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Term Paper

PRAGMATICS OF VERBAL AND NON-VERBAL MARKERS OF SPEAKER'S
PERSONALITY IN CONTEMPORARY ENGLISH DISCOURSE

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INTRODUCTION

The given course paper is dedicated to the investigation of the specific actualization of verbal and non-verbal means of communication and their functioning concerning the speaker's personality in the English discourse.

Language is incessantly changing in the communicative continuum under various factors. It is a society-bound construct that is directly related to human beings. Relying on the functions of the language, which are communicative and cognitive, people resort to it as a means for accomplishing certain communicative purposes. Communication and its markers, both verbal and non-verbal, are of great importance owing to the fact that they enable language users to convey thoughts, express emotions and deliver particular information. The tendency of a speaker to use a characteristic bunch of vocabulary units and behave in a particular way was always under consideration by many scholars and never loses its relevance in contemporary pragmatic discourse. Moreover, an active exploration of the pragmatic field was observed only at the end of XIX c. Fundamental researches on this topic belong to such scholars as Ch. Pierce, K. Bühler, W. James, R. Carnap, Ch. Morris, P. Grice, J. Austin, J. Searle, P. Strawson, etc. The research base of this course paper is founded on the works of such as Y. V. Horytska (2013; 2014), V. V. Zelenskaya (2000), L. M. Kornieva (2004), T. A. Kosmeda (2011), O. Y. Kurylo, I. I. Rosman (2017), S. V. Sokolovska (2012), L. V. Soloshchuk (2005), A. B. Tumanova (2007), M. Allard-Kropp (2020), P. Brown, S. C. Levinson (1987), V. Fromkin, R. Rodman, N. Hyams (2018), J. Cutting (2002), L.f Crible, M.-J. Cuenca (2017), H. M. Luma (2022), J. Sidnell, N. J. Enfield (2012), and G. Yule (2010). Hence, the topicality of the course paper is predetermined by the changeable character of language usage in different discourses which is influenced by extralinguistic factors and the potential of interpreting communicative markers.

The object of the research is the pragmatics of the verbal and non-verbal markers of a speaker's personality in contemporary English discourse.

The subject of the research in the given course paper is the pragmatics of verbal and non-verbal markers in contemporary English discourse in terms of the speaker's personality.

The aim of the course paper is to make an analysis devoted to the theoretical foundations of verbal and non-verbal markers of communication alongside with speaker's personality through the prism of its implementation in reality. In order to achieve the aim, the scope of such tasks were suggested:

1. To determine pragmatics and its methodological approaches on the research base;
2. To describe verbal and non-verbal markers in the continuum of communication;
3. To explain different aspects of interpretation concerning verbal and non-verbal markers;
4. To expound the notion of the speaker's personality and various facets of its definition;
5. To provide the analysis of the English speech discourse and explication of verbal and non-verbal markers in use.

The accomplishment of the objectives relies on such methods of research as general scientific and linguistic (descriptive and pragmatic analysis) ones.

Materials for the practical realization of the course paper are taken from contemporary English discourse, i. e. public speeches delivered by Taylor Swift, Barack Obama, and Keisha Brewer.

Structurally, the course paper includes the introduction, two chapters, conclusions, résumé, and a list of references consisting of 20 resources.

CHAPTER ONE. THEORETICAL FOUNDATIONS OF THE RESEARCH OF VERBAL AND NON-VERBAL PERSONALITY MARKERS

1.1. The objectives and methods of pragmatic researches of verbal and non-verbal markers in speech

Frequently, it happens that a speaker or writer may imply something different in their message. The information expressed indirectly is likely to serve as a distractor for an unambiguous understanding of the message. However, it should be mentioned that each of the interlocutors pursues a certain communicative aim. Verbal and non-verbal signals sometimes appear unclear to another person. Moreover, in some cases, they are used to convey certain meanings in order to make communication more effective. Such consequences of communication follow due to a diversity of factors embracing linguistic context (discourse), situational context, and non-verbal facets.

Taking into account what was noted above, the following definition is relevant to be provided. It touches upon a field of linguistics preoccupied with interpreting the meaning of a language applied in a context which is called pragmatics (Fromkin, Rodman, Hyams, 2018). The determination of this science was primarily presented at the turn of XIX-XX c. in the works of such scientists as Ch. Peirce, K. Bühler, W. James, R. Carnap etc. Nevertheless, Ch. Morris is considered to derive the term 'pragmatics'. From his point of view, pragmatics was called to establish the relations between the signs and the interpreter. A. Baranov, for instance, supported the idea that pragmatics stood for semiotics itself incorporating both syntactics and semantics. Hence, there were no distinctive methods for how scientists were supposed to draw a difference between pragmatics, semantics, and syntactics. For this reason, the universal definition and objectives of pragmatics stayed a moot issue for scholars. In the late XX c., pragmatics went beyond linguistic signs. P. Grice, J. Austin, J. Searle, P. Strawson, and others based their approaches on philosophical foundations. According to P. Grice, there is a stock of rules, Maxims of Cooperation, that identify the way language is implemented and interpreted. P. Grice led the way to the establishment of a semantic approach for exploring pragmatics. Moreover, he

altered the process of interpretation in the way that there is a range of possibilities how the sentence may be rendered in the context of conversational implicatures.

