

PECULIARITIES OF BILINGUALISM AND BICULTURALISM PHENOMENA BASED ON POLITICAL SPEECHES OF JUSTIN TRUDEAU

The article discusses the matter of bilingualism and biculturalism in Canada. The speeches of Justin Trudeau, Prime Minister of Canada, as the best representative of English-French bilingualism and biculturalism are the primary focus of analysis. Based on theoretical sources and political speech analysis the research has proved that bilingualism and biculturalism ensure the preservation and growth of linguistic and cultural diversity in Canada. Among world political leaders Justin Trudeau is the first whose speeches were studied in terms of code-switching phenomenon which is the peculiar feature of a fluent bilingual speaker.

Keywords: bilingualism, biculturalism, political speech, linguistic diversity, code-switching phenomenon.

Галина Бобак, Марія Бобак. ОСОБЛИВОСТІ ФЕНОМЕНА БІЛІНГВІЗМУ ТА БІКУЛЬТУРНОСТІ НА ОСНОВІ ПОЛІТИЧНИХ ПРОМОВ ДЖАСТИНА ТРЮДО

Робота має на меті проаналізувати феномен білінгвізму та бікультурності Канади на основі політичних промов Джастіна Трюдо, виокремити їх лінгвістичні особливості, а також дослідити процес переходу з однієї системи кодів мови на іншу (зокрема, з англійської на французьку). Серед політичних промов світових лідерів саме промови Джастіна Трюдо є першими, що досліджувались з точки зору феномена переходу з однієї системи кодів мови на іншу. Перехід з однієї системи кодів мови на іншу є особливою рисою майстерного двомовного промовця.

Ключові слова: білінгвізм, бікультурність, політичні промови, лінгвістичне різноманіття, феномен переходу із однієї системи кодів мови на іншу.

Галина Бобак, Марія Бобак. ОСОБЕННОСТИ ФЕНОМЕНА БИЛИНГВИЗМА И БИКУЛЬТУРАЛИЗМА НА ОСНОВЕ ПОЛИТИЧЕСКИХ РЕЧЕЙ ДЖАСТИНА ТРЮДО

Работа анализирует феномен билингвизма и бикультурализма Канады на основании политических речей Джастина Трюдо, рассматривает их лингвистические особенности, а также исследует процесс перехода из одной системы кодов языка на другую (в частности, с английского языка на французский). Среди политических речей мировых лидеров именно речи Джастина Трюдо исследуются впервые с точки зрения феномена перехода с одной системы кодов языка на другую. Переход с одной системы кодов языка на другую является типичной особенностью умелого двуязычного оратора.

Ключевые слова: билингвизм, бикультурализм, политическая речь, лингвистическое разнообразие, феномен перехода из одной системы кодов языка на другую.

The preservation of linguistic and cultural diversity in today's world is a major concern to many scientists, leaders of linguistic communities, artists, writers, politicians, and defenders of linguistic human rights.

The problem of bilingualism and biculturalism phenomena has been explored by many researches. Among them: Carol Myers-Scotton [8; 9], Elaine Gold, Janice Mc. Alpine [4], John Mallea, Jonathan Young [7], William C. Ritchie, Wallace E. Lambert [5], William Francis Mackey [6], Colin Baker [1], André D'Allemagne [3].

English and French as two official languages are at the heart of Canadian identity as a country. None of the studies have focused on the personality of Justin Trudeau as brilliant political speaker, highly intelligent and charismatic leader.

The purpose of this article is to analyze Canadian bilingualism and biculturalism as linguistic and cultural phenomena taking into consideration the speeches of Justin Trudeau, Canadian politician serving as the 23rd and current Prime Minister of Canada and the leader of Liberal Party, as the best representative of English-French bilingualism. It is important to research the role of bilingual political speech and code-switching analysis to the development of bilingualism and biculturalism theory, demonstrate bilingual's speech peculiarities.

As it was mentioned above, bilingualism is one of the typical phenomena for Canada. Bilingual communities use certain phenomena to make communication more effective and meaningful. One of these phenomena is "code switching". It refers to the use of two languages within a sentence or discourse.

