

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДВНЗ «УЖГОРОДСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ»
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН
КАФЕДРА ПРИКЛАДНОЇ ЛІНГВІСТИКИ



КОЗИК АНАСТАСІЯ ЮРІЇВНА

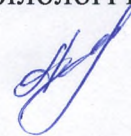
**“ЛІНГВОСТИЛІСТИЧНІ ТА ЛІНГВОКУЛЬТУРОЛОГІЧНІ
ОСОБЛИВОСТІ ПРОМОВ БОРИСА ДЖОНСОНА”**

035.10 “Філологія (Прикладна лінгвістика)”

Кваліфікаційна робота на здобуття освітнього ступеня магістра

Науковий керівник:
кандидат філологічних наук, доцент

Девіцька А. І.



Ужгород – 2023

Реєстрація 4
(номер)

«11» грудня 2023 р. Бочкай М. С.
(прізвище, ініціали) [підпис]
(підпис лаборанта кафедри)

Дипломна робота допущена до захисту

Завідувач кафедри

[підпис] Полюжин М. М.
(підпис) (ініціали, прізвище)

Протокол № 8 «21» грудня 2023 р.

Рецензент [підпис] Шойка О. І.
(підпис) (прізвище, ініціали)

к. кер наук, доцент
(науковий ступінь, вчене звання)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
UZHHOROD NATIONAL UNIVERSITY
FACULTY OF INTERNATIONAL ECONOMIC RELATIONS
APPLIED LINGUISTICS DEPARTMENT

ANASTASIIA KOZYK

**LINGUOSTYLISTIC AND LINGUOCULTURAL FEATURES OF BORIS
JOHNSON'S SPEECH**

035.10 "Philology (Applied Linguistics)"

Qualification work for obtaining a master's degree

Research advisor:
PhD in Philology
Associate Professor
Antonina Devitska

Uzhhorod - 2023

АНОТАЦІЯ

У дослідженні зосереджено увагу на визначенні особливостей лінгвокультурологічних та лінгвостилістичних факторів, які впливають на мовлення колишнього прем'єр-міністра Великої Британії Бориса Джонсона та визначено способи їх передачі мовою перекладу, розкрито сутність комунікативних стратегій та ролей, проаналізовано мовні засоби і жанри у політичному дискурсі.

Метою дипломної роботи є виявлення та аналіз лінгвокультурологічних та лінгвостилістичних чинників, які мають безпосередній вплив на формування мовного портрету Бориса Джонсона, а також дослідження його передачі шляхом перекладацьких трансформацій.

Актуальність праці зумовлена необхідністю дослідження лінгвокультурологічних та лінгвостилістичних способів впливу англійської мови на політичний дискурс, а також шляхів їх адекватного відтворення засобами мови перекладу.

Об'єктом роботи є вибірка оригінальних промов Бориса Джонсона у період з 2004 до 2023 років.

Предметом роботи є особливості промов Бориса Джонсона крізь призму лінгвостилістики та лінгвокультурології.

Практична цінність дослідження полягає в тому, що аналіз функціонування лінгвокультурологічних та лінгвостилістичних чинників у політичному дискурсі слугуватиме підґрунтям для подальшого розвитку лінгвокультурологічних та перекладацьких студій.

Теоретична цінність праці полягає у формуванні перспективи розвитку дослідження політичного дискурсу під впливом лінгвокультурології та лінгвостилістики.

Дипломна робота складається зі 90 сторінок, до яких відносяться вступ, три розділи, висновки, посилання та ілюстративний матеріал.

Перший розділ базується на теоретичних засадах, в яких розкривається сутність поняття дискурсу, зокрема політичного. Значна увага приділяється характеристиці мовленнєвих жанрів та мовних засобів, які мають вагомий вплив на формування дискурсивних особливостей політиків. Також у цьому розділі описується поняття політичного медіадискурсу, яке створилося в результаті бурхливого розвитку медіа та інтернет технологій та аналізуються комунікативні стратегії впливу на аудиторію.

У другому розділі проведено дослідження на основі промов Бориса Джонсона, виявлено вплив культури на його манеру мовлення та проаналізовано лінгвостилістичні фрагменти дискурсу. Зокрема досліджувалися також комунікативні ролі, які Борис Джонсон приміряє під час спілкування з аудиторією на просторах соціальних мереж.

Третій розділ характеризується дослідженням способів адекватної передачі лінгвокультурологічних та лінгвостилістичних компонентів мовлення Бориса Джонсона шляхом різного роду перекладацьких трансформацій. Окрема увага приділяється відтворенню комічних фрагментів його мовлення.

У висновках наведено основні підсумки магістерської роботи, результати яких були отримані у ході проведення різного роду досліджень на основі лінгвокультурологічних та лінгвостилістичних особливостей промов Бориса Джонсона. Описуються загальні поняття політичного дискурсу та способи його впливу на аудиторію. Наголошується на значущості розвитку таких наук як лінгвокультурологія та лінгвостилістика, й необхідності їх удосконалювати та збагачувати. Узагальнено методи передачі лінгвокультурологічних, лінгвостилістичних та комічних фрагментів у промовах Бориса Джонсона. У висновках також виділяється значущість досліджень для майбутніх науковців, яка спонукає більш глибоко вивчати політичний дискурс.