J. Austin and J. Searle developed the theory of speech act. It was said that while presenting the information a person carries out actions, illocutionary, locutionary, and perlocutionary acts. Except for the fact that sentence is uttered by a speaker (locution), it is also characterised by the presence of illocutionary force, i.e. speaker's intention (illocution), and it somehow influences the recipient (perlocution). It's worth mentioning that these three acts occur in a simultaneous succession. After the introduction of this theory concerning the perspective on pragmatics, the attitude towards various definitions was drastically changed. Scholars working in various fields of knowledge around the world were trying to elaborate theories that would serve the aim of pragmatics. Among them, we can find G. G. Pocheptsov, O. A. Romanov, V. I. Karasyk, M. L. Makarov, Y. D. Apresian, and others (Соколовська, 2012; Fromkin, Rodman, & Hyams N., 2018).

Discrimination between different types of context must be made here. One kind of context is called linguistic as it encompasses the words which are attached to each other to form a phrase or sentence. Based on such a kind of linguistic surrounding, even if there are some fuzzy vocabulary items, interlocutor may try to guess their literal or contextual meaning. As a matter of fact, words may be allotted a new way of interpretation depending in what collocations they are embedded in. On the other hand, the situation in which communication unfolds plays a significant role as well forming another type of context called situational. Time and place where words are enunciated or written bear physical aspects of the communicative act. In addition, as a participant in the communicative act, a person tends to construct some expectations and assumptions based on his or her background knowledge and experience. Such mental representations provide further explanations for a given piece of data and influence how people perceive it. Decoding linguistic signs is not exclusively based on the word definitions, its semantics. People are engaged in analysis and supposition act in order to draw a single picture of what was just said or presented to the receiver of the message (Yule, 2010). Noteworthy, prior

knowledge of both the speaker and the hearer leads the process of how the meaning of a message will be retrieved. So, extralinguistic factors reflect another side of the use of verbal signs. Interpersonal relations, social class, gender, age, and other speakers' characteristics are brought to the discussion here (Cutting, 2002).

Another facet that lies in the core of how word strains gain meaning in practical realisation is called discourse. In pragmatic theories, the quality of meaningful pieces of spoken or written texts is described as coherence, or relevance. Furthermore, attention is given to cohesion since words are systematically united in bigger units according to established rules and norms of language. Considering these two fundamental notions relevance theory and cooperative principles determine the methods we are able to supervise the application of language.

While conveying the meaning it is impossible to avoid the function that the language is used. In other words, the speaker is targeted at something in the course of communication whether it is a request for an action or a denial to accomplish some tasks. In fact, the aim of speaking act may be predetermined any speaker's intention (Cutting, 2002).

Thus, the main objectives of pragmatics cover the investigation of the context, discourse, and functionality of language usage.

1.2. Definition and realization of verbal and non-verbal communication, its markers

Any message delivered in the speech continuum must be interpreted. Extracting the meaning from sentences frequently imposes the problem of implicitness. For this reason, it is always relevant to work out sufficient systems of encoding and decoding the information. In the second half of the XX c. J. Lyons underscored the interdependence between verbal and non-verbal components of communication. Both of them are equally important. Here the shift in language investigation was observed. The matter is that language was perceived as an abstract phenomenon but an essential means of human communication. It should be noted that M. M. Bakhtin paid much attention to the immediate interrelation between verbal and non-verbal markers that presupposes certain intentional vector of the

communicative act. These two constituents accompany each other; hence, the addressee is able to retrieve desired meaning for further development of efficient communication. All this is possible as both the addressee and addresser are involved in an active process of uttering sentences (Солощук, 2005).

It is inherent for people, who, in fact, constitute a society, to fulfil their needs of being integrated into a social environment. This need is predetermined by the nature of a human. A person is dependent on the group as it attaches significance to personality formation, and has an impact on the establishment of a set of values, traditions, customs, and norms of communication. Via verbal and non-verbal media people perform the exchange of knowledge inside their own community and far beyond it, here cross-cultural communication is meant. Additionally, defining the notions of verbal and non-verbal markers may make it clear how interpersonal relations are established and what is their meaning. In terms of linguistic studies, the focus is given to the relations between the speaker and the hearer. Their social status affects the way they communicate. Depending on extralinguistic factors, participants of communicative acts tend to use particular stock of vocabulary and physical behaviour might be not constant in all situations. (Sidnell, J., & Enfield, N. J., 2012).

