

LINGUISTIC FEATURES OF POLITICAL SPEECHES (BASED ON JOE BIDEN'S AND BORIS JOHNSON'S SPEECHES)

The linguistic features of public speeches play a significant role in shaping the public image of a political leader, as well as his influence on public opinion. However, the study and analysis of this topic are not widespread among scholars. For the most part, prosodic or stylistic features of fiction and journalistic texts are analyzed more specifically. Therefore, the analysis of linguistic features of political speeches requires more attention from linguists. Such linguistic analysis can be performed and described on the example of speeches by Joe Biden and Boris Johnson, which represent different political and cultural contexts.

The main purpose of the study is to analyze the linguistic features, such as metaphors, quotations, prepositions, prosodic features, and exhortative sentences in Joe Biden's and Boris Johnson's public speeches, which serve as a powerful tool for forming and strengthening the political reputation of leaders and influencing public opinion. The material for consideration was collected using the method of continuous sampling from scripts of political speeches, as well as audio and video materials of politicians' speeches.

The communicative effectiveness of a speech is determined by the complex use of both verbal and non-verbal means of communication, including intonation and kinesthetics (gestures and body movements), as well as facial expressions. There are various linguistic aspects of a politician's speech that contribute to the achievement of their goals. The stylistic, lexical, grammatical, and phonetic characteristics of language, individually or in combination, have a strong influence potential and can define and emphasize particular meanings in speech [5, 43]. The overall goal of political speeches is to attract attention, interest, and support. A prerequisite for such an impact on the addressee is the specificity, imagery, and euphemism of key messages [6, 160–166]. Joe Biden and Boris Johnson, both prominent figures in politics, are contemporaries sharing a common generational background. Being native speakers of the English language, their communication styles and public speaking techniques exhibit notable distinctions, inviting a nuanced analysis of their respective linguistic practices.

Joe Biden, the current 46th President of the United States, is known for his unique speaking style and the way he expresses his thoughts and political ideas. He usually speaks calmly and evenly, using tone to emphasize important points and pauses to give listeners time to think and absorb important information [1, 4–41]. In contrast, Boris Johnson often speaks quite quickly and sometimes shortens sentences. Boris Johnson's energetic pace adds dynamics to his speeches. His voice can change intonation to create humorous or dramatic effects, which increases the attention span of his speeches. He is known for his unexpected pauses and stops in his speech, which can add quirkiness to his speeches and mark his style. The politician is known for his comedic style and is famous for his rhetoric and humorous moments in speeches, which often become the subject of discussion and laughter in the public [1, 4–41].

Joe Biden often uses quotes in his speeches, integrates personal aspects of his life, and quotes members of his own family. This style of speech reflects not only his approach to communication but also his desire to emphasize the important role of family values in his life and political activities. The use of quotes from his parents' words can determine the structure and semantic focus of his speeches, as well as create a connection with the audience on an emotional level, giving his speech a personal character and depth.

Politicians address the nation, not a specific person. They seek to show that they belong to this nation by generalizing the addresser and the addressee [2, 14–17]. Therefore, politicians often do not distinguish themselves from others and use the pronoun «we» [7, 43]. This technique is used by both Joe Biden and Boris Johnson. This stylistic technique indicates a desire to create a commonality and mutual understanding between the speaker and his audience. It also inspires confidence in people and makes them feel that they are important and valuable to society [2, 14–17].

Analyzing Joe Biden's and Boris Johnson's political speeches, it should be noted that both of them often use both direct and rhetorical questions in their public speeches. This speech strategy is used to capture the audience's attention, stimulate the listeners' thoughts, and activate the perception of the idea they are promoting. This strategic speech tactic promotes audience interaction and can be used to grab attention, stimulate discussion, or provoke reflection.

It is also worth noting that Joe Biden's speeches regularly contain comic elements and jokes. These humorous inclusions serve not only as a means of joking and entertaining the audience but also as a significant means of communication that can create an atmosphere of trust and commonality between him and the public. In addition, comic elements can be used to reinforce key messages and highlight important aspects of his political agency. Joe Biden often refers to the audience as «folks», while Boris Johnson has a habit of addressing his audience as «friends». The use of these addresses is aimed at lowering the barriers between the leader and the public, making his speech more accessible and attractive to the audience.

Given the fact that the main communicative goal of a political speech is to achieve a specific emotional state and convince the audience, it becomes clear that this process will be impossible without metaphor [4, 58]. In Boris Johnson's speeches, similes and metaphors are used very often. His art of speech helps to strengthen the emotional connection with the public and emphasizes the importance of effective communication in politics. In addition, the politician often uses persuasive sentences. This strengthens the emotional connection between the politician and the audience, makes them more attentive to his words, and creates the impression of the speaker's closeness to the audience [3, 99].

The general conclusion is that Joe Biden's and Boris Johnson's political speeches may differ in structure, language style, topics, and emotional tone depending on their role and specific context. Analyzing these speeches can help better understand the strategies and communication approaches of politicians.

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DISCURSIVE TRAITS OF BORIS JOHNSON'S PERSONALITY THROUGH THE PRISM OF CULTURAL LINGUISTICS

The area of linguistic and cultural studies began to develop in the middle of the 20th century and has since undergone notable changes and expansions. It is the study of the cultural influence on political discourse that has been conducted in recent decades and continues to be studied in the modern world. Linguo-culturology is a discipline that studies the manifestation, reflection and recording of culture in language and discourse [2, 17]. Linguo-culturology proves with its scientific achievements that the national identity and colorfulness of a people are embedded in the style of speech and manner of communication.

The paper reveals the essence of the formation of the linguistic personality of the former Prime Minister of Great Britain Boris Johnson under the influence of British culture, substantiates the meaning of the terms «linguistic culture», «discourse», «political discourse», highlights their main functions. Considerable attention is paid to the description of the political manner of discourse, the style of British humor, the value of the historical past and cultural associations.

Discourse is a system of coherent linguistic utterances that are structured around a particular topic and used to discuss a particular issue or create a specific meaning [4,