

Міністерство освіти і науки України  
Київський національний лінгвістичний університет  
Кафедра англійської філології, перекладу і філософії мови  
імені професора О. М. Мороховського

**Кваліфікаційна робота магістра**  
**Інтертекстуальні елементи в англійськомовних публічних промовах:**  
**лінгвокультурологічний аспект**

**Кулаковської Юлії Андріївни**  
студентки групи МЛа 51-19  
факультету германської філології  
денної форми навчання  
Спеціальності 035 Філологія

Науковий керівник  
кандидат філологічних наук,  
доцент Ситенька О. В.

*Допущена до захисту*

« \_\_\_\_ » \_\_\_\_\_ року

*Завідувач кафедри*

\_\_\_\_\_ проф. Маріна О. С.

*(підпис)*                      *(ПІБ)*

Національна шкала \_\_\_\_\_

Кількість балів: \_\_\_\_\_

Оцінка ЄКТС \_\_\_\_\_

Київ – 2020

Ministry of Education and Science of Ukraine  
Kyiv National Linguistic University  
Professor O. M. Morokhovsky Department of English Philology, Translation, and  
Philosophy of Language

**Master's Thesis**  
**Intertextual References in English Public Speeches: A Cultural Linguistic  
Perspective**

**Julia Kulakovska**

Group 51-19

Department of Germanic Philology

Full-Time Study

Speciality 035 Philology

Research Adviser

Assoc. Prof. O. V. Sytenka

PhD (Linguistics)

Kyiv –2020

## CONTENTS

INTRODUCTION.....	5
CHAPTER ONE. THEORETICAL FOUNDATIONS OF THE STUDY OF INTERTEXTUAL REFERENCES IN ENGLISH PUBLIC SPEECHES .....	7
1.1. Intertextuality as a linguistic phenomenon .....	8
1.1.1. Approaches to the study of intertextuality .....	8
1.1.2. Classifications and types of intertextual elements .....	15
1.2. Intertextual potential of English public speeches .....	21
1.2.1. Intertextuality in English political discourse .....	22
1.2.2. Intertextual references in English business and entertainment discourses .....	25
CONCLUSIONS TO CHAPTER ONE .....	29
CHAPTER TWO. LINGUISTIC-CULTURAL ROLE AND FUNCTIONS OF INTERTEXTUAL REFERENCES IN ENGLISH PUBLIC SPEECHES .....	30
2.1. Functions and linguistic-cultural characteristics of intertextual references in the political discourse of America and Britain .....	31
2.1.1. Biblical quotes and allusions.....	32
2.1.2. Quoting politicians .....	37
2.1.3 Historical and cultural intertextual references .....	44
2.2. Linguistic-cultural features and functioning of intertextual references in the business and entertainment discourse of America and Britain .....	48
2.2.1. Quoting and allusions in business speeches.....	49
2.2.2. Quotes, allusions and parody in entertainment speeches.....	52
CONCLUSION TO CHAPTER TWO .....	69

GENERAL CONCLUSIONS .....	71
PE3IOME .....	73
REFERENCES .....	75

## INTRODUCTION

The paper addresses the notion of intertextuality and its stylistic, pragmatic and cultural linguistic perspectives. The concept of intertextuality has attracted much attention due to its complex nature and multiple fields of application (Zengin 2016). Numerous studies of linguistics are focused on the analysis of intertextuality in poetry and prose, as well as in political discourse, media discourse, etc. According to Kristeva (1980) there should not be discrimination between literary and non-literary texts, so they both can be analysed in the same manner.

The use of intertextuality as a strategy is considered crucial for the political, business and entertainment discourses. Thus, it provides politicians or businessmen with a solid foundation on which to build their own position as well as giving the audience motivation towards trusting them. The most widespread manifestations of intertextuality are quotations and allusions. There should not be confusion between these two notions. A quotation is the exact reproduction of an actual utterance made by a certain author. And allusion is an implicit reference to a precedent text, a subtle hint of another text. They have their own classifications and functions according to the context and communicative situation.

Special emphasis in this paper is placed on the linguistic, cultural and pragmatic peculiarities of intertextual elements in English public speeches.

**The topicality of the paper** is predetermined by modern approaches to *intertextuality* and namely *quoting and alluding* as the ways in which texts produce their meaning due to references to other texts.

**The object of the study** is intertextual elements in English public speeches (political, business and entertainment ones).

**The subject of the research** is cultural and linguistic aspect of intertextual references in English public speeches.

**The aim of the paper** is to reveal the sense- and text forming and other functions of intertextual elements in English public speeches in its linguistic and cultural aspect.

**The main tasks of the research are:**

- to specify the term *intertextuality*, *quotation* and *allusion* in the context of modern linguistic studies of public discourse;
- to define peculiarities of public discourse which predetermine its intertextuality;
- to reveal the intertextual potential of English political, business and entertainment discourses;
- to determine the functions of intertextual references in English public speeches;
- to specify cultural and linguistic features of intertextual references in English public speeches.

Structurally the paper consists of the introduction, two chapters with conclusions to them, general conclusions and references.

The **Introduction** clarifies the choice of the theme of the study, its topicality, states the object and subject matter of the research, aims, tasks and a set of methods applied.

**Chapter one** reveals the theoretical basis for the study of intertextuality and intertextual elements in English public speeches.

**Chapter two** dwells on the cultural and linguistic peculiarities and functions of intertextual elements in English public speeches, in political, business and entertainment discourses.

**General Conclusions** outline the tasks solved, the goals achieved in the current study and the perspectives of further investigation in this area.

## **CHAPTER ONE. THEORETICAL FOUNDATIONS OF THE STUDY OF INTERTEXTUAL REFERENCES IN ENGLISH PUBLIC SPEECHES**

Every text is considered as a sequence of words arranged according to the rules of a given language system. In linguistics, for example, that views a text as the highest communication unit of speech, it is understood as a communicative event that was originally created in written form, but can be presented both in writing and orally (Мороховский 1991:195).

For stylistics, the text is one of the basic concepts. However, earlier, the text was considered mainly as a kind of background for the analysis of the stylistic features of words, phrases, sentences. The novelty in the interpretation of the text lies in the fact that the text is no longer reduced to the concept of the background only (Кузьмина 2004:57). The text is understood as a holistic communicative formation, distinguished by structural-semantic, compositional-stylistic, and functional unity and characterized by certain text categories, such as informative nature, completeness, linear structure, recurrence, etc. The text acts as an independent object of linguistic and, in particular, linguistic and stylistic analysis (Мороховский 1991:196-197).

Any text can be described as a space with multiple dimensions that contain different, not original writings. The text is viewed as “a bundle of quotes” (Barthes 1977:146).

Every text is a multifaceted unit that has its own characteristics and composition rules. Among its prominent features can be distinguished expression, limitedness, coherence, wholeness, and its structural properties. From recent studies, intertextuality can also be included as a textual characteristic (Кузьмина 2004:58). Each text is influenced by previously written texts, as well as the author's way of thinking and word selection. Based on this, every text can be regarded as intertextual.

## **1.1. Intertextuality as a linguistic phenomenon**

Although intertextuality was considered suitable only for literary texts for a long time, it is nowadays widely used in texts of different genres. Its importance and purpose of use in public speeches are to be further discussed.

The topic of text's interrelation has attracted the attention of many scholars such as Ferdinand de Saussure (1907), Roland Barthes (1977), Mikhail Bakhtin (1981), Julia Kristeva (1980), Gerard Genette (1999), etc. After their profound accomplishments and developments in this field, the phenomenon of 'intertextuality' emerged as a literary theory and practice. It was Julia Kristeva, who in 1966 came up with the term "intertextuality". However, this phenomenon is not new and it dates back to ancient times when the discussion of texts began to exist (Zengin 2016: 300). This concept was further elaborated because of the spread of mass culture, its rising and significant popularity in the last decades of the 20th century. This marked the start of postmodern literature when authors tried to come up with something new and original because everything seemed to have been said and written. It has been an incentive for authors to insert intertextual elements, embed different texts into their works, and by doing this to provide different interpretations for their works (Zengin 2016). Definitions of intertextuality range from a comprehensive view of how meaning is created, and more generally how cultural systems work (Mikhail Bakhtin, Roland Barthes, Julia Kristeva) to narrower concepts, focusing on the mechanisms of textuality (De Beaugrande and Dressler (1981) and Fairclough (1993)).

### **1.1.1. Approaches to the study of intertextuality**

The concept of intertextuality has attracted much attention not only due to its complex nature and multiple fields of application (Zengin 2016). Numerous studies of linguistics are focused on the analysis of intertextuality in poetry and prose, as well as in political discourse, media discourse, etc. According to Kristeva (1980) there should not be discrimination between fiction and non-fiction texts, so they both can be analysed in the same manner.



Putting it simple, intertextuality is a theory that comes up with new ways of thinking, as well as various frameworks and approaches for understanding and interpreting texts (Zengin 2016: 301-302).

Following Julia Kristeva's idea, intertextuality as a concept manifests itself as making references to other texts, producing and reproducing it eventually. There is an argument that all texts' nature is intertextual, and they are parts of other texts (Fairclough 1993).

Graham Allen (2000) specifies that intertextuality helps to understand and interpret not only literature but also the culture. Besides that, he points out an important perspective of intertextuality: "The systems, codes, and traditions of other art forms and cultures, in general, are also a key to the meaning of a literary work" (Allen 2000: 1). So, while analyzing a text, everything should be taken into account and thoroughly looked through because the meaning can be generated between the lines in the text, it is not always stable; in most of the cases, it is elusive and subtle (Zengin 2016: 302).

Many modern literary theorists believe that Ferdinand de Saussure and his idea of structuralism and semiotics served as the basis for the literary theory in general and the concept of intertextuality in particular (Allen 2000: 8). His structuralism concept was based on the idea that the language is "an intricate web of signs, a structured system of linguistic elements, grammatical rules, and constructions" (Allen 2000: 9).

Apart from that, Kristeva (1986) presented her own classification of intertextuality. The first type is horizontal intertextuality, also known as manifest intertextuality (Fairclough 1993:142). It encompasses only explicit references that are utilized in order to pursue something or clarify and specify a certain idea or develop a new one. It mainly fulfills the function of manifesting others' ideas (Kristeva 1986:70-71).

Last but not least is vertical intertextuality, also known as constitutive intertextuality (Fairclough 1993:143), presupposes that a text can contradict, assimilate, or reproduce other texts while generating a new one.

While creating a new text some common and background knowledge are presupposed. In most cases, precedent texts serve as the basis for this common knowledge. (Kuzmina 2004:11). Yuriy Karaulov (1987) introduced the concept of a precedent text into scientific use to denote units that are significant for a particular person in cognitive and emotional relations, are well known to the environment of this person (Капулов 1987:216). A precedent text is a certain text, or image that a person is well aware of. There are three types of precedent phenomena that should be distinguished – precedent text, precedent situation, precedent personality (Sakharuk 2015:131).

It should be emphasized that each nation selects only the precedent texts that correspond to its moral values and worldview. In general, the use of precedent texts is human cultural characteristic. Very often, precedent texts are both important and sacred: for example, such books as the Bible or the Quran are definitely precedents for religious communities, such as Christians and Muslims, accordingly (Sakharuk 2015:131-132). Cartoons seen in childhood or well-known political phrases can also be precedent texts. The main effect of using the precedent texts is the enrichment of communication: there is no need to retell the plot and describe the characters of the famous film, but rather to quote a couple of well-known phrases (Sakharuk 2015:131).

Sources of precedent can be any sphere of social practice, among which the most productive is the public sphere (social events and locations, politics), art (literature, mythology, cinema, pop art), and religion (Sakharuk 2015:132).

The theory of precedence closely corresponds to the theory of intertextuality but covers a broader field surrounding the text. Whereas intertextuality focuses on the analysis of the relation of texts, the theory of precedent texts investigates references to facts, events, and names but of the non-textual world (Sakharuk 2015:132; Капулов 1987). Nevertheless, these theories do not exclude each other. Therefore, a precedent text can be realized in a text also by means of parody, stylization that are intertextual elements by nature (Sakharuk 2015:132).

In Western European and American traditions, the concept of precedence in linguistics is absent, while the terms catchphrases, winged words, fixed expressions, allusions, idiomatic phrases, quotations are used to designate precedent units (Красных 1997).

Coming back to the intertextuality, Umberto Eco, a prominent literary scholar, also contributed to the development of this concept. According to him, a reader is free to interpret a text in accordance with his or her experiences, values, etc., because every text is open to different interpretations. The only issue is overinterpretation that is inadmissible and should be avoided. Eco emphasized the importance of the reader and reader-oriented approach to the text interpretation. Moreover, Eco (1996) divides readers into two categories – “ideal reader” and “empiric reader”. “Ideal reader” is a knowledgeable reader who manages to notice all intertextual inclusions provided by the author in the text and interpret them, while “empiric reader” understands and perceives only what the writer of the text narrates.

Moreover, Eco (2004) introduces *intentio intertextualis*. He suggests that there are three levels within which such intention works: conscious direct intertextuality, subconscious intertextuality, cultural intertextuality (Eco 2004: 121). In other words, intertextuality cannot be simply a hint to the reader about where the author has got his ideas from. Intertextuality is a cultural phenomenon in which an author is signalling the foundational assumptions upon which his text is based (Eco 2004: 121-122).

Another reader-oriented approach is developed by Barthes (1977). According to this approach the reader makes a text meaningful. While reading it, he constantly rewrites it according to his knowledge, experience and worldview. A reader restores the spots that are unclear or blind to him. Every new try leads to new facts and new ideas, since in terms of intertextuality a text has a multi-layered structure and includes a number of cultural elements (Barthes 1977).

Another approach to intertextuality is developed by Gerard Genette, a famous French literary theorist, who widened the theory of intertextuality

presented by Julia Kristeva and introduced his own concept – “transtextuality” or in other words "textual transcendence". The scholar has attributed the concept of intertextuality as one of the categories of transtextuality unlike other scholars that addressed the same issue. Gerard singles out five categories of transtextuality. Apart from intertextuality, paratextuality, metatextuality, architextuality, and hypertextuality and intertextuality can be distinguished (ЖЕНЕТТ 1999:145-149).

- intertextuality is seen as the co-existence of many texts in one text (quotations and allusions are vivid examples);
- paratextuality is viewed as the connection of the particular text to its title or epigraph, etc.
- architextuality is addressed as genre connection of different texts;
- metatextuality as a critical reference to its pretext;
- hypertextuality is seen as a parody of one text by another (parody, translation, etc.) (ЖЕНЕТТ 1999:145-149)

Genette's intertextuality is different because it has more limited dimensions. Genette divides intertextuality into two large categories: implicit or explicit; covert or overt; hidden or open (ЖЕНЕТТ 1999). The first category is characterised by openness of the reference, its implicit or explicit presence in the text. According to this type, there is no intention to hide text's reference or a pretext. The bright example is a quotation that can be considered as intertextuality, since a quotation is not hidden in the text. The second category, namely covert intertextuality points out the hidden or implicit presence of a text in another text. According to this category, the author of the text tends to hide the intertextual reference. Plagiarism is a vivid example of this type of intertextuality, i.e. utilization of another text without mentioning the author and the text itself. Allusions, allegories and quotations are the most important forms of intertextuality. An implicit form of intertextuality unlike other forms is allusion; a reader should be intelligent enough to find it and decipher its meaning (ЖЕНЕТТ 1999:143).

Fateeva (2007) suggested her classification of intertextual elements based on the existing one presented by Genette (1999). In this classification, in comparison

with Genette's typology, a separate type of intertextuality appears – intertextual phenomena. An intertextual phenomenon considers the intertext as a trope (Fateeva 2007).

