

Ministry of Education and Science of Ukraine
Kyiv National Linguistic University
Department of English Philology and Philosophy of Language

Team Paper

*Linguistic Means of Manipulation in Political Discourse
(Based on Boris Johnson's Political Speeches).*

Ivan LIUBCHENKO

Group M1a 05-19

Germanic Philology and Translation Faculty

Research Adviser

Assoc. Prof.

PhD (Linguistics) Iryna ANDRUSHCHENKO

Kyiv 2023

Міністерство освіти і науки України

Київський національний лінгвістичний університет

Кафедра англійської філології і філософії мови

Курсова робота

на тему: «Лінгвістичні засоби маніпуляції у політичному дискурсі
(на матеріалі політичних промов Бориса Джонсона)»

Студента групи МЛа 05-19

факультету германської філології і перекладу

денної форми здобуття освіти

спеціальності 035 Філологія

Любченка Івана Вячеславовича

Науковий керівник:

кандидат філологічних наук,

доцент Андрущенко Ірина Олександрівна

Національна шкала _____

Кількість балів _____

Оцінка ЄКТС _____

Київ 2023

TABLE OF CONTENTS

INTRODUCTION	3
CHAPTER ONE. THEORETICAL BASIS OF LINGUISTIC STUDY OF MANIPULATION IN POLITICAL DISCOURSE.....	6
1.1. The concept of language and speech	6
1.2. Manipulation	7
1.3. Manipulation in political discourse	8
Conclusions to Chapter One	11
CHAPTER TWO. RESULTS OF RESEARCH OF MANIPULATION IN B. JOHNSON’S POLITICAL SPEECHES.....	11
2.1. Analysis of Boris Johnson's political speeches.....	11
2.2. Identification of linguistic means of manipulation in Boris Johnson's political discourse	12
Conclusions to Chapter Two	20
GENERAL CONCLUSIONS	22
RÉSUMÉ	24
LIST OF REFERENCE MATERIALS	25
LIST OF ILLUSTRATING MATERIALS.....	26

INTRODUCTION

Rhetoric is an ancient art of speaking and writing, which has been used for centuries to influence people's opinions. It is a powerful tool that can be used to persuade, motivate and inspire. Rhetoric involves the use of language to create an emotional response in the audience. It is often used in political speeches, advertising campaigns and other forms of communication.

Rhetoric is based on three main principles: ethos, pathos and logos. Ethos refers to the speaker's credibility and trustworthiness; pathos refers to the emotional appeal of the message; and logos refers to the logical argument presented. By combining these three elements, a speaker can create a powerful message that will resonate with their audience.

Rhetoric has been used throughout history by politicians, religious leaders, writers and others to influence public opinion. It is still widely used today in many forms of communication, from speeches to advertisements. By understanding how rhetoric works, we can better understand how messages are crafted and how they can be used to influence people's opinions. (Toman Jiří, 2019)

In the time of Homer, the ability to speak eloquently was highly valued by all Greeks, causing admiration and awe. In the 7th – 6th centuries BC, rhetoric was popular in all Greek states, but there were no established rules or conventions yet. With the emergence of historiography, rhetoric gradually began to enter historical works and become an integral part of them. The theory of oratorical art first arose in Sicily and then developed intensively in Athens. As Athenian democracy developed, it became necessary for people to speak clearly and convincingly in order to defend their interests in the People's Assembly. This made speakers approach their lexicon and form of speech delivery more seriously – it had to be not only reasonable and logical but also beautiful. Political speeches delivered at People's Assemblies were highly valued for their aesthetics.

