation of certain "image" of the public figure or organization and motivation to a certain line of conduct in relation to them. Both are used in political advertising and implemented in the genres of political propaganda (posters, presentations, public speeches, debates) and agitation (appeals, leaflets, banners, speeches at meetings).

Secondly, these ritual events have the character of a mass spectacle, for example, the inauguration or actions devoted to national holidays. (Kenzhekanova, 2015)

Besides ritual events which occur regardless of mass media and only lit in mass media, there are so-called pseudo-events which include specially planned events for the purpose of their immediate display or transmission of information about them. Interview, a press conference, television conversation, television discussion,

television debates and so forth belong to the category of pseudo-events. All these discursive versions are communicative events which dramatic art is substantially set by mass media, although their substantial part is mainly spontaneous.

Thus, the field approach to the analysis of a political discourse allows to reveal not only all specific features of this type of discourse, but also spheres of its contact with other types of discourse to some extent. Due to its goal the field system of the discursive features can help to identify features which are in and out of a zone of crossing of different types of discourse and also to confirm closer interdependence of types of a discourse within each class allocated according to the status characteristics. (Kenzhekanova, 2015)

To sum up, political discourse is a complex speech mechanism, expressed in a variety of genres, each of which has its own language form, content, style, certain strategic-manipulative and communicative-pragmatic goals, its semantic-organizational independence from one another and a tendency to change in relation to time, place, certain socio-cultural space. Political discourse is replenished with new genres, which contributes to its enrichment, growing audience interest in politics and the development of personalities of political leaders.

1.3. The concept of political personality.

"Political personality" may be defined as the enduring, organized, dynamic response sets habitually aroused by political stimuli. It embraces:
a) motivation, often analyzed as a combination of needs and values (the push-pull theory);
b) cognitions, perceptions, and habitual modes of learning;
c) behavioral tendencies, that is, the acting out of needs and other aspects of manifest behavior. (Lane, 2019)

Each of these has obvious political implications:
a) people who are motivated by needs for power may employ political leverage to satisfy these needs rather than a pursuit of some explicit policy goal;

b) cognitively, people who handle information in the defense of their partisanship, rather than as an instrument of broader learning, become dogmatic and obstruct social adaptation to new situations;

c) behaviorally, political life is vitally affected by the tendencies of leaders to act out (externalize) their psychic conflicts, projecting them onto other people and situations or, alternatively, to withdraw into inaction when threatened or, again, to make public demands to assuage their sense of worthlessness. Most simply stated, then, the habitual patterns of feeling, learning and knowing, and behaving in political situations constitute political personality. (Lane, 2019)

The definition above states that the elements of political personality are "enduring"; this means that they are in some sense central to the personality, not merely the response to somewhat ephemeral situations or the product of a certain occupation or, more generally, a role that a person occupies for the time being. This means that in speaking of political personality, we are dealing with patterns of thought, emotion, and acting out that may be seen in operation in many different situations over a relatively long period of time, perhaps youth, young adulthood, and maturity. Again, this implies that these patterns are laid down relatively early, though their expression and style may reveal differences over time; indeed, there may be fundamental changes in personality at a relatively mature age. (Davies, 1963)

The definition of political personality includes the attribute "organized," implying some interrelationship among the constituent elements such that a change in one, say, a growing need for social approval, would modify other elements, perhaps leading to a decreased willingness to defy authority. Inquiry into this organization implies something like the following paradigm of questions: What patterns of needs, expressed through what need-coping mechanisms (repression, sublimation, ego-striving, etc.), modified by what perceptions of reality and habits of learning, screened through what ideological constellations, produce what behavioral tendencies. The organization of a political personality, then, implies a patterned relationship and interaction among these elements. And, among these

elements, the manner of dealing with conflicting needs or motives is probably the most important, followed by the pattern of response to and internalization of authority. (Dicks, 1950)

There was a third adjective in the definition: "dynamic." Here, this overworked term refers to a capacity to produce change in something else. Operationally this means that if two ideas or emotions are brought into some kind of relationship, the more dynamic element changes the less dynamic element. For instance, the attitude toward authority is generally considered more potent than feelings toward particular leaders. Therefore, when a worshipful attitude toward authority is forced to confront a dislike of a particular political leader, more change will be effected in the attitude toward the leader than in the posture toward authority in general ("he isn't so bad, after all… I must have misjudged him… at least he looks like a president, etc."). We reserve for the term "political personality" those elements of a person's total psychic pattern which tend to shape attitudes, beliefs, and actions on new issues as they arise. Just as some authorities talk of "reference groups" and "reference persons," so we might here refer to political personality as a constellation of "reference ideas" and "reference emotions"—ideas and emotions to which new problems are referred for guidance and instruction. But, of course, this reference is usually quite unconscious. (Dollard, 1950)

The concept of political personality borders on other concepts from which it must be distinguished. There is, in the first place, the concept of "attitude," which has been classically defined as a kind of "mental and neural response set." We would distinguish political personality from a single attitude on the obvious ground that the latter is too narrow, on the ground that such a complex lacks the organization and dynamic potential of a political personality. Personality, as has so often been remarked, is not a bundle of traits. Thus we conceive of a personality as shaping attitudes and not vice versa. (Lane, 1964)

In the second place, there is the concept of "role", usually defined as a pattern of expected behavior associated with a given position in society. In practice it is not easy to distinguish role-determined behavior from personality-determined behavior

when a person is acting out his concept of appropriate role behavior or, worse, when he has accepted the values and beliefs associated with a given role and performs accordingly. Sometimes the only way to distinguish between personality and role is to observe the person in a set of different roles, say, father and bureaucrat. Conceptually, political personality has an earlier genesis, has a different organizational principle, transcends the situation or social position, is more internally motivated or autonomous of the environment, responds to different crises and conflicts, and is more idiosyncratic or individualized than is any (political) role behavior. (Lane, 1964)

Finally, there is the distinction between personality and culture, a difficult one because personality must be learned somehow from available cultural elements. It is for this reason that personality is sometimes said to be the subjective side of culture.

When we are dealing with individuals, the distinction is relatively easy, because no two individuals bring together an identical genetic pattern and an identical sequence of experiences; hence, each is in some way unique. When we deal with "modal personality" or "social character", that is, the features of personality which are commonly shared in a group, we have greater trouble distinguishing between these shared personality elements and the dominant themes of a culture. Obviously the carriers of the culture are people; they exemplify it, as well as conveying its themes to others through their norm-setting and norm-enforcing behavior. Perhaps the best way to distinguish between these concepts of modal political personality and political culture is through the different questions each concept poses, the different theoretical structures employed to answer these questions, and the differential focuses upon people and ideas in each instance. Questions dealing with modal political personality elicit answers employing psychological theories of individual development, learning, imitation, conflict resolution, and the like. They are designed to tell us about people, in this case individuals who happen to be in groups. Questions dealing with political culture employ theories of social change, cultural diffusion, group adaptation to ecological factors, functional requirements

of a given social structure, the reinforcement of social patterns, social (rather than individual) pattern maintenance, and so forth. Both concepts contribute to an understanding of political phenomena: modal political personality, through its contribution to an understanding of group psychology; political culture, through its contribution to an understanding of the prevailing myths, beliefs, and adaptive responses of the underlying society. (Krasnyh, 1999)

Nowadays, increasingly fierce competition, concern for political image and the desire to exercise the desired pragmatic influence on the addressees of speech using various techniques and techniques in creating speeches is becoming more necessary and effective among political leaders who constantly make speeches, read reports, give interviews, give interviews reach their audience through media channels. (Hlevova, 1999)

Writing text that is being prepared for public reading or proclamation is called speechwriting. (Thir, 2014)

The concept of "speechwriting" isdefined as:

1. Specific PR technology, offered in the form of preparation and writing of the PR text for oral execution, as well as consulting of any person in the organization of public speaking for the head (official) of the basic object of the PR;

2. A kind of professional PR activity, which consists in drafting the text of oral public speaking;

3. Academic discipline, section of business rhetoric.

Speechwriting can thus be seen as a complex of PR technologies used to effectively write speeches to organize a successful performance.

Speaking skills are mastered independently of each political personality, since the most important point in the work is the direct acquaintance with the speaker, a detailed and in-depth study of his personal qualities. The profession of speechwriter requires a significant amount of resources and skills. In the US, the political speaker is well known to the person being discussed - influencing not only the formation of the president's speech style but also the state's ideology
(Thir, 2014)

The quality of the speaker's work largely determines the effectiveness of the policymaker's activities. As the politician is the author of the forthcoming speech, the speechwriters help him express the idea in words that would be elicited by the audience. That is why the cooperation of the speechwriter with the political leader is also achieved with the highest efficiency. A very important point is the need for humor.

Speechwriting is thus crucial to the success of political leaders, as it is a unique means of creating a verbal tool for influencing the recipient's consciousness in order to achieve the goals, and thus one can predict the rapid development of this direction in the future, the desire for its research and study.

As we have been revealing the concept of political personality and its perception in the world, it should be said about the main types of political personality in practice. (Thir, 2014)

Political psychology has identified six basic personality types that are typically found in the world of public affairs. There are certainly other personality types in any human population, but they lack the psychological traits necessary to produce both interest and success in politics.

No politician is a perfect distillation of any of these types, including the examples mentioned here. Most of people have a preponderance of qualities pointing to a primary type and some qualities of a secondary type. The two often counter-balance each other in successful leaders. Of course, we'll leave it to you to figure out which two best describe your own political personality. (Rosen, 2013)

The Narcissist.

Most politicians have at least some narcissism. After all, you have to have a rather inflated image of yourself to believe you deserve power over the lives of others. But the signs of a narcissistic personality are attention-seeking, grandiosity that verges on exhibitionism, and a tendency to scapegoat when things go wrong. Narcissists are extremely convincing liars, and they are the ultimate users – demanding loyalty from others they seldom give in return. They don't always

make the best decisions, but these highly charismatic personalities generally make the best leaders. Examples: Bill Clinton, Newt Gingrich, Ronald Reagan.

The Obsessive Compulsive.

These hard-working, conscientious, and ethical personalities are driven by a need for accuracy. Their biographies and professional capabilities usually outshine their personalities. Indeed, their deliberative decision making and love of complexity makes them extraordinarily good at policymaking, but terrible at leading – particularly in a crisis when quick decisions have to be made with limited and often ambiguous information. In addition, obsessive-compulsives typically go to extraordinary lengths to avoid rocking the boat with their actions. Examples: Hillary Clinton, Barack Obama, George H.W. Bush.

The Machiavellian.