Ключові слова: лінгвокультурологія, лінгвостилістика, дискурс, політична промова, перекладацькі трансформації, комунікації, гумор.

ABSTRACT

The study focuses on identifying the peculiarities of linguocultural and linguostylistic factors that influence the speech of the former British Prime Minister Boris Johnson and determines the ways of their transmission in the target language, reveals the essence of communicative strategies and roles, analyses linguistic means and genres in political discourse.

The purpose of the thesis is to identify and analyse the linguocultural and linguostylistic factors that have a direct impact on the formation of Boris Johnson's linguistic portrait, as well as to study its transmission through translation transformations.

The relevance of the work is based on the need to study the linguocultural and linguostylistic influences of the English language on political discourse, as well as the ways of their adequate reproduction by means of the target language.

The object of the study is a sample of original speeches by Boris Johnson in the period from 2004 to 2023.

The subject of the work is the peculiarities of Boris Johnson's speeches through the prism of linguostylistics and linguoculturology.

The practical significance of the study is that the analysis of the linguocultural and linguostylistic factors in political discourse will serve as a basis for the further development of linguocultural and translation studies.

The theoretical significance of the work lies in the formation of prospects for the development of political discourse research under the influence of linguocultural and linguostylistic studies.

The thesis consists of 90 pages, including an introduction, three chapters, conclusions, references and illustrative material.

The first chapter is based on the theoretical foundations that reveal the essence of the concept “discourse”, in particular, political discourse. Considerable attention is paid to the characteristics of speech genres and language means that have a

significant impact on the formation of politicians' discursive features. This section also describes the concept of political media discourse, which was created as a result of the rapid development of media and Internet technologies, and analyses communication strategies of influencing the audience.

In the second chapter, the research was conducted on the basis of Boris Johnson's speeches, revealing the influence of culture on his manner of speech and analysing the linguostylistic fragments of the discourse. In particular, the communication roles that Boris Johnson plays when communicating with the audience on social media were also studied.

The third chapter is characterised by the study of ways to adequately convey the linguocultural and linguostylistic components of Boris Johnson's speech through various kinds of translation transformations. Special attention is paid to the reproduction of the comic specificity of his speech.

The conclusions present the main results of the master's thesis, which were obtained in the course of various studies based on the cultural and stylistic features of Boris Johnson's speeches. It describes the general concepts of political discourse and the ways in which it influences the audience. The importance of the development of such sciences as linguocultural studies and linguostylistics, the need to improve and enrich them are emphasised. The methods of reproducing linguocultural, linguostylistic and comic fragments in Boris Johnson's speeches are summarised. The conclusions also highlight the significance of the research for future scholars, which encourages a deeper study of political discourse.

Keywords: linguocultural studies, linguostylistics, discourse, political speech, translation transformations, communication, humour.

CONTENTS

INTRODUCTION.....	8
CHAPTER 1. POLITICAL SPEECH AS AN OBJECT OF LINGUISTIC RESEARCH.....	11
1.1. The main characteristics of linguistic genres in political discourse	11
1.2. Linguistic means of influence in modern English-language political discourse	18
1.3. Methods of influencing political media discourse on the audience	24
CONCLUSIONS FROM CHAPTER 1	30
CHAPTER 2. PECULIARITIES OF BORIS JOHNSON’S SPEECH CULTURE	32
2.1. Linguocultural aspects of Boris Johnson's speeches	32
2.2. Stylistic figures in the expression of Boris Johnson's political speech	42
2.3. The communicative role of political leader Boris Johnson in social media networks.....	49
CONCLUSIONS FROM CHAPTER 2	55
CHAPTER 3. TRANSLATION TRANSFORMATIONS IN THE REPRODUCTION OF POLITICAL DISCOURSE	57
3.1. Recreating the linguistic style of Boris Johnson's political rhetoric	57
3.2. Means of reproducing cultural linguistics units of political discourse in translation.....	64
3.3. The specifics of reproducing the effect of humour in the target language...	73
CONCLUSIONS FROM CHAPTER 3	79
CONCLUSIONS	80
REFERENCES.....	82
REFERENCE LITERATURE AND DICTIONARIES.....	88
ILLUSTRATIVE SOURCES	88

INTRODUCTION

Political discourse is an extremely important aspect in the formation of political reality and influences the perception of political ideas, values and decisions. Through the skilful use of language, a politician has a significant impact on the public, and builds trust in himself. Each country represented by a politician has its own discursive properties, which are characterised by unique cultural and stylistic content. After all, the level of speech communication with citizens depends on the influence of the environment's culture and stylistic integrity on the politician's discursive features.

The relevance of the work is based on the need to study the linguocultural and linguostylistic influences of the English language on political discourse, as well as the ways of their adequate reproduction by means of the target language. To date, there have been many scientific works by Ukrainian and foreign scholars, such as Bondarenko A., Demydenko O., Kalishchuk D., Beard A., Longobardi F., Sharifian F., which are devoted to a detailed study of the functioning of political discourse under the influence of linguocultural and linguostylistic factors. However, there are still a lot of aspects for the study of political discourse, because language is a phenomenon that changes quite rapidly over time and the influence of cultural and stylistic means on it does the same.

The purpose of the thesis is to identify and analyse the linguocultural and linguostylistic factors that have a direct impact on the formation of Boris Johnson's linguistic portrait, as well as to study its transmission through translation transformations.

