

SPECIFICS OF PUBLIC STATEMENTS ENGLISH TEXTS OF POLITICIANS (ACCORDING TO D. TRUMP'S PERFORMANCES)

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The political speech as a form of the public speech is treated as a process of communication, as a type of social action, as a political action directed to change the ideas of the addressee about political reality, some kind of reconceptualisation of the political world in consciousness of listeners.

The purpose of this research is to disclosure the main means of effective belief strategy.

The material of the research is the public speeches of American politician – D. Trump, his statements and his interviews.

All speech strategies of the politician Donald Trump act in one direction: to impact on the addressee for convincing him to make the necessary decision for the subject of a political activity.

According to O.S. Issers we understand that «the communicative strategy is a complex of the speech actions directs to achievement of the communicative purposes which includes planning a process of speech communication depending on specific conditions of communication and persons of communicants and also implementation of this plan» [1, p. 3].

D. Trump does not always guide only to logic, concentrate attention only on the argumentative and evident part of a statement. Logic and argumentativeness often concede emotions in influence «designed and provoked». [3, p. 19].

Let define the all-speech strategy of a political discourse using in public speeches of the U.S. President, also promoting to belief and impact on audience.

There are:

- the contact-establishing strategy (for attracting and maintenancing audience attention);
- the structuring strategy (for structuring information, allocating sub-themes);
- illustrative strategy (for maintenancing, confirming or an explanating a statement by generalization or reduction of examples).

The realization of the contact-establishing strategy is enabled thanks to addresses and gratitude for the invitation or for presence of these or those officials at the beginning of the speech:

Mr. Secretary General, Mr. President, world leaders, and distinguished delegates... [2].

Illustrative strategy is often used in political speeches of Donald Trump and serves for implementation of one of the fundamental purposes of all speech – to convince the whole world that the policy of the USA includes freedom of human rights, democracy and human dignity (freedom, democracy and human dignity). In this regard the President gives different examples: *One of the greatest American patriots, John Adams, wrote that the American Revolution was "effected before the war commenced. The Revolution was in the minds and hearts of the people"* [2].

The tactics of an illustration is shown in using of the facts and examples. Unlike the fact – a self-sufficient event from which with inevitability the correctness of a thesis follows the example is only one of a number of events, any of which equally confirms the introduced idea. At the speech level illustration tactics in the address is implemented by means of the following expressions:

so let this be our mission, and let this be our message to the world: we will fight together, sacrifice together, and stand together for peace, for freedom, for justice, for family, for humanity, and for the almighty god who made us all most of which often begin the offer. [2]

The argumentation is usually relied on the real-life facts.

The facts are the most reliable argument of the proof if they are picked correctly up and objectively shown an event picture. Documentary confirmed data are most convincing in this aspect.

For example: *I ask every country represented here today to be prepared to do more to address this very real crisis. We call for the full restoration of democracy and political freedoms in Venezuela.* (Applause.) [2]

As the main strategy of belief we consider and tabulate the following strategy which are capable to be implemented by means of a number of tactics (Table).

Table – Strategies and tactics of belief.

№ п/п	The main strategy of belief	Tactics implementing the main strategy of belief
1.	The strategy of an argumentation	a) tactics of a contrastive analysis; b) perspective tactics; c) tactics of reasonable estimates; d) illustration tactics.
2.	The strategy of an appeal to action and promise tactics	a) promise tactics; b) appeal tactics.
3.	The strategy of forming positive reaction of audience and) tactics of accounting valuable reference points at the addressee	a) tactics of accounting valuable reference points at the addressee; b) unification tactics; c) tactics of the appeal to emotions of the addressee..
4.	The strategy of non verbal influence	a) tactic of using poses, gestures, mimicry; b) response tactics (laughter, smiles, audience applause).

Source: own elaboration.

In conclusion that the analysis of a phenomenon of speech belief according to the material of public speeches of the U.S. President Donald Trump shows that the most effective are the argumentative strategy, the strategy of an appeal to action, the strategy of forming positive reaction of audience, the strategy of nonverbal influence. In political speeches mechanisms of belief and influence move to the forefront.

The analyze of the political figures speech allows to reveal strategies and tactics of the argumentation using for the purpose of belief of audience, and the research of the famous political persons performances allows to predict, on the one hand, further actions and intentions of the politician, with another – to establish the most effective methods of impact on listeners.

References

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