

асоціативному та семантичному полях), в) емотивна (пробуджує процес осмислення асоціативного та семантичного полів онімів), г) діалогізувальна (реалізує контакт між автором та читачами, що гарантує успішність творчої комунікації) [8, с. 111–112].

Отже, така велика кількість класифікацій функцій літературних онімів свідчить про їх здатність виконувати у художніх текстах різноманітні завдання автора – охарактеризувати носія власної назви за різними ознаками, викликати у читачів певні асоціації, емоції, створювати алюзію тощо, а не лише називати героя чи місце події. Важко зібрати в одну класифікацію усі можливі функції, адже, з одного боку, науковці використовують різні підходи до їх аналізу, а, з іншої сторони, фантазія письменника також не обмежена – він може надавати своїм поетонамам зовсім інші якості, за якими стоять нові функції.

На наш погляд, найбільш повною та упорядкованою є класифікація Ю. А. Карпенка, який виділяє всього лише дві функції літературних онімів – номінативну та стилістичну, у якій вже далі виділяє окремі підвиди.

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THE LINGUISTIC AND STYLISTIC PECULIARITIES OF SPEECH IN POLITICAL DISCOURSE

The article is devoted to the analysis of expressive means and stylistic devices in the inaugural speech of Barack Obama. It is proved that the category of expressiveness forms a system, the function of which is not only to give the distinctiveness to the message, but also to influence the recipient.

Key words: *political discourse, political speech, stylistic devices, expressive means, stylistics.*

Politics as an indispensable public instrument involves the impact on the public, i.e. in order to achieve their objectives, politicians need to use means of verbal impact on the audience that can support or deny their opinion and, as a result, political discourse affects the audience, its consciousness and thoughts. Accordingly, the speaker can convince listeners and influence the public opinion by using language. In the era of modern information technologies, knowledge of contemporary political discourse is of special interest because the public faces an unprecedented flow of propaganda, false news and statements, the whole world is trying to fight with.

The relevance of such research is determined by modern linguistic study of the functional aspects of linguistic units in general and ontological properties of the subject category, in particular in the speeches of well-known politicians. Speeches of political leaders have always been the subject of close attention. Most of what is happening in the social sphere is stimulated by language, programmed and assigned by it. Appropriate words, phrases that are used at the right time – true virtual verbalism – are powerful factors of effective changes within social actions and interactions [3, p. 155].

The aim of our paper is to analyse, compare and characterize lexical and stylistic peculiarities of speeches by Barack Obama.

American publicistic texts are of paramount importance in this regard, since they, in our opinion, represent language preferences and stereotypes of speech behaviour of the representatives of the English-speaking ethno-linguistic community. As B. Holovin claims, «publicistic texts are characterized by the coverage of all modern life in its greatness and nothingness, private and public, real or displayed in the press, art, document» [4, p. 72].

Politicians' goal is to influence the audience, change its thoughts, feelings and actions. They hope to change human behaviour in order for it to correspond with the views of their political parties, unions, to influence them, any means – both verbal and non-verbal – are used.

George Orwell in his article «Politics and English Language» analyses how language can be used to manipulate people's consciousness and opinion, and, he claims that, «oral and written political discourse is to a large extent defence of what cannot be protected or proven» [8, p. 2]. According to V. Maslova, «political discourse is verbal communication in a definite socio-psychological context in which the speaker and the addressee perform certain social tasks according to their participation in the political life which is the subject of communication» [5, p. 2]. To succeed in achieving his goal, the speaker-politician must anticipate the addressee, which allows to correctly construct the structure of the discourse, take into account the type of information and the evaluation aspect. N. Karpchuk believes that «in order to achieve a communicative effect, the policyaddresser, through formulating a specific statement, is forced to solve simultaneously problems of constructing the model of the addressee, modelling his own relations with the addressee and forecasting the reactions» [2, p. 11].

