

Віолета Будагян

Науковий керівник: асист. Єгорова А.В.

PRAGMATIC ASPECTS OF POLITICAL DISCOURSE AND LINGUISTIC FEATURES OF THE FIRST LADIES' SPEECHES

Politics is a struggle for power in order to put certain political, economic and social ideas into practice. In this process, language plays a crucial role. A political action is prepared, accompanied, influenced and played by language. The emergence of the field of political marketing has highlighted the prominence of communication towards shaping the candidates' image and building long-term relationships with voters. The linguistic characteristics of the political speech presented by candidates allow them to communicate to the voters the superiority of his or her attributes over those of opponents. Political speeches deal with the use of power to organize people's mind and opinion. It is a mighty weapon used to control society in general. Political speech can be seen as a means of establishing and maintaining social relationships, expressing feelings, imposing ideas and policies in a society. While making linguistic choices, language users continuously evaluate different principles and strategies to make sure the chosen ones can help to achieve their communicative goals [4, p. 162].

Modern political campaign involves considerable efforts, which among others include the creation of a political image. This is a complex process, which means elaboration of biography, character features, appearance and the style of speech. However, if we talk about the President of a country, one of the factors having considerable impact on the formation of his image is the image of the first lady. First Ladies were often the most famous women in the country, and were able to influence, or at least were perceived to be able to influence, the President.

The wife of the president or other person who has the status of the first lady in the state (president, queen, prime minister, etc.) plays a significant role in the political life of the country, serving as a model for imitation, strengthening the positive image of the country or, conversely, ruining its reputation on the global political arena. The image of the first lady complements the image of the president, which, in its turn, affects the formation of the image of the state itself. The image of the first lady and the perception of the state are interconnected components of the success in the eyes of citizens.

The pragmatic potential of political discourse reveals its target orientation presupposed by the speaker and is realized through presentation and clarification of certain information to the recipients. Such messages intend to affect social interest and values of the target audience [1].

Analyzing speeches of political figures, one can identify strategies and tactics of argumentation used to persuade the audience. Studies of performances

allow the researchers, on the one hand, to predict further actions and intentions of politicians, and on the other hand, to reveal the most effective ways of influencing the listeners. F. H. van Eemeren defines argumentation as “verbal, social and rational activity, the purpose of which is to convince an intelligent person in the truth of the thesis by means of a set of statements that either prove or refute the thesis itself” [3, p. 34].

According to A. A. Markovich, argumentation is a communicative activity, which aims to prove the acceptability of some thoughts, carried out through the construction of the text in a social context. The emphasis in the process of argumentation is made on communicative constituent, which involves the exchange of information, the addressee and the recipient, that is, the dialogue and the social context of the activity [2, p. 418].

Scholars have advocated that different evolutionary pressures, biological features, and socialization experiences have caused men and women to develop often opposing personal aspirations and social roles, and distinct communication styles and tend to accommodate to them. First of all, they have claimed that biological features and evolutionary pressures cause men to be aggressive and self-assertive. By contrast, biological features and evolutionary pressures cause women to be nurturing and cooperative [5, p. 326].

Unlike male competitive and argumentative speech, aimed at demonstrating power and control, female language is more emotional, pleasing and supportive. For example, in their speeches first ladies often use hedges (*I wonder, you know*), tag questions (*isn't it? can't you?*) and inclusive pronouns (*we, us*) to invite addressees into interaction. Moreover, they also incorporate inclusive phrases (*my fellow citizens*) to signify a common identity with the audience. In addition, they give minimal responses (*mmhmm*) to show support and attentiveness. First ladies use a lot of modal forms (*perhaps, sort of, probably*) and tend to talk more about home and family to be more emotionally and positively evaluated. They use suggestions (*let's*) and expletives (*dear me, oh my goodness*) to maintain respect and/or emotional import. They also include in their statements adverbials (*maybe, probably*) and modal verbs (*may, could*) to maintain equality and receive approval.

To conclude, the first ladies' speech is based on emotions, it is more expressive and aimed at influencing the feelings of the target audience.

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Віктор Будаловський

Науковий керівник: к.і.н., проф. Кривошея І.І.

ЧОРНА СМЕРТЬ В ІСТОРІЇ ЄВРОПИ

Період Середніх віків є знаковим, дуже насиченим і повчальним в історії Європи. У ті часи формувалися нові держави, велися великі війни, здійснювалися хрестові походи. Вплив на історію Європи мали і хвороби, які безжально знищували населення. Основні хвороби Середніх віків – туберкульоз, малярія, віспа, гангрені, виразки та епідемії чуми. Безперечно, людство страждає безліччю хвороб, але є одна, яка не зрівняється з іншими. Це – чума. Однією зі смертоносних епідемій чуми була так звана «Чорна смерть».

Тема даної роботи є досить актуальною в наш час, адже людство має бути готовим до всього – і до воєн, і до страшних хвороб. Метою даної статті є показати в історії Європи причини та наслідки поширення бубонної чуми, що отримала назву «Чорна смерть».

У давніх греків і римлян епідеміологічні хвороби вважалися карою, яку послали розгнівані боги, але за їхніми описами неможливо скласти навіть приблизного уявлення про такі форми хвороб [5, с. 78]. Різні згадки про хвороби, які були схожими на чуму, були записані, ще у середині V ст. до н. е. Чума Фуکیدіда з'явилася в 430 р. до н. е. в Афінах. Римлянин Гален (130 – 201 рр.) розробив своє вчення про пневму – речовину, яка є своєрідним переходом від духовного до матеріального. Перша епідемія чуми (чума Юстиніана, 531–589 рр.) також пояснювалась на основі вчення «пневматиків». Чума Юстиніана забрала понад 100 млн. життів на Сході і 25 млн. у Європі, знищила багато міст і скоротила населення деяких країн у декілька разів [3].

З часів першої пандемії пройшло більше шестисот років і вона була забута європейцями. Періодично серед населення країн Європи та Азії