The main **objectives** of the study are:

- 1) to find out about the concept of political discourse and its main genres of functioning;
- 2) to analyse the linguistic means that are most often used in English-language political discourse;

- 3) to describe the communication strategies of political media discourse;
- 4) to analyse the linguocultural and linguostylistic factors that are manifested in Boris Johnson's speeches;
- 5) to characterise the communicative roles of Boris Johnson in social media;
- 6) to identify ways of conveying linguostylistically and linguoculturally coloured units by means of the target language.

The scientific novelty of the study lies in the identification of the linguocultural and linguostylistic elements that influence the speech of the former British Prime Minister Boris Johnson and the determination of the ways in which they are conveyed by means of the target language. The work reveals the essence of communicative strategies and roles used by a politician in media discourse to influence the audience and analyses the linguistic means and genres that help to achieve the desired goals in political discourse.

The theoretical significance of the work lies in the formation of prospects for the development of political discourse research under the influence of linguocultural and linguostylistic studies.

The practical significance of the study is that the analysis of the linguocultural and linguostylistic factors in political discourse will serve as a basis for the further development of linguocultural and translation studies.

Considering **the degree of research** on the thesis topic, it is worth noting that many scholars have explored this topic, but it is not sufficiently researched in the aspect in which we studied it.

The research materials used for the study are a sample of 40 speeches by Boris Johnson from 2004 to 2023. The materials also include explanatory dictionaries, namely: The Oxford and Cambridge English Dictionary, Collins Dictionary, New Ukrainian Explanatory Dictionary, Webster's New Dictionary.

The object of the thesis is an original sample of Boris Johnson's speeches during his political career.

The subject of the work is the peculiarities of Boris Johnson's speeches through the prism of linguostylistics and linguoculturology.

In accordance with the purpose and objectives of the study, the main research **methods** are:

- 1) the method of system analysis for a comprehensive study of theoretical and practical aspects of the political discourse functioning;
- 2) the descriptive method for identifying and characterising the features of linguocultural and linguostylistic factors;
- 3) the discourse analysis method for researching speeches in order to study sociocultural, political and individual aspects;
- 4) the linguocultural analysis to determine the influence of culture on the language system;
- 5) the content analysis method to identify key concepts in politicians' speeches and statements;
- 6) the method of linguistic and translation analysis for a detailed translation study of specific words due to certain cultural and stylistic factors.

The structure of the thesis consists of an introduction, three chapters (one theoretical and two practical). The chapters include subsections and conclusions to each of them. The work also contains general conclusions and a list of references and illustrative sources, which include 99 items.

CHAPTER 1. POLITICAL SPEECH AS AN OBJECT OF LINGUISTIC RESEARCH

1.1. The main characteristics of linguistic genres in political discourse

In the modern world, among all skills that a highly educated person should possess, a high-quality manner of speech is far from the last place. After all, the ability to express your thoughts clearly and literately affects the perception of professional and personal competence. It affects the reputation and the first impression created in communication with others.

All this manner of high-quality and competent speech functions in one multifaceted concept of “discourse”. This concept broadly covers the way of communication, the system of linguistic, socio-cultural and political practices that shape our understanding of the world [11, p. 51]. Discourse not only determines how we express our thoughts, but also how these thoughts are structured, understood and perceived in society.

Depending on the field of activity, there are such types of discourse as religious, law, pedagogical, medical, political, military, media, etc. Politics is a special sphere of social life, so the existence of political discourse is distinguished as a separate independent type of discourse. The spheres in which this discourse is used are political institutions such as parliaments, governments, parties, commissions, etc. Since a politician has different professional orientations, his/her speech style should be adapted and intertwined with media, economic, law and diplomatic discourses. Scholar Pavlutska V. believes that political discourse can be viewed from at least three perspectives:

- 1) philological, which covers the linguistic aspects, structure and means of expression based on linguistic and textual analyses;

- 2) sociopsycholinguistic, which studies how social factors influence speech processes and how individual characteristics affect the perception and solution of speech tasks;
- 3) individual hermeneutic, which aims at understanding and interpreting discourse through the prism of individual beliefs, experience and contextual understanding. This approach reflects the fact that each person can understand the discourse in his or her own way, taking into account his or her own knowledge, experience and worldview [22, p.218].

Political discourse should properly contribute to effective political activity and its adequate assessment [46, p. 50]. However, it is quite common in the political circle that the values, promises, positions and beliefs of the speaker do not always correspond to their actions, and this has a bad impact on relations with the people and the situation in the country. For many linguists, the persuasive function is the main function of political discourse. The persuasive nature is not only one of the special features of political speech, it is characteristic of political discourse in general, and, in particular, it appears in the definition of political discourse as a communicative form. If a political speech is not exclusively propaganda or agitation, it gives the listener the right to make their own judgements and leaves them with the right to choose.

In their speech, politicians appeal to values or concepts that allow them to manipulate the mass consciousness and exert a predictable influence on the audience [28, p. 340]. Usually, all communication strategies used in political discourse are aimed at winning power. The focus on the competition for political influence is an important feature of political communication. Politicians can only expect to succeed by relying on groups and forces outside the field, and a significant part of creating political discourse is the production of slogans and promises.

