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**LINGUISTIC AND EXTRALINGUISTIC STRATEGIES OF MODERN
ENGLISH PUBLIC DISCOURSE**

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INTRODUCTION

Throughout history people have used public speaking as a vital means of communication. What the Greek leader Pericles said more than 2,500 years ago is still true today: “One who forms a judgment on any point but cannot explain” it clearly “might as well never have thought at all on the subject”.

Public speaking, as its name implies, is a way of making one’s ideas public – of sharing them with other people and of influencing other people. In modern times, many women and men around the globe have spread their ideas and influence others through public speaking. In the United States, the list includes Franklin Roosevelt, Billy Graham, Cesar Chavez, Barbara Jordan, Martin Luther King, George Bush, Hillary Clinton, and Barack Obama. In other countries, we can see that the power of public speaking is employed by such people as former British Prime Minister Margaret Thatcher, South African leader Nelson Mandela, Burmese democracy champion Aung San SuuKyi, Kenyan environmentalist and Nobel Prize winner Wangari Maathai and others.

The art of rhetoric is a very old science, and public speeches have been studied from different angles ever since the Greeks coined the term politics itself. The main goal of public speeches is to convince the listeners of the orator’s opinions by choosing the most powerful strategies and tactics and linguistic devices by which they are implemented.

So, **the object** of our work is public speaking and political discourse.

The subject matter is linguistic and extra-linguistic strategies and tactics used by famous public figures in their speeches.

The aim of the Diploma paper is to identify and give detailed characteristics of strategies and tactics used by politicians and verbal and nonverbal means they use in their speeches.

Theoretical and practical significance of the research is stipulated by the tendency of modern linguistic research to study the communicative process from

the point of view of the unity of verbal and nonverbal components of communication.

The tasks of the study are:

- to study the approaches to the concept of discourse;
- to specify the notion of discourse;
- to identify types of discourse;
- to define political discourse as a type of public discourse and its characteristic features;
- to reveal strategies and tactics used in public discourse;
- to specify verbal and nonverbal means used by politicians to implement strategies and tactics;

The methods of investigation include generalization, systematization and synthesis of features.

The work consists of Introduction, two Chapters , Conclusions, Resume and List of reference materials (60 sources).

Chapter One of our work is devoted to public discourse in modern English. The concept of discourse is specified, the types of discourse are identified and characteristic features of public discourse are defined.

In Chapter Two strategies and tactics used in public discourse are revealed and verbal and nonverbal means used to implement these strategies and tactics are specified.

Key words: discourse, types of discourse, public discourse, linguistic and extralinguistic tactics, verbal and nonverbal means.

CHAPTER ONE. PUBLIC DISCOURSE IN MODERN ENGLISH

1.1. Definition and concept of discourse

Discourse is a complex multidimensional phenomenon , that is studied in philosophy, social-semiotics, sociology, social-psychology, artificial intelligence theory, ethnography, literary criticism, communication theory and within various areas of linguistics: psycholinguistic, cognitive linguistics, pragmalinguistics, ethnolinguistics, social linguistics and other sciences.

During the last decades the interpretation of the concept of discourse in linguistics has undergone significant changes: in the seventies it was understood as a coherent sequence of sentences or speech acts, and now discourse is mostly defined as a complex communicative phenomenon that in addition to text, covers various extralinguistic factors(knowledge about the world, thoughts, goals, addressees' strategies) required for adequate understanding of the text.

So discourse is quite a debatable term and scientists give different definitions to it, which inevitably leads to diverged focuses on research fields.

From the anthropological linguistic perspective discourse is a certain type of communicative or social activities performed by either an individual or social groups. It interrelates with ideology and people's conducts.

Speech act theory focuses on communicative acts performed through speech; interactional sociolinguistics focuses on the social and linguistic meaning created during interaction; the ethnography of communication focuses on language and communication as cultural behavior; pragmatics focuses on the meaning of individual utterances in hypothetical contexts; conversation analysis focuses on how sequential structures in conversation provide a basis through which social order is constructed; variation theory focuses on structural categories in texts.

However, there is still no generally accepted definition of discourse in linguistics. In the second half of the twentieth century, when the theory of discourse arose and began to develop, discourse analysis was associated with the

linguistics of the text. In the narrow sense of the term “discourse” was defined by scholars as "text".

Linguistics of the text went beyond the text or segment of the text and began to cover a list of conditions under which this text is updated [26: 251]. According to the definition of a classic critical discursive analysis, discourse is a communicative action that occurs between the speaker and the listener in the process of communicative action in specific temporal, spatial and other contexts. This communicative action can be oral, written, have verbal and nonverbal components. Accordingly, the approach to the study of discourse combines the analysis of linguistic, cognitive, social and cultural aspects of text and speech in context.

There is a great number of definitions of this term. Dutch scientist T.A. Van Dake suggests understanding discourse in a wide and narrow sense [54: 7-37]. In a wide sense, discourse is a communicative event that occurs between the speaker, listener (observer, etc.) in the process of communicative action in a specific temporal and spatial context [47: 243]. This communicative action can be verbal, written, have verbal and non-verbal components. Typical examples are an ordinary conversation with a friend, a dialogue between a doctor and a patient, reading a newspaper [28].

Discourse in the narrow sense (like text or conversation) is the verbal component of a communicative action, which is referred to as a “text” or “conversation”. In this sense, the term discourse refers to the completed or ongoing “product” of a communicative action, its written or verbal result, which is interpreted by the recipients [48: 7]. That is, discourse in the most common sense is a written or verbal product of a communicative action [16: 37].

In linguistic science, the term "discourse" today is one of the most common and at the same time one of the most ambiguous.

1. The discourse corresponds with the concept of text, with the form of the text, with an arbitrary fragment of the text (V.Z. Demyankov). T.A. van Dake calls discourse an “actual pronounced text” [16: 169]. The terms “speech” and “text” as

two aspects of discourse will be specific in relation to the generic term “discourse” uniting them. Discourse is understood widely – as everything that is said and written, in other words, as speech activity, which is “at the same time a linguistic material” [39: 29], moreover, in any of its representations – sound or graphic.

2. The discourse is related to the concept of utterance, with a group of utterances, a whole speech product, in connection with this Deborah Shifrin [51: 86] identifies three main approaches to the interpretation of the designated concept: the first approach is carried out from the standpoint of formally or structurally oriented linguistics and defines discourse as “a language above the level of a sentence or phrase”; the second approach is associated with the functional definition of discourse as any “use of language” in a broad sociocultural context; the third version of the definition is based on a synthesis of the above definitions - it emphasizes the interaction of form and function – “discourse as a statement”, that is, discourse is not a primitive set of isolated units of the linguistic structure “more than a sentence”, but an entire set of functionally organized, contextualized units of language use.

3. Discourse relates to the concept of style. Discourse is a way of speaking, individual language (J. Derrida, A. Greymas, Yu. Kristeva, M. Pesce, M. Foucault) [13: 139].

4. Discourse is understood as speech immersed in life (N.D. Arutyunova), speech inscribed in the communicative situation (Z. Harris), the process and result of speech activity (S.V. Guseva).

5. Discourse is considered as a type of activity that reflects all the wealth of the real situation, that is, the personality of the communicants, their motives, intentions, social statuses.

Discourse is the central moment of human life "in the language" which B.M. Gasparov calls linguistic existence: “Every act of using a language – be it a work of high value or a fleeting remark in dialogue – is a particle of a continuously moving stream of human experience. In this capacity, it absorbs and reflects a unique combination of circumstances in which and for which it was created.”

These circumstances include: 1) communicative intentions of the author; 2) the relationship of the author and recipients; 3) all kinds of “circumstances”, significant and random; 4) general ideological features and stylistic climate of the era as a whole and of that particular environment and specific personalities to whom the message is directly or indirectly addressed, in particular; 5) genre and style features of both the message itself and the communicative situation in which it is included; 6) many associations with previous experience that somehow fell into the orbit of a given linguistic action [14: 11].

M.L. Makarov shows the main coordinates by which the discourse is determined: formal, functional, situational interpretation. A formal interpretation is an understanding of discourse as education above the sentence level or supra-phrase unity, a complex syntactic whole, expressed as a paragraph or tuple of remarks in a dialogue. A connector system is highlighted here to ensure the integrity of this entity. Functional interpretation is the understanding of discourse as a use of language, i.e. speech in all its varieties. A narrower version of the functional understanding of discourse is to establish a correlation between “text and sentence” – “discourse and utterance”, i.e. understanding of discourse as an integral totality of functionally organized, contextualized units of language use [5: 53].

An ambiguous approach to the definition of discourse is noted by P. Serio; he identifies eight meanings of the term “discourse”:

1. The equivalent of the concept of "speech" [33], i.e. any specific statement;
2. A unit that exceeds the phrase in size;
3. The impact of the statement on its recipient, taking into account the situation of the statement;
4. Conversation as the main type of utterance;
5. Speech from the position of the speaker as opposed to a narrative that does not take such a position into account [8: 108];
6. Use of language units, its speech actualization;

7. Socially or ideologically limited type of utterance, for example, feminist discourse;

8. A theoretical construct designed to study the conditions of text production.

M. Stubbs identifies three main characteristics of the discourse: 1) in formal terms, it is a unit of language that exceeds the volume of the sentence, 2) in terms of content, discourse is associated with the use of language in a social context, 3) in its organization, the discourse is interactive, i.e. dialogical [53: 15].

So, discourse is a complex sociolinguistic phenomenon of modern communication environment, which is primarily determined (directly or indirectly) by its socio-cultural, political, pragmatic-situational, psychological and other (constituent or background) factors; it has a “visible” – linguistic (coherent text or its semantically significant and syntactically complete fragment) and “invisible – non-lingual (knowledge of the world, thoughts, guidelines, purpose of understanding this text by addressee) structure and, it characterized by the commonality of the world, which during the development of the discourse is “built” by its reproducer (author) and interpreted by the recipient (listener, reader) etc.) [30: 844].

1.2. Types of discourse

At present, both foreign and domestic scientists distinguish different types of discourse and propose their classifications.

One of the first attempts to classify discourse was made by the founder of communicative philosophy J. Habermas [34: 84]. He singled out five types of discourse that are used depending on the situation:

- discourse as a means of communicative action (for example, conversation with a purpose of information and training or a pre-arranged dispute);
- discourse as a means of ideological influence, in communicative action, which only ostensibly takes the form of discourse (all forms of ideological justification);
- therapeutic discourse (psychoanalytic conversation between a doctor and patient);
- normal discourse, which serves to justify the problematic claims to significance (for example, scientific discussion);
- new forms of discourse (learning through discourse instead of discourse as a means of information and instruction, a free model seminar discussion by Humboldt).

