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PROSODIC ORGANISATION OF ENGLISH PUBLIC SPEAKING

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INTRODUCTION

The notion of prosody plays a significant role in Modern English public speaking. This statement is based on the fact of dependence of the success of any public speech on the intonation of the performer. Several investigations underpinned the fact that the prosodic organization affects the effectiveness of the speech. It is important to remember that the structure and message of the speech, as well as its prosodic features, are the most significant issues to influence the context. The key point lays in the fact that the speech is mainly based on the prosody as far as the latter is a key concept for clear interpretation of the main messages expressed by the speaker.

The issue of prosodic organisation of a speech is among the most prominent in modern linguistics. Another notable point is the function of prosody in the context of any type of discourse. Thus, the prosodic organization is important for gaining the pragmatic influence on the public as far as it helps the speaker to transmit a certain message. In addition, prosody is a tool for decoding messages with the help of phonetic and linguistic units, as well as intonational contour. Hence, the effective usage of prosody is crucial when forming the effective communication.

The main aim is the identification of the prosodic organisation of English public speaking and the function of prosody as the primary tool for decoding the messages in a speech and distinguish the way in which phonetic units affect the effectiveness of communication. It should be mentioned that the interest of modern linguists towards the role of prosody in English public speaking is constantly growing. As a result, modern linguistics is focused on both theoretical and practical investigation of the prosody. Thus, the discourse analysis is one of the key methods of studying the role of prosody.

In this thesis, the process of studying the role of prosody embraces the following tasks:

- the establishment of notion and types of public presentation;

- the identification of prosodic characteristics of different types of discourses;
- the determination of the essence of prosody and its role in non-verbal communication;
- the disclosure of the nature of interaction of temporal, tonal and dynamic subsystems in the setup of structural components of English public speaking;
- the analysis of the acoustic parameters of the fragments of English public speech, as well as the components of its general prosodic organization;

The object of the study is the oral implementation of the English public presentation.

The subject is the prosodic organisation of English public speaking.

The research material involves the extract from the 1984 speech of the British former Prime Minister Margaret H. Thatcher on the issue known as “Brighton Bombing”, Lady Thatcher’s Memorial Lecture at the Westminster College, devoted to Winston Churchill, the extract from the current British Prime Minister Boris Johnson’s reference to the nation which he delivered after the Conservative Party had won the election in 2019, Boris Johnson’s speech in Greenwich and Boris Johnson’s speech at the Conservative Party online conference in 2020.

The following methods and techniques of the research are used in the study:

- the method of linguistic observation for establishing communicative features of English political discourse;
- the method of semantic and communicative-pragmatic analysis to determine the structural and pragmatic characteristics of the investigated fragments of public speech;
- experimental phonetic method based upon complex audial and acoustic analysis.

The theoretical significance of the study lies in consideration of discourse prosody as part of a communicative discourse strategy. Furthermore, it is noteworthy to establish the peculiarities of the prosodic organization of English public speaking and to identify the interaction of pragmatic, semantic, and prosodic levels of its construction. The results of the study will be useful for further investigation of the problems of phonology and communication theory.

The practical importance of the work is determined by the opportunity of applying the findings in the course of practical and theoretical phonetics of English. The obtained results can be used in the research by the students of higher education institutions and further study of this topic by linguists.

The structure of the work. The Master's thesis consists of Introduction, three Chapters, General Conclusions and the List of References.

Introduction defines the purpose, task, object, and subject of the work; describes the material and methods of the research; outlines its theoretical and practical significance.

Chapter 1 contains the explanation on the notion of public speech, types of discourses and means of implementation of prosody in English public speaking. Such issues as academic, media and political discourse, as well as the functions of intonation, are discussed.

Chapter 2 describes the programme and methodology of experimental-phonetic research. It also presents the results of an experimental-phonetic study of the prosodic organization of the fragments of English public speech and presents their linguistic interpretation.

Chapter 3 presents the results of the experimental-phonetic research of the prosodic features in public academic presentations.

The General Conclusions formulate the results of the study and outline the significance of the study for further scientific research on selected issues.

The List of References contains the bibliography and online sources used for the research.

Key notions: public speaking, prosody, intonation, political discourse, auditory analysis.

CHAPTER 1

THE THEORETICAL FOUNDATIONS OF PROSODIC ORGANISATION OF ENGLISH PUBLIC SPEAKING

1.1. The notion of English public discourse

The term “publicistic” is often associated with different kinds of rhetorical activities. In phonetics, there are various styles of speech, including the academic, declamatory, informational, conversational; however, only in publicistic style the persuasion of the audience is performed by means of rhetorical strategies (Sokolova, 1991).

While delivering a public speech, the performer should be equipped with various oratorical tricks and embellish their speech with all the complex means of prosody in order to achieve the necessary vocal effect and make their presentation effective.

The performers refer to publicistic style while delivering political, judicial, oratorical speeches. This style of speech is also typical for parliamentary debates, press conferences, etc.

Another peculiarity of publicistic style is the preparedness of the speaker. All the thoughts and points that are to be delivered to the audience are thoroughly considered beforehand. Though the usage of notes is not acceptable, as long as it may prevent the establishment of the eye contact with the audience. The speaker should maintain the atmosphere of confidence, yet should they avoid the impression of preappearance in advance.

Due to these subtleties, the public speaking is often considered a kind of art. Indeed, in order to achieve a perfect emotional contouring, one should do a lot of practice, as long as, even in case of preparation, an unexperienced speaker risks to sound rather overdramatic. The establishment of balance between formality, informality and intelligibility is the crucial point as well (Sokolova, 1991).

The aim of oratorical performances is to encourage, inspire and stimulate the listeners, to arouse enthusiasm and interest among them.

The notion of “discourse” covers a large variety of issues and concepts and, and is defined by the researchers who deal with various linguistic theories and frameworks.

One of the pioneering specialists in Western linguistics, Teun Van Dijk, provides clear distinction between the concepts of “text” and “discourse”. The discourse is a concept that applies to language, while the text is a concept related to the system language or formal linguistic knowledge or competence.

The notion of discourse can be regarded as a coherent text along with supralinguistic, psychological, cultural and other factors. As a dynamic process, discourse reflects the functional features of the language and a set of pragmatic, expressive and cognitive properties. The problems of diversification of discourse and its variability are the most important theoretical issues today (Belova, 2002).

The researcher V. Burbelo identifies different types of discourses by the dominant modus of communicative and relevant linguistic and functional features. Therefore, he differs household, educational, artistic and written discourses that have historically caused variations (Burbelo, 2002).

Another scientist, A. Syshchykov, has separated the following discoursing criteria: the forms of social consciousness (politics, law, morality, art, philosophy, science, religion), the activities and social relations that arise solely on the basis of social needs (Syshchykov, 2010).

Moreover, A. Belova has proposed the classification of discourse according to two main factors: the nature of communication and its functioning areas (Belova, 2002).

The linguists usually distinguish the following types of discourse according to the spheres of communication: academic, educational, political, diplomatic negotiations, media discourse, business discourse, advertising, religious, rhetorical, family communication, medicine, psychotherapy, law, Internet discourse. According to the nature of communication, the following types of discourse are distinguished: spontaneous, prepared, official, unofficial, male, female, children’s,

adolescent discourse, as well as the elderly, argumentative, conflict, authoritarian, abusive discourses.

The majority of the scholars who investigate the notion of discourse conclude that it is a form of “language in use” or a “linguistic correlate of relevant areas of communicative language activities, human consciousness and practice” (Bezuhla, 2013).

The linguist I. Shevchenko interprets the notion of discourse as “an integral part of thinking-communication activities, a set of process and outcome, out-lingual and actually lingual pragmatic, social, cognitive aspects that determine the choice of linguistic resources” (Bezuhla, 2013, p. 106).

The already mentioned scholar T. van Dijk states that the term “discourse” is commonly used in reference to a particular genre, such as “political discourse”, “scientific discourse”, “news discourse” (Teun Van Dijk, 1998).

From the viewpoint of sociolinguist V. Karasyk, there are two main types of discourse: personal and institutional. In the first type, the speaker acts as a personality, applying to the diversity of their inner world, while in the second – as a representative of a particular social institution. Institutional discourse is a communication in terms of the status-role relationships (Karasyk, 2010).

It should be mentioned that there also exists the non-verbal discourse, which includes intonation, posture, gestures, facial expression. It is known that non-verbal aspects of communication are able to convey much more vast amount of information than are the words.

The non-verbal communication is important, though its importance is often not recognized at the main basis; while speaking, people tend to follow the rules of non-verbal communication unconsciously and spontaneously. Therefore, the unconscious messages are sent and received through non-verbal means of communication that do not necessarily match the words pronounced.

In numerous linguistic studies, there is a certain degree of confusion between the concepts of “non-verbal discourse”, “non-verbal communication” and “non-verbal behaviour”. These notions are often used interchangeably.

“Non-verbal discourse” is the concept broader than “non-verbal communication”: it is characterized by the use of non-verbal behaviour, while non-verbal communication is the key tool for the transmission of information, the organization of interaction, the formation of the partner’s image and for affecting another person. Non-verbal communication is a system of signs used for the transmission of messages and is designed for the improvement of their perception. To certain extent, non-verbal communication is independent from the psychological and socio-psychological traits of personality. Non-verbal communication has a particularly distinguished range of meanings and can be described as a specific system of signs (Kusko, 2001).

When describing complex phenomena of textual linguistics and discourse linguistics, the scholar K. Kusko noted that both concepts perform as the “stimuli for the further research, theoretical generalizations and conceptual development” (Kusko, 2001, p. 48). According S. Holoshchuk, this point of view is quite accurate when characterizing such a versatile phenomenon as non-verbal communication (Holoshchuk, 2007).

1.2. The main types of Modern English discourses

There is a certain pattern of communication that distinguishes the institutional discourse from the personal. The institutional discourse is based on two systematically important attributes: 1) aim and 2) the dialogue (participants). The *academic* (educational and scientific) discourse is a type of discourse associated with academic institutions and, in some cases, closely related to them (type of institutional discourse); it unifies the features of scientific and educational discourses, “the scientific discourse as a set of texts that meet the goals of scientific communication and verbalizers of scientific knowledge and educational discourse – texts of a descriptive-prescriptive nature that do not imply the equality of the speaker and the addressee, and the latter rather performs as the learner” (Kazakova, 2012, p. 6).

The term “academic” covers a wide area of educational discourse, which is actively studied by certain scholars (Dmitriev, 2008), (Bohutska, 2009). The analysis of the academic discourse is performed both in linguistic and in interdisciplinary terms.

Nowadays, there is an extensive number of works dedicated to the classification and analysis of scientific, educational, didactic and pedagogical discourses. The academic discourse is devoted to the works elaborated within the system of philological, sociological and pedagogical researches.

In certain research programmes, the scholars do not go beyond the consideration of either educational or pedagogical discourses, as long as the stylistic forms of pedagogical, educational and scientific discourses (lesson, lecture, seminar, exam, conversation, scientific article, thesis, etc.) do not correspond. Other works interpret academic discourse as a particular case of the use of scientific discourse.

There is an approach according to which the scientific discourse is studied alongside with the teaching one. In this case, only the part of the academic discourse belonging to the higher educational system is taken into account. A. Litvinov emphasizes that “within the framework of scientific discourse, there is both symmetric communication (i.e. a situation of information exchange between equal partners and status and knowledge partners) and complimentary one, typical for educational activities, during which information is transferred to unequal partner (Litvinov, 2004, p. 283). The linguist T. Yezhova distinguishes the pedagogical discourse as a flexible system of values and meanings of the subjects of educational process, covering the participants of the discourse, pedagogical goals and substantive components (Yezhova, 2007). The scholar L. Kulikova refers to the observation of a close interrelation, exchanged penetration between “a significant number of functions and genres of educational, pedagogical and scientific discourses that make it possible to combine them into one paradigm that can later be considered a single system of specialized clichéd scientific and educational communication” (Kulikova, 2006, p. 298). In the analysis of

pedagogical, educational and scientific institutional discourses, the “integrated approach” seems quite reasonable (Kulikova, 2006, p. 298). It should not be considered the absolute synonym of the notions “academic” and “pedagogical”, relating to the discourse, as long as pedagogical discourse is complying with the rules and requirements of pedagogics.

Since the middle of the XXth century, the term “discourse” has become popular not only in linguistics but in most social studies as well. It is associated with the linguistic revolution, which was triggered by the spread of structuralism methodology and the emergence of structuralism in linguistics (Hess, 1983). The original concept was the idea that the language is a universal matrix in which the most substantial knowledge of the world is encoded. According to this concept, the study of the structure of language is the key to the study of man and the world (Deterding, 2001). The scholars commenced to regard the structures of language not only as a reflection of reality, but as a tool for constructing and transforming it.