The strengthening of democracy has led to the emergence of professional speakers and schools where people could learn this new art. From the middle of the 5th century BC, there were schools of sophists, professional teachers who taught how to speak correctly and logically, laid out general rules of speech and basic principles for conducting debates and discussions. Some of these schools began to be called rhetoric schools, theorists of oratory art. Along with them came a new science – rhetoric. The first known figures were Protagoras, Prodicus and Tisias, who taught in many cities in Greece, but their speeches have survived only in fragments. The first theoretical developments in language appeared in Sicily and are associated with the name of Gorgias – a famous rhetorician from the 5th century BC who is considered to be the founder of Greek prose art and one of its greatest theorists. He introduced a number of stylistic and artistic techniques (Gorgias' figures). In particular, Gorgias demanded that speech should sound like poetry, contain figurative metaphors, epithets and antitheses. Sentences should have rhythmic division and effective expressions without any repetition or echoes between words. Gorgias was one of the first to understand the power of oratory words which can convince even if it is wrong because they are able to "deceive" the listener's soul.

Prominent African state figures Femistocl and Ephialt spoke from the rostrum, but Pericles, who was referred to as "Olympian", was particularly remarkable for his perfect gift of words. His speeches were filled with power and pathos, proneness and impeccable form. Unfortunately, these speeches have not survived to this day. Those who were given the task of reproducing them only reflected their content and spirit, but could not reproduce their exact verbal form. (Пащенко, 2001).

The object of the research is the political discourse.

The subject of the research is linguistic means of manipulation in political discourse.

The purpose of the study is to determine which linguistic manipulations in political discourse, their functions and how they can be used (on the material of political speeches by Boris Johnson).

CHAPTER ONE. THEORETICAL BASIS OF LINGUISTIC STUDY OF MANIPULATION IN POLITICAL DISCOURSE

1. 1. The concept of language and speech

Linguistic stylistics is one of the branches of linguistics that studies the linguistic means by which stylistic features of a text can be expressed. It studies the stylistic features of different genres of speech and their differences from the usual language norm.

Linguistic stylistics emerged as a result of the development of philology and linguistics in the second half of the nineteenth century.

Linguistic stylistics is important in practical language. It helps to develop new styles of speech, analyze linguistic means of communication in various spheres of life, including scientific, journalistic, fiction texts, and others. Linguistic stylistics allows us to understand the mechanisms of language style formation, its evolution and change in different historical epochs.

Modern linguistic stylistics uses various approaches to the study of stylistic features of speech, such as functional, textual, cognitive approaches, etc. The research is conducted using various methods, including stylistic analysis, textual comparison, comparison of styles of different languages, etc.

Linguistic stylistics has wide applications in many fields. For example, it is important in literature and journalism, where it is about how information is transmitted through language. Research into the stylistic features of speech is also useful in advertising and marketing, where the use of successful speech can increase the effectiveness of an advertising campaign.

One of the areas of linguistic stylistics research is the analysis of political discourse. Language plays an important role in politics, as it helps to shape public opinion. The study of the stylistic features of politicians' speech helps to understand the mechanisms of influence on public opinion and human behavior. (Branches of Stylistics).

1.2. Manipulation

Manipulation is the process of influencing an individual or a group of people in order to obtain a certain result. Often, this process is carried out with the help of specially selected language tools and techniques that can change the perception of reality and cause a certain reaction from people.

Manipulative techniques are widely used in political discourse, advertising, mass media, psychological therapy, and other areas. In political discourse, they help politicians influence public opinion and convince voters of the correctness of their views, and in advertising, they help convince consumers to buy a certain product or service.

Manipulative techniques can be of different levels of sophistication, from outright false statements to complexly crafted texts that try to change people's opinions or beliefs. Most often, they are used to attract attention, create an emotional mood, and create a belief that the only solution is a certain action.

Manipulative techniques can be identified by analyzing the language used in the text. These can include phrases that push for a certain decision, the use of emotionally colored words, unreliable facts, creating a certain mood or maintaining a certain attitude towards a topic. Manipulative techniques can also be detected by analyzing the structure of argumentation, where you can see which arguments are used to support a particular point of view and which arguments can be reduced to logical fallacies. Manipulative techniques also include the use of certain images, symbols, and associations that create a certain mood and associations in people.

