

- Самостійне вживання лексичних одиниць у фразі.
- Об'єднання зразків мовлення у діалоги чи монологи.

Існує низка практичних порад методистів та вчителів для збагачення активного словника школярів середньої школи [1]:

- Вивчати слова в контексті.
- Вивчати всі форми слова.
- Користуватись одномовними словниками.
- Запам'ятовувати слова за схемою: слово-синонім, слово-антонім.
- Вивчати слова за тематичними групами.
- Систематизувати нові знання, тобто записувати в зошит чи словник.

Отже, робота над розширенням активного словника учнів триває під час усього процесу навчання. Майже на кожному уроці відбувається знайомство з новою лексикою та робота з її засвоєння. Забезпечити цю роботу – одне з головних завдань вчителя іноземної мови.

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POLITICAL SPEECHES AS A SEPARATE TYPE OF DISCOURSE AND THEIR EXPRESSIVE MEANS

The steady interest in the political speeches proves that such kind of a discourse can be regarded as a coherent, cohesive text of political communication combined with pragmatic, sociological, psychological and other factors. Political discourse is actualized in such genres as political speech, inaugural address of the Prime Minister or President, political document (presidential decree, content of law, communiqué), government reports in parliament, approval or discussion of the budget.

The analysis of linguistic material helps to reveal linguistic means and explain the peculiar features of political discourse, as well as discourse in general, as the relationship of discourse with its participants, i.e. speakers and listeners / readers, as well as with the communicative intentions of the speaker and in some way influence the addressee. An important role is given to the use of certain formal means, when the usual language elements receive an unusual interpretation, as well as when the usual, at first glance, situations are used in new unexpected contexts [1, p. 192].

According to E. I. Sheigal, *political speech* is defined as a prepared in advance a sharp political speech with positive or negative assessments, justification, specific facts, with a clear perspective of political change [2, p. 231]. *Characteristic features of the political speech are:*

1. Ideology (each speech has its purpose).
2. Conflict (a politician represents a certain political party, respectively – the conflict of ideas with opponents).
3. Solemn style (sublimity of political speech).

At the same time, the structure of any political speech includes three basic components: *the introduction, the main part and the final part*.

The purpose of the introduction is to attract and focus the recipient's attention. The main part contains an explanation and argumentation of the problem. In the final part, the speaker encourages the audience to take certain actions to solve the problem [3, p. 262].

The lexical component of speech is characterized by the presence of key words, slogans, as well as stylistically unmarked and often emotionally coloured vocabulary. As for grammatical means, a significant role is given to personal pronouns of the first person (*I, we*). In terms of syntax, political speech is characterized by complex detailed constructions, infinitive and adjective inversions. The use of metaphors, epithets, euphemisms and other expressive means and stylistic devices gives the speech emotional colouring.

Some linguists, namely M. Didenko and J. Bock, distinguish the following types of political speeches: election, parliamentary, party, congratulatory and holiday (which include New Year / Christmas) speeches [4, p. 23]. Note that speaking in front of an audience requires a creative approach and discussion of topical issues. Such performances often take place in different, sometimes unpredictable conditions: in the square, in health or educational institutions, on enterprises, on the farm, in the port, etc.

Moreover, there is a differentiation of political speeches by field of their functioning. Yes, they are parliamentary, rally and military. Rallies take place in situations of public expression of will, revolt or revolution. Parliamentary speeches are common in periods of stabilization of public life. Parliamentary eloquence is characterized by "secrets" of the audience's convictions, including predictability of opinions, sound arguments, details, openness, and so on. Naturally, in the conditions of hostilities, the word of encouragement, motivation and appeal of the current politician has a prominent place.

The use of linguistic means of expressing persuasiveness of lexical, grammatical and syntactic levels can be discussed in more details, providing the examples from **the speeches of Boris Johnson**. Frequent are the use of **epithets**, which are artistic figurative meaning that emphasizes the characteristic feature, the defining quality of the subject, concept, action, for example: *fantastic government, amazing country, intellectual capital, incredible country, hysterical jealousy, turbulent time, a cold and heartless future, a gloomy proem, dystopian fantasy, global pandemic*.

It should be noted that in speeches on COVID-19 the use of adjectives in the comparative and superlative degrees of comparison is frequent: *he worst public health crisis for a generation; this disease is more dangerous; fewer people suffer, more beds are available; most dangerous period; most vulnerable people; NHS will be under the most pressure; the more vulnerable members of their family* [5, p. 40].

These examples show that B. Johnson has a negative attitude towards the coronavirus pandemic and reacts emotionally to this. Evaluative vocabulary here is a means of reflecting persuasion, but it can also be considered an element of persuasion strategy.

Metaphors in Boris Johnson's speeches can not only emotionally affect the addressee, but also encourage reflection on the described problems: *...it has become clear that there are pessimists at home and abroad who think that after three years of indecision that this country has become a prisoner to the old arguments of 2016* [42]; *No one in the last few centuries has succeeded in betting against the pluck and nerve and ambition of this country* [6, p. 69].

To achieve a humorous effect in his speech, the Prime Minister uses a **pun**: *Let's get Brexit done but the first, my friends, let's get breakfast done*. In this triumphant speech, when the Conservatives won the election, Boris Johnson's pun is based on the similarity between the proclamation of the words *Brexit* and *breakfast*. The politician has successfully repeatedly used a pun to create a comic effect. The speaker wants to show the audience their own ingenuity, as well as change the serious tone to a simpler and more familiar to the average citizen. The influence of such expressions on the recipient is quite strong, because such constructions combine logical, rhythmic, emotional and expressive aspects.

The next stylistic device used to create the persuasiveness of B. Johnson's speeches is the **antithesis (opposition)** - emphasizing the opposite in life for greater expressiveness of the image.

We will not accept any diminution in food, hygiene or animal welfare standards but I must say to the America bashers – In doing free trade deals we will be governed by science and not by mumbo-jumbo. In this passage, the word *mumbo-jumbo*, which can be understood as “abracadabra” or “dancing with a tambourine”, is contrasted with the word *science*, which creates a comic effect. Speaking about the supply of products from the United States, the politician said that by concluding free trade agreements, they will be guided by “science” and not “abracadabra”.

Creating the perspicacity of political discourse at the grammatical-syntactic level is through the use of grammatical forms and syntactic constructions that can influence the reader's perception of the text in order to convince him based on comparisons, intensification of evaluation, direct or indirect calls to action and more.

The **enumeration** figure is a stylistic figure of language, which consists in the use of homogeneous members of a sentence that perform the same syntactic function, belong to the same member of the sentence and are connected by a coherent connection.

A striking example of the use of enumeration is found in the speech of Boris Johnson at the UN General Assembly: *But we must be still more ambitious. We need to find the right balance between freedom and control; between innovation and regulation; between private enterprise and government oversight.*

Conclusions. Analyzing political speeches as a separate type of discourse we came to the conclusion that the language of politics is pragmatically focused on achieving the results of redistribution of power in the struggle for power. Thus, it is the main means of manipulation in the political environment. In this way, we interpret the text of a public speech as a certain social action of the subject with its communicative intentions and strategy of behavior and tactics of interaction with the addressee.

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