Scientists touch upon different aspects of studying the types of discourse, develop their typology, explore their specific features and pragmatic characteristics. Types of discourse are also known as rhetorical modes and refer to four traditional categories of written texts: narration, description, exposition and argumentation. (A. Bain)

Descriptive mode deals with person or things; narration – with acts and events; exposition – with whatever admits of analysis or requires explanation; argument – is any material, that may be used to convince the understanding or to affect the will.

Narration relies on stories, folklore or a drama as a media of communication. Description helps the audience to develop a mental picture of what is being

discussed. The goal of exposition is to make the audience aware about the topic of discussion, for instance definition, comparative analysis of different ideas and beliefs. Argument is based on valid logic, and through correct reasoning tries to motivate the audience.

These four types of discourse are identified according to the structural features and purpose for which they are used, so each of the four types differs in its style and its end purpose.

Another classification includes such types of discourse as informative, persuasive, speaking on special occasion, and speaking to entertain.

Informative speaking generally centers on talking about people, events, processes, places, or things. Informing an audience about one of these subjects without being persuasive is often a difficult task to complete.

To make informative speaking effective it is necessary to analyze the audience and understand what the audience can be reasonably expected to know. It is a mistake to presume that an audience has a thorough background in the subject. The next point is the usage of appropriate language. If the audience expects lots of jargon and specialized language, the speech should be peppered with such language or else the audience will feel like they are being talked down to. If the audience is unfamiliar with these technical terms, a speaker should avoid using them or introduce them with an explanation of what they mean [7].

Another important component is an explanation of the importance of the topic. A speaker must establish a connection between their topic and the interests of the audience. It is advisable to express interest in the subject material. A speaker who confesses his/her own interest in the topic might activate the audience to share a similar interest.

It should be mentioned that it is preferable to show not to tell. Informative speeches thrive on detail, and dive on generalities. Audiences are often impressed by detail, but a speaker should be careful not to become so detail-oriented that the big picture of the speech is lost [11].

Persuasive speaking is the type of speaking that most people engage in the most. This type of speech can involve everything from arguing about politics to talking about what to eat for dinner. Persuasive speaking is very connected to the audience, as the speaker must, in a sense, meet the audience halfway. Persuasion, obviously, is not entirely controlled by the speaker, persuasion occurs when an audience assents to what a speaker says [51]. Consequently, persuasive speaking requires extra attention to audience analysis.

Traditionally, persuasion involves ethos (credibility), logos (logic), and pathos (emotion). As the root of the word suggests, ethos involves making the speaker seem credible by displaying practical intelligence, a virtuous character, and good will [38]. When persuading by means of ethos, a speaker attempts to appeal to the audience by his/her flawless personality and correct moral stance. In order to identify ethos in discourse, it is necessary to search for words or expressions describing the speaker's integrity, intentions or character. Expressions such as: *I believe, I'm convinced, let me assure you*, etc., indicate the speaker's stance and conviction. The issue of credibility is complicated though, as the ability to seem like a credible person and to keep the audience in a sympathetic mood is achieved through persuasiveness, not knowledge, which implies that it is necessary to search for expressions of confidence and persuasion within the discourse, but also outside of it [35]. A general historical, cultural and political background from the time of each speech will be taken into consideration as it can provide further outside details on the speaker or the discourse.

Reminiscent of the word empathy, pathos can be described very shortly as the process of creating positive emotions and connotations in the minds of listeners because "emotions have the power to modify our judgments [32]. Quite likely, a positive suggestion will be more readily accepted by a hearer/reader, than a message with a negative connotation. In order to find the means of persuasion via pathos in a discourse, it is essential to search for positive, uplifting and energizing expressions, words and ideas, as well as any comments that make the hearer/listener feel good. For example, expressions of praise, encouraging plans,

verbs such as *achieve*, *success*, *accomplish*, and words such as *together*, *we*, *family* generate a positive response and help maintain an optimistic mood. Unlike the means of pathos, the means of ethos are present within the discourse itself.

Logos is simply persuasion through reasoning. It is the principle of convincing by using arguments that appear to be or are logical [22]. This part of persuasion can be developed by using advanced, theoretical or abstract language, citing facts, using historical and literal analogies, and by constructing logical arguments. It is normally used to describe facts and figures that support the speaker's claims or thesis. Having a *logos* appeal also enhances *ethos* because information makes the speaker look knowledgeable and prepared to his or her audience.

By performing these three elements competently, a speaker can enhance their persuasive power. It is important to recognize that the audience is constantly processing what the speaker is saying. Nonverbal reactions are common for an audience listening to a persuasive speech – a furrowed brow, nodding head, or rolling eyes can be signals from audience members that they either like or dislike the speech. Acknowledging these nonverbal reactions can help a speaker explain points in detail [41].

It is better to identify the target audience in advance. In almost any persuasive speaking situation, there will be a subset of the audience that agrees, that disagrees, and that are undecided about the topic. Preaching to the choir – speaking to persuade those that already believe the speaker – might consolidate the audiences' beliefs but has little benefit beyond that. Trying to persuade the segment of the audience that adamantly disagrees with the perspective voiced is generally unlikely. Therefore, a speaker ought to focus on the part of the audience that is undecided on the issue. Speaking more directly to this group of undecided allows tailoring the speech more towards their concerns [71].

The next significant point is attention to pre-empt common objections. Audience members might be skeptical of the viewpoint advanced by a presenter. Consequently, an orator ought to acknowledge and respond to these objections

within the speech. This approach might answer some of the questions that audience members might be asking of themselves. Most persuasive speeches concern questions of fact, value, or policy. Issues of fact are similar to informative speeches in that they review findings. The difference is that persuasive speeches make judgments about which findings are accurate. Issues of value tackle the time-honored questions of what is good, right, or beautiful. Values can be individually, communally, or nationally held, and are thus contentious and often clashing. Issues of policy concern what actions should be taken to resolve a particular problem. Policy questions posit a problem and a solution.

The speaker should articulate the goals of the speech, since he/she wants the audience to sign a petition, write their legislator, boycott a product, talk to their friends, buy a certain product, or take some other tangible action. Oftentimes, the conclusion enables a speaker to make a call to action that is the culmination of a persuasive speech [70].

Many entertaining speeches fall under the category of special-occasion speeches. All the speeches in this category are given to mark the significance of particular events. Common events include weddings, awards ceremonies, funerals, and political events. In each of these different occasions, speakers are asked to deliver speeches relating to the event [59].

In broad terms, an entertaining speech is a speech designed to captivate an audience's attention and regale or amuse them while delivering a message. Like more traditional informative or persuasive speeches, entertaining speeches should communicate a clear message, but the manner of speaking used in an entertaining speech is typically different. Entertaining speeches are often delivered on special occasions.

From the standpoint of sociolinguistics V.I. Karasik distinguishes two types of discourse: personal (individual-oriented) and institutional (status-oriented) discourse [22: 78]. In the first speaker acts as a person with his rich inner world, and in the second – as a representative of a social group. Personal discourse,

according to the scientist, has two varieties: household and existential communication. The specifics of domestic communication are reflected in conversational speech research. In the existential discourse communication is mostly monologue. In the institutional discourse communication takes place in the framework of status-role relations and is distinguished on the basis of two features: purpose and participants of communication.

Thus, V. I. Karasyk identifies the following types of institutional discourse: political, diplomatic, administrative, legal, military, pedagogical, religious, mystical, medical, business, advertising, sports, science, stage and media, noting that this list can be changed or expanded as public institutions are significantly different from each other and cannot be considered as homogeneous phenomena. So, there are varieties within a particular type of discourse[22: 76].

According to information channels, in modern research a broader typology of discourse can be proposed based on different types of semiotic signs, such as: artistic, political, argumentative, scientific, professional, corporate, literary, poetic, folklore, fabulous, magical, mythological, mystical, ritual, and many more.

We shall consider in more detail some types of discourse and their specific features.

Literary discourse is usually understood as such stylistic environment that reflects the “cultural and linguistic universe of the corresponding epoch on the basis of valorization of communicative and linguistic-stylistic parameters”. In the functional style of artistic speech, abstraction ‘discourse’ is actualized through. It is a system that functions in fiction as a means of reflecting real or fictional reality, as a means of transmitting the author of his understanding and perception of this reality, as well as a means of communication between the author and the reader, their mutual creativity.

Pedagogical discourse functions in the educational environment, in the educational institutions and includes participants in the discourse, pedagogical

goals, values and content component, which ensures the acquisition of advanced experience in their activity.

Scientific discourse is the unity of such components as the scientific picture of the world, scientific communication (ways of scientific cooperation) and scientific texts (ways of scientific knowledge in accordance with the rules of scientific communication). The participants of the discourse are scholars, researchers, forming certain scientific community. The objective of the scientific discourse is associated with a fundamental orientation to receive new knowledge.

1.3 Political discourse as a type of public discourse and its typical features

Discourse is political when it accompanies a political act in a political setting. It possesses both general linguistic functions and those characteristic only of political discourse. The most important can be considered the functions of social control and legitimization of power, since they have a manipulative effect on the public, thereby achieving the main goal of political discourse – the possession of power and the management of society.

A detailed classification of political discourse genres was first proposed by E.I. Sheigal, who understands political discourse as “any speech formations, the content of which belong to the sphere of politics” [37: 23]. In her opinion, genres can be differentiated: according to the institutional / official parameter; on subject-to-address relationships; according to the options of political and social lectures; by event localization; by the degree of centrality or marginality of a particular genre in the field of political discourse; by the nature of the leading intention.

E.I. Sheigal [37: 22-29] delimits the following varieties of political discourse:

1) institutional political discourse, in the framework of which only texts directly created by politicians and used in political communication are used (parliamentary transcripts, political documents, public speeches and interviews of political leaders, etc.);

2) mass media (media) political discourse, in the framework of which texts created by journalists and distributed through the press, television, radio, the Internet are used;

3) official-business political discourse related to hardware communication, in the framework of which texts are created intended for employees of the state apparatus;

4) texts created by “ordinary citizens” who, while not being professional politicians or journalists, occasionally participate in political communication. This

can be all sorts of letters and appeals addressed to politicians or government agencies, letters to the media, etc.;

5) “political detective stories”, “political poetry” and texts of political memoirs that are very common in recent years;

6) political texts on scientific communication.

The borders between the six named varieties of political discourse are not quite distinct, and their mutual intersection may be often observed.

Political discourse from the point of view of linguists (R. Jakobson [41: 193–230], V.Z. Demyankov [17: 19], G. Seidel [52: 43–60]) has numerous functions. However, the most successful classification of functions in our opinion is proposed by E.I. Sheigal [37: 36]:

1) the function of social control (the creation of prerequisites for the unification of the behavior, thoughts, feelings and desires of a large number of individuals, i.e., manipulation of public consciousness);

2) the function of legitimizing power (explanation and justification of decisions regarding the distribution of power and public resources);

3) the function of reproduction of power (strengthening of commitment to the system, in particular, through the ritual use of symbols);

4) orientation (through the formulation of goals and problems, the formation of a picture of political reality in the minds of society);

5) the function of social solidarity (integration within the whole society or individual social groups);

6) the function of social differentiation (alienation of social groups);

7) agonal function (initiation and resolution of a social conflict, expression of disagreement and protest against the actions of the authorities);

8) the share function (conducting policies through mobilization or “narcotization” of the population: mobilization consists in activating and organizing supporters, while narcotization means the process of appeasement and distraction, the euthanization of vigilance) [37: 36].