It is important to understand that manipulative techniques can be used for different purposes, from helping people change negative attitudes to helping them further their personal or corporate interests. Since manipulations can be harmful, it is important to develop awareness and critical thinking to recognize them in time and avoid negative consequences. (Левицька, 2014).

To date, despite a large number of studies on manipulation, we still do not fully understand how words affect people. Social power uses the power of words for action, and words can be a tool for thinking, merge into information flows and provide an opportunity to take a certain action. Information activity has a powerful potential to change the balance of power hierarchies. (Ekman, 1985).

1.3 Manipulation in political discourse

In the process of political communication, the relationship between "language" and "reality" may shift in favor of language, which can lead to the function of constructing linguistic reality, the creative function of language, or the function of creating illusions. This means that the interaction between "man – reality – sign system" can lead to the creation of an illusory reality that can replace the real world.

One of the reasons for this phenomenon is the breakdown of existing hierarchical ties in society, which can be the result of simple inaction by the authorities or a qualitative (active, aggressive) game by the opposition. During elections, this gap is necessary to build a new hierarchy that serves to stabilize the system, and its breakdown directs energy to restore the system and may lead to the adoption of a new configuration. (Zajceva, 2012).

Active involvement of the addressee in the information flows of political discourse can change his or her picture of the political world. Manipulation in this context refers to complex actions performed on something for a specific purpose. In the modern meaning of this term, manipulation gets a new object – a person and his or her consciousness. The definition of "manipulation" has several criteria, such as a generic feature – psychological influence, the manipulator's relationship to the addressee as a means of achieving his own goals, the desire to gain a one-sided advantage, the hidden nature of influence, the use of psychological force, playing on weaknesses, inducement, motivational inducement, skill and dexterity in carrying out manipulative actions. Manipulation is defined as a type of

psychological influence aimed at implicitly inducing the addressee to perform actions required by the manipulator (addressee). (Burd'e, 2002).

In the Encyclopedia of Politics, the terms "manipulation" and "manipulation" are synonymous and mean political information processing of individuals, groups and public opinion in general in the interests of certain political, economic or other individuals and structures. The system of means of ideological, spiritual and psychological influence on the mass consciousness has a targeted impact on public opinion and political behavior to shape their direction. Manipulation differs from propaganda in the nature of influence, which is hidden. Most researchers point out two main features of manipulation: the hidden nature of influence and the use of various kinds of distortions of reality. Manipulative influence is defined as a "hidden transaction", "hidden programming of personal relationships". One of the main conditions for such influence is that the addressee needs to feel that he or she makes decisions on his or her own. The second characteristic of manipulative influence is the use of various kinds of distortions of what is heard or seen. Manipulation is defined as the purposeful distortion of information and disguise of reality.

Victoria Cherniavska believes that linguistic formulation can influence consciousness by deliberately introducing certain assessments, opinions and attitudes into it, and that such influence is not always directly related to facts. The manipulative transformation of information can be carried out in several ways: distortion, concealment, manipulation of the way and time of information presentation, as well as overloading the addressee with a large amount of information. There are several approaches to the definition of language manipulation: hidden or implicit influence of language on the addressee's opinion and behavior, specific language behavior in the process of communication aimed at inducing the addressee to take an action unfavorable for him or her, and a type of manipulative influence provided by verbal means and aimed at targeted influence on a person or a group of people. In the context of political discourse, linguistic

manipulation is understood as a form of communication provided by verbal means and intentional in nature.

The Spanish philosopher J. Ortega y Gasset believed that the masses have an innate instinct to imitate and an inherent psychic function. This point of view is supported by S. Zelinsky, who argues that the masses are susceptible to manipulation and most people actually want to obey. Any nation is inclined to obey if it has a leader to whom the people will unquestioningly obey. An individual is willing to follow the leader's instructions in order to avoid being held accountable for his or her own actions. The issue of the ethical side of the phenomenon of mind manipulation remains controversial. Some philosophers consider manipulation to be immoral, as the victim of manipulation loses the ability to make rational choices, while others argue that in some situations manipulation is a good thing, as communication leads to more humane relationships.