In the process of becoming of the informational society, the specific influence of mass media on the study of the movement of information has occurred, and nowadays, it attracts even more attention of specialists than previously. The concept of *media discourse* implies the interactions in the context of broadcast platform, including spoken and written ones. The discourse is oriented to so called “non-presented” reader, viewer or listener. There are two main types of media discourse: written and spoken (Gibbon, 2005). The spoken discourse involves news broadcasts, radio, television and drama, while the written media discourse includes predominately the written forms, such as magazines and newspapers.

The next significant point refers to the interaction in media and casual conversation in terms of media discourse. It should be stated that once the guest and interviewer interact in terms of spoken media discourse, they should imply having a conversation with the audience as well. For this reason, there are several factors to consider. First of all, the involvement of the audience is the task of the biggest importance in terms of media discourse; secondly, it is crucial to pay

attention to institutional settings; furthermore, the television predisposes multiple participants involving hosts, interviewers, interviewees, guests, presenters (Gibbon, 1995). Taking this into account, the exchange structures are of the biggest importance in terms of media discourse (Gibbon, 1995).

Within media discourse, there are two types of exchange: a) initiation and response; b) initiation, response and feedback; it should be mentioned that the two-way exchange method, namely – initiation and response, is more common for the media discourse (Gibbon, 1995).

Another significant peculiarity of the media discourse is the presence of “pragmatic markers”. This notion, for instance, may refer to colloquialisms, the acceptance of slang, vague expressions, such constructions as “well”, “you see”, “yeah”, etc. Pragmatic markers are used to support the interaction in the flow of speech (Nolan & Eva, 2005). They do not add any specific semantic meaning to the message; on the contrary, most of them are used to skip the silence within the speech that can be caused by long pausation and to help the speaker to come up with their point of view. Statistically, these expressions are mostly used by the interviewees when answering the questions. So the main function of the pragmatic markers is the artificial increase of the level of interaction between the speakers in terms of media discourse. Besides, these constructions are widely used to explain certain points of the message.

It should be added that the “response tokens” are another discourse markers of the media discourse. They can be distinguished as the interjections used by the speaker in their response to the utterance. The response tokens include the following examples: “that’s right”, “wow”, “yeah”, “absolutely”, “oh really”, etc.

Nowadays, the talk show is one of the most popular examples of media discourse. It refers to the analytical publicist genres the main form of which is question-and-answer form of discussion. The conversation can be held between two or more speakers. As a rule, the topic chosen for discussion is significant for certain social, political, moral, or economic context.

It is noteworthy to mention that talk show is quite different genre in comparison with interview. Thus, the host of talk show has a wide-range of functions as far as he/she takes an active part in the conversation and has a personal view on the problems discussed during the show. Besides, the talk show is distinguished as a spectacular genre that requires engaging of the audience.

The discourse of talk show is quite a complex structure that involves the interaction of such aspects of media discourse:

- Technical peculiarities of mass media;
- Psycho-social context of the impact on target audience;
- The effective interaction between all structural elements of conversation.

There are also several factors affecting the structure of media discourse:

- Goals and intentions that affect the speaker during conversation;
- Analysis of the communicative situation that involves the consideration of place, time, and other conditions; the creation of the speaker's model according to their social and psychological traits;
- Creation of the cognitive model based upon the context of conversation that interacts with situational models and social scenario;
- Implementation of the situational model with the consideration of appropriate information for further strategy and possible stages of the speech act (Gibbon, 1976).

The model of media discourse depends on linguistic and extra-linguistic peculiarities with the consideration of the interactive component presented in talk shows. The functional and semantic context of talk show, media discourse is quite flexible due to combination of various strategies to increase the effectiveness of speech and certain messages. The structure of talk show is still stable: initiation – progression – culmination – completion.

The defining feature of the media discourse refers to adverse and even extreme conditions that affect the speech. It involves the absence of direct contact between communicators, the presence of other interpretations of information.

Hence, the media discourse focuses on the distribution of the corporate-created information product to the mass audience.

Another sphere that deals with public speaking on a daily basis is politics. Many linguists regard the *political discourse* as a phenomenon of purely public sphere. According to the famous Dutch scholar T. van Dijk, the political discourse is understood as the actual use of language in the socio-political sphere of communication and – in a broader sense – in the public sphere of communication. T. Van Dijk also assumes that the political discourse is a composition of genres that are clearly confined to the social sphere, namely – politics. Party conferences, governmental debates, parliamentary debates, party programs, and politicians' speeches are the genres that belong to the field of politics. However, the manipulative influence of politicians' speeches would not have such a strong effect without the intonational means of communication. The main prosodic components are the characteristics of the voice, tempo, timbre, volume, stress, speech accent. Each of these components affects the perception of the proclaimed speech and personality in its own way, which provides the necessary image.

Nowadays, the political discourse can be regarded as an interdisciplinary phenomenon. First of all, the lion's share of attention is paid to the political discourse as more and more people prefer conscious approach to the political side of society.

The increased attention of the linguists towards prosodic issues is due to the new theoretical and practical requirements. The increased interest towards the prosodic organization of the speech is explained by its close interrelation with the other levels of discourse production, the ability to effectively convey the actual sense, to be a reliable source and conduit of information, to make certain communicative influence on the interlocutor (Aleksiyevets, 2015, p. 308).

In linguistic studies and research papers, the term “prosody” is defined by the unity of suprasegmental characteristics, namely: dynamic, altitudinal, temporal changes that characterize a particular segment of the speech continuum

(composition, phonetic word, phrase, utterance) and perform a sense-distinguishing role.

The results of the previous studies performed by the linguists demonstrate that the political discourse has special rhythmic and melodic constructions, which are the subjects to such linguistic, supralinguistic and cultural factors as the circumstances and conditions of communication, language format and specific features of the linguistic personality. “English oral political broadcasting is characterized by a set of prosodic parameters: the variety of terminal tones (descending/ascending, even, complex and compound), the highlighting of the most significant components of the statement by means of the extension or narrowing of the range, a clear rhythmic organization, change of the tempo of pronunciation from slow to fast, high frequency, logical, syntagmatic and pragmatic pauses, modifications of volume from moderate to high, as well as changes in tone from mild to intense” (Aleksiyevets, 2015, p. 309-310).

An exceptionally curious feature that is often regarded by scholars in terms of political discourse is manipulation. A discourse becomes manipulative not due to the usage of specific lexical or grammatical units, but, first and foremost, through association with the speaker’s intentions, unclear influential character of the utterance, conditions of communication (social context). Language offers to speakers a whole arsenal of means to realize manipulative aims. Linguistic manipulation is marked by language signs of different levels that help interpret the speaker’s intentions.

According to the awareness of linguistic actions, manipulation can be intentional and non-intentional. In case of intentional linguistic manipulation, the subject aims at a definite result on the part of the object of manipulation. Non-intentional linguistic manipulation is exercised involuntary, as the subject does not aim at achieving results from the listener. According to the type of linguistic action, manipulation can be:

- social (social non-informational speech acts with clichés in the form of greetings, oaths, prayers);

- volitional (speech acts of following the speaker's will in the form of orders, requests, refusals, advise, etc.);
- informational and estimative (speech acts setting public moral, legal, interpersonal emotional relations in the form of reprobation, praise, accusation, insult, threat).

Pragmatically speaking, linguistic manipulation is based on the use of indirect speech acts, which are focused on prelocutionary effects of the speech delivered. There is a number of institutional domains and social situations in which the linguistic manipulation can be systematically observed, e.g. in cross-examination of the witnesses in a court of law. The linguistic manipulation can be also considered an influential instrument of political rhetoric because political discourse is primarily focused on persuading people to perform specific political actions or to make crucial political decisions. In order to convince the potential electorate in present time societies, the political discourse is becoming predominant in mass media, which leads to the arrival of new forms of linguistic manipulation, e. g. modified forms of press conferences and press statements, updated texts in slogans, the use of catch phrases, phrasal allusions, the connotative meanings of words, a combination of language and visual imagery. In a nutshell, language plays a significant ideological role, as long as it is an instrument by means of which the manipulative intentions of politicians are applied.

Language mechanisms operating the processes of speech manipulation have appeared spontaneously, as the language itself to a certain degree facilitates distortion of objective reality offering not only specific designations, but also imprecise, blurred, ambiguous denominations. Manipulative discourse takes position between two extreme points – the legitimate (true, full) information and a lie. A lie and manipulation are opposed to different types of truth: a lie stands up against “semantic truth”; manipulation opposes “pragmatic truth”.

Gradobyk (1975) states that the “speech exposure” is an impact a person has on another person (or group of people) by using verbal and nonverbal means in

their speech to achieve the goal primarily set by the speaker” (p. 308-318). There are two main aspects of speech exposure – verbal and non-verbal (Gradobyk, 1975).

Verbal speech exposure is the transmission by means of words. When using the verbal manipulation, one should pay attention to the verbal form used for expressing the point – the choice of words, their order, loudness, intonation, as well as the circumstances of the speech should be taken into account.

A non-verbal effect is the effect produced by means that accompany one’s speech (gestures, facial expressions, one’s behaviour during speech, the appearance of the speaker, the distance to the audience, etc.).

The tool of speech manipulation (TSM) in its broad sense is any verbal sign that in certain context and meaning may produce the necessary impact on the addressee. People tend to use certain vocabulary in order to affect the interlocutor in one way or another – unconsciously. In case of conscious use of language, it is appropriate to talk about the speech manipulation in its true meaning, as long as the action is deliberate. “Every language element is a very difficult and sensitive tool on which plays the one who uses language; thus, the perception and understanding created at the recipient depend on how the addresser uses this sensitive tool” (Budaev, 2009, p. 269). Various phonographic, lexical means, morphological and text categories, syntactic designs are generally used in terms of political discourse as a tool of speech manipulation.

At the phonographic level, speech manipulation is carried out by means of special sound and graphic registration of the message. The phonetic means are the advantage of oral speech: intonation, timbre, both allocation by voice, and pauses are applied. In the political discourse of mass media, phonetic instruments of speech manipulation are widely used in oral types of discourse. Some TSMs of phonographic level are equally presented both in oral and written language: alliteration, assonance, rhyme. Some tools of speech manipulation at the phonographic level have no analogues in written language. However, some of such means (intonation, register of a voice, tempo of speech and pauses) can be offset

by the use of graphical means: punctuation, metagraphic means (underlining, font selection, capital letters). The means of graphics cannot only be the “transcription” of the oral speech; they should also serve as the self-sufficient means of speech influence that provoke a certain utterance of written speech by the reader and can be the markers of other tools of speech manipulation as well.

One of the most important means of influence at the phonetic level is the deliberate emphasis (stress) on the intonation of words that are significant for the speaker or accentuation of fundamentally significant words (Zinder, 2007, p. 576). The speaker consciously identifies the most significant words from the point of view of the communicative attitude, not only in order to emphasize on the significance of the main points, but also to influence the recipient's perception of the text.

According to some linguists, intonation, plays crucial role in a communicative act. For instance, G. Davletkulova presumes that owing to intonation, a thought takes on a complete character, an utterance can be given an additional meaning, and at the same time, it does not lose its main meaning, and the meaning of an utterance can also alter (Davletkulova, 2011). The scholar N. Pronnikova identifies two main aspects of intonation: communicative and emotional. By communicative, the scientist implies the information communicated by the speaker with its help: for instance, whether the statement is completed, whether it is a question or a statement (Pronnikova, 2014). Furthermore, G. Davletkulova believes that “owing to the intonation, a thought acquires a complete character, an utterance can be given an additional meaning that does not change its main meaning, and the meaning of an utterance can also change” (Davletkulova, 2011).

The emotional aspect lays in the fact that a certain emotion is always implied by the intonation, which reflects the speaker’s emotional attitude and sometimes – his intention to influence the listener in a certain way (Ruzhentseva, 2015). The speaker’s emotions and feelings are often identified by his voice. However, there

are also cases when a person tries to artificially provide a certain emotion to their voice in order to influence the addressee.

Political linguistics has developed a number of priorities (preferences) in the selection of material for research, which is undoubtedly connected with the actual political, extradiscursive goals and objectives of political texts and political campaigns in general.

These include:

- an increased attention to extradiscursive factors (state and changes in foreign and domestic policy and a number of states), hence the involvement of material from non-linguistic sources (political science and sociological studies and the press, as well as comments published in electronic sources);
- an increased attention to the study of cognitive patterns of generation and reception of a political text, hence the emergence of a very large body of work on the material of cognitive metaphor;
- preference in the selection of secondary, modified specifically for the political (rather than journalistic) discourse of genre forms;
- the preference for political messages with a pronounced pragmatic orientation, hence the appearance of a body of work created on the basis of pragmatic oriented texts and individual statements;
- increased attention to political messages with a predictive focus, hence the appearance of a body of work created on the basis of political and economic forecasts;
- increased attention to research on comparative material with an intercultural orientation, hence the emergence of a body of work, the material for which was the media texts of two or more countries.

