Курсова робота

на тему: **Політичний дискурс як лінгвістичне явище**

Студентки групи Мла 06-20
факультету германської філології і перекладу
денної форми здобуття освіти
спеціальності 035.041 філологія
Стреницької Тетяни Володимирівни

Науковий керівник:
кандидат філологічних наук
професор Волкова Лідія Михайлівна

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Political discourse as a linguistic phenomenon

Tetiana Strenytska
Group 06-20
Germanic Philology and Translation Department

Research Adviser
Prof. L.M. Volkova
PhD (Linguistics)

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INTRODUCTION

The expansion of the field of interests of discourse science in connection with the focus of the latest linguistic studies on the consideration of types of discourse from a communicative and pragmatic point of view determines the **relevance of the topic** of the phenomenon of political discourse. Science has recently become interested in this phenomenon, so political discourse is a kind of interdisciplinary field of research for linguists and political scientists, therefore it serves as a discussion between representatives of both fields.

Such a phenomenon as political discourse has attracted the close attention of many scientists, researchers and linguists for hundreds of years. Among them we can mention the most famous: T.van Dijk, Y. Habermas, N. Kondratenko, L. Nagorna, K. Serazhim, N. Shevchuk, R. Jacobson, K. Buhler and many others.

The aim of the research is to outline the phenomenon of political discourse or discourse in politics, in particular on the basis of clarifying theoretical and methodological features and some practical revealed the relationship between language and politics.

To achieve the set goal, you need to complete a number of **objectives**:

- clarify the concept of political discourse;

- characterize political discourse as a linguistic phenomenon;

- to analyze the linguistic features of political discourse based on the material of politicians' speeches;

- to investigate linguistic features based on the material of Diana Spencer and Kate Middleton's speeches.

The object of research is political discourse.

The subject of the research is linguistic features of political discourse.

The methodological basis of the master's work is such **methods** as the method of content analysis, discursive analysis, and the method of comparative analysis.

The material of the study is the text speeches of Donald Trump and Joe Biden, as well as the speeches of prominent women Diana Spencer and Kate Middleton.

The theoretical significance of the master's thesis is what it is a global phenomenon such as political discourse is the object of interest of millions of researchers and linguists, and besides, after hundreds of years of research, this phenomenon still does not have a clear, detailed definition and, thus, requires mandatory additional study.

The practical value of this work is political rhetoric, as the art of speaking before a wide audience, and as an integral part of political discourse, is significantly developed in English-speaking countries. Therefore, the study of the linguistic features of the public speeches of prominent American figures will be a relevant direction in English philology.

CHAPTER ONE
THEORETICAL BASICS OF POLITICAL DISCOURSE STUDY

1.1. The Notion of Political Discourse

In modern domestic linguistics, interest in the study of political communicativism and political discourse has grown significantly in recent decades. As I. Butova emphasizes, political discourse became the subject of special and even scrupulous attention of linguists precisely in the period when political communication acquired the features of a means of manipulating consciousness (Бутова, 2009: 232).

In addition, such attention to political discourse is in many respects connected with the intensification of political life, the aggravation of the political struggle in the country, which, in turn, is the cause of constant changes in the lexical, phraseological, syntactic, and stylistic order of the Ukrainian language. Therefore, there has always been a close connection between language and politics, because in political communication language is of great importance, it is the most powerful weapon in political struggle, and political struggle is a competition of political languages and linguistic personalities (Вусик, & Антонюк, 2020: 213-214).

N. Kondratenko, using a communicative-discursive approach, defines political discourse as a specific manifestation of political communication, which involves the actualization of a political text in the communicative act of interaction of a political subject (politics, political force, power) and object (audience, electorate, voter) (Кондратенко, 2007: 12).