Considering the variety of functions of discourse, it can be concluded that they all have an ideology of political correctness and are aimed at achieving political goals by manipulating the public's consciousness, including the struggle for power.

Taking into account the classification of various authors, O.V. Epstein identifies the most general semantic-pragmatic categories, i.e. inherent features in political discourse [40]:

- 1) the image of the author.
- 2) addressability.
- 3) informativeness (this category to a greater or lesser extent characterizes any act of communication, but nevertheless directly depends on the communicative goals of the discourse. The purpose of political discourse and its social purpose is to instill in the addressees the need for politically correct actions.
- 4) intentionality.
- 5) evaluation (the formation in society of a certain attitude to a political event and such as assessment that is necessary for this subject) .
- 6) conventionality (cliched, terminological, ritual (i.e., stereotyping of behavior).
- 7) emotivity / expressivity.
- 8) modality (attitude to reality in the speaker's view).
- 9) intertextuality (relations between social and linguistic structures, realized in a universal text, a collection of general and private properties of texts, construction of statements at the content level).
- 10) sociocultural contextuality (involvement in the process of perception of sociocultural contexts).

A special form of political discourse is the inaugural discourse, which fully reflects the basic concept of political communication in general – persuasiveness (pragmatic-verbal influence with the aim of convincing in the communication process) and suggestiveness (impact on the cognitive system of the addressee: the

process of influencing the psyche of the addressee, his feelings, will and reason) [40].

Considering the inaugural discourse as a special form of political discourse, I.A. Dyachenko draws attention to its main genre characteristics and functions [19: 6]:

1. Multifunctionality. The following functions are characteristic of the inaugural discourse genre. The main function of political discourse as a speech genre of institutional political communication is to establish and maintain contact with students.
2. Affecting function is to exert emotional pressure on voters. Inspirational function is to inspire the nation for great things to come. Propaganda function is to introduce the ideology chosen by a politician into the consciousness of listeners. Informational - to inform the nation about political actions, intentions and position of a politician [21: 12].
2. The communicative goal. The communicative goal is to thank the population for the choice and trust, support for the elected president.
3. Addressing. The inaugural discourse does not have a direct addressee – the specific person to whom the message is addressed. From a pragmatic point of view, the inaugural speech of the newly elected president is aimed at convincing everyone that he/she is able to successfully play the symbolic role of the leader of the nation. In order to influence the addressee, the following tactics are distinguished in the inaugural discourse: unification of the sender and recipient of the message and appeal to national values.
4. Values. The values of the inaugural discourse are concentrated in the key concepts of the society, for instance – “power”, “democracy”, “freedom”, “prosperity” in the American society.
5. Theme. The main global topics of the inaugural discourse that concern the people are the problems of economy, inflation, unemployment, taxation, security and foreign policy.

6. Agonality. This term goes back to the Greek "agon" and refers to the struggle. Agonism is achieved by creating one's own positive image, the speaker challenges existing problems, competing with predecessors in finding ways to solve them.

7. Mythology. Mythology is the source of collective unconscious. The most popular myths of political discourse are for instance myth about the "American dream", the "wise leader", the "partnership", etc.

8. Availability. Inaugural discourse is a kind of political discourse, characterized by the same functions, similar communicative goals and themes. Like political discourse, it is inherent in all the main pragmatic features of general political discourse, such as the semantic opposition "friends and foes", euphemization of exposition, tactics of promises and proposals of decisions, agonality, mythology, accessibility [11: 10].

Based on the foregoing, we can conclude that discourse is one of the basic concepts in communicative linguistics and allows many scientific interpretations. Political discourse, as institutional discourse, turns out to be an extremely broad concept encompassing the language system, speech activity and text.

Conclusions to Chapter One

This chapter is devoted to public discourse in modern English. We have analyzed the approaches of scientists to the notion of discourse, its concept and definition.

We have identified discourse as a complex sociolinguistic phenomenon of modern communication environment, which is primarily determined (directly or indirectly) by its socio-cultural, political, pragmatic-situational, psychological and other (constituent or background) factors, it has a “visible” – linguistic (coherent text or its semantically significant and syntactically complete fragment) and “invisible - non-lingual (knowledge of the world, thoughts, guidelines, purpose of understanding of this text by the addressee) structure and, is characterized by the commonality of the world, which during the development of the discourse is “built” by its reproducer (author) and interpreted by the recipient (listener, reader) etc.)

We have analyzed different classifications of discourse proposed by domestic and foreign linguists, according to information channels, structural features, purpose and situation and analyzed in detail some of these types of discourse.

We have identified political discourse as a type of public discourse, which accompanies a political act in a political setting. It possesses both general linguistic functions and those characteristic only of political discourse. The most important can be considered the functions of social control and legitimization of power, since they have a manipulative effect on the public, thereby achieving the main goal of political discourse – the possession of power and the management of society.

CHAPTER TWO. CHARACTERISTIC FEATURES OF PUBLIC DISCOURSE

2.1. Strategies and tactics used in public discourse

The key to the success of any influence is its well-thought-out strategy and clear organization. We will analyze strategies and tactics typical of public political speeches.

To effectively achieve the communicative goal, the sender of the message – the politician – needs to have not only a sufficient amount of information about the recipient, but also strategic planning of methods of influence and force possible reaction of the audience. Since in public speaking, there is practically no feedback from the recipient (with the exception of spontaneous shouts or exclamations), the speech cannot be corrected along the way, based on a direct analysis of the reaction of the recipient of the message.

Interpretations of the concept of "strategy" vary depending on the approach used: textological, psychological, rhetorical, cognitive, and pragmalinguistic. In a general sense, a strategy can be understood as a system of verbal behavior built *according to the principle of a hierarchy of components*, a "general plan," or "vector" of speech behavior, an invariant "model of action or several actions aimed at overcoming a certain difficulty", the purpose of which is to achieve communicative goals of the speaker.

The strategy is purposeful, systematic, interactive and is implemented in a set of speech tactics, as well as communicative moves or techniques. In a sense, the strategy is not implemented, but is created in the process of achieving the goal (specific interaction).

Tactics is a specific speech move (step, turn, stage) in the process of implementing a speech strategy, which is one or more actions that contribute to the implementation of the strategy. Tactics correlates in a certain stage with the strategy and is aimed at the implementation of a separate communicative task of this stage.

Strategy is the direction of speech activity, implying the achievement of a specific goal, that is, intentionally conditioned, which determines the use of substructures that contribute to the implementation of the general communicative plan.

According to O.S. Issers, communication strategies can be divided into two broad groups: by the nature and globality of goals (general and particular), as well as by the functions and nature of their content (main and auxiliary). The main strategies (semantic and cognitive) directly affect the addressee, his/her picture of the world, goals, moral and social values, and the auxiliary ones optimize speech impact and contribute to a more effective influence on the addressee [8, p.15]

For instance the following strategies maybe be used in public speeches:

- contextual: statehood, dedication, declarations of common goals, official discourse, free reference;
- semantic and psychological unity, declarations of new political principles, responsibility, "bright" future.

The ritual nature of this genre determines "a rigid set of the specified contextual.

As for the semantic and psychological strategies that appeal to the picture of the world of a given audience, there is a conditionality of the topic of the message by the relevance of its problems for the audience.

2.1.1 Linguistic means used to implement strategies of self-presentation, self-defence, information and interpretation

Political discourse is characterized by using self-presentation strategy, which is aimed the formation of the image of a politician or his party. The more accurately the image of a politician is built, the more people sympathize with him. The image of a political leader is largely created with the help of various linguistic and speech means, since the leader's speech behavior is directly assessed by the addressee who watches the politician on TV, listens to him/her on the radio, reads interviews in the press.

Self-presentation is an emotional self-presentation of an orator, an indirect demonstration of the mental qualities of his/her personality to form a certain impression of himself/herself and his/her goals" Ibid. ... Emotional self-presentation of politicians can be different, for example, one politician is known, first of all, for his outrageousness, and another for a somewhat mocking manner of conversation, etc [28, p.33].

This strategy includes various tactics, for instance:

- the tactics of identification. Its essence lies in demonstrating belonging to a particular group: social, political, etc.

There are different models for identifying voters with a political leader-willingness to vote for him as a person for instance Obama's speech. *"In this election, we offer that choice. Our party has chosen a man to lead us who embodies the best this country has to offer. And that man is John Kerry". This is the usage of a typical propaganda language as in all political speeches. If you want to make your life and even someone's life better, vote for J. Kerry"*

- voters' feeling of closeness of their political position with the views of the leader;

John Kennedy: "my fellow Americans", "my fellow citizens of the world". In this way he tries to close the distance, making people more familiar.

- focus on his status;
- belief in the effectiveness of his actions;

- opposition to competitors of the politician (negative identification, voting on the principle of "lesser evil") [28, p.20]:

So, for example, in the United States, voting for a presidential candidate is based on his affiliation with one or another party (at the moment these are the two largest parties: the Democratic and the Republican).

Tactics of solidarity shows that the speaker is in solidarity with the addressee and accepts or understands his point of view (for example, *I understand you, I am with you*).

In opposition tactics there is the semiotic opposition friend-foe or the so-called communicative category of alienation Ibid. ... For example: referring oneself to various associations (students, veterans, the scientific community, the creative intelligentsia).

The purpose of discrediting and attack strategy is to undermine the authority of the discredited object, to tarnish in the eyes of voters. For example, in his speech "Four Freedoms" F.D. Roosevelt opposes the United States to the aggressor countries, in particular, fascist Germany, using the vocabulary with positive ('peaceful', 'steadily', 'quietly', 'cooperation', 'civilized society') and negative connotations ('crash of a bomb', 'concentration camp', 'quicklime in the ditch'), representing morally acceptable and unacceptable behavior, and thus giving an appropriate assessment of each of the parties.

A typical tactic when using this strategy is the tactic of accusation, which is used by most politicians: presenting the USSR(- or another example) as a "focus of evil" allows R. Reagan (in his speech to the National Association of US Evangelicals on March 8, 1983) to create a vivid negative image of the enemy.

Self-defense strategy is often used by politicians who have become the target of a discrediting .

The most characteristic tactics of this strategy are the tactics of justification (I am doing the right thing because), the tactics of challenging (disagreement with negative accusations and their refutation).

Information and interpretation strategy is the transfer of information by the politician in his interpretation, which, in addition, reflects his personal assessment of the real problem.