The interdependence of texts is a center of attention for intertextuality (Allen 2000:8; Barthes 1977:145). There is no text in the world that does not include other texts in itself, implicitly or explicitly. Therefore, there is an idea that a text is a “tissue of quotations”, it is full of cultural sources (Barthes 1977:146). Texts that include or are made of references to other texts are intertexts. According to Kuzmina, all texts are intertexts since they constantly refer to previous texts, take inspiration from pretexts and reproduce them (Кузьмина 1999:12).

The intertext performs a number of functions depending on its purpose that rely on the classical model of functions of the language presented by R. Jakobson. Among them can be distinguished expressive, meaning-generating, phatic, poetic, referential, metatext functions (Кузьмина 1999:13). One of the main functions that can be fulfilled by the intertext is the generation of new implicit meanings. The meaning-generating function affects the semantic aspect of text creation, since it fills the text with the necessary content (Кузьмина 1999:13).

The structural function of a text is expressed through the capability of intertextual elements (quotations, allusions, reminiscence) to construct and form a text (Kundu 2008).

The expressive or emotive function of the intertext is manifested through the expression of the speaker's attitude toward what he is talking about. The selection and nature of intertextual elements are extremely important elements of the author's self-expression. The author of the text communicates through intertextual references about his cultural and semiotic landmarks (Jakobson 1960:7). According to the phatic function an intertext can act as a reference used to attract the attention of readers, to establish the contact. The appellative function that in most cases merge with the phatic function is manifested in that references to any texts within this text can be targeted to a specific circle of recipients – those who are able to recognize an intertextual link. According to this function the works are

intended for the reader who is able to see the intertextual connections and interpret them, that is, for the erudite recipient who is able to perceive the author's message through the text (Кузьмина 1999:13). The poetic function is a more entertaining function that aims at identifying intertextual links. The referential function implies transmitting information about the outside world: reference to another text potentially leads to the activation of the information contained in the pretext. The aim of the metatext function is to motivate the reader, who managed to identify some pieces of text as links to another text, to refer to the source text (Кузьмина 1999:13; Jakobson 1960:10).

Intertext is a rather complex and multifaceted concept, as it was stated before, which can be considered in a wide and narrow sense (Plett 1991:3-4). In a broad sense (the progressive approach), intertextuality is a dialogue of each specific text with the culture in which it appears: "Texts are made of what is sometimes called a 'cultural (or social) text' ... In this understanding, the text is not individually isolated object, however, it is more likely a compilation of cultural textuality. An individual text and a cultural text are made of the same textual material and cannot be separated from each other" (Allen 2000: 36).

In a narrow sense (the traditionalist approach), intertextuality is regarded as a linguistic phenomenon, that is, a formal connection of texts in which some texts contain explicit or hidden references to others (Plett 1991:3-4).

To sum up, intertextuality is a well-known phenomenon that has attracted the attention of many linguists and scholars after its emergence as a literary theory in the 1960s. Based on the works of Ferdinand de Saussure and his semiotics and structuralism, Bakhtin and his dialogic nature of a language, and the achievements of Barthes, the term of intertextuality were introduced into the literary world by Bulgarian-French philosopher and literary critic Julia Kristeva. Then it was further preceded by Western, American as well as Russian and Ukrainian scholars and researchers due to its complex nature and multiple fields of application. Besides, intertextuality is not regarded only as a feature of literary texts; recently, it was discovered and profoundly analyzed in non-literary discourses as well. It performs

various functions, such as emotive, phatic, poetic, appellative, metatext and structural.

### **1.1.2. Classifications and types of intertextual elements**

After the term ‘intertextuality’ developed, the problem of classification and identifying its expressions raised. Different scholars approached this topic differently. For example, Sakharuk (2015) in her article devoted to the concept of intertextuality and its manifestation writes about intertextual units and intertextual forms. The concept of the intertextual unit should be understood as verbal markers (means of realization) of intertextuality in the discourse, units verbalizing prototexts. They should be distinguished from intertextual forms – specific types of texts that have an intertextual nature that is, containing intertextual units or genre correlated with other prototypical texts. In linguistic works, quite often these two concepts are identified (Sakharuk 2015:136). For example, Fateeva calls the main types of proper intertextual elements (units) a quotation, an allusion, and a centon (Фатеева 2007:122-138). However, it is believed that the centon can be attributed rather to a form of intertextual interaction; it is not a way of verbalizing intertextual communication, but the result of a specific combination of intertextual units (precedent expressions). Centon is a stylistic technique that performs a function of introducing to the main text of certain author fragments from the works of other authors without reference to them (Sakharuk 2015:136).

In some linguistic studies, reminiscences are also regarded as intertextual units, which form the periphery of the unplanned, involuntary allusion, entirely dependent only on from the recipient’s memory and associations (Евсеев 1990:10).

According to this classification, plagiarism is defined as a form of intertextual interaction, since it is implicit and even hidden use of quotations (that are believed to be intertextual units) without naming its author or giving some kind of references (Sakharuk 2015:137).

Thus, imitation and paraphrase are also considered forms of intertextuality, which can be attributed to the level of metatextuality as a specific type of intertextual communication, which consists in retelling or commenting on a reference to pretext (Фатеева 2007:120-121).

At the same time, as Moskvin (2012) writes, such notions as “allusion” and “quotation” began to be considered as intertextual elements promoting the formation of intertextual links. However, it should be mentioned that the issue of the typology of intertextual elements remains relevant until now.

The main types of intertextual links usually include:

1) A quotation – explicit intertextual links, a literal borrowing from one text to another.

2) A reference – explicit intertextuality links (the name of the author or the title of the text is given, without the actual presence of the pretext).

3) An allusion – implicit intertextual relations, it is a more subtle hint of another text (Москвин 2012).

Moskvin (2012) also includes parody and stylization as intertextual links or elements. A parody is the transformation of the text, in which the plot is altered, while the pre-text style is preserved, while stylization is the imitating of the pretext's most successful stylistic features. The difference between stylization and parody lies in parody's comic, satirical function. While stylization uses the most successful features of the pretext, a parody copies all the most recognizable characters and features of the pretext (Москвин 2012).

G. Plett, on the other hand, includes the quotation, allusion and centon as forms of intertextuality, and also notes that theorists also distinguish the intertextuality of parody, travesty and collage (Plett 1991:4). In works of Galperin, Evseev, Fateeva, and others the types of intertext include quotation, allusion, reminiscence, winged word, paraphrase, etc primarily. Precedent phenomena (units) also have an intertextual essence and serve as expressive verbal means of connecting the text with phenomena that are historically or culturally significant for representatives of a particular linguocultural community.



Quotations should be distinguished from other intertextual units based on their direct appeal to a precedent phenomenon. “A quotation is a repetition of a particular excerpt from a book, speech and used by way of authority, illustration, and proof or as a basis for further speculation on the matter in hand” (Гальперин 1981: 186).

The pragmatic situation of the quotation is known to include the author of the quotation, the addresser and the addressee (Арутюнова 1986).

Heinrich Plett claims that quotation as an intertextual phenomenon is based on making references to the pretext. There are three types of quotations in non-literary texts:

- the authoritative,
- the erudite,
- the ornamental (Plett 1988:73).

Authoritative quotations are mainly quotations from sacral texts, like the Bible, Koran, etc., law or political sphere (the works of prominent politicians, etc.). The function of authoritative quotations is also ideological (Plett 1988:73).

Erudite quotations are quotations that, unlike authoritative ones, are open to discussion. These are quotations of scientific texts in scientific texts (Plett 1988: 74).

Ornamental quotations, on the other hand, represent a large sphere of usage. They are employed in letters, or ceremonial speeches, etc. The main function is to decorate the speech. At the same time, Plett also writes that “...the ornamental quotation shows the closest affinity to the poetic quotation” (Plett 1988: 75).

The quotation types mentioned above represent a situation when the author employs them intentionally, desiring to produce a certain effect. At the same time, it is possible that there are quotations in the texts that could be unintentionally used by the author (Mihkelev 2012:1622).

The use of quotations implies good background knowledge of the recipient and the speaker, especially concerning the history of the nation, its literature and

culture. Quotations in general have two meanings, the primary that they have in their original surrounding, and the applicative that they obtain in new circumstances (Гальперин 1981: 188).

Sometimes quotations can be confused with allusions in certain contexts due to their common purpose. The first significant difference is the fact that the use of allusion suggests being aware of the fact, person, or event alluded to without any indication of the source it is taken from on behalf of the listener or reader (Варченко 2001:75-76). Another equally essential difference is connected with the structure of both intertextual inclusions: since while quoting a text, a speaker or an author should repeat exact words of the quotation without any changes, although the meaning may be altered by the new context; and alluding to something is only a mentioning of a word or phrase that can easily carry a listener or a reader to the source text (Гальперин 1981:172).

Quotations are ubiquitous in plenty of discourses. This is the common means of delivering the intended author's message so that a person could vividly imagine the topic and draw a line between what the author is saying and what he wants to convey. Quotations occur in different contexts and with different degrees of formality. It can be academic discourse, business discourse, or political discourse, as well as everyday communication (Fetzer 2015:248). With the help of linguistics, pragmatics, discourse and conversation analysis quotations have been classified as direct, indirect, mixed, and fronting type (Fetzer 2015:249).

As regards their function, quotations refer to one or more prior utterances (or their parts) and meta-represent them in another context. They are mainly employed for arguments (to support your idea), examples (illustration of author`s judgments), the expression of the author`s point of view with the help of other words, a reference to authority, retelling in the form of indirect speech fragments from the texts of other authors, background references to the theory or ideas expressed earlier (Сиренко 2014:275).

One of the most common and complete classifications of quotations is one suggested by Fateeva (2007). She subdivides quotations into attributive and non-

attributive. Attributive quotations contain a direct reference to the author or pretext. Non-attributive ones do not contain any indication of either the author or the pretext. Thus, attributive and non-attributive quotations in other interpretations may be called explicit and implicit, direct and indirect, marked and unmarked. Such markers of quotations as the name of the author, the title of the work, as well as graphic markers such as quotes or italics can be found in the text (Фатеева 2007: 67).

Another intertextual element that is commonly used nowadays is an allusion.

The Oxford dictionary gives such definitions of this term:

- 1) language play, wordplay, pun;
- 2) symbolic use or comparison; metaphor, allegory;
- 3) covert, implied or indirect meaning; occasional or of secondary importance (Oxford dictionary el-source).

It can be identified as an indirect reference by word or phrase to a historical, literary, mythological or biblical fact, or to the fact of everyday life, made orally or in writing. The use of allusion involves the recipient knowing the fact, thing or person to which the appeal is made (Galperin 1977:187).

Hebel determines the allusion as the “evocative manifestation of intertextual relationships” (Hebel, in Plett 1991:135) and “a device for linking texts” (Hebel, 1989).

Allusions in contrast to other intertextual elements refer to prototexts through descriptive ways of transmitting the meaning and constructions instead of stable ones.

Furthermore, authors precisely and strategically lay stress on the fact that allusions should be intentional and purposeful and this will affect the overall meaning of their work. They employ allusions to communicate a specific emotion that would influence the reader or audience (Ben-Porat Ziva 1976:108).

Apart from performing emotional-evaluative and associative functions (Nikitina 2018), allusions are also used:

- to broaden and strengthen the meaning of a text by adding an intertextual element that may not be identified by all readers or listeners;
- to lay stress on the cultural similarity between speaker and listener, or reader and author;
- to add a new perspective to work by relating it to other texts;
- to convey and explain complex ideas referring to something that can help with explanation and visualization;
- to make people think about the topic;
- to add credibility to an argument stated by a speaker in a specific context. (Ben-Porat Ziva 1976:108-9).

Classification of allusions is a controversial issue, since different scholars present their own unique typologies. For instance, Richard Thomas distinguished six categories of allusive references. These types are:

- casual reference;
- corrective allusion;
- single reference;
- apparent reference;
- self-reference;
- multiple reference or conflation (Thomas 1986:171-190).

Hebel (1991) differentiates between marked (explicit) and unmarked (implicit) allusions and states that the type of allusion influences the type of marking. Apart from that he singles out four types of allusions: quotation, titular, onomastic allusions, pseudointertextual allusion (Hebel 1991).

There are numerous sources of allusions nowadays. Among them can be distinguished:

- literature ( titles of works, names of main characters, etc);
- media (statements of leading figures, such as politicians, scientists, celebrities);

- the Bible (phrases from the Old and New Testament, facts, names, myths, characters of myths, etc.);
- popular culture (paraphrased titles of famous songs, TV series, films, TV programs, lyrics, advertisements);
- works of art (titles of paintings, sculptures, etc.) (Nikitina 2018: 3-4)

To conclude, intertextuality is a multifaceted phenomenon that has its own types and means of manifestation. Their subdivision, in turn, depends on a form of referring to the pretext, its structure, its placement and its function. Even still this issue is rather controversial and leads to discussions. The most common types of intertextual references or elements are allusions and quotations. They may seem very similar, nevertheless they have substantial differences. Apart from these inclusions, there is an echo, reference, imitation, collage, parody, stylization, paraphrase and etc. They have their own pragmatic value and are used according to the communicative situation and the author`s intentions.

## **1.2. Intertextual potential of English public speeches**

Public speaking is the sharing of ideas through conversation. This discourse is for those who mold and form a public opinion by addressing them with a speech. There are a number of people who use speeches for their own purposes, such as politicians, celebrities, marketers, local officials and so on (Нагіна 2002:118).

These types of speeches can be differentiated:

- informative;
- persuasive;
- small group speeches;
- special occasion speeches (Coopman 2012).

Informative speeches are speeches that aim at conveying information, knowledge and understanding. Speeches about different objects, events, concepts, are all regarded as informative. A persuasive speech objective is to reassure the audience that your point of view on a specific subject is correct or reinforce existing opinions. Small group speeches are presented for a few people, for

example at a business meeting. Special occasion speeches are usually presented at special events like a wedding (Coopman 2012).

While delivering a speech ethics remains important. The ethics of public speaking is a number of rules that enable a speaker to remain credible and trustworthy for the audience (Coopman 2012).

Intertextuality is one of the many powerful tools that can make a speech more prominent and remarkable. Many speakers already exploit this concept in order to reach their goals. Using a quotation, making an allusion to a famous person or a situation is a great way to engage the audience and illustrate the complex concept in a few words. Therefore, the audience can realize and comprehend it. Public speeches are saturated with intertextual elements that make a speech and its presentation memorable and inspiring. This is due to the fact that by appealing to the authority and repeating that the recipient is already familiar with unshakable truths, speakers gain more trust from the audience, and, therefore, the level of influence on it increases. Using intertextuality presupposes great background knowledge and a general understanding of the historical context. Or it requires the speaker to assess the audience he is delivering a speech to beforehand in order to tailor the information to their level. Otherwise, the message will not be received and communication will not be successful.

### **1.2.1. Intertextuality in English political discourse**

It is a shared belief that politics is associated with power. It controls people's lives, behavior, even sometimes values. Politicians are people that usually make decisions that affect the lives of others (Потапова 2017:98).

Political discourse is an area that is constantly changing. Some scholars compare political discourse to everyday life. According to this point of view people are all political beings in everyday life and that is the reason why political communication should be examined, namely who talks to whom and the object of their communication (Bell 1975:92).

The value of political communication nowadays has increased drastically. Since communication plays an important role in the problem solving process that can appear within this type of discourse, in general, core concepts of political discourse such as its functions, characteristics and main features should be explored in order to properly conduct research (Переверзев 2008:74-76).

It is claimed that that depending on the communicative situation different subtypes of political discourse can appear. Since such notions as political discourse, political text and political language are vague, and therefore political speeches cannot be homogeneous. The only thing they have in common is the goal that politicians attempt to get and ways of the language they employ to simplify as well as assist in achieving it (Schaffner 1997:1).

Political discourse over the last few years became widespread and popular. Nowadays it affects not only politicians but mostly ordinary people and their lives. Numerous researchers have studied political discourse since it has a greater impact on society (Скворцова 2017: 374). The importance of political discourse bases on the fact that successful political communication enables the achievement of consensus in society. The main goal of political discourse is to convince recipients of the necessity of politically correct actions or assessments. So it is not about describing, but about convincing that the recipient would have some intentions, beliefs, and needs for certain actions (Скворцова 2017: 375).