Verbal communication is an energy-consuming process of language interchange irrespective of the way it is delivered, whether with the help of oral, written, or internal speech. Verbal means of communication constitute the sign system of language. This includes sounds, words, speaking, and language itself. The word in combination with other words is considered to be the smallest meaningful unit. When the words are amassed into bigger constructions, they serve to insight thoughts and ideas of the speaker and concomitantly to perceive them relying on personal experience. The superior efficiency of communicative act may be seen in speaking that is subdivided into public speaking and interpersonal communication. Communication is a two-way interaction. That is why the communicant and the recipient must have interchangeable relationships when their roles may shift in the communicative process. In combination with non-verbal markers, non-verbal markers either facilitate or compound the interpretation of communication. With

reference to linguistic units, some words are devoid of an option to be analysed out of context. In this case the sentence may appear vague and ambiguous since it is typical of language users to resort to deictic expressions. Noteworthy, pragmatics is concerned with deixis to the full extent as they provide 'pointing' facts. These expressions include person (denotation of inanimate and animate objects with the help of personal pronouns), spatial (specification of location), and temporal (pointing to the temporal limits of the action expressed in the sentence) types of deixis (Курило Щ. Й., & Розман І. І., 2017; Luma Н. М., 2022; Yule, 2010).

Non-verbal markers are not linguistically presented and their meaning is usually related to the situational context they are implemented in and the communicative environment. The communicative environment is presented by communicative partners of a linguistic personality whom he or she converses with during the whole life. In narrow meaning, non-verbal signals are related to the signs in terms of a person's appearance and body. There is no single classification of non-verbal markers but they generally are divided into proxemic, kinesic, tactile, and prosodic media. Generally speaking, people tend to resort to nearly 1 million non-verbal markers in everyday communication.

The category of proxemics defines the distance between the interlocutor. This term was introduced by Edward T. Hall in the late XX c. Proxemics may be bound by culture, gender, social and temporal setting, and personal preferences. Noteworthy, the representatives of English-speaking cultures don't have the intention to cross the boundaries of another person. They believe that communicants shouldn't be in close proximity to the recipients.

Another group of media, kinesics, is concerned with the actions person's body when the communication is being unfolded. Kinesics embraces facial expressions, eye contact, gestures, posture, and the style of walking. Analysing mimics and style of walking attributed to a speaker one can make an assumption about his or her character traits or mood at the moment. Facial expressions are closely connected with eye contact. However, it should be pinned down that the meaning of eye contact may vary concerning the culture. In an English-speaking environment is considered

to be a sign of confidence and self-assurance. Some of them can even defer because of cultural differences. In fact, the importance of these non-verbal signals is highlighted by the fact that gestures and body movements are prior to being acquired in comparison to linguistic competence. Gestures, in particular, denote the movements of hands with the help of which it's possible to impart the information about communicant's inner state. (Корнева Л. М., 2004; Курило О. Й., & Розман I. I., 2017; Luma H. M., 2022). Tactile means, touch and touching capabilities, performs the function of discovering the world and experiencing diverse objects, making up certain mental representation about them. On the other hand, this non-verbal marker designate intimacy between the interlocuters or their approachability and openness.

Nevertheless, non-verbal communication turns out to be extremely useful, especially under circumstances when fluent usage of the language is hardly possible for an addresser to convey the message by means of providing or concealing the information from the addressee. What is more, the application of non-verbal communication is helpful for people who are deprived of the ability to produce sounds and form verbal utterances. For example, sign language enables physically-challenged people to hold a conversation. On the other hand, non-verbal hints in communication don't necessarily ensure its effectiveness and success as their interpretation by the addressee may differ from the message that was originally implied by the sender. In this case, not only cultural distinctions take place but the personal peculiarities of the interlocuters as well. If a recipient is familiar with the addresser to the extent that he or she can predict or assume the meaning of the non-verbal marker, the verbal marker isn't always required. The dependence on social environment aroused extreme interest in sociolinguists. Furthermore, the speaker's appearance and clothing are viewed as another non-verbal marker. Interlocutor's outlook may give clues to their intentions and purposes in this or that communicative act. (Солощук, 2005; Allard-Kropp, 2020).