One of the important issues of political linguistics is the identification of speech genres in discourse. [5, p. 18]. Most researchers tend to take into account a single criterion for the distribution of speech genres, depending on the nature of the

information presented, they are divided into factual and informative genres [5, p. 20]. Informative genres are aimed at presenting new and relevant information, while factual genres, on the contrary, minimise new information and focus more on communication, namely on expressiveness and etiquette in interaction.

Regarding the structure and content of a political speech, many modern linguists offer various features of the genre, including the nature of communication, which can be official or unofficial; type of communication: personal or public; purpose; number of participants; typical concept of the addressee, which includes the level of position: equal or subordinate and gender: woman or man; addressing the recipient or not and the activity or passivity of the recipient [33, p. 67].

In general, at the present stage of development, due to various aspects of language research, scholars distinguish many different variants of classification of speech genres. For example, some linguists propose to stick to a classification that distinguishes the following genres within political discourse:

- 1) ritual genres (such as speeches during inaugurations, commemorations, and customary radio broadcasts);
- 2) orientation genres (like political party agendas, official constitutions, annual state reports, official announcements, legislative decrees, and agreements);
- 3) agonistic genres (such as catchphrases, promotional speeches, electoral debates, and deliberations in parliamentary assemblies) [19, p. 315].

Kucheryava Y. in her report proposes to follow a more general classification of speech genres in political discourse, which summarises different variants of researchers, namely: presentation and image, informative, ritual, agitation and agonistic-argumentative [16, p. 42].

The presentation and image genre of political discourse plays an important role in shaping the impression of a politician or political party. This genre is aimed at creating a positive image and presenting specific ideas or programming principles through the use of various communication tools. The presentation-image genre is a mandatory set of texts required for the speaker's participation in political activities

and represented by a slogan, programme and biography, which Kondratenko N. describes in her article.

Political slogans of the presentation type serve as a kind of business card of a political entity. They are focused on formulating the conceptual idea of a political force, the main political priorities, for example: “*Get Brexit Done*” (Boris Johnson: Brexit speech) [59], “*Deliver, Unite, Defeat*” (Boris Johnson: Conservative party speech) [64], “*Build Back Better*” (Boris Johnson: Tory party conference) [90]. At the semantic level, a slogan is the conceptual core of an election campaign, conveying the main idea and priorities of a political entity.

A political programme contains a detailed statement of political priorities and a long-term action plan of a political entity in case of winning the elections. The programme is also one of the texts that must be submitted in official sources, so it functions in two versions - a detailed business document and a text adapted for the average recipient, for example: “*We level up across Britain with higher wages, and a higher living wage, and higher productivity. We close the opportunity gap by giving millions of young people the chance to own their own homes and giving businesses the confidence to invest across the UK*” (Boris Johnson: First speech as Prime Minister) [70]. At the semantic level, a political programme is performative in nature, as it does not so much convey the planned actions of the subject as it contains their promises addressed to voters. At the structural level, programmes have three forms of presentation: thesis, contrast and question-and-answer [38, p. 200]. The thesis principle is the most common one, which involves presenting information in the form of separate content blocks covering domestic and foreign policy issues. The contrasting principle is implemented by comparing either different policies or information about what has been done and what is planned. The question-and-answer principle is similar to the thesis principle, but each block of information begins with a question instead of a headline, which enhances the dialogical nature of political communication.

A political biography contains information about a politician in a chronological form, with priority given to career development and positive personal traits, for example: *“In 2007, Johnson entered the London mayoral race and won by a slim margin”* (Part of Boris Johnson's biography) [74]. The politician is presented in such texts as an outstanding personality worthy of voters' trust, so only positive facts are highlighted and negative ones are silenced. In terms of structure, there is a distinction between a biography-summary and a biography-narrative, which differ in the way information is presented and in the amount of information. A summary biography is dominated by digital and factual information, while a narrative biography contains explanations, comments and emotionally expressive remarks about the politician's personality.

These texts represent a political subject - a politician or a political party and therefore function both in the official form submitted to the relevant state authorities and in the unofficial form presented in mass communication or as an element of political advertising. These texts are aimed at creating a political image and maintaining it, so they have the task of positioning a political actor in a positive or negative light. The main elements of the presentation and image genre include: public speeches, briefings, debates, which help to influence the audience while shaping the politician's image; media campaigns, which are responsible for using various media platforms, such as television, radio, the Internet and social networks, to spread the image and ideas of a politician or party; and personal interaction, which includes meetings with voters, participation in public events, volunteering, etc [27, p. 350].

Informative speech genres are similar to journalistic ones, as they are aimed at conveying objective information about certain political issues, programmes, positions or actions of politicians. They provide up-to-the-minute information, but unlike media texts, they have an optimised character, for example: *“Former prime minister Boris Johnson announced on Sunday that he will not stand in this week's*

Conservative Party leadership race to become the UK's next leader” (Euronews, 23.10.2022) [99]. This genre of discourse focuses on clarifying, explaining and arguing political positions and decisions. The main features of the informative genre of political discourse include: factuality, which focuses on the transmission of true political facts; argumentation, which is based on the use of logical arguments; available evidence base, which focuses on authoritative sources; transparency and accessibility, which are the ability to explain complex political issues to a wide audience [16, p. 48]. This genre of political discourse helps the public to understand complex aspects of politics, rationally evaluate information and make evidencebased decisions.

