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STYLISTIC MEANS OF INTENTION REPRESENTING IN SPEECHES OF U.S. POLITICAL LEADERS

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This article deals with the notion of stylistic means and their role in conveying targeted ideas to the audience in speeches of American presidents. The research also traces the structuring of all stylistic means as well as the most popular and the least popular figures of speech. *The topicality* of the

article is determined by the rising interest to political discourse and the art of speechwriting. *The object* of the paper is different subdivisions of stylistic means and their role in representing intention. *The subject* of the paper is the arsenal of U.S. presidents' inaugural speeches and their peculiar styles.

To begin with, all political speeches, especially inaugural ones, are highly expressive. Politicians endeavor to reach earlier set goals, which are the same on a political scale – drawing attention of the audience, getting support, propaganda. Skilled speechwriters engage various stylistic means to make a speech more vivid, persuasive, memorable and at the same time understandable for all social classes. In the process of delivering such speeches ideas and ideologies need to be conveyed through language so that they are agreed upon by the receivers as well as by others who may read or hear parts of the speech afterwards in the media [2]. All the abovementioned is viewed as an intention of a political speech.

Intention is a part of pragmatics global notion – the study of the use of linguistic signs, words and sentences, in actual situations. It looks beyond the literal meaning of an utterance and considers how meaning is constructed as well as focusing on implied meanings. It assumes language as an effective tool of interaction, what people mean when they use language signs and how they communicate and understand each other [2]. The main pragmatic characteristic of a sentence is the intention of a speaker. The intention is subdivided into starting intention (the filling of an informational lacuna) and final intention (the fulfillment of an act) [1, p. 141].

As the purpose of intention speech acts translation is to cause the similar reaction of the foreign-language addressee's as to the reaction of the original text receiver, the translator's task is to convey the correct interpretation of the speech act ellocutionary

force. This problem can be solved by using different translation means of target language which are capable to transfer the intensity of original message, its pragmatics and meet the communicative context of the original text. When the degree of the translation adequacy is identified, the pragmatic factor of the orientation towards the recipient of the translation as well as the fulfillment of set objectives comes to the fore. Thus, the adequacy of the translation language is defined as the adequacy of the main pragmatic function of the original rendering [4, p. 50].

In political speeches intention is conveyed by stylistic means which are divided into expressive means and stylistic devices. We must admit that the former ones are less popular in the course of political speechmaking, but, nevertheless, some of them are highly used. They are climax effect, inversion and comparative construction. Now we will take a closer look at them.

Climax effect is the result of a chain of rhythmical homogeneous members of a sentence. It helps to intensify the words and reach the highest point of a speech. In his inaugural speech John F. Kennedy used such a sentence: *Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths and encourage the arts and commerce [3].* In this relatively short sentence the former president used five predicates which aimed at making it more distinctive and at putting all the ideas in the same line of importance. In most cases, inversion accentuates one member of a sentence, and when talking about political speeches – an exact issue or point: *Nor will it be finished in the first one thousand days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. In your hands, my fellow citizens, more than mine, will rest the final success or failure of our course [3].* Comparative constructions have a peculiar intention when used in political speeches – to oppose new authority to the previous one, to compare two ways of governing the state, omitting direct criticism. George Bush in his inaugural address used some examples of these constructions: *If he can celebrate the quieter, deeper successes that are made not of gold and silk but of better hearts and finer souls. It is to make kinder the face of the Nation and gentler the face of the world [3].*

There are several stylistic devices often used in political speeches such as comparison, metaphor, anaphor, rhetorical questions, antithesis. Each of them contributes in the effectiveness of a speech, make it smoother and more comprehensible. Comparison characterizes some problems, leaving relative images in subconsciousness of the audience. Having analyzed the inaugural speech of George Bush, we have found dozens examples of this device in it: *Great nations like great men must keep their word. And freedom is like a beautiful kite that can go higher and higher with the breeze [3].* One of the most common stylistic device in political speeches is metaphor, the main feature of which is transferring properties of one object to another based on similarity. The second inaugural address of Ronald Reagan is rich in metaphors: *for the first time in history, government, the people said, was not our master, it is our servant. And watched the great industrial machine that had made us the most productive people [3].*

Stylistic figures that are deviations from general syntactical rules are also popular in political speeches. The figures give an original form to express thoughts and emotions of a speaker. Regular component of speeches is anaphor – the same beginning of two and more successive utterances. Anaphor helps to develop a thought, intensify and make it more rhythmical. Barack Obama, undoubtedly, prefers anaphor the most of all the presidents, as far as having analyzed only one his speech we have found seven examples

of this figure. Some of them are given here: *On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises,...* *All this we can do. And all this we will do* [3]. Almost every political speech features such stylistic device as a rhetorical question as a means of drawing attention from the audience and making dialogue with them. Rhetorical are the questions put not for getting the answer, but for having an influence on people. With the help of rhetorical questions a speaker shows the people their similarity of thoughts and closeness of ideas. One can find the variety of such questions in Bill Clinton's speeches: *My fellow Americans, as we look back at this remarkable century, we may ask, can we hope not just to follow but even to surpass the achievements of the 20th century in America and to avoid the awful bloodshed that stained its legacy? If not us, who? And if not now, when?*[3] The last but not the least comes antithesis. This device implies the combination of opposites, dialectic development of which helps to broaden the borders of human thinking, open a new area of knowledge. Barack Obama can be surely called a supporter of antithesis, who often emphasizes opposite points of view: *...that fidelity to our founding principles requires new responses to new challenges; that preserving our individual freedoms ultimately requires collective action. Now, more than ever, we must do these things together, as one nation and one people* [3].

To sum up, we should state that as far as a political speech is an example of publicist style of speaking, it counts dozens of stylistic devices and expressive means in order to make speech more pleasant and comprehensible for the audience. Inaugural addresses are there to build a connection between a newly elected president and the people of the state who do not want to hear dry aristocratic language from the grand platforms but live and natural speech. Among expressive means the most typical for political speeches of American presidents are climax, inversion and comparative constructions, and among stylistic devices – comparison, metaphor, anaphor, rhetorical questions and antithesis.

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СПЕЦИФІКА ПЕРЕКЛАДУ ТУРИСТИЧНИХ ПУТІВНИКІВ

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В епоху глобалізації культурно-пізнавальний туризм набуває особливого значення, оскільки дає можливість повернутися до вивчення культурної спадщини людства. Інтерес до туристичного дискурсу пояснюється стрімким розвитком туристичної галузі та її впливом на різні аспекти життя сучасної людини. Туристичний дискурс – це особливий підвид рекламного дискурсу, метою якого є організація туристичних поїздок, тому прагматична спрямованість текстів зводиться до створення атрактивного образу тієї чи іншої програми [6, с. 62]. Вивченню туристичного дискурсу приділяється наразі велика увага у дослідженнях Н. Арутюнової, С.А. Погодаєвої [6], Н.В.Філатової [7], К. Терлоу та А. Яворські (С. Thurlow, A. Jaworski) [8] та ін.

Прагматичний потенціал реклами туристичного продукту має в основі ряд особливостей туризму як діяльності. Реклама туристичних послуг вимагає застосування вербальних і невербальних засобів впливу, які безпосередньо пов'язані з інтересом до туристичного продукту. Крім того, туристична реклама повинна демонструвати виняткову привабливість туристичного продукту серед однорідних послуг, тобто мати економічний (матеріальний) і емоційний характер. Рекламний текст представляє собою приклад максимально ефективного використання мовних засобів. Важлива вимога, яка висувається до рекламних текстів, – максимум інформації при