Therefore, the components of prosody reflect the entire hierarchy of organization of textual units, transmit numerous subtleties of alterations in the communicative situation and the emotional mood of the speaker.

1.3. The linguistic and non-verbal means of public discourse

It is assumed that verbal communication is the most investigated type of human communication. Most people have the skills of verbal communication – which is, the interpreting and understanding of words. One can translate the verbal language into a message created by means of any system of signs. However, in addition to the linguistic form of communication, there is also the non-verbal form, which includes intonation, pauses, poses, gestures and facial expressions. The unreliable aspects of communication convey much more information than words. Non-verbal communication is valuable in the aspects that are, as a rule, unconscious and unintentional. Therefore, through non-verbal communication, unconscious messages are received and transmitted that may not correspond to the spoken words. The transmission of any information is possible only with the help of signs, more precisely – sign systems. Communication as a way of social and psychological interaction of people can take place in a mixed form – verbal and nonverbal (Ter-Minasova, 2000). In the process of communication, non-verbal communication plays an important role and is interconnected with verbal communication. Non-verbal communication is the exchange of non-verbal messages between individuals, as well as their interpretation (Falkova, 2007, p. 46). Non-verbal communication is interpreted as the interaction between communication participants with the help of non-verbal (paralinguistic) means (Batsevich, 2014:59). It is possible to adhere to the definition that non-verbal means of communication are the elements of a communicative code that have a non-native (but sign) nature and, along with the code of linguistic means, serve to create, transmit and receive messages (Batsevich, 2014:59). In addition, attempts were made to construct a dictionary of gestures. The scholar B. Birdwhistell (1952) proposed the division of the human body into 8 zones: face, head, right arm, left arm, right leg, left leg, upper body, lower body. The essence of the construction of the dictionary is reduced to the fact that the units – “kins” – were associated with certain zones, and then one can get “recording” the movements of the body. Nevertheless, at the same time, the uncertainty of the unit does not allow this

method of recording to be sufficiently reliable (Antipova, 1979, p. 98). A method similar to that principle was proposed for the study of facial expressions. In general, the literature provides more than 20,000 combinations of facial expressions. In order to classify them in some way, the scholar P. Ekman suggested the method called FAST (Facial Affect Scoring Technique). It was based on the principle of splitting the face into three zones by horizontal lines (eyes, forehead and zone of the nose, mouth and chin). Next, six main emotions are distinguished, which are most often expressed with the help of mimic means: joy, anger, surprise, disgust, fear, and sum. Fixing emotions “by zone” allows you to record more or less clearly mimic movements (Andreyeva, 2010, p. 99).

It is noteworthy that the non-verbal system of communication represents communication with the help of “non-verbal sign systems”. Consequently, non-verbal communication is represented by various subsystems, including visual, acoustic, tactile, and olfactory systems. The scholar F. Batsevych has developed the detailed classification of non-verbal means of communication by (Batsevych, 2014, p. 7). His classification originates from the fact that non-verbal communication is divided into several types, depending on the sensory system of perception: acoustic, optical, tactile-kinaesthetic, olto-factor, temporal. Each of them forms its own sign system. Consequently, in addition to the universal language means, communication, includes the other sign systems called “non-verbal communication”.

F. Batsevych has developed the following classification of the acoustic non-verbal means of communication:

- 1) extralinguistic
 - a) pauses
 - b) cough
 - c) sigh
 - d) laughter
 - e) crying
- 2) prosodic

- a) the pace of speech
- b) tone
- c) timbre
- d) volume height
- e) the language of speech
- f) a way of articulation

The extra-linguistic system of signs is an “add-on” to verbal communication. Extralinguistic system implies the inclusion of pauses in the language as well as other means, such as coughing, crying, laughter, etc.

The prosody determines the pace of speech, the tone of the speaker, its tone (intensity, duration). It also includes accentuating rhythmic embellishment of the speech – phrasal emphasis, syntagmatic accentuation, logical emphasis, distinction from verbal accent – that is, the configuration of speech, as well as the manner of articulation.

Some phoneticians associate prosody and intonation. However, most scholars stick to the point that intonation and prosody are not synonymous but interconnected concepts. “Prosody” is a system of suprasegmental components of the sound device of the language (stress, tempo, timbre, rhythm, tone, melody, volume, pause), considered in the aspect of their physical and receptive characteristics. The phenomenon of prosody is substantial, consisting of material means of broadcasting: frequencies of the main tone, intensity, duration (acoustic level) and lack of language sound, which at the level of perception corresponds to the pauses in sounding. The means of prosody are not imposed on segment units; they are actually contained in sounds. Therefore, the concept of prosody enters the spectrum, which is the acoustic characteristic of a single sound, as well as the accompanying acoustic characteristics of the composition, syntagms, and utterances.

Intonation is considered a complex of prosodic means, the complex unity of such components as melody, phrasal and logical emphasis, rhythm, timbre and pause, or as a complex structure of multilevel interconnected and mutually related

features: frequency of the main tone, intensity, duration; and the corresponding complex structure of the constituent elements of any of these characteristics, which contribute to the intonational form and significance, as well as to the expression of the intensity of emotion” (Antipova, 1979, p. 18).

The notion of “prosody” is the interchangeable term with “supersegmental (or suprasegmental) phonetics”, and is usually suggested in relation to all the supersegmental units; the term “prosody” is mostly used only in relation to the syllable and phonetic word.

Prosody and intonation consist of the same components: the frequency of the main tone, intensity, duration, and also such indicator as lack of speech signal. At the level of perception, the indicated parameters correspond with such concepts as: tone height, melody, force (volume), length (tempo), timbre, interruption in sound (pause).

Prosody and intonation are quite similar, because they are composed of identical phonetic phenomena. At the same time, these are two different objects, the difference between which lies in their sphere of action.

Due to the fact that the prosodic characteristics are inherent in both prosody and intonation, the problem arises in certain spheres.

In modern linguistics, there are two opposite approaches to solving this dilemma. The supporters of the first believe that the sphere of action of the prosody is a syllable, while the sphere of intonation, it is a phrase.

Opponents of this approach divert prosodic characteristics to a broad vocal field and elements of the division of speech and the unification of its dissected parts (such as syllable, phonetic word, phrase, etc.). The intonation is defined as a “phonetic subsystem, which is self-motivated precisely by prosodic means, and therefore intonation does not include the organization of rhythms, the organization of warehouses, while the precursor accommodates these concepts in itself” (Buraya, 2008, p. 121).

Moreover, by means of intonation, the sphere of expression of the values of the communicative units of speech is fixed, and the phenomena that form the

structural organization of the intonational model or its variant are called “prosodic”. Prosody is a concept more common than the intonation, as long as it organizes the lion’s share of sound sequences (from composition to text).

The term “intonation” applies to linguistic units not less than the syntagm. Intonation, to some extent, is a phenomenon of a higher level than a penetration, because the concept of intonation also includes a meaningful aspect. The precursor can accommodate only the means of organizing language units. Thus, the intonational signs are correlated with abstract, phonological, and prosodic signs with non-functional ones. It is therefore advisable to distinguish between the terms “prosody” and “intonation” with respect to functions, namely: the constitutive (the organization of language units in one) and the delimitative (segmentation of speech flow) are functions of procession, and communicative, modal-emotional, culminating, syntactic, and semantic functions of intonation.

“Intonation is a rhythmic-melodic means of broadcasting ... includes a number of elements: melody, tempo, rhythm, interval, intensity (force of pronunciation), ...” (Meshcheryakova, 2003, p. 354).

The researcher of English speech intonation A. Garntseva notes that English intonation is a complex structure of primary and secondary indicators, such as: range, voice tone of speech, tempo, interval, timbre and rhythm.

When studying the functions of intonation within the speech stream, R. Trudgill, noticed that “speech intonation carries not only basic information about the content of speech, but also informs about the state of the speaker, his feelings and mood as well as his social status, age” (Trudgill, 1997, p. 120).

Additional information performs the same function that in other situations can be performed by gestures or mimics, so it is very difficult to draw the line between linguistic and supralinguistic means.

In business discourse, the means of its informational segmentation are of particular importance, due in the first place to the need to highlight important elements of the statement, economical and adequate expression of the main content of the message and to achieve the main functional and pragmatic goal. Among the

elements significant for communicativeness of the message, special attention should be paid to prosodic construction of the keywords – the most communicatively and emotionally loaded words in an utterance, as well as to multiintonational and semantic activity as an actualizer of the text content (Dvorzhetskaya, 2008, p. 12). These elements are mostly designed according to the following parameters: logical emphasis, which highlights the communicative centre of the intonational group; the tempo of speech (may slow down when allocating communicatively meaningful information; interruptions of a gradual downward scale; the use of complex nuclear tones.

Nowadays, the sufficient descriptive and experimental material has already been accumulated on the notions of patterns, structure of prosody and their variability in social, territorial and stylistic aspects. However, one cannot neglect the fact of prosodic modifications in speech as a consequence of the reorganization of the life in society at present.

Prosody is much broader concept than the other subsystems of language, and it is a materialized psychic expression of personality; and in this sense, when analysing the prosodic organization of the speech of an individual, we examine them, their social, physical and psychic components. Therefore, in order to obtain an objective picture of contemporary society and its language, it is necessary to study the speech structure of its members, various social, professional, gender, age groups, as well as physical and psychological.

The phonetic system of any language contains two levels: segmental and suprasegmental, or prosodic, each having a certain number of its units. Segmental units are elementary sounds: vowels and consonants, which form the vocalic and the consonantal subsystems. Suprasegmental units are syllables, rhythmic units, intonation groups, utterances. They form the subsystems of pitch, stress, rhythm, etc. Segmental and suprasegmental units are closely interrelated with lexical and grammatical units, because lexical and grammatical forms can only be modified by changing sounds.

Intonation is organized by the strength and pitch of the voice, speaking rate, pausal division, timbre, stress distribution in a syntagm or phrase, rhythm, speech melody (Jones, 1948; Jones, 1969). V. Vinogradov defines four basic functions of intonation: the function of grammatical synthesis, the function of dividing into syntagms, the predicative and modal-differential functions. All of them manifest themselves in a single complex, forming the artistic and aesthetic structure of the proposal (Vinogradov, 1950). L. Zinder and I. Torsuev also emphasize on the correlation of intonation with the meaning of the statement, defining it as the unity of interconnected components, correlated with a specific set of linguistic meanings (Zinder, 1964).

Discourse intonation can in part be traced back to the works of Halliday who was concerned with developing a phonological typology based on meaningmaking grammatical choices. He views intonation as highly structured, consisting of three hierarchical systems: tonality, tonicity and tone. Tonality refers to the division of speech into intonation/tone groups. Each tone group contains a single unit of information and represents the speaker's perceptions and management of the whole message. Tonicity refers to the placement of accents, i.e., the assignment and realization of the most prominent word in a tone group, indicating the focus of information. Tone, the contrasting pitch movements in each tone group, expresses different speech functions and status of information. Discourse intonation offers a different description of intonation to the grammatical. Sentence-based models which view intonation as grammatical regard tones typically chosen with particular syntactic structures such as rising tone with general questions and falling tone with special questions, statements and commands.

The intonation of discourse is also different from the definitions of intonation that view its attitudinal function as primary and central. In their description of the intonation of speech, O'Connor and Arnold (1978) remark that "a major function of intonation is to express the speaker's attitude to the situation in which he is placed at the moment of speaking". They attach the attitudinal meanings to each of ten tonal groups combined with each of four sentence types:

statements, questions, commands and exclamations. Cruttenden, for instance, describes the rising tone as having the attitudinal meaning of “reassuring” with special questions and “non-committal” or “grumbling” with declaratives. The “rise-fall” tone can mean “impressed” with yes/no questions and declaratives, or “challenging” with clauses of any syntactic type.

Thus, it is completely obvious that the intonational organization of the utterance is determined not only and not so much by its internal characteristics as by external factors, context, speech situation in which it is used, by one or another pragmatic attitude.

Intonational means that satisfy the requirements of British public speech have certain characteristics. D. Crystal among them distinguishes the rhythm of all indicators, a high level of intensity, a high melodic level, a slowed-down tempo, a high tonal range and a special resonant voice quality (Crystal, 1969).

In addition, the authors indicate the presence in such speech of dispersed phrasal stress, which emphasizes all significant and partly official words (conjunctions, prepositions, auxiliary verbs, etc.), as well as the tendency to a consistent increase in the frequency of distinguished syllables in each utterance is proportional to the increase in the audience in front of which the speech is delivered. Another feature of the speech of politicians is that rhythmic groups are characterized by relative isochronism, which is most noticeable in the initial and final syntagms (Arutyunova, 1990; Grygoryeva, 2007; Dyomina, 2007).