The effectiveness of political discourse, according to the researchers, is directly proportional to the main goal of the discourse, which is persuasiveness. A politician should be able to find the best way to address his audience taking into account their values, opinions, beliefs, etc. (Скворцова 2017: 376).

The uniqueness of the political discourse lies in its characteristics. Politicians in their speeches tend to use particular vocabulary, i. e. terminology and concepts. Apart from that, political speeches have specific strategies typical only of political discourse. It can be manifested both in spoken and written form. For instance, pauses and intonation during the speech play a great role in better understanding and highlighting the parts that are important for the speaker

(Загнітко 2007:7). It is said that speeches conducted by the politicians includes twice as many meaningful pauses as the speech of other people. Besides, the pauses are usually longer and resemble a theatrical performance (Bell 1975: 102).

Furthermore, political discourse can be based on two criteria, i.e., thematic and functional. The topic of political discourse is politics and everything it comprises (either political relation, or political activities of different kinds). It is determined by history and culture. And simultaneously according to the activity it performs various functions, among which are manipulative, informative, authoritative, illustrative, and so on (Schaffner 1997: 5).

So, political discourse is the main weapon of politicians in their constant fight for power. It is used mainly for manipulation in the current communicative situation. Besides, taking into account the fact that political discourse is polemical by its nature, it is characterized by the selection of special vocabulary that is used only in this type of discourse (Переверзев 2008: 76).

Arendholz (2015) writes that political discourse uses various discourse genres, such as statements and speeches in the context of election campaigns, summit meetings, business meetings or party conferences, interviews in the context of the TV or printed media; and multi-party discourse in the context of panel interviews and parliamentary debates. Political discourse may also utilize reports, commentaries, analyses or letters to the editor. All of these discourse genres are employed strategically to 'talk politics' and to talk about politics. Most recently, the evolution of the internet has brought about new forms of communication and opened up new arenas for political discourse, online discussion forums, Twitter or blogs (Arendholz 2015:99).

In conclusion, political discourse – is a multifaceted notion which comprises discourse about politics on the one hand and discourse by politicians on the other (Arendholz 2015). It is a remarkable phenomenon that has a number of peculiar features and genres that we encounter every day, but the problem is that there is no consistency in understanding of political discourse by the various sciences.



### **1.2.2. Intertextual references in English business and entertainment discourses**

The definition of ‘discourse’ remains a controversial issue among scholars, due to the absence of a general approach to this phenomenon and universal definition of discourse which would be recognized at least by the majority of researchers (Стодолинская 2013:82).

“Discourse is a serious speech or piece of writing on a particular subject; serious conversation or discussion between people; the language used in particular types of speech or writing” (Longman Dictionary of Contemporary English el-source).

Discourse is a multifaceted cultural communicative sphere determined by three aspects: the aspect of speech usage; transfer or use of ideas and beliefs, i.e., cognitive aspect; socio-pragmatic aspect – the interaction of communicators in certain socio-cultural contexts and situations (Стодолинская 2013:83).

The attention of many researchers is paid to the development of a typology of discourse. Currently, there are various classifications. While some scholars distinguish discourses that correspond to different nationalities (Russian, English, German, etc.), others take into account the sphere of functioning and the nature of communication. On this basis such discourse types as poetic, scientific, political, economic, etc., appear (Потапова 2017:98).

Some scholars distinguish between two main types of discourse – personal (personality-oriented, conversational) and institutional (status-oriented). In the personal discourse, the participants know each other well, the speaker acts as an individual, and in the institutional discourse, there is a “verbal interaction of representatives of social groups or institutions, with each other, with people who realize their status capabilities within established public institutions, which is determined by the needs of society at a particular stage of its development” (Стодолинская 2013:83).

According to these classifications, such type of discourse as “business discourse” can be distinguished as a separate and independent discourse. The

growing popularity of business in the modern world has influenced the interest of linguists in the study of business discourse which is becoming an increasingly popular current research area.

Presenting reports on corporate meetings, advertising products or making speeches on the regulation of a company – all these types of speeches constitute business discourse. Business discourse is an independent type of discourse that encompasses different genres and stylistic characteristics. It has been discovered relatively recently and still is an area for different analyses and researches. It includes different strategies and methods of persuasiveness; and recently intertextuality has been discovered as one of these strategies (Стодолинская 2013:83). The growing interest in business in the modern world has given impetus to linguists in the study of business discourse which is becoming an increasingly popular current research area.

One of the first definitions of ‘business discourse’ presented in *The Handbook of Business Discourse* declares that business discourse is understood as a process encompassing all the activities regardless of written or spoken necessary for doing business, the main goal of which was to make a profit (Bargiela-Chiappini and Nickerson 2009:2-3).

Later on business discourse was defined as “contextual and intertextual, self-reflexive and self-critical, founded on the twin notions of discourse as situated action and of language as work” (Bargiela-Chiappini and Nickerson 2009:4).

Business discourse can be outlined as the expressing business mentality in words that is realized through thematically related texts about business matters, considered collectively with their extra-linguistic contexts. The extensive concept of business discourse can be subdivided in accordance with the topics into “economic discourse”, “corporate discourse“, “discourse of negotiations”, etc (Daniushina 2010: 242). This classification of business discourse types can be presented in:

- Academic business discourse (in textbooks, lectures) – performs an educational function;

- Ritual-public business discourse (speeches, presentations) – fulfills an argumentative-influencing function;
- Document business discourse (mainly written discourse of corporate documents) – a regulative function;
- The discourse of business media – fulfills an informative-polemic function;
- The discourse of professional business communication (mainly oral discourse of negotiations, for example) – an instrumental-persuasive function (Daniushina 2010: 244).

An important factor in successful business discourse is the ability of partners to provide the most concise, lapidary presentation of information without losing their completeness and accuracy. Characteristics of the official business style, and therefore, of business discourse are:

- a) the use of a limited number of lexical units, which are dominated by stamps, which correspond to typical situations of business communication;
- b) the use of the denotative meaning of words to ensure unambiguity, clarity and exactness of the message;
- c) regulatory and imperative nature of the documentation;
- d) documentation\actuality, i.e., each official paper must look like a document;
- e) stability (certain and generally accepted templates and stamps remain unchanged for a long time);
- f) the adherence to a specific pattern of business communication (both oral and written).
- g) preservation of stylistic norms of business communication; its excessive democratization or formalization is inadmissible (Стодолинская 2013:84).

Entertainment discourse can be understood as a set of thematically and functionally conditioned texts with the meaning of entertainment, aimed at influencing the spiritual, social and emotional sides of listeners or viewers (Чернова 2015:121).

As applied to the format of communication, entertainment discourse can be divided into everyday (personal) and institutional. Everyday entertainment discourse is spontaneous communication, during which no importance is attached to the formal side of speech. This type of discourse is non-public communication in which emotionality and entertainment play an important role. The functioning of the second type of discourse is provided by a number of social institutions such as theater, cinema, television, etc. There are certain communicative entertainment strategies depending on the sphere of functioning of the discourse (Чернова 2015:122).

If in the political or business discourses intertextual references are a means of persuasions, argumentations, in entertainment discourse the shift is made to bond with the audience, to shorten the distance, to illustrate something and of course to entertain the audience. In a broad sense, entertaining speeches are speeches which basic function is to captivate an audience's attention and amuse them while delivering a message (Панченко 2015). Along with other types of discourses and speeches, they have a message that they convey to the recipients. The only thing that differs is the manner of speaking and communicative strategies. Entertaining speeches are usually commemorated to a special occasion - an acceptance speech at an awards show, such as the Grammy, the Oscar, etc., a motivational speech at a conference or a commencement speech that is given to the graduates. The latter type will be analyzed further in the paper. The goal of such speeches is to evoke emotions (Панченко 2015:214-215).

A commencement speech or a graduation speech is a speech university graduates are addressed with which is delivered by outstanding media personalities (politicians, athletes, actors, etc.) (Панченко 2015:214). Such speeches are aimed at teaching university graduates a lesson on how to handle the challenges in life (Ellen Degeneres – *Stay true to yourself*, or Steven Jobs – *Stay foolish and hungry*). Commencement speech represents memoir discourse for many orators speak about their experience and indulge in their memories. A striking example of the implementation of discursive practices of memoir discourse is the famous

speech by Steve Jobs (2005) at Stanford. Already in the first paragraph of the speech, he clearly tells the listener what he is going to devote his speech to.

*“Today I want to tell you three stories from my life”* (S. Jobs 2005 Stanford).

Summing up, it should be noted that the main goal of the business – making profit – is achieved through the interaction of participants in the business discourse (representatives of the social institute of business and its clients) (Bamford 2007). Business discourse is an independent type of discourse that includes different genres and stylistic characteristics. Intertextuality as a means of persuasiveness in a business discourse is a relatively new frame of research that attracts the attention of different scholars.

As well as business discourse, entertainment discourse is a newly refined field for research, especially the investigation of intertextual elements as a means of achieving desired pragmatic aim (contact establishment, bonding with the audience, entertainment, argumentation, or evoking emotions).

## **CONCLUSIONS TO CHAPTER ONE**

Intertextuality has completely changed the concept of the text and views it as a “mosaic of texts”. Each text is an intertext, since they are interrelated and refer to other texts. The concept of intertextuality was coined by Julia Kristeva (Kristeva 1980:60). It was investigated before by such theorists as Ferdinand de Saussure, Mikhail M. Bakhtin, and Roland Barthes.

Intertexts have a number of functions they perform which are based on R. Jakobson`s functions of language (1960). Among them are expressive, phatic, poetic, referential, metatext functions.

There are different types of intertextual inclusions – direct quotation, citation, allusion, echo, reference, imitation, collage, parody, pastiche, etc.

A quotation is an excerpt from a literary, scientific, or other published work that is used by another person in his work with reference to its author and citation sources. According to Plett (1988) there are three functions of quotations in non-

literary texts: the authoritative, the erudite and the ornamental. Quotations are ubiquitous in discourses and perform here argumentative, illustrative, referential, decorative, phatic, and sometimes emotive functions.

Allusions refer to prototexts through descriptive ways of transmitting the meaning and constructions instead of stable ones. It is an implicit intertextual element, and a more subtle hint of another text. There are different sources of allusions (the Bible, popular culture, work of arts, literature, historical events, current events, etc.).

Political and business discourses are saturated with intertextual elements. This is due to the fact that by appealing to the authority and repeating that the recipient is already familiar with unshakable truths, politicians and business people gain more trust from the audience, and, therefore, the level of influence increases.

Entertainment discourse is employed in order to bond with the audience and shorten the distance. It also conveys the message and can be persuasive but in a different manner. Its goal is to evoke emotions and to entertain the audience.

## **CHAPTER TWO. LINGUISTIC-CULTURAL ROLE AND FUNCTIONS OF INTERTEXTUAL REFERENCES IN ENGLISH PUBLIC SPEECHES**

Every country has its own cultural markers that can be impossible to find and decipher by non-native speakers or speakers from a different country. Culture plays an important role in life. People always make explicit or implicit, intentional or not intentional references to different spheres of life. It can be found either in every day communication, or in different public speeches. Making references can be extremely useful for a speaker to deliver the information more effectively and to entertain the audience (Davey 2008:152). Cultural reference is a phenomenon, which value sometimes can be lost due to unawareness or different cultural backgrounds. Roughly speaking, a cultural reference can be defined as an idea or phrase which originates in a certain language and might not be familiar to someone who is not from the country, a non-native speaker (Davey 2008:152).

Using intertextual elements is important in different types of discourse (political, business, entertainment) because they add strong evidence when used appropriately.

It should be noted that intertextual elements in non-fiction texts are extensive material for research. This is explained by the fact that their functions are still not fully understood and analyzed due to their multiplicity. The functions depend on the author's intentions and the meaning that he is trying to convey to the reader.

### **2.1. Functions and linguistic-cultural characteristics of intertextual references in the political discourse of America and Britain**

Language and culture are interconnected, since language cannot exist without culture and vice versa. Many cultural phenomena could cause problems with understanding the context. Culture bound items cannot be found in every culture. Knowing language does not suppose knowing its cultural segment. It should be studied apart from the language. Cultural references take a long time to build up through reading, speaking with bearers of a particular culture, or spending time in a country (Davey 2008:153).

As was mentioned before, politics is a struggle for power in order to put certain political, economic and social ideas into practice. The use of language is an important element of politics and political discourse. Words affect our attitudes towards others and themselves; word choice in political discourse is of great importance (Wareing 2004:47). The main purpose of politicians is to manipulate and to persuade the recipients in the veracity of their words, mainly their political claims. They utilize different resources to achieve this goal that shapes the beliefs of the audience, among them restriction or limitation of the information, bribery, etc. (Denton 1985: 21).

Modern American and British political leaders actively use intertextual elements in their speeches. Quotations and allusions as standard examples of the intertext are able to perform a number of different functions while used in political

speeches. So, they can provide argumentative support to the views and opinions of politicians, by appealing to the authority, author's quotation or quotation of solidary opinion; it also performs informative, illustrative, decorative, referential, or contact-forming functions (Рыбачук 2017:164-165).

### **2.1.1. Biblical quotes and allusions**

One of the most popular cultural references in political discourse is a reference to the Bible. Since religion plays an important role in everyday life. Although it may not be explicit, people do not practice religion as it was many years ago, but still, it affects the way people think and behave. This is a common ground for a lot of people and, due to its widespread character, can be identified by a large number of people. Especially people tend to quote the Bible, as the most popular book in the world that everyone is aware of (Davey 2008:155).

Barack Obama, in his memorial speech devoted to the events 9\11, refers to the story of Cain and Abel, biblical allusion employed in order to saturate the speech, intensify it. After killing Abel, Cain was asked where his brother was, and he answered, "Am I my brother`s keeper?" meaning "Am I responsible for him?". Barack Obama parodies this quotation and uses it in order to show that we should be our brother`s or sister`s keepers in order to be united and to be one big family.

*"It is that fundamental belief - I am my brother's keeper. I am my sister's keeper that makes this country work. And it still comes together as one American family."* (Barack Obama Memorial Speech 2011)

John F. Kennedy in his inaugural speech make reference to the Bible, more precisely he quotes Romans 12:12.

*"Now the trumpet summons us again not as a call to bear arms, though arms we need not as a call to battle, though embattled we are but a call to bear the burden of a long twilight struggle, year in and year out, "rejoicing in hope, patient in tribulation" a struggle against the common enemies of man: tyranny, poverty, disease and war itself."* (John F. Kennedy 1961)



The quotation is used in order to reassure the nation and give hope to the fellow citizens of the United States of America. It fulfills a function of a promise to people that he as the President will do everything possible in order to uproot the communism and consequences it brings or has already brought. Making reference to this exact verse from the Bible, President Kennedy hopes to instill faith in people's hearts that their dream of liberty and freedom will come true. He compares conquering communism to life in Heaven that is considered to be the highest reward for leading a righteous way of life.

Next quotation is from the speech conducted by Barack Obama on Pentagon Memorial from 11 September, 2009. The politician quotes the Bible, namely 1 Peter 5:10, while talking about death and its consequences for the families:

*“The mountains may fall and the earth may give way; the flesh and the heart may fail. But after all our suffering, God and grace will “restore you and make you strong, firm and steadfast.” So it is -- so it has been for these families. So it must be for our nation”* (Barack Obama 2009).

This quotation performs here more expressive and decorative functions because this topic evokes emotions and it is the best way how to express them. The pragmatic purpose of the quotation is to sympathize and bond with people, also to make the distance between the speaker and the audience less visible.