1. L. Nagorna emphasizes that the political aspect of the concept of "discourse" most accurately reflects its definition as a type of linguistic communication, as well as a semantic space in which political meanings are tested. In the broadest sense, discourse can be considered as a mechanism of coordination of personal, social and cultural knowledge. In a narrower, applied aspect, it focuses on the

analysis of language communication and individual texts, speeches, interviews (Нагорна, 2005: 34).

A generalized definition of political discourse can be found in the work of K. Serazhim: it is a text determined by the situation of political communication (Серажим, 2002: 240).

Linguists express different views on the number and set of genre subtypes of political discourse. T. van Dijk considers political discourse as a class of genres limited by socio-political sphere, which includes government debates, parliamentary debates, political programs, politicians speeches (Dijk, 1998).

N. Shevchuk emphasizes that the main intention of political discourse is the addressee's need to express his vision of reality and to convince the addressees that such a vision is the only correct one. At the same time, the speaker deals with future events, so the choice of appropriate language means can play a decisive role. Political discourse is characterized by a number of specific means. The author emphasizes that the point here is not only in the use of specific vocabulary determined by political activity, but also in the peculiar choice and organization of certain structures of expression in accordance with the pragmatic instructions, goals and conditions of communication that have developed in the course of the professional activity of politicians (Шевчук, 2013: 266).

So, political discourse is understood by us as speech formations relating to the sphere of politics, appearing in a certain situational context and aimed at the implementation of specific pragmatic semantics using verbal means of expression.

1.2. Political Discourse as a Linguistic Phenomenon

Political discourse is the focus of political linguistics. The phenomenon of political discourse cannot be unambiguously defined, as the category of politics itself does not currently have a clear definition. So, it can be assumed that political discourse is public discourse, which is based on the political picture of the world and is aimed at its formation, changes, and use to motivate people to one or another political activity.

Political discourse is interpreted as institutional communication, which, in contrast to personally-oriented communication, uses a defined system of professionally oriented signs, that is, it has its own vocabulary, phraseology. Political discourse is a phenomenon whose essence can be expressed by the formula "discourse = context + text + context" (Сумкіна, 2021: 236).

Some researchers believe that political discourse has two dimensions: real and virtual. The real dimension, in their opinion, is the immediacy of language activity and its emotional and valuable coloring, as well as speech works (texts) that arise as a result of this activity, taken in the interaction of linguistic, paralinguistic and extralinguistic factors. By the virtual dimension, the authors understand the semiotic space, which includes verbal and non-verbal signs, the collective denotation of which is the political world, a thesaurus of statements, a set of models of linguistic actions and genres, specific for communication in this field (Сумкіна, 2021: 236).

Linguists who lead the socio-cognitive stream of critical discourse analysis, namely T. van Dijk, N. Ferklo, M. Coulthard and others, claim that an understanding of order is achieved through a critical understanding of language. They believe that discourse is an integral part of social relations, because it, on the one hand, forms these relations, and on the other hand, is formed by them. The analysis of linguistic elements helps to reveal connections in the system of social relations and to show the hidden effects of the influence of discourse on this system (Селіванова, 2008).

The public purpose of political discourse is to instill in society's citizens (addressees) the need for "correct" thought or action on the part of politics. That is, it can be said that the purpose of political discourse is to encourage one or another action, which is considered to be "the only, correct one" (Сумкіна, 2021: 236).

To date, political discourse is an actual direction in linguistics, because it is the most influential phenomenon in modern political communication. Political speeches, the behavior of politicians are the objects of research by scientists from all over the world, both domestic and foreign. They are interested in linguistic

features of problems in society (social-communicative inequality), control over it, dominance and power.

One of the most important functions of political discourse is the influence on the addressee (listener). It is needed to persuade, induce and change some political views that are beneficial to the speaker. During political speeches, speakers (politicians) use many syntactic, stylistic, lexical and intonation means of influencing the listener's psyche (Молодоженя).

Political discourse is a multifaceted phenomenon, the main components of which are the text (in oral or written form), the extralingual context (purpose, circumstances, situation, method and time of implementation), the presence of the addressee and the addressee, who interact.