Ritual genres of political discourse play an important role in the formation and maintenance of political symbols, institutions and values in society. This genre accompanies political rituals that include verbal components, such as speeches or addresses to the public. The rituals of political discourse include parades, inaugurations, and festive celebrations accompanied by speeches and texts. The following ritual genres are distinguished: inaugural speech (delivered by the newly elected president), congratulations (delivered on behalf of politicians on the occasion of holidays or anniversaries), obituary (prepared in connection with the loss of a socially significant person), gratitude (addressed to a political subject whose role should be noted), etc. A common feature of ritual texts is the minimisation of information and novelty, they are characterised by phaticity, as they contain more ceremonial than substantive content [15, p. 174]. Ritual texts have a certain structure, content and circle of addressees; they are the embodiment of an etiquette form of communicative interaction in politics. In view of this, the exchange of invitations, gratitudes, and congratulations between politicians and political associations is an obligatory element of official communication in political discourse.

The campaigning genre in political discourse is aimed at actively influencing public opinion, beliefs and behaviour through various communication means. Campaign speech genres are mostly used during election campaigns, and their main

task is to encourage voters to participate in voting and support a political candidate, for example: *“Join me in shaping a country that thrives, where every voice is heard, and every person counts”* (Boris Johnson: Election speech) [69]. Given that the campaigning components in these genres are mostly combined with informative, ritualistic and argumentative. The main types of campaigning genre are slogan appeals, political speeches, media campaigns, demonstrations and events, and the publication of leaflets and brochures. Although this speech genre is quite common among politicians, campaigning methods are often criticised for their possible manipulation and focus on emotions instead of objective information.

Agonal-argumentative genres in political discourse are based on debates, discussions and interactions between different political actors or groups aimed at presenting arguments, exchanging ideas and beliefs [25, p. 183]. They are represented in the polylogical interaction of politicians, in particular during communication in television programmes and talk shows. The elements of competition, which are prioritised in this case, are aimed at creating a positive image of the politician, but not by means of third-party experts, but directly by the politician himself, for example: *“People believe in me because I believe in the power of optimism and resilience when we face challenges”* (Boris Johnson: Election speech) [69]. Hence the active participation in debates, problematic TV programmes, and political talk shows, where politicians remind potential voters about themselves and present their views on current issues. These genres focus on argumentation, logic and persuasiveness. They help to unite or clarify certain positions, help to increase the level of validity of political opinions and promote critical thinking among the audience.

All these genres are important components of political discourse. Their diversity reflects different approaches and strategies in influencing public opinion, promotes dialogue and understanding of political processes, but can also highlight the differences in views and approaches of different political participants. A clearly articulated political programme, meaningful slogans and a well-written biography

are key to success, but the only factor that can guarantee success in political activity is when the good manner of speech is as good as the politician's sincere intentions. Of course, the art of speech has a significant power to influence people, but if the words are deceitful, people will definitely feel it.

1.2. Linguistic means of influence in modern English-language political discourse

Political discourse is the way in which political ideas, views and information are expressed, debated and communicated in the political sphere [32, p. 82]. This includes the use of language, frames of discussion, terminology and rhetoric to articulate and understand political concepts, issues and decisions. Political discourse is defined not only by what politicians say, but also by how they say it, the words they use, the arguments they support, and the way they formulate ideas.

In order to gain the support of the people and the electorate on certain issues and win elections, a politician must possess a set of qualities, including intelligence, dedication, and the ability to find solutions to complex problems. However, no less important is the level of speech skills, because in order to gain popularity, a politician must be competent in his speech and have perfect public speaking skills. That is why language plays an important role in political discourse, as it encourages listeners to take certain actions and awakens their intention to act in accordance with the attitudes. The language of politics is a system of communicative means of encoding political information, provoking and managing political actions.

Linguist Kalishchuk D. notes that to achieve the above goals, politicians use so-called speech strategies [11, p. 50]. This is an important element in any form of communication, as it determines how information will be presented to achieve a certain effect on listeners or interlocutors.

The first among all strategies is manipulation. Speech manipulation is a type of psychological use of language, the skillful execution of which influences others

in such a way as to gain advantage, control or support that is not in line with the existing desire [43, p. 432]. Typically, language manipulation can become a problem when it is used to deceive, control or distort the truth of information to achieve personal or group goals. At the same time, manipulation should not be viewed as an absolutely negative phenomenon. In political discourse, the means of manipulation are often based on the principle of sincerity, trust between the addresser and the addressee, and the process of manipulation often develops not because of malice, but because of the sincere belief of its organisers in a particular idea.

Kondratenko N. classifies manipulative speech techniques into three strategies, which are accompanied by various tactics [14, p. 158]. The first is the strategy of reduction, which is carried out through the tactic of accusing the opponent, forming a negative image. Through such manipulation, a politician can make people think badly of another politician. The next strategy is the upward strategy, which is based primarily on creating a positive image of the addresser, on the tactics of self-justification and elevation. In this way, politicians often manage to convince people of their decency, honesty and good intentions, and this strategy is particularly effective during an election campaign. The third strategy is the strategy of neutrality, which includes a set of tactics such as the tactic of information, the tactic of prediction, and the tactic of inducement.