Machiavellian personalities are master manipulators. They walk into a room and immediately begin sizing people up to identify their interests and exploit their personality weaknesses for personal and political gain. Machiavellians focus on the game more than the outcomes. These cool and calculating types are not generally burdened by the ethical qualms that keep others up at night. Winning is everything; the rest is negotiable. Examples: Karl Rove, Rahm Emanuel, Nancy Pelosi.

The Authoritarian.

Not to be confused with authoritarian social systems or authoritarian beliefs, the authoritarian personality is quintessentially hierarchical. Authoritarians are sycophantic toward superiors, competitive toward peers, and domineering toward subordinates. They value toughness, believe might makes right, and have contempt for mercy. They also tend to be conservative, sexually prudish, rule-oriented and prejudiced – projecting their own flaws and insecurities onto low-status groups. Examples: Bill O'Reilly, Dick Cheney, John McCain.

The Paranoid.

Secretive and suspicious, paranoid personalities perceive hidden meanings in ordinary things and reject evidence which would disconfirm their conspiratorial intuitions. They harbor doubts about the loyalty of even close confidants, and hold

grudges sometimes for decades. Their paranoid fantasies serve an important psychological function: ego inflation. After all, if the world is out to get you, you must be a very important person. The paranoid personality is actually compensation for deep feelings of inferiority, often mixed with anger and resentment. Examples: Richard Nixon, Joseph McCarthy.

The Totalitarian.

Totalitarian personalities are extremely rare in electoral politics because they demand absolute obedience from underlings, believe in their own infallibility, and wield power through a combination of awe, terror, and the gullibility of their supporters. The hallmarks of a totalitarian are a cult of personality, the rejection of facts that contradict goals and fanaticism. Examples: Adolf Hitler, Kim Jong-il. (Rosen, 2013)

Thus, political leadership is the ability of a person (group of people) in the context of collective political activity to unite and direct the actions of a group that accepts and supports its actions.

Conclusions to Chapter One

In linguistics, discourse refers to a unit of language longer than a single sentence. More broadly, discourse is the use of spoken or written language in a social context.

Discourse is more than a message between sender and receiver. In fact sender and receiver are metaphors that obfuscate what is really going on in communication. Specific illocutions have to be linked to the message depending on the situation in which discourse takes place.

There are different types of discourse and every type is peculiar by itself. Also, we can see that there are a lot of politics who are involved and are representatives of some type of political discourse. Moreover, a speech/piece of writing will include a combination of discourse types. However, one of the discourse types should be clearly dominant.

The category of discourse in general and political discourse in particular is currently the subject of different scientific debates. Overall, basic concepts of political discourse, its characteristics, functions and features need to be covered. We were trying to introduce and cover all the material according the basic discourse and political discourse in particular.

The main aim of political discourse is to make the recipients believe in the necessity of politically correct actions or evaluations. So, it is not to describe but to persuade, so that the recipient would have some intentions, beliefs and need for certain actions. Political discourse is considered specific since it possesses a number of peculiar features or characteristics. Discourse as a whole and political discourse in particular is subject to multidisciplinary research and there is a variety of approaches towards it. In this paper, we suggest that there are at least three perspectives worth discussing. Due to the material listed above and according to the opinions of the scientists we can say that the field approach to the analysis of a political discourse allows to reveal not only all specific features of this type of discourse, but also spheres of its contact with other types of discourse to some

extent. Having analyzed all the above functions, we can assume that the main purpose of political discourse is to regulate political communication, behavior and other political processes in order to gain influence on the audience and retain or gain power.

As we have been revealing the concept of political personality and its perception in the world, it should be said about the main types of political personality in practice. Political psychology has identified six basic personality types that are typically found in the world of public affairs. There are certainly other personality types in any human population, but they lack the psychological traits necessary to produce both interest and success in politics.

Modern linguistic studies of verbal means of creating the image of the president characterized by a general tendency to go beyond sentences, to look at political speeches as a social phenomenon that has been embodied in the theory of political discourse.

Speechwriting can thus be seen as a complex of PR technologies used to effectively write speeches to organize a successful performance. Speaking skills are mastered independently of each political personality, since the most important point in the work is the direct acquaintance with the speaker, a detailed and in-depth study of his personal qualities. The profession of speechwriter requires a significant amount of resources and skills. In the US, the political speaker is well known to the person being discussed - influencing not only the formation of the president's speech style but also the state's ideology.

Thus, political leadership is the ability of a person (group of people) in the context of collective political activity to unite and direct the actions of a group that accepts and supports its actions.

CHAPTER TWO
LINGUISTIC STRATEGIES OF POLITICAL SPEECHES

2. 1 Lexical and stylistic means

The basis of any style is the common vocabulary, as it is presented in all types of literary, written and oral material, because it is this vocabulary that creates the basis on which understanding is possible. Common vocabulary creates the background against which the various elements of the vocabulary of the language interact.

One of the main functions of political discourse is the direct impact on the mind of the listener, as political speeches are intended to illuminate certain events and convince people of their importance. A necessary means of achieving persuasion is the use of stylistic aids and tropes in political speech texts. (Baranov, 2001)

Stylistic figure (Latin stilus - writing pen and figura - image, appearance) - unusual syntactic turns that violate language norms, are used for the purpose of speech.

Inversion is a direct word order violation. *The night dark of the people of all the weary hid beneath the black broad wings*

Syntactic concurrency is a stylistic figure based on the same syntactic construction of two or more adjacent linguistic units.

Gradation is the construction of a text when words are arranged according to the principle of gradual enhancement (or, less frequently, attenuation) of the mark they indicate. *Julius Caesar: "I came, I saw, I won."*

Anaphora is a stylistic figure formed by the repetition of words or phrases at the beginning of adjacent linguistic units. For example: *To you alone, the kingly dreamer, To you alone my songs are ringing, To you alone in my temple, prayers and lights are burning.*

The epiphora is a stylistic figure, opposite to the anaphor, formed by the repetition of individual words or phrases at the end of adjacent linguistic units. For

example: *We will be eternally in labor to grow, From the heart of the earth will raise layers, Black gold ancient layers.*

Ellipse is an incomplete sentence *("Notebook - on the table!").*

A rhetorical question is a question that is posed not for the purpose of obtaining an answer, but for the purpose of aphoristic generalization of a known or obvious thought. *To be or not to be?*

Tropes are words that are used in an indirect, figurative sense and cause certain associations in the reader.

Tropes are: 1) simple (epithet, comparison); 2) complex (metaphor, metonymy, allegory, hyperbole, etc.). (Bacevich, 2004)

The epithet is an artistic definition, an adjective used in the figurative sense for the most accurate characteristic of the phenomenon. There are folklore epithets borrowed from folk songs. Their artistic value is not in originality, but in proximity to the popular consciousness ("golden sun", "white lichchenko").

Comparison - an explanation of one phenomenon through a similar one by means of connecting connectors as if, as in the piano, cold keys, white and white, as if winter, folkloric comparisons - "girl like viburnum", "guy like maple" .

Metonymy - name transfer by contiguity: diamonds and gold on hands (instead of: jewelry made of diamonds and gold).

Synecdoche (from gr. Synekdoche - compassion) - transfer of the name of the part to the whole (the name of the object by its characteristic detail). It is, in fact, a kind of metonymy: *working hands*. One is used instead of the plural: *fish in the pond, beets in the field.*

Allegory is the reproduction in images of animals, objects, phenomena of nature, etc., human characters, relations between people. A typical example of an allegory is a fable.

Hyperbole is an artistic exaggeration. It is often used in folk tales to emphasize the power of heroes.

Opposite to hyperbole is summer, or artistic diminution, when the size of the object in comparison with the present is reduced to incredible sizes: a little boy; ate

a loaf of bread; to a nearby village: Throw a double stick. A quiet, humble man is said to be quieter than water, lower than grass.

Irony is a subtle mockery when words are used in the opposite sense.

Metaphor - transfer of name from one object, phenomenon to another object, phenomenon in their likeness: *bronze tan, spider web of roads, sea of joy, hatred, silk grass.* (Linguistic Dictionary, 1990)

Sometimes in metaphor signs, signs of living creatures, most often people, are transferred to inanimate objects.

We have divided the metaphors used by Hillary Clinton, the Democratic presidential candidate in his speech, into six groups:

- Metaphors of the size *"Not just the people who look one way, worship one way, or even think one way."*
- The metaphors of the difficulties of *"to work someone's hearts out,"* *"Families who for generations kept our lights on and our facts running."*
- Metaphors of power and superiority *"seemingly going to hold you accountable."*
- Distance metaphors *"the forces trying to drive us"*
- Action metaphors *"We are getting to keep going. Keep working. Keep breaking down those barriers and imagine what we can build together".*
- Metaphors of time *"a decades-long".*
- Metaphor calls *"America prospers when we all prosper. America is strong when it seems all strong".*

It can be concluded that metaphors play an important role in political speech, as they are a means of influencing the listener, as they anticipate and reinforce the closeness of the relationship, the formality or animosity between the speaker and the listener. (Lakoff, 1990)

One of the most important functions of political discourse is its influence on the addressee in order to change his political views, beliefs and to encourage actions that are beneficial to the addressee. In their speeches and speeches, politicians use

many syntactic, stylistic, lexical and intonational means of influencing the psyche of the recipient. (Kryvyi, 2001)

At the syntactic level, the use of a large number of interrogative sentences, including rhetorical questions, by which politicians, especially women, express their emotions and activate the attention of the audience:

"I believe what we need in America today is more love and kindness." Because you know what? It works. Instead of building walls, going to break down barriers and building ladders of opportunity".

With regard to the predominance of temporal patterns in political discourse, English-speaking politicians prefer perfect and all-consuming times. Perfect time shows that a particular event in the political life of society has not gone down in history, and long time forms indicate a process of action, for example, to convince the addressee that politicians are actively engaged in solving a particular problem (Fedatov, 2003):

"We are going to work for every vote and we will need all of you to keep volunteering, contributing, doing everything you can - talking to your friends and neighbors."

"We now have an insecure 90 percent of Americans thanks to President Obama and now have got to finish the job and get to 100 percent."

"It's the story of a community that's been knocked down but refused to be knocked out."

British and American politicians often use modal verbs *can, must, should, have to* in their speeches and interviews. With these words, their expressions become modal. Using modal verbs, the politician tries to persuade the audience that they need to do some actions for the common good of the country:

"We have to make America whole. We have to fill in what has been hollowed out."

"You know whether we like it or not, all in this together, my friends, and we all have to do our part."

"Every kid in America should have a great school and a great teacher no matter what zip code they live in."

"Together we can break down barriers for women and finally guarantee equal pay for equal work."