Conclusions to Chapter One

In conclusion, language manipulation in political discourse is a complex and fascinating phenomenon that has been the subject of much research and analysis. This paper has provided an overview of the concept of language and speech, political discourse, and the different types of language manipulation that are employed in political communication. It has also examined the linguistic means of manipulation, which include various techniques such as euphemisms, loaded language, and rhetorical devices.

Through this examination, it has become clear that language manipulation is a powerful tool that politicians use to sway public opinion and achieve their goals. It is important for individuals to be aware of these strategies and to develop critical thinking skills to evaluate political discourse.

CHAPTER TWO. RESULTS OF RESEARCH OF MANIPULATION IN B. JOHNSON'S POLITICAL SPEECHES

2.1. Analysis of Boris Johnson's political speeches

Now we can analyse three speeches of Boris Johnson, and then analyse them
“It is a big honour for me to address you at this crucial moment in history
and I salute the courage with which you are meeting, the way you have
continued to meet, in spite of a barbaric onslaught on your freedoms.

Day after day missiles and bombs continue to rain on the innocent people of
Ukraine. In the south and the east of your wonderful country, Putin continues with
his grotesque and illegal campaign to take and hold Ukrainian soil.

And his soldiers no longer have the excuse of not knowing what they are
doing. They are committing war crimes, and their atrocities emerge wherever they
are forced to retreat – as we've seen at Bucha, at Irpin at Hostomel and many other
places.

We in the UK will do whatever we can to hold them to account for these war
crimes and in this moment of uncertainty, of continuing fear and doubt I have one
message for you today:

Ukraine will win.

Ukraine will be free.

And I tell you why I believe you will succeed, members of the Rada. When
they came to me last year, and they said that the evidence was now overwhelming
that Putin was planning an invasion and we could see his Battalion Tactical Groups
– well over 100 of them – gathering on the border.

*I also, I remember a sense of horror but also of puzzlement. Because I had
been to Kyiv on previous visits – and I actually met some of you and I had stood in
the Maidan and seen the tributes to those who had given their lives to protect*

Ukraine against Russian aggression. And I've wandered the lovely streets of your capital. And I've seen enough about Ukrainian freedom to know that the Kremlin was making a fundamental miscalculation, a terrible mistake. And I told anyone I knew, anyone who would listen that Ukraine would fight and Ukraine would be right.

And yet there were some who believed the Kremlin propaganda that Russian armour would be like an irresistible force going like a knife through butter, and that Kyiv would fall within days. Do you remember they said that? And people rang Volodymyr and offered him safe passage out of the country.” (“Watch PM Boris Johnson address Zelenskyy's Ukraine Parliament”, 2022)

Analysis:

Emotive language: The use of emotionally charged words like "barbaric onslaught," "grotesque and illegal campaign," "war crimes," "continuing fear and doubt" are intended to evoke strong emotional responses from the audience and to paint a negative picture of Putin and his soldiers.

Appeal to patriotism: The speaker repeatedly addresses the people of Ukraine with phrases like "your wonderful country" and "Ukraine will win, Ukraine will be free" to appeal to their sense of national pride and unity.

Demonization: The speaker portrays Putin and his soldiers as villains committing war crimes and atrocities, while emphasizing the bravery and heroism of the Ukrainian people.

Rhetorical questions: The speaker uses rhetorical questions like "Do you remember they said that?" to engage the audience and create a sense of shared experience and understanding.

Positive language: The speaker uses positive language to describe the Ukrainian people and their fight for freedom, and to express confidence in their ability to succeed.

Flattery and Appeal to Authority: The speaker begins by addressing the audience with flattery by saying that it is a big honor to address them at a crucial moment in history. The speaker then appeals to the audience's courage, praising the way they have continued to meet, in spite of a barbaric onslaught on their freedoms.

Loaded Language: The speaker uses loaded language to describe Putin's campaign in Ukraine, calling it grotesque and illegal. The use of these adjectives is intended to elicit a strong emotional response from the audience.