1.3. Speaker's personality embodiment of verbal and non-verbal markers

The speaker's personality is a complex notion that was studied by different scholars. The first one to refer to the term 'linguistic personality' was J. L. Weisgerber at the beginning of XX c. He suggested that a linguistic personality is derived from a person's ability to produce language. Also, it was said that a person could master his or her native language only by being integrated into a particular linguistic community. Here linguistic personality is viewed as a native speaker of a language. However, there were scientists who didn't share the same point of view in defining linguistic personality. One of them was Y. M. Karaulov who worked out more comprehensive structure of linguistic personality. The linguist is considered to be the main developer of the theory of linguistic personality. Noteworthy, he viewed linguistic personality as a possibility to discover the core of a language from different perspectives. His point was that language underwent the influence of historical events, Y. M. Karaulov took into account that language has its mental representation in the human psyche, structural organization, and social basis, as it's used to meet people's demands in society. Eventually, the model of linguistic personality introduced by the linguist relies on three levels: verbal-grammatical (zero level), linguo-cognitive (first level), and motivational-pragmatic (second level) levels. Y. M. Karaulov offered this structure with the aim of reconstructing the speaker's personality. The choice of typical grammatical constructions, mentality, worldview, and the way texts are generated and perceived affect the modulation of linguistic personality. The realization of a linguistic personality is observed in cultural codes, stereotypes, norms, and guidelines of communicative behaviour. The examination of the discourse of the native speaker and implementation of communicative intentions reflect the personality as a user of linguistic signs. Karaulov's model of linguistic personality served as the basis for the implementation into scientific use the term 'secondary linguistic personality'. It was introduced by I. I. Khalieieva. Her approach focused on the acquisition of both a foreign language and its cultural concepts (Горицька, 2013; Горицька, 2014; Космеда, Карпенко, 2011). Further study of linguistic personality may supply data about his or her education, social status, character, etc. Comprising a stock of beliefs, ideas,

and values, capacities to effectively act and have an impact on the interlocutor gives ground to the statement that it is a linguistic personality who makes choices about the language use (words, collocations, expressive means, and stylistic devices, etc.) (Зеленская, 2000; Туманова, 2007).

Conclusions to Chapter One

People can hardly exist without communication which may be performed in different ways and forms. Using verbal and non-verbal means one is able to convey the message with a certain aim of the communicative act participant takes part in. Both of them are of equal importance due to the fact that they complement one another. The usage of a language isn't exclusively predetermined by linguistic signs. The more complex issue bears pragmatics of the utterances people apply. In fact, it's frequently a hard problem to be resolved when it comes to the real intrinsic meaning and correct interpretation of the information inferred from communicative act. These notions attracted a tremendous number of scholars.

CHAPTER TWO. ACTUALIZATION OF VERBAL AND NON-VERBAL MARKERS THROUGH THE PRISM OF PUBLIC SPEECHES IN CONTEMPORARY ENGLISH DISCOURSE

In the given term paper, it is considered to be relevant to take for the analysis public speeches of different discourses in order to show the pragmatic potential of verbal and non-verbal means of communication. Mention should be made of the fact that the study will be grounded on the theory of principles of positive and negative politeness offered by P. Brown and S. C. Levinson. The notion of politeness in linguistic sciences corresponds to the public face, in other words, the speaker has a tendency to demonstrate a particular self-image in an interpersonal interaction. The clear distinction between positive and negative politeness is to be preserved as it is guaranteed via the speaker's attitude and relation with the audience. In case when an addresser is aimed at building an amiable, close-knit connection with the addressees, the sender of the message is thought to operate with strategies of positive politeness. On the contrary, negative politeness in this theory presupposes the speaker's freedom from imposition and independence. (Brown, P., Levinson, S. C., 1987; Yule, 2010). What it more, while describing the markers of the discourse, attention must be provided to the mode of communication, in other words, whether the study is concentrated on either oral or written mode. According to M. Halliday, various contextual aspects are taken into account as well. The matter is that instances of written discourse are characterized by more precise planning. However, the facet of prepared discourse may be reflected in the formal and informal style of delivering the information. It should be mentioned that this analysis is to be realized with reference to the degree of formality and interaction with the public while relying on the main principles of politeness (Crible L., Cuenca M.-J., 2017).

2.1. The analysis of verbal and non-verbal markers in Taylor Swift's Commencement Address

The analysis will be provided on the basis of the Commencement Address at New York University that Taylor Swift pronounced in 2022.

Taylor Swift is an accomplished and famous artist. She was honoured to deliver a public speech in front of other degree recipients. Before reaching the analysis of her personality as a speaker, the attention must be drawn to the communicative situation the addresser was in. The level of responsibility Taylor had to shoulder was considerable because it was her graduation as well. Taking into consideration the speech itself, the very beginning of Taylor's commencement address eliminates the degree of isolation from the audience and clarifies that the speaker is intended to be open and generous (e.g. *Hi! I'm Taylor!*) (Swift, 2022). Furthermore, verbal markers were accompanied by non-verbal ones. First of all, her hand-waving and smile displayed her emotional state and the intention to arouse positive emotions in the audience. The impression of familiarity was created. Nevertheless, those non-verbal signals are very common for people when meeting each other for the first time.