This strategy includes the tactics of recognizing the existence of a problem used, as a rule, in response to a dialogue, for example: *Such a problem exists*

The tactics of emphasizing positive information: the use of words with a positive rating, for example: *This was a record year for them.*

The formation of the addressee's emotional mood is implemented mainly in the speeches of the leaders of the state about any important events, addressed to the population of the country. It includes the tactics of unity, uniting the audience as a people (*We are a single country*) and the tactics of addressing the emotions of the addressee, which includes inspiring pathos (in his speech "Four Freedoms" FD Roosevelt repeatedly emphasizes that only by acting as a whole, America is able to withstand the tyranny and brutality of Germany) [10, p.40].

The speaker's desire to elevate himself above his rival presupposes a bullish strategy. This strategy reflects the speaker's desire to maximize the significance of his own status. A bullish strategy is implemented through the use of the following tactics:

1. Tactic analysis – plus is based on the facts of consideration, analysis of the situation, involving the expression of a positive attitude of the speaker to the described situation.

Barack Obama: "The genius of our founders is that they designed a system of government that can be changed. And we should take heart, because we've changed this country before. In the face of tyranny, a band of patriots brought an Empire to its knees. In the face of secession, we unified a nation and set the captives free. In the face of Depression, we put people back to work and lifted millions out of poverty. We welcomed immigrants to our shores, we opened railroads to the west, we landed a man on the moon, and we heard a King's call to let justice roll down like water, and righteousness like a mighty stream."

The above statement of Barack Obama serves to form a positive attitude towards political figures with whom he associates the revival and achievements of the country.

2. Presentation tactics – presenting someone in an attractive way. The messages of the candidate should praise him/her, show the voters his positive sides. Emphasizing the desired qualities or views of a candidate can present him in the best light against the background of opponents, in particular for those voters who highly value these qualities and views.

John McCain: “I’m not the youngest candidate. But I am the most experienced. I know what our military can do, what it can do better, and what it should not do. I know how Congress works, and how to make it work for the country and not just the re-election of its members. I know how the world works. I know the good and the evil in it. I know how to work with leaders who share our dreams of a freer, safer and more prosperous world, and how to stand up to those who don’t. And I know who I am and what I want to do.”

Hillary Clinton: “Barack Obama is a strong leader and a good man. He understands both the economic stresses here at home and the strategic challenges abroad. He is pragmatic, tough and wise.”

Often, candidates praise the same goals: creating jobs, reducing inflation, protecting public interests:

John McCain: “We can work on nuclear power plants. Build a whole bunch of them, create millions of new jobs. We have to have all of the above, alternative fuels, wind, tide, solar, natural gas, clean coal technology”.

Barack Obama: “Our goal should be, in 10 year's time, we are free of dependence on Middle Eastern oil. And we can do it. Now, when JFK said we're going to the Moon in 10 years, nobody was sure how to do it, but we understood that, if the American people make a decision to do something, it gets done”.

3. Self-justification tactics is denial of negative judgments about the object of criticism and his/her involvement in what is given a negative assessment. In the

following example, John McCain reflects Barack Obama's accusations of aiding George W. Bush and supporting his policies that are damaging to the US economy:

Barack Obama: "John, it's been your president who you said you agreed with 90 percent of the time who presided over this increase in spending. This orgy of spending and enormous deficits you voted for almost all of his budgets. So to stand here and after eight years and say that you're going to lead on controlling spending and, you know, balancing our tax cuts so that they help middle class families when over the last eight years that hasn't happened I think just is, you know, kind of hard to swallow."

"...Now, we also have to recognize that this is a final verdict on eight years of failed economic policies promoted by George Bush, supported by Senator McCain."

"...When President Bush came into office, we had a budget surplus and the national debt was a little over \$5 trillion. It has doubled over the last eight years."

Senator McCain had to make excuses stating that he had nothing to do with George W. Bush:

John McCain: "Sen. Obama, I am not President Bush. If you wanted to run against President Bush, you should have run four years ago. I'm going to give a new direction to this economy in this country."

The presence of the addressee-observer in political discourse determines the implementation of the theatricality strategy – the “theatrical” approach to the situation, representing its “interpretation as a drama, where people try to make a certain impression on each other” [15, p.37].

The audience factor, which the speaker constantly takes into account, predetermines the existence of a strategy of theatricality in political discourse. Like other strategies, it is represented by a set of tactics.

1. Motivation tactics is a call to any action, acceptance of a point of view. In the following address, Barack Obama calls for voting for his candidacy, with a whole emphasis on what will be beneficial to voters. He appeals to their desires by repeating Let's:

Barack Obama: "Let us be the generation that reshapes our economy to compete in the digital age. Let's set high standards for our schools and give them the resources they need to succeed. Let's recruit a new army of teachers, and give them better pay and more support in exchange for more accountability. Let's make college more affordable, and let's invest in scientific research, and let's lay down broadband lines through the heart of inner cities and rural towns all across America."

"...Let's be the generation that ends poverty in America."

"...Let's be the generation that finally tackles our health care crisis."

"...Let's be the generation that finally frees America from the tyranny of oil."

"...Let's be the generation that makes future generations proud of what we did here."

2. Tactics of cooperation is a way of addressing, with the help of which the speaker constructs the image of the addressee, appealing to the ideas and values that he (in the speaker's opinion) is the bearer of.

John McCain: Now comes the hard part and, for America, the bigger decision. Will we make the right changes to restore the people's trust in their government and meet the great challenges of our time with wisdom, and with faith in the values and ability of Americans for whom no challenge is greater than their resolve, courage and patriotism?

A striking feature of American political discourse is a large proportion of such fundamental concepts as democracy, law, unity, freedom, liberty, homeland, security, safety, future, strength, growth, faith, prosperity, love, etc., and their consequent widespread use for manipulative purposes:

*Barack Obama: "And for the sake of our economy, our **security**, and the **future of our planet**, I will set a clear goal as President: in ten years, we will finally end our dependence on oil from the Middle East. And we are here because we **love** our homeland too much to let the next four years look just like the last eight."*

As “sacred formulas” for the average American, these concepts express the values and ideologies of American voters have a propaganda focus that helps the speaker create an image of a patriot and a fighter for the prosperity of American society.

3. Tactics of informing is bringing data and facts, not accompanied by the expression of the speaker's attitude. Operating with numbers and statistics affects the listener with authority and performs the function of persuasion:

Hilary Clinton: “Today, even with the recent decline, 34% of teenage girls become pregnant at least once before their 20th birthday, and the US has the highest teen pregnancy rate of any industrialised country. By the way, 7% of American women who don't use contraception account for 53% of all unintended pregnancies.”

4. A promise tactic embodies a voluntary commitment to do something. In the following message, the senator promises that as president he will work hard for the good of society and the future of the country:

*Barack Obama: “I'm absolutely convinced we can do it. I would ask for your vote, and **I promise** you that if you give me the extraordinary honor of serving as your president, **I will work** every single day, tirelessly, on your behalf and on the behalf of the future of our children”*

5. Tactics of delimitation is identification of differences and dissimilarities in positions and opinions. The main goal of the politician is the goal of positive positioning himself in the eyes of the audience and the formation of his positive image. The tactic of opposing your political ideas to the ideas or actions of opponents helps show his/her individuality:

Barack Obama: “So we're going to have to make some investments, but we've also got to make spending cuts. And what I've proposed, you'll hear Sen. McCain say, well, he's proposing a whole bunch of new spending, but actually I'm cutting more than I'm spending so that it will be a net spending cut.”

6. Prediction tactics is prediction, judgment about the further course, development of something based on the interpretation of various available data.

Forecasting tactics can be used to discredit an opponent's political views. In his address, John McCain predicts the consequences of Barack Obama's actions:

John McCain: "If we had done what Sen. Obama wanted done in Iraq, it would be a very dangerous course to take for America, then we would have had a wider war, Iranian influence would have increased, al Qaeda would have re-established a base."

Also, relying on his/her political ideas and plans, a candidate can present a rather comforting forecast of the further development of the situation in the country, which will help him to raise his rating among voters:

Barack Obama: "Over the next two years, this plan will save or create 3.5m jobs. More than 90% of these jobs will be in the private sector - jobs rebuilding our roads and bridges; constructing wind turbines and solar panels; laying broadband and expanding mass transit. Because of this plan, there are teachers who can now keep their jobs and educate our kids. Because of this plan, 95% of the working households in America will receive a tax cut - a tax cut that you will see in your paychecks beginning on April 1st. Because of this plan, families who are struggling to pay tuition costs will receive a \$2,500 tax credit for all four years of college. And Americans who have lost their jobs in this recession will be able to receive extended unemployment benefits and continued healthcare coverage to help them weather this storm."

7. Trick tactics is inciting somebody to such actions that may entail grave consequences for him. So, for example, in the following dialogue, the TV debate host tries to provoke Barack Obama, citing a statement that is dangerous for his campaign against H. Clinton, demanding clarification:

Presenter: "Senator Obama, in an interview with CNN last week you said this: 'I stood up for a humane and intelligent immigration policy in a way that frankly none of my other opponents did.' What did you mean by that?"

Obama: "It is hard political issue. Let's be honest, this is not an issue that polls well, but I think it's a right thing to do. And I think we have to show leadership on the issue. And it's important for us. I believe to recognize that the

problems that workers are experiencing generally are not primarily caused by immigration."

Presenter: "That means Hillary Clinton's policy wasn't in your words 'humane'?"

Obama: "No, what I said was that we have to stand up for these issues when it's tough and that's what I've done. I did it when I was an estate legislator, sponsoring program, so children are able to go to college, because we actually want well educated kids in our country, who are able to succeed and become part of this economy, become part of the America dream."

The presidential candidate is embarrassed by answering the first question and has no way of avoiding the nasty second (*"That means Hillary Clinton's policy wasn't in your words` humane `? "*). This is an example of the use of the provocation tactics by the leader.

4. Labeling is one of the most popular political propaganda techniques, which uses derogatory terms that arouse fear, anger and hatred and are aimed at dehumanizing the enemy. It seems possible to consider labels as a parameter of contextual coercion, since they, as a rule, are emotionally colored, value-oriented, often have an ideological background and appeal to the senses, not the mind of the addressee.

Labels are intended to "distance the audience, making it easier to gain agreement on the course of action in relation to the enemy, which in reality could cause objections" [20, p.22].

In the media one can often find nicknames that contain an assessment of the mental abilities and personal characteristics of famous politicians, for example:

Former President Clinton earned the nickname "Slick Willy" for his mastery in the political arts of ducking and dodging.

King George, King George II.

Barack Hussein Odumbo.