Hyperbole: The speaker uses hyperbole when describing the situation in Ukraine, saying that missiles and bombs continue to rain on innocent people day after day. This exaggeration is meant to make the situation seem even more dire and to evoke a sense of urgency in the audience.

Name-Calling: The speaker uses name-calling to describe Putin's soldiers, calling them war criminals and citing their atrocities at various locations. This is intended to dehumanize the soldiers and make them seem like villains.

Repetition: The speaker repeats the phrase "Ukraine will win" and "Ukraine will be free" multiple times throughout the speech. This repetition is meant to reinforce these ideas in the audience's mind and to create a sense of unity and determination.

Logical Fallacy: The speaker uses the logical fallacy of ad hominem when he accuses some people of believing Kremlin propaganda about the invasion of Ukraine. This is intended to discredit those who disagree with his viewpoint and to make his own arguments seem more valid.

“Tonight, we are leaving the European Union.

For many people this is an astonishing moment of hope, a moment they thought would never come. And there are many of course who feel a sense of anxiety and loss. And then, there's a third group – perhaps the biggest – who had started to worry that the whole political wrangle would never come to an end.

I understand all those feelings, and our job as the government – my job – is to bring this country together now and take us forward. The most important thing to say tonight is that this is not an end but a beginning. This is the moment when the dawn breaks and the curtain goes up on a new act in our great national drama.

And, yes, it's partly about using these new powers – this recaptured sovereignty – to deliver the changes people voted for; whether that is by controlling immigration or creating freeports or liberating our fishing industry or doing free trade deals or simply making our laws and rules for the benefit of the people of this country.¹

And of course I think that is the right and healthy and democratic thing to do. Because for all its strengths and for all its admirable qualities, the EU has evolved over 50 years in a direction that no longer suits this country.

And that is a judgment that you, the people, have now confirmed at the polls – not once but twice.

And yet this moment is far bigger than that. It's not just about some legal extrication. It is potentially a moment of real national renewal and change. This is the dawn of a new era in which we no longer accept that your life chances – your family's life chances – should depend on which part of the country you grow up in.

This is the moment when we really begin to unite and level up – defeating crime, transforming our NHS, and with better education, with superb technology. And with the biggest revival of our infrastructure since the Victorians, we will spread hope and opportunity to every part of the UK.

And if we can get this right, I believe that with every month that goes by we will grow in confidence, not just at home but abroad. And in our diplomacy, our fight against climate change, our campaigns for human rights, female education – we will rediscover muscles that we have not used for decades: the power of independent thought and action – not because we want to detract from anything

done by our EU friends – of course not. We want this to be the beginning of a new era of friendly cooperation, between the EU and an energetic Britain, a Britain that is simultaneously a great European power, and truly global in our range and ambitions.

And when I look at this country's incredible assets – our scientists, our engineers, our world-leading universities, our armed forces; when I look at the potential of this country waiting to be unleashed, I know that we can turn this opportunity into a stunning success.

And whatever the bumps in the road ahead, I know that we will succeed.

We have obeyed the will of the people.

We've taken back the tools of self-government.

Now is the time to use those tools to unleash the full potential of this brilliant country and to make better the lives of everyone in every corner of our United Kingdom.” (“Boris Johnson's Brexit Address to the Nation | This is not an end, but a beginning”, 2020)/

2.2. Identification of linguistic means of manipulation in Boris Johnson's political discourse

The following linguistic and stylistic means of manipulation can be identified in the text:

Euphemisms – "legal extrication" that soften and conceal the negative aspects of the problem.

Irony – "This is the moment when the dawn breaks and the curtain goes up on a new act in our great national drama", which ironically describes the situation as a drama.

Repetition – "This is not an end but a beginning", which emphasizes the idea that leaving the European Union is not an end but a beginning.

Stereotypes – "recaptured sovereignty", which aims to create a positive impression that the country has regained control over its destiny.

Appeal to emotions – "This is the moment when we really begin to unite and level up", which tries to evoke a sense of unity and optimism.