"We have to defend all our rights."

Another means of influencing the addressee in English-language political discourse is to use the plural first-person pronouns, which helps the politician gain audience affection and the addressee to perceive the politician's thoughts as their own. In addition, through this technique, politicians engage the addressee on their side, emphasize their unity with the people, and divide people into "theirs" (the politician and his supporters) and "strangers" (the enemy and his team): (Fedatov, 2003)

"We can break down barriers for hard-working immigrants everywhere who are too often exploited and intimidated."

"Because this country belongs to all of us, not just those at the top."

"America prospers when we all prosper. America is strong when it seems all strong."

"We have to make America whole."

"We have to make strong broken places, re-stitch the bonds of trust and respect across our country."

In order to influence the recipient's mind, politicians often repeat some words and phrases that have the most valuable meaning and are therefore important in the speech. At the same time, repetition in political discourse is one of the most effective means of influencing the psyche of the recipient. Owing to frequent use, certain words and phrases are etched in the addressee's memory and become personally meaningful to him:

"To break down barriers so we can all rise together. - Keep breaking down those barriers and imagine what we can build together."

"We saved the auto industry thanks to President Obama. - We now have 90 percent of Americans thanks to President Obama."

"But it seems to come too far in this country to let us turn back. - We have too far to stop now."

In English political discourse, conditional sentences are widely used to describe situations that may occur in the future. These situations usually relate to the political life of the country and are related to the activities of the politician who wants to present an action plan to the audience. In this way the politician proves to the addressee his competence and readiness for active actions. That is why conditional sentences are most often observed in pre-election speeches:

"You know yesterday I was at the Old South Meeting House in Boston where two and a half centuries ago the American Patriots organized the original Tea Party."

"If you do the right thing, if you invest in your workers, and in America's future then we stand with you."

Concerning the lexical-semantic level of English-speaking political discourse, its basis is the common literary vocabulary. Depending on the topic, political speeches and interviews with politicians contain terms related to economics, medicine, international relations, military affairs:

"Even young men and women serving our country in the military, or corporations that shift their headquarters overseas to avoid paying their fair share of taxes like Johnson Controls, an auto parts company from Wisconsin that all of us, we taxpayers, helped to bail out with the auto rescue back in 2008."

"We have to defend all our rights - workers' rights, and women's rights, civil rights and voting rights, LGBT rights and rights for people with disabilities."

In addition to common literary vocabulary, politicians sometimes use spoken vocabulary to help bring the speaker closer to the recipient and help establish a trusting, sociable relationship between participants in the communication:

"You know all across our country today they, the Democrats, voted to break down the barriers so we can all rise together."

"Like many of you I find strength and purpose in values I learned from my family and my faith."

In English-language political discourse, comparisons can also be expressed by means of comparative degrees:

"Now the clear tonight that the stakes in this election have never been higher. And the rhetoric hearing on the other side has never been lower."

"But unfortunately, too many of those with the most wealth and the most power in this country today seem to have forgotten that basic truth about America."

English-speaking politicians often use comparisons in their speeches and interviews, making it easier to understand certain political events or the political picture of the world as a whole:

"Because this country belongs to all of us, not just those at the top. - Not just people who look one way, worship one way, or even think one way."

"We have to make strong broken places, re-stitch the bonds of trust and respect across our country. - but saying going to keep saying it, "I believe what we need in America today is more love and kindness."

2. 2 Extralinguistic means in political speeches

Problems of comprehension of the interlocutor and recognition of the hidden meanings, lies, etc. always have been important in the interaction process. Non-verbal communication (in Latin verbum - verb, word and communicatio) includes in society all forms of information transmission without the help of language.
It is the communication and exchange of information through "body language". Non-verbal means of communication manifested in clothing, hair, facial expressions, human poses. This kind of information allows you to understand your mood, experiences, expectations, feelings, intentions, as well as moral and personal qualities of people. (Ryzhkova, 2018)

Politician's words carry information that influences citizens' lives. But during the verbal communication (language signs) is also non-verbal, which reinforces the meaning of words. However, non-verbal manifestations can become the source of the opposite, relatively verbal, source of information. Thus, non-verbal

communication is one of the main sources of information and forms the final one opinion on its authenticity. (Kosiyk, 2018)

55-65% of human communication is known to be non-verbal. Only a small number of people a policy that would present information verbally without a non-verbal component would support. Almost all non-verbal information forms the image of the politician who mediates between him and citizens. (Sheigal, 2000)

Non-verbal communication is known to have several systems: opto-kinetic gestures, facial expressions, pantomime, body movements; paralinguistic - vocalization, range and tone of voice; extralinguistic - tempo, pause, crying, laughing, coughing, etc .; proxemics is a system of organizing space and time; eye contact - visual communication. Non-verbal signals can be congenital or acquired: genetically transmitted or nurtured in an appropriate cultural environment. (Gritsenko, 2007)

In political activity, non-verbal information is shown by the policy on the side that benefits him different levels, emphasizes and enhances the image. Undoubtedly, there are many non-verbal signals understandable to all nations, but each country has its own special points. For example, the image of Ukrainian leader and American is perceived differently in the mass consciousness of citizens. PR agents use different methods to create a positive image of the politician. If in American culture the construction of the image is aimed at showing that the head of state is "simple guy "as citizens, then in Russian culture the president should be better than citizens, worthy take a serious place and guide the people. The Russian president must be solid and reasonable. Such criteria have been established in society and are aimed at building a non-verbal communication policy. and image. Politics is the art of managing the masses, and it does not rule out lies. Lies in politics is a specific kind because it aims not only at times to mislead but also to facilitate to those who use it, manipulate other people. (Kunitsyna, 2015)

Consider, for example, US politicians, namely the 2016 presidential candidates. Donald Trump and Hillary Clinton joined the political arena. Let's analyze their behavior during political debate. Hillary Clinton had 85 image advisers, but on

many issues the help only lowered its rating compared to its opponent. The most unsuccessful move was constant going on stage in front of an audience with eyes wide open and mouth. From the reception *"how glad I am to see you"* it turned into *"what a surprise all of you see."* She always strained her shoulders and crossed her fingers hands. This removes the audience and shows the politician's uncertainty in himself and his words. Her body language is always contradicted her words. Even in verbal expressions, she often referred to her opponent than she did promoted her point of view. (Uspenskaya, 2007)

Donald Trump initially chose the tactics of mass publicity. He did not think his words as much just attracted the attention of the audience, the opponents in the political arena, and especially the media, which turn, promoted his candidacy. At the final confrontation with H. Clinton, he had already considered his own words, but most importantly, he believed in them. His body language did not contradict his beliefs and speeches. Even in the competitors' claims to his words, he used the tactics of making the fact a joke. As a result, the audience laughs, and no one takes the previous words seriously, and the disadvantage is easily closes with Trump's next position. In between, he has a whole supply of non-verbal means communication with the audience. First, it's the voice. He is not afraid to raise it to talk rival, or emphasize a particular saying. It doesn't matter that it can be a lie. What matters is that he believes in his words and shows it with his whole body. His most famous gesture is OK. It amounts to ring pointing and thumbs up. It shows accuracy and control. Trump often opens his palms, demonstrating their openness to the audience. These can be horizontal and vertical palms, the latter indicate that he and the audience are in the same boat. (Efteni, 2015)

Having a culture of communication is a prerequisite for success in any area of our lives: education, science, work, politics, business, international relations. Quite often, when speaking about the culture of speech, people refer only to the communicative component, that is, they pay attention to the observance of linguistic norms, the logic and expediency of the formulation of thought, lexical wealth. Equally important in communication, professional growth, formation of the

image of a specialist are non-verbal means of communication. It is precisely the movements, gestures, facial expressions that we show at the first meeting that can negatively or positively affect the empathy that arises first of all, as we have been able to say in a few phrases. It is difficult to imagine an interlocutor who, having stood out, would hold his hands in one position and, communicating, would not show any facial changes in his face. It is unlikely that anyone will have an interesting dialogue with such a person. Excessive gesturing, too brisk facial expressions, or constant movements would not facilitate effective communication.

You can carefully prepare the text of any speech, find good examples, give convincing arguments. But if the sounding of the processed material is monotonous, ie the speaker does not use the possibility of voice intonations, pauses, gestures, will not accompany the speech by appropriate mimic changes, the public reaction can be predicted. (Amelin, 1992)

The ability to persuade, represent the interests of a team or organization, defend projects, submit new information is an important part of the success of a specialist in any field or field of our modern life. Knowledge of non-verbal means of communication allows not only to better understand the interlocutor, but also to anticipate his reaction to what he heard, sometimes to unravel his intentions.

Non-verbal communication is considered as a set of non-verbal (visual) and paraverbal (vocal // sound) means of communication. The non-verbal system is postures, gestures, facial expressions, visual contact, spatial arrangement of speakers during communication. Do not forget about communication aids: clothing, hairstyle, cosmetics, accessories, gifts, flowers. The main elements of paraverbal communication are intonation, speed, pauses, volume and rhythm of speech; height, strength and timbre of voice.

Non-verbal communication is divided into *kinetic, tacit*, and *proxemic*. Kinetic – related to body language, which manifests itself in facial expressions, postures, gestures, glances, moves, movements. All the movements of our bodies are silent, but often very talkative communication, which replaces language communication more than once in everyday life. *Tacit* communication means various touches in

the form of handshake, spanking, kiss. *Proxemic* means refer to the spatial organization of communication, where the location of the partners and the distance between them are important. (Gritsenko, 2007)

Paraverbal communication includes *prosodic* and *extralinguistic* means that help to convey the emotional state of the speakers, enhance or weaken the verbal influence on the interlocutors and listeners. *Prosodic* refers to the rhythmic-intonational characteristics of speech - height, power, timbre, accentuation, intonation, melody. *Extralinguistics* are pauses in speech and various psychophysiological states of a person, manifested in tears, coughs, laughter, breaths. The pauses can be different in nature: purely physiological (the speaker needs to breathe); random (difficult to pronounce or pick the right word); expressive (to draw attention, to emphasize on any thought); hezitative (for reflection). Pauses are necessary, but they should not be abused because it will reduce the interest in the speech and tire the audience.

Pronounced words are never neutral. Sometimes the way we speak information is more important than the content of the message. In general, it is intonational to say the main thing in a sentence, you can provide information of a certain hue, then the seemingly neutral content of the message may sound like questions, suggestions, sarcasm, humor, etc. (Kunitsyna, 2015)

Let's not forget that non-verbal behavior is of national-cultural character, and also depends on the sphere of communication, status and social roles of the interlocutors, peculiarities of the profession, health status and age of the person, the level of culture. Often, an important role is played by the voice skills of the speakers.