Biblical allusions in British political discourse became less popular in recent years. Because it is impossible to predict the awareness of the topic by people the speech will be addressed to. And the references can be lost, as well as people's interest in the speech. Speeches of a different kind should be reasonable, relying on ideas that are comprehensible to all people. Although the Bible is morally loaded, Biblical allusions are used in many speeches, because this is a broad international phenomenon, and usually only well-known and easily recognized concepts are cited or mentioned in order to prevent confusion and increase the level of understanding and awareness.

In Margaret Thatcher's speeches still can be found references to the Biblical stories and concepts, for instance, to the Good Samaritan. The parable of the Good

Samaritan is a parable told by Jesus Christ and described in the Gospel of Luke in the New Testament of the Bible. The parable gives an example of selfless help to a person in trouble from a complete stranger, a Samaritan passerby. The whole parable was an answer to the question to Jesus “Who is my neighbor?” that a person who wants to inherit eternal life should love. In this way the importance of doing works of charity and helping others is emphasized.

In her speech from 1968 “What`s wrong with the politics?” she speaks about her attitude to people living on welfare, and the meaning of the money. Her idea was to encourage people to stop financially depending on the state, to desire something to improve their current financial state. Furthermore, she argued that money is necessary for the development of the arts, culture and helping charitable organizations.

*"The point is that even the Good Samaritan had to have the money to help, otherwise he too would have had to pass on the other side. In choice of way of life J.S. Mill's views are as relevant as ever." (Margaret Thatcher *What`s wrong with the politics?* 1968)*

In the following abstract Margaret Thatcher alludes to the Good Samaritan, explaining that even he had to have money to help a person in need. Apart from that, she mentions J. S. Mill and implicitly alludes to his concept of utilitarianism that advocates actions that bring happiness and oppose actions that cause sadness, or reverse of happiness. It presupposes that the action is right when it results in the happiness of the group of people. And the Good Samaritan is a great example of it and this is why, the speaker decided to use these two allusions to exemplify her point of view, place greater importance on her words and make listeners to think about the topic.

Gordon Brown, British politician, who was the Prime Minister of the United Kingdom in 2007, like Margaret Thatcher, tends to minimize the usage of biblical allusions, in order to simplify his speeches. But it does not mean that he discard them altogether. In the speech delivered to Scotland General Assembly in May 2008 he also refers to the fable of Good Samaritan. He goes without mentioning

the name, but includes the iconic recognizable question about “the neighbor”. It helps convey and explain a sophisticated idea, create a cultural kinship between the speaker and the audience, and provide better understanding.

*"Today, to ask that simple searching question: 'Who is my neighbour?' is also to ask: how can ... we discover right across the world common ground on which to act?"* (Gordon Brown 2008)

Apart from that, he explicitly refers to the Parable of Talent that condemns lazy and indifferent people. According to this parable everyone gets what they deserve and it is upon to them whether to change something or not. So, Gordon in his speech says, that he as well as his father believes that everyone has a talent and everyone has an equal opportunity to develop it and eventually to change their lives. The purpose of the reference is argumentation, providing evidence to the conclusions and assessments of the author, as well as encouragement for people to act.

*"As a son and now a father I believe in the Parable of the Talents my father taught me"* (Gordon Brown 2008)

After that while speaking about different religions, Gordon Brown mentions several moral values that all of them share. In the given context it broadens and strengthens the meaning of the speech, makes listeners think about the problem. For example, he alludes to Matthew 7:12 *"we should do unto others as we would have them do to us"*.

The most vivid realisation of biblical references can be found in speeches of the Queen Elizabeth. While addressing the people the Queen uses a number of quotations from the Bible that perform both informative and instructive or expressive function.

*"Treat everyone and their families as you would wish to be treated, with respect, humility, loyalty and kindness and they will reward you in equal measures. Look after them and they will follow you to the ends of the earth."* (Elizabeth II 2011)

And the next example is taken from the same speech conducted by the Queen. Here she quotes Ephesians 4:1.

*“A report to the last Synod concluded with St Paul’s encouragement to the Ephesian church to “lead a life worthy of the calling to which you have been called, with all humility and gentleness, with patience, bearing with one another in love, making every effort to maintain the unity of the Spirit in the bond of peace””* (Elizabeth II 2011).

These quotations are connected by the same pragmatic purpose. They serve to express the speaker’s point of view with the help of other words, shorten the distance between the speaker and the audience, and to send a clear message to the people by referring to something directly.

Chris Patten, a British politician, attempts to prove his point that joining the EU is not going to cause any misfortunes; it is not going to limit the country and people in any possible way.

*“We can quit Europe. It is not impossible; it would not unleash Biblical plagues on our island; we could doubtless survive.”*(Chris Patten “Will Britain ever ‘actually’ join the EU?” 2004)

“Biblical plagues” is the story in the book of Exodus about ten disasters forced on to the Pharaoh so that he allowed the people to be freed from slavery. In order to prove his point the speaker refers to Bible, since British people are religious and alluding to these disasters as the worst-case scenario makes it more influential and gives the speech a sarcastic tone.

In his statement at the 2013 G8 summit to control the use of oil and gas by developing countries, David Cameron, for greater persuasiveness, includes in his speech one of the most frequently used phrases in the Bible "blessing not a curse", the meaning of which is well-known.

*“Crucially for developing countries, we agreed that oil, gas and mining companies should report what they pay to governments —and that governments should publish what they receive - so natural resources are a blessing not a curse.”* (David Cameron G8 Summit 2013)

In a short allusive form, the Prime Minister managed to express the main idea related to the vital importance of these natural resources for the economies of developing countries, which should be a blessing for them, not a curse. The wide popularity and recognition of the biblical expression turn the recipients not just into listeners, but into accomplices in the speech, in whose minds the same associations with the speaker arise, which lies at the heart of the politician's plan and is his ultimate goal.

### 2.1.2. Quoting politicians

References to politics are another important subject. Due to the intense situations in the country people are forced to monitor the current situation as well as the political situation.

Making references to predecessors, or influential people in the same sphere is a good tactic while delivering a speech. First of all, it will show the awareness of speakers and his knowledge of history in the sphere they are currently working on. Secondly, a person that honors fellow workers will be treated with respect. For speakers, especially if it concerns politicians, respect means having more influence on the audience, being more persuasive and authoritative in their eyes (Davey 2008:156).

For example, almost all of the speeches given by Barack Obama and other presidents of the USA share the final phrase “*May God bless you and comfort you. And may God bless the United States of America.*” (Barack Obama ‘Yes, we can’)

“*Good luck. God bless you. God bless this country we love. Thank you.*” (Barack Obama ‘Ignorance Is Not a Virtue’)

“*May God bless the class of 2017. May God bless the United States of America. May God bless all of you here today.*” (Donald Trump ‘Never ever give up’)

This phrase was first introduced by president Nixon and then this tradition was restored by Reagan and Obama. Americans are quite religious people and the

canons of Catholicism and the Bible can have quite a strong impact on citizens. So in this example, Barack Obama reinforces his claims by quoting the Bible.

Barack Obama in the election speech “Yes, we can” in order to support his idea, make his speech even more persuasive resorts to quoting former authoritative politicians such as Martin Luther King (“The road ahead will be long. Our climb will be steep. We may not get there in one year or even in one term. But, America, I have never been more hopeful than I am tonight that we will get there.”) and Abraham Lincoln (“As Lincoln said to a nation far more divided than ours, we are not enemies but friends. Though passion may have strained, it must not break our bonds of affection.”) (‘Yes, We Can’ by Barack Obama)

References are made deliberately in order to explain to people that during his presidency he will do everything possible in order to improve the current state of events, implement the changes that people are waiting for. He claims that this is not going to be easy, but only together can they make it happen. He encourages people to unite and together move towards the great near future. His call upon the unity is highlighted with quotation from Abraham Lincoln’s and Martin Luther King’s speeches. Barack Obama intentionally quotes these two political leaders that are famous for their fight for equal rights for whites and Afro-Americans.

“It’s the answer that led those who’ve been told for so long by so many to be cynical and fearful and doubtful about what we can achieve to put their hands on the arc of history and bend it once more toward the hope of a better day.” (‘Yes, We Can’ by Barack Obama)

Here Obama alludes to a phrase used by Martin Luther King in a number of speeches he gave in the 1960s, for instance, “the arc of the moral universe is long, but it bends toward justice” (King 1965). The reference is employed in order to support the speaker’s idea, to place importance on the current issue, and to attract the attention of the listeners.

“It’s been a long time coming, but tonight, because of what we did on this date in this election at this defining moment change has come to America.” (‘Yes, We Can’ by Barack Obama)

In this passage Barack Obama alludes to the black American soul singer Sam Cooke and echoes the chorus from “*A change is gonna come*”. The song was released in the same year Martin Luther King addressed people with his famous worldwide speech, “*I have a dream*”. A person with solid knowledge of Afro-American pop music will definitely identify the allusion that was used implicitly but intentionally by the speaker whose idea was to highlight the fact that changes will come to all people, especially to black Americans that due to an unfortunate succession of events were forced to live in fear and oppression. The allusion is employed in order to shorten the distance between the audience and the speaker, as well as to support the point of view, and to give it greater importance.

*“It drew strength from the not-so-young people who braved the bitter cold and scorching heat to knock on doors of perfect strangers, and from the millions of Americans who volunteered and organized and proved that more than two centuries later a government of the people, by the people, and for the people has not perished from the Earth.”* (Barack Obama ‘Yes, we can’)

In this excerpt, Barack Obama nearly directly quotes Abraham Lincoln’s Gettysburg Address, where he said “*that government of the people, by the people, for the people, shall not perish from the earth*” (Lincoln 1863). Obama made slight adjustments to the phrase, and turned it into “*a government of the people, by the people, and for the people has not perished from the earth*” (Barack Obama ‘Yes, we can’). As a result, he pays tribute to all people that kept to their moral values that honored the people’s rights and the law, and were upstanding citizens even in the most horrible times. Because of them America is a great country, an example to be followed, and almost two centuries ago, as the original speech took place, it pursues the idea that democracy is a key to success. The reference reinforces the perspective of the speaker, adds expressiveness and authority.

Speaking about Britain David Cameron mentions the words of his predecessor “*What Churchill described as the twin marauders of war and tyranny have been almost entirely banished from our continent. Today, hundreds of millions dwell in freedom*” (David Cameron Brexit Referendum). With pride he

claims that Britain is a country that finally gets rid of remnants of war, its consequences. Alluding to Winston Churchill gives credibility to an argument stated by a speaker in a specific context.

After that the speaker states that the EU has some problems right now that need immediate interference, or else everything that was built for years can be destroyed in one day. He highlights that the European Union should take some actions in order to be the Community they claim they are and so Britain will not be forced to leave it. Since David Cameron considers these relationships fruitful for both sides of the agreement. But there still some issues that should be addressed and taken into account. And in order to explain the state of affairs right now he quotes his fellow politician from the EU Angela Merkel.

“As Chancellor Merkel has said - if Europe today accounts for just over 7 percent of the world's population, produces around 25 percent of global GDP and has to finance 50 percent of global social spending, then it's obvious that it will have to work very hard to maintain its prosperity and way of life.” (David Cameron Brexit Referendum)

It was done for the sake of stressing the importance of the issue, giving it greater weight through appealing to the authoritative source.

In the end the Prime Minister alludes to his fellow politicians. He does it in order to prove his point that the EU has to change and the changes should be immediate and without any further delays.

“But I agree too with what President Barroso and others have said. At some stage in the next few years the EU will need to agree on Treaty change to make the changes needed for the long-term future of the Euro and to entrench the diverse, competitive, democratically accountable Europe that we seek.” (David Cameron Brexit Referendum)

References made to the predecessors or fellow politicians are viewed as appealing to the authority that strengthens and supports the point of view presented by the speaker.



The Queen in her speech dedicated to the Victory Day and its 75-years anniversary pays tribute to her father King George VI and his speech delivered the same day 75 years ago. She repeats his exact words at the beginning in order to honor the memory of people who lost their lives in order to bring peace.

*“I speak to you today at the same hour as my father did, exactly 75 years ago. His message then was a salute to the men and women at home and abroad who had sacrificed so much in pursuit of what he rightly called a “great deliverance”.”* (The Queen Victory Day Anniversary Speech)

The reference is employed in order to add authenticity to the speech, and significantly close the distance with the audience.

Chris Patten, European Commissioner for External Relations, delivered the speech at the University of Cambridge on 30 January 2004, in which he asked “Will Britain ever ‘actually’ join the EU?” While speaking about the times Britain had the opportunity to join the EU, he stresses the fact that it was not a unanimous decision. It provoked a bunch of discussions and debates. Some of them ended negatively for people leading them. Providing examples Chris Patten alludes to the experiences of British Prime Ministers when they advocated the agreement to join the EU.

*“Margaret Thatcher campaigned for a “yes” vote in the 1975 European referendum campaign... and ended her years as Prime Minister raging at the elements that destroyed her as surely as they had earlier swept away both her critics and her acolytes. John Major, confident, as he told an audience in Bonn in the Spring of 1991 that Britain was now “where it belongs at the very heart of Europe”, soon found that the heart was beating a tad unsteadily. Black Wednesday was followed by the Maastricht ratification crisis, the Ioannina voting rights struggle, the noncooperation over BSE and the battening down of hatches during the Amsterdam Inter-governmental conference.”* (Chris Patten “Will Britain ever ‘actually’ join the EU?” 2004)

The references are made for the purpose of sending a clear message to the listener by referring to something directly, to make the audience think, and to add credibility to the speaker's perspective.

Moreover, in order to make a speech more authoritative, add credibility and reliability to it, politicians do not discard making references to the documents of national importance.

Chris Patten makes references to several documents such as the Laeken Declaration (the Convention on the Future of the European Union established in 2001) and the Lisbon Agenda (a development plan designed in 2000 that aimed at improving the economy in the European Union by 2010) laying stress on the fact that the EU has not achieved what was planned.

*“The Laeken Declaration which launched the Constitution was designed “to bring Europe closer to the people”. Did it? The Lisbon agenda was launched in the year 2000 with the ambition of making Europe “the most competitive place to do business in the world by 2010.”” (Chris Patten “Will Britain ever ‘actually’ join the EU?” 2004)*

It has been done in order to place greater weight on his words, enhance the persuasiveness of the speech, manipulate the minds of the audience and support his point of view.

Apart from that David Cameron quotes the European Treaty in order to make a statement and make it sound more authoritative that they have no future with Europe and says that *“the European Treaty commits the Member States to “lay the foundations of an ever closer union among the peoples of Europe””* (David Cameron Brexit Referendum). He explains that this document was applied *“to the states and institutions compounded by a European Court of Justice that has consistently supported greater centralization”* (David Cameron Brexit Referendum). And this is not what Britain wants and why they joined the EU in the first place. The reference is made in order to reflect the reliability and authority of the provided by the speaker's information.

The following passage was taken from W. J. Clinton`s speech from 12 July, 1995:

*“One of the proudest things I’ve been able to do as President was to sign into law the Religious Freedom Restoration Act in 1993... (Clinton 1995)*

In the speech the speaker refers to the official document, Religious Freedom Restoration Act that protects against religious discrimination at the governmental level. The former President mentions that in order to stress his achievements that he is proud of. The allusion adds credibility to an argument stated by a speaker in this context, it reflects the reliability and veracity of the point of view. And apart from that it establishes his authority in the eyes of the recipients.

*“This much we pledge and more.... we pledge the loyalty of faithful friends..... we pledge our word that one form of colonial control shall not have passed away merely to be replaced by a far more iron tyranny...” (John F. Kennedy 1961 Inaugural Address)*

From the very beginning of his inaugural address, John Kennedy repeats several times the lexeme “*pledge*”. It can be understood as another allusion to the declaration of Independence. By using this indirect reference to America`s most significant document Kennedy lay stress on the aim of the President of the USA to continue once proclaimed requirements of equality and freedom. It adds credibility to his words, enhances persuasiveness, and sends a clear message to the audience.

The most typical examples in American political discourse are references to the US Constitution or the Declaration of Independence. As an example can serve the following excerpt from Ronald Reagan`s speech from 25 February, 1984.