Al Bore.[39]

By assigning to politicians labels that cause only ridicule and contempt in the addressee of the message, the speaker questions their ability to be a real leader, since the lack of intelligence and such negative traits as sneakiness, a tendency to tyranny, boredom and inertia do not occupy a high position on the value scale of human qualities. It should be noted that the pragmatic significance of the nickname Barack Hussein Odumbo is enhanced by the negative connotation associated with the name of the dictator Saddam Hussein, who was deposed as a result of the invasion of US military forces in Iraq. The strategy to discredit the only African American candidate is usually based on a hint about his name (Barack Hussein Obama) and origin:

The only difference between Osama and Obama is BS.

If I say it's ok to call Bush Hitler then it's ok to call Obama Muslim .

But it's clear that Obama also is running for an equally important unelected office, in the province of the popular imagination - the "Magic Negro".

How many are Obamacans versus Rush Limbaugh mischief makers?

[40]

In the first case, the author compares Barack Obama to the terrorist Osama bin Laden, thus appealing to the feelings of fear and hatred that the majority of the country's population has towards this person and all Muslims after the terrorist attacks in New York on September 11, 2001, which turned the United States into "an empire of fear." The unfounded analogy that positions B. Obama as an enemy successfully activates the corresponding mental model, which, in turn, forms a negative attitude towards him as a presidential candidate among voters.

In the second case, the author actualizes the ideology of racial inequality existing in the society, pushing the recipient to the idea that a black American is unworthy to become the head of a state dominated by a white population.

Occasionalism **Obamacans** expresses the speaker's ironic attitude to voters who support Barack Obama, automatically assigning the label African American to any American willing to vote for him. Thus, occasional word formation implements a global strategy of manipulation, since "new words and expressions,

acquiring stability of use, assign the status of generally accepted concepts to the concepts they update" [20, p.25].

H. Clinton's adherence to feminist ideas acquires a dangerous character for the society due to the actualization of the cognitively loaded concept of "Nazism" in the label "femi-Nazi". This technique, known as "historical transfer", is used by the speaker to create and "demonize" the enemy [20, p.26].

The labels and nicknames given to H. Clinton not only outnumber the nicknames of male politicians, but also differ from them in greater variability. In particular, in many labels H. Clinton is positioned as the embodiment of evil, a destructive force beyond human control:

Hellary Clinton, Queen of the Forces of Evil.

Wicked Witch of the North, Tornado Hillary.

Despite the fact that the motivation of these nicknames is based only on random sound correspondences or abstract figurative comparisons, they are expressive, emotionally colored and successfully fixed in memory, which once again confirms that "the effectiveness of the label lies not in the specific content that can be subjected to verification, but in its self-reference and in the ability to create an indefinite but challenging image"[20, p.23].

Websites were dedicated to the growth and ever-changing style of her hair, while the cruel American press nicknamed her "sausagelegs" and "your thighness".

Using a label that focuses attention on an external sign, the speaker positions H. Clinton as an object, and not as a person, which contributes to the implementation of the trivialization of her image and political activity.

Life's a bitch... so Don't Vote for One.

Mad Cow Hillary, Hillary Rat, Hillary the Political Chameleon.

In this example, the image of H. Clinton is dehumanized due to the comparison with animals unlike George Bush's nicknames Bush Baby (a kind of African monkey) and Uncurious George (a fictional character, a monkey named Curious George), in which the comparison is based on a purely anecdotal external

similarity, which has become the subject of various kinds of humorous statements, usually ironic. All of H. Clinton's nicknames are stylistically lowered, have a scornful contemptuous character and actualize such negative qualities as malice and aggressiveness:

“According to Christian prophecies from the new testament bible (v. King James), Hillary Clinton is in fact the Whore of Babylon sent by the Dark Prince to destroy man.”.

The sexualization and vulgarization of the image of H. Clinton in this example is achieved by the use of biblical allusion in order to question the adequacy and acceptability of her actions as a politician.

The dehumanization of H. Clinton's image, by the assigning labels positioning her as an object (including comparisons with animals), an evil force and as an unworthy woman, plays an important role in the implementation of the strategy of discrediting the only woman candidate in order to distance potential voters from her.

The analysis showed that the strategy of assigning labels aimed at dehumanizing the image of a politician and causing such negative emotions as fear, anger and hatred, which cause distancing of the audience, contributes to the successful implementation of manipulation. The high manipulative potential of labels determines the effectiveness of their use as a means of political agitation in pre-election discourse.

2.1.2 Linguistic means used to implement the strategies of positioning, conflict and cooperation

Three parties participate in a public political speech: **we** – the speaker, as well as the staff of specialists responsible for preparing the speech, creating and maintaining the image of the leader, **our** – the audience, which must be convinced of the correctness of the statements made, and "outsiders" – the opposition, actions which is aimed at discrediting the speaking politician.

Based on this, such types of strategies are distinguished as positioning, conflict and cooperation.

The positioning strategy, which includes representations, expressives (acts expressing an emotional state), and commissions (acts of making commitments), is represented by tactics of response (affectation and assessment), apologization (admission of guilt, repentance, regret – withdrawal of criticism), as well as establishing authority (demonstration responsibility, threat, and warning).

The use of expressive, as well as axiological vocabulary along with repetitions is characteristic for the tactics of reaction. For example, in the speech of F.D. Roosevelt's "Message to the nation on the occasion of the Pearl Harbor tragedy," the tactic of reaction is manifested in a negative assessment and expression of regret over what happened. ("*I regret to tell you*" - "*I regret to inform you*").

He conveys to the audience his negative aggressive attitude towards Japan's actions using vocabulary with negative connotations, which has such components as "bad, evil, unpleasant", "false, breaking promises": "infamy – a bad and shocking act or event" ("atrocious, baseness, meanness is a bad or shocking action or event"); "premeditated - (especially of a crime or something unpleasant) done after being thought about or carefully planned" [13, p.34].

Apologizing tactics are also characterized by varying expressive vocabulary, intensification and repetition. The tactics of demonstrating responsibility is distinguished by the use of participation formulas, personal pronouns "I", "we", grammatical tense Present Perfect and lexical-syntactic repetition. A striking

example is B. Clinton's speech "I have sinned", which was preceded by the famous scandal associated with the names of B. Clinton and M. Lewinsky. The very purpose of the speech thus determined the use of the apologization tactics. Clinton agrees with the charges brought against him by fellow citizens. He names two basic conditions: "genuine repentance" ("sincere repentance") and "broken spirit" ("humble spirit").

The speaker gives an exhaustive explanation: for him it is "a determination to change and to repair breaches", "an understanding that I must have God's help"), "a willingness to give the very forgiveness I self", and "a renunciation of the pride and the anger ").

The President points out that now he corresponds to the biblical ideas about the righteous: he is honest and unshakable in his repentance, denies pride and seeks support in God, wants to learn to forgive.

And, finally, the tactics of establishing authority is distinguished by the use of imperatives of modal verbs with a "must" component, emphasizing the strong and authoritative position of the speaker, as well as those who are included in the circle of "friends". For example, F.D. Roosevelt, in his speech "Message To The Nation On The Occasion Of The Pearl Harbor Tragedy," shows his authority as head of state, which is a tactic of establishing authority, speaking about the actions taken and demonstrating decisiveness and strength, qualities that are valuable and necessary in a critical situation.

"I have directed that all measures be taken for our defense"; "I believe that I interpret the will of the Congress and of the people when I assert"; "I assert that we will not only defend ourselves to the uttermost".

The strategy of the conflict, including declarative, expressive, is represented by tactics of discrediting (exposure, insult) and opposition.

Antithesis, variation of vocabulary with negative connotations, metaphorical representation of the opponent's image, the use of paraphrase, intensification are often used means of discrediting tactics.

The opposition tactics may be presented by the apologization tactics. In this case, the opponent is the speaker himself, his thoughts, actions before the turning point in his life and after it.

Opposition strategy is implemented by the methods of antithesis, metaphorical representation and evaluative nomination of each of the parties, intensification, as well as various kinds of repetitions that strengthen the influence. For example, to emphasize that the moral order that the United States is willing to establish and maintain is the complete opposite of the tyranny and the new order of the aggressors who unleashed the war [11, p.20]:

"New order" – "new order" President Roosevelt opposes something more valuable: "moral order", which suggests that the former is immoral (from Roosevelt's speech "Four Freedoms").

The strategy of cooperation, which includes acts of motivation, is represented by the tactics of integration, as well as the formation of an emotional mood (audience).

Integration tactics are implemented via the use of lexico-syntactic repetition techniques, varying emotionally rich vocabulary, gradation, non-union, antithesis, rhetorical questions of personal pronouns - "we", personal and impersonal "you", "us", as well as possessive forms "your" and "our". For example, the previously mentioned speech of F.D. Roosevelt's "Four Freedoms": The use of the possessive adjective "our" ("our American history", "our support", "our strength is our unity") gives the audience the impression that this is not the initiative of one person, but the desire and will of the entire American people ...

The tactics of forming an emotional mood is implemented via the use of techniques that create a pumping effect: syntactic, lexical and lexical-syntactic repetitions, gradations, rhetorical questions of varying emotionally rich vocabulary, euphemisms. The use of such means allows one to create the necessary emotional background for the stated facts, which undoubtedly increases the strength of the effect they produce.

A good example is the use of the words "freedom", "free" – in various contexts: "*essential human freedoms*", "*freedom from fear*", "*faith in freedom*", "*freedom means the supremacy of human rights*", etc. in the same speech by F.D. Roosevelt's "Four Freedoms".

The repetition of the lexical units freedom - freedom in this case allows the speaker to consolidate in the minds of the audience the idea of the importance of freedom, equality of rights for any person, to awaken feelings of pride and ambition, which consists in a zeal for their own independence.

Strategic speech planning optimizes the manipulative effect due to greater systematization and a beneficial combination of various components of information.

Strategic performance planning consists of an indefinite number of strategies characterized by a unique set of tactics and the communicative moves or techniques that form them. It is necessary to make an allowance for the fact that the tactics used to implement any strategy, like individual techniques, can be repeated in different strategies and techniques, respectively [17, p.30].

Thus, in the genre of public speaking, the determining factor is the effectiveness of speech, which is achieved by the strategically planned use of linguistic and rhetorical techniques of suggestive influence. There are three main strategies – positioning, conflict, and cooperation that reflect the superstructure of political discourse, the tactics that shape them, as well as techniques, the most frequent of which are different ways of nominating one event; the use of stereotypes in the nomination; variation / repetition of certain words and themes; lexical, lexico-syntactic repetitions; the use of paraphrase, litoty, synonyms) and the use of citation; antithesis, contrast or comparison; direct speech; and rhetorical questions;

The information offered in the speech agree with the principles of communication and sociability, as well as to the ethnocultural code of the audience – to correspond to the level of political culture, the mentality of the participants in

the communicative event. The performance should "fit" into the usual frame of mind of the masses.