Expressiveness is one of the most important features of any public speaking, including political speech. Expressiveness involves the transfer of individual elements using appropriate language means, which primarily include intonation, namely stress, tempo, rhythm, pause (Sheygal, 2000).

The expressiveness of the text is often provided by the prosodic emphasis on its semantic components: words, syntagms, sentences, over-phrasal unities. In political speech, there is a certain pattern of combination of strong and weak prosodic emphasis on the semantic components of the text (Vorobiova, 1999; Antipova, 1979).

In other words, prosodic emphasis has a close relationship with the semantic structure of the utterance, in particular with the actual division of the sentence; those words that transmit new or important information are called “prosodically highlighted” (Crystal, 1997).

All elements of non-verbal communication help to reveal the entire content side of information, which is possible only if the participants understand the meaning of the characters used in the communicative process. With the ability not only to strengthen or weaken the verbal influence, all systems of non-verbal communication help to identify such a significant parameter of the communicative process, as the intention of its participants. Together with the verbal communication system, these systems provide the exchange of information necessary for people to organize a joint activity.

CONCLUSIONS TO CHAPTER 1

In publicistic style, described in this chapter, the influence on the audience is performed by means of rethorical strategies.

While delivering a public speech, the performer should be equipped with various oratorical tricks and embellish their speech with all the complex means of prosody in order to achieve the necessary vocal effect and make their presentation effective.

The performers refer to publicistic style while delivering political, judicial, oratorical speeches. This style of speech is also typical for parliamentary debates, press conferences, etc.

A special role in the oral presentation in the communicative-pragmatic aspect belongs to prosody. The degree of preparation of the speaker, the simultaneous use of several communication channels, and style heterogeneity has a significant impact on the prosodic organization of presentation speech.

Despite the fact that over the centuries of its development, rhetoric as a science has developed a wide range of rules on the structure of public speech, the features of its lexical-grammatical content and stylistic design, depending on the goal pursued by the speaker, organizing audio-visual support message, requirements for the manner of filing material and even the appearance of the speaker, achieving absolute success during public speaking is sometimes difficult, even if the speaker and audience communicate in the same language.

Although there are various discourses in the field of English public speaking (such as academic (educational and scientific), media, political), the successful implementation of the discourse of public presentation is determined not only by the verbally coded content of the message, but also by a number of prosodic factors, which in a linguistically and culturally heterogeneous environment cause a heterogeneous impact on the audience, reducing the overall effect of the message.

Intonation is the most important linguistic means of translating the intentions of the speaker and his emotions, as well as a deliberate means of influencing the audience. It is organized by the strength and pitch of the voice, speaking rate,

pausal division, timbre, stress distribution in a syntagm or phrase, rhythm and speech melody. Each of these patterns plays a significant role in distinguishing the mood and intentions of a public speaker.

CHAPTER 2

THE PROGRAMME AND METHODOLOGY OF THE EXPERIMENTAL RESEARCH OF THE PROSODIC ORGANISATION OF ENGLISH PUBLIC SPEAKING

2.1. The programme of the experimental research

The research is based on relevant methods and techniques of analysis of language material in accordance with the peculiarities of interaction in the English public speaking. A comparative study of the British English (BrE) public speaking is based on traditional general scientific methods, linguistic methods for analysing linguistic data, and specific methods specific to this area of linguistic studies.

Identification of the features of the type of discourse was performed following the complex program and experimental phonetic techniques. The electro-acoustic analysis was based upon the registered acoustic signal divided into rhythm groups as minimal units. The research program contained the following steps:

- the selection of experimental material;
- the auditory analysis of the perceptual characteristics of the BrE public speaking;
- the attraction of supralinguistic information on the issue of political situation, taking into account the supralinguistic factors of the creation of political message, the result of which is the partial use of methods and techniques of the basic sciences (Ярославцева, 2007).
- the acoustic analysis of the prosodic parameters of the political discourse (tonal, temporal, and dynamic);
- linguistic interpretation and analysis of research results.

According to the methodology of the experimental study, the auditory analysis means to determine the perceptual characteristics of the BrE public speaking (political discourse). According to the auditory analysis, it was important to gain the following goals:

- to analyse the elements of speech, their communicative and pragmatic load
- to determine the main prosodic features used in political speech.

It was also important to consider the following aims of analysis:

- determine the predominant tones applied in speech;
- reveal the nucleus of the syntagm and analyse how it influences the comprehension of the messages;
- characterize the volume of presentation of the discourse under study, its timbre, and tempo.

The amount of material at this stage was not limited. The main aim of the analysis of individual parameters of speech intonation was to determine the correspondence between acoustic and perceptual characteristics in the prosodic design of the political discourse.

The matter is that it is impossible to predict the verbal behaviour of the interlocutor at all stages of interaction. Each individual has their own repertoire means necessary for achieving communicative goals. Therefore, the development of a communicative event can differ depending on the communicative situation.

In order to achieve this goal, there is a need to consider the following tasks:

- to outline the genre characteristics of English political discourse;
- to identify constituents of the main messages of political discourse and features of their prosodic organization;
- to determine the specific interaction between the speaker and the public in the English political discourse, as well as its influence on the prosodic realization of this discourse;
- to reveal the nature of the interaction of the tonal, temporal and dynamic subsystems in the design of structural constituents of English political discourse;
- to analyse the acoustic parameters of the English political discourse as components of its general prosodic organization;

- to determine the prosodic dominance of English political discourse in an experimental way.

On the basis of the conducted auditory analysis, the research helped to define the prosodic characteristics of the English political discourse. As far as the study of the rhythmic structure of the speech involved the identification of structural features of rhythm units, the specificity of which is the dominance of the alternation of a proportional number of stressed and unstressed syllables. The findings emphasize the semantic significance of each informative fragment and the whole message, as well.

The auditory analysis showed that the English political discourse is characterized by a simple rhythm, as far as the majority of the rhythm groups are of the simple structure. The simple rhythm and division of both the rhythm group and the rhythm phrases facilitate the perception of information.

The researches dedicated to speech melody indicate the dominance of the falling tones, which are connected with the conviction, completeness, and categorical sounding of the statement. The use of complex terminal tones is important for gaining the communicative task. The main goal of complex terminal tones is to highlight the meaningful words, as well as to pay attention of the audience to the main messages presented in the speech.

One more significant characteristic of the political discourse refers to the effective, half-dramatic timbre peculiar for the majority of analysed parts of the conversation, which correlates with the increased volume, moderate tempo and dynamic melodic contour of the rhythm.

The results of the experimental-phonetic study show that prosodic organization of English political discourse depends on the content of the discursive constituents according to their communicative-pragmatic load and lexical features of the message.

English political discourse is a specific speech genre peculiar for the semantic load based on the mechanism of realization of the communicative-pragmatic dominance. It depends on a certain message aimed to provide the

emotional influence on the addressee. It is important to interact with the addressee even if it is represented by a large audience. Thus, the addressee interprets the content of the message with the help of prosodic organization of the speech.

In terms of psychology, political public communication is a complex process of social, moral and spiritual interaction of individuals pursuing common ideas, goals and interests, and going through various intellectual and emotional experiences. At this point, three relatively independent aspects can be distinguished: socially-perceptive (mutual perception and evaluation based on the subjects expressed in process of communication), communicative (the exchange of information) and interactive (the coordination of actual interaction).

As far as the political discourse is characterized by careful planning and pragmatic orientation of the message, the communicational strategies are quite important due to the influence on its organization.

The study underpinned that the significant features of the prosodic organization of political discourse are in its communicatively pragmatic load and interaction of speaker and audience, as well as in its structural composition. Thus, the English political discourse is significant for the large variety of means of emotional influence on the audience, which are reflected in the prosodic parameters of this discourse.

2.2. The methodology of the experimental research

The research material involves the extract from the 1984 speech of the British former Prime Minister Margaret H. Thatcher on the issue known as “Brighton Bombing”, the Winston Churchill Memorial Lecture Lady Thatcher performed with at Westminster College, the extract from the current British Prime Minister Boris Johnson’s reference to the nation which he delivered after the Conservative Party had won the election in 2019, Boris Johnson’s speech in Greenwich and Boris Johnson’s speech at the Conservative Party online conference.

The following methods and techniques of research are used in the study:

- the method of linguistic observation for establishing communicative features of English political discourse;
- a method of semantic and communicative-pragmatic analysis to determine the structural and pragmatic characteristics of the political discourse under investigation;
- experimental phonetic method based upon complex audial and acoustic analysis.

The analysis was made due to following scheme:

- 1) The description of the situation of communication (time, place, participants, their social roles and individual characteristics), defining of the phonetical style and the general style of the speech, its pragmatic and compositional structure.
- 2) The establishment of the main message, ideas and connotations, feelings and emotions expressed in the text.
- 3) The description of the structural-semantic, lexico-grammatical and general stylistic peculiarities of the text.
- 4) Enumerating of the prosodic markers of the intonational groups and blocks (pitch, range, loudness, tempo variation, pauses, etc.).
- 5) Defining of the communicative centres in the intonation groups according to the meaning and modality expressed in the communicative blocks.
- 6) Description of the set/sets or the prosodic means (segmental and suprasegmental) for the expression of the content, modality and emotions (dominant and subordinate, explicit and implicit).
- 7) Defining of the prosodic characteristics of the key words and the climax of the text, as well as linguistic and extralinguistic intensifying means of the semantically important words.
- 8) Enumerating of the functions performed by the prosodic means in the recorded text, describe the scales, nuclear tones and pauses used in each block, define their functions.

9) Description of the interaction of different linguistic means (grammatical, lexical, prosodic) and that of the prosodic subsystems (Melody, Utterance Stress, Tempo, Pausation, Loudness, Rhythm, Timbre) in the text actualisation process.

10) Description of the ways in which the factors of the “speaker” and the “addressee” influence the process of the text actualisation.

CONCLUSIONS TO CHAPTER 2

The findings of the experimental study showed that prosody in English political discourse correlates with the content of semantic constituents indicates the lexical-semantic specificity of the advertising message and predicts the effectiveness of its impact on the recipient.

Auditory analysis of the perceptual characteristics of the messages indicates that the expressiveness of speech is achieved through the use of melody contours of rhythm groups, the significance of which is in the communicative-pragmatic dominance of each constituent. Although the contours vary in composition and types of intonation components, English political discourse is characterized by the predominance of scales with descending terminal tones, which are used with the aim to inform or persuade.

The research found out that a simple rhythm is a widespread characteristic of English political discourse because it consists mainly of simple rhythm groups. Simple rhythm patterns facilitate the perception of the message. What is more, it helps to memorize the information quickly and, in certain cases, becomes helpful in terms of agitation, as long as it gets easily to percept the message of a speaker. Thus, simple rhythm makes possible to highlight the most important information. Hence, the political discourse is characterized by increased (but not increasing) volume, moderate tempo, and reserved (rarely – emotional) timbre.

English political discourse is a specific speech genre, the predominant feature of which is the semantic load. Thus, the realization of the communicative-pragmatic component plays a significant role in this context. This concept predisposes the emotional influence of the speech on the addressee. It is crucial to consider how the addressee interprets the content of the message, as far as it is essential for the interaction of the speaker and the addressee represented by a large audience. The prosodic organization of the speech has a central impact on the realization of this goal.

The results of the experimental-phonetic study show that prosodic organization of English political discourse depends on the content of the discursive

constituents according to their communicative-pragmatic load and lexical features of the message.

The political discourse prosody is considered an interaction of rhetorical means of realization of discourse via speech. This interaction is based upon the correlation of accentuation, intonation and rhythm, which are equal components of prosody. Syntactic and prosodic levels of experimental and phonetic study of the prosody of English political discourse were investigated through the prism of its rhythmic organization of speech. Therefore, prosodic elements play an important role in the design of the message and the semantic context of speech.

