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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,

218]. Discourse can be studied as a tool for analyzing cultures, politics, social structures and ideologies. Political discourse refers to a specific type of communication activity that reflects political reality, shaping and influencing public opinion and forming political beliefs and attitudes [4, 166]. Political speech can be expressed in a large number of different texts and communication forms, including public speeches, articles, social media conversations, debates, legislative acts and other types of communication. The linguistic features include a richness of neologisms, clichéd phrases, metaphors and individualized phrases of the speaker and realities.

In the modern political sphere, one of the most popular speeches belongs to the British politician and former British Prime Minister Boris Johnson. Based on the analysis of Boris Johnson's personality and behavior, it becomes obvious that the politician's speech is influenced by most of the linguistic and cultural factors, namely: the British political culture, the British humorous tradition, the habit of arguing one's opinion by referring to facts and using cultural analogies or associations [1, 7].

Boris Johnson's speech reflects the specifics of British political culture, including parliamentary traditions, the use of phrases and rhetoric typical of British political leaders. Quite often, his speeches feature the use of rhetorical questions, sophisticated formal expressions, and appeals to people for action: *«I'm delighted to offer my congratulations on the 31st anniversary of Ukraine's declaration of independence»* (Boris Johnson: Congratulations on the Independence Day of Ukraine. 2022) [6]. *«Let's bring our country together»* (Boris Johnson: Conference speech. 2019) [5]. *«How many new nuclear power stations have we built in the 27 years since? How many have been connected to the grid?... How many families have been helped with extra nuclear energy? The answer is, none, zero, zilch»* (Boris Johnson: Sizewell. 2022) [7].

The next linguistic and cultural feature of Boris Johnson's speeches is, of course, the presence of a sense of humour, which he so successfully manipulates during his speeches. Despite Boris Johnson's constant exposure to the political environment and the strong influence of the culture of politics, he did not become such a strict, reserved and very categorical figure. Boris Johnson is second to none of the famous politicians in his ability to publicly self-ironize. For example, in 2003, when he was a member of parliament, he answered a question from his colleagues about whether he could see himself as prime minister: *«I have as much chance of becoming Prime Minister as of being decapitated by a frisbee or of finding Elvis»* (Boris Johnson: The Telegraph. 2019) [8].

And another, perhaps the most important, cultural feature that is reflected in his speech traits is love and respect for his country, its past, its outstanding people and heritage. In almost every speech, Boris Johnson mentions the national flag of the United Kingdom to emphasize unity and patriotism; the Second World War and the sacrifices made by the British people during the war as a symbol of resilience and unity in the face of adversity; and English literature, in particular the works of Shakespeare, which are Britain's cultural treasure [3, 30]. Boris Johnson repeatedly mentions in his speeches a well-known political figure whom he considers his idol Winston Churchill, for example: *«Like Churchill, you've understood that you yourself are not the lion. The Ukrainian people are the lion. You have been called upon to give the roar. The roar of freedom against tyranny, of good against evil,*

of light against darkness, and you have delivered that roar magnificently» (Boris Johnson: PM presents Churchill award to Zelensky. 2022) [9].

In general, the culture and colorfulness of the UK has strongly influenced Boris Johnson's style of speech, making it distinct and recognizable in the political environment. In fact, it is not so much his emotional speeches that make him unique as his actions and attitude to his work.

In conclusion, political discourse is an integral part of social relations, as it is shaped by them and at the same time forms them, being a complex unity of linguistic form. Thus, not only linguistic means are involved in the realization of political discourse, but also extralinguistic factors that determine communication, as well as linguistic and cultural factors that shape the speaker's cultural identity.

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