*“The [first] amendment says, «Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof»” (Ronald Raegan 1984)*

Such references add credibility to arguments, reflect the authority and reliability of the speech, as well as help build authority of speaker`s words.

Barack Obama in his speech devoted to 66th Session of the United Nations General Assembly Address also quotes such important documents as General

Assembly's Universal Declaration of Human Rights and The United Nations' Founding Charter, in order to give the recipients some new information or to refresh their previous knowledge and to illustrate his point, to manipulate them into his way of thinking and reasoning.

*"The United Nations' Founding Charter calls upon us, "to unite our strength to maintain international peace and security." And Article 1 of this General Assembly's Universal Declaration of Human Rights reminds us that, "All human beings are born free and equal in dignity and in rights." Those bedrock beliefs -- in the responsibility of states, and the rights of men and women -- must be our guide."* (Barack Obama 2011)

### **2.1.3 Historical and cultural intertextual references**

Professional political speakers usually refer to the history of their country. It can be either a vague explanation of the event, or a slight mentioning of proper names that are usually associated with the event. Among them usually historical events that people are expected to know.

One of the frequently discussed matters in Britain nowadays is Brexit, its consequences, advantages and disadvantages. A number of contemporary politicians expressed their point of view with people trying to reassure them that this is inevitable. David Cameron, for instance, British Prime Minister, devoted the whole speech to Brexit referendum. From the very beginning he alludes to the tragic historic events that happened seventy years ago, that is the Second World War, a global war that lasted from 1939 to 1945. He intentionally omits the name, since it is a well-known period in history that does not require naming it.

*"Seventy years ago, Europe was being torn apart by its second catastrophic conflict in a generation."* (David Cameron Brexit Referendum)

The speaker then tells the audience about the gore events and highlights that the peace was not achieved overnight; instead it was a hard work.

*“A commitment to friendship and a resolve never to re-visit that dark past - a commitment epitomised by the Elysee Treaty signed 50 years ago this week.”*

(David Cameron Brexit Referendum)

The Prime Minister speaks about the Elysee Treaty, a treaty of friendship between France and West Germany, addressing the background knowledge of people. The references are made in order to place the significant weight on the ideas that will be reviewed further in the speech and to make listeners think about the topic.

*“After the Berlin Wall came down I visited that city and I will never forget it.”* (David Cameron Brexit Referendum)

In the next example another reference to the history can be found. The speaker continues the topic of the WW2, its consequences for different countries.

David Cameron alludes to some historical periods justifying it that throughout the time Great Britain and the EU worked closely together. It has a manipulative character, since the speaker tries to elevate the importance of Britain in the life of the EU.

*“From Caesar’s legions to the Napoleonic Wars. From the Reformation, the Enlightenment and the Industrial Revolution to the defeat of Nazism. We have helped to write European history, and Europe has helped write ours.”* (David Cameron Brexit Referendum)

The purpose of these allusions is to provide evidence and enhance the persuasiveness of the speech to the conclusions and assessments of the author.

Margaret Thatcher during her speech on the future of Europe delivered in 1988 at the beginning of the academic year of the College of Europe in Bruges made a couple of references to the historical events in order to lay stress on the topic of her speech, that history plays a significant role in the formation of the nation’s future. The history is cyclic so in order not to repeat it once again a person should know it, and be educated on this topic. She alludes to the revolutions that helped the establishment of the country and the nation of the present-day Great

Britain as a means of creating a sense of cultural kinship between the speaker and the listener.

*“This year, we celebrate the three hundredth anniversary of the glorious revolution in which the British crown passed to Prince William of Orange and Queen Mary .”* And next example: *“We in Britain are rightly proud of the way in which, since Magna Carta in the year 1215, we have pioneered and developed representative institutions to stand as bastions of freedom.”* (Margaret Thatcher 1988)

Margaret Thatcher refers to these events in order to illustrate her position on the current matter, support it, and add expressiveness to the speech mentioning revolutions that led to the changes.

Another cultural marker that is highly popular in public speeches delivered by American speakers is referring to the Founding Fathers and the American dream. Both concepts are of great importance and value for Americans and usually go hand in hand together. It usually performs a manipulative function in political and public speeches, in order to stress patriotism, American identity and belonging to this culture.

The Founding Fathers is a group of American leaders that helped form a country, led the war of independence from Great Britain. Historians usually name seven figures as Founding Fathers. Among them are John Adams, Benjamin Franklin, Alexander Hamilton, John Jay, Thomas Jefferson, James Madison, and George Washington. These people played a crucial role in establishment of the United States.

American Dream is a concept that includes such set of ideas as equality, rights, liberty, democracy, and opportunity. According to this doctrine every person regardless of social class or circumstances of birth can be successful through hard work, sacrifice and risk-taking. Such people are called self-made. It is embedded in American culture and that is why widely popular in different spheres.

To exemplify what was stated before, let's take into account famous worldwide presidential election victory speech “Yes, we can” by Barack Obama

that is rich in intertextual inclusions. The former president of the United States begins his speech with the deliberate use of allusion to history, mentioning the Founding Fathers and the American Dream, and the Bible, referring to a gospel song from the New Testament.

*“If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer.”* (Barack Obama ‘Yes, we can’)

The reference helps the political leader to stress the greatness and huge potential of the American nation. Such appeal positively resonates with beliefs, ideas and hopes of American citizens, deepens the sense and intensifies the influence of speech on the audience. The allusion is used in order to close the distance between the speaker and the audience, and add expressiveness to the speech. It also helps to strengthen the authority of the speaker.

The same idea of the American Dream and equality Barack Obama repeats at the very end of the election speech ‘Yes, *We Can*’. He also alludes to the motto placed on the coat of arms of the United States, i.e. ‘e pluribus unum’, in order to stress the importance of standing together and be united as one of the planks in his platform.

*“...to reclaim the American dream and reaffirm that fundamental truth, out of many, we are one”.* (Barack Obama ‘Yes, we can’)

Another example is a reference to literature. It is taken from the Eulogy for Ted Kennedy also performed by the former president of the USA Barack Obama on 29 August, 2009:

*“Indeed, Ted was the “Happy Warrior” that the poet William Wordsworth spoke of when he wrote: As tempted more; more able to endure, As more exposed to suffering and distress; Thence, also, more alive to tenderness.”* (Barack Obama 2009)

Wordsworth wrote this poem to commemorate the death of Lord Nelson, a hero of the British Royal Navy, who won the Battle of Trafalgar in 1805. The poet

describes in these lines his patriotic ideal, namely a person that dedicates his life to achieve something great and overcome difficulties on his way with honour and morality. Barack Obama used these words not accidentally since they describe Ted Kennedy, a person to whom this eulogy was dedicated, in the best possible way. The purpose of the quotation is to sympathize with the family that undergoes a terrible and tragic loss.

In Margaret Thatcher's speech "The Lady's Not for Turning" she says "*To those waiting with bated breath for that favorite media catchphrase, the 'U' turn, I have only one thing to say. 'You turn if you want to. The lady's not for turning'*". (Margaret Thatcher "The Lady's Not for Turning")

In these sentences she made reference to a popular media term "U" turn, meaning politicians that follow their beliefs up to the point they realize that they achieve nothing and make famous "U" turn in order to benefit. She plays on the phonetical similarity between 'you turn' and 'U-turn' and achieves her famous line. The reference is made as a means of enhancing the persuasiveness and emotiveness of the speech and adding expressiveness, as well as supporting her views.

To conclude, political discourse despite its strictness, complexity and laconic nature is rich in intertextual references. It is a great strategy for politicians to reach their goals. Speakers tend to refer to the Bible, the politician and important political documents of national importance, historical events and current situations. These references are predominantly used for manipulation, argumentation, increasing credibility and reliability, as well as strengthening the authority.

## **2.2. Linguistic-cultural features and functioning of intertextual references in the business and entertainment discourse of America and Britain**

Business discourse is famous for its strict, formal and laconic style that people should adhere to. It has a number of stylistic and lexical requirements that make it sound more intricate and complex. But recently some scholars that devoted their life to the study of discourses, business discourse in particular, claim that



business discourse is not necessarily strict and formal. Considering that business is now becoming a broader concept, and the people involved in it do not limit themselves to the framework of official business discourse, so there can be found means of language expressiveness and emotiveness; business discourse can also be intertextual (Потапова 2017:99).

One of the frequently used techniques in English business discourse that will be analyzed in this chapter is quotations and allusions that can be used to explain complex business realities in an accessible way. They can perform certain functions depending on the context. It can perform informative, argumentative, expressive, phatic, illustrative, referential and decorative functions that can be realized mostly as appealing to the authority, i.e. other business people, experts, writers, self-quoting (Рыбачук 2017: 164-165).

The research about the intertextual elements in British and American business discourse was based on public speeches and interviews of famous businesspeople. It is worth mentioning that as well as in political discourse quotations in business discourse can perform a number of functions simultaneously. The research about the intertextual elements in entertainment discourse was based on commencement speeches and award acceptance speeches. Their pragmatic function is slightly different. Comparing political and commencement speeches, the latter are used to bond with people, to establish and shorten the contact with the audience, to entertain, and of course exemplify or illustrate something but making it more personal, emotional and phatic. These speeches do not have strict rules or strategies. It will be shown further in the paper.

### **2.2.1. Quoting and allusions in business speeches**

The first example of quoting in business text will be taken from Tim Cook`s speech at Worldwide Developer`s Conference which was held from June 26, 2014. It says:

*“Now we think this is going to be really important for healthcare and the CEO of the Mayo Clinic agrees. He says, “We believe Apple’s HealthKit will*

revolutionize the health industry– how the health industry interacts with people. We're proud to be at the forefront of this innovative technology with the Mayo Clinic app.” *We agree.*” (Tim Cook 2014)

In this context the quotation performs illustrative and informative functions. The speaker tells the new information to the recipients, appeals to the authority (CEO of Mayo Clinic) and introduces his respectful opinion about Apple's HealthKit. Simultaneously he supports with the help of this quotation the thesis about the importance of healthcare that was mentioned before.

The next passage is from Steven Jobs' iPhone presentation from January 1, 2007:

*“Now, you know, one of the pioneers of our industry, Alan Kay, has had a lot of great quotes throughout the years, and I ran across one of them recently that explains how we look at this, explains why we go about doing things the way we do, because we love the software. And here's the quote: “People who are really serious about software should make their own hardware”* (Steven Jobs 2007).

Quoting Alan Kay here illustrates the main idea expressed by Steven Jobs. He claims that if you love what you do then everything will go the best possible way. In Steve Jobs' case it is about making their own software. Then he proceeds that Alan said that almost 30 years ago and that is how they feel about it now, while they are bringing breakthrough software to a mobile device for the first time.

Elon Musk while answering the interviewer's questions tent to resort to self-quoting in order to emphasize the importance of his words. It performs informative and illustrative functions.

*“Interviewer: But you haven't been more public with what this is? Elon Musk: No. Although I did say that once Tesla was profitable I would talk more about it. But, we haven't done our earnings call yet.”* (Elon Musk 2017)

Tim Cook in his speech at Commencement Address 2017 at MIT quotes Steve Jobs:

*“Because if science is a search in the darkness, then the humanities are a candle that shows us where we've been and the danger that lies ahead. As Steve*

once said, “Technology alone is not enough. It is technology married with the liberal arts married with the humanities that make our hearts sing” (Tim Cook 2017)

The given quotation by Steven Jobs also performs the expressive function to some extent because it consists of the means of linguistic expressiveness such as metaphor that makes the whole passage easier for comprehension. And then Tim Cook precedes with the advantages of the devices they produce. For example, *“an Apple Watch that catches a heart condition before it becomes a heart attack or an iPad that helps a child with autism connect with the world”* (Tim Cook 2017).

Next time Tim Cook quotes Martin Luther King giving some new information and support the previous idea that if you choose to live your best, then today humanity has a chance to achieve it.

*“As you go forward today, use your minds and hands and your hearts to build something bigger than yourselves. Always remember, there is no idea bigger than this. As Dr. Martin Luther King said, “All life is interrelated. We are all bound together into a single garment of destiny”* (Tim Cook 2017)

The reference places significant weight on the words, gives more credibility to the point of view stated in the speech, and illustrates for clarity and better understanding.

The following excerpt is from Jeff Bezos speech from launching the Fire Phone:

*“...We added dual stereo speakers, Dolby Digital plus virtual surround. And sometimes you’re not using your speakers, you’re using your earbuds. Has anybody ever seen this? That’s what happens as the famous brilliant philosopher Bill Murray once said, “How to tie the strongest knot ever: put headphones in the pocket, wait one minute”* (Jeff Bezos 2014)

This quotation has a humorous effect. Jeff Benzos tries to talk about such routine and repetitive things as listening to music with the help of headphones (earbuds in the original) instead of speakers and problems with its day-to-day usage. He provides the quotation that includes no new information for the

recipients; that is why the information is perceived better but probably evokes the memories about some personal experience that almost everyone faced at least once in a lifetime. People can relate to the problem and that is why more concerned about the solutions that the speaker provides next. It can be considered as a manipulative act because Jeff Benzos as a skillful entrepreneur know people`s desires and how to deliver the information about the new product so that to make the sales high.

Mark Zuckerberg at Facebook`s 2018 Developer Conference together with his colleagues talk about positive sides, advantages of using Facebook: its safety, security, data privacy, sharing information. He alludes in his speech to current events, such as Me-Too Movement and Hurricane Harvey. By doing these he puts weight to his words, that Facebook is not only a platform, it is a network of people that are ready to help and gather together in case of need. Once again he lays stress on the advantages of using Facebook and the importance of his creation.

*“And we’re idealistic and we’ve always focused on all the good that connecting people can bring and there’s a lot of it. Just since the last F8, we’ve seen the me-too movement on the march for our lives organized at least part on Facebook. We’ve seen people come together after Hurricane Harvey to raise more than \$20 million for relief...”* (Mark Zuckerberg Facebook`s F8 2018 Developer Conference)

And at the end he finishes his speech with a popular saying that was originally used by B. Franklin. Now it is popular worldwide.

*“Time is money.”* (Mark Zuckerberg Facebook`s F8 2018 Developer Conference)

### **2.2.2. Quotes, allusions and parody in entertainment speeches**

References in entertainment speeches as well as in other public speeches can be based on the Bible, religion, historical and current events, pop culture and media, words of other prominent personas of the past and present.

The first speech under discussion is a commencement speech “Be a Builder” given by Tim Cook. It is rich in different intertextual elements. At the very beginning he alludes to the Garden of Eden, also called Paradise.

*“From the Garden of Eden to today, it’s our humanity that got us into this mess, and it’s our humanity that’s going to have to get us out.”* (Tim Cook ‘Be a builder’)

This is a biblical name of “Garden of God” described in the Book of Genesis. In order to show that from those times from the very beginning of existence till now humans are responsible for the chaos they create. Paradise was a peaceful place right before humans settled there. That was a starting point when everything collapsed into chaos. Therefore, the reference adds an extra meaning on top of it in order to better showcase the speaker’s idea and to make the point vivid and easier for understanding.

Further in the speech he alludes to the historical events, namely the Stonewall riots.

*“In a few days we will mark the 50th anniversary of the riots at Stonewall.”* (Tim Cook ‘Be a Builder’)

These were a series of violent demonstrations of the LGBT-community that were a response to the police raids at the Stonewall in Greenwich Village. They are considered to be the most brutal riots, but at the same time they mark the beginning of the gay liberation movement. It was a starting point for minority groups to fight for their rights and freedoms. By using this reference Tim Cook strengthen his idea that people are builders of their destiny. Since people fighting during the Stonewall riots instead of remaining passive and indifferent, rose up and showed that where one is weak, many are strong. They had no idea what results in they would have by the end of their oppression movement, but they continued to shape their future and the future of their descendants. Making this reference Tim Cook becomes closer to his audience, wins their attention and increases his authority.