2.1.3 Linguistic means used to implement the strategies for a fall, increasing and decreasing

The task of a political leader – to win and retain the sympathy of the population, affection, understanding, support, and his trust – is not always feasible with the help of a “correct” rational belief based on logical evidence. Very often, political leaders resort to some kind of manipulative techniques or "tricks" used in discussions, to strategies and means of verbal influence on the feelings, emotions and subconsciousness of the addressee in order to create and maintain an appropriate image. This task is accomplished using a number of strategies, such as: strategy for a fall; strategy for increasing; Each strategy of political discourse is implemented through the use of a certain set of tactics i.e. a set of techniques that carry a manipulative aspect. Let us consider in more detail the use of tactics implementing the strategies of modern American political leaders [26, p.41].

The focus on the opponent, the desire to debunk his position presupposes the strategy of “playing for a fall”. This strategy is implemented by the following tactics.

1. Tactic analysis – minus is based on facts and consideration of the situation, which presupposes the expression of a negative attitude towards what is described. Thus, in his address to American voters, Senator Barack Obama talks about the problems that the country has faced over the past six years, and although he does not indicate the specific names of the perpetrators of the condemned actions, it is

clear that this speech is aimed at discrediting the policies of the current government:

Barack Obama: "For the last six years we've been told that our mounting debts don't matter, we've been told that the anxiety Americans feel about rising health care costs and stagnant wages are an illusion, we've been told that climate change is a hoax, and that tough talk and an ill-conceived war can replace diplomacy, and strategy, and foresight. And when all else fails, when Katrina happens, or the death toll in Iraq mounts, we've been told that our crises are somebody else's fault. We're distracted from our real failures, and told to blame the other party, or gay people, or immigrants."

2. The tactics of accusation involves attributing to someone any guilt, as well as disclosing someone's unseemly actions, intentions and qualities. The following examples from the speech of Senator Barack Obama and Senator Hillary Rodham Clinton, in which they criticize John McCain:

Barack Obama: "And now, after twenty-one months and three debates, Senator McCain still has not been able to tell the American people a single major thing he'd do differently from George Bush when it comes to the economy. It's not change when John McCain wants to give a \$700,000 tax cut to the average Fortune 500 CEO. It's not change when he wants to give \$200 billion to the biggest corporations or \$4 billion to the oil companies or \$300 billion to the same Wall Street banks that got us into this mess. It's not change when he comes up with a tax plan that doesn't give a penny of relief to more than 100 million middle-class Americans. That's not chang."

"Now, we also have to recognize that this is a final verdict on eight years of failed economic policies promoted by George Bush, supported by Senator McCain."

Hillary Clinton: "John McCain says the economy is fundamentally sound. John McCain doesn't think that 47m people without health insurance is a crisis. John McCain wants to privatize Social Security. And in 2008, he still thinks it's okay when women don't earn equal pay for equal work."

Identifying an opponent's weaknesses and weaknesses can make him/her less attractive to voters. This means that attacking can increase the preference of the attacking candidate by decreasing the attractiveness of opponents.

3. The tactics of denunciations is aimed at exposing facts and arguments expressing the clear guilt or criminality of someone. Thus, Republican presidential candidate John McCain is trying to convict his rival Senator Barack Obama of breaking a promise he made earlier:

John McCain: "When he ran for the United States Senate from Illinois, he said he would have a middle-income tax cut. You know he came to the Senate and never once proposed legislation to do that?"

The Democratic candidate, in turn, reprimanded John McCain, stating that the Republican candidate's statements were negative:

Barack Obama: "Well, John, 10 days ago, you said that the fundamentals of the economy are sound."

As a result of the analysis of tactics that represent the strategy of decreasing, we can conclude that their common feature is the expression of the speaker's negative attitude not only to the subject of speech, but also to the addressee. The choice of a strategy to decrease reflects a negative attitude to the speaker, since the addressee is most often a political adversary, an opponent. In addition, it should be noted that the confrontation between the participants determines the activity aimed at mastering the communicative initiative [37, p.33]. Thus, the strategy for a fall implements the attitude, which consists in debunking the claims for a role, in blocking the "bullish game". As a result of the action of this attitude, the speaker's desire to discredit his opponent is clearly traced.

So we can summarize linguistic means used by the politicians in their speeches.

On the grammatical level public discourse is characterized by the use of the active voice and personal and possessive pronouns.

1. The dominance of the forms of the active voice of the verb over the passive one, as well as the use of the personal pronoun **I** in combination with the modal

verb **will**, which speaks of the speaker's confidence in the correctness of his/her position, the ability to take responsibility for his/her actions [17, p.34]. This is demonstrated by the following examples, taken from public speeches by Senator John McCain:

" I will bring down the skyrocketing cost of health care with competition and choice to lower your premiums, and make it more available to more Americans. I'll make sure you can keep the same health plan if you change jobs or leave a job to stay home. I will provide every single American family with a \$5000 refundable tax credit to help them purchase insurance".

In the following example, Barack Obama uses a form of effective bail when talking about policies to lower taxes and improve working conditions for a particular class, indicating his determination to make a difference in the country [12, p.40]:

"I will also reform our tax code so that it doesn't reward the lobbyists who wrote it, but the American workers and small businesses who deserve it. I will eliminate capital gains taxes for small businesses and start-ups, so that we can grow our economy and create the high-wage, high-tech jobs of tomorrow" .

One of the most forceful political speeches is John F. Kennedy, "Inauguration Address": *"Can we forge against these enemies a grand and global alliance, North and South, East and West, that can assure a more fruitful life for all mankind? Will you join in that historic effort?*

In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. I do not shrink from this responsibility -- I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it -- and the glow from that fire can truly light the world.

And so, my fellow Americans: ask not what your country can do for you -- ask what you can do for your country.

My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man”.

In his speech he tries to catch people’s trust, to make them believe him, especially those , who didn’t vote for him. He uses repetition and parallelism. Due to these, his speech resonated with the audience. He draws parallels, his electoral victory is not just a victory, it is freedom for the nation: *“Symbolizing an end as well as a beginning — signifying renewal as well as change”, “Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty”.*

He repeats the pronoun” I” to strengthen people's faith in him, he will do what he promises, just believe. Next Kennedy repeats pronoun “my” to indicate the social status: *“my fellow Americans”, “my fellow citizens of the world”.* In this way he tries to reduce the distance, between him and the audience. *“You are mine”,* so I will take care of you”. He starts with *“my fellow American”*s and finishes with *“my fellow citizens of the world”*, thus he exaggerates the importance of Americans in the world, he makes them believe in their power on the one hand, but on the other hand he means that all nations are equal, we are same, we are all people with our own beliefs and truth.

Kennedy uses pathos to earn the trust of the nation and help them understand that he shares their values. John F. Kennedy was by nature a charismatic being, and he liked talking to people. This helped him a lot in his speech, because he understood what the nation wanted, and by talking about it, Kennedy was able to use pathos in his speech. As mentioned earlier, Kennedy refers to many different groups by using the repetition "to those". One of the groups he speaks of is the poor and the needy.

2. Multiple use of personal and possessive pronouns **we, our**, which indicates a communality with the audience.

In the excerpt below, Senator John McCain talks about the essence of his political plan, about the changes that await his voters. The use of the pronoun we

in this case indicates that it is important for the speaker to emphasize the idea of cohesion. Without the efforts of society, his program will not be valid:

"We will invest in all energy alternatives -- nuclear, wind, solar, and tide. We will encourage the manufacture of hybrid, flex fuel and electric automobiles. We will invest in clean coal technology. We will lower the cost of energy within months, and we will create millions of new jobs. Yes, we will pass on to our ouchildren a stronger, better country. But we must be prepared to act swiftly, boldly, with courage and wisdom."

The same idea – the idea of national cohesion is expressed with the help of the pronoun **our** in the following fragment. The President draws the listener's attention to the fact that right now is the time for change, for new opportunities [29, p.56]:

*"This is **our** chance to answer that call. This is our moment. This is **our** time - to put **our** people back to work and open doors of opportunity for r kids..."*

In the midst of the global financial crisis, any politician needs to show his concern about this problem, as well as ways to jointly solve it, in order to thereby increase the number of voters. This can be illustrated by the following excerpt from J. McCain's speech/ where the pronoun **we** is used 6 times:

"We have seen how suddenly a crisis can unfold these last several weeks, and how great the costs can be in jobs, savings, lost opportunities and taxpayer dollars. We cannot spend the next four years as we have spent much of the last eight: waiting for our luck to change. The hour is late and our troubles are getting worse. We have to act immediately. We have to change direction now. We have to fight.."

At the lexical level, the following features can be noted:

1. The use of colloquial vocabulary, which adds emotionality to speech and eliminates excessive academics, and also allows the speaker to position himself with the audience.

During the election campaign, politicians come up with a number of statements related to certain topics, such as unemployment, the problem of

education, improving housing conditions, and so on. Obama often speaks about health problems, comparing his program to that of his main opponent, John McCain. In this case, he is talking about health insurance that covers workers' expenses. He uses a colloquial synonym folks for people instead of neutral to establish emotional contact with the audience [23, p.41]:

*"I know about the frustration of the nearly 40 percent of small business owners who can no longer afford to insure their employees - **folks** who work day and night, but have to lay people off, or shut their doors for good, because of rising health care costs... As premiums rise, more people become uninsured. And every time those uninsured **folks** walk into an emergency room because it's their only option, insurance companies raise premiums to cover the cost – a hidden tax of \$922 per family"*

Referring to the same health issue, Barack Obama describes John McKaiah's program and uses the idiom "It's a shell game", which is synonymous with "scam." He exposes his adversary by talking about McCain's tax fraud. "Doesn't give you a tax credit with one hand - but raises your taxes with the other."

The use of the colloquial synonym for the word "dollar" indicates that the speaker puts himself on a par with the listener when talking about the problems of unemployment and low wages:

*"More to do for the workers I met in Galesburg, Illinois, who are losing their union jobs at the Maytag plant that's moving to Mexico, and now are having to compete with their own children for jobs that pay seven **bucks** an hour"*

The colloquial synonym for the word policeman is more generally accepted and widespread among people, and thus its use shows the connection between the politician and the general mass [12, p.46]:

"...to the cops and firefighters who keep us safe; to the waitresses working double shifts, the nurses in the ER"

2. The use of the vocabulary of a certain thematic affiliation.

Since the election campaign fell on the peak of the financial crisis, the use of vocabulary belonging to the field of economics and business reflects the relevance of the candidates' speeches [6, p.22]:

*Barack Obama: "I'll cover that remaining cost with a portion of the money I'll save by ending **George Bush's tax** breaks for people making more than \$250,000 a year. They'll go back to paying similar **rates** to what they paid when Bill Clinton was President. So we'll get this done responsibly without blowing a hole in our **deficit**"*

*John McCain: "I'm not going to spend \$700 billion dollars of your money just bailing out the Wall Street bankers and brokers who got us into this mess. I have a plan to rebuild the **retirement savings** of every worker. I will provide every single American family with a \$5000 **refundable tax credit** to help them purchase **insurance**."*

The use of the economic terms is associated with a policy program for the economic change. The frequent mention of financial problems, tax problems, loans, mortgages reflects the politician's concern about these issues:

*Barack Obama: "How else could he offer \$200 billion in **tax cuts** for big corporations at a time like this? How else could he propose giving the average Fortune 500 CEO a \$700,000 **tax cut** at a time when millions of Americans are struggling to pay their bills?... I will eliminate **capital gains taxes** for small businesses and start-ups, so that we can grow our economy and create the high-wage, high-tech jobs of tomorrow"*

The content of the speeches of political leaders is also characterized by the use of the of military vocabulary.