Justin Trudeau's speeches were studied in terms of code-switching phenomenon which is the peculiar feature of a fluent bilingual speaker. For analyzing the following speeches of J. Trudeau were chosen:

- 'Diversity is Canada's Strength' / 'La Diversité est la Force du Canada'
- 'The Canadian Opportunity' / 'L'opportunité Canadienne'
- Canada Day Address by Prime Minister Justin Trudeau on Parliament Hill / Discours du Premier Ministre Justin Trudeau sur la Colline du Parlement

We have analyzed J. Trudeau's speeches on such levels: communicative, grammatical, stylistic and socio-cultural.

A. Communicative level:

- I. cohesion: a) reference; b) substitution; c) conjunction
- II. coherence

B. Grammatical level (syntax):

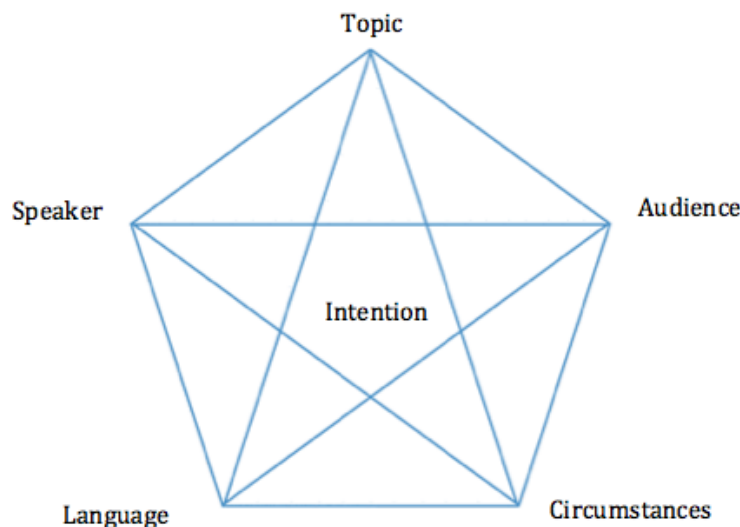
- I. parataxis (coordination)
- II. hypotaxis (subordination)

C. Stylistic level: a) metaphor; c) epithet; d) allusion; e) analogy; f) hyperbole; g) antithesis

D. Socio-cultural level:

- a. code-switching

Rhetorical pentangle is the first step in analyzing Trudeau's speeches.



Rhetorical pentangle includes a number of elements (speaker, audience, circumstances, topic, language, intention) we should pay attention to when we analyze a speech. Its elements are interpreted in the following way:

Speaker	What do you know/what can you find out about the speaker as a person?
Audience	What sort of people constitute the audience?
Circumstances	On what occasion is the speech made? Under what circumstances (physically/politically/etc.)?
Topic	What is the speech about?
Language	What sort of language (vocabulary, style, syntax) does the speaker use?
Intention	Based on the above, what seems to be the intention of the speaker? What is his purpose?

Explicit and comprehensive analysis of J. Trudeau's speech 'Diversity is Canada's Strength' / 'La Diversité est la Force du Canada' is offered.

Address by the Right Honourable Justin Trudeau, Prime Minister of Canada

According to rhetorical pentangle:

Speaker	Right Honourable Justin Trudeau, Prime Minister of Canada
Audience	Members of the diplomatic mission of Canada to the United Kingdom
Date	November 26, 2015
Place	London, United Kingdom
Circumstances	A bilateral visit to London where Prime Minister Justin Trudeau meets with Prime Minister David Cameron
Topic	Why diversity is important. How and why Canada does diversity best
Language	Content-rich speaker
Intention	Informative, persuasive

According to Jonathan Charteris-Black's classification there are two main classes of political speech: policy making and consensus-building [2]. The speech 'Diversity is Canada's Strength' belongs to consensus-building, as it is motivational and serves to display the shared beliefs of the speaker and audience so that a feeling of unity can underline future policy.

The main purpose of Justin Trudeau's speech is the manipulation for the specific political effect. Therefore, it is done clearly and in a coherent way. Thus, the sentences are not simply strung together in sequence, but also display some kind of mutual dependence, i.e. they are connected in a contextually appropriate way that helps the listener associate previous statements with subsequent ones. In other words, his speeches exhibit the property of cohesion.

Cohesive devices used by Justin Trudeau are:

References – *'Earlier today, I had the opportunity to meet with Her Majesty Queen Elizabeth II. She was, of course, gracious and insightful, with a unique and valuable perspective'*.

