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PROSODY OF THE VIEWPOINT IN POLITICAL DISCOURSE

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Abstract: The article reports on the study of the prosodic characteristics of the utterances expressing viewpoint in English political discourse. The paper draws on the findings made in the course of the auditory analysis of presentations delivered by politicians. The work contains an overview of political discourse and viewpoint studies. Special focus is given to prosodic variations of viewpoint in political public speech.

Keywords: political discourse, political speech structure, political speech effectiveness, viewpoint, prosody, prosodic means, prosodic impact.

Politics involves reconciling differences through discussion and persuasion. Communication is therefore central to politics (Hague & Harrop 2007).

1. Introduction

Under contemporary conditions of the international life arrangement the problems of communication and the communicants' speech behaviour are of great importance. Mostly, it is predetermined by the globalisation processes and the European countries cooperation, their participation in the modern system of foreign policy relations. Logically, in such circumstances, the societies demand knowledge of the speech communication regularities taking into account the phenomenon of man's life with his mental, social, ethnocultural, and other peculiarities.

In this context, it has been admitted that political communication is under the constant scrutiny of both ordinary citizens who themselves are parties to it, and researchers who study its mechanisms, types, and implementation methods (Petlyuchenko 2015). Political communication is characterised by strongly pronounced rhetorical nature. Rhetorical competence helps speakers convey their views, present them to a wider audience, make contact, position themselves in a favourable light, convince the audience of the correctness of their views and encourage specific action. So, this contribution focuses specifically on the way in which politicians linguistically / prosodically encode their beliefs, interests, biases, and points of view in a wide range of political discourses.

2. Background studies

2.1 Political discourse

The current stage of the development of linguistics is characterised by an interest in understanding oral communication and political, in particular, in the study of the prosodic structure of speech as well as in the interaction of prosodic and lexical and syntactic means in the maintenance of the political discourse effectiveness.

In addition, representing the synthesis of cognitive and communicative approaches to the language phenomena, linguistics is poliparadigmatic and it seeks to interpret the object under analysis, which is the language, "not in itself and for itself", but for deeper understanding and explaining of the Man and the World in which he lives (Постникова 2009: 162). This explains the rise in the topicality of the study of the role of language in cognition, communication, speech activity as well as invital activity of the person and the whole society. Political discourse, its various features and nuances as well as its linguistic representation have become especially important in the modern world of global spread of democratic principles of state structure. The following problems are in the focus of linguists:

- the theoretical aspects of political linguistics and political discourse (Belova 2003; Chilton 2004; Chudinov 2008; Demyankov 2002; Karasik 2002; Lakoff 1990; Pocheptsov 2001);
- political practice in modern societies (Blakar 1987; van Dijk 2008; Wodak 2011);
- the speech influence in political communication (Chernyavskaya 2007; Issers 2011);
- relations between language, culture and society (Hague & Harrop 2007; Nagorna 2005; Pavlova 2010; Petlyuchenko 2015; Sheigal 2004; Simpson 1993; Slavova 2010), and others (see Алексієвeць 2012).

The specific feature of public political discourse, according to Pavlova (2010: 2), is its pragmatic focus on public opinion management, formation of a definite assessment of information and the corresponding emotional reaction in the audience. There exists an opinion (Schäffner 2010: 255) that:

Political discourse can be defined in a broad sense as a complex form of human activity. It is realised in a variety of discourse types (or genres), whose discourse organization and textual structure is determined by the respective discursive practices. In the context of Critical Discourse Analysis discursive practice refers to the production, circulation and consumption of the discourse. For political communication, some of these discursive practises operate within the internal domain of policy-making and have politicians as both text producers and addressees. Other discursive practices are aimed at the general public and communicate, explain, and justify political decisions. Text producers in such cases can be politicians, political scientists, civil servants, or journalists, with the mass media playing a decisive role in the circulation of the discourse.

It should also be noted that the connection between language and politics is obvious and manifests itself, first of all, in the fact that "no political regime can exist without communication". Moreover, it can be argued that "language is needed by politicians in order to inform, give directions, carry out legislative acts, convince, etc. The specificity

of politics, unlike a number of other spheres of human activity, lies in its predominantly discursive character: many political actions are speech actions by their nature". It is no coincidence that a number of scientists believe that the political activity in general comes down to the activity of language, and in modern political science there is a tendency to view language not so much as a means of reflecting political reality, but as a component of the political field (See: Шейгал 2004: 18). So, it is clear that political activity does not exist without the use of language (Chilton 2004).

In this context, it should be mentioned that political communication can be defined as the means by which political information is produced and disseminated, and the effects that it has on the political process (Hague & Harrop 2007).

Analyzing political discourse in the global communicative space, Pavlova (2010: 16) regards political discourse as a public discourse based on the political picture of the world, aimed at its formation, change, and use in order to motivate people to one or another social activity. The area of its functioning, determined by the sphere of politics, is characterised by a specific set of communicative situations, typical models of speech behavior, a certain theme, a set of intentions and speech strategies. The fundamental function of political discourse, as it is mentioned by Sheigal (2004: 34), is to use it as an instrument of political power, that is, the struggle for power, obtaining the power, its preservation, implementation, stabilization or redistribution. This global function of political discourse is realized due to the following functions:

- informing (the process of dissemination of information about the state of affairs in the society);
- influence and persuasion (the process of reporting the views, opinions, judgments, and information by the political leaders and authorities, accompanied by the reasoned evidence of their justice and significance for the population);

- manipulation (the process of imposing ideas, points of view, opinions, which the addressee deems to be untrue, but advantageous for him / herself).