Conclusions to Chapter One

Although there is no truly accurate and generally accepted definition of political discourse today, we will consider it as an organized verbal communication of speakers in a specific socio-psychological context, in which the addressee and the addressee are assimilated by certain social roles in accordance with their participation in cultural, social and political life, and which is the main subject of communication.

Political discourse is a phenomenon whose essence can be expressed by the formula "discourse = context + text + context".

Political discourse has two dimensions: real and virtual. The real dimension, in their opinion, is the immediacy of language activity and its emotional and valuable coloring, as well as speech works (texts) that arise as a result of this activity, taken in the interaction of linguistic, paralinguistic and extralinguistic factors. By the virtual dimension, the authors understand the semiotic space, which includes verbal and non-verbal signs, the collective denotation of which is the political world, a thesaurus of statements, a set of models of linguistic actions and genres, specific for communication in this field.

Political discourse is a multifaceted phenomenon, the main components of which are the text (in oral or written form), the extralingual context (purpose, circumstances, situation, method and time of implementation), the presence of the addressee and the addressee, who interact.

CHAPTER TWO
LINGUISTIC FEATURES OF POLITICAL DISCOURSE

2.1. Linguistic features of political discourse (on the material of politicians' speeches)

In this chapter, we consider political speeches as a form public speaking, the process of communication and as one of the types of social action. Since the speech is implemented as an action behind which quite wide groups of society stand, a high degree of its social influence is also assumed. Acting in the defined field formalities, the political speech acquires a pronounced functionality and is oriented towards a pragmatically grounded presentation of the expected content-conceptual structures. The main content of political speeches is to formulate the goals, values and socio-political strategy of one political group in relation to voters, as well as in relation to their political opponents (Худолій, 2014).

Political discourse as a multi-genre type of public speech is characterized by a number of specific means. And the point here is not only in the use of a specific vocabulary determined by political activity, but also in a peculiar choice and organization of certain structures of expression in accordance with the pragmatic attitudes, goals and conditions of communication that have developed in the course of the professional activity of politicians. Politicians are aware of the need to master such a style of speech and norms of literary language, which can give a high coefficient of useful effect. Any politician is faced with the need for the correct arrangement and combination of language units, that is, everything that makes up the essence and specificity of speech construction.

Joe Biden's political speech at the annual convention of the Democratic Party, where he spoke about his intentions to become the next president of the United States, was relatively short, but meaningful. In his address to the Americans, he chose successful language tools that helped him make a strong

statement communicative influence and create an image of the country's leader who is indifferent to people's problems.

An important role in a politician's appeal to Americans is played by epithets and metaphors, with the help of which he strengthens the emotional impact on voters. Speaking about America today, he uses the following epithets: *"A time of **real peril***, *but of **extraordinary possibilities"*** (JB). In this excerpt, Joe Biden emphasizes that the United States is currently going through difficult times, but as the next president, he will change the situation for the better.

Epithets Joe Biden most often uses to emphasize the contrast between the present and the future, between the qualities of the previous president and the current leader of the United States. For example, when talking about Barack Obama, he uses the following epithets to describe him: *"Thank you, Mr. President. You were **a great president**. **A president our children could – and did – look up to"*** (). To strengthen the comparison with the current president, Donald Trump, Joe Biden criticizes his political actions with the following words: *"A president **who takes no responsibility, refuses to lead, blames others, cozies up to dictators, and fans the flames of hate and division"*** (JB).

Analyzing the metaphors in the politician's speech, we noticed that there were not many of them, but they were quite vivid. For example, this artistic device was used by Joe Biden to characterize the political actions of Donald Trump: *"The current president has **cloaked America in darkness** for much too long"* (JB).

To achieve greater communicative impact, the speaker repeatedly uses syntactic means, used in the form of various repetitions and parallel constructions.