Substitutions – substitution of 'Canadians' by pronoun 'we' (in English), les Canadiens by pronoun 'nous' (en français) and 'canadien' with pronoun 'notre' (en français) – 'We have raised generation after generation...'; 'We reaffirm our steadfast participation in coalition against ISIL...'; 'We know that peace is possible..'; 'Même si notre avenir est optimiste, cet optimisme n'est pas pour autant garanti. Notre avenir dépendra des choix que nous faisons aujourd'hui'.

Conjunctions – most of sentences in J. Trudeau's speeches start with conjunctions 'but' or 'and' – *'But what's made diversity work so well in Canada'*; *'But our history was filled with many positive moments'*; *'And it's that future, and Canada's role in our shared future, that I'd like to address*

today'; *'And we know how to learn from each other and make our different traditions and cultures a source of harmony...'*

The scholars regard two ways of arranging sentences in the text of speech: parataxis and hypotaxis.

Two clauses are merely set side by side or one after another. This is a vivid example of parataxis: *'It hasn't always been easy. We have had stumbles along that path'*.

'The future is never certain. It depends on the choices we make today'.

The subordination of one clause to another is called hypotaxis. Contrasted with parataxis. The examples are:

'Her Majesty has been an important part of Canada's history and, I am confident, will remain an important part of our continued progress and our future'.

'We know that peace is possible, and that hope beats fear every single time'/ 'Nous savons que la paix est possible et que l'espoir est toujours plus fort que la peur'.

Metaphor as rhetorical tool is widely used in speeches of J. Trudeau, in particular, in his speech 'Diversity is Canada's Strength':

'...diversity is the air we breathe';

'...la diversité c'est l'air que nous respirons';

'...diversity is strength';

'...diversity is a proven path to peace and prosperity'.

J. Trudeau is using metaphors with the following purposes:

- general rhetorical (in order to gain audience's attention);
- heuristic (enabling people to discover or learn something for themselves);
- predicative (implying an evaluation of him as political actor and his policy);
- empathetic (to arouse the audience's feelings in such a way that they will be favourable to him as a speaker);

- aesthetic (creating textual coherence);

- ideological (to offer a 'worldview').

The speech mentioned above is intensely rich in epithets:

'valuable perspective';

'powerful and ambitious approach';

'tremendous source of strength';

'steadfast participation';

'participation résolue';

'astonishingly successful country'.

There are examples of personification in the speech mentioned above:

'big-hearted and broad-minded consensus';

'fear eats away at hope';

'trends make migration between states';

'countries will find themselves faced';

'we (meaning Canada) face the influx of refugees'.

Another stylistic means that provide the political speech of J. Trudeau with additional expressiveness is allusion. Allusion is a reference to the historical, political or well-known facts.

For example:

'Her Majesty (meaning Queen Elizabeth II) has been an important part of Canada's history and, I am confident, will remain an important part of our continued progress and our future';

'Our history was filled with many positive moments: the Underground Railroad, the Charter of Rights and Freedoms, the Multiculturalism Act, the Official Languages Act, the welcoming of Ismaili Muslims, the freedom for Jews and Sikhs, Hindus and Evangelicals to practice their religion';

'These positive changes can never right historical wrongs. But they can serve to remind us that, in the phrase so beloved of Martin Luther King Jr., 'The arc of the moral universe is long, but it bends toward justice.''

'One day after the attacks in Paris, a mosque in Peterborough, Ontario, was set on fire – a suspected hate crime';

'Under Prime Minister Joe Clark in the late 1970s and early 1980s, Canada resettled nearly 60,000 refugees from Vietnam, Cambodia and Laos';

'And we know how to do what former UN Secretary General Annan called for in 2013: 'learn from each other, (and make) our different traditions and cultures a source of harmony and strength, not discord and weakness''.

Code-switching is a striking instance of J. Trudeau's speeches. Code-switching occurs when a speaker alternates between two languages in the context of a single speech act. Code-switching is widely used by bilingual speakers, as J. Trudeau is, and in bilingual communities, such as Canadian, to make communication more effective and meaningful.