Antithesis – "And when I look at this country's incredible assets – our scientists, our engineers, our world-leading universities, our armed forces; when I look at the potential of this country waiting to be unleashed", which compares two opposite concepts – underestimation and untapped opportunity.

False dilemmas – "whether that is by controlling immigration or creating freeports or liberating our fishing industry or doing free trade deals or simply making our laws and rules for the benefit of the people of this country", which presents the listener with several alternatives without providing information that more than one option can be chosen.

"Mr. Speaker, I have just come from a meeting of G7 leaders, joined by Secretary General Stoltenberg of NATO, and with permission I will update the House on our response to President Putin's onslaught against a free and sovereign European nation.

Shortly after 4am this morning, I spoke to President Zelenskyy of Ukraine as the first missiles struck his beautiful and innocent country and its brave people, and I assured him of the unwavering support of the United Kingdom.

And I can tell the House that at this stage, Ukrainians are offering a fierce defense of their families and their country and I know that every Honorable Member will share my admiration for their resolve.

Earlier today, Putin delivered another televised address and offered the absurd pretext that he sought the "demilitarization and denazification of Ukraine."

In fact he is hurling the might of his military machine against a free and peaceful neighbor, in breach of his own explicit pledge and every principle of

civilized behavior between states, spurning the best efforts of this country and our allies to avoid bloodshed. For this, Putin will stand condemned in the eyes of the world and of history: He will never be able to cleanse the blood of Ukraine from his hands.

And though the UK and our allies tried every avenue for diplomacy until the final hour, I am driven to conclude that Putin was always determined to attack his neighbor, no matter what we did. Now we see him for what he is: a bloodstained aggressor who believes in imperial conquest. I am proud that Britain did everything within our power to help Ukraine prepare for this onslaught, and we will do our utmost to offer more help as our brave friends defend their homeland.

Our Embassy took the precaution on 18 February of relocating from Kyiv to the city of Lviv in western Ukraine, where our Ambassador, Melinda Simmons, continues to work with the Ukrainian authorities and to support British nationals.

Now we have a clear mission: diplomatically, politically, economically – and eventually, militarily – this hideous and barbaric venture of Vladimir Putin must end in failure.

At the G7 meeting this afternoon, we agreed to work in unity to maximize the economic price that Putin will pay for his aggression. And this must include ending Europe's collective dependence on Russian oil and gas

that has served to empower Putin for too long. So I welcome again Chancellor Scholz's excellent decision to halt the certification of Nord Stream 2.

Mr. Speaker, countries that together comprise about half of the world economy are now engaged in maximizing the pressure, economic pressure, on one which makes up a mere 2 per cent.

For our part, today the UK is announcing the largest and most severe package of economic sanctions that Russia has ever seen. With new financial measures we are taking new powers to target Russian finance. in addition to the

banks we have already sanctioned this week, today – in concert with the United States – we are imposing a full asset freeze on VTB.

More broadly, these powers will enable us to totally exclude Russian banks from the UK financial system, which is of course by far the largest in Europe, stopping them from accessing Sterling and clearing payments through the UK.

And with around half of Russia’s trade currently in U.S. dollars and sterling, I am pleased to tell the House the United States is taking a similar measures. These powers will also enable us to ban Russian state and private companies from raising funds in the UK, banning dealing with their securities and making loans to them. We will limit the amount of money that Russian nationals will be able to deposit in their UK bank accounts. And sanctions will also be applied to Belarus for its role in the assault on Ukraine.

Overall we will be imposing asset freezes on over more 100 new entities and individuals on top of the hundreds we’ve already announced. This includes all the major manufacturers that support Putin’s war machine. Furthermore, we will also ban Aeroflot from the UK.” (“Address to the House of Commons on Russia's Invasion of Ukraine”, 2022).

Analysis:

Some of the linguistic manipulative devices used in this speech by Boris Johnson include:

Hyperbole: Johnson uses extreme language to emphasize the gravity of the situation. For instance, he calls Putin a "bloodstained aggressor" who believes in "imperial conquest."