Moving further, Taylor decided to include her personal stories for the purpose of relieving tension and minimizing the distance between the addresses and her. Mention of her last time standing on the stage there and comparison of her current and previous costumes provided ground for the joke utilizing sarcasm and making the speech more emotionally coloured (e.g. *This outfit is much more comfortable*) (Swift, 2022). In reference to the ordinary structure of commencement speeches, expressing gratitude to the participants and organisers is required. In this part, the significance of prosodic means must be highlighted as well. In fact, Taylor put the accents and poses in the way of dividing the utterance into logical parts, so a separate intonation pattern was given to each of the components. It helped create the rhythmical pattern for separate parts with the employment of slight pauses. It is crucial with regard to the usage of time as a non-verbal marker. The segmentation of this type created a sense of anticipation in the audience and provided them with the opportunity to express their feedback in the form of cheering. Although the participants of the communication took part in a rather formal event, Taylor did not avoid the opportunity to make jokes. As she commenced the speech with entertaining statements, the termination was done in a humorous manner. The matter

was that the artist played with the polysemy of a word denoting the degree students obtained initially referring to the breathing technique (e.g. *And I'm a doctor now, so I know how breathing works.*) (Swift, 2022). What is more, positive politeness is incorporated here as Taylor intentionally and indirectly paid complement to the participant of that graduation ceremony (e.g. *I would like to say a huge thank you to NYU's Chairman of the Board of Trustees ... and the faculty, and the alumni here today who have made this day possible*) (Swift, 2022). As with any other utterance of hers, the provided arguments are characterised by the usage of deictic elements such as personal pronouns and elements for denoting the time and space location. To continue, with the help of the personal pronouns 'I, you, we, our' the speaker avail herself of the opportunity to build a link with the addressee and she presupposed common ground for both parties of the communicative act. The feeling of solidarity and sympathy was also created due to direct mentioning it (e.g. *That led us to this common destination; ...fellow honourees...; ... Not a single one of us...; ...You and I both learned...; ...and so will I...*) (Swift, 2022). While giving her commencement address, Taylor Swift provided other alumni with information about temporal and spatial orientation via constant repetition of the adverbs 'today', 'now' and 'here' respectively. Moreover, the speaker adhered to the strategies of positive politeness when she was outright mocking herself and underestimated her personal achievements compared to those students who were struggling with remote studying during the pandemic. At those moments her pointing gestures at herself supported the ideas she was announcing. There were also rising movements by hand that were noted at the times when Taylor Swift was enumerating some arguments. These gestures seemed to rhythmically correlate with the accentuated patterns. In the given context they served to signal different points under discussion. Therefore, non-verbal markers could not exist separately from verbal content but accompany it. She displayed a genuine interest in the audience and made an impression that they all were old friends. Additionally, Taylor Swift exemplified her speech with real-life experience so that any hearer would relate to what she was trying to convey by mentioning social media, inner motivation, and its absence, making mistakes as

something inevitable and needed for them to develop in the future. Examining other verbal means of communication at the level of the lexicon, it should be noted that emotionally coloured words were successfully employed in the speech (e.g. ‘*elated, excruciatingly, hilarious, revolting,*’ etc.)

Except for strategies of positive politeness, negative politeness was also observed. One of the examples may be found in the sentence ‘*Please bear in mind that I, in no way, feel qualified to tell you what to do*’ (Swift, 2022). On the one hand, the speaker held pessimistic expectations concerning her capacity to offer constructive advice. On the other hand, in this very statement flouting at principles of the negative face is noticed as well. Taylor did not manage to be conventionally direct and referred to the alumni directly with the request for action to remember her words. Besides, if the extensive usage of deictic personal verbal markers with reference to positive politeness is justified, regarding negative politeness it is believed to be a defiance of its fundamental principles of minimizing the imposition on the hearer. Such disobeying the rule in this context helped guarantee the effectiveness of communication though.

Her voice was melodic and versatile which resulted in the desired effect on the audience. Concerning the communicative environment, it was assuredly strenuous for the speaker to maintain strong continuous eye contact. Nevertheless, its inconsistency may be warranted by the size of the audience. Taylor Swift was moving head from side to side in order to cover a larger area with her glance. And to show the engagement with the consumers of the message.

To conclude, Taylor Swift’s speech reflected a friendly attitude towards the students that was proven by the recipients’ behaviour while the commencement address was being conducted. In spite of the high level of formality predetermined by the peculiarities of the event, the ambiance was contributing to accomplishing all the intentions of the speaker.

2.2. The analysis of verbal and non-verbal markers in Barack Obama’s Presentation Address

The analysis will be provided on the basis of Joe Biden of Freedom Presentation Address at the White House, Washington, D. C. that was given by Barack Obama in 2017.