Thus, political discourse takes up a large portion of public speech with the purpose of presenting facts, opinions, and attitudes of speakers towards a particular subject.

But the effects of political communication are null if the audience is not receptive. For that reason, the content of the message, or the historical content or even the political environment as well as the audience's stance should be taken into account. In this context analyzing the problems of speaking to the global audience, Fedoriv (2016) says:

... the sender can communicate ideas effectively by taking into account all aspects of the context, which makes it possible to regard the communication process from different angles, such as culture, country, social setting; external and internal factors. The receiver, likewise, is influenced by the context through the internal and external stimuli (experience, education, confidence, opinion, attitude, emotions, likes, dislikes). A change of the context, as Gutt underlines, can change the whole meaning of the message; moreover, the wrong contextual information can hinder the communication endeavour (Gutt 1998: 42-49).

Hence, the perception of a persuasive message is not a passive process. Both the sender and the receiver should be active in the effective political communication.

2.2 Structuring a Political Speech

It is widely held that the traditional and generally accepted structure of a political speech contains the following elements, namely:

- **introduction**, in which the speaker grabs the attention of the audience, introduces himself and defines the subject and the purpose of his speech;
- **the body** of the speech, which contains the outline of major ideas and the information that supports and clarifies the ideas;

- **conclusion** (close), which contains a summary or a conclusion of the information presented and helps the speaker end his speech gracefully.

Table 1. Structuring a Speech.

Elements	Purposes
INTRODUCTION	A. To obtain the attention of the listener. B. To create a favourable first impression. C. To arouse interest in the subject. D. To orient the audience to the parts of the speech.
BODY	A. To present the material in a logical way. B. To maintain contact with the audience. C. To implement the goals and objectives.
CONCLUSION	A. To promote the proper mood. B. To clarify the content of the speech. C. To provide a sense of closure.

In the body, the speaker tries to persuade the listeners in the truthfulness of his statements. In this part, the specific realisation of prosodic characteristics is explained by the rising emotional tension of the speaker.

All in all, a big pragmatic potential of the public speech is concentrated in the introduction and conclusion. Meanwhile, one can not categorically state that the introduction is more important than the conclusion and vice versa. The introduction prepares the audience and interests it. The conclusion signals about the ending of the communicative act, brings together the associative strings, additionally accentuates the leading idea of the speech. Keeping this in mind, the speaker has the tool to create an effective speech, which would also be an etalon of aesthetic delight and pleasure for the audience.

2.3 Linguistic means

Considering political speaking, it should be mentioned that the primary task of persuasion in political discourse is not only to bring the rightness of certain points of view logically correctly, as to convince effectively the largest possible number of people. This goal is

realized in a linguistic context through the conscious use of lexical and grammatical language structure as well as of stylistic features and rhetorical techniques (Вербич 2011: 24) (The generalized fragment is presented on the Figure 1).

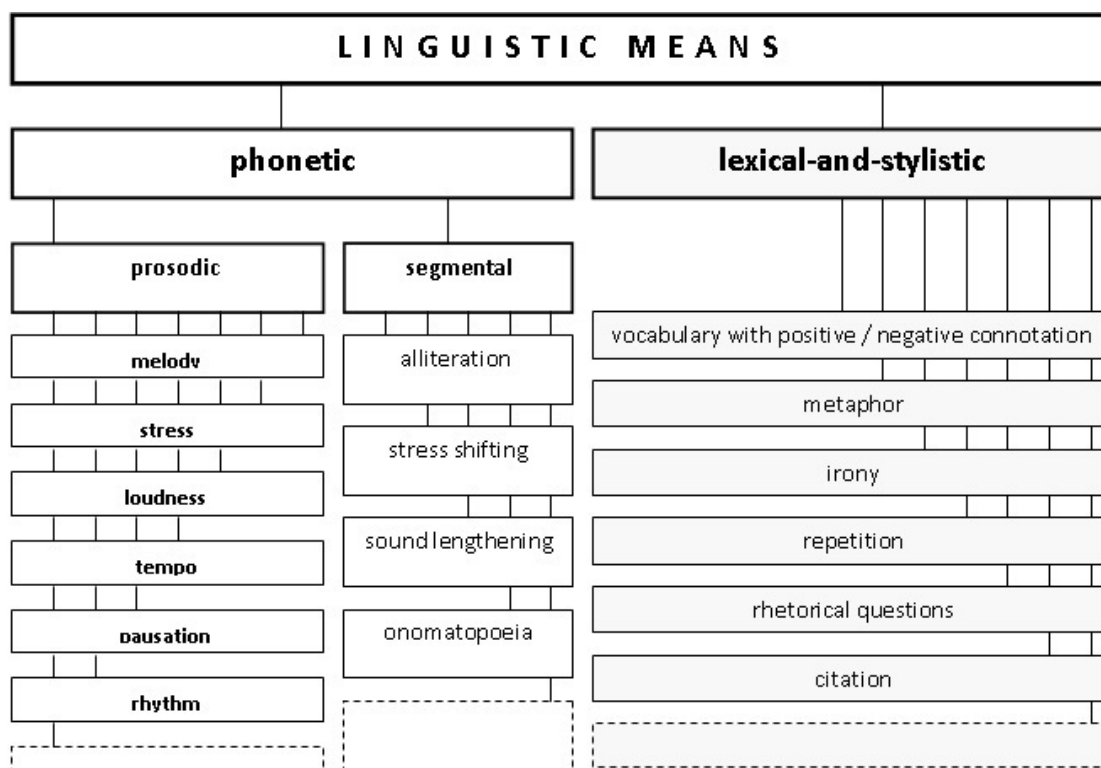


Figure 1. The generalised fragment of the linguistic means of influence. The picture made by the author with the use of standard Microsoft Office graphic tools.