CHAPTER 3

THE RESULTS OF THE EXPERIMENTAL RESEARCH OF THE PROSODIC ORGANISATION OF ENGLISH PUBLIC SPEAKING

3.1. The results of the phonetical analysis

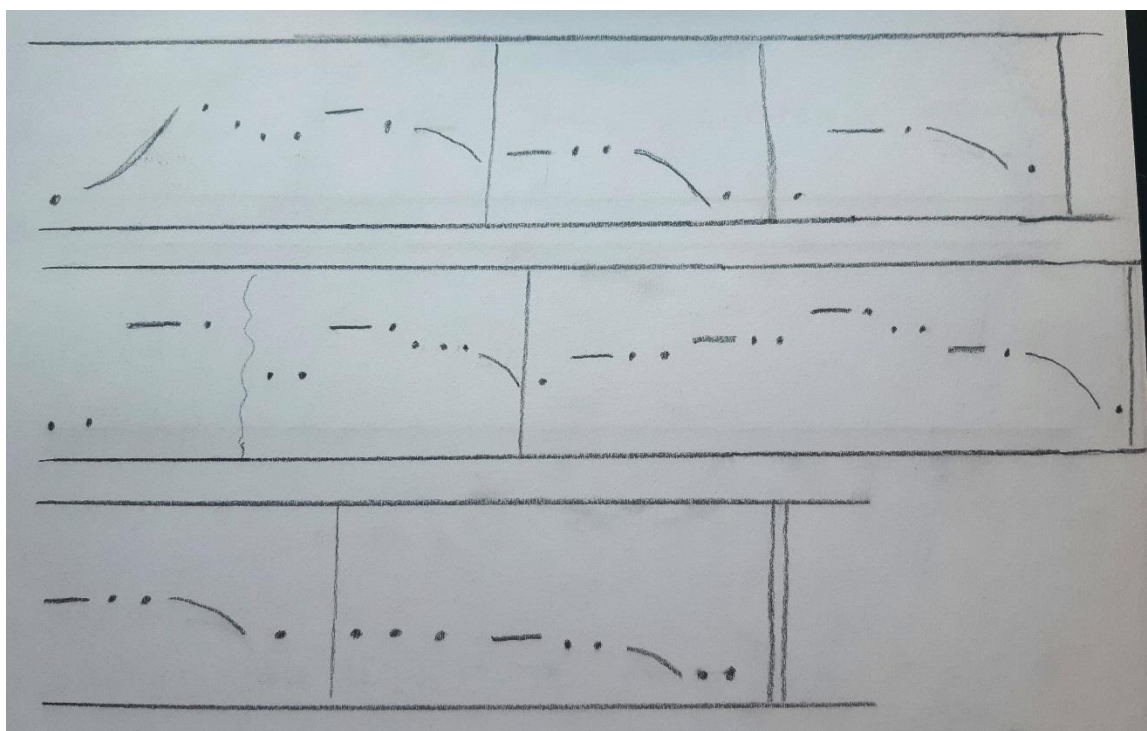
The first part of the investigation is based on the analysis of the former Prime Minister of the United Kingdom Margaret H. Thatcher's political speech at the Conservative Party conference in Brighton, October 12, 1984. Among the other issues discussed at the conference, the first and the most important one is the terrorist attack that occurred 12 October 1984 at 2:54 am inside the Grand Hotel in Brighton, East Sussex, UK. The aim of the attack was the assassination of the Prime Minister herself, as well as the most influential politicians within the Conservative Party. The side responsible for the incident was the Irish Republican Army (IRA), the former military force of both Northern Ireland and the Republic of Ireland, whose main intention was the termination of British rule in Northern Ireland. The members of IRA claimed the responsibility for the incident on October 13 1984, adding that they would repeat the assassination attempt, had they an opportunity. The main reason for this was their perception of the British authorities as occupants and violators of rights of Irish citizens, especially prisoners of state. The IRA also stated that they need only one attempt to be successful with their intentions, while the British authorities need much more luck to escape all attacks. They claimed peace in Ireland the only purpose of their actions (Taylor, 2002).

The Conservative Party conference began with the speech of Margaret Thatcher, whose first statement concerned the "Brighton Bombing" incident. Among the addressees were not only the members of the Party, but also the citizens of the United Kingdom whose biggest concern was the terrorist attack. There is a need to analyse the prosodic organization of the conversation and to find out the most significant characteristics of the speech in the context of political discourse. What is more, the analysis will help to define other peculiarities of English political discourse.

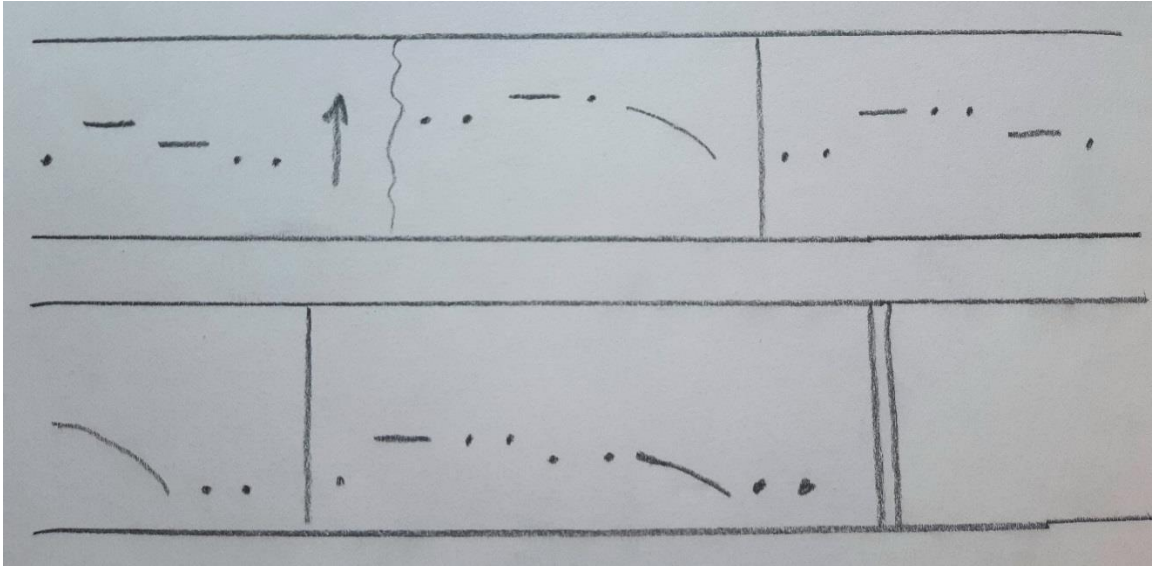
Mr. President, My Lords, Ladies and Gentlemen,

The bomb attack on the Grand Hotel early this morning was first and foremost an inhuman, indiscriminating attempt to massacre innocent unsuspecting men and women staying in Brighton for our Conservative Conference (Thatcher, 1984).

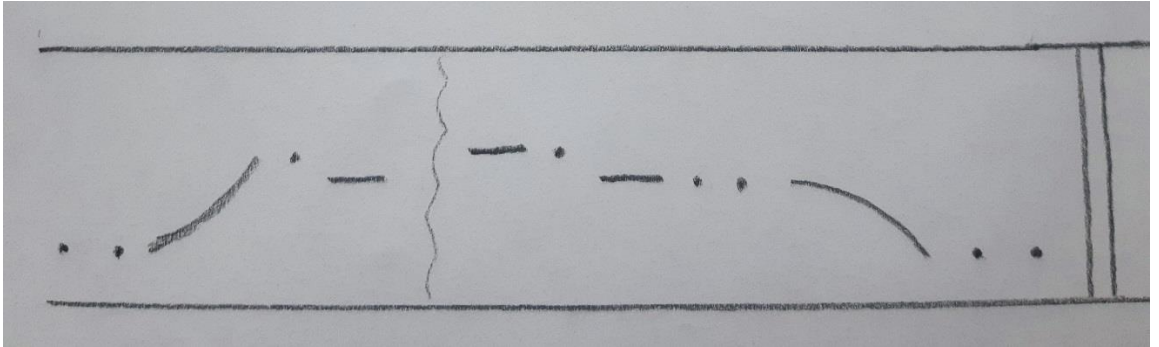
The intonational patterns of the latter and the following utterances Mrs Thatcher says can be reflected in the following tonograms:



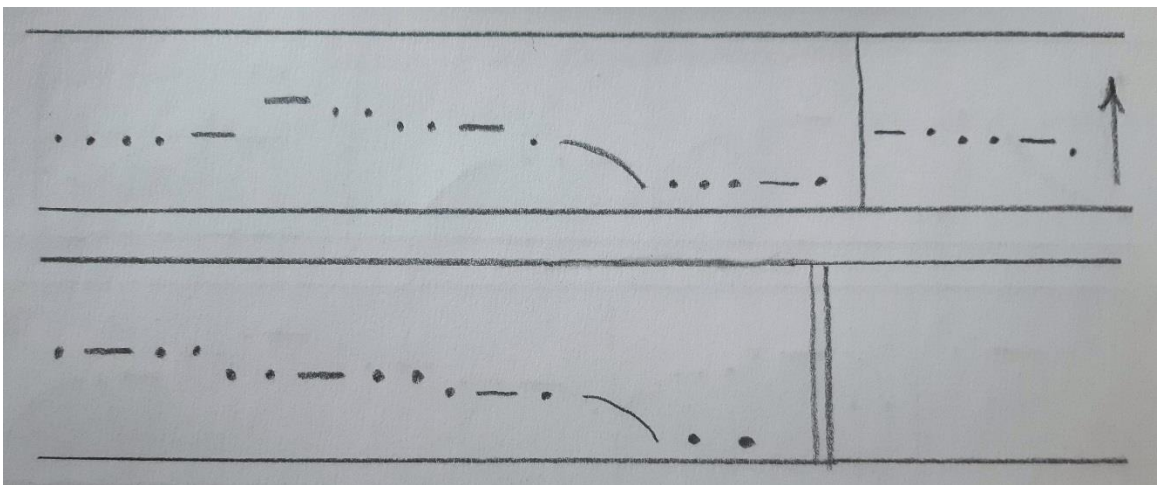
“Our first thoughts must at once be for those who died and for those who are now in hospital recovering from their injuries” (Thatcher, 1984).



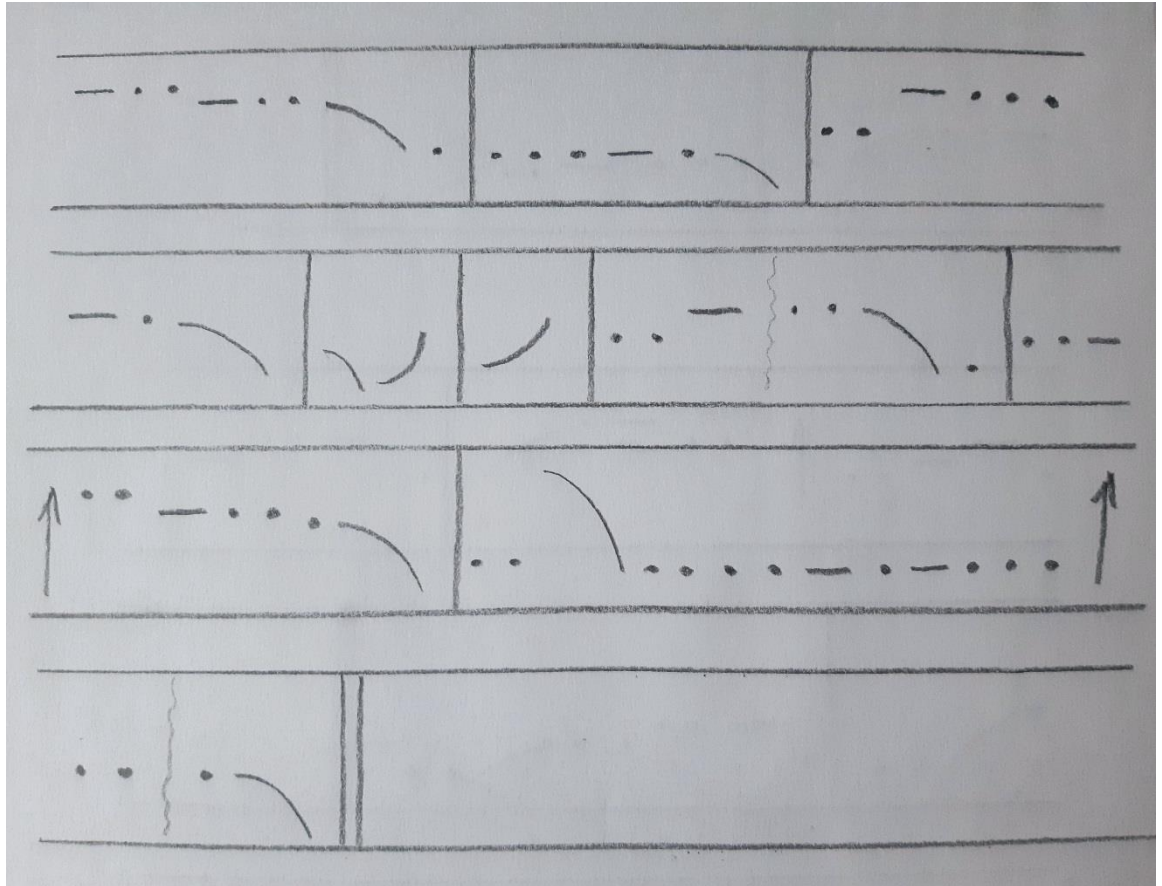
“But the bomb attack clearly signified more than this” (Thatcher, 1984).



“It was an attempt not only to disrupt and terminate our Conference; It was an attempt to cripple Her Majesty's democratically-elected Government” (Thatcher, 1984).