Often, professional responsibilities are associated with business trips (internships, exchanges of experience, participation in exhibitions, conferences or forums, partnerships, diplomatic missions).

Non-verbal communication is a major component of effective transmission and reception political information. In the process of its perception, we can notice the pressure, the influence, the lie, the hidden meanings, policy reactions and the like.

For effective influence, a politician must use non-verbal communication that makes it human and confident in the use of reinforcing emotions words.

Nowadays, the research of this issue is relevant because during the elections the citizens want to feel it personal traits of the politician, "feel" his sincerity. The above information will provide the opportunity to formulate characteristics of politicians, to predict their actions and strategies through the lens of non-verbal ones signs. (Kosiyk, 2018)

2. 3 The concept of speech act

A speech act (SA) is a purposeful speech act carried out in accordance with the principles and rules of speech behavior adopted in this society; the minimum unit of normative socio-broadcasting behavior considered within a pragmatic situation. Since a speech act is a type of action, its analysis uses essentially the same categories that are required to characterize and evaluate any action: subject, goal, method, tool, tool, result, condition, success, etc. n. Depending on the circumstances or conditions in which the speech act is performed, he may either achieve the goal and thus be successful or fail to achieve it. In order to be successful, a speech act must at least be relevant, otherwise it is accompanied by a communicative failure.

SA's main features are intentionality, purposefulness and conventionality.

SA is always correlated with the speaker's personality and is a component of the communicative act, along with the act of the additive (ie communicative action of the listener) and communicative situation.

The discovery of linguistic acts overturned the classical positivist picture of the relation between language and reality, according to which language was ordered to describe reality, to state the state of affairs through such proposals. (Stylistical figures and tropes, 2016)

The structure of a speech act includes location, illocution and perlocation.

Locution (locative act) is the construction of a phonetic and grammatically correct expression of a language with a certain meaning and reference. In other words, it is an act of "speaking", pronunciation.

Illlocation (il is a prefix that has a reinforcing meaning and locution is a linguistic reversal) (illocutionary act) is an embodiment of a statement generated in the course of a speech act, a certain communicative intention, a communicative purpose that gives expression to a specific orientation.

Perlocution (Latin per prefix with amplifying meaning, and English locution) (perlocutionary act) are the effects of the effect of an illocutionary act on a particular addressee or audience.

Thus, the main innovation of the above three-level scheme of analysis of linguistic action, proposed by English philosopher and logician J. Austin, is the concept of illocutionary act and the corresponding semantic notion of illocutionary function (force), since they reflect such aspects of the act of speech, and the content of speech have been adequately described neither in traditional linguistics nor in classical rhetoric. Naturally, it is precisely this aspect of the language act that focuses on the theory of language acts. (Denysyuk, 2015)

Classification of speech acts

One of the common SA classifications is the J. Searle classification, created in the 1960s.

In his article "Classification of Illocutionary Acts", he identified the most important linguistically significant parameters by which illocutionary acts, and therefore SA, are distinguished. J. Searle distinguishes five types of SA: (Speech Acts Classifications, 2018)

1. Representatives, or assertives. They oblige the speaker to be responsible for the truth of the statement.

The first type of speech act is representative. In representative speech act, the speaker's intention is to assert the speaker's belief. One example is "I'm a good guy", the intention of this utterance is to show that the speaker is to make believe the hearer that the speaker is a good guy.

2. Directives. Forcing the recipient to do something.

Other type of speech act is directives. This type of speech act aims to make someone else to do something that the speaker desires. For instance, "could you lend me a pen?" this utterance shows that the speaker requests a pen from someone else, he/she indirectly order the other person to lend him a pen this gesture is also available in a more direct way as "Lend me a pen!" The intention of these utterances is to make the hearer to perform the action conveyed in the utterance itself. Directives are also known as asking, ordering, requesting, inviting, advising, and begging.

The Directives are the most sophisticated organized by the MA, as it accumulates diverse information. The perlocutionary factor of the directive is to influence the planning of the addressee's activities or to cause non-verbal actions. A directive is an act of mental and practical puzzling by which a broadcasting entity attempts to exert its intention through normalizing the behavior of a broadcasting entity. Direction of adaptation of the directive is carried out according to the scheme "word world", and the form of their implementation is a compelling sentence and different types of imperative.

3. Commissions. They are required to perform certain actions in the future or to follow certain behaviors.

The next type of speech act is commisive. Commissives speech acts are the act of commiting to future actions. This type of speech act shows the intention of the speaker in the future which will be made to happen in later moment. One example of commissive is "I will come to your home tonight". This example shows that the speaker intends to come to the hearer's home at the night time of the day the utterance is said. Therefore the speaker commits that he/she will come to the speaker's home at night. In simple English, the term of this speech act is commonly called promise.

The commission's purpose is to make a promise to do something for the benefit of the addressee. Commissions do not only involve the speaker, but also make him a part of the addressee's sphere.

4. Expressives. Express the psychological state of the speaker, characterize the degree of his openness.

Expressives are the type of speech act that shows the expression of the speaker via utterance. For example, "I'm sorry", "I like it", "Thank you". These examples show how the speaker feels about a situation. In time when the speaker spoils coffee over someone else's shirt he/she will say "I'm sorry", when in time the speaker is given a slice of cheese and likes it then he/she will say "I like it" or "Thank you", and so on.

5. Declarations. Establish a correspondence between the propositional content of the statement and the reality.

Declaration speech act is the act that makes the propositional content corresponds with the reality. This type of speech act is the same as Austin's performative sentence. In order to perform a declarations effectively, the speaker must have a special contextual privileges that allow him/her to perform an also contextual declaration. For example, when a priest says "I pronounce you husband and wife", the priest (in the context of marriage) has the privilege to pronounce marriage and when this utterance is performed, the man and woman is then changed from singles into married people from the moment on. On the contrary, if the speaker is not a priest or has the privilege to marry people, the utterance will not be effective. (Speech Acts Classifications, 2018)

There is a correlation between these types of illicit acts. For example, directives and commissions may result from expressives. Declaratives in this case can be considered as forms of reactions to commissions, or as a consequence of expressives. Other modifications to the relationship between these classes of illocutionary acts are possible, and other types of illocutionary acts are possible.

Within the five main illocutionary classes, language acts are distinguished by a number of additional parameters:

• correlation of the language act with the previous text;

• the ratio of the social statuses of the communicants (for example, the order and the requirement are the essence of the directive, but when ordering, the status of the speaker should be higher than the status of the listener, and not required);

• a way of linking a speech act to the interests of the speaker and the speaker;

• the degree of intensity of presentation of the illocutionary purpose (yes, requests and supplications, which are equal to directives, differ from each other primarily by this parameter).

Indirect speech act, indirect language - style of language, speech, verbal expression, expression, sentence, speech act, speech act of the addressee (author), the meaning of which is derived not literally, but with a support for subtext, hidden content, implicature disc. (Znakov, 1993)

Therefore, the communicative meaning of indirect speech acts is derived not from the content (meaning) of the sentence, but from the means of the speech code used in a particular constitution, with specific speakers, with a specific topic of communication. (Vodak, 1997)

Conclusions to Chapter Two

The basis of any style is the common vocabulary, as it is presented in all types of literary, written and oral material, because it is this vocabulary that creates the basis on which understanding is possible. Common vocabulary creates the background against which the various elements of the vocabulary of the language interact.

One of the main functions of political discourse is the direct impact on the mind of the listener, as political speeches are intended to illuminate certain events and convince people of their importance. A necessary means of achieving persuasion is the use of stylistic aids and tropes in political speech texts.

Non-verbal means of communication manifested in clothing, hair, facial expressions, human poses. This kind of information allows you to understand your mood, experiences, expectations, feelings, intentions, as well as moral and personal qualities of people.

Non-verbal communication is known to have several systems: opto-kinetic gestures, facial expressions, pantomime, body movements; paralinguistic - vocalization, range and tone of voice; extralinguistic - tempo, pause, crying, laughing, coughing, etc.; proxemics is a system of organizing space and time; eye contact - visual communication. Non-verbal signals can be congenital or acquired: genetically transmitted or nurtured in an appropriate cultural environment.

In political activity, non-verbal information is shown by the policy on the side that benefits him different levels, emphasizes and enhances the image. Undoubtedly, there are many non-verbal signals understandable to all nations, but each country has its own special points.

A speech act (SA) is a purposeful speech act carried out in accordance with the principles and rules of speech behavior adopted in this society; the minimum unit of normative socio-broadcasting behavior considered within a pragmatic situation. Since a speech act is a type of action, its analysis uses essentially the same

categories that are required to characterize and evaluate any action: subject, goal, method, tool, tool, result, condition, success, etc. n.

Indirect speech act, indirect language - style of language, speech, verbal expression, expression, sentence, speech act, speech act of the addressee (author), the meaning of which is derived not literally, but with a support for subtext, hidden content, implicature disc.

Therefore, the communicative meaning of indirect speech acts is derived not from the content (meaning) of the sentence, but from the means of the speech code used in a particular constitution, with specific speakers, with a specific topic of communication.

CHAPTER THREE.
PROMISE AS A WAY OF POLITICAL MANIPULATION

3.1 Manipulation as a general concept of political speech

Manipulation is a kind of psychological influence, the perfect realization of which leads to the hidden motivation in another person of intentions that do not coincide with his actual existing desires. (Dotsenko, 1997)

The features and technologies of political manipulation, which primarily takes into account the psychology of people, are not sufficiently investigated in modern political science.

Today, there is a particular interest in the problem of political manipulation associated with the emergence of an information society, increased democratic freedoms and the development of a civil society institution. Spreading in modern social life is highly productive information transfer and processing systems have led to dramatic changes in political manipulation technologies since the previous means the influencers began to lose their effectiveness and were replaced new techniques. (Efteni, 2015)

Political manipulation is a system of means of ideological and spiritual-psychological influence on the mass consciousness in order to impose certain ideas and values; purposeful influence on public opinion and political behavior to direct them in a given direction. (Political Science Encyclopedic Dictionary, 1997)

The problem of political manipulation is particularly acute more recently, as it is an extremely effective tool for political influence. Manipulation in one form or another present in any society, is diverse and ambiguous characteristics, so be sure to consider them.