The choice of linguistic means depends on their ability to transmit the information, which is important for the specific public address, and fulfil the communicative task the most optimally.

Thus, for the creation of persuasive public speech the orator chooses emotive, evaluative, expressive, stylistically marked, and structural linguistic means. The logical and emotional structure types in the text of public speech are united: the introduction is emotionally coloured, the following part is more rational.

However, the presenter has not only to build the text of the speech logically for the audience persuasion, but to intone it adequately. The speaker has to be able to change the force and the pitch of the voice, speech rhythm according to the emotions, with which (s)he wants to communicate with the listener.

2.4 Viewpoint in political discourse

In modern globalised and ideological society, political discourse is considered from the new anthropocentric and cognitive-and-discursive angles. This is, first of all, connected with that the political discourse analysis, without the interaction of many anthropocentric parameters, that is intention, emotional condition, social status, culture, correlation of the cognitive and communicative structures and others, become the scheme that is free from the important factors of determining the influential force of the discourse itself (Третьякова 2004: 304).

It is known that within the anthropocentric paradigm the cognitive linguistics was formed, in which the man's cognitive activity is considered as an activity that develops the ability to orientate in the surrounding world. In this regard the formation of the clear viewpoint on the key social, political, religious, and other problems as well as the ability to substantiate and prove a standpoint is of great importance.

The analysis of works, which are dedicated in this context to the research of viewpoint shows that this phenomenon attracts the enormous attention of linguists in recent times and is more actively used in the scientific investigations of humanistic orientation in the complex approach to understanding effective communication. Viewpoint indicates a particular way of conceptualising and refers to worldview.

In the simplest sense, viewpoint indicates a speaker's or writer's particular style of conceptualising a worldview. No text or fiction can be totally objective or value-free. It is the writer's viewpoint, "angle of vision", "angle of telling", perspective, or authorial interest that determines the essence of a story's style and that provides the story with its particular "feel" or "colour" (Simpson 1993: 5). The studies of viewpoint were originally developed as a tool for analysing narratives (Успенский 1970; Genette 1983). The theoretical model of viewpoint, nevertheless, has wider applications in other fields as well, particularly in political discourse.

The person's conception about his / her own viewpoint accompanies all aspects of the communicative and cognitive activity and can not affect the choice of the linguistic means that are necessary for solving a variety of different tasks. The viewpoint is considered as the most general cognitive-and-psychological presupposition of an individual, which is based on the earlier acquired perceptual and cognitive experience, faith, beliefs, convictions, etc. and determines the worldview, categorisation, assessment of the aggregate of the perceived external impressions and internal feelings as well as the process of perception itself to some extent (Бацевич 2010: 157). Today the viewpoint availability is an indispensable condition of self-identification and self-determination. Its significance in political discourse is undeniable. The existence of a political party, scientific paradigm, subculture, etc. is not imagined without the viewpoint (Цацура 2008: 15).

Investigating this problem we can assume that defending of the viewpoint in the political discourse is realised by the strategy of persuasion and the tactics of argumentation and / or direct informing with reference to its rightness. The politician's viewpoint can be formulated simply but it can also be developed and deepened during the public delivery taking into consideration personal preferences, needs, and possibilities of the speaker. Moreover, the politician's viewpoint presentation is a cognitive process directed to the

knowledge reformation taking into consideration the results of focus on the purpose-oriented audience, and the result of representation of this knowledge.

It follows thence that the viewpoint is treated here as a complex communicative action, which has certain structure and falls into some types as well as receives specific ways of language expression. The constituent features of the viewpoint are the following:

- the statement and evidence of some thesis;
- the speaker's desire to convince in its correctness;
- the speech behaviour reactivity;
- the logical developing.

So, the viewpoint can be defined as a result of speech-and-cognitive activity of a human being, his / her individual speech production, by which it includes the personally meaningful for the speaker elements. Hence, the indispensable attribute of the viewpoint actualisation is the existence of modal emotional and evaluative meanings, i.e. the rational content is linked with emotional. Analyzing the role of prosody in the system of speech influence, Belichenko (1990: 50-51) fairly notices:

It will be correct not to draw a clear boundary between the impact on intelligence, intellect and psyche, it should only be told about the prevalence of one or another kind of impact in each case, which is especially important in oral speech, where any facing the mind segment can acquire an emotional, expressive sound under the influence of intonation.

Thus, it is necessary to take into account the interaction between the *discourse* (the discourse text structure), *cognition* (standpoints, knowledge, assessments, ideology), and *society* (participants and their social status) for the adequate construction of public speech and the viewpoint expression in this context.

3. Prosodic variations in political discourse

3.1 Prosodic markers of viewpoint in political public speech

In view of the outlined approach, let us consider the role that prosody, interacting with other aspects, plays in political discourse as well as in expressing the politician's viewpoint. In this connection it should be noted that intonation, being an element of the sign system, has a denotative specificity and reflects quite determined relations of factual and intellectual activities.

It should also be noted that prosody is an obligatory component directly involved in the organisation of political discourse in general, and the politician's viewpoint, in particular. For the purposes of further analysis, the notion of prosody and intonational peculiarities of political discourse deserve a more detailed consideration. As a system of suprasegmental components of the sound structure of the language, it is expressed in tempo, pausation, voice timbre, loudness, and melody, which are considered in terms of physical and perceptual characteristics. Prosody is one of the most vivid ways to influence the audience that corresponds to a specific situation of communication and the speaker's image. As an important component of the presentation of discourse prosody, it signals the dynamics of meaningful deployment of a speech event, combining lexical and grammatical means into a coherent whole.