That is the scale of the outrage in which we have all shared, and the fact that we are gathered here now – shocked, but composed and determined – is a sign not only that this attack has failed, but that all attempts to destroy democracy by terrorism will fail (Thatcher, 1984).



One of the primary characteristics of the speech used in performance is the predominance of formal language. The speaker does not apply any vague expressions, idioms or phrasal verbs. The utterances are statements – no questions involved.

Discourse markers are the next feature of political discourse. Thus, the concept “discourse marker” implies a word or a phrase that is syntax-independent and does not change the conditional meaning of the phrase. In this particular example – “first and foremost”.

It is also important to mention the presence of audience in the dialogue. The speaker pays attention to the reaction of the audience (applauding participants of the conference). Besides, she also applies to the audience beyond the screen; though she might not maintain the eye contact with “the nation” by constant looking into camera, she performs it by acoustic means of communication. Therefore, the audience is the indirect participant of the conversation.

As for the prosodic organization of the speech, the falling tones play the predominant role in the presentation. The falling intonation is connected with the conviction, completeness, and categorical sounding of the statement. Thus, the speaker often uses falling tone in the nucleus while making certain statements with the aim of informing and even agitate the audience. The Low-Fall is the most frequently used pattern in this fragment. This nuclear tone provides high degree of certainty of the information presented. The speaker also uses the High-Fall with the aim to emphasize on a certain parts of conversation. It is mainly used in emotionally-patterned speech when it is necessary to draw the listener's attention to a particular word. In this case, the rest of the words of the syntagm are pronounced with ordinary accents or with partial or complete loss of emphasis. This tone makes the statement sound personal, show the confidence and categorical mood of the speaker. It helps to involve the audience into conversation and maintain the interest of the public. The statements with high fall sound very emotional and univocal. The whole performance sounds expressive, even dominating. Lexico-grammatical peculiarities refer to the structure of the sentences. The speakers mostly uses extended sentences. No questions involved in the speech in order to maintain the atmosphere of impregnability. Besides, there is no need in maintaining the conversation with the addressees. Generally, this type of discourse is not the most suitable form of communication if the aim is the demonstration of the speakers' genuine emotions. The political discourse is more informationally- and agitationally-oriented. While, for example, in media discourse, especially in dialogues, participants do not hide their emotions and say what they really want to

say. It should be also added that media discourse mostly contains emotionally neutral lexicon, so colloquialisms and vague expressions are in the majority.

Speaking about general stylistic peculiarities of the fragment, it can be said that the lexico-grammatical peculiarities are perfectly underpinned by intonation. The intentions of the speaker are expressed by pauses of hesitation, which play an important role in her speech. The pauses play the role of markers of the key words in Prime Minister's speech. This peculiarity also creates the image of a reserved speaker who has her words considered before proclaiming the issues of a national importance. The fragment is presented mostly with wide pitch and the Descending Stepping scale. The High-Fall tone occurs as well. In terms of political discourse, it expresses protesting, emotiveness and expressivity. The tempo remains moderate during the speech; the loudness does not vary much as well. Both short and long pauses are involved, however, none of them marks the process of the speaker analysing the following words: Mrs Thatcher is a perfectly prepared performer, and the pauses are used only as non-verbal means of prosody that mark certainty.

Speaking about grammatical aspect of the speech, it should be admitted that the sentences are composite, complete, with no parenthetical phrases or vague expressions. There are no questions of any types, not even the rhetorical ones, which points out that the speaker's point of view is non-negotiable. The words are highly connected with the issue of the speech and are easy to understand. The Descending Stepping Scale is used which is also common for formal speech. Pauses are short and organized. They are used to divide the utterance into short intonational groups.

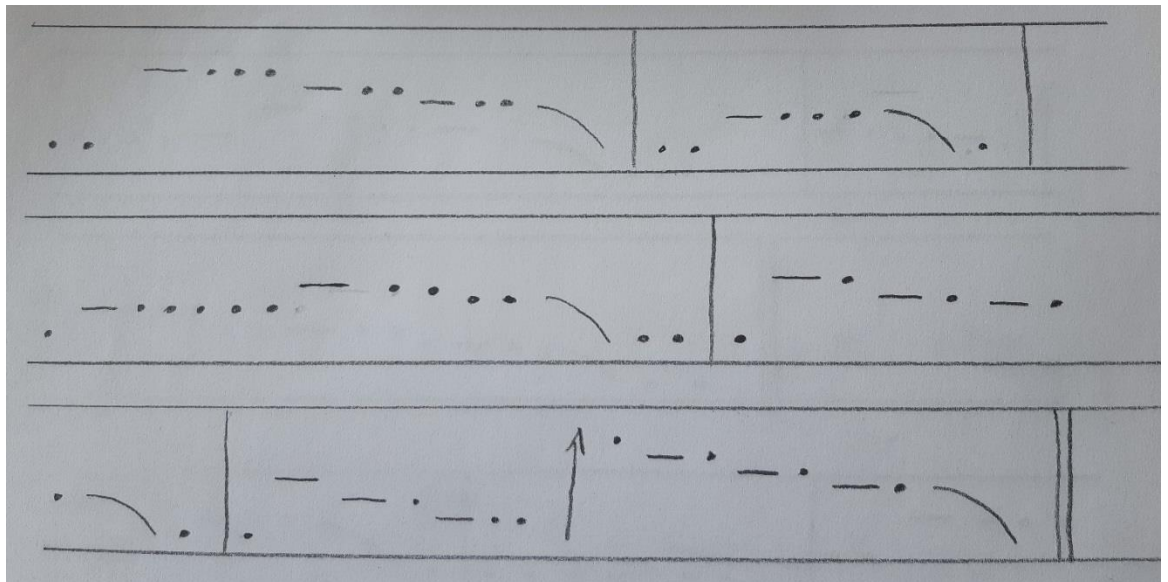
The terminating utterance of the analysed paragraph contains two cases of accidental rises and the Fall-Rise undivided pattern. Those are used by the performer in order to make her sound even more concerned, disagreeing, protesting, reassuring and encouraging.

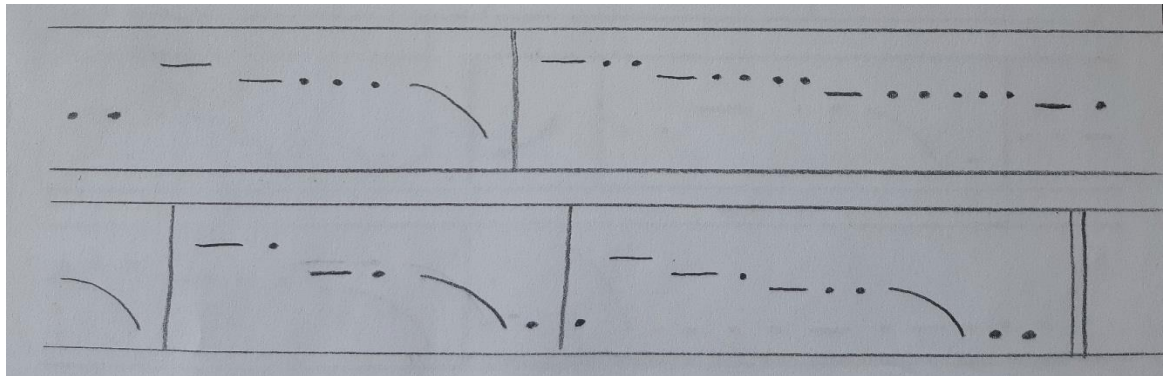
The second speech being investigated is the Winston Churchill Memorial Lecture Lady Thatcher performed with at Westminster College, on March 9, 1996.

When my distinguished predecessor delivered his Fulton speech exactly 50 years ago, he journeyed hither by train in the company of the President of the United States. On the way, they played poker to pass the time. And the President won \$75 – quite a sum in those non-inflationary times for an unemployed former prime minister. But in view of the historic impact of his speech on American opinion and subsequently on United States foreign policy, Sir Winston Churchill later recorded that his loss was one of the best investments he had ever made.

I did not travel here by train, nor in the company of the President of the United States, nor did I play poker – I don't have the right kind of face for it. But there is some similarity in the circumstances of 50 years ago and today (Thatcher, 1996).

The following tonograms illustrate the intonational patterns of the underlined utterances:





In this speech, formal language predominates as well. Although the speaker applies to humour, she does not use any idioms, colloquialisms, etc. The utterances are statements – no questions involved.

Speaking about the discourse markers, there are a few distinct features of political discourse as well. For instance, such words and phrases in the speaker's vocabulary as "exactly", "subsequently".

As to the audience, this time the interaction between the speaker and the listeners is more distinct. The speaker pays attention to the reaction of the audience (laughter). In addition, Lady Thatcher maintains the eye contact with her audience. Therefore, the audience is the indirect participant of the conversation.

As for the prosodic organization of the speech, the falling tones play the predominant role in this speech as well. Here, the falling intonation is connected with the conviction, completeness, and reserved attitude of the speaker. The Low-Fall is the most frequently used pattern in this fragment. This nuclear tone provides high degree of certainty of the information presented. The speaker also uses the accidental rise to draw the listener's attention to a particular word. In this case, the rest of the words of the syntagm are pronounced with ordinary accents or with partial or complete loss of emphasis. It helps to involve the audience into conversation and to catch the interest of the public. The whole performance sounds with the greater degree of affability and less emotive and concerned than the previous extract. Lexico-grammatical peculiarities refer to the structure of the sentences. The speakers uses mostly extended sentences. No questions are involved in the speech, as long as the arrangement of the speech (lecture) does not

intend them. Besides, there is no need in maintaining the conversation with the addressees – as it has already been stated, the political discourse is more informationally- and agitationally-oriented.

The lexico-grammatical peculiarities are perfectly emphasized by intonation. The intentions of the speaker are expressed by pauses of hesitation – for instance, when Lady Thatcher is funning (which plays an important, inviting and prepossessing role in her speech) and makes a pause to allow the audience to interpret her jokes. The pauses play the role of markers of the key words in Prime Minister's speech. This peculiarity also creates the image of a reserved speaker – the image peculiar for the political discourse. The fragment is presented mostly with normal and wide pitch movement with the Descending Stepping scale. The tempo remains moderate during the speech; the loudness is increased but does not alter much.

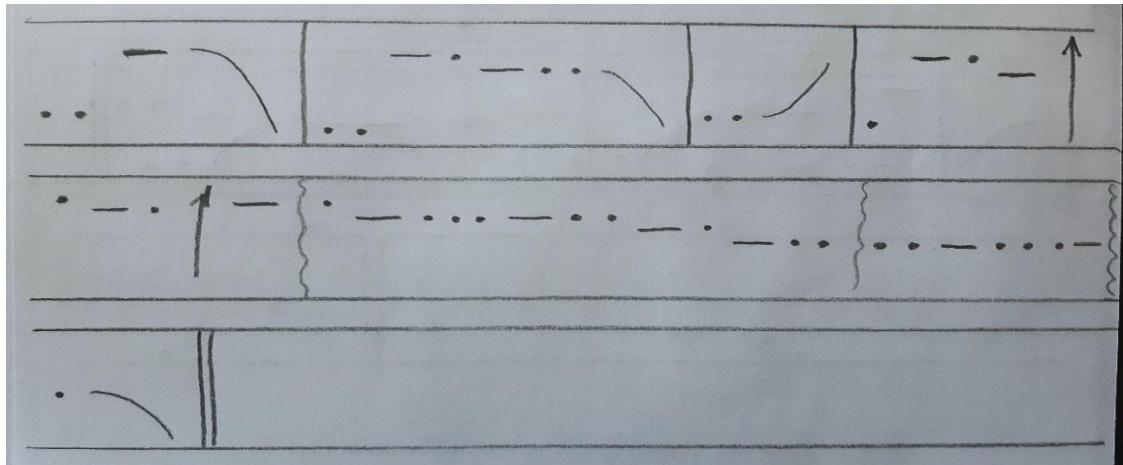
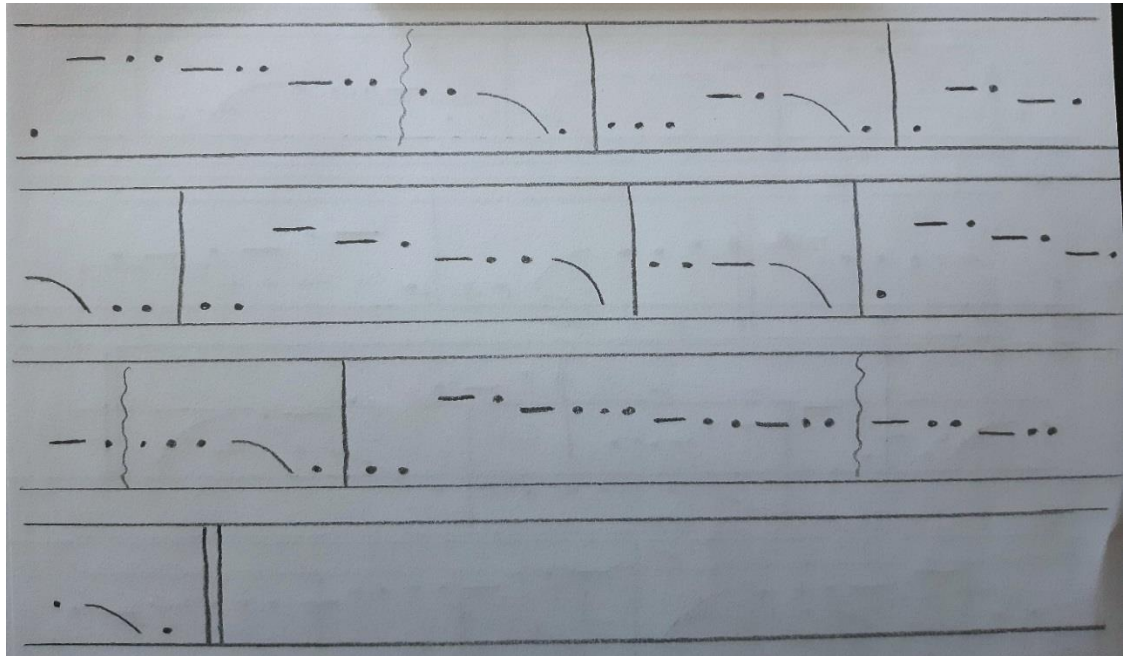
Speaking about grammatical aspect of the speech, the sentences are composite, complete, with no parenthetical phrases or colloquialisms. No questions of any types are involved. The words are highly connected with the issue of the speech and are easy to understand – the speaker does not refer to any kinds of figurative language. Pauses within the utterances are short and organized. They are used to divide the utterances into short intonational groups.

