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THE RHETORIC-AND-PROSODIC STRATEGIES OF THE ENGLISH POLITICAL DISCOURSE

Summary. The aim of the research is to determine and analyse the rhetoric-and-prosodic strategies in the utterances expressing viewpoint in English political discourse. The research methodology is based on the usage of the principle of anthropocentrism; communicative and cognitive-discursive approaches; basic grounds of the theory of language, linguistics of the text, general theoretical fundamentals of phonetics and phonology on the mechanisms and patterns of functioning of phonetic means of suprasegmental level of speech in actualisation of oral speech. The scientific novelty demonstrates linguistic characteristics of public political speech; presents the study of intonational actualisation of English political speech; determines certain prosodic strategies of the viewpoint expression in English political discourse. Conclusions. The results of the research showed that the intonation strategies in political discourse allowed the speaker to convey the speech essence to the audience, paying attention to informative moments, and also reflected the dynamics of his emotional state change.

Keywords: political discourse, viewpoint, rhetoric-and-prosodic strategies, intonation, auditory analysis.

РИТОРИКО-ПРОСОДИЧНІ СТРАТЕГІЇ АНГЛОМОВНОГО ПОЛІТИЧНОГО ДИСКУРСУ

Анотація. Мета дослідження – визначити і проаналізувати риторико-просодичні стратегії вираження точки зору в англomовному політичному дискурсі. Методологія праці: використано принцип антропоцентризму; комунікативний та когнітивно-дискурсивний підходи; базові положення теорії мови, лінгвістики тексту; загальнотеоретичні положення фонетики і фонології щодо механізмів і закономірностей функціонування фонетичних засобів супrasegmentного рівня мови в актуалізації усного мовлення. Наукова новизна: висвітлено лінгвістичні характеристики публічного політичного мовлення; здійснено дослідження інтонаційного оформлення англomовного політичного мовлення; визначено окремі просодичні стратегії вираження точки зору в англomовному політичному дискурсі. Висновки: інтонаційні стратегії у політичному дискурсі дозволили промовцеві донести до аудиторії сутність виступу, звертаючи увагу на інформативно важливі моменти, а також відобразили динаміку зміни його емоційного стану.

Ключові слова: політичний дискурс, точка зору, риторико-просодичні стратегії, інтонація, аудиторський аналіз.

Statement of the problem. Present day conditions of expanding the intercultural contacts requires an increased interest of the linguistic researches in general and phonetic ones, in particular, in identifying the features of building successful communication in different areas of public life and, in this context, the specificity of political speech adequate prosodic organisation.

It is known, political communication is characterised by strongly pronounced rhetorical nature. Rhetorical competence helps speakers convey their views, present them to a wider audience, make contact, position themselves in a favourable light, convince the audience of the correctness of their views and encourage specific action. So, this contribution focuses specifically on the way in which politicians linguistically / prosodically encode their beliefs, interests, biases, and points of view in a wide range of political discourses (Aleksiievets, 2017).

The study analysis. There is now a growing interest in the discourse studies, political discourse, and the intonation of discourse. It can be considered as a social request, aimed to study the features of political thought and actions, as well as those linguistic and rhetoric-and-prosodic means politicians employ to impact, persuade and control public opinion. In contemporary world together with the global spread of democratic principles of the state structure, political discourse, its various features and nuances as well as its linguistic presentation is of central importance. It is proved by the studies of native and foreign linguists dedicated to different problems in this sphere (A. Belova, R. Blakar, P. Chilton, A. Chudinov, T. van Dijk, O. Issers, V. Karasik, L. Nahorna, Ye. Sheigal, L. Slavova, R. Vodak and others (See: (Aleksiievets, 2017))). The specific characteristic of public political discourse, according to Ye. Pavlova (Pavlova, 2010: 2), is its pragmatic focus on the public opinion managing, on the formation of a certain assessment of information in a mass addressee, and a given emotional reaction to it.