Political speech (discourse) is one of the main verbal tools for influencing the consciousness of the audience. Political speech should be understood primarily by the text. From the moment when a statesperson begins his speech, transposition of the text to the consciousness of listeners or viewers begins. In many ways, the success of the speech depends on how effective linguistic techniques are.

During the speech communication between the speaker and listeners occurs with the help of verbal (the text) and non-verbal (non-textual elements) methods. The topicality of using non-verbal means of communication is caused by the fact that they contribute to the reading of «proper» information by the public because even an accurately written text of the political speech supplemented by numerous stylistic means is not an absolute guarantee of its success [1, p. 24].

Stylistics as a branch of linguistics explores principles and effectiveness of choosing and using lexical, grammatical, phonetic and common linguistic means for the transference of thoughts and emotions which are extremely important as far as political discourse is concerned. Expressive means and stylistic devices in political speeches not only adorn the language, but are also used as tools for deep disclosure of the context.

A prominent example of repetition as a means of expressiveness can be found in Barack Obama's speech: «**On this day**, we gather, because we have chosen hope... **On this day**, we come to proclaim the end of the tiny grievances...»; «**Together**, we determined that a modern economy requires railroads... **Together**, we discovered that a free market only thrives... **Together**, we resolved that a great nation must care for the vulnerable...» [7].

In this example, we can see repetition in the form of anaphora, i.e. the repetition of the same elements at the beginning of each line. In our opinion, this tool is used to provide emotional language, focus people on the purpose for which they gather today and act now. As far as the repetition of the pronoun «we» is concerned, we have found that it is the most frequent repetition that was used 57 times in the inaugural speech by Barack Obama.

Considering repetition in the inaugural address of Barack Obama, syntactic parallelism also should be mentioned. The main function of syntactic parallelism – as a variety of syntactic repetition – is to enhance emotional expressiveness, for example: «*For us. They packed up their few worldly possessions and travelled across the oceans in search of a new life. For us. They toiled in sweatshops and settled the West, endured the lash of the whip and plowed the hard earth*»; «*My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors*» [7].

R. A. Harris claims that «sentences with parallelism are easier to understand than those without it because a repeated grammatical structure requires less mental processing than a series of new structures» [9, p. 1]. He also says that «parallel structures make it easier for the reader to hold each of the ideas in mind while reading the subsequent ideas» [4, p. 1].

The main function of polysyndeton is logical and emotional allocation of a certain part of the utterance: «**And** we will transform our schools **and** colleges **and** universities to meet the demands of a new age»; «**And** so, to all the other peoples **and** governments who are watching today, from the grandest capitals to the small village where my father was born, know that America is a friend of each nation, **and** every man, woman **and** child who seeks a future of peace and dignity» [7].

Analyzing the stylistic functions of asyndeton, we also note that, by endowing the utterance with conciseness and richness, this expressive means is based on deliberate reduction of conjunctions also serves for logical allocation of words: «*Homes have been lost, jobs shed, businesses shuttered*» [7].

A Dictionary of Linguistics and Phonetics defines ellipsis as a term used in «grammatical analysis to refer to a sentence where, for reasons of economy, emphasis or style, a part of the structure has been omitted, which is recoverable from a scrutiny of the context» [6, p. 166]. We have also distinguished ellipsis in the inaugural speech by Barack Obama: «*For they have forgotten what this country has already done; what free men and women can achieve when imagination is joined to common purpose, and necessity to courage*»; «*Not a nation of Christians and Muslims, Jews and Hindus, and non-believers*» [7]. It endows the speech with the shade of colloquial language in order to establish contact with the audience creating close relationship between the speaker and the listener. In the second example, the President admits that America is a country that includes both believers and those who do not support religious beliefs. So he wants to get support from everyone.