It is important to point out that careful attention of phoneticians to the problems of prosody is caused, in fact, by new theoretical and practical needs. The strong interest in prosodic organisation of speech is explained by its close relationship with other levels of discourse production, the ability to express the meaning effectively, to be a reliable source and conductor of information as well as to perform a specific communicative impact on the interlocutor (Калита 2001; Калита 2007; Штакіна 2011). In addition, the prosodic culture of political discourse is one of the main mechanisms for managing modern

communicative activity, as during the intercourse, speakers pay much attention to the prosodic markers in the perception and interpretation of the sounding speech (Постникова 2011: 9). Investigating this problem, Postnikova (2011: 137) notes fairly that modern political communication is considered to be a special communicative process with the national, volitional, and spiritual character and the prosodic means play the key role in the implementation of the communicative strategies and semantic models in it.

The analytical review of current scientific studies gives a reason to believe that the question of the role of prosody in discourse analysis system is very important. The phoneticians have been involved into the political communication study quite actively.

It is worth noticing that the results of phonostylistic researches testify to the fact that the sounding political discourse is characterised by a certain set of prosodic features that distinguish it among other types of publicistic discourse. This is expressed in:

- (1) the use of prosodic means for achieving the main function of political discourse – the tool of influence;
- (2) the peculiarities of the intonational-and-melodic as well as rhythmical organisation of political discourse;
- (3) the role, which the prosody plays in text items organisation, creating the informational significance of the sounding speech due to its division into the focus and background.

It is necessary to admit that the oratorical intentions of informing the listener about the speaker's ideas, the desire to win and convince the audience are implemented through the prosody, which serves as a conscious and purposeful tool of influence and even results in creating a certain communicant's image. It is characteristic that the specific use of the prosodic components helps not only highlight the key moments and create the meaningful text distribution, but also achieve the perlocutive effect, which is realised by the intonation

means (Постникова 2011: 113; Стеріополо 2004: 268-270; Штакіна 2011: 224; Braga 2004; Strangert 2006).

As the results of previous researches have revealed, political discourse possesses a special rhythmic and melodic organisation, which is subordinated to such extralinguistic and linguo-cultural factors as conditions of communication, language variant, specific features of language personality. The English sounding political discourse is characterised by a set of prosodic parameters, namely:

- the terminal tones diversity (falling, level, rising, compound, and complex tones);
- the highlighting of the most significant components of the utterance due to widening or narrowing of range;
- the distinct rhythmic organisation;
- the speech tempo variations: from slow to fast;
- the high frequency of logic, syntagmatic, and pragmatic pauses;
- the loudness modifications: from moderate to high;
- the timbre variations: from soft to tense.

The utterances containing the viewpoint bear the most significant information in a communicative sense and are marked with the help of intonation. Prosodic parameters that have the potential to serve as means of intensification are the following:

- the maximum pitch in the utterance;
- the maximum tonal range (on the focal unit);
- the scale interruption;
- the nuclear tone;
- the loudness peak;
- the increase of the loudness at the focus unit in comparison with the previous element;

- the decrease of loudness at the next focal unit;
- the pausation, preceding and following the focal unit;
- the drawl and lengthening;
- the tempo acceleration.

The melodic organisation of the political discourse depends on the conditions of its implementation and on the communicative tasks the speaker faces. The meaning of what was said within the intonation group is determined, as is known, by a combination of tonal levels of its separate parts: the pre-head, the scale, the terminal tone. The key to the expressing the meaning of the viewpoint is the nuclear tone of the intonation group. Many studies in the field of public speech (Постникова 2011: 117) point to the dominance of the falling tone, which makes the speech more convincing and weighty. Among the scales, the most frequent are the Descending and Level Scales.

Investigating the problems of public presentations, Freydina (2015) remarks,

The crucial factor in any public speech is the ability of the speaker to build a rapport with the audience, to establish and maintain contact and to monitor the reaction of the listeners. Numerous interaction strategies are aimed at expressing the speaker's attitude, facilitating the perception of the speed and maintaining contact.

So, the intonational structures of the British academic public speech can be divided into two groups depending on the communicative strategies they employ: *the rhetorical pressure* and *the communicative cooperation* (Постникова 2011: 116). The intonational structures implementing the rhetorical pressure include chains of falling tones, a complex rising-falling-rising tone and the falling tones of middle and high pitch in combination with the High Level or Sliding Scale, as well as the Descending Scale with a sharp interruption. The intonational structures actualising the communicative cooperation can

be represented by the low falling tone, the mid level tone and the rising-falling tone, and the Mid / Low Level Scale as well as the Descending Scale (Смирнова 2011: 15).

It should also be noted that for the viewpoint expression, emphasis is placed on the stress along with the melody. It makes possible to distinguish the information that is more important than other words. Changing the tonal level together with an additional stress on the most important word establishes the utterance communicative center. In addition, in political discourse "word-by-word accentuation" is often used, that is highlighting accents are located on all words that need to be emphasized in order to express the semantic content of the text more precisely. The character of this accentuation type demonstrates that the orator conveys important information. This device is also associated with rhetorical pressure.

To express the viewpoint, the speaker purposefully uses the following parameters, such as tempo and pausation that affect the result of the communicative act sense perception, contributing to the significant elements allocation. The stability of the temporal organisation of political discourse, the dominance of medium-duration pauses, the uniform pause saturation with the minimum number of hesitation pauses testify to a high degree of control over speech that allows the speaker to influence and convince the audience, and to prove his standpoint (Постникова 2011: 115).