Barack Obama is a fierce opponent of the war in Iraq, so in his speech he tries to convey to the audience the idea of the senselessness of war using the example of his grandfather who enlisted in the army. Earlier it was said that he mentioned the civil war, describing its destructive power. In this case, he says the same thing, but using the example of World War II:

"My grandfather signed up for a war the day after Pearl Harbor was bombed, fought in Patton's army. He saw the dead and dying across the fields of Europe; he heard the stories of fellow troops who first entered Auschwitz and Treblinka"

The use of the names of specific diseases, such as hypertension, asthma, diabetes or cancer, appeals to the mind of the listener. This technique indicates the competence of a politician in this area:

Barack Obama: "Here's another thing Senator McCain doesn't tell you - his plan won't do a thing to stop insurance companies from discriminating against you if you have a preexisting condition like hypertension, asthma, diabetes or cancer- the kind of conditions that 65 million working age Americans suffer from - people from all backgrounds and walks of life all across this country"

"States where they don't have to cover things like mammograms and other cancer screenings, vaccinations, maternity care, and mental health care" [37]

"All of these plans will cover essential medical services including prevention, maternity, disease management and mental health care" [37]

3. The use of phraseological units and idioms, which helps avoiding stereotypes in speech communication and gives it imagery [27, p.40].

One of the excerpts from Obama's speeches describes the situation place in insurance companies. Insurance companies shift the burden of paying for medical services onto the shoulders of ordinary citizens. the phraseological unit **lion's share** emphasizes this problem:

*"Insurance companies devote the **lion's share** of their expenses to these patients, and then pass the cost on to the rest of us in the form of higher premiums"*

Speaking about corruption in the country, the politician emphasizes the fact that it is caused not only by a few people influencing politics , but also by the reluctants, but also because of the reluctance of the society to actively prevent bribery, using the metaphor bad apple.

*"This did not happen because of a few **bad apples**"*

In his economic report, Senator Barack Obama talks a lot about the financial crisis and the ways to overcome it. The use of the phraseological unit "vicious cycle" emphasizes the idea that only the government can change the situation:

"Only government can break the vicious cycles that are crippling our economy – where a lack of spending leads to lost jobs which leads to even less spending; where an inability to lend and borrow stops growth and leads to even less credit"

4. The use of tropes contributes to a greater expressiveness of speech. Among these means, we single out metaphors, reflecting the speaker's position on the subject of discussion[37, p.50]:

"America is the sum of our dreams"

"...America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity..."

"...a major American city drowns before our eyes"

"... America which stood as a beacon of freedom and opportunity to so many who had come before"

After analyzing the above fragments of speeches, one can come to the conclusion that one of the dominants in the speech of political leaders is the image of America, which positions them as true patriots. Speaking about the American dream, that America is a country where anything can be possible, in their speeches the candidates declare that America is a friend of every nation, ready to help in difficult times.

Most of America is not rich, and even less rich at this time. John Kennedy addresses their emotions when he says that as a free nation we can help *"break the bonds of mass misery"* for those who live in it. He also says, *" If a free society cannot help the many who are poor, it cannot save the few who are rich"*. There are many good people in America, and this statement is popular with everyone, rich and poor alike.

The politicians underline the fact that America is a democratic country where citizens' freedom is paramount. The idea of universal equality, freedom, as well as the image of America can be traced in the following examples:

“And fellow Americans, Democrats, Republicans, independents, I say to you, tonight, we have more work to do...”

Hillary Clinton: “These women and men looked into their daughters' eyes, imagined a fairer and freer world, and found the strength to fight.”

“And we are still the nation that has overcome great fears and improbable odds”

“...in a tolerant America your name is no barrier to success. They imagined me going to the best schools in the land, even though they weren't rich, because in a generous America you don't have to be rich to achieve your potential”

This appeal unites all the people with different views, here Obama intensify the importance of unity and equality.

Barack Obama: “...my father got a scholarship to study in a magical place”

“My parents shared not only an improbable love; they shared an abiding faith in the possibilities of this nation”

Barack Obama: “But my grandfather had larger dreams for his son. Through hard work and perseverance my father got a scholarship to study in a magical place, America, that's shown as a beacon of freedom and opportunity to so many who had come before him”. In this passage Obama used symbolism. He symbolized America as a beacon of freedom, you can find a new life in this place with huge opportunities. It's close to metaphor “American dream”.

Politicians give examples from the lives of their parents, talking about how they believed in their country. Thus, encouraging every citizen to reflect on how great America is. It is a country that has always remained tolerant and noble; a country where human rights are inherently respected.

Analyzing the features of modern political discourse on the syntactic level, it is necessary to mention that syntax contributes to the construction of a coherent and logical speech, which is a necessary condition for effectiveness of any public

speech. Syntactic stylistic tools help to focus attention on specific points of the discourse that are important for the speaker.

Political speeches we can say that they are characterized by the use of repetition, parallel structures, rhetorical questions, inversion, and contrasting phenomena.

1.Parallel structures. Their functions are diverse: they serve as a means of connecting sentences within the text, which makes speech logical; they also serve as a way to keep the public interested.

In the excerpt below, we see that J. McCain calls for voting for his candidacy, with an emphasis on what will be beneficial to voters. He appeals to their desires repeating If I'm elected President. Thus, he makes it clear that if voters want to change something, if they need a healthy economy, lower taxes, if they need changes, then they should vote for him:

“If I'm elected President, I won't raise taxes on small businesses. If I'm elected President, I won't make it harder to sell our goods overseas and kill more jobs. If I'm elected President, we're going to stop sending \$700 billion to countries that don't like us very much.”

“In this election, we offer that choice. Our party has chosen a man to lead us who embodies the best this country has to offer. And that man is John Kerry”. This is the usage of a typical propaganda language as in all political speeches. If you want to make your life and even someone's life better, vote for J. Kerry”

2.Repetition. Obama repeats the name John Kelly almost in all his statements. This is a great trick to remind the audience who they need to vote for. Due to this John Kelly becomes the main figure.

Barack Obama: ” And I stand here today grateful for the diversity of my heritage, aware that my parents' dreams live on in my two precious daughters. I stand here knowing that my story is part of the larger American story, that I owe a debt to all of those who came before me, and that in no other country on Earth is my story even possible”.

In these statements the repetition of “*I stand here*”, reinforces his words and catches more public attention. I stand here for you, to make you hear me and make a right choice.

The theme of change is one of the leading in the political discourse of the United States. Thus, in his speech, Barack Obama says that it is now time to change the country's policy, and that his political program provides for changes for the better. The repetition of the phrase "Now is the time" in combination with the inversion speaks of the politician's determination to make changes in the country's political system [10, p.20]:

"Now is the time to finally meet our moral obligation to provide every child a world-class education, because it will take nothing less to compete in the global economy...

Now is the time to finally keep the promise of affordable, accessible health care for every single American. If you have health care, my plan will lower your premiums...

Now is the time to help families with paid sick days and better family leave, because nobody in America should have to choose between keeping their jobs and caring for a sick child or ailing parent...

Now is the time to change our bankruptcy laws, so that your pensions are protected ahead of CEO bonuses; and the time to protect Social Security for future generations..."

This speech obliged Americans to vote for Senator Kelly. This speech was great in terms of ethos and pathos. B. Obama is an excellent orator, but here there is a lack of logos and not many of logical proves to all ideas and beliefs.

“But my grandfather had larger dreams for his son. Through hard work and perseverance my father got a scholarship to study in a magical place, America, that's shown as a beacon of freedom and opportunity to so many who had come before him”. In this passage Obama used symbolism. He symbolized America as a beacon of freedom, you can find a new life in this place with huge opportunities. It's close to metaphor “American dream”.

” And I stand here today grateful for the diversity of my heritage, aware that my parents' dreams live on in my two precious daughters. I stand here knowing that my story is part of the larger American story, that I owe a debt to all of those who came before me, and that in no other country on Earth is my story even possible”

3. Rhetorical questions, statements in an interrogative form, are used to enhance the effectiveness of speech, serve as an additional means of expressiveness of speech, and express the speaker's attitude to the subject of discussion.

John Kennedy: ” My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man”. This a rhetorical question encourages people to think about what they can do for their country. Repetition as a very popular rhetorical strategy used in this speech.

In his speeches, Barack Obama often criticizes the policies of John McCain and comparing the programs he tries to identify the shortcomings of the latter. Including in terms of improving the health care system, the politician denounces the opponent's plan. He uses a rhetorical question, which is a statement in an interrogative form which does not require an answer, in order to show the essence of this plan to reveal all its flaws. He gives specific numbers and indicators, and then asks the question: What will all this lead to?

”A \$5,000 tax credit. That sounds pretty good. But what Senator McCain doesn't tell you is that the average cost of a family health care plan these days is more than twice that much - \$12,680. So where would that leave you`?”

Another example is Obama’s speech in Berlin about the fall of the Berlin Wall that divided Germany into eastern and western parts, which were symbols of freedom and tyranny:

”When you, the German people, tore down that wall – a wall that divided East and West; freedom and tyranny; fear and hope – walls came tumbling down around the world. From Kiev to Cape Town, prison camps were closed, and the doors of democracy were opened” .

The speakers use antithesis, contrasting concepts and phenomena that contrast with each other, for instance in J. McCain's speech about the difficult and decisive choice facing the American voters:

" I know you're worried. America is a great country, but we are at a moment of national crisis that will determine our future. Will we continue to lead the world's economies or will we be overtaken? Will the world become safer or more dangerous? Will our military remain the strongest in the world? Will our children and grandchildren's future be brighter than ours? "

At the compositional level, features such as quotations and allusions, are distinguished, which make speech more imaginative. Their function is to make speech more expressive and effective. Allusions are based on the experience and knowledge of the speaker, which in turn reflects the experience of the listener. They are subdivided into stylistic and political ones. Political allusions, provide a polemic discourse, a reference to previous speeches of opponents, etc.

In the passage below, the politician appeals to the electorate that was in opposition (Republicans), but still he does not consider them his enemies, but on the contrary, future allies. He emphasizes intergenerational continuity based on the greats of the nation, including his beloved President, Abraham Lincoln, whom he considers his idol:

Barack Obama: "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." And to those Americans whose support I have yet to earn - I may not have won your vote, but I hear your voices, I need your help, and I will be your President too" .