We shall point out here that political discourse is a public discourse based on the political picture of the world, aimed at its formation, change, use to induce people to a definite political activity (Pavlova, 2010: 16). Its field of activity is predetermined by the sphere of politics, characterized by a specific set of communication situations, typical models of speech behaviour, certain topics, a set of intentions and speech strategies. According to N. Kirvalidze (Kirvalidze, 2016), political discourse is a discourse of a politician and if we view it within the professional framework, it can be considered as an institutional form of discourse. This means that only those discourses can be qualified as political which take place in such institutional situations where the speaker expresses his/her opinion as a politician (e.g. government sessions, parliamentary discussions, election campaigns, political debates, etc.).

At the same time, it is necessary to mention that success in public speech presentation depends to a great extent on its intonational organisation. Analysing the problems of intonation and discourse, A. Wichman mentions that the use of prosody to signal global structures in spoken texts is currently of great interest because of its potential application in technology (Wichmann, 2013: 7). We can declare the role of intonation in political technologies.

The results of many works show that the effectiveness of politician's speech is determined, on the one hand, by the specificity of a certain speech, relevant stylistic and genre norms, and on the other, by the author's intention. Also, it is important that all structural and the content elements of the presentation should be adequately organised prosodically. Since it is established that in oral speech it is intonation that is the key to the speaker's intention correct interpretation by the audience.

As we see, prosodic means of public speaking are the important factor that determines a degree of pragmatic influence on the audience, as well as they help the speaker reach the set goal.

So, **the aim of the current paper** is to experimentally determine and analyse the rhetoric-and-prosodic strategies in the utterances expressing viewpoint in English political discourse using methods of phonetic research.

Statement of the basic material. In communication the speaker wants to realise two types of goal: first of all, he thinks about the result of the message, that is about its effectiveness, and, at the same time, he calculates "the price" of different approaches which are more or less relevant to the communicative situation. It allows us to consider speech communication in terms of universal strategy (the goal) and specific tactics (its achievement), i.e. as a strategic process, the basis for which is the choice of optimal linguistic resources. The messages transmission in it can be considered as a series of the speaker's decisions. Most of them are unconsciously, or automatically, accepted, but a number of situations require a conscious search (Issers, 2008: 9–10).

First of all, it should be noted that the concept of “strategy” is widely used in the studies of various areas of discourse analysis. T. A. van Dijk considers strategy as a “property of cognitive plans” and emphasizes that, unlike the rules and principles, strategy is characterized by “flexibility” (Deik, 1989: 272–273). The strategies implement communicative goals in the process of the socially-caused engagement and are “relevant” to the “choice” that enables the person to achieve these goals“ (Deik, 1989: 272). The choice of strategies is based on the analysis of the communicative situation and forecasting its outcome.

It should be also specified that strategy means the cognitive aspect of communication with the help of which the optimal decision of the communicative tasks under the conditions of the information insufficiency about the partner’s actions is controlled (Issers, 2008: 100).

Investigating the problems of public presentations, Ye. Freydina (Prosodiia, 2015: 22) remarks that in concern the rhetorical discourse that strategy (discursive) is a set of planned moves that serve the optimal realization of the speaker’s intention in the process of his interaction with the audience. The linguist continues, “The crucial factor in any public speech is the ability of the speaker to build a rapport with the audience, to establish and maintain contact and to monitor the reaction of the listeners. Numerous interaction strategies are aimed at expressing the speaker’s attitude, facilitating the perception of the speed and maintaining contact” (Prosodiia, 2015).

At the same time, the analytical review of current theoretical studies has shown that prosodic organisation of speech is explained by its close relationship with other levels of discourse production, the ability to transfer the real sense effectively, to be a reliable source and conductor of information as well as to perform a specific communicative impact on the interlocutor (Kalyta, 2001; Kalyta, 2007; Shtakina, 2011). Investigating this problem, Postnikova (Postnikova, 2011: 137) notices that modern political communication is considered as a special communicative process with the national, volitional, and spiritual character, and the prosodic means play the key role in the implementation of the communicative strategies and semantic models in it.