Conventionally, public political speeches demand a serious tone of delivering the speech as the social and temporal setting is formal. However, in Barack Obama's presentation address, the merger of serious and jocular tones may be detected. Although the speaker performed in front of government officials, at the very beginning he resorted to an informal lexicon referring to the Prime Minister as 'guy' which in terms of positive politeness is regarded as in-group identity marker (Obama, 2017). Such an introduction aroused positive feedback in the audience in view of the fact that they started cheering and laughing. This strategy allowed him to intensify the interest attributed to the hearer he was pointing at. In the matter of principles of politeness, positive politeness was predominant in the speech. To support this statement, it is worth mentioning that Barack Obama addressed the recipients as '*folks*'. Therefore, he indirectly underscored the degree of familiarity between the addresser and the addressees. The next verbal element that should be overlooked is the promise inserted into the phrase '*I will try to be relatively brief*' (Obama, 2017). The speaker may be considered polite with regard to his willingness to not consume too much time for a speech presentation. He appears to be interested in his hearers and making them feel more comfortable. From another perspective, it also served as a humorous part of the introduction. The comic effect was reached at the moment when the speaker sarcastically mentioned the Internet resources and '*our bromance*' pointing to Joe Biden. Such a situation might confuse the hearer as somebody could interpret it as excessively imposing or not relevant. In spite of that, such a strategy turned out to be an effective technique in the scope of positive politeness. His remarks were useful to lighten the atmosphere. After such statements Barack Obama either demonstrated a wide smile or preserved his straight expression which actually added an exclusively exquisite application of strategy of positive politeness.

Bearing in mind the peculiarities of public speech presentation, it appeared unambiguous that the listeners were not supposed to verbally interact with the speaker. Nonetheless, turn-by-turn reciprocity in this very address became possible owing to non-verbal markers such as clapping, and from the point of verbal means, exclamations were inherent as well. It is also important that the addresser gave them time to accomplish their part of that communicative act.

Examining further the verbal facet of the speech, the level of syntax is also worth attention. In fact, the decision to incorporate different syntactical stylistic devices enhanced the possibility of a successful communicative act. Anaphora of the deictic element ‘*somebody*’ fuelled more anticipation in the hearers. Furthermore, it seems relevant to assume that in the given social and temporal context the audience was able to decode the pragmatic meaning of such an indirect presentation of Joe Biden (e.g. *But I just wanted to get some folks together to pay tribute to somebody who has not only been by my side ..., but somebody who has devoted his entire professional life to service to this country, the best Vice President America has ever had, Mr. Joe Biden*) (Obama, 2017). Moreover, the application of an indefinite pronoun had a thought-provoking effect. The complex sentence structure gives a base to the compliment that is also a crucial strategy of positive politeness. A statement of this type demonstrated the speaker’s approval and sympathy towards the person he made reference to. In addition, the speaker might opt for exaggeration with the purpose of highlighting the influence and tremendous importance of the Prime Minister. Barack Obama directly opined that he considered Joe Biden to be the greatest candidate for that post and stressed the fact that American people are mostly privileged by it. The evaluative connotative meaning of the vocabulary units contributed to the strategy of noticing distinctive personal characteristics as well (e.g. *extraordinary man with an extraordinary career*) (Obama, 2017). Generally, the insertion of a metaphorical phrase may cause a vague interpretation of the utterance, however, it also intensified the expressive power of the matter under description. For this reason, Barack Obama successfully used the metaphor (e.g. *a lion of American history*) (Obama, 2017) while mentioning Joe Biden’s

accomplishments for the benefit of government and American society. In point of fact, a lion as an animal is usually associated in people's minds with reliable leadership and power. Therefore, with that metaphor audience may assume a vital role of that person for their social community. This very concept proliferated throughout the whole speech by expressing Barack Obama's certainty of his former decisions regarding the personality of the current at that moment Prime Minister. Concerning non-verbal markers, the addresser resorted to specific gesture of counting with his fingers when he presented favourable comments about Joe Biden's activities from different views, political and personal.

Strategies of positive politeness were noted on account of the exercise of in-group identity markers to show that Barack Obama was the representative of the same ethnic group and citizen of the same country as present people in the room. The announcer frequently employed the pronoun 'we' regarding his participation in their community. The majority of arguments are given through the prism of collective elements (e.g. *...all of us...*, *... our children...*, *...we have ever seen...*, *...we continue to try...*, *... we all know...*, *... we hear...*, *... we're in a serious business...*, *...al-American love story...* etc.) (Obama, 2017). One of these examples may be designated as a hedge. The matter is that 'we all know' phrase gives certainty and is viewed as a vague language because it makes the statement less categoric and more general. Moreover, during the address, Barack Obama accentuated the phrase as a separate syntagm.

All in all, the given speech was dedicated to the appreciation of the Prime Minister. Verbal markers of the speaker's personality excited in the hearers the feelings of admiration and reverence towards the image of Joe Biden. Non-verbal markers were produced in the course of a speech to support the speaker's argumentation. Although there was not an abundance of instances of non-verbal communication, in this particular situational condition it is viewed as an appropriate behavioural action in order to adhere to certain requirements for delivering a public speech in the political discourse.