An integral prosodic parameter that functions as a specific framework in the viewpoint organisation is the rhythm. The effect of rhythm in public speech is created with the help of lexical repetitions, syntactic and accent-melodic parallelism. The main means of rhythm is the accent-melodic parallelism, which is expressed in the identity of the accent-melodic structure of the intonation group, equal number of stressed syllables and the

localization of the nuclear tone predominantly at the end of the intonation group (Ibid.: 116).

As the process of the viewpoint defending in political discourse is realised by the strategy of persuasion and tactics of argumentation, it should be noted that within the act of argumentation the dominant position of the thesis in which the viewpoint is realised may be created by means of prosodic contrasts. The phrases preceding and following the thesis are often actualised as Low Key information (low pitch level, narrow pitch range, fast tempo, decreased loudness), while the thesis is pronounced as High Key information (high pitch level, broad pitch range, slow tempo, increased loudness). As a result, as Freydina remarks (Freydina 2015: 15), the material in the thesis acquires greater prosodic prominence.

Hence, the prosodic specifics of apolitical discourse are characterised by intensification of all its components (dynamic, tonal, and temporal). In experimental phonetics, this acoustic effect is referred to as "prosodic intensity", "prosodic highlighting" or "prosodic emphasis" (Petlyuchenko 2015).

3.2 Auditory analysis data

To establish the regularities of prosodic elements functioning in the viewpoint realisation in political discourse under analysis, we have undertaken the experimental phonetic research, which results based on the auditory analysis data have helped define the features of the prosodic structure of the texts mentioned.

The methodology of the analysis of the utterance prosodic organisation, presented in the works of contemporary phoneticians (Калита 2001), has been used for the experimental research of prosodic peculiarities of political discourse.

In the process of selecting the material for analysis we proceeded from the substantiated classification of the utterances expressing viewpoint in political discourse (Алексієвєць 2011). The body of the experimental material included political speeches of various grammatical structure and length and of traditional compositional structure, delivered by British and American public figures. The unique authentic material helps us reveal the peculiarities of the prosodic organisation and reflects the dynamics of the leaders' political thinking.

In order to prove the above speculations about prosody of viewpoint in political discourse let us consider the process of its prosodic organisation in Prime Minister of Great Britain David Cameron's speech (Cameron 2013) to the World Economic Forum in Davos (January 23, 2013) aimed to attract the Union's attention to the contemporary situation in the EU and Europe in general as well as the United Kingdom's role in these processes and to stimulate the G8 to real changes.

Now yesterday I gave a speech setting out the UK's place in Europe.

This is not about turning our backs on Europe – quite the opposite. This is about how we make the case for a more competitive, a more open, a more flexible Europe and how we secure the UK's place within it. This is how I see it. Just over half of the EU countries are in the single currency, in the Euro. When you have a single currency you move inexorably towards a banking union, towards forms of fiscal union and that has huge implications for countries like the UK who are not in the Euro and frankly [never will be] are never likely to join. The club we belong to is changing. We can't ignore this: change is underway and the debate about what this means, it is live, it is happening right now.

And as I said yesterday consent in the United Kingdom for the steps that have already been taken is wafer thin.

*Now some just say well let these events unfold naturally. I say no. We should try and shape them in the UK's national interest. Let us negotiate a new settlement for Europe that works for the UK and let's get fresh consent for it. And it's not just right for the United Kingdom, it is necessary for Europe. **Europe is being out competed, out invested, out innovated** and it is time we made the European Union an engine for growth, not a source of cost for business and complaint from our citizens.*

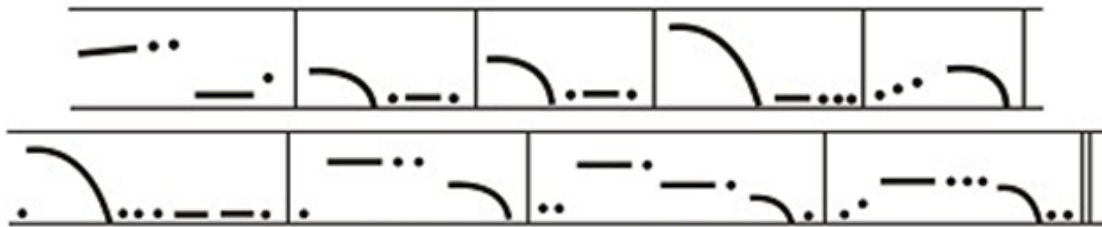


Figure 2. The tonogramme of the utterance. The picture made by the author with the use of standard Microsoft Office graphic tools.

David Cameron's discourse is argumentative with the rational argumentation predominance. The viewpoint realised in the utterance was interpreted as official, collective, political, neutral, explicitly actualised (See Алексієвeць 2011). The politician uses the whole set of rhetorical, lexical, and stylistic as well as prosodic markers for its expression and strengthening of its importance. In the fragment under analysis the semantically significant words are highlighted by the logical stress. At the same time, "the rule of three" is used very often. As it is known, "the rule of three" is a principle in English writing and speaking that suggests that things that come in three are inherently more effective than other numbers of things. A series of three is often used to create a progression, in which the tension is created, then built up, and finally released. "The rule of three" is a well-known feature of public speaking. Three-part phrases often generate so-called "claptraps", evoking audience applause.

... a more competitive, a more open, a more flexible Europe...;

...out competed, out invested, out innovated...