Along with other references, he pays tribute to the memory of his friend and coworker Steve Jobs that also delivered a commencement speech to the graduates a

couple of years before he passed away. Steve Jobs was talking about transience of time and the importance of seizing a day and enjoying life. These words fit perfectly into the concept of Tim Cook`s speech and were a nice gesture. The quotation adds credibility to the speech, and shortens the distance between the speaker and the audience, as well as attracts the listener`s attention. It adds emotiveness to the speech.

*“Fourteen years ago, Steve stood on this stage and told your predecessors: “Your time is limited, so don’t waste it living someone else’s life.””* (Tim Cook ‘Be a Builder’)

*“So what was true then is true now. Don’t waste your time living someone else’s life. Don’t try to emulate the people who came before you to the exclusion of everything else, contorting into a shape that doesn’t fit.”* (Tim Cook ‘Be a Builder’)

Tim Cook ends his speech with words of Steve Jobs once again, but this time he omits mentioning his name, since the words are popular and well known for everyone. These words played a leading role in Steve Jobs` speech and have the same impact on the audience during Tim Cook`s speech. He commemorated the ideas and input of his fellow colleague, showing respect to his work and his words. The reference performs emotive functions, since it evokes emotions of nostalgia and pride.

Apart from quoting his colleague and friend, Tim Cook quotes Madeleine L’Engle, a famous American contemporary writer, in order to explain what he meant by telling the graduates to match ambition with humility. In other words he asks them to be mindful, in order to build something monumental and long-lasting piece by piece, concentrate on it, instead of wasting their life on things they do not like. Once again he highlights the idea to be a builder of your own life and destiny. The reference places importance on the speaker`s words conveys and explain sophisticated ideas, adds credibility.

*“The author Madeleine L’Engle wrote, “Humility is throwing oneself away in complete concentration on something or someone else.””* (Tim Cook ‘Be a Builder’)

In the commencement speech delivered by Barack Obama at Rutgers University in 2016 ‘*Ignorance Is Not A Virtue*’ he criticizes the current President of the United States Donald Trump, speaking about ‘anti-intellectualism’. He intentionally alludes to the names of the Founding fathers and famous American scientists and inventors in order to highlight that America is rich in smart people and to juxtapose two different types of people: those who are mentioned in the reference and those who are now in power. The purpose of the reference is to establish authority and illustrate his point of view.

*“Look, our nation’s Founders — Franklin, Madison, Hamilton, Jefferson — they were born of the Enlightenment. That spirit informed our inventors and our explorers, the Edisons and the Wright Brothers, and the George Washington Carvers and the Grace Hoppers, and the Steve Jobses.”* (Barack Obama ‘Ignorance Is Not a Virtue’)

Further in his speech he makes references to the current events, namely senator’s response to the climate change issue. Barack Obama’s purpose is to expose shallow people, and on their example give a lesson to the youth of today, because the future is in their hands. The reference serves to support and illustrate the argument stated by the speaker, create humorous effect, and give the authority to his words.

*“A while back, you may have seen a United States senator trotted out a snowball during a floor speech in the middle of winter as “proof” that the world was not warming. I mean, listen, climate change is not something subject to political spin. There is evidence. There are facts.”* (Barack Obama ‘Ignorance Is Not a Virtue’)

Furthermore, in his address former president emphasizes the fact that a change is a time-consuming process. It requires a lot of commitment, and strength. The change he is talking about is the voting process and people’s attitude to it.

Since they do not see any immediate changes they stop doing this. In order to prevent it from happening he illustrates his idea with several examples from recent events such as Civil Rights Act and the Voting Rights Act and Alice Paul's marches and hunger strikes. Referring to such events Obama reinforces his position that changes requires time, perseverance and stamina. It is difficult not to lose interest in the process, but the result is usually worth waiting for. For instance, riots and protests, organized by Alice Paul, a number of written letters to the government and delivered speeches eventually helped to establish women rights and give them deserved acknowledgement.

*"It took Thurgood Marshall and the NAACP decades to win Brown vs. Board of Education; and then another decade after that to secure the Civil Rights Act and the Voting Rights Act. And it took more time after that for it to start working. It took a proud daughter of New Jersey, Alice Paul, years of organizing marches and hunger strikes and protests, and drafting hundreds of pieces of legislation, and writing letters and giving speeches, and working with congressional leaders before she and other suffragettes finally helped win women the right to vote."* (Barack Obama 'Ignorance Is Not a Virtue')

The given above references help to support the speaker's idea, reflect the reliability and authority of the argument, add extra credibility to it. Due to the sensitive nature of the topic it also serves as a means for shortening the distance between the speaker and the audience.

*"The world is more interconnected than ever before, and it's becoming more connected every day. Building walls won't change that."* (Barack Obama 'Ignorance Is Not a Virtue')

*"Isolating or disparaging Muslims, suggesting that they should be treated differently when it comes to entering this country."* (Barack Obama 'Ignorance Is Not a Virtue')

Former President of the USA Barack Obama apart from that indirectly criticizes Donald Trump by mentioning some of his policies, namely his plans to prohibit Muslims from entering the USA, to build the wall on the American-



Mexican boarder, in order to stop immigration. Barack Obama did not mention the name of Donald Trump during his speech, but he made the object of his anger clear, referring to these “laws” about Muslim and Hispanic people. The allusions add expressiveness and veracity to the speech. Its main function is to exemplify the point of view, enhance the persuasiveness of the speech, and establish contact with the audience.

Barack Obama precedes with his idea mentioning the history of the United States, as follows the very beginning of the history of the country. He reiterates that the USA has been a country that attracts strivers and it is they, who made America a great country of today. The speaker indirectly refers to the pilgrims, and people that colonized the continent. He emphasized that America has always been the world’s melting pot, and this contradicts the country’s policies. The allusion adds credibility to the speech, reflects the reliability and authority of the information. It helps bond with the listeners, shorten the distance with the audience and add authority.

*“Suggesting that we can build an endless wall along our borders, and blame our challenges on immigrants — that doesn’t just run counter to our history as the world’s melting pot; it contradicts the evidence that our growth and our innovation and our dynamism has always been spurred by our ability to attract strivers from every corner of the globe. That’s how we became America.”* (Barack Obama ‘Ignorance Is Not a Virtue’)

*“I knew a couple of years ago, folks on this campus got upset that Condoleezza Rice was supposed to speak at a commencement.”* (Barack Obama ‘Ignorance Is Not a Virtue’)

In these words Barack Obama refers to the student’s protests against Condoleezza Rice’s appearance in their commencement speech. Since she was accused of connection with the war in Iraq, namely Rice gave the authority to conduct torture tactics for gathering information from people that were in detention at the time. So, inviting her to deliver a speech right after such statements seemed like justifying tortures and disregarding human rights. The main idea of the

reference was to bond with the audience, emphasizing that he knows their history, and supports them.

*“The rejection of facts, the rejection of reason and science — that is the path to decline. It calls to mind the words of Carl Sagan, who graduated high school here in New Jersey — he said: “We can judge our progress by the courage of our questions and the depths of our answers, our willingness to embrace what is true rather than what feels good.””* (Barack Obama ‘Ignorance Is Not a Virtue’)

Speaking about the disability of people to discern the truth from fiction, to think critically instead of easily falling for everything that they are predisposed to believe, that just seems to be correct, Barack Obama quotes American scientist Carl Sagan. This is an instruction for students to ask questions, to find deep profound answers, and be ready to embrace the truth instead of choosing selectively what to believe. The quotation increases the credibility of the speaker’s point of view, serves to support and illustrate certain moments in the speech.

Moreover, in his speech Barack Obama alludes to history.

*“There were moments when, immediately after World War II, for example, or the end of the Cold War, when the world bent more easily to our will.”* (Barack Obama ‘Ignorance Is Not a Virtue’)

*“And by the way, I’m not — set aside 150 years ago, pre-Civil War — there’s a whole bunch of stuff there we could talk about. Set aside life in the ‘50s, when women and people of color were systematically excluded from big chunks of American life.”* (Barack Obama ‘Ignorance Is Not a Virtue’)

Barack Obama is speaking about “good old days” that America had mentioned such periods in world history as World War II and the Cold war that occurred between the USA and USSR. He exemplifies his opinion that the world is becoming better every day. America today is more developed and civilized than it was 30 or even 80 years ago. He proceeds by mentioning the Civil War, the war between 1861 and 1865 fought between northern and southern states of the country as the central historical event that changed the collective consciousness of Americans. Also he makes reference to the 50s and specifies the difficulties people

of color had to struggle with living in the USA. These events are mentioned and grouped not accidentally; all of them disclose better the problem of racial discrimination. More importantly, Barack Obama being the first African-American President of the United States of America, by his own example proves that the world has changed and it has been achieved long ago through blood and tears. In the speech he hints that it could be avoided if people were smart and intelligent enough. With these references being mentioned at the very beginning of the speech he approaches the main statement that ignorance is not a virtue. It broadens and strengthens the meaning of the speech, explains complicated ideas via shared background knowledge. Mentioning historic events adds veracity to the issues stated in the speech, places greater importance on it. It also helps establish his authority and gives weight to his words.

*“As a friend of mine who happens to be from New Jersey, a guy named Bruce Springsteen, once sang — “they spend their lives waiting for a moment that just doesn’t come.” (Barack Obama ‘Ignorance Is Not a Virtue’)*

The reference performs illustrative and argumentative function. Since the speaker exemplifies his point of view, bases his speech on the authoritative figure among the listeners that also helps to shorten the distance between the speaker and the audience.

Ellen DeGeneres in her commencement speech ‘Be True to Yourself’ refers to *Mardi Grass*, a religious cultural reference.

*“I guess what I’m trying to say is life is like one big Mardi Gras.” (Ellen DeGeneres ‘Be True to Yourself’)*

Mardi Gras, also known as Fat Tuesday, in simple words is the last night of eating fat, delicious food before Lenten. The speaker attempt to stress upon the point she is making, i. e. enjoy your life, and seize the day. A popular religious phenomenon to which a reference was made is shared among the audience, since it belongs to the background knowledge. The reference is employed as a means of supporting the point of view, illustrating it, in order to explain people difficult idea

with simple recognizable concepts. It creates a humorous effect and helps relax the audience and establish a contact with the listeners.

*“I said, “I’m going to do this on the Tonight Show with Johnny Carson” at the time he was the king “and I’m going to be the first woman in the history of the show to be called over to sit down.”* (Ellen DeGeneres ‘Be True to Yourself’)

Ellen DeGeneres as a famous worldwide TV show host alludes to the show she looked up to and TV host that was a role model to her. She explains in the speech how difficult it was for her to make it to the TV and how honored she was to be the first woman on the show to present her work. From this TV show her career started and developed. The allusion shortens the distance between the reader and the audience, and sends a clear message to the audience that helps to convey the information and understand it better. It helps bond with the audience.

*“When I grow up I want to see the world, drive nice cars, I want to have groupies. To quote the Pussycat Dolls.”* (Ellen DeGeneres ‘Be True to Yourself’)

At the end of her speech, Ellen DeGeneres refers to Pussycat Dolls and their song “When I grow up”. The reference seems to be appropriate to the audience she delivers speech to, i. e. graduates of the university in 2007. Although it is a reference to the pop song it includes one of the popular ideas of all times – seize the day, carpe diem, dream big and strive for personal fulfillment. It is used in order to minimize the distance between the speaker and the audience, adds expressiveness, and creates a relaxing atmosphere among the listeners, as well as serves to support and illustrate the issue in question. It has a humorous effect and creates a relaxed atmosphere in the audience.

Ellen DeGeneres` speech is built on humour and irony. She is a famous TV host and comedian. In comparison to her commencement speech the speech given by Oprah Winfrey is a slightly different example of the entertainment discourse. In the speech given to the Harvard class of 2013 Oprah Winfrey, as one of the most famous and successful self-made women in the world, dwells upon the empowerment of women, their struggles as well as accomplishments along the long way to success.

In the beginning of her speech Oprah Winfrey stresses the fact that her speech is dedicated to people that felt inferior or disadvantaged, and adds that this speech is for the Quad.

*“I’m going to address my remarks to anybody who has ever felt inferior or felt disadvantaged, felt screwed by life, this is a speech for the Quad”* (Oprah Winfrey Commencement Speech 2013)

This is a reference to the former Radcliffe residences that were seen as inferior to the Houses closer to the center of campus. The Quad is also famous for being at first housing for female students. Using this reference Oprah Winfrey sets the tone for a further speech and indicates the main idea and purpose of this.

Hence, there is no surprise that she alludes several times to the name of Barbara Walters, an American broadcast female journalist, author, and television personality as her role model while explaining her career choice. This person is respected immensely for her interviewing and hosting skills. The knowledgeable reader that is aware of American media discourse is able to decode this intertextual reference given by the speaker intentionally. The allusion is taken from the media sphere. Oprah mentions that she wanted to become as successful as her role model, Barbara Walters, that she even lost her inner voice and herself in the process.

*“I can be a much better Oprah than I could be a pretend Barbara.”* (Oprah Winfrey Commencement Speech 2013)

Being true self is easier and rewarding, she concludes. The reference helps with simpler words to convey an important idea of authenticity.

Speaking about her own ups and downs while launching the new Oprah Winfrey Network she quotes the headline taken from the famous American newspaper USA Today *“Oprah, not quite standing on her OWN.”* She highlights that after the years of success and comfort she had, this period was the worst and she felt embarrassed that she had to deliver this speech right at the time she stopped succeeding. But then Oprah proceeds with a number of quotations from old spiritual songs that helped her and guided her in the most challenging period of

her life. She shares the lines of the song with the graduates to motivate them and give them hope.

“By and by, when the morning comes.” “Trouble don’t last always” “this too shall pass.” (Oprah Winfrey Commencement Speech 2013)

The reference helps to minimise the distance between the speaker and the audience, as well as bond with them, since the speaker shares something personal with the listeners.

Oprah also alludes to the words that are written on the Statue of Liberty in order to raise an issue concerning immigrants that allegedly are welcomed in the country of dreams but in reality are struggling to make a living and to find a shelter. The speaker appeals to the common knowledge of the listeners that know these words and can decode the message.

“It’s possible to both enforce our laws and at the same time embrace the words on the Statue of Liberty that have welcomed generations of huddled masses to our shores.” (Oprah Winfrey Commencement Speech 2013).

Oprah Winfrey describes this generation as one that is going to change the country for the better, especially due to the fact that they had the privilege to attend a school, and have a normal life. So she quotes Maya Angelou to stress the importance of sharing and thinking about others.

“When you learn, teach. When you get, give. That, my friends, is what gives your story purpose and meaning.” (Oprah Winfrey Commencement Speech 2013)

Then she dwells upon authenticity and its importance especially nowadays, the importance of being validated and understood by others. In order to prove her point she mentions a number of celebrities and famous people such as President Bush, President Obama, Beyonce that asked one and the same question after the interview “Was that okay?” The reference helps to be closer to the audience, since the references are made to the well-known celebrities, it adds expressiveness to the speech, and conveys the idea and purpose of the speech. Overall, it gives greater importance to the speaker's words.

At the end of her speech Oprah quotes Theologian Howard Thurman.

“Don’t ask yourself what the world needs. Ask yourself what makes you come alive and then go do that, because what the world needs is people who have come alive.” (Oprah Winfrey Commencement Speech 2013)

This is her last advice to the Harvard graduates. Selflessness and good heart will make a difference. The quotation is only intensifies the purpose of the speech, makes it more valuable and important, due to the fact that it was also stated by somebody else.

In her 2020 commencement speech Oprah Winfrey brings up tragic events and makes an apparent reference to the current events, namely the murder of Ahmaud Arbery, a 25-year-old black man in Georgia.