It should be noted that the oratorical intentions of informing the listener with the speaker’s ideas, the desire to win and convince the audience are implemented through the prosody, which serves as a conscious and purposeful tool of influence, and even a certain communicant’s image is created. In this case, it is characteristic that with the help of the specific use of the prosodic components the highlighting key moments is not only carried out and the meaningful text distribution is created, but the perlocutive effect realised by the intonation means is achieved (Postnikova, 2011: 113; Steriopolu, 2004; Shtakina, 2011: 224).

Considering the ideas outlined, in the context of the proposed research, the intonation strategy is interpreted as a complex of intonation means aimed at achieving the communicative goal.

The results of previous investigations have revealed that political discourse possesses a special rhythmic and melodic organisation, which is subordinated to a number of extralinguistic and linguo-cultural factors such as conditions of communication, language variant, specific features of language personality. The English political discourse is characterised by a set of prosodic parameters, namely: the terminal tones diversity (falling, level, rising, compound, and complex tones); the highlighting of the most significant components of the utterance due to widening or narrowing of range; the distinct rhythmic organisation; the speech tempo variations: from slow to fast; the high frequency of logic, syntagmatic, and pragmatic pauses; the loudness modifications: from moderate to high; the timbre variations: from soft to tense.

On the basis of the carried out auditory analysis, the typical features of the intonation strategies of the viewpoint expression in Barack Obama’s Victory Speech

(Obama, 2012), presented in November 6, 2012 in Chicago after his final election for a second term; which the orator used so effectively, include:

- the falling and wavy tone movement within a single intonation group: *It moves forward* § *because of you.* | *It moves forward* § *because you reaffirmed the spirit that has triumphed over war and depression, the spirit that has lifted this country from the depths of despair* § ..., what helped the speaker sound emotionally and persuasively;
- the checked scale and the low falling tone: *and we rise or fall together* | *as one nation* | *and as one people.* |||;
- the emphatic scales usage: *the best is yet to come*, in particular, the sliding scale, in the combination with the low falling tone, the moderate loudness and the slightly accelerated tempo serve to express the main idea;
- the combination of rising tones with short pauses which highlight every word into a separate intonation group, the increased loudness and the accelerated tempo: *It doesn't matter* § *whether you're black or white* § *or Hispanic* § *or Asian* § *or Native American* § *or young* § *or old* § *or rich* § *or poor,* § *abled,* § *disabled,* § *gay* § *or straight.* | that creates the effect of the increasing and enhancing the speaker's viewpoint;
- actually the pauses as an intonation strategy of enhancing the semantic weight of the speaker's point of view, creating the effect of emotional growth, dynamism and brightness: *To night,* | *in this election,* | *you,* | *the American people,* | *reminded us* § *that while our road* § *has been hard,* | *while our journey has been long,* | *we have picked ourselves up,* | *we have fought our way back,* | *and we know in our hearts* | *that for the United States of America,* | *the best is yet to come.* |||;
- the high loudness and strict rhythm: *We are,* § *and forever will be,* § *the United States of America,* |, when the speaker reaches the climax owing to the broke up division of the utterance into syntagms, the high pitch, the accentuation of important parts of the utterance;
- the combination of two falling tones and perceptual pause (ξ) *that we live* ξ *in the greatest nation on earth* that emphasize the semantic value of the word and the whole fragment together with the increased loudness and the accelerated tempo, etc.

The speech is generally captivating with a high degree of emotionality, natural in such a situation, persuasiveness and a variety of linguistic means that are used by the speaker. However, these intonation strategies are perhaps the most powerful means of conveying the feeling of the President, his attitude to the audience, which is also in a state of emotional uplift. The idea of the United States of America unity, its people and their future is a leading one in the speech. It begins and, emotionally growing, ends by this.

Conclusions. The results of the research presented in the current paper showed that the intonation strategies in the analysed speech allowed the speaker to convey the essence of the speech to the audience, paying attention to informative moments, and also reflected the dynamics of change of his emotional state. The prospects of further research are seen in the study of the role of prosody in making the politician's image and his individual style.

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