The utterance consists of 4 intonation structures that realise the rhetorical pressure, – *|Europe is |being| \out competed,| \out in|vested,| \out |innovated|* and 5 intonation structures, which balance it and realise the communicative cooperation – *and it is |time| we \made the European |Union| an |engine for |growth,|not a |source of |cost for |business| and com|plaint from our |citizens | |*. The first part is actualised by means of the sequence of falling tones of various pitch levels adding the categorical character and persuasiveness with the increased loudness and accelerated tempo as well as with the pitch range widening. The strategic character has the realisation of the second part of the utterance with the help of the low falling tones and the Mid Level Scales, normal loudness, and moderate tempo. The orator really invites the union to the cooperation due to such rhythmical and melodic organisation. Generally, the utterance is characterised by a well-organised rhythm. The complex of the used prosodic means helps the speaker sound confident, weighty, and convincing, as well as realise the impact on the audience. The prosodic marking of the viewpoint is accomplished owing to the highlighting of the whole utterance.

It is also worth noting that the successful realisation of political discourse predetermined "not only verbally encoded message content" (Федорів 2010: 81), but a number of prosodic means that, functioning in a complex, can perfectly express it.

A striking instance of the use of prosody as a dominant linguistic "tool of power" in expressing the viewpoint serves *Barack Obama's Victory Speech* (2012; Obama 2012), delivered November 6, 2012 in Chicago after the final election for a second term. The speech captivates with a high degree of emotion, which is natural in such a situation, alongside persuasiveness and diverse language means that the speaker uses. However, the

prosodic markers are perhaps the most powerful device that conveys the President's feelings, his attitude to the audience, which is also in a state of emotional excitement. The idea of the United States unity, the people and its future is the main idea of the whole speech. It starts and emotionally growing, ends the presentation.

It is appropriate to note that Barack Obama's rhetoric is characterised by clarity and accessibility of the messages for the audience that is one of the main means of achieving the political speech success. Like Winston Churchill, Martin Luther King Jr., John F. Kennedy, and Ronald Reagan, Obama speaks in the uplifting rhetoric of hope. Barack Obama's rhetoric is full of expressive lexicon designed to inspire the presentation, to interest the listener as well as to give the emotional energy to the speech.

This aspect is also characteristic of the analysed speech, the potential of which is enhanced by the used expressive prosodic means that allow to support the euphoric atmosphere and to build a common space of the speaker and audience's discourse:

To\night,| more than |200 years →after_ a |former \colony_ |won the |right to de|termine its |own \destiny, | the |task_ of per|fecting our \union |moves \forward. ||| (Cheers, applause.)

*It \moves \forward_ be|cause of \you.|| It moves \forward_ because |you rea|ffirmed the \spirit| that has \triumphed over \war and de|pression, | the \spirit | that has |lifted this \country| | from the |depths of de\spair_ to the |great |heights of \hope, | the be|lief | that while |each of \us | will pur\sue | |our own indi|vidual \dreams, | we are **an American family**,| and we \rise or \fall together | as |one \nation | and as |one \people. ||| (Cheers, applause.)*

*Tonight, | in this e\lection, | \you, | the A\merican \people, | re\minded us_ that while our \road_ has been \hard, | while our \journey has been \long, | we have \picked our\selves \up, | we have \fought our \way \back, | and we \know in \our \hearts | that for the \United_ \States of A\merica, | **the \best is \yet to \come.**||| (Cheers, applause.)*

The given above Introduction of the speech demonstrates the usage of the complex of methods of attracting audience's attention, namely: reference to ahistorical episode and the reference to the event, time, and place. By using many forms of rhetorical tools like anaphora, President Obama manages to give a speech, which is full of American ideas of life. This part of speech is marked by the falling and wave-like tone movement in the syntagm, allowing the speaker to sound emotionally convincing. The meaningfully loaded words are labelled by a special highlighting such as high falling tone on *\you*, low falling tone on *\spirit*. The unity of the nation, which is the leading viewpoint in the fragment *as \one \nation | and as \one \people*, is expressed with the help of a checked scale and low falling tone, normal loudness, and moderate tempo, which being together assist the speaker to sound confident, influential, and persuasive. Rising tones state an invitation to listen and due to this it becomes more expressive. Moreover, in the analysed example pauses become the prosodic means of intensification of the semantic weight of the speaker's viewpoint, create the effect of emotional growth and provide the dynamism and brightness. In the last syntagm the speaker uses the Descending Sliding Scale, combined with the low falling tone and moderate loudness and somewhat accelerated tempo to deliver the leading opinion – *the \best is \yet to \come*.



Figure 3. The tonogramme of the syntagm. The picture made by the author with the use of standard Microsoft Office graphic tools.

The final part demonstrates the usage of the following methods, such as summarising conclusion, appeal to the listeners, and generalising recurrence. The end of the speech sounds emotional and confident,

A→merica, I believe | we can 'build' on the 'progress we've made | and con'tinue to 'fight for 'new jobs | and 'new opportunity | and 'new se'curity for the 'middle 'class. | I be|lieve we can 'keep the 'promise of our 'founding, | the 'idea that if you're 'willing to 'work 'hard, | it 'doesn't matter 'who you 'are | or where you 'come from | or what you 'look like | or where you 'love. | It doesn't 'matter_ whether you're 'black or 'white _ or 'Hispanic_ or 'Asian_ or 'Native A'merican_ or 'young_ or 'old_ or 'rich_ or 'poor, _ 'abled, _ dis'abled, _ 'gay_ or 'straight. | (Cheers, applause.) You can 'make it 'here in A'merica | if you're 'willing to 'try. || (Cheers, applause.)