It should be noted that the manipulations are both positive and yes and negative, although it is difficult to determine the boundary where it ends positive influence of political manipulation. Usually political the manipulation is negatively evaluated. First of all, it's related with the short-term political goals of the

manipulator, which are the first turn focused on tactical issues of personal achievement goals, not a long-term development strategy for society that can lead to social destabilization and political instability process in the state. During political manipulation interests societies are replaced by the interests of individuals, groups that leads to increased social tensions in society, alienation people from power. In addition, the distorted and distorted real political processes that take place in society, which negatively affects its governance because it disrupts the exchange system information and signals between government and society.

Political scientists are exploring political manipulation in two directions. The first is apologetic, according to which political manipulation is seen as a necessary means of controlling the consciousness of the masses. The second, socio-critical, qualifies political manipulation as a fundamentally new perception of social reality. (Political Science Encyclopedic Dictionary, 1997).
Both directions make sense, especially in the context of a fundamentally new role of the media in shaping the mass consciousness.

The technology of political manipulation, according to V. Amelin's definition, is realized through the introduction into the mind of objective information of false, but desirable for certain groups of content; influencing the pain points of public consciousness that cause fear, anxiety, hatred; the realization of certain hidden goals, the achievement of which the communicator associates with the support of public opinion of his position. (Amelin, 1992)

Political manipulation is of two kinds - interpersonal and mass. Both have other goals and technologies to reach them.

For the implementation of interpersonal manipulations it is important to know the type and characteristics of the individual, because it is with their account and effect on the person, and in order to manipulate a group of people, especially large, you need to know thoroughly its general characteristics, vulnerabilities.

History knows enough manipulators - psychologically strong or simply extraordinary personalities, who skillfully influenced not only individuals, but also

large groups of people due to personal qualities, skillfully used public opinion processing technologies in their own or corporate interests. Napoleon, A. Hitler, J. Stalin, M. Gorbachev, dozens of other politicians perfectly mastered the technology of forming public opinion at the expense of both their own traits, qualities, abilities and abilities, as well as through a variety of media.

Political manipulation is the most widely used for the purpose of reaching, exercising and retaining power. The purpose of any manipulator or group of manipulators is to subordinate another person or group of people to one's will.

There are several approaches in the scientific and educational literature on the definition of "political manipulation" that seek to reflect the specifics, key objectives, mechanisms and forms of influence to society. First of all, political manipulation is under consideration as a system of means of ideological and spiritual and psychological influence to the mass consciousness for the purpose of imposing certain ideas and values; as well as purposeful influence on public opinion and political behavior for directing them in the right direction. (Kushakova, 2013)

In addition, it acts as part of the technology of power, the essence of which is to program the thoughts of the masses, their moods and even the mental state to provide the kind of behavior that those who need possesses the means of manipulation. (Kara-Murza, 2005)

Political manipulation is the hidden management of the political the consciousness and behavior of people to make them act or not to act in the interests of manipulators, that is, to impose the will of the manipulator in the form of hidden influence. Political manipulation is characterized by concealment (masking) of actions, purposeful influence on mass the audience, the manipulator's desire to steer public sentiment and behavior in the right direction. The main purpose of political manipulation is the receipt, realization and retention (retention) of power. Successful political manipulation will be when the objects of political manipulation are convinced that everything that is happening in society is natural and inevitable. Objects of political manipulation the masses that are being studied

by political representatives, psychological, sociological branches of scientific knowledge. (Golovaty, 2001)

Manipulation becomes especially important when applicants for the achievements of the authorities influence the formation of the necessary public opinion. Often, such methods of influence go beyond the legal field, which leads to problems in society, the growth of social tensions, etc. That is why there is a need to analyze and understand the mechanisms of political manipulation.

Manipulation in politics is nothing more than speculation on human emotions and feelings. Hence - religious wars, deep national strife and conflict, fanaticism, extremism, terrorism and other phenomena, the basis of which is primarily the invasion of the deep feelings not only of individuals, but of entire nations and nations. (Dotsenko, 1997)

The achievement of power requires the following tasks, the main of which are to attract and retain attention, as well as to form favorable image of political leaders. V. Amelin, identifies the following operations in political manipulation: implementation in public consciousness in the guise of objective information desired for some content groups; influence on pain points of public consciousness, which cause fear, anxiety, hatred, etc .; implementation of the declared and hidden intentions that the manipulator attaches to public opinion support. (Amelin, 1992)

To successfully solve problems and achieve goals, there are means of political manipulation called political technologies (their core are election techniques used during election campaigns. Political manipulation tools can be classified by different criteria. First, according to Compatibility with applicable law, they are divided into regulated and those that go beyond the law. Secondly, the way of influence - on the straight and hidden. Third, by function - on PR (keeping in touch with the public), campaigning (call to action), and more. Fourth, in the form – for campaigning, economic, administrative and provocative. Fifth, content-based advertising and ads. Sixth, by the level of influence - on the interpersonal, group and mass, Seventh, according to information media - printed, electronic, external, etc.

All means of political manipulation are based on creation and the introduction into the mass consciousness of social myths, that is, ideas that support the interests of manipulators and are accepted by the majority by faith without serious consideration. It can be argued that the era of blind faith in myths is long gone, but daily political practice shows that this is not the case.

It is worth noting that political manipulation not only receives public support during elections or social disasters, but also influences the day-to-day management of a stable society. Despite the fact that democracy is a generally accepted functional system of governing mechanism in most countries of the world, differences in the legislative sphere are quite significant. In particular, political advertising is limited to Germany and Spain in addition to election campaigns. In France and England, by contrast, pre-election is limited (moreover, in France, 3 months before the election, any paid political advertising is banned and free is restricted).

Usually, manipulators act, on the one hand, openly, often covered by slogans about the common good, but in most cases in their actions there is a hidden mechanism, purpose, idea, which are not visible to others.

The scope of manipulative technologies is increasing rapidly as humanity develops. The reasons for this are the increasing conflict potential of society as a result of the increase in the level of social inequality, which creates the need for deception, and the awareness of society of the existing inequality.
(Patterson, 1992)

The development of political manipulation is influenced by the type of political system of a particular society, as well as the ways of resolving conflicts in the conditions of the functioning of this system and the prevention of political protests.

The manipulation process consists of the following phases:
1) awakening interest in a potential object of manipulation to actions, words of the manipulator;
2) the manipulator's trust in the manipulative object actions;
3) interest in intrigue (opportunity to learn, get, etc.);

4) distraction maneuver (shifting the object's attention to a minor item; message of a sensational message that does not relate to the case, etc.);

5) substitution, concealment (words, objects, actions);

6) statement of the fabricated result;

7) Conceal or override the manipulation object to actions, words, behaviors, actions required by the manipulator. (Preston, 2005)

Political manipulations are carried out at the interpersonal, intra-group, inter-group, mass levels. At the interpersonal and intra-group levels, a set of certain manipulative techniques is used, and at the intergroup and mass levels manipulative technologies are used.

It should be noted that manipulation is not limited to the impact on the human psyche only through psychological techniques and tactics. In politics, situational manipulation is widely used, as it allows one to act more imperceptibly, with management being exercised through other people, circumstances, characterized by long-lasting influence on human consciousness, subconsciousness and behavior. Of great importance here is the nature of the perception of the situation by a person, based on the presence of certain values, beliefs, attitudes and methods of obtaining it.

At the interpersonal level, the manipulator uses his personal resources, psychological superiority over the rival at the moment of communication. Its purpose is to create conditions for the person to act in the interests of the manipulator, even if it contradicts its own settings. Different psychological techniques and techniques are used for this purpose (a meeting of leaders of states, when their personal charm is launched, diplomacy as an art of finding and manipulating the enemy's vulnerable places).

At the group level, the manipulator already interacts with the group, skillfully using for their own purposes features of human behavior in the team. Subjugating a group to its will, the manipulator seizes its capabilities, acts on behalf of this group, while realizing its own goals and objectives, at the same time, it has the ability to take personal responsibility in the event of failure and transfer it to the

group. It is sometimes difficult to separate the manipulator from the group leader, as they can be combined in one person, but the leader always acts in the interests of the group, the manipulator acts in their own interests. In doing so, the manipulator spends efforts to maintain its prestige in the group, bringing some closer, distancing others, pushing their interests. (Kunitsyna, 2015)

Mass communication is often through mediators, and at the present stage, such mediators are the media. Recently, the main focus in the political struggle is on the masses. To manipulate their consciousness, slogans are used to allow them to emotionally emphasize and express them in the shortest available. With the advent of television, the impact is realized through visual images and this enhances manipulation. Since information coming through multiple channels has a great deal of influence, at the same time the effect of credibility increases, the illusion of presence at the scene is created, the speakers are perceived as old acquaintances, there is an effect of trust. Currently, a new channel of influence - the Internet - is actively developing.

Political manipulation is possible at the administrative level. The resource in this case is the state apparatus, which is used for the benefit of individuals, representatives of political circles. According to the Russian political scientist M. Vasylik, the technology of nation-wide manipulation is based on the deliberate, consistent and systematic introduction into the mass consciousness of socio-political myths, stereotypes, illusions, ideas, norms, etc., which should be perceived without critical thinking. The possibility of using this action is caused by the contradictions of the mass consciousness, the rapid development of new communication technologies, the increasing level of sophistication of manipulative technologies, methods, techniques. He notes that political manipulators use a set of specific patterns of mass psychology in their actions. (Non-verbal communication in professional language, 2018)

In particular, mass consciousness differs from conscious and unconscious understanding of socio-political reality. On the one hand, the growth of culture, education, awareness increases the possibilities of rational understanding of social

problems, on the other - unevenness of these processes, complications of social life, its contradictions prevent a person from creating a systematic image of social events and problems. Due to the lack of time for comprehending reality, an inadequate, deformed, unconscious attitude to socio-political reality is formed in people. In political practice, both parties are united (conscious and unconscious), but manipulation is done by appealing to the unconscious (planting unconscious political views, cultivating blind faith, etc.). (Kleijn, 2017)

In addition, mass consciousness is characterized by a dogmatic and critical attitude to reality. As evidenced by historical experience, the power that uses manipulation in its political practice is generally interested in limiting (prohibiting) critical attitude to the political process and cultivating dogmatic, in order to ensure the stability of its own positions. It is for the sake of increasing dogmatization, unification of thinking that society imposes a system of stereotypes, myths, image and more. The combination in the mass consciousness of the ordinary, the traditional and the unusual, the innovative opens the possibilities for manipulation. Even wishing for change and proclaiming reform, the ruling political elites can often use manipulative methods of appealing to traditions, customs, habits, which are often the foundation of political power. In addition, innovative ideas serve as the building material for the creation of new myths, a new parallel reality, which is a fertile ground for effective political manipulation.