2.3. The analysis of verbal and non-verbal markers in Keisha Brewer's Persuasive Speech

The analysis is focused on the persuasive speech by Keisha Brewer called "It's Not Manipulation, It's Strategic Communication" delivered at TEDxGeorgetown in 2019.

An optimistic atmosphere was created at the very beginning of the speech since the speaker greeted the audience both verbally and non-verbally. In the first case it is meant by '*Good morning!*' and, on the other hand, a big smile on her face allows to suppose that she was eager to present the speech. Such an assumption was lately testified directly because Kisha Brewer shared her feeling with the audience (e.g. *I'm excited to be your first speaker of today!*) (Brewer, 2019). The vigorous mindset of the addresser suggested the employment of positive politeness which contributed to the efficient development of the communication. In addition, the first scene is remarkable for another non-verbal marker, i.e. style of walking. The communicant was confident when entering to the stage. With regard to the second piece of example, the speaker gave the impression of being sufficiently knowledgeable about the hearers. Still, positive politeness is the key.

In this particular speech, the addresser was observed to resort to rhetorical questions as well. They were all concerned with the audience's background experience. In such a way the audience was involved in the process of communication. Sharing personal experience made the listeners think that they are able to seek agreement with the speaker since she seemed to have similar thoughts and ideas about the topic under discussion. The effective application of the positive politeness strategy was seen when the speaker expressed her opinion contrary to the people who were supposedly contradicting the listeners' viewpoint in the past. Keisha Brewer appeared to be aware of hearers' concerns and wants. With the help of this technique, she managed to stick to the strategies of seeking agreement and attending to the hearer. Under these circumstances, the usage of imperative subsequently substantiated the level of closeness between the speaker and the hearers (e.g. *Repeat after me...*) (Brewer, 2019). Furthermore, Keisha Brewer

intensified her interest in the hearer indirectly via inserting the hedges in the address (e.g. ‘*probably*’ and ‘*usually*’). Although the hedges are included to the strategies of negative politeness. In this particular case, the combination of the principles of politeness produced sufficient effect (e.g. ... *strategic communications is probably the very thing you’ve been needing this entire time...*; ...*you’ve probably learned...*) (Brewer, 2019). According to the analysis of the first utterance provided as an example, the addresser, on the one hand, diminished the imposition and, on the other hand, evinced that she had knowledge of the hearers. Additionally, non-verbal marker of gestures should not be left with attention. The matter was that while enunciating the word ‘*very*’ from the above example, Keisha Brewer moved her fingers together in order to illustrate the preciseness of her statement. Thereupon, articulation of the word ‘*entire*’ was followed by her moving hands to the sides with an intention to highlight the concept attributed to this lexical unit and trace the scope of the issue she was going to cover. Moreover, the pragmatic meaning of prosodic means as an instance of a non-verbal marker must be penetrated. In fact, the very word ‘*entire*’ was delivered with a distinctively decreasing tempo in contrast to other verbal constituents.

To continue the strategy of in-group markers, slang employment and colloquial vocabulary were noted in the speech. Probably, the primary motivation was to entertain the addressees and to lessen their feasible anxiety at that moment. There were such slang instances as ‘*to slide into somebody’s DMs*’, ‘*to shoot somebody’s shot*’, and ‘*to scroll on Instagram*’. All these expressions were embedded into the speech when Keisha Brewer was revealing the memories from her own life making the reference to the notion of ‘*millennials*’ (e.g. ‘...*like us millennials do...*’) (Brewer, 2019). Obviously, she provided the interpretation of those phrases to be comprehended by everybody in the room. It brought positive results since the potential disagreement was instantaneously eradicated. Nevertheless, the hearers displayed reaction of delight as they giggled afterwards.

Preceding with positive politeness strategies, the speechmaker offered the public a set of recommendations simultaneously maintaining an optimistic frame of

mind. She was not implicit in referring to the interlocutors, however, Keisha Brewer resorted to deictic elements to preserve the sense of cooperation between the speaker and the hearers (e.g. *Today I'm going to give you...; ...and using this method, I'm able to combat the resistance...*) (Brewer, 2019). These phrases were employed with regard to the topics under discussion. Their discrimination from the rest is crucial due to the fact that they exhibit the speaker's competence, hence, the audience may suppose her to be reliable enough for them to gain a piece of expert advice. To contribute to the deixis aspect of the speech, its merger with the hedge produced the sense of solidarity and conformity of ideas (e.g. *'I think we've all experienced...'*) (Brewer, 2019).

Excluding previously mentioned non-verbal markers, the other facet is to be accounted. In the course of presenting the whole speech, the addresser was walking from side to side on the stage, thus, she directed her attention to the majority of the listeners. Such dynamic to certain extent behaviour of the announcer guaranteed incessant engagement of the people in the room. From a different perspective of kinesics, it was noted that the delivery of the arguments in the speech was accompanied by the gesture of figure-counting to support the logical order of the statements. What is more, during enumeration the speaker made a slight mistake in the number after which she immediately apologized. Although this act happened unexpectedly, the speaker imparted the strategy of negative politeness preserving her polite public face.