I believe we can 'seize this 'future to'gether | because 'we are 'not as di'vided as our 'politics suggests. | We're 'not as 'cynical as the 'pundits be|lieve. | We are 'greater than the 'sum of our indi'vidual am'bitions | and we re'main more than a col|lection- of 'red states and 'blue states. | We 'are, and for'ever 'will be, _ the U'nited 'States of A'merica. | (Cheers, applause.)

And to'gether, _ with your 'help_ and 'God's 'grace, | we will con'tinue our 'journey forward | and re'mind the 'world | just why it 'is | that we 'live- in the 'greatest 'nation on 'earth. || (Cheers, applause.)

As it has been already mentioned, the leading idea is the problem of national unity that is implemented by means of rising tones, short pauses, which separate each word into a syntagm creating, with increased loudness and accelerated tempo, the effect of

intensification and strengthening of the speaker's viewpoint. The assurance in its rightness is transmitted by high loudness and well-organised rhythm and achieves the climax due to the short intonation groups, high falling tones, accentuation of the utterance important parts in

We \are, and for\ever \will be, the U\lited \States of A\merica, |



Figure 4. The tonogramme of the utterance. The picture made by the author with the use of standard Microsoft Office graphic tools.

as well as two falling tones and intersyntagm pause before *in the \greatest \nation on \earth*, which enhance the semantic weight of the word and the whole fragment together with high loudness and accelerated tempo.



Figure 5. The tonogramme of the syntagm. The picture made by the author with the use of standard Microsoft Office graphic tools.

So the data obtained as a result of the undertaken auditory analysis enable us to list the following prosodic "power means" in the analysed speech: 1) the Descending and Ascending Scale of different configurations; 2) the falling, rising, and level tones; 3) a strict division of speech flow into syntagms; 4) the well-organised rhythm; 5) reducing of the pauses duration; 6) the accelerated tempo; 7) the loudness increased / high. They allowed the speaker to convey the speech essence to the audience, noting the informatively important moments and to reflect his emotional state dynamics.

4. Conclusion

The results of the research presented in this article demonstrate the importance of prosodic variations in expressing viewpoint in political public presentations. Studying discourse prosody with regard to political, cultural, and philosophical context enables the analyst to get some interesting insights concerning both the use of language, prosodic means in particular, and political, and cultural parameters of speech interaction: discourse participants, their relationship, and rhetorical tradition.

Thus, the prosodic organisation of statements of viewpoint is characterised by a complex interaction of all components of intonation, which results in a perlocutive effect on the listener. A comprehensive study of prosodic means of actualising political discourse and the viewpoint in it requires an integrated approach with the use of new methods of analysis that will improve the effectiveness of political speeches and rhetorical discourse in the present-day conditions of communication.

The prospects of further research are seen in the study of the role of prosody in shaping the politician's image and the speaker's individual style.

Used phonetic symbols

/ / put before the syllable with main stress

/₁/ put before the syllable with secondary stress; partially stressed syllable

_ˋ**m** the Low Fall

_ˋ**m** the High Fall

_ˊ**m** the Low Rise

_ˊ**m** the High Rise

↑**m** Accidental/Special Rise

- ˘m the Fall-Rise
- ˘m the Rise-Fall
- ↘m the stressed syllable of the Sliding Scale
- ↗m the stressed syllable in the Scandent Scale
- | short pause
- || long pause
- _ very short pause
- intersyntagm pause

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Résumé in English

The topicality of the proposed research paper is caused by the increasing role of speech communication in society, the interest of contemporary linguistics in political discourse study as well as in the problems of the prosodic and lexical-and-stylistic means interaction in ensuring its effectiveness. Political discourse performs the functions of informing and making a social-and-psychological impact on the audience. The obligatory component, taking part in the political speech organisation in general, and politician's viewpoint in particular, is prosody, being the most vivid means of influence on the audience corresponding to a certain communicative situation and the orator's image. On the basis of auditory analysis the author outlines the specificity of prosodic organisation of viewpoint in English political discourse. The study has revealed that the prosodic organisation of the utterances expressing viewpoint is characterised by the complex interaction of all the components of intonation resulting in the perlocutive influence on the listener. The modifications of the prosodic component, which influence the achievement of the perlocutive effect are the following: tempo acceleration / deceleration, utterance intensity weakening / strengthening, frequent accentuation, contrasting melodic pattern differences in the communicative-and-semantic parts, melodic contour, occasional usage of the psychological pauses, and so on. The analysis performed by the author testifies to the fact that the key prosodic markers in English political discourse are the components of melody (distribution and variety of terminal tones, pitch range widening / narrowing, etc.), variable tempo realisations, pauses, well-organised rhythm. One of the main factors of prosodic impact is phrasal accentuation. The variety of pitch levels is also considered to be an effective means of speech influence.

Keywords: political discourse, political speech structure, political speech effectiveness, viewpoint, prosody, prosodic means, prosodic impact.