*"For **love** is more powerful than **hate**. **Hope** is more powerful than **fear**. **Light** is more powerful than **dark"*** (JB, 2020).

In his address to citizens, Joe Biden repeatedly emphasizes the need to be ready for changes for the better. In the speech of the future president of the USA, we noticed the use of a rhetorical question that prompts Americans to think about the future of the country if Donald Trump is re-elected as president: *"Is that the America you want for you, your family, your children?"* (JB, 2020).

It should be noted that Donald Trump's political speech was filled with a large number of metaphors. Trump uses the metaphor to eliminate a competitor by creating a negative opinion of him. He wants the prospect of electing another candidate for the post of president to make voters fear for their jobs and the future of America in general: *"**Joe Biden is not the savior of America's soul** – he is the **destroyer of America's Jobs**, and if given the chance, he will be the **destroyer of American Greatness"** (DT, 2020).

The next artistic device of the lexical-semantic level, which is most often used by the former president of the USA, is an epithet. With its help, Donald Trump adds emotionality to his statements and causes a reaction from the public. He uses the following epithets to describe the human qualities of his colleagues, acquaintances and family politicians: *distinguished guests, wonderful people, magnificent First Lady, military mom, amazing daughter, great brother, beloved wife*. This creates the impression that he is a wonderful family man who respects his colleagues and all the people who came to support him.

In his speech, Donald Trump talks about important historical events of America and its achievements, and with the help of epithets he glorifies the American people: *"What united generations past was an **unshakable confidence** in America's destiny, and an **unbreakable faith** in the American People", "...and anyone who believes in the greatness of America and the **righteous heart** of the American People"* (DT, 2020).

In the speech, Donald Trump also uses a vivid contrast to emphasize that the future of America is at risk if Joe Biden is elected: *"In the left's backward view, they do not see America as **the most free, just, and exceptional nation on earth**. Instead, they see **a wicked nation that must be punished for its sins"** (DT, 2020).

An important role in Trump's speech at the Republican Party convention is played by syntactic stylistic devices, presented in the form of various repetitions and parallel constructions. In this example, you can see exactly how the politician uses anaphora and syntactic parallelism: *"**We will** end our reliance on China once*

*and for all. **We will** continue to reduce taxes and regulations at levels not seen before. **We will** create 10 million jobs in the next 10 months"* (DT, 2020).

Therefore, after performing a comparative analysis of the political speeches of Donald Trump and Joe Biden, it can be concluded that the politicians used different language units in their speech. To strengthen the communicative influence on voters, Donald Trump most often used epithets and metaphors, while Joe Biden used antitheses, which permeated his entire speech.

2.2. Linguistic features of political discourse (based on speeches by Diana Spencer and Kate Middleton)

Based on the speeches of Diana Spencer, Princess of Wales and Kate Middleton, Duchess of Cambridge, it is proposed to consider the linguistic features of political discourse.

Diana Spencer has done so much to promote work that has benefited the homeless, women, as well as people with disabilities and people with HIV/AIDS, and Catherine Middleton is a patron of many organizations that are closely related to her specific charitable interests, and there , where she feels her support can make a difference, she is also an advocate for mental health and disability.

In Diana Spencer's September 8, 1993 speech "Women and Children with Aids", at the syntactic level we can trace the use of a significant number of interrogative sentences, especially rhetorical questions, which allow us to express our emotions and activate the listeners' attention to this problem: *"How then is it possible for them to decide the moment to explain to their children what is happening in their lives? Do they tell the neighbors? Do they tell their children's school? Is there anyone they can truly trust or is it safer and wiser to struggle on alone?"* (WCA, 1993).

Using perfect tenses, namely *has, had, has been*, in her speech "Eating Disorders", Diana tries to emphasize that these actions are not lost in history, but are relevant for the present: *"Eating food **has always been** about survival , but also about caring for and nurturing the ones we love. However, with the added stresses*

*of modern life, it **has now become** an expression of how we feel about ourselves and how we want others to feel about us"* (ED, 1993).