In his speech 'Diversity is Canada's Strength' / 'La Diversité est la Force du Canada' J. Trudeau uses such type of code-switching as inter-sentential code-switching. This type occurs outside the sentence or the clause level, which means that each sentence is in different languages (English and French), for example:

Je veux saluer tous les gens qui sont présents avec nous ici aujourd'hui, et tous ceux qui sont également à l'extérieur, merci de prendre le temps d'être avec nous. I also want to thank everyone here in the room, and all those joining us outside in the square, for taking the time to be with us today.

J. Trudeau shifts in order to convey a message and to create a communicative effect by repeating the same utterance in the other language. Among other reasons are:

expressing solidarity and gratitude; expressing group identification/ affiliation to a particular social group; enhancing the effectiveness of a speech (J. Trudeau rather than sticking to one official language of the country, uses also the second official language).

It can be concluded that the analyzed speeches of Justin Trudeau belong to consensus-building type. They are motivational and serve to display the shared beliefs of the speaker and audience so that a feeling of unity can underline future policy.

They are also logically structured, comprising introduction, main body and conclusions. The governing idea of his speeches depends on the speech topic. The central claims of J. Trudeau's speeches are:

- Diversity is tremendous source of strength.
- Diversity is a proven path to peace and prosperity.
- Canada has learned how to be strong not in spite of differences, but because of them.

The 23rd Prime Minister of Canada, Justin Trudeau, is a really smart speaker. His speeches are abundant in stylistic devices. Among them are: metaphor, metonymy, epithets, allusions, personifications. The use of stylistic devices in his speeches is balanced. It should be mentioned that J. Trudeau's speeches are done clearly and in a coherent way. The sentences are connected in a contextually appropriate way that helps the listener associate previous statements with subsequent ones. In other words, his speeches exhibit the property of cohesion. Cohesive devices used by Justin Trudeau are: references, conjunctions, substitutions.

Code-switching is a striking instance of J. Trudeau's speeches. He often uses it not only to make communication more effective and meaningful but for expressing solidarity and gratitude, group identification or affiliation to a particular social group. Justin Trudeau is competent in both English and French. Code-switching is not possible without being fluent in both languages.

By providing different samples from one of Justin Trudeau's speeches we showed the peculiarities and the main features of bilingual and bicultural speech on different levels. We found that on the stylistic level Justin Trudeau's speeches are rich in epithets, personifications, and allusions. Metaphors are less numerous and metonymies are the least used.

The analysis on the socio-cultural level helped to reveal the reasons which motivate a bilingual political speaker to code-switch.

The results of speech analysis are significant because among world political leaders Justin Trudeau is the first whose speeches were studied in terms of code-switching. The results stimulate interest in studying the bilingual mind: language organization, language choices, and verbal behaviour.

REFERENCES

1. Baker C. Foundations of bilingual education and bilingualism / C. Baker. – North York, Ontario: Multilingual Matters, 2011. – P. 240.
2. Charteris-Black J. Analysing Political Speech: Rhetoric, Discourse and Metaphor / J. Charteris-Black. New York: Palgrave Macmillan, 2013. – 296 p.
3. D'Allemagne A. Bilinguisme individuel et bilinguisme collectif / A. D'Allemagne. - Quebec : Marquis, 1985. – P. 27-30.
4. Gold E. Canadian English: A Linguistic Reader / E. Gold, J. Mc. Alpine. - Queen's University, Kingston, Ontario, 2010. – 235 p.
5. Lambert W. A Social Psychology of Bilingualism / W. Lambert // Journal of Social Issues. – Vol. – 23. - No 2. - 1967. – P. 91-109.
6. Mackey W. Bilingualism as a world problem / W. Mackey. – Montreal : Harvest House, 1962. – P. 7.
7. Mallea J. Cultural Diversity and Canadian Education. Issues and Innovations / J. Mallea, J. Young. – Ottawa : Carleton University Press, 1990. – 554 p.
8. Myers-Scotton C. Codeswitching as a 'safe choice' in choosing a lingua franca. In W. McCormack & S. Wurm (Eds.), Language and Society. - The Hauge : Mouton, 1979. – P.71-88.
9. Myers-Scotton C. Multiple Voices. An Introduction to Bilingualism / C. Myers-Scotton. – Blackwell Publishing. - USA, 2006. – 457 p.
10. The Prime Minister, Justin Trudeau. - <https://pm.gc.ca/eng/news/statements>. – Electronic data. – Title from the screen.

Стаття надійшла до редакції 24.09.2018 р.