Résumé in German

Die Aktualität der vorgeschlagenen Forschung ist durch die zunehmende Rolle der mündlichen Kommunikation in der Gesellschaft, durch das Interesse der modernen Linguistik an der Erforschung des politischen Diskurses, sowie durch die Fragen der Interaktion prosodischer und lexikalisch-syntaktischer Mittel für die Sicherung seiner Wirksamkeit bedingt. Der politische Diskurs erfüllt die Funktionen der Informierung und des sozial-psychologischen Wirkens auf das Publikum. Eine erforderliche Komponente, die sich unmittelbar an der Organisation des politischen Diskurses im Allgemeinen und des Gesichtspunktes des Politikers im Einzelnen beteiligt, ist die Prosodie, eines der prominentesten Einflussmittel, was der bestimmten kommunikativen Situation und dem Sprecherbild entspricht. Während der Analyse wurde festgestellt, dass die prosodische Gestaltung der Äußerung durch ein kompliziertes Zusammenwirken aller Intonationskomponenten gekennzeichnet ist, infolge dessen eine perlokutive Wirkung auf den Hörer ausgeübt wird. Unter den Besonderheiten der Modifikationen von den prosodischen Komponenten, die das Erreichen des perlokutiven Effektes beeinflussen können, sind folgende zu unterscheiden: Beschleunigung und Verlangsamung des Tempos; die Schwächung und Verstärkung der Intensität von Aussagen; häufige Akzentuierung; kontrastierende Melodieveränderungen in den kommunikativ-semantischen Abschnitten; die Bildung der ungleichmäßigen melodischen Konturen; gelegentlicher Gebrauch von psychologischen Pausen usw. Die durchgeführte Analyse zeigt, dass die wichtigsten prosodischen Marker im englischsprachigen politischen Diskurs die melodischen Komponenten sind (Verteilung und Vielfalt von Terminal-Tönen, Erweiterung/Verengung der Melodiebreite, usw.), variable Temporealisationen, Pausierung, der klare Rhythmus. Einer der wichtigsten Faktoren der prosodischen Wirkung ist die Satzakkentuierung. Ein effektives prosodisches Mittel und wirksames Zeichen des sprachlichen Einflusses ist die Variabilität der Tonstufen.

Stichwörter: politischer Diskurs, die Zusammensetzung der politischen Rede, die Wirksamkeit der politischen Reden, Gesichtspunkt, Prosodie, prosodische Mittel, prosodische Wirkung.

Résumé in French

L'actualité de la recherche ci-dessous est suscitée du rôle de la communication orale dans la société, de l'intérêt de la linguistique contemporaine envers l'étude du discours politique ainsi qu'envers les questions de l'interaction des moyens prosodiques et lexico-sémantiques pour l'accomplissement de son efficacité. Le discours politique accomplit des fonctions de l'information et de l'influence socio-psychologique sur l'auditoire. Le composant obligatoire, participant directement à l'organisation du discours politique en général, ainsi que du point de vue du politicien en particulier, est la prosodie, qui se montre comme un des moyens les plus animés de l'influence sur l'auditoire ce qui correspond à la situation concrète de la communication et à l'image du parlant. Tout au long de l'analyse on a établi que l'organisation prosodique des énoncés des points de vue se caractérise de l'interaction compliquée de tous les composants de l'intonation et il résulte de l'influence perlocutive sur l'auditeur. Parmi les particularités des modifications des composants prosodiques influant à la réalisation de l'effet perlocutif on peut distinguer: l'accélération et le ralentissement du rythme, l'affaiblissement et le renforcement de l'intensification des énoncés, l'accentuation partielle, les différences contrastées du dessin mélodique dans les parties communicatives et du sens, la création du contour inégal mélodique, l'emploi occasionnel des pauses psychologiques etc. L'analyse menée témoigne que les marqueurs prosodiques de premier plan dans le discours anglophone politique sont les composants de la mélodie (la distribution et la variété des tons, l'élargissement et la constriction du diapason etc.), les réalisations variatives du rythme, la pausation, le rythme précis. Un des facteurs de l'influence prosodique est l'accentuation des phrases. En plus on observe que

la variété des niveaux tonals est un moyen prosodique effectif et en même temps un signe efficace de l'influence langagière.

Mots-clés: le discours politique, la composition du discours politique, l'efficacité du discours politique, le point de vue, la prosodie, les moyens prosodiques, l'influence prosodique.

Résumé in Russian

Актуальность предложенного исследования обусловлена возрастающей ролью устной коммуникации в обществе, интересом современной лингвистики к изучению политического дискурса, а также к вопросам взаимодействия просодических и лексико-синтаксических средств в обеспечении его эффективности. Политический дискурс выполняет функции информирования и социально-психологического воздействия на аудиторию. Обязательным компонентом, непосредственно участвующим в организации политического дискурса в целом, и точки зрения политика, в частности, является просодия, выступая одним из самых ярких способов воздействия на аудиторию, что соответствует определенной ситуации общения и образу говорящего. Результаты исследований интонационного оформления речи доказывают важную роль просодических средств в реализации стоящих перед оратором целей. На основе аудитивного анализа была установлена специфика просодического оформления точки зрения в англоязычном политическом дискурсе. В ходе анализа выявлено, что просодическая организация высказываний точки зрения характеризуется сложным взаимодействием всех компонентов интонации, в результате чего происходит перлокутивное воздействие на слушателя. Среди особенностей модификаций просодических компонентов, влияющих на достижение перлокутивного эффекта, можно выделить следующие: ускорение и замедление темпа; ослабление и

усиление интенсивности высказываний; частотную акцентуацию; контрастные перепады мелодического рисунка в коммуникативно-смысловых частях; создание неравномерного мелодического контура; окказиональное употребление психологических пауз и т.п. Проведенный анализ свидетельствует о том, что ведущими просодическими маркерами в англоязычном политическом дискурсе являются компоненты мелодики (распределение и разнообразие терминальных тонов, расширение/сужение диапазона и т.д.), вариативные реализации темпа, паузация, четкий ритм. Одним из главных факторов просодического воздействия является фразовая акцентуация. Также эффективным просодическим средством и действенным признаком речевого влияния наблюдается вариативность тональных уровней.

Ключевые слова: политический дискурс, композиция политического выступления, эффективность политического выступления, точка зрения, просодия, просодические средства, просодическое воздействие.

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