Another investigated speech is the extract from the current British Prime Minister Boris Johnson's reference to the nation which he delivered after the Conservative Party had won the election in 2019:

And so in this moment of national resolution I want to speak directly to those who made it possible, and to all those who voted for us for the first time, and to those whose pencils may have wavered over the palate as they heard the voices of their parents and their grandparents whispering anxiously in their ears. I say "thank you" for the trust you've placed in us, and in me, and we will work round

the clock to repay your trust and to deliver on your priorities with the parliament that works for you (Johnson, 2019).

Both utterances are represented through the following tonograms:



As in previous speeches, here the formal language is used. All of the utterances Mr. Johnson pronounces are statements, no other forms are used.

The discourse markers: “and so”.

The interaction between the speaker and the audience is not distinct, rather one-way. There is no reaction from the audience, though it can be seen at the video that it is physically present. However, it can be distinguished from the usage of the

pronoun “you” in reference to the listeners that they are the indirect participants of the conversation.

Talking about the prosodic organisation of the speech, the situation does not differ much from the previous cases. The falling tones are predominant in this speech. The falling intonation is associated with confident, inspired attitude of the speaker. The Low-Fall is the most frequently used pattern in this speech as well – in order to provide high degree of certainty. Although the speaker also refers to the usage of the High-Fall – when he emphasizes on the word “you” while addressing to the nation in gratitude. In addition, the Prime Minister uses accidental rises for putting an emphasis on the words that carry a semantic load. It helps the speaker to deliver his message more effectively and plays an agitational role.

The sentences used by the speaker are extended, the speech does not involve the questions from the audience.

The speaker’s intentions are perfectly emphasized by both short and long pauses. The speech is delivered mostly with wide pitch and the Descending Stepping scale. The tempo is moderate; the loudness is increased but does not change during the speech.

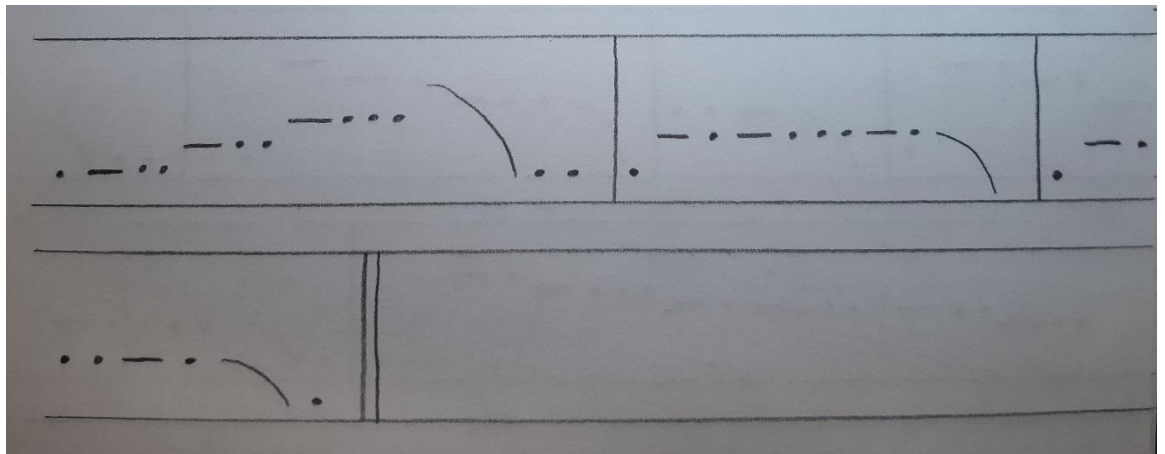
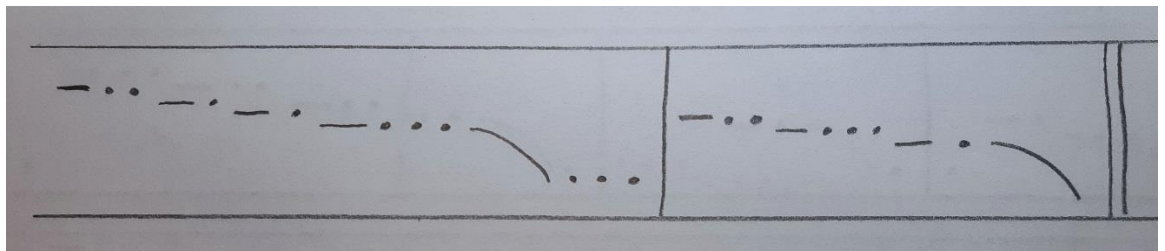
The sentences are composite and complete. The speaker once applies to the usage of figurative language (“pencils may have wavered over the palate” – personification), though the speech is easy for perception. Pauses within the utterances are short, organized; they help to divide the utterances into short intonational groups and to facilitate the perception of the speech.

The next extract is taken from the current British Prime Minister Boris Johnson’s speech in Greenwich, 3 February 2020:

So this is it. This is the newly forged United Kingdom on the slipway: this is the moment when it all took off. And – you know where this is going – today if we get it right, if we have the courage to follow the instincts and the instructions of the British people, this can be another such moment on the launching pad. Because once again we have settled a long-running question of sovereign authority, we

have ended a debate that has run for three and a half years - some would say 47 years. I won't even mention the name of the controversy except to say that it begins with B. receding in the past behind us (Johnson, 2020).

The following tonograms reflect the underlined utterances:



The formal language prevails here as well. The speaker makes the statements, asks no questions.

Here, the discourse markers: “so”. “once again”.

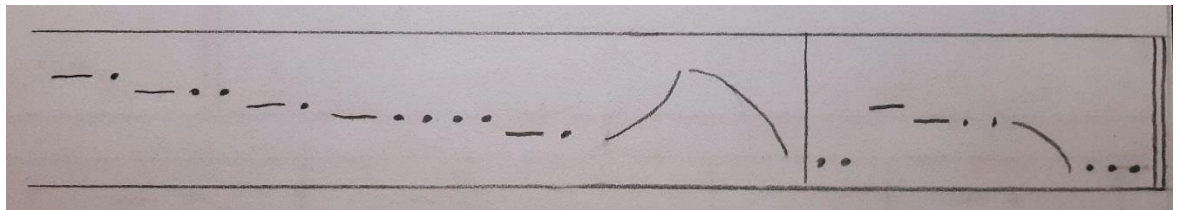
The speaker has the one-way interaction with the audience. He keeps the eye contact as well.

The falling tones predominate in this extract of the speech. The speaker sounds confident, certain, categorical, concerned. The scales are mostly the Descending Stepping, though in one case the speaker refers to the usage of the Ascending Stepping scale + the High-Fall – in order to emphasize on his critically surprised, protesting attitude.

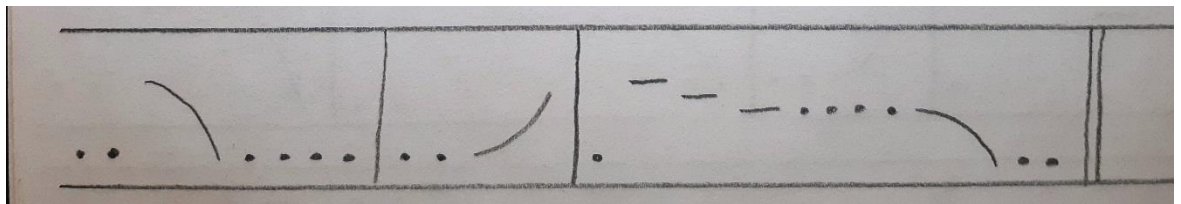
The sentences used by the speaker are both simple and extended; the speech does not involve the questions from the audience. The speaker might have used the figurative language a couple of times (“on the slipway”, “on the launching pad”), though his message remains clear. Among other things, the intentions of the speaker are transmitted by both short and long pauses, which are organised and up to the point. The tempo is moderate; the loudness is increased, it does not alter during the speech.

The last extract being analysed is Boris Johnson’s speech at the Conservative Party online conference, October 6, 2020:

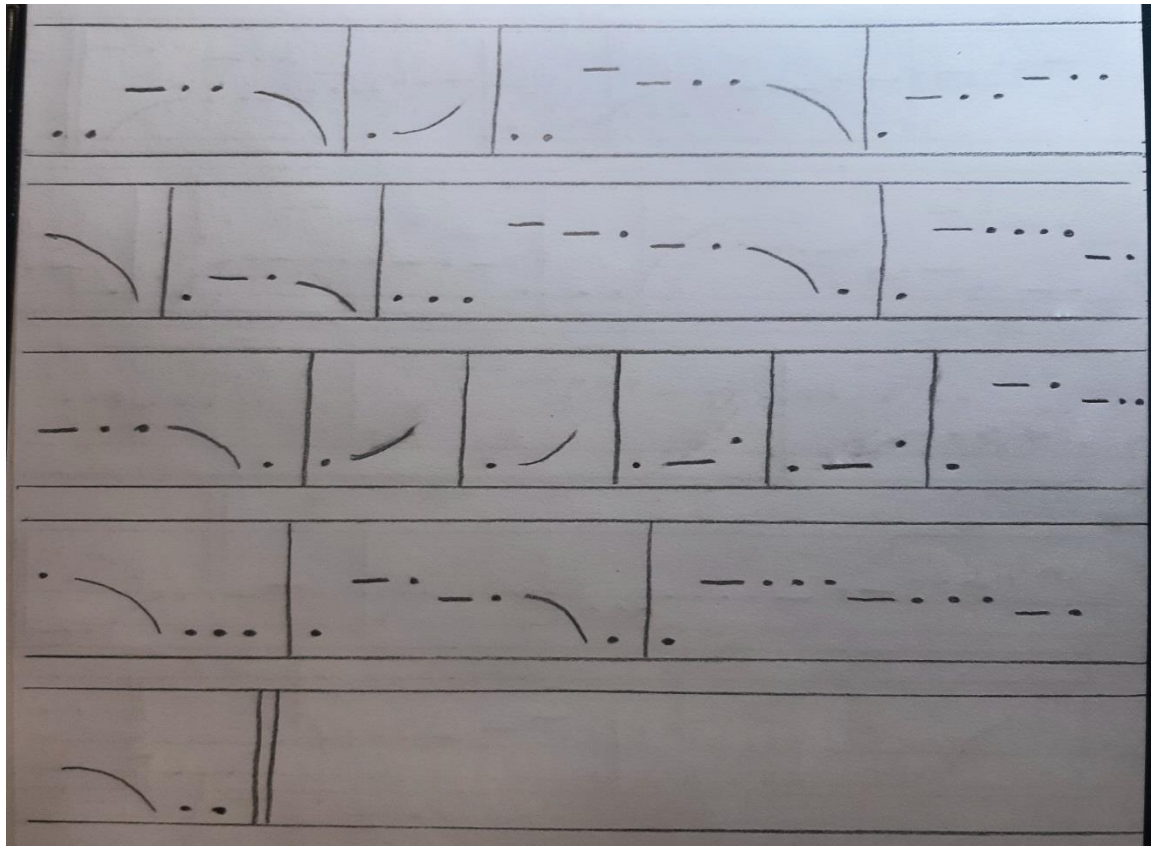
I was going to say how great it is to be here in Birmingham, but the fact is that we are not in Birmingham.