Euphemism: Johnson employs euphemistic language to downplay the severity of certain actions. For example, he refers to the Ukrainian defense as "fierce" instead of "violent."

Appeal to Emotion: Johnson appeals to emotions such as admiration and sympathy when he talks about the "brave people" of Ukraine and their "resolve."

Loaded Language: Johnson uses words that carry a strong emotional connotation, such as "barbaric" and "hideous," to evoke a negative emotional response towards Putin and his actions.

Black-and-White Thinking: Johnson paints a stark contrast between good and evil, portraying Putin as an aggressor who must be stopped at all costs, while presenting the UK and its allies as heroic defenders of freedom and democracy.

In conclusion, the analysis of Boris Johnson's political speeches has revealed the significant role of language manipulation in political discourse. The linguistic means of manipulation that have been identified in his speeches include the use of rhetorical devices, figurative language, and the manipulation of context and audience.

Conclusions to Chapter Two

In conclusion, the analysis of Boris Johnson's political speeches reveals a significant presence of linguistic means of manipulation in his discourse. Throughout his speeches, Johnson employs various techniques to influence and shape public opinion, often through the use of persuasive language and strategic rhetorical devices. These manipulative tactics serve to strengthen his political message and control the narrative surrounding key issues.

One prevalent linguistic manipulation technique observed in Johnson's speeches is the use of emotional appeals. By appealing to the emotions of his audience, Johnson creates a sense of empathy and connection, thereby garnering support for his policies and ideas. Whether it's invoking national pride or highlighting the plight of ordinary citizens, he adeptly uses emotive language to elicit a desired response from his listeners.

Furthermore, Johnson frequently employs loaded language and euphemisms to present his ideas in a favorable light and manipulate public perception. Through the use of carefully chosen words, he often obscures or downplays the negative aspects of his policies, while emphasizing the positive outcomes. This intentional manipulation of language serves to sway public opinion and portray Johnson's political agenda as the most desirable option.

Overall, the analysis of Boris Johnson's political speeches demonstrates his skillful use of linguistic means of manipulation to advance his political objectives. By employing emotional appeals and employing loaded language, Johnson effectively shapes public opinion and controls the narrative surrounding key issues. It is crucial for the public to be aware of these manipulative tactics in order to critically evaluate the messages presented by political figures and make informed decisions.

GENERAL CONCLUSIONS

The main findings of the study showed that Boris Johnson uses various linguistic means of manipulation in his political speeches quite effectively to influence the audience and achieve his political goals.

The analyzed speech by Boris Johnson uses various linguistic manipulative techniques to influence the audience's emotions and attitudes towards the situation in Ukraine and Putin's actions. The speech makes emotional appeals to the audience, using charged language to evoke empathy and a sense of justice. It also uses euphemism, name-calling, hyperbole, repetition, binary opposition, appeal to patriotism, to tradition, to common goals, and many other different means of manipulation.

One of the main recommendations for the further use of the studied linguistic means of manipulation in political discourse is the need to understand their effectiveness and potential harm. The use of such tools can be very effective in creating an image of a highly authoritative leader or evoking certain emotions and reactions in listeners. However, it can also lead to the use of false or manipulative information, which can undermine the credibility of the politician and society as a whole.

One of the recommendations is to consciously and critically perceive political discourse and understand possible manipulations. It is necessary to be attentive to the intentions and implications of political speeches and messages.

In addition, research can help develop better methods and approaches to prevent manipulative actions in this area. For example, the ability to use language analytics to identify potentially manipulative language in political speeches could be useful for ensuring transparency and trust in the political process.

Overall, it can be understood that Boris Johnson's speeches reflect the use of language as a powerful tool for shaping public opinion and influencing political discourse.