Rhetorical questions are those interrogative sentences not requiring actual answers. They are merely asked for rhetorical effect, but the answers are implied in the context. Rhetorical questions are emotive devices which are used to appeal to emotions of the audience. For example, «*So tonight let, let us ask ourselves-if our children should live to see the next century, if my daughters should be so lucky to live as long as Ann Nixon Cooper, what change will they see? What progress will we have made*» [7].

In addition, another technique which is frequently used by politicians is inversion. This tool is readily perceived by ear and at the same time is very effective especially for the English speakers and attracts their attention. Inversion is difficult to perceive verbally, so in the text of Barack Obama's inaugural speech we find only one sentence with a pure inversion: «*Nor is the question ...*» [7].

Moreover, on the phonological level in Obama's speech some more stylistic devices stand out:

✓ Alliteration: «*Magnificent mall*» «*The snow was stained with blood*»; «*With old friends and former foes*» «*We will work tirelessly*» [7].

✓ Assonance: «*We will begin to responsibly leave Iraq to its people...*» [7].

From Table 1, we see that the most active means of semantic actualization of publicistic style in Barack Obama's speech is repetition as an inter-level indicator of division of the sentence structure. Besides, the function of semantic actualization of certain components of general content is enshrined in it. And among units that are the least expressive, inversion occupies the last place in the number of uses.

Table 1.

**The frequency of usage of expressive means and stylistic devices
in the inaugural speech by Barack Obama**

Means of expressiveness	Number
Repetition	77
Syntactic parallelism	29
Polysyndeton	22
Asyndeton	10
Ellipsis	7
Rhetoric question	6
Inversion	4

Thanks to the analysis of corresponding paralinguistic means, we can conclude that only by using full potential of «speech» the politician will produce a significant effect on the attention and sympathy of the public. In particular, these skills include the speaker's ability to control his facial expressions, gestures and voice allowing the speaker to control the situation among the audience, drawing its direct attention to the topic that the politician has chosen as the main point for his speech.

The stylistic analysis of the text of the inaugural speech by Barack Obama confirmed the presence and everyday use of stylistic figures and techniques. They play an important role in political discourse helping to deliver the speech efficiently and adapt it to the perception of a wide audience. If we construct the text of the speech using stylistic figures and tropes, the information that the speaker wants to convey to the audience will be perceived better in the context of understanding complex political issues and controversies taking place in the country's politics. In addition, relevant stylistic figures can give a great adornment to the political text, its concept, sophistication and clarity to the audience.

Thus, according to the results of our study, we managed to come to the understanding that various stylistic means are widely used in political discourse. Owing to them, the political text contains a certain hidden message about certain topics in retrospect. The use of such stylistic means and techniques plays an important role in the speaker's clear transference of his own values, convictions and views to the surrounding world because without this knowledge and the ability to lead a group of followers we cannot imagine any politician or public figure.

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СПЕЦИФІКА АНГЛОМОВНИХ СМС-ПОВІДОМЛЕНЬ

Стаття присвячена дослідженню смс-повідомлень, а саме їх мовних та жанрових характеристик. У роботі розглянуто жанрову специфіку смс-повідомлень. Виокремлено риси англomовної електронної комунікації

Ключові слова: електронна комунікація, смс-повідомлення, жанри смс.

При дослідженні мови смс-повідомлень, багато лінгвістів відокремлюють поняття електронного спілкування та електронного дискурсу, вважаючи, що друге є складовою частиною ширшого поняття електронної комунікації.

Для того, щоб охарактеризувати жанрову специфіку смс-комунікації, варто розглянути наступний концептуальний ланцюжок, який вибудовують ряд західних лінгвістів при аналізі електронної комунікації та визначити на якому рівні знаходиться мова миттєвих повідомлень. Ланцюжок представлений ієрархією: Інтернет (глобальне середовище спілкування, комунікативний простір) – комп'ютерна комунікація СМС (*Computer-mediated Communication*) – комп'ютерна комунікація за допомогою текстів, що функціонують в мережі CMD (*Computer-Mediated Discourse*) – комп'ютерна