Modal verbs, most often *can, must, should, have to*, are often used in the speeches of Kate Middleton and Diana Spencer. Thanks to the use of these verbs, statements acquire a modal meaning. For example, Diana draws attention to the Christmas campaign in "Center Point" in the form of raising funds to help ensure the safety of the homeless, using the modal verb may: *"**May Center Point's** Christmas campaign prove a success both in raising funds, but most importantly in ensuring the safety of our young and special people"* (CCP, 1993).

The next means of influencing the listener in English discourse is the use of first person plural pronouns. Diana very often uses the pronoun *we* to emphasize her participation in the life of society to solve common problems. In the speech "Women and Children with Aids", Diana encourages the listener to think about the fact that AIDS/HIV is a common problem for the whole world, despite the fact that in Great Britain the number of infected people is still relatively small: *"Here in the United Kingdom the number of women and children known to be infected or affected by HIV or AIDS is still comparatively small. But if **we continue to believe that AIDS is someone else's problem, we too, could so easily be facing the same devastating destruction of our nation's way of life** that is already happening in other parts of the world"* (WCA, 1993).

To describe situations in the future, Diana resorted to using conditional sentences. In this way, she proves her own competence in this matter, which is being discussed: *"From the beginning of time the human race **has had** a deep and powerful relationship with food - **if you eat you live, if you don't you die"** (WCA, 1993).

The basis of the lexical-semantic level of the English-language political discourse is the commonly used literary vocabulary. Depending on the topic of the speech, political speeches can be related to the economy, medicine, military affairs, technology, etc. Because both Diana and Kate were defenders of mental health in adults and children, they often used terms from psychology and medicine: *eating*

disorder, self doubts, feeling of guilt, low personal esteem, mental health, to suffer, a path to recovery, medicine, physical health, hospice, to care, charity, etc. (WCA, CCP, ED, HTE, BN).

Sometimes Diana used colloquial vocabulary in conjunction with commonly used literary language, which helped her get closer to the listeners and contributed to the establishment of trusting relations between the participants of communication: *"From early childhood many had felt they were expected to be perfect, but didn't feel they had the right to express their **true feelings** to those around them - **feelings of guilt of self-revulsion and low personal esteem**. Creating in them a compulsion to **'dissolve like a disprin'** and disappear"* (ED, 1993).

English-speaking politicians quite often use comparisons in their speeches and interviews. The expressiveness, brightness and originality of Kate Middleton's presentation is achieved through the use of comparisons that facilitate the understanding of certain events, for example: *"We have seen that two heads **are better than** one when dealing with a mental health problem", "**like in the animal kingdom**", "Over the last decade I, **like many of you**, have met people from all walks of life"* (HTE, 2017; BN, 2017).

The thematic and ideological tendency of the speeches of Diana Spencer and Kate Middleton is that they are both defenders of mental health of people, disabilities, people with special diagnoses. Diana and Kate are famous for their charity work and support.

Among the linguistic features of the political speeches of Diana and Kate, the following was determined: they both use modal verbs to encourage the audience to join together for the common good, use the vocabulary of the appropriate thematic group (health, psychology), expressiveness, vividness and originality are present in the speeches presentation through the use of artistic means, namely comparisons, hyperbole, idiomatic expressions. Diana uses more first-person plural pronouns, which help her win over the audience and be "her"

person. Both Kate and Diana often use colloquial language to establish a trusting relationship with the audience.

Conclusions to Chapter Two

The political speeches of Donald Trump and Joe Biden are characterized by sharp judgments about opponents. Criticizing each other, politicians used evaluative vocabulary. They carefully selected epithets, metaphors and other means of expression. We noticed that Donald Trump uses these language tools more often in his speech. In Joe Biden's speech, juxtapositions served this purpose.