When applying these strategies, the most important thing is to use them with the tactic of invisibility, so that no one suspects that they are being manipulated. In order to influence the addressee, a politician uses a variety of techniques at different levels of language in his discourse. This can be a special intonation to attract the audience's attention, violation of the rules of tense agreement to emphasise a desired aspect, specially selected vocabulary: neutral vocabulary, terms and nomenclature vocabulary to evoke a response from the listener [46, p. 55]. However, among the various linguistic manipulations, colloquial vocabulary occupies a special place in political discourse. Obviously, in more professional political circles, for example, during government meetings, politicians will use their own specialised vocabulary,

but when they address the public, they use simpler, more accessible vocabulary. In this way, the speaker consciously adapts to the style of oral colloquial speech, because colloquial elements influence the addressee and sometimes evoke a reaction that is impossible when using only normative speech [45, p. 89]. They make communication more relaxed and informal. In this way, a political speech is likened to a conversation, and it is easier for a politician to inspire the right thoughts in his or her listeners. In addition, colloquialisms help politicians to express their thoughts better, to convey emotional states of anger, irritation, disapproval, irony, etc.

Key words and slogan words are considered to be the next language strategy, as they create short, concise and memorable phrases that convey the candidate's key ideas or values. They are characterised by brevity, simplicity, and a certain semantic vagueness, which explains their frequency of use, emotionality, and stylistic colouring. Usually, political speech is more characterised by mobilisation slogans aimed at attracting people's attention to achieve a certain goal, programme slogans promoting support for a certain programme campaign and emotional slogans that aim to evoke certain emotions in people through expressive colouring [24, p. 83].

Linguists also refer to figurative means, namely neologisms, euphemisms, metaphors, catchphrases and idiomatic expressions, as a linguistic strategy in political discourse [31, p. 111]. Neologisms in political discourse arise with the emergence of new words or expressions, which are often associated with changes in society, technology, culture or politics. Neologisms are usually used to create an expressive and emotional background. Among the common neologisms in Englishlanguage political discourse are “fact-checking”, which means the process of verifying the accuracy and truthfulness of statements made by politicians or public figures; “deepfake” is used to refer to false information or “snowflake” to describe a person who is very sensitive and unstable to criticism, and many others [51]. Usually, a politician who successfully uses and creates neologisms is considered a creative, educated person. This contributes to the construction of a positive image of the politician and increases his influence on the masses.

It is a common practice in political discourse to use figures of silence and paraphrasing, which also called euphemisms. They are used to soften unpleasant messages, harsh statements and to persuade the electorate or representatives of the opposition [15, p. 174]. Political euphemisms help to change the audience's perception of facts and events that may cause antipathy. They focus attention on unimportant details, pushing the main thing into the background. For example, the term "labour leave" is often used instead of "unemployment", "hunger" is replaced by "food difficulties" or the word "war" is replaced by "conflict". Euphemisms also include the phenomenon of different organisation of the semantics of information, meaning that politicians use different names for the same concepts [6, p. 235]. These concepts may sound different in their mouths. Some of them have a positive meaning, while others have a negative one, because each politician fills these terms with his or her own meaning. The technique of creating ambiguity in the most important political concepts is used to manipulate the addressee's consciousness and subordinate his or her views to the addresser's system of views.

Metaphor is considered a powerful communication tool that can influence public perception of political events and ideologies. Political metaphor is one of the most effective means of influencing the political consciousness of society. It can attract attention and create an emotional connection with the audience, perceiving political views through an emotional lens [35, p. 43]. It encourages them to take certain actions and creates an emotional state that is necessary for a politician. In addition, metaphor can distract the addressee's attention from weaknesses in the argumentation system, creating a perception of a certain situation or problem through a prism that is beneficial to the politician. Among the most commonly used metaphors in English-language political discourse are "window to Europe", "dark money", "to devour one's opponent" and many others.

In order to influence the addressee, politicians deliberately manoeuvre the syntactic levels of discourse. According to the English researcher Beard, in most cases, politicians prefer simple sentences for better perception of information [29, p.

195]. Unlike complex sentences, they are simple in nature and the sentence does not carry a significant information load. Incomplete sentences are quite common. In political discourse, incomplete sentences are used to encourage the audience to think or to create a public reaction. This can be done by making a vague statement or asking a thought-provoking question.

Interrogative and conditional sentences are widely used in political discourse. Interrogative sentences play an important role in attracting attention, stimulating discussion and forming positions. The most commonly used rhetorical questions are those that remain unanswered [42, p. 60]. There are also cases when a politician can answer the question immediately, letting the addressee know that they are likeminded. As for conditional sentences, they are based on a system of argumentation and are used to gain support, formulate alternative scenarios and emphasise the importance of making certain decisions. They can depict different scenarios or consequences if a certain condition is fulfilled or not. Typically, conditional sentences have the structure “If., then...” [42, p. 62].

Among the stylistic figures at the syntactic level in political discourse are parallel constructions and repetitions [45, p. 21]. They are used for rhythmicity and expression, thus emphasising the most important meaningful things that affect the addressee. Parallel constructions are built in such a way that several phrases or parts of a sentence are structurally and syntactically similar to each other. The main idea is to express analogous or equivalent thoughts by using similar or identical grammatical constructions, for example: “*We fight for freedom, for equality, for justice*” (Boris Johnson: Address to the Ukrainian Parliament) [57]. As can be seen from the example, political speech is characterised by repetition, which is an effective means of convincing the addressee that certain actions on the part of the authorities are correct. Such parallel syntactic constructions influence the listener through a clear syntactic and intonational rhythm. Some politicians use unexpected pauses within the same syntagm in the most important parts of a statement. This shifts the emphasis to the semantic centre highlighted by the pause. Most often,

pauses are used at the beginning and end of political statements, because the introduction and conclusion are the most important in political discourse [26, p. 115].