“For every person burdened by bias and bigotry, for every black man and woman living in their American skin, fearful to even go for a jog, inequality is a pre-existing condition...” (Commencement speech Oprah Winfrey 2020)

Because of the sensitive and tragic nature of the issue it serves to shorten the distance between the audience and the speaker, to attract the attention of the audience to the current problems. It also helps to support the speaker’s point of view and to illustrate the argument stated in this context.

Donald Trump addressed the graduates of Liberty University with his speech ‘Never ever give up’. As well as any other commencement speech it includes a number of allusions and quotations. From the very beginning apart from referring to the Founding Fathers and the American Dream, the speaker refers to the history telling about the pilgrims, to the important documents such as the Declaration of Independence, and to the religious nature of American people and their faith. All of the cultural signs are easy to recognize and to understand.

“America has always been *the land of dreams* because America is a nation of true believers. When the pilgrims landed at Plymouth they prayed. When *the Founders* wrote the Declaration of Independence, they invoked our creator four times because in America we don’t worship government, we worship God.” (Donald Trump ‘Never ever give up’)

The references are employed in order to show students that America is the country of opportunities, equality, and freedom. He hopes to motivate them to dream big and do not give up on their dreams, just as Founding Fathers or pilgrims who were the pioneers and struggled a lot in order to build something from scratch. So, same as their ancestors they should be persistent, tenacious and fearless. The references in this case are employed as an appeal to the authority that places greater importance on the issues discussed in the speech. An appeal to the ancestors and shared history helps bond with people and minimize the distance between the speaker and the audience. Since they are willing to listen to the speaker and feel the connection. Same effect has references to the shared concepts (here, the American Dream).

*“But the future belongs to the dreamers, not to the critics.”* (Donald Trump ‘Never ever give up’)

In the citation below Donald Trump tells that making decisions is difficult, and if a person wants to achieve something, he should be ready to take responsibilities and be ready for criticism. He calls it “the road less traveled”. This is an implicit allusion to his predecessor, Barack Obama, and a 2012 documentary film about his presidency “The road we’ve travelled”. Donald Trump indirectly claims that the former President was afraid of critics, lacked stamina to implement drastic changes. The allusion serves to add dimension to a work by relating it to other texts, make readers or listeners think about the topic, enhance persuasiveness of the speech, as well as manipulate people.

*“Remember this, nothing worth doing ever, ever, ever came easy. Following your convictions means you must be willing to face criticism from those who lack the same courage to do what is right. And they know what is right, but they don’t have the courage or the guts or the stamina to take it and to do it. It’s called the road less traveled.”* (Donald Trump ‘Never ever give up’)

Next speech that is delivered by Mark Zuckerberg which is called ‘Find Your Purpose’ is rich in references to the pop culture.



*“I’m not alone. JK Rowling got rejected 12 times before publishing Harry Potter. Even Beyonce had to make hundreds of songs to get “Halo.”* (Mark Zuckerberg ‘Find Your Purpose’)

The main idea of Mark Zuckerberg’s speech, for instance, is to find your purpose. And this idea resonates through his performance. He alludes to J.K.Rowling, Beyonce as role models of the youth of the time. By mentioning their names Mark Zuckerberg reinforces his idea that a person should not give up on his dreams and ambitions. Even celebrities became famous and successful after several tries. References to pop culture are becoming more and more popular nowadays, since they are easy to identify and they are usually more interesting. Therefore, people are more likely to decipher what the author’s intentions were. Without knowing mentioned people and their history, the reference and its purpose will be lost. Thus, cultural component is of great importance. It helps to shorten the distance between the speaker and the audience, as well as bond with them because of the mentioned celebrities. Besides, it attracts the attention of listeners and supports the speaker’s point of view.

*“I am reminded of a prayer, Mi Shebeirach, that I say whenever I face a challenge, that I sing to my daughter thinking about her future when I tuck her into bed. It goes: “May the source of strength, who blessed the ones before us, help us find the courage to make our lives a blessing.”* (Mark Zuckerberg ‘Find Your Purpose’)

Mark Zuckerberg shares with the audience the prayer he sings to his daughter. He recites it whenever he has difficulties and needs support and faith in his powers. A “*mi sheberach*” is a public prayer or blessing for an individual or group, most often recited in synagogue. The quotation in combination with the personal element helps shorten the distance between the speaker and the audience.

While speaking about the importance of finding and having purpose, Mark Zuckerberg refers to the history and importance of taking actions. He alludes to the New Deal and Great society. The allusion adds credibility to the speaker’s words, increase authority level, and stress the seriousness of the issue.

*“Previous generations fought for the vote and civil rights. They had the New Deal and Great Society.”* (Mark Zuckerberg ‘Find Your Purpose’)

The New Deal was a number of programs and reforms implemented by President Franklin D. Roosevelt. It aimed at recovery of the USA from the Great Depression. The Great Society was a series of policy initiatives, legislation and programs enacted to end poverty, reduce crimes, and improve the environment.

*“In 2000, I told graduates “Don’t be afraid to fail.” Well now I’m here to tell you that, though you should not fear failure, you should do your very best to avoid it. Nietzsche famously said “Whatever doesn’t kill you makes you stronger.” But what he failed to stress is that IT ALMOST KILLS YOU. Disappointment stings and, for driven, successful people like yourselves it is disorienting. What Nietzsche should have said is “Whatever doesn’t kill you, makes you watch a lot of Cartoon Network and drink mid-price Chardonnay at 11 in the morning.”* (Conan O’Brien Dartmouth college commencement address 2011)

Conan O’Brien while addressing students of Dartmouth college in 2011 quotes famous aphorism presented by German philosopher Friedrich Nietzsche. This is the main instruction from him to the graduates. Moreover, he parodies it and gives its several variations in order to create a humorous effect and to entertain the audience. Thus, the quotation serves to attract listener’s attention, create enjoyable and relaxing atmosphere, and convey as well as explain ideas through referring to the famous saying that can help with explanation and visualization.

During the pandemic a lot of British politicians delivered their speeches in order to cheer up the population, calm them and soothe the current situation. The speeches included a number of references to pop culture and current events. This was done in order to speak directly to the nation, and deliver them personally the most important news. Some of the references are specifically British, which may appear as a blind spot for people from other parts of the world. For instance, Leo Varadkar, a famous Irish politician (The Taoiseach, or the prime minister and head of government of Ireland), in his speech devoted to Covid-19 and the particular prevailing circumstances, during a time of crisis addresses the nation with a

slightly paraphrased lyrics from the song of his countryman Dermot Kennedy. While speaking about reuniting with friends in the near future, Mr Varadkar said: “Not long from now some summer night, we will see our friends again” (Varadkar 2020). The actual lyrics are: ‘To all my friends, you’ll find your way, some summer night I hope I see you again’.

The reference had a huge success among the population. It helped shorten the distance between the speaker and the audience, to bond with the audience, and encourage them.

Continuing this successful strategy in his latter speeches Leo Varadkar also quotes Seamus Heaney, a famous Irish poet and writer. He says: “If we winter this one out, we can summer anywhere” (Varadkar 2020). This line from the poem seemed to have captured people’s mood and their need for hope and support in a time of anxiety. The same words Seamus Heaney also used while speaking about troubles in Northern Ireland, so they are quite popular among Irish people and quoting this line was a good and successful strategy for the politician. He used it to bring peace to the nation, to comfort people, to close the distance with listeners, and create a relaxing atmosphere.

The desire to be on the same page with people during the quarantine that turned to national heroes in times of need appeared to be a winning tactic while delivering a speech. Apart from that, the Prime Minister while announcing the strict lockdown in the country made an unusual decision to refer to *The Terminator 2: Judgement Day*. Making an effort to convey people the information about constraints on social interaction and movements during the quarantine the Taoiseach quotes: “There is no fate but what we make for ourselves” (Varadkar 2020). He intentionally shows his versatility and multifaceted nature in order to make speeches more interactive and entertaining for people so that the intended information will be received.

Chris Patten’s in “Will Britain ever ‘actually’ join the EU?” speech given in college students in 2004 quotes James Bond from *You only live twice*. References to pop culture usually help a speaker to bond with his listeners better and make

them listen, as well as interact with them. References that the listener can decipher and make him involved in the process.

*"To recycle an old saw, we punch above our weight. So, as James Bond says to Tiger Tanakain You Only Live Twice. "England may have been bled pretty thin by a couple of world wars" note the use of "England" "our Welfare State policies may have made us expect too much for free, and the liberation of our Colonies may have gone too fast, but we still climb Everest and beat plenty of the world at sports, and win plenty of Nobel prizes.....There's nothing wrong with the British people." (Chris Patten "Will Britain ever 'actually' join the EU?" 2004)*

The reference shortens the distance between the speaker and the audience, as well as illustrates the point of view and adds expressiveness to the whole speech.

The reference reinforces the position of the speaker mentioned before that no matter what Britain has struggled with it emerged as a victor. Following this idea the author asks not to be too proud of this because such an approach can be dangerous and tragic.

*"Where we get into trouble is when we give the impression in the words of Noel Coward (admittedly writing a lyric about "the pillars of London society") that "Nature selected us/perfected us", and that we are "Firmly convinced our position is really unique"." (Chris Patten "Will Britain ever 'actually' join the EU?" 2004)*

Thus, thinking that you are invincible, born for victory and nothing can defeat you is wrong and can lead to irreversible and irreparable damages. Conveying and explaining sophisticated ideas referring to lyrics from a famous British song helps with explanation and visualisation.

To sum up, the pragmatic value of intertextual elements in the business and entertainment speeches is different. These two types of discourse are juxtaposed in these chapters. While intertextuality in business speeches is employed in order to manipulate, provide arguments, to sell the product, in the entertainment discourse it is exploited to establish contact with the audience, provide a relaxed and friendly atmosphere, to entertain people, as well as to give information and reasons but in a

different matter. The difference also lies in the sources of intertextual references. In business discourse, speakers tend to quote or allude to their fellow colleagues, authorities or current as well as historical events. In entertainment discourse speakers refer to this as well, but apart from that they can freely allude to pop culture (famous songs, films, TV Shows, literature, etc.),

## **CONCLUSION TO CHAPTER TWO**

Public speeches are rich in intertextual references of different kinds. They can fulfill different functions depending on the type of discourse they are used in.

Allusions and quotations for a speaker are a verbal means with which one can express his ideas in a more concise form. Recipients must reveal the idea that it contains, the hidden information that it conceals in itself. In order for listeners to have the right associations, background knowledge is needed.

Intertextual elements in political discourse, i.e., in memorial speeches, inaugural speeches, and speeches delivered during the election campaign, addresses to the audiences are predominantly used for manipulation, argumentation, increasing credibility and reliability, as well as strengthening the authority.

Intertextual references in business discourse can perform informative, argumentative, expressive, phatic, illustrative, referential functions that can be realized mostly as appealing to the authority, depending on the communicative situation.

The pragmatic value of intertextual elements in the entertainment discourse is to contact the audience and shorten the distance, to bond with the listeners, to entertain, to create a relaxed atmosphere or create a humorous effect, as well as to illustrate something or give arguments. Mostly performs phatic, emotive and expressive functions.

Intertextual references can have different sources, among which the most popular are the Bible, literature, work of arts, media and TV sphere, documents of

national importance, authorities, pop culture, historical events, current events and situation in the world.

The analysis of intertextual elements in political speeches reveals that British politicians tend to quote or allude to the Bible fewer than American ones. The only exceptions constitute well-known stories and myths that will not pose difficulties. American politicians rarely or never quote or allude to British politicians, and vice versa. Most quoted British politicians are Margaret Thatcher, Winston Churchill, etc. American politicians often quote Abraham Lincoln and Martin Luther King, and their predecessors in general. Speeches of different discourses include historical and pop culture allusions a lot. The presence of such elements in them not only makes it bright, expressive, and easy to remember but also contributes to the argumentation, validity and persuasiveness of the statement, which is realized through both logical comprehension and influence on the subconscious level of listeners.

## GENERAL CONCLUSIONS

Intertextuality is a well-known phenomenon that has attracted attention of many linguists and scholars after its emergence as a literary theory in 1960s. Based on works of Ferdinand de Saussure (1907) and his semiotics and structuralism, Bakhtin (1981) and his dialogic nature of a language, and achievements of Barthes (1989) and Gerard Genette (1999), the term of intertextuality was introduced into the literary world by Bulgarian-French philosopher and literary critic Julia Kristeva (1980). Intertextuality is not regarded only as a feature of literary texts; recently it has been profoundly analyzed in non-literary discourses as well.

Each text is an intertext, since they are interrelated and refer to other texts. Intertexts have a number of functions they perform which are based on the R. Jakobson`s functions of language (1960). Among them are expressive, phatic, poetic, referential, metatext functions.

There are different types of intertextual inclusions – direct quotation, citation, allusion, echo, reference, imitation, collage, parody, pastiche, etc. Their subdivision depends on a form of referring to the pretext, its structure, its placement and its function. The simplest definition of quotation is that it is a segment or fragment of text in another text. According to Plett (1988) there are three functions of quotations in non-literary texts: the authoritative, the erudite and the ornamental. Quotations are ubiquitous in discourses and perform here argumentative, illustrative, referential, decorative, phatic, and sometimes emotive functions.

Allusions refer to prototexts through descriptive ways of transmitting the meaning and constructions instead of stable ones. It is an implicit intertextual relations, it is a more subtle hint of another text. There are different sources of allusions (the Bible, popular culture, work of arts, literature, historical events, current events, etc.).

Public speeches are saturated with intertextual elements. Intertextuality is a great strategy for politicians, businesspeople and other speakers to reach their goals. Politicians in their speeches tend to refer to the Bible, the politician and

important political documents of national importance, historical events and current situations. These references are predominantly used for manipulation, argumentation, increasing credibility and reliability, as well as strengthening the authority.

Intertextuality in business discourse is employed in order to manipulate, to provide arguments, to sell the product. In business speeches, speakers tend to quote or allude to their fellow colleagues, authorities and current as well as historical events.

In the entertainment discourse, on the contrary, intertextual references are exploited to establish the contact with the audience, provide relaxed and friendly atmosphere, to entertain people, as well as to give information and reasons but in a figurative or implied way. The difference also lies in the sources of intertextual references. In entertainment discourse speakers often refer to pop culture (famous songs, films, TV Shows, literature, etc.). In this type of discourse intertextual references are more emotionally loaded and perform mostly a phatic function.



## РЕЗЮМЕ

Дослідження інтертекстуальних елементів у публічних англійських виступах є відносно новим полем для дослідження та актуальною темою серед теоретиків на даний час. Подана робота присвячена вивченню прагматичного та лінгвокультурологічного аспекту інтертекстуальних включень з точки зору теорії інтертекстуальності в текстах публіцистичного характеру. Так як інтертекстуальність стала розглядатись не тільки з точки зору літературознавства, але й з точки зору лінгвістики. Дана теорія сформувалась в працях Михайла Бахтіна та була розвинута в подальших дослідженнях Юлії Кристєвої, яка впровадила термін «інтертекстуальність» у 1960-их роках. Найбільшого зацікавлення викликає тема функціонування інтертекстуальних елементів в дискурсах політичного, ділового та розважального характеру та їх порівняння.

Джерела інтертекстуальних елементів у політичному та діловому дискурсах співпадають. Серед них є звернення до Біблії, історії, культури, попередників, колег та авторитетних людей. Відмінність полягає у розважальному дискурсі, де оратори крім вищезазначених джерел, часто послуговуються цитуваннями та алюзіями до поп-культури, а саме відомих пісень, фільмів, телепередач, творів сучасного мистецтва та останніх подій в житті країни та світу.

В результаті дослідження було виявлено, що інтертекстуальні елементи, а саме цитати та алюзії, в політичних промовах виконують здебільшого маніпулятивну, аргументативну, ілюстративну функції та функцію підсилення та вибудовування авторитету. В діловому дискурсі інтертекстуальність крім вище зазначених функцій, також використовувалась для того, щоб краще маніпулювати людьми, інформувати їх та змусити їх купувати товари, про які йшла мова. На відміну від попередніх типів дискурсу, інтертекстуальні включення в розважальних промовах виконували ілюстративну, фатичну, емоційну функції. Спікери за допомогою алюзій та

цитувань намагалися створити дружню атмосферу, встановити контакт та скоротити дистанцію з аудиторією, а також підсилити власну думку.