At the syntactic level, the construction of sentences with parallel structures that emphasize the importance of the speakers' words should be noted. We also noticed how to build a dialogue with listeners, Donald Trump and Joe Biden use rhetorical questions that make Americans think about their future.

The linguistic features of the speeches of Diana Spencer and Kate Middleton were: they both use modal verbs to encourage the audience to join together for the common good, use the vocabulary of the appropriate thematic group (health, psychology), the speeches have expressiveness, vividness and originality of presentation score the use of artistic means, namely comparisons, hyperbole, idiomatic expressions. Diana uses more first-person plural pronouns, which help her win over the audience and be "her" person. Both Kate and Diana often use colloquial language to establish a trusting relationship with the audience.

GENERAL CONCLUSIONS

1. Political discourse is understood by us as speech formations relating to the sphere of politics, appearing in a certain situational context and aimed at the implementation of specific pragmatic semantics using verbal means of expression.

Such a phenomenon as political discourse has attracted the close attention of many scientists, researchers and linguists for hundreds of years. Among them we can mention the most famous: T.van Dijk, Y. Habermas, N. Kondratenko, L. Nagorna, K. Serazhim, N. Shevchuk, R. Jacobson, K. Buhler and many others.

2. Political discourse is interpreted as institutional communication, which, in contrast to personally-oriented communication, uses a defined system of professionally oriented signs, that is, it has its own vocabulary, phraseology. Political discourse is a phenomenon whose essence can be expressed by the formula "discourse = context + text + context".

Political discourse has two dimensions: real and virtual. The real dimension, in their opinion, is the immediacy of language activity and its emotional and valuable coloring, as well as speech works (texts) that arise as a result of this activity, taken in the interaction of linguistic, paralinguistic and extralinguistic factors. By the virtual dimension, the authors understand the semiotic space, which includes verbal and non-verbal signs, the collective denotation of which is the political world, a thesaurus of statements, a set of models of linguistic actions and genres, specific for communication in this field.

Political discourse is a multifaceted phenomenon, the main components of which are the text (in oral or written form), the extralingual context (purpose, circumstances, situation, method and time of implementation), the presence of the addressee and the addressee, who interact.

3. The political speeches of Donald Trump and Joe Biden are characterized by sharp judgments about opponents. Criticizing each other, politicians used evaluative vocabulary. They carefully selected epithets, metaphors and other

means of expression. We noticed that Donald Trump uses these language tools more often in his speech. In Joe Biden's speech, juxtapositions served this purpose.

At the syntactic level, the construction of sentences with parallel structures that emphasize the importance of the speakers' words should be noted. We also noticed how to build a dialogue with listeners, Donald Trump and Joe Biden use rhetorical questions that make Americans think about their future.

4. The linguistic features of the speeches of Diana Spencer and Kate Middleton were: they both use modal verbs to encourage the audience to join together for the common good, use the vocabulary of the appropriate thematic group (health, psychology), the speeches have expressiveness, vividness and originality of presentation score the use of artistic means, namely comparisons, hyperbole, idiomatic expressions. Diana uses more first-person plural pronouns, which help her win over the audience and be "her" person. Both Kate and Diana often use colloquial language to establish a trusting relationship with the audience.

Political discourse as a speech process requires thorough research, because its components become an effective means of political influence.

RESUME

Курсову роботу присвячено дослідженню політичного дискурсу як лінгвістичного явища. У ході роботи висвітлено проблему політичного дискурсу у сучасній лінгвістиці, а саме, його визначення та здійснено аналіз фактичного матеріалу дослідження, а саме – лінгвістичні особливості політичного дискурсу на матеріалі промов американських політиків Дональда Трампа та Джо Байдена, а також британських принцес Діани Спенсер та Кейт Міддлтон (18 речень з промов політичних та видатних діячів).

Ключові слова: політичний дискурс, лінгвістичне явище, політична промова.

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