The specificity of political manipulation as a specific form of political influence is to create additional psychological levers of effective action in the process of power struggle. It is necessary to conceal the mass consciousness in a hidden way; to include artificial stimuli (motivations) in the mass consciousness; to direct social sentiment and public activity in the direction required for the manipulator.

Thus, political manipulation is one of the conditions for the stable existence of political regimes and allows control of the individual and his consciousness. Political manipulation tools need to be continually developed and improved as they help the political regimes to function steadily. Political manipulation must be planned and organized, as it may entail potential risks to society as a whole. In

addition, it is necessary to actively involve the media that most effectively disseminates the necessary information and has the greatest impact on the public consciousness. (Kleijn, 2017)

It is becoming increasingly difficult to resist political manipulation, because the information environment affects everyone, especially unprotected individuals. People are formed by stereotypes, taboos, programmed behavior and consciousness, which in turn determine and regulate their behavior, reactions, etc.

3.2 Linguistic and Extralinguistic means in the promise express

Metaphor (from Greek metaphora - transference) - a path or multiple tropes or a mechanism of language consisting of the use of a word to denote a certain class of objects, phenomena, etc., to characterize or name another class of objects similar in any respect. In a broad sense, the term "metaphor" is applied to any use of words in an indirect sense. (Linguistic Encyclopedic Dictionary (1990)

Metaphors are widely used in political speeches and argumentation. They serve as a means to persuade the audience to make a certain decision, to encourage the expected behavior of the audience. (Oparina, 2002)

The political environment, as a rule, must be metaphor-poor. But as soon as the center of gravity shifts to the emotional influences that happen very often in political life, the ban on metaphor is lifted. Thus, when an ultimatum becomes a goal in speech, it can be metaphorically expressed. The sphere of expression of emotions and emotional pressure introduces an element of artistry, as well as a metaphor, to both everyday and political speech.

"We have to make strong broken places, re-stitch the bonds of trust and respect across our country."

The metaphor has a great influence on the thinking of man. In politics, metaphor is the main "supplier" of alternatives to solving problematic situations. The political metaphor sets out the many possible solutions to the crisis, which are further considered by politicians in the decision-making process.

In addition, political metaphors, especially those with a visual fate in political discourse, often give rise to a series of cartoons based on metaphorical consequences.

Theoretically, every metaphorical utterance is a speech act: it establishes, or most often facilitates, the connection between familiar and unfamiliar topics to the recipient of information. This theory states that when state leaders try to convey any information, the audience observes their relations with the listeners, thinks about the metaphorical expression of the categories of "height" and "distance" that separate them from the statesmen. They are aware of themselves separately from them. (Frumkin, 2001)

In political language, there are these types of metaphors: personal superficiality, subordination, and metaphors of choice. (Zaretskaya, 1998)

The metaphor of the surface. Examples of such metaphors often occur in totalitarian speeches and serve to separate the ruling elite from ordinary population groups. In democratic speeches, this boundary disappears and all classes and groups converge. (Zaretskaya, 1998)

This type of metaphor is not typical of Hillary Clinton's political speeches. However, we can distinguish a few examples:

"Because this country belongs to all of us, not just those at the top."

"... we can break down the barriers that face working class families across America ..."

"Together we can break down barriers for women and finally guarantee equal pay for equal work."

In Hillary Clinton's speeches, quite often there is a lexema "force", which in combination with other semantic units creates the effect of a contaminated metaphor:

"I believe deeply that if we resist the forces trying to drive us apart we can come together to make this country work for everyone."

From a cognitive perspective, metaphorization processes are specific operations on knowledge that often lead to a change in the ontological status of

knowledge (the unknown becomes known, and the known becomes completely new and the like). There are two main options here. In the first case, the metaphor leads to decategorization - the old categorical grid is destroyed, there are new features that completely change the standard view of the fragment of reality.

"We are going to build on the progress that we have made. We saved the auto industry thanks to President Obama, now we have gotta create new jobs and industries of the future. "

"Instead of building walls going to break down barriers and building ladders of opportunity and empowerment…"

Thus, the communicative purpose can be formulated as follows: a political metaphor is a speech influence in order to form a listener or a positive or negative opinion about a particular political entity (program, event).

The next class of material we choose is a metaphor that carries the meaning of "people's life". We see this in the following examples:

"I know too many Americans have lost faith in our future."

"I believe what we need in America today is more love and kindness."

Cognitive metaphor, which is the transfer of the object's characteristics to an event, process, situation, fact, thought, idea, theory of concept and other abstract concepts, gives the language logical predicates that denote sequence, causality, purposefulness, deductibility, conditionality, etc.

Man tends to metaphorically associate power with the top, and place all unwanted symbols at the bottom of the spatial axis, which, in fact, corresponds to the class of orientation metaphors in the theory of conceptual metaphor. (Lakoff, 1990)

"... We will need all of you to keep volunteering, contributing, doing everything you can - talking to your friends and neighbors. Because this country belongs to all of us, not just those at the top. "

Metaphors of choice are again metaphors of democracy. They are used by politicians to show voters an alternative. (Zaretskaya, 1998)

For example, in Hillary Clinton's speeches we hear:

"We have to make America whole. We have to fill in what has been hollowed out."
"We have to make strong broken places, re-stitch the bonds of trust and respect across our country."

The above metaphors create the idea that the future of the state is always in the hands of its citizens, and that their conscious choice helps to establish democratic ideals and foundations that will guarantee the success of their homeland.

A feature of Hillary Clinton's speeches is the use of metaphors containing elements or whole lexical constructs that have a social color with signs of metaphoricity to signify the phenomena of social and political life.

"Why we have to invest in manufacturing and infrastructure and small business and clean energy - enough clean energy to power every home in America."

"If you cheat your employees, exploit consumers, poll our environment or rip off the taxpayers, going to keep you accountable."

"Now we gotta create new jobs and industries of the future."

The metaphor of subordination is especially characteristic of a dictatorial society. As a rule, it indicates that the addressees of the speech cannot change the situation, because there is an immutable centralized hierarchical system of social order and government established above. Democracy itself implies a movement, a choice, a lack of clear imperatives, so Democrat politicians, through metaphors of subordination, try to emphasize the basic rule of democracy - the right to choose. (Zaretskaya, 1998)

The metaphor of subordination is virtually absent in Hillary Clinton's speeches. However, we can distinguish certain lexical constructions that, in their semantics, approach the metaphors of subordination. Hillary Clinton's speech features metaphors of subordination:

"... Stand up for democracy and universal human rights"

"... is going to hold you accountable."

"We have to defend all our rights - workers' rights, and women's rights, civil rights and voting rights, LGBT rights and rights for people with disabilities."

"... we gotta create new jobs and industries of the future."

Given in the context of the metaphor, it demonstrates the willingness of the United States to uphold democracy and universal human rights worldwide.

As we have seen, the metaphors of subordination in Hillary Clinton's speeches are democratic and call for the dangers of democracy and freedom. They aim to protect freedom as one of the key concepts among the values of the American people.

The metaphors *"we live in"* themselves influence people's worldview and behavior. Yes, comparisons of state / nation in political discourse are used by government officials as a tool of rhetoric in order to force certain populations to renounce hostility or group interests. (Lakoff, 1990)

Metaphors can be classified as:

- hyperbolic metaphor - a clear and deliberate exaggeration to enhance the expressiveness and emphasize the said thought;

- summer is an antonymic hyperbolic phenomenon when something is clearly reduced to achieve expressiveness;

- personification is a phenomenon when an animal or object is attributed to human qualities;

- objectification is a phenomenon when a person is attributed to the properties of an inanimate object and is deprived of the genus, calling it "it", that is, the middle genus;

- allegory - the image of an abstract idea, the concept by means of an image;

We have chosen a political metaphor for contemporary political speech. Among it stands out a metaphor that gives a stylistic reception of "allusion".

Allusion (from Latin allusio - a hint, a joke) - a stylistic technique, the use in the language or in the work of art of travel as a hint of a well-known fact, historical or everyday. Allusion is used in non-fiction texts, which encrypted hints at relevant social and political events. (Linguistic Encyclopedic Dictionary, 1990)

An example of an allusion is:

"... an old Methodist saying. Do all the good you can, for all the people you can, for as long as you can, and that is why I believe deeply that if we resist the forces trying to drive us apart we can come together to make this country work for everyone."

"We can break down barriers for voters in North Carolina who are probably being systematically disenfranchised."

Hyperbole (from ancient Greek "transition; redundancy, excess; exaggeration") is a stylistic figure of overt and deliberate exaggeration, with the purpose of enhancing expressiveness and emphasizing the said thought. For example: *"I have said it a thousand times"* or *"we will have enough food for six months."*

Hyperbole is often combined with other stylistic techniques, giving them the appropriate color: hyperbolic comparisons, metaphors, etc. ("waves rose in the mountains"). The depicted character or situation can also be hyperbolic. Hyperbole is also characteristic of rhetorical, oratorical style, as a means of pathetic uplift, as well as of the romantic style, where the pathos meets with irony.

"We have to make strong broken places, re-stitch the bonds of trust and respect across our country."

"Instead of building walls, it's going to break down barriers and build ladders of opportunity and empowerment."

"... if you invest in your workers, and in America's future, then we will stand with you."

"We have to fill in what has been hollowed out."

Refrain is a medium of literature that uses the repetition of some words or even expressions to emphasize their importance.

Refers include literature such as anaphor, epiphora, and tautology.

Anaphora is a piece of fiction that expresses its origin. That is, it is a lexical repetition of the same expression, for example, at the beginning of each line of a poem, or a repetitive repetition of an expression throughout the speech. (Kushakova, 2013)

"We have to make America whole. We have to fill in what has been hollowed out."

"And together we can break down the barriers that face working class families across America, ... Together we can break down the barriers for our kids so they get the education they need and deserve."

"We started to come too far from we started from. But it seems to come too far in this country to let us turn back."

The epiphora is an anaphor-like and opposite to it. The use of the epiphora is determined by the repetition of the extremities in the works of art. (Patterson, 1992)

"Do all the good you can, for all the people you can, for as long as you can".

Alliteration is a technique in the style of a work that uses the repetition of individual consonants for the purpose of emotional deepening. (Patterson, 1992)

You can clearly observe alliteration here:

"Equal pay for equal work."

Stylistic synonyms are characterized by belonging to particular styles of speech and to varying degrees of emotional-expressive coloring.

Lexical synonyms are generally spoken, which is not conditioned by any context, and contextual, which become synonymous only in a particular context.

Lexical common synonyms:

"I believe what we need in America today is more love and kindness."

"Jobs that provide dignity and a bright future."

"... we can restore our common faith in our common future."