Non-verbal communication was also observed from the hearers. Although the speaker is, as a rule, a person who is allotted the opportunity to convey the communicative act. Nonetheless, any interaction is of great importance, especially for the purpose of maintaining contact with the speaker without disturbing the main performance. In fact, there were times when Keisha Brewer herself asked the recipients to react by raising their hands. It was done for her to gain the answers to the rhetorical questions she put. In conclusion to this section of non-verbal markers, the speaker appeared to be an audience-oriented person.

Hence, Keisha Brewer demonstrated herself as a person who was targeted at presupposing common ground with the audience and making her speech remarkable for them. The speaker was concerned with the hearers' current necessities and was trying to convey her speech through the prism of recipients' benefit.

Conclusions to Chapter Two

The practical analysis was aimed at identifying the pragmatics of verbal and non-verbal markers of a speaker's personality. In order to accomplish the main objectives of this research, the principles of politeness by P. Brown and S. C. Levinson were applied to the analysis of contemporary public speeches. With regard to the ultimate results we obtained, it was detected that people as linguistic personalities inevitably resort to certain characteristic language structures or set of vocabulary. What is more, non-verbal means constitute the elaborate process of communication. As a matter of fact, they become helpful while interpreting the meaning of the utterance and enforce more expressiveness to the speech. The diversity of non-verbal markers is believed to be predetermined by a number of factors such as traits of character, social background, and communicative setting. The realia of the temporal period the discourses were conveyed in exhibited a significant impact on the speaker's personality in action and the way he or she opts for various linguistic and non-linguistic patterns.

GENERAL CONCLUSIONS

This term paper is dedicated to the identification of core concepts of pragmatic studies in relation to the way the speaker tends to resort to verbal and non-verbal means of communication pursuing a certain aim. Based on the retrieved theoretical data, it was investigated that for achieving practical purposes of the communicative act the speaker is not the only one to be taken into account. In order to retain the correct interpretation of what was conveyed by verbal and non-verbal markers, a person is supposed to be aware of extralinguistic factors as well. Otherwise, it is feasible that both the speaker and the hearer may generate vague impressions of the information they received. Furthermore, the only distinction between oral and written communication appears to be insufficient for the objectives of pragmatics. In fact, both linguistic (verbal and non-verbal) and extralinguistic (situational context) operate simultaneously.

In addition, in the scope of this term paper ‘speaker’s personality’ was viewed from different perspectives for the reason of the practical implementation of the provided information in the analysis of contemporary public speeches. It was detected that the speaker’s personality may not be constrained to the speaking act as it is. So, it encompasses more extended notions regarding social facets, culture, and mental representations.

The practical value of this term paper is attributed due to the pragmatic analysis of contemporary public speeches of the representatives of the English-speaking community (Taylor Swift, Barack Obama, and Keisha Brewer). The personalities under consideration demonstrated a vast range of verbal and non-verbal markers. The peculiarities of their employment were noted owing to the principles of politeness introduced by P. Brown and S. C. Levinson.

To conclude, the accomplishment of the objectives prescribed in this term paper may be considered successful.

RÉSUMÉ

«Прагматика вербальних і невербальних маркерів мовної особистості в сучасному англомовному дискурсі»

Козловська Д. А.

Ключові слова: прагматика, мовна особистість, вербальні маркери, невербальні маркери.

У даній курсовій роботі основна увага надається визначенню теоретичного підґрунтя для прагматичної цінності вербальних та невербальних маркерів, що у свою чергу проявляються під час реалізації комунікативного акту. Окрім того, для загального розуміння причин використання та мотивації мовної особистості було проведено дослідження з урахуванням різноманітних факторів впливу. Було визначено, що вербальні та невербальні засоби передачі інформації співіснують в континуумі спілкування, доповнюючи один одного. Тим не менш, для забезпечення більш ефективного прагматичного аналізу в наступному розділі мовні маркери розглядалися окремо.

Реалізація словесного потенціалу мовця розглядалася з оглядом на різні підходи до визначення їх прагматичного значення. Відомо, що фахівці різного профільного спрямування, зокрема психологи та лінгвісти, надавали значну увагу тому, як адресат може інтерпретувати повідомлення, надіслане адресантом. У такий спосіб кожен учасник комунікації в змозі успішно використовувати мовні засоби та послуговуватися її функціональними можливостями – комунікативними та когнітивними.

Тут ключове дослідження охоплює одночасний аналіз вербальних та невербальних маркерів, що проявилися в англомовних публічних промовах різних дискурсів, а саме політичному, освітньому та повсякденному.

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