It should also be said that the use of precedent names in speech, as well as statements belonging to famous people, affects the listener with authority and performs the function of persuasion.

Political discourse implies a dialogue with an opponent. The statements of one politician provoke the reaction of another, and thus they enter into a continuous verbal struggle. This can be traced in the following passage, where,

saying that McCain was right at the time, and he himself is right in the present, Obama implies that his opponent's policies are outdated, behind the times, and Obama himself is trying to look several steps ahead. ... He does it unobtrusively, without offending him [22, p.45]:

"John McCain calls that socialism. What he forgets is that just a few years ago, he himself said those Bush tax cuts were irresponsible. He said he couldn't "in good conscience" support a tax cut where the benefits went to the wealthy at the expense of "middle class Americans who most need tax relief" Well, he was right then, and I am right now" .

So having analyzed the speeches of American political leaders at the morphological, lexical, syntactic and compositional levels, we can conclude that politicians build their speeches logically and consistently, which make them accessible to the understanding of the population. This is achieved due to the use of various stylistic techniques: metaphors, epithets, repetitions, parallel structures, etc. All these means affect the creation of feedback with the listener, appeal to their consciousness, create a certain emotional mood. This is one of the components of the success of a political campaign.

2.3. Extralinguistic features of public discourse

Problems of comprehension of the interlocutor and recognition of the hidden meaning have always been important in the interaction process. Nonverbal communication includes all forms of information transmission without the help of language. It is the communication and exchange of information through "body language". Nonverbal means of communication manifest themselves in clothing, hair, facial expressions, human poses. This kind of information helps understand one's mood, experiences, expectations, feelings, intentions, as well as moral and personal qualities of people. [13, p.45]

Politician's words carry information that influences citizens' lives. But during verbal communication (language signs) nonverbal also exists and reinforces the meaning of words.

Thus, nonverbal communication is one of the main sources of information .55-65% of human communication is known to be nonverbal. Only a small number of people would support a policy which presents verbal information without a nonverbal component. Almost all non-verbal information forms the image of the politician who mediates between him and citizens. [30, p.46]

Nonverbal communication is known to have several systems: opto – kinetic gestures, facial expressions, pantomime, body movements; paralinguistic – vocalization, range and tone of voice; extralinguistic – tempo, pause, crying, laughing, coughing, etc .; proxemics – a system of organizing space and time; eye contact – visual communication. Nonverbal signals can be congenital or acquired: genetically transmitted or nurtured in an appropriate cultural environment. [14, p.30] So kinetic communication related to body language, manifests itself in facial expressions, postures, gestures, glances, moves, movements. All the movements of our bodies are silent, but often very talkative communication, which replaces language communication more than once in everyday life. Tacit communication means various touches in the form of handshake, spanking, kiss. Proxemic means

refer to the spatial organization of communication, where the location of the partners and the distance between them are important. [14, p.49]

Paraverbal communication includes prosodic and extralinguistic means that help to convey the emotional state of the speakers, enhance or weaken the verbal influence on the interlocutors and listeners. Prosodic refers to the rhythmic intonational characteristics of speech – height, power, timbre, accentuation, intonation, melody.

Extralinguistics are pauses in speech and various psychophysiological states of a person, manifested in tears, coughs, laughter, breaths. The pauses can be different in nature: purely physiological (the speaker needs to breathe); random (difficult to pronounce or pick the right word); expressive (to draw attention, to emphasize on any thought); hesitant (for reflection).

Pauses are necessary, but they should not be abused because it will reduce the interest in the speech and tire the audience. Pronounced words are never neutral. Sometimes the way information is presented is even more important than the content of the message. Due to intonation the seemingly neutral content of the message may sound like questions, suggestions, sarcasm, humor, etc. [22, p.30]

In political activity, nonverbal information should be present at different levels, emphasizing and enhancing the image. Undoubtedly, there are many non-verbal signals understandable to all nations, but each country has its own special points. For example, the image of Ukrainian and American leaders is perceived differently in the mass consciousness of citizens.

Analyzing the nonverbal behavior of Donald Trump and Hillary Clinton during political debates, we have found out that Hillary Clinton had 85 image advisers, but on many issues their help only lowered her rating compared to her opponent. The most unsuccessful move was constant going on stage in front of an audience with eyes wide open and mouth. Her *how glad I am to see you turned into what a surprise all of you see*. She always strained her shoulders and crossed her fingers. This removes the audience and shows the politician's uncertainty in herself and her words. Her body language always contradicted her words. In verbal

expressions, she more often referred to her opponent than promoted her point of view. [36, p.40]

Donald Trump initially chose the tactics of mass publicity. He did not think about his words as much just as to attract the attention of the audience, the opponents in the political arena, and especially the media.

At the final confrontation with H. Clinton, he had already considered his own words, but most importantly, he believed in them. His body language did not contradict his beliefs and speeches. Even in the competitors' claims to his words, he used the tactics of making the fact a joke. As a result, the audience laughs, and no one takes the previous words seriously. In between, he has a whole supply of nonverbal means of communication with the audience. First, it's his voice. He is not afraid to raise it to talk rival, or emphasize a particular saying. It doesn't matter that it can be a lie.

What matters is that he believes in his words and shows it with his whole body. His most famous gesture is OK. It amounts to ring pointing and thumbs up. It shows accuracy and control. Trump often opens his palms, demonstrating their openness to the audience. These can be horizontal and vertical palms, the latter indicate that he and the audience are in the same boat. [9, p.30]

It is difficult to imagine an interlocutor who, having stood out, would hold his hands in one position and, communicating, would not show any facial changes in his face. It is unlikely that anyone will have an interesting dialogue with such a person. Excessive gesturing, too brisk facial expressions, or constant movements would not facilitate effective communication.

One can carefully prepare the text of any speech, find good examples, give convincing arguments. But if the sounding of the speech is monotonous, ie the speaker does not use the possibility of voice intonations, pauses, gestures, will not accompany the speech by appropriate mimic changes, the public reaction can be predicted. [1, p.29]

Knowledge of nonverbal means of communication allows not only better understanding of the interlocutors, but also anticipating their reaction to what they heard, sometimes unraveling their intentions.

One should bare in mind that nonverbal behavior is of national-cultural character, and also depends on the sphere of communication, status and social roles of the interlocutors, peculiarities of their profession, health status and age, and the level of culture.

So nonverbal communication is one of the major components of effective transmission and reception of political information, which can help express pressure, influence, a lie, hidden meanings, policy reactions and the like.

Conclusions to Chapter Two

This chapter deals with linguistic and extralinguistic strategies of modern English public discourse.

Strategies of self-presentation, self-defence, information and interpretation help to form an image of a politician. It is largely created with the help of various linguistic means, since the leader's speech behavior is directly assessed by the addressee.

Strategies of positioning, conflict and cooperation are implemented by means of antithesis, metaphorical representation and evaluative nomination of each of the parties, intensification, as well as various kinds of repetitions that strengthen the influence. They help create audience's emotional mood.

Strategies of labeling, theatricality, increasing and decreasing enhance the image and make the speech more memorable.

Linguistic means used to get a feedback from the listener, appeal to their consciousness and create a certain emotional mood. This is one of the components of the success of a political campaign. Having analyzed the speeches of American political leaders at the morphological, lexical, syntactic and compositional levels, we conclude that politicians build their speeches logically and consistently, which makes them accessible to the understanding of the population. This is achieved due to the use of various stylistic techniques: metaphors, epithets, repetitions, parallel structures, etc.

Extralinguistic means is one of the major components of effective transmission and reception of political information. They can enhance the pressure, the influence, reveal a lie, the hidden meanings, policy reactions and the like.

GENERAL CONCLUSION

My diploma paper is devoted to public speaking in modern English, its linguistic and extralinguistic strategies.

In Chapter one we have analyzed public discourse in modern English. We have identified discourse as a complex sociolinguistic phenomenon of modern communication environment, which is primarily determined (directly or indirectly) by its socio-cultural, political, pragmatic-situational, psychological and other (constituent or background) factors, it has a “visible” – linguistic (coherent text or its semantically significant and syntactically complete fragment) and “invisible - non-lingual (knowledge of the world, thoughts, guidelines, purpose of understanding of this text by the addressee) structure and, is characterized by the commonality of the world, which during the development of the discourse is “built” by its reproducer (author) and interpreted by the recipient (listener, reader) etc.)

We have analyzed different classifications of discourse proposed by domestic and foreign linguists, according to information channels, structural features, purpose and situation and analyzed in detail some of this type of discourse.

We have identified political discourse as a type of public discourse, which accompanies a political act in a political setting. It possesses both general linguistic functions and those characteristic only of political discourse. The most important can be considered the functions of social control and legitimization of power, since they have a manipulative effect on the public, thereby achieving the main goal of political discourse – the possession of power and the management of society.

Chapter two deals with linguistic and extralinguistic strategies of modern English public discourse. Strategies of self-presentation, self-defence, information and interpretation help to form an image of a politician. The image of a political leader is largely created with the help of various linguistic means, since the leader's speech behavior is directly assessed by the addressee.

Strategies of positioning, conflict and cooperation are implemented by the means of antithesis, metaphorical representation and evaluative nomination of each of the parties, intensification, as well as various kinds of repetitions that strengthen the influence. They help create audience's emotional mood.

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Linguistic means used to implement a feedback from the listener, appeal to their consciousness and create a certain emotional mood. This is one of the components of the success of a political campaign. Having analyzed the speeches of American political leaders at the morphological, lexical, syntactic and compositional levels, we conclude that politicians build their speeches logically and consistently, which make them accessible to the understanding of the population. This is achieved due to the use of various stylistic techniques: metaphors, epithets, repetitions, parallel structures, etc.

Extralinguistic means is one of the major components of effective transmission and reception of political information. They can enhance the pressure, the influence, reveal a lie, the hidden meanings, policy reactions and the like.

RÉSUMÉ

Дипломна робота складається з двох частин і присвячена дослідженню лінгвістичних та екстралінгвістичних стратегій і тактик сучасного політичного дискурсу.

Перший розділ присвячений публічному дискурсу сучасної англійської мови. Розглядаються концепції дискурсу, типи дискурсу та визначаються характерні особливості публічного мовлення.

У другому розділі аналізуються стратегії і тактики, які використовуються публічними особами, а також вербальні та невербальні засоби, якими вони виражаються. Для аналізу було вибрано промови відомих англомовних публічних діячів і досліджено їх власний арсенал вербальних і невербальних елементів, які вони використовують в процесі спілкування та аргументації.

Ключові слова: дискурс, типи дискурсу, публічний дискурс, лінгвістичні та екстралінгвістичні стратегії і тактики, вербальні і невербальні засоби.

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