Contextual synonyms are words and expressions that denote an object while being used in a way that is not peculiar to them or, in other words, of an indirect, figurative meaning.

The ability of a word inherent and common to denote a certain object, to designate other objects, acting as contextual synonyms, tropes, to the words inherent in these objects, is related to the phenomenon of so-called polysemy, that is, the ability of the word to potentially retain, besides the main, lexical (or else:

primary, direct, substantive), and also indirect (or else: secondary, indirect, additional) meanings, the presence of which can manifest itself in a specific speech context. (Preston, 2005)

"We have to make strong the broken places, re-stitch the bonds of trust and respect across our country."

"... Build ladders of opportunity..."

"... if you invest in your workers, and in America's future, then we will stand with you."

Epithet (Greek: кладπίθετον – "appended, appended") is a definition in a word that affects its expressiveness.

An epithet - a word or phrase, thanks to a special function in the text, helps the word to acquire a new meaning or meaning, emphasizes the characteristic trait, defining the quality of a particular object or phenomenon, enriches the language with a new emotional meaning, adds to the text a certain beauty, richness. (Patterson, 1992)

"We have to make America whole."

"We have to make strong broken places, re-stitch the bonds of trust and respect across our country."

"Jobs that provide dignity and a bright future. Why we have to invest in manufacturing and infrastructure and small business and clean energy - enough clean energy to power every home in America."

Clinton uses many phrases and expressions of freedom, equality and protection of the rights of the population. Yes, only in the nomination speech Clinton uses the word freedom twice and the rights word nine times, the word American is used 34 times, emphasizing the importance of every thought of all citizens.

Most people, politicians included, fail to realize that not only does one's body language indicate in great detail what they are both thinking and feeling - but also that by changing their own facial expressions and body postures - they can also, very powerfully and with great nuance, regulate their emotions.

When it comes to a debate, we seldom remember more than a few words a candidate says - but we'll always remember their nonverbal behavior. Indeed, in the context of a debate, a candidate's body language will make or break the performance.

Nonverbal communication is displaying of emotions, feelings, and messages through actions and expressions rather than words. Research indicates that 93 percent of human communication is done using body language (kinesics).

Everyone has wondered at some point if some politicians are born with the talent of convincing a crowd of people using only the power of speech. The ability to have a crowd's approval is not an easy goal to achieve, and it requires more than just words. In fact, 93% of human communication is non-verbal. Communication experts generally agree that when two people are engaged in a face to face conversation, only a small fraction of the total message they share is contained in the words they use (Paul Preston, 2005).

Having done a detailed analysis of Hillary Clinton's speeches, it is safe to say that all her speeches appear less charismatic than her opponent's.

Hillary always looked cooler, distant. Hillary's gestures, facial expressions and intonations do not add enough emotion to her words; she always looks a bit like she is speaking a learned text.

Non-verbal indications of physical dominance are argued to be expressed through several different modes. One of such modes is facial expressiveness. Women who expressed more emotions through facial expression were considered to be less dominant in comparison to when they kept a neutral face.

A second indicator of physical dominance in social interaction is gaze. Persons whose shoulders are low, stand at full height with an expanded chest and keep their arms away from their chest are considered to have a more open body posture and therefore, establish immediate dominance within the social interaction. Debaters who express relaxed and open body posture are, thus, able to enact more dominance and power than debaters and political figures who have closed and tense postures. Large and open body posture is associated with increased freedom

of movement, which allows the communicator to come across as more confident and committed (Simonton, 1994).

A last indicator of non-verbal physical ownership within the discourse is the frequency with which the communicator uses gestures and the specific types of gestures that the speaker adopts. More frequent application of gesture, therefore, will make the verbal discourse more coherent and understandable, which relates to more intelligent expressions of discourse and will establish a more powerful status position within the group (Simonton, 1988). Gestural use, moreover, also causes the posture of the speaker to be perceived as more open and relaxed, which is an indication of more physical power as well. These objectives explain the frequent adoption of gestures by politicians, as it is one of the simplest manners in which a non-verbal communicative action can enforce dominance on its own, and simultaneously emphasize the verbal rhetorical argument that is being made. For non-verbal analysis we have taken a speech between Donald Trump and Hillary Clinton on September 26th, 2016.

The interruptions of Donald Trump during the four-minute speech time of Hillary Clinton are particularly important to elucidate the power relations between these two candidates in the present research. We can see that Donald Trump tried to indicate how powerful and strong he is. The emotional level of Hillary Clinton deserves the highest praise, because she was so strong and self-confdent in her beliefs and answers on the tricky questions of her opponent.

Speeking about Hillary Clinton's body language, we could notice that she frequently points with her hands, as well, one of the prominant gesture of her is smile. Hillary smiles in the eyes of the opponent even if he tries to persude that her beliefs and political strategies are completely wrong and do not correlate to the goals of American people.

To sum up, we should say that the extralinguistical means in Hillary Clinton's political speeches are notthe most powerful side of her political career. However, she stays strong and doesn't lose her face.

Conclucions to Chapter Three

Manipulation is a kind of psychological influence, the perfect realization of which leads to the hidden motivation in another person of intentions that do not coincide with his actual existing desires.

The features and technologies of political manipulation, which primarily takes into account the psychology of people, are not sufficiently investigated in modern political science.

Today, there is a particular interest in the problem of political manipulation associated with the emergence of an information society, increased democratic freedoms and the development of a civil society institution. Spreading in modern social life is highly productive information transfer and processing systems have led to dramatic changes in political manipulation technologies since the previous means the influencers began to lose their effectiveness and were replaced new techniques.

Political manipulation is a system of means of ideological and spiritual-psychological influence on the mass consciousness in order to impose certain ideas and values; purposeful influence on public opinion and political behavior to direct them in a given direction.

The specificity of political manipulation as a specific form of political influence is to create additional psychological levers of effective action in the process of power struggle. It is necessary to conceal the mass consciousness in a hidden way; to include artificial stimuli (motivations) in the mass consciousness; to direct social sentiment and public activity in the direction required for the manipulator.

Thus, political manipulation is one of the conditions for the stable existence of political regimes and allows control of the individual and his consciousness. Political manipulation tools need to be continually developed and improved as they help the political regimes to function steadily. Political manipulation must be planned and organized, as it may entail potential risks to society as a whole. In addition, it is necessary to actively involve the media that most effectively

disseminates the necessary information and has the greatest impact on the public consciousness.

It is becoming increasingly difficult to resist political manipulation, because the information environment affects everyone, especially unprotected individuals. People are formed by stereotypes, taboos, programmed behavior and consciousness, which in turn determine and regulate their behavior, reactions, etc.

Metaphors are widely used in political speeches and argumentation. They serve as a means to persuade the audience to make a certain decision, to encourage the expected behavior of the audience.

The political environment, as a rule, must be metaphor-poor. But as soon as the center of gravity shifts to the emotional influences that happen very often in political life, the ban on metaphor is lifted. Thus, when an ultimatum becomes a goal in speech, it can be metaphorically expressed. The sphere of expression of emotions and emotional pressure introduces an element of artistry, as well as a metaphor, to both everyday and political speech.

As we have seen, the metaphors of subordination in Hillary Clinton's speeches are democratic and call for the dangers of democracy and freedom. They aim to protect freedom as one of the key concepts among the values of the American people.

Clinton uses many phrases and expressions of freedom, equality and protection of the rights of the population. Yes, only in the nomination speech Clinton uses the word freedom twice and the rights word nine times, the word American is used 34 times, emphasizing the importance of every thought of all citizens.

Generally, politicians use two types of gestures in their speeches: gestures to the audience and gestures to themselves. The gestures directed at the audience have a strong color of aggressiveness; instead, the gestures of the politician, directed on themselves, on the contrary, attract the viewer, inviting communication.

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To sum up, we should say that the extralinguistical means in Hillary Clinton's political speeches are notthe most powerful side of her political career. However, she stays strong and doesn't lose her face.

GENERAL CONCLUSIONS

The analysis of scientific works allows us to conclude that there is no clear and generally accepted definition of the term "discourse", which covers all cases of its use. In the first section, we looked at the basic concepts of discourse, identified its main tasks and purposes, particularly in the field of politics, and highlighted the basic principles of discourse as a linguistic color of the text. At the present stage of the state of speech, attention is focused on discourse, first and foremost political.

Thus, political discourse is the actual use of language in the socio-political sphere of communication, and more broadly, in the public sphere of communication. The political affiliation of a text is determined both by its subject matter and its place in the political communication system. A broad understanding of "political language" as a language used in the public sphere takes into account the growing power of the media, the development of new communication technologies, the expansion of globalization processes, and the process of commercialization of political communication.

There are different types of discourse and every type is peculiar by itself. Also, we can see that there are a lot of politics who are involved and are representatives of some type of political discourse. Moreover, a speech/piece of writing will include a combination of discourse types. However, one of the discourse types should be clearly dominant.

The category of discourse in general and political discourse in particular is currently the subject of different scientific debates. Overall, basic concepts of political discourse, its characteristics, functions and features need to be covered. We were trying to introduce and cover all the material according the basic discourse and political discourse in particular.

We have been revealing the concept of political personality and its perception in the world, it should be said about the main types of political personality in practice. Political psychology has identified six basic personality types that are typically found in the world of public affairs. There are certainly other personality types in

any human population, but they lack the psychological traits necessary to produce both interest and success in politics.

Thus, political leadership is the ability of a person (group of people) in the context of collective political activity to unite and direct the actions of a group that accepts and supports its actions.

One of the main functions of political discourse is the direct impact on the mind of the listener, as political speeches are intended to illuminate certain events and convince people of their importance. A necessary means of achieving persuasion is the use of stylistic aids and tropes in political speech texts.

Non-verbal means of communication manifested in clothing, hair, facial expressions, human poses. This kind of information allows you to understand your mood, experiences, expectations, feelings, intentions, as well as moral and personal qualities of people.

Non-verbal communication is known to have several systems: opto-kinetic gestures, facial expressions, pantomime, body movements; paralinguistic - vocalization, range and tone of voice; extralinguistic - tempo, pause, crying, laughing, coughing, etc .; proxemics is a system of organizing space and time; eye contact - visual communication. Non-verbal signals can be congenital or acquired: genetically transmitted or nurtured in an appropriate cultural environment.

In political activity, non-verbal information is shown by the policy on the side that benefits him different levels, emphasizes and enhances the image. Undoubtedly, there are many non-verbal signals understandable to all nations, but each country has its own special points.

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To sum up, we should say that the extralinguistical means in Hillary Clinton's political speeches are not the most powerful side of her political career. However, she stays strong and doesn't lose her face.