The widespread use of modal verbs and constructions is also one of the most commonly used linguistic tools. In political discourse, modal verbs are used to express possibilities, obligations, permission, will, desires and other approaches to certain situations [16, p. 43]. They add a touch of confidence, danger, possibility or limitation to statements, informing the addressee of the politician's intentions, wishes, and requirements.

The use of pronoun forms is of particular importance in political discourse, which is often associated with creating specificity and focusing attention on certain individuals or concepts. First person plural forms allow politicians to address different groups of the population and create a sense of community [44, p. 240]. Pronouns such as “we”, “our team”, “our country” create a positive connotation of unity. The first-person singular form is also used in politicians' speeches, but not as often as the first-person plural form, as it is typical for politicians who already hold a high position, as well as for election speeches. This is because the candidate wants to create an image of a strong, decisive, reform-minded politician. By using the pronoun “I”, he demonstrates that he is a leader who is capable of taking a certain leadership position.

In addition to lexical-semantic and structural-morphological means, intonation means play an important role in influencing the addressee. According to Padalka O., in order to persuade the audience, the speaker must attract the attention of the listeners with the power and sonority of his voice, tune them to his rhythms in order to unite with it into a single organism [23, p. 66]. In addition, it is believed that tuning in to a certain rhythm and changing the rhythm in the dynamics of the text not only draws attention to the speech and facilitates its perception, but is one of the strongest means of emotional influence on the audience.

Many scholars of political discourse have come to a consensus that the effectiveness of political speeches and addresses is quite low when a politician

overloads his speech with bureaucracy, special terms, excessive literary language, jargon, and because the politician does not know the dialect of the area where he is speaking [30, p. 303]. All of these elements make it difficult for listeners to understand the text and make it impossible for the politician to have a live contact with the audience. To prevent this, elements of the comic are allowed in political discourse. The socio-political role of the comic is that it arouses interest in politics in general and its representatives in particular. The use of comic elements in political discourse is most effective in times of crisis, changes in the country's course, election campaigns and in times of transformation.

In fact, there are numerous other such language strategies, as their use depends on the format, style, and purpose of the discourse. However, the above techniques are most often used in the speech of politicians, and no speech can be successful without them. After all, language in political discourse is a powerful tool for influencing public opinion and shaping perceptions of key issues. They contribute to an effective communication process, allowing politicians to accurately express their ideas, attract attention and gain support.

1.3. Methods of influencing political media discourse on the audience

Media discourse is a relatively new type of discourse, derived from the general concept of discourse, but today it is becoming a leading type of discourse, penetrating all types of both institutional and everyday communication [21, p. 6]. All spheres of social life are now affected by information technology. Total mediatisation has not escaped the sphere of politics. Political media discourse is a separate type of discourse that combines the characteristics of purely media discourse and political discourse [21, p. 7]. The effectiveness of a political media discourse text is determined by how skilfully the speaker is able to play with the text, influencing the addressee's consciousness.

Linguist Pavlutska V. characterises politics by two features. The first is that politics is becoming more and more public, expanding its dominance and becoming an inevitability of the nowadays. In our reality, it is even possible to assume that someone who is not present in mass communication, does not appear in social networks and is not a public person does not exist in the political field. This makes it clear why media policy is largely personalised and constructed around the image of specific political figures [22, p. 39].

The second feature of the mediatisation of politics is the simplification of political communication and its accessibility for understanding by almost all members of the language community, which is manifested in the frequent reduction of political language to the language of everyday communication [22, p. 39]. That is why, in order to be heard and understood, political figures have to adapt to the addressee, namely, to make an attempt to get closer to the addressee by using the most simplified constructions, for example, common vocabulary that is understandable to all representatives of the linguistic and cultural community.

Due to the huge amount of political content on the Internet, a separate sector of the network's communicative space has been formed the “political Internet”, which is a complex entity that combines extra-linguistic elements (technical, hardware, software resources, etc.) and linguistic elements, since the communicative space of the Internet is a space filled with texts, and textualisation is the first condition for entering the Internet [21, p. 9]. Political Internet texts form a special type of discourse - political Internet discourse, as they are always timely and dynamic, and therefore are perceived by communication participants in the context of current events.

Political Internet discourse is a variety of different discursive practices, among which a special place is occupied by personal websites of political figures. The site has the status of an online service of convergent media that combines traditional media and Internet functionality. It should be noted that the very organisation of the Internet makes it possible to expand the parameters of political websites, which

allows us to consider Internet resources as transmedia, including various social networks, political platforms, blogs, expanding the boundaries of modern communication.

Modern research shows that political speeches and appeals on the Internet acquire a completely new style and influence on readers. After all, the ability to visually perceive information significantly increases its level of understanding by the audience due to the following characteristics:

- 1) creation of a visual design for placing textual information on an electronic page and means of navigating it;
- 2) the ability to compactly store and search large volumes of various semiotic information, including symbolic emblems, colours, logos, and slogans of politicians;
- 3) peculiarities of deploying the text in front of communicators through chat feeds, forums, and blog comments;
- 4) the possibility of constant text editing;
- 5) almost instant replication of textual material;
- 6) simultaneous work with the text by a large number of people [40, p. 73].