**Ключові слова:** інтертекстуальність, інтертекстуальні елементи, інтертекст, цитата, алюзія, аргументативна функція, ілюстративна функція, фатична функція, емотивна функція, політичний дискурс, діловий дискурс, розважальний дискурс, лінгвокультурологічний аспект.

## REFERENCES

1. Арутюнова, Н.Д. (1986). Диалогическая цитация (к проблеме чужой речи). Вопросы языкознания. Москва. 50—64.
2. Варченко, В.В. (2001). Цитата как способ создания имиджа политика. *Язык средств массовой информации*. 75-76.
3. Гальперин, И. Р. (1981). Стилистика английского языка. Москва: Высшая школа. 319.
4. Евсеев, А. С. (1990). Основы теории аллюзии. Москва. 15.
5. Женетт, Ж. (1999). Повествовательный дискурс [Discours du recit]. Фигуры. Т. 2. Москва. 280.
6. Загнітко, А. П. (2007). Сучасний політичний дискурс: риторика і синтаксис. *Донецький вісник Наукового товариства ім. Шевченка*. Донецьк: Східний видавничий дім. Т. 16. 5-19.
7. Карасик, В.И. (2002). Языковой круг: личность, концепты, дискурс. Москва: Перемена. 477.
8. Караулов, Ю. Н. (1987). Русский язык и языковая личность. Москва: Наука. 261.
9. Красных, В. В. (1997). Система прецедентных феноменов в контексте современных исследований. *Язык, сознание, коммуникация*. Вып. 2. 5 – 12.
10. Кузьмина, Н. А. (2004). Интертекст и его роль в процессах формирования поэтического языка. Москва: Едиториал УРСС. 272.
11. Мороховский, А. Н. (1991). Стилистика английского языка. Київ: Вища школа. 196-197.
12. Москвин, В.П. (2012). Интертекстуальность: Понятийный аппарат. *Фигуры, жанры, стили*. 2-е изд. Москва.
13. Нагіна, В. (2002). Про деякі особливості сучасного публіцистичного дискурсу. *Філологічні науки*. Херсон. Вип. 15. 118-121
14. Панченко, С. А. (2015). Розважальний дискурс і його властивості. *IV. Лінгвістика тексту. Стилiстичні та контекстуальні вияви лексичних і граматичних одиниць*. 213-217.

15. Панченко, С.А. (2017). Афоризм як елемент розважального дискурсу. *Наукові праці Чорноморського національного університету імені Петра Могили*. Серія: Філологія. Мовознавство. 68-71.
16. Переверзев, Е.В. (2008). Политический дискурс: многопараметральная модель. *Вестник ВГУ. Лингвистика и межкультурная коммуникация*. № 2. 74—76.
17. Потапова, А. В. (2017). Англоязычный бизнес-дискурс как самостоятельный тип дискурса. *Известия ВГПУ. Филологические науки*. 98–100.
18. Сиренко, Т. С. (2014). Прагматический аспект цитаты. *Philology and linguistics*. 274–277.
19. Скворцова, Е. Ю. (2017). *Political discourse in linguistics: peculiar characteristics*, Молодой ученый. №9. 374-376. Відновлено з: <https://moluch.ru/archive/143/40135/>
20. Стодолинская, Ю.В. (2013). Бизнес дискурс как самостоятельный тип дискурса. *Перевод и сопоставительная лингвистика*. № 9. 82–86.
21. Фатеева, Н.А. (2007). *Интертекст в мире текстов*. СПб: КомКнига. 282.
22. Чернова, С. В. (Ред.). (2015). *Коммуникативные стратегии развлекательного дискурса*, Магия инноваций: новое в исследовании языка и методике его преподавания. Москва: Московский государственный институт международных отношений. 121-125.
23. Allen, G. (2000). *Intertextuality*. New York : Routledge, 238.
24. Arendholz, J., Bublitz, W., Kirner-Ludwig, M. (2015). *The Pragmatics of Quoting Now and Then*. Walter de Gruyter GmbH & Co KG. 436.
25. Bakhtin, M. (1981). *The dialogic imagination*. Austin: University of Texas Press.
26. Bamford, J., Salvi, R. (2007). *Business Discourse: Language at Work*. Rome. 146.
27. Bargiela-Chiappini, F. (2009). *The handbook of business discourse*. Edinburgh: Edinburgh University Press. 528.
28. Barthes, Roland (1977). *Image, Music, Text*. London: Fontana Press.

29. Bell, D. (1975). *Power, Influence and Authority*. London: Oxford University Press.
30. Cain and Abel. *Wikipedia*. Відновлено 3  
[https://en.wikipedia.org/wiki/Cain\\_and\\_Abel](https://en.wikipedia.org/wiki/Cain_and_Abel)
31. Coopman, J. S. (2012). *Public Speaking: The Evolving Art, Enhanced*. Cengage Learning. 400.
32. Daniushina, Y. V. (2010). Business linguistics and business discourse. *Calidoscope*. №3. 241–247.
33. Davey, G. (2008). *The International Student's Survival Guide: How to Get the Most from Studying at a UK University*. New York: SAGE Publication Ltd. 200.
34. Denton, R.E., Woodward G.C. (1985). *Political Communication in America Text*. New York: Praeger. 366.
35. Discourse. (2020). *In Longman Dictionary of Contemporary English*. Відновлено з <https://www.ldoceonline.com/dictionary/discourse>
36. Eco, U. (2004). *On literature*. London: Vintage. 121.
37. Fairclough, N. (1993). Critical discourse analysis and the marketization of public discourse. *The universities. Discourse & Society*, 133-168.
38. Fetzer, A. (2012). Quotations in monologic and dialogic political discourse. Відновлено з: <http://opus.bibliothek.uni-wuerzburg.de/frontdoor/index/index/docId/6116>.
39. Green, D. (1987). *The Language of Politics in America: Shaping the Political Consciousness from McKinley to Reagan Text*. Ithaca: Cornell Univer. Press. 287.
40. Hebel, U. J., & Plett, H. F. (1991). *Towards a descriptive poetics of allusion*. Berlin: Walter de Gruyter. 135-164
41. Jakobson, R. (1960). *Linguistics and Poetics*. Cambridge: Mass.: MIT Press. 22.
42. Kristeva, J. (1980). *Desire in Language: A Semiotic Approach to Language and Art*. New York: Columbia University Press, 305.
43. Kristeva, J. (1986). *The Kristeva reader*. Oxford: Blackwell. 326 p.
44. Kundu, R. (2008). *Intertext: A Study of the Dialogue Between Texts*. 448 p.

45. Mardi Gras. *Wikipedia*. Відновлено з [https://en.wikipedia.org/wiki/Mardi\\_Gras](https://en.wikipedia.org/wiki/Mardi_Gras)
46. Mihkelev, A. (2012). The Time of Quotations: How do we Communicate with Quotations in Contemporary Culture and Literature?. 1617–1624.
47. Nikitina, Y. (2018). Allusion as a feature of intertextuality in newspapers and publicistic discourses. Відновлено з [https://www.researchgate.net/publication/328932218\\_Allusion\\_as\\_a\\_feature\\_of\\_intertextuality\\_in\\_newspapers\\_and\\_publicistic\\_discourses](https://www.researchgate.net/publication/328932218_Allusion_as_a_feature_of_intertextuality_in_newspapers_and_publicistic_discourses)
48. Allusion. (2020). In *Oxford Online Dictionary*. Відновлено з <https://en.oxforddictionaries.com/definition/allusion>
49. Parable of Good Samaritan. *Wikipedia*. Відновлено з [https://en.wikipedia.org/wiki/Parable\\_of\\_the\\_Good\\_Samaritan](https://en.wikipedia.org/wiki/Parable_of_the_Good_Samaritan)
50. Parable of the Talents or Minas. *Wikipedia*. Відновлено з [https://en.wikipedia.org/wiki/Parable\\_of\\_the\\_talents\\_or\\_minas](https://en.wikipedia.org/wiki/Parable_of_the_talents_or_minas)
51. Plett, H. (1988). The poetics of quotation. *Bulletin CILA*. 66–81.
52. Plett, H. (1991). *Intertextuality*. New York: de Gruyter. (Research in text theory; Vol. 15)
53. Richard, F. T. (1986). Virgil's Georgics and the Art of Reference. *Harvard Studies in Classical Philology* Vol. 90. 171-198.
54. Sakharuk, I. V. (2015). Status of Precedent Units in the System of Intertextual Means of Contemporary Ukrainian Media Discourse. *Journal of Linguistics*. Vol. 66, No 2. 127 – 143.
55. Schäffner, C. (1997). *Analysing Political Speeches*. Clevedon: Multilingual Matters LTD.
56. The Quad. *Wikipedia*. Відновлено з [https://en.wikipedia.org/wiki/Radcliffe\\_Quadrangle\\_\(Harvard\)](https://en.wikipedia.org/wiki/Radcliffe_Quadrangle_(Harvard))
57. Van Dijk, T. A. (1997). What is political discourse analysis? *Belgian Journal of Linguistics*, 11(1). 11–52. Відновлено з: 10.1075/bjl.11.03dij
58. Vasileva, E.A. (2011). Functional characteristics of allusive texts. Saint-Petersburg, 140.

59. Wareing, S. (2004). *What is language and what does it do?* New York: Routledge and Kegan Paul.
60. Zengin, M. (2016). An introduction to intertextuality as a literary theory: definitions, axioms, and the originators. Відновлено 3  
[https://www.researchgate.net/publication/312035152\\_An\\_Introduction\\_to\\_Intertextuality\\_as\\_a\\_Literary\\_Theory\\_Definitions\\_Axioms\\_and\\_the\\_Originators](https://www.researchgate.net/publication/312035152_An_Introduction_to_Intertextuality_as_a_Literary_Theory_Definitions_Axioms_and_the_Originators)
61. Ziva, B.-P. (1976). The Poetics of Literary Allusion. *PTL: A Journal for Descriptive Poetics and Theory of Literature*, 105-128.

### LIST OF ILLUSTRATION MATERIALS

62. Bezos, J. Amazon's CEO Introduces Fire Phone. Відновлено 3  
<https://singjupost.com/amazons-ceo-jeff-bezos-introduces-fire-phone-full-transcript/?singlepage=1>.
63. Brown, G. Speech before the Church of Scotland General Assembly. Відновлено 3  
<http://www.britishpoliticalspeech.org/speech-archive.htm?speech=335>
64. Cameron, D. Brexit referendum. Відновлено 3  
<https://www.conservativehome.com/parliament/2016/05/camerons-speech-on-brexite-full-text.html>
65. Cameron, D. G8 Summit: US & EU trade statement. Відновлено 3  
<https://www.gov.uk/government/speeches/g8-summit-us-eu-trade-statement>
66. Clinton, W.J. Speech by President Clinton on religious liberty. Відновлено 3  
<http://www.religioustolerance.org/clinton1.htm>.
67. Cook, T. Be a Builder. Відновлено 3  
<https://news.stanford.edu/2019/06/16/remarks-tim-cook-2019-stanford-commencement/>
68. Cook, T. Commencement Address 2017 at MIT. Відновлено 3  
<https://singjupost.com/tim-cooks-commencement-address-2017-at-mit-full-transcript/2/?singlepage=1>.

69. Cook, T. *Worldwide Developers Conference (WWDC 2014)*. Відновлено з <https://singjupost.com/apple-ceo-tim-cook-keynote-wwdc-june-2014-transcript/?amp=1&singlepage=1>
70. DeGeneres, E. *Be True to Yourself*. Відновлено з <https://www.englishspeecheschannel.com/english-speeches/ellen-degeneres-speech/>
71. Elizabeth II. *A Message From Her Majesty The Queen on the 75th Anniversary of VJ Day*. Відновлено з <https://www.royal.uk/message-her-majesty-queen-75th-anniversary-vj-day>
72. Elizabeth II. *Speech at the Sovereign's Parade*. Відновлено з [www.royal.gov.uk/LatestNewsandDiary/Speechesandarticles/2013/TheCountessofWessexspeechattheSovereignsParade9Au.aspx](http://www.royal.gov.uk/LatestNewsandDiary/Speechesandarticles/2013/TheCountessofWessexspeechattheSovereignsParade9Au.aspx)
73. Jobs, St. *iPhone 2007 Presentation*. Відновлено з <https://singjupost.com/steve-jobs-iphone-2007-presentation-full-transcript/2/>.
74. Kennedy, J. *Inaugural Speech 1961*. Відновлено з <https://www.ourdocuments.gov/doc.php?flash=false&doc=91&page=transcript>
75. Musk, E. *The Future The World & Technology*. Відновлено з <https://singjupost.com/elon-musk-interview-2017-the-future-the-world-technology-transcript/4/>.
76. Obama, B. *66th Session of the United Nations General Assembly Address*. Відновлено з <https://www.americanrhetoric.com/speeches/barackobama/barackobamaunitednations66.htm>
77. Obama, B. *9/11 Pentagon Memorial Speech*. Відновлено з <https://www.americanrhetoric.com/speeches/barackobama/barackobama911pentagonmemorialspeech.htm>.
78. Obama, B. *Democratic National Convention Keynote Address*. Відновлено з <https://www.americanrhetoric.com/speeches/convention2004/barackobama2004dnc.htm>.



79. Obama, B. Eulogy for Ted Kennedy. Відновлено 3  
<https://www.americanrhetoric.com/speeches/barackobama/barackobamaeulogytedkennedy.htm>.
80. Obama, B. Ignorance is not a Virtue. Відновлено 3  
<https://www.englishspeecheschannel.com/english-speeches/barack-obama-2016-speech/>
81. Obama, B. Yes, we can. Відновлено 3  
<https://www.independent.co.uk/news/world/americas/the-full-text-of-barack-obamas-victory-speech-993008.html>
82. O'Brian, C. Dartmouth Commencement Speech 2011. Відновлено 3  
<https://singjupost.com/conan-obriens-dartmouth-commencement-speech-2011-full-transcript/>
83. Patten, Ch. Will Britain Ever Actually Join The EU. Відновлено 3  
<https://www.polis.cam.ac.uk/system/files/documents/patten-text.pdf>
84. Reagan, R. Radio Address to the Nation on Prayer in Schools. Відновлено 3  
<https://www.reaganlibrary.gov/research/speeches/22584a>.
85. Thatcher, M. Speech to Conservative Party Conference ("The Reason Why").  
Відновлено з <https://www.margaretthatcher.org/document/104431>
86. Thatcher, M. Speech to the College of Europe ("The Bruges Speech").  
Відновлено з <https://www.margaretthatcher.org/document/107332>
87. Thatcher, M. What Is Wrong With The Politics? Відновлено 3  
<https://www.margaretthatcher.org/document/101632>
88. Trump, D. Never Ever Give Up. Відновлено 3  
<https://www.englishspeecheschannel.com/english-speeches/donald-trump-speech/>
89. Varadkar, L. Leo Varadkar giving an update on the COVID-19 Emergency.  
Відновлено з <https://www.gov.ie/en/speech/deb727-statement-by-an-taoiseach-leo-varadkar-giving-an-update-on-the-covid/>
90. Winfrey, O. Harvard Commencement Speech 2013. Відновлено 3  
<https://news.harvard.edu/gazette/story/2013/05/winfreys-commencement-address/>

91. Winfrey, O. What Will Your Essential Service Be? Відновлено з <https://myclassixatl.com/84844/read-oprahs-commencement-speech-to-the-class-of-2020/>
92. Zuckerberg, M. Facebook's F8 2018 Developer Conference. Відновлено з <https://singjupost.com/full-transcript-mark-zuckerberg-at-facebooks-f8-2018-developer-conference/>