RESUMÉ

The analysis of scientific works allows us to conclude that there is no clear and generally accepted definition of the term "discourse", which covers all cases of its use. In the first section, we looked at the basic concepts of discourse, identified its main tasks and purposes, particularly in the field of politics, and highlighted the basic principles of discourse as a linguistic color of the text. At the present stage of the state of speech, attention is focused on discourse, first and foremost political.

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In the second section, we explored the concept of different methods of verbal and non-verbal influence in political speeches on the addressee. Thus, we have found that non-verbal information in political activity is demonstrated by a policy on the side that benefits it at different levels, emphasizes and enhances its image. Undoubtedly, there are many non-verbal signals that are understood by all nations, but each country has its own special points.

In Hillary Clinton, her most unsuccessful movement was to go on stage with her eyes and mouth wide open. This movement has evolved from *"how glad I am to see you"* to *"how surprised I am to see you all"*. She always strained her shoulders and crossed her fingers. This demonstrates the insecurity of the politician in himself and in his words. Her body language always contradicts her words. Even in verbal expressions, she often referred to her opponent instead of promoting her point of view.

Having done a detailed analysis of Hillary Clinton's speeches, it is safe to say that all of her appearances appear less charismatic than those of her opponent.

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Speaking of the body language of Hillary Clinton, we could notice that she often points with her hands, and one of the important gestures is her smile. Hillary smiles into the eyes of an opponent, even as he tries to convince her that her faith and political strategies are completely wrong and do not align with the goals of the American people.

To sum up, it should be said that the extralinguistic means in Hillary Clinton's political speeches are not the most powerful aspect of her political career. However, she remains strong and does not lose face in the political arena.

РЕЗЮМЕ

Аналіз наукових праць дозволяє зробити висновок, що чіткого і загальноприйнятого визначення поняття «дискурс», яке охоплює всі випадки його вживання, не існує. У першому розділі ми розглянули основні поняття дискурсу, визначили його найголовніші завдання та призначення, зокрема у сфері політики, та виокремили основні положення дискурсу, як мовного забарвлення тексту. На сучасному етапі стану мовленнєвої діяльності увага концентрується на дискурсі, насамперед політичному.

Таким чином, політичний дискурс – це актуальне використання мови в соціально-політичній сфері спілкування, і, ширше, в публічній сфері спілкування. Належність тексту до числа політичних визначається як його тематикою, так і її місцем у системі політичної комунікації. Широке розуміння "політичної мови" як мови, що використовується в публічній сфері, враховує зростаючу влада мас-медіа, розвиток нових комунікаційних технологій, розширення процесів глобалізації і процес комерціалізації політичної комунікації.

У другому розділі ми дослідили концепт різних методів вербального та невербального впливу в політичних промовах на адресата. Таким чином, ми з'ясували, що у політичній діяльності невербальну інформацію демонструє політика на стороні, яка приносить йому користь на різних рівнях, підкреслює та покращує імідж. Безперечно, існує багато невербальних сигналів, зрозумілих усім націям, але кожна країна має свої особливі моменти.

У Гілларі Клінтон самим невдалим її рухом став вихід на сцену до публіки з широко розплющеними очима та устами. Цей рух перетворився з *"як я рада вас бачити"* на *"як я здивована всіх вас бачить"*. Вона завжди напружувала плечі і схрещувала пальці руки. Це демонструє невпевненість політика в собі і в своїх словах. Мова її тіла завжди суперечить її словам. Навіть у словесних

виразах вона часто посилалася на свого опонента, замість того аби просувати свою точку зору.

Зробивши детальний аналіз виступів Гілларі Клінтон, можна з упевненістю сказати, що всі її виступи виглядають менш харизматично, ніж виступи її опонента.

Гілларі завжди виглядала більш холодною, відстороненою. Жести Гіларі, міміка та інтонації не додають їй достатньо емоцій; вона завжди трохи схожа на те, ніби вона говорить завчений текст.

Говорячи про мову тіла Гілларі Клінтон, ми могли помітити, що вона часто вказує руками, а також одним із важливих жестів є її посмішка. Гілларі посміхається в очі опоненту, навіть якщо він намагається переконати, що її віра та політичні стратегії абсолютно неправильні і не співвідносяться з цілями американського народу.

Підводячи підсумок, слід сказати, що екстралінгвістичні засоби в політичних промовах Гілларі Клінтон – це не найпотужніша сторона її політичної кар'єри. Однак вона залишається сильною і не втрачає обличчя на політичній арені.

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Appendix 1

Clinton's Super Tuesday Victory Speech, 1 March, 2016

Thank you all so much. What a Super Tuesday.

You know all across our country today they, Democrats, voted to break down barriers so we can all rise together.

I am so delighted to be here with you in Florida.

I congratulate Senator Sanders on his strong showing and campaigning and I'm grateful to all of you who voted for me, to the volunteers and organizers. I know you've worked your hearts out. And to all my friends, many of a lifetime who traveled to all the states to tell people about the candidate they knew. And to the hundreds of thousands of people who went to Hillary Clinton dot com to give what they could, most less than $100.

Now this campaign moves forward to the Crescent City, the Motor City and beyond. We're going to work for every vote and we will need all of you to keep volunteering, contributing, doing everything you can – talking to your friends and neighbors. Because this country belongs to all of us, not just those at the top.

Not just the people who look one way, worship one way, or even think one way. America prospers when we all prosper. America is strong when we're all strong. And we know we've got work to do. But, that work, that work is not to make America great again. America never stopped being great. We need …

We have to make America whole. We have to fill in what's been hollowed out.

We have to make strong the broken places, re-stitch the bonds of trust and respect across our country.

Now it might be unusual, as I've said before, for a presidential candidate to say this, but I'm going to keep saying it, "I believe what we need in America today is more love and kindness."

Because you know what? It works. Instead of building walls we're going to break down barriers and build ladders of opportunity and empowerment so every

American can live up to his or her potential, because then and only then can America live up to its full potential too.

Now it's clear tonight that the stakes in this election have never been higher. And the rhetoric we're hearing on the other side has never been lower.

Trying to divide America between us and them is wrong, and we're not going to let it work.

You know whether we like it or not, we're all in this together, my friends, and we all have to do our part. But unfortunately, too many of those with the most wealth and the most power in this country today seem to have forgotten that basic truth about America. You know yesterday I was at the Old South Meeting House in Boston where nearly two and a half centuries ago American patriots organized the original Tea Party.

And I had to wonder what they would make of corporations that seem to have absolutely no loyalty to the country that they love so much. What would they say about student loan companies that overcharge young people struggling to get out of debt. Even young men and women serving our country in the military, or corporations that shift their headquarters overseas to avoid paying their fair share of taxes like Johnson Controls, an auto parts company from Wisconsin that all of us, we taxpayers, helped to bail out with the auto rescue back in 2008. Now they're turning their back on America.

Now I'm not interested in condemning whole categories of people or businesses. I'm just interested in making things right. So let there be no doubt, if you cheat your employees, exploit consumers, pollute our environment or rip off the taxpayers, we're going to hold you accountable.

But, if you do the right thing, if you invest in your workers, and in America's future then we'll stand with you. We all need to work together to break down the barriers holding back our families and our country. Because the middle class needs a raise.

And more good jobs. Jobs that pay enough for a family to live on. Even put a little away for retirement. Jobs that provide dignity and a bright future. That's why

we have to invest in manufacturing and infrastructure and small business and clean energy – enough clean energy to power every home in America.

Don't let anybody tell you we can't make things in America anymore, because we can, we are, and we will. And together we can break down the barriers that face working class families across America, especially in struggling rust belt communities and small, Appalachian town that have been hollowed out by lost jobs and lost hope. Families who for generations kept our lights on and our factories running. Together we can break down barriers for our kids so they get the education they need and deserve.

Every child in America should have a great school and a great teacher no matter what zip code they live in. Together we can break down barriers for women and finally guarantee equal pay for equal work.

And we can break down barriers for families who've seen too many black children harassed, humiliated, and even killed. WE can break down barriers for voters in North Carolina who've been systematically disenfranchised.

We can break down barriers for hard-working immigrants everywhere who are too often exploited and intimidated. We have to defend all our rights – workers' rights, and women's rights, civil rights and voting rights, LGBT rights and rights for people with disabilities. And that starts by standing with President Obama when he nominates a strong, progressive justice.

I know too many Americans have lost faith in our future. We hear it in the voices of parents who don't know how they're going to give their kids the opportunities they deserve. We see it in the eyes of working men and women who don't expect to come easy but wonder why it has to be quite so hard.

Like many of you I find strength and purpose in the values I learned from my family and my faith. They gave me simple words to live by, an old Methodist saying. Do all the good you can, for all the people you can, for as long as you can, and that is why I believe deeply that if we resist the forces trying to drive us apart we can come together to make this country work for everyone. The struggling, the striving, and the successful, if we all do our part we can restore our common faith

in our common future. That's the spirit powering this campaign. It comes from a young janitor in Arkansas who stopped buying junk food and putting off getting a haircut so he could contribute to it. It comes from the disabled combat veteran from Nebraska who sent in $10. In 70 years of his life he had never donated to a political campaign until now.

You can join us too. Please go to Hillary Clinton dot com, make a donation, text "join" to 47246, and let me leave you with a story that has inspired so many of us. By now we all know what happened in Flint, Michigan, don't we. Our city's children were poisoned by toxic water because their governor wanted to save a little money. But there's another story in Flint.

It's the story of a community that's been knocked down but refused to be knocked out. It is hundreds of union plumbers coming from across the country to install new water fixtures. It's students raising funds for water deliveries and showing up to distribute supplies. It's the United Auto Workers and General Motors donating millions of dollars to help.

And when I visited Flint a few weeks ago I went to the House of Prayer Missionary Baptist Church. The congregation locked arms and sang, "We've come too far from we started from." They're not about to quit now. We know there are many other Flints out there. Communities that are hurting and need help. But we've come too far in this country to let us turn back.

We're gonna build on the progress that we've made. We saved the auto industry thanks to President Obama, now we gotta create new jobs and industries of the future.

We now have insured 90 percent of Americans thanks to President Obama and now we've got to finish the job and get to 100 percent. We have come too far to stop now. We've got to keep going. Keep working. Keep breaking down those barriers and imagine what we can build together when each and every American has a chance to live up to his or her own God-given potential.

Thank you all so very much. Thank you!

Appendix 2

The video was taken for extrlinguistical analysis of Hillary Clinton's speech

Highlights from the second presidential debate: Trump fights dirty against Clinton
https://www.youtube.com/watch?v=Irw956jPLOA