This is not a conference hall, and alas, I can’t see any of you in front of me.



There is no one to clap or heckle, and I don’t know about you, but I have had more than enough of this disease that attacks not only human beings but so many of the greatest things about our country: our pubs, our clubs, our football, our theatre and all the gossipy gregariousness and love of human contact that drives the creativity of our economy (Johnson, 2020).



In the last fragment of political discourse, the formal language predominates as well. Another common feature with the other extracts is the absence of any types of questions.

The discourse markers are: “the fact is that”.

The speaker and the audience have non-distinct, one-way interaction. Furthermore, due to the unfavourable circumstances, the conference is held online, so the audience is not physically present. However, the speaker keeps a one-way eye contact with his audience.

The prosodic organisation of the speech is a bit more complex than in previous cases. Though statistically the falling tones prevail (concern, finality, irritability, impatience), there also occur the Rise-Fall (challenging attitude) and the Low-Rise (non-finality) nuclear tones. The latter occurs in the longest sentence in order to emphasize that the speaker has not finished the point yet.

The speaker uses both simple and extended sentences; the speech does not involve the questions from the audience.

In addition, the speaker's intentions are emphasized by pausation. The speech is delivered mostly with wide pitch and the Descending Stepping scale. The tempo is moderate; the loudness is increased, though does not vary during the speech.

The sentences are composite, complete; the speaker sounds clear with his message. Pauses are short, well-organised; they role is the division of the utterances into intonational groups and the simplification of perception.

CONCLUSIONS TO CHAPTER 3

During the research, the main aim was to find out the main prosodic features of the English political discourse. Besides, it was also important to study the peculiarities of the organization of political discourse, as well as the constituents that affect the comprehension of the main messages presented in speech.

The undertaken auditory analysis demonstrates that the complex of the following means is the static pattern of the prosodic organization of Modern English political discourse, namely:

- 1) the Descending Stepping Scale;
- 2) the predominant tone is the Low-Fall, sometimes – High-Fall; the falling-rising, rising-falling, low-rising tones and accidental rises occur as well;
- 3) moderate tempo;
- 4) increased loudness;
- 5) different types of pausation;
- 6) organised rhythm;
- 7) wide pitch.

The research has shown that the speakers use only formal language – no colloquialisms of vague expressions are involved. Though no informalities are used, the speakers do not sound too dramatically – their mood is rather reserved, categorical, concerned; rarely – friendly or impatient.

Besides, in all five extracts there were the discourse markers – conjunctive adverbs that do not bear any semantic load and are used only to help the politicians to structuralize their speeches.

Talking about the audience, all the speakers retain either direct or indirect contact with their listeners, which is the most crucial constituent of political discourse.

As it has already been mentioned, the predominant tone is the Low-Fall, less frequently – the High-Fall. However, the usage of the other intonational patterns occurs as well. For instance, when the politicians make their utterances too complex and long, they may refer to the usage of the Low-Rise, in order to

transmit the non-final mood. In addition, there happened the Fall-Rise (concern, hurt feelings, contradiction) and the Rise-Fall (impression).

GENERAL CONCLUSIONS

Communication is a complex concept. One of its types is publicistic discourse, regarded in the thesis. In publicistic style, the influence on the audience is performed by means of rhetorical strategies.

While delivering a public speech, the performer should be equipped with various oratorical tricks and add various complex means of prosody to their speech in order to achieve the necessary vocal effect and make their presentation effective.

The performers refer to publicistic style while delivering political, judicial, oratorical speeches. This style of speech is also typical for parliamentary debates, press conferences, etc.

In the process of communication, prosody plays an important role in the process of organizing and making statements, since prosodico-intonational components taken in the complex not only help in the transfer of thoughts, but also add psycho-emotional colour to the text, cause the interest of the listeners or the audience by means of information addressed to them.

Prosody is a system of supra-segmental components of the sound means of speech: tempo, timbre, rhythm, tone, loudness, and pauses, regarded in the aspect of their physical and receptive characteristics.

Intonation plays a great role in the delivery of the speaker's ideas as well as reveals the manipulative influence on the audience. It serves as a conscious and deliberate instrument of influence, the speaker's intentions are realised to convey to the listener the thoughts of the speaker, the desire to convince and win the audience.

There are various types of discourses. For instance, the academic discourse, which is a type of educational discourse that refers to all kinds of language used and produced in academic settings – by both scholars and students, in written, spoken and online forms. Other widely known types of discourses are the media and political discourse. The fragment of the latter type is investigated in master's thesis.

The thesis is focused on the investigation of the prosodic organisation of English public speaking, as well as on the tools for decoding the messages in the speech; its aim is to find out how phonetic units affect the effectiveness of communication. It is important to mention the growing interests of modern linguists towards the role of prosody in any discourse – the transmission of a certain message to public.

The main goals of the research are:

- 1) to outline the notion of English public speaking;
- 2) to identify the various types of discourses and features of their prosodic organization;
- 3) to determine the specific interaction between the speaker and the public in the English public speaking;
- 4) to distinguish the means of prosody;
- 5) to analyse the acoustic parameters of the English public speaking, namely – of the extract from political discourse, as well as the components of its general prosodic organization;
- 6) to reveal the nature of the interaction of the tonal, temporal and dynamic subsystems in the design of structural constituents of English political discourse;

The following methods and techniques of research are used in the study:

- the method of linguistic observation for establishing communicative features of English political discourse;
- a method of semantic and communicative-pragmatic analysis to determine the structural and pragmatic characteristics of the political discourse under investigation;
- experimental phonetic method based upon complex auditory analysis.

The research is based on the analysis of the extract from the 1984 speech of the British former Prime Minister Margaret H. Thatcher on the issue known as “Brighton Bombing”, the Lady Thatcher’s Memorial Lecture at the Westminster College, devoted to Winston Churchill, the extract from the current British Prime

Minister Boris Johnson's reference to the nation which he delivered after the Conservative Party had won the election in 2019, Boris Johnson's speech in Greenwich and Boris Johnson's speech at the Conservative Party online conference in 2020. The main goals of the study were to find out the main prosodic features of the English political discourse. Besides, it was also important to study the peculiarities of the organization of political discourse, as well as the constituents that affect the comprehension of the main messages presented in speech.

According to the findings of the research, there are such peculiarities of political discourse as:

- Formal language – any kinds of vague language, slang, colloquialisms are unacceptable. Phrasal verbs, figurative language and idioms are rarely used.
- Discourse markers – for sequencing, for comparing, for contrasting, for adding, etc.
- The response tokens (the reaction of the audience is not always verbal – it may be presented by means of applause, as it was in the research, or not be visually or orally presented at all).

The involvement of the audience is one of the primary issues in terms of the political discourse.

The investigation revealed the similar intonation patterns presented in the all fragments of different speeches. Thus, most of the statements follow this pattern:

Scale – the Descending Stepping scale

Tones – the Low-Fall / the High-Fall

Tempo – moderate

Loudness – increased

Pauses – different types of pausation

Rhythm – well organised

The predominant use of Low-Fall influence the message presented in the speech. Thus, this tone makes the statement sound reserved, categorical and arouse

the attitude of solidarity with the speaker. The High-Fall, which happens less frequent than does the Low-Fall, sounds emotional and makes the speaker sound even more expressive, categorical or concerned.

What is more, the dominance of the falling tones in the melody of speech is connected with the conviction, completeness, and categorical sounding of the statement. It is mainly used when it is necessary to draw the listener's attention to a particular word. In this part of the speech, which the speaker wants to emphasize, the tone starts at a higher level than in ordinary, non-emphatic speech. The accidental rises are used for emphasizing as well.

Some of the statements were peculiar for the use of complex terminal tone. These terminal tones are significant for gaining the communicative task. The main goal of complex terminal tones is to highlight the meaningful words, as well as to pay attention of the audience to the main messages presented in the speech. The tempo is normal when the loudness is increased because of the dominant usage of high tones. Pauses are short, no hesitation stops involved, which implies that the speaker is well-prepared. Sometimes, in case when the speaker wishes to stress on a certain issue, the long pauses are used.

It is also important to mention the predominance of formal language, as well as inadmissibility of slang. Besides, the speaker uses no vague expressions or colloquialisms. On the contrary, the vocabulary used is mostly common for formal speeches than informal.

The results of the experimental-phonetic study show that prosodic organization of English political discourse depends on the content of the discursive constituents according to their communicative-pragmatic load and lexical features of the message.

Finally, the prosodic organization plays a significant role in political discourse. And intonation is an important comp of public speech. Prosodic organisation contributes to the the effectiveness of the speech, as well as its structure and message. Furthermore, the prosodic features are the most significant issues that influences the context. The matter is that the speech is mainly based on

the prosody as far as it is a key concept for clear interpretation of the main messages expressed by the speaker.

The practical importance of the work is determined by the opportunity of applying the findings in the courses of English Practical and Theoretical Phonetics. The obtained results can be also used in the research by the students of higher educational institutions for further study of this topic by linguists.

РЕЗЮМЕ

У рамках сучасного світу, комунікація є надскладним концептом. В процесі комунікації, просодія та інтонація відіграють одну з найважливіших ролей, а саме – в процесах організації висловлювань, адже просодико-інтонаційні складові беруться до уваги не лише для більш досконалої трансмісії думок, а і для психо-емотивного забарвлення промови та отримання відгуку в аудиторії (слухачів промови). Окреме місце в усній промові належить *просодії*. Деякі фонетисти вважають ідентичними поняття “просодії” та “інтонації”. Однак більшість науковців не схильні вважати просодію та інтонацію синонімічними поняттями, хоч ці концепти і взаємопов’язані.

Просодія – це система суперсегментарних компонентів звукових інструментів мовлення: наголосів, темпу, ритму, тонів, мелодики, гучності, паузації. Вони розглядаються з точки зору їхніх фізичних і рецептивних якостей.

Інтонація відіграє значущу роль у донесенні ідей мовця, а також несе в собі маніпулятивний вплив на аудиторію. Вона слугує в якості свідомого і умисного інструменту впливу; через неї, як через передавач, наміри мовця реалізуються і направляються до слухача із метою заволодіти прихильністю останнього.

Існують різні види дискурсів. Зокрема академічний дискурс, який є різновидом наукового дискурсу, що відноситься до будь-якої риторики в рамках наукового світу і використовується як студентами, так і досвідченими науковцями в усній, письмовій і онлайн-формі. Інші широко відомі дискурси, описані в роботі – це медійний і політичний. Зразок останнього типу дискурсу був досліджений в Розділі 3.

Магістерська робота фокусується на дослідженні просодичної організації англomовного публічного виступу, а також – на інструментах декодування мовленнєвих повідомлень. Метою є з’ясування, яким чином фонетичні утворення впливають на ефективність комунікації. Важливо

відмітити наявність зростаючого інтересу в сучасних лінгвістів до ролі просодії в дискурсі будь-якого типу – передачі певного повідомлення слухачам.

Головні цілі дослідження наступні:

- 1) виокремити поняття англомовного публічного виступу;
- 2) з'ясувати різницю між видами дискурсів, а також риси їхньої просодичної організації;
- 3) виявити специфіку взаємодії між мовцем і аудиторією;
- 4) описати інструменти просодії;
- 5) проаналізувати акустичні параметри англомовного публічного виступу, а саме – уривку політичного дискурсу і складові його загальної просодичної організації

Під час дослідження були використані наступні методи:

- метод лінгвістичного спостереження задля встановлення комунікативних особливостей англомовного політичного дискурсу;
- метод семантичного та комунікативно-прагматичного аналізу для з'ясування структуральних та прагматичних характеристик політичного дискурсу, що досліджувався;
- експериментальний фонетичний метод, що базується на комплексному аудиторному аналізі.

Дослідження базується на аналізі промов колишнього прем'єр-міністра Великої Британії Маргарет Г. Тетчер на засіданні Консервативної партії в місті Брайтон, 1984 р., а також пам'ятній лекції, присвяченій В. Черчілю, в Вестмінстерському коледжі; окрім цього, були розглянуті три промови діючого прем'єр-міністра Великої Британії Бориса Джонсона.

Результати експериментально-фонетичного дослідження показали, що просодична організація англомовного політичного дискурсу залежить від

контенту дискурсивних елементів і від лексичних особливостей повідомлення.

Практична цінність роботи полягає в можливості використання напрацьованого матеріалу в курсах теоретичної і практичної фонетики англійської мови. В майбутньому, отримані результати можуть бути використані студентами вищих навчальних закладів у їхніх дослідженнях і подальшому вивченні даної області лінгвістики.

Ключові поняття: публічний виступ, просодія, інтонація, політичний дискурс, аудиторський аналіз.

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