RESUME

Ця курсова робота досліджує мовні засоби маніпуляції в політичному дискурсі через аналіз політичних промов Бориса Джонсона. Основними завданнями роботи є визначення конкретних стратегій і прийомів, які використовує Джонсон для впливу на свою аудиторію, а також дослідження взаємозв'язку між мовою і владою в політичній комунікації. Питання дослідження включають те, як Джонсон використовує мову для створення свого політичного іміджу та переконання аудиторії, як він формулює політичні питання та події, а також як він створює емоційну привабливість у своїх промовах. Основні висновки дослідження показують, що Джонсон використовує низку мовних інструментів, таких як метафора, повторення, перебільшення та емоційна мова, щоб маніпулювати своєю аудиторією та досягати своїх політичних цілей. За результатами дослідження, вивчення мови в політичному дискурсі має вирішальне значення для розуміння складного взаємозв'язку між мовою і владою в суспільстві. Внесок статті в дослідження полягає в тому, що вона проливає світло на те, як мова використовується для формування громадської думки, і пропонує розуміння механізмів політичного переконання. Методи дослідження, використані в роботі, включають критичний дискурс-аналіз політичних промов Джонсона, який передбачає виявлення та аналіз лінгвістичних особливостей, що використовуються для маніпулювання аудиторією. Джерелами даних, використаних у дослідженні, є різні політичні промови та стенограми публічних виступів Бориса Джонсона.

LIST OF REFERENCES

- Гамова Г. І. (2009). *Ораторське мистецтво*. Харків: Магістр.
- Грицаєнко Л. М. (2013). *Основи красномовства*. Київ: КНУДТ.
- Кацавець Р. С. (2018). *Ораторське мистецтво*. Київ: Правова єдність: Алерта
- Культура ведення дебатів. (1988). Харків.
- Левчук Л.Т. (1994). *Історія світової культури*. Київ: "Либідь"
- Левицька, І. М. (2014). *Проблема еволюції феномену маніпуляції: культурно-історичний аспект*. Збірник наукових праць Національної академії Державної прикордонної служби України.
- Овчаров М. М. (2017). *Майстер публічних виступів*. Київ.
- Пащенко В. І., Н. І. Пащенко. (2001). *Антична література*. Київ: Либідь.
- Bern, E. (2003). *Games People Play*. Minsk: Popurri.
- Burd'e, P. (2002). *O televidenii i zhurnalistike*. Moskva: Fond nauchnyh issledovanij «Pragmatika kul'tury».
- Dale Carnegie. (2010). *How to Win Friends and Influence People*. Vermilion.
- Edward Bernays. (2004). *Propaganda*. Ig Publishing
- Ekman, P. (1985). *Теорія брехні*. W. W. Norton & Company.
- Jiří, Toman (2019). *Мистецтво говорити*. Фабула.
- Majers, D. (2011). *Соціальна психологія*. Sankt-Peterburg: Razumnyj mir.
- Ortega-i-Gasset, H. (2008). *La rebelión de las masas*. Degumanizacija iskusstva. Beshrebetnaja Ispanija. Moskva: АСТ.
- Branches of Stylistics*. Retrieved from <https://studfile.net/preview/1866985/page:2/>
- Zajceva, M. O. (2012). *Засоби маніпулятивного впливу в сучасному політичному дискурсі*. Лінгвістичні дослідження. Retrieved from http://nbuv.gov.ua/UJRN/znpkhnpu_lingv_2012_34_21.

LIST OF ILLUSTRATING MATERIALS

- Johnson, B. (2018, September 12). *Speech to the Ukrainian Parliament*. American Rhetoric. Retrieved from <https://www.americanrhetoric.com/speeches/borisjohnsonukraineparliament.htm>
- Johnson, B. (2020, January 31). *Leaving the EU finally*. American Rhetoric. Retrieved from <https://www.americanrhetoric.com/speeches/borisjohnsonleavingtheEUfinally.htm>
- Johnson, B. (2022, March 1). *Speech to the House of Commons on Ukraine and Russia*. American Rhetoric. Retrieved from <https://www.americanrhetoric.com/speeches/borisjohnsonhouseofcommonsukrainerussia.htm>