Thus, the text acquires new characteristics, becomes more dialogic and dynamic, which is due to the closeness of its verbal part to the environment of its functioning.

Media texts on the English-language personal websites of political figures are one of the types of political communication activities that reflect strategic techniques based on the needs of the communicators. When creating media texts on their websites, English politicians use the communication strategies of informing, selfpresentation and consolidation, each of which is implemented with the help of communication tactics [15, p. 175].

According to Pavlova L., the communicative strategy of informing is implemented through tactics of behavioural regulation, attention drawing, and representation of news value [21, p. 8].

The tactic of behavioural regulation is to clearly organise information on the Internet. One example of this is the design of hyperlinks that structure all the information presented on a website. In this case, the nomination of a hyperlink must, firstly, motivate the addressee to activate this link, and secondly, meet the addressee's expectations, which means that the information on the linked page must be associated with the information in the original text. For the nomination of hyperlinks, single words, phrases from nominative constructions, whole sentences, abbreviations and acronyms are used. For example: Contact us, Petitions, What's on in Parliament, Commons Library, FAQs, Photos.

The tactic of drawing attention involves the use of non-verbal means of communication, namely various footnotes, links, highlighting, etc [31, p. 112]. In essence, they are additional information, as they involve the introduction of additional signs, and their role is to ensure a targeted search for the necessary information, which can provide additional explanation of the required information. Headings in electronic media texts are of great semantic and pragmatic importance, as they should be concise, visible, simple, and understandable. This requirement for headings is explained by the specifics of perceiving information from the screen. Therefore, the heading should immediately attract the user's attention so that he or she stays on the page and reads the entire text.

For example, it is typical for headlines to use the present tense to describe events in the past, which psychologically gives the reader the impression that they are always up to date and do not miss anything from the news, for example: *“Boris Johnson signs deal for memoir of turbulent premiership”*. Headlines are also characterised by interrogative sentences, the use of which imitates direct communication, creating the illusion of a direct dialogue with the audience: *“Brexit and Future Plans: How is Boris Johnson moving forward?”*.

The tactics of representing news value include various strategies for attracting public attention to specific events, topics or information in a political context [13, p. 21]. These tactics include the factors of relevance, significance, psychological

proximity, consequences for the mass audience, emotional aspect, and conflict, which are fully realised in media texts on websites.

The communicative strategy of self-presentation is associated with politicians' desire for self-expression, their self-esteem and promotion of their own image. H. Tarasova believes that the implementation of the self-presentation strategy takes place through the tactics of constructing charisma, emphasising social status and explicating the socio-political position [21, p. 10].

The tactic of charisma construction refers to a politician's physical traits, character, personality type and individual decision-making style. Appearance, biography, popularity, and the ability to present oneself at one's best play an important role here, for example: *“I will never take your support for granted. I will make it my mission to work night and day, to work flat-out to prove you right in voting for me this time, and to earn your support in the future”* (Boris Johnson: Election speech) [69].

The tactic of emphasising social status is implemented through the actualisation of socially significant components of success, such as public recognition in the form of awards and prizes, career growth, and professional achievements [44, p. 240]. In other words, politicians often emphasise their achievements in their speeches to convince the audience of their competence and status.

The tactic of explicating the socio-political position is based on the politicians' worldview, their programme, a set of qualities that a politician must demonstrate in order for the electorate to see him as a leader. This is an extremely stable component of the image, associated with ideologies that have not changed for decades and corresponds to tactics that are manifested in the politician's programme, for example: *“No ifs, no buts, no maybes - leaving the European Union as one United Kingdom, taking back control of our laws, borders, money, our trade, immigration system, delivering on the democratic mandate of the people”* (Boris Johnson: Election speech) [69].

The communication strategy of consolidation is aimed at reducing the distance and creating a dialogue format of communication between a politician and voters and is implemented in the tactics of demonstrating attention and interest in the interlocutor, intimacy, integration, and affiliation [21, p. 10].

The tactic of demonstrating attention to the interlocutor is implemented in texts of appeals or greetings. Usually, when an Internet user visits a political website, they always have an address on the front page, something like: *“We are glad to welcome you to our website!”* or *“We keep only the most important political information for you”*. Such a direct message on a psychological level builds a closer relationship of trust and support between the user and the politician.

The implementation of the tactic of intimation in political media texts is based on the use of informal, dialogic communication, which makes the media text trustworthy. To achieve this at the linguistic level, various means are used: colloquial vocabulary, exclamatory sentences, adjectives with emotionally expressive connotations, references to personal experience, for example: *“I would like to share with you a personal story that emphasises how important it is to take steps forward in our work”* (Boris Johnson: First speech as PM) [70].

Integration tactics are about trying to achieve harmony in communication, improve relationships, and express unity of views, feelings, and points of view, for example: *“We are all here for the same purpose - to build a better future for our descendants. This is our common task”* (Boris Johnson: First speech as PM) [70].

The tactic of affiliation is aimed at increasing recognition, support and empathy with the audience by creating a positive connection or a common identification element and is expressed, for example, by addressing the interlocutor by name and using the language spoken by the interlocutor [15, p. 175]. For example, in his address to the Ukrainian people, Boris Johnson tried to speak Ukrainian, which was very pleasant for the Ukrainian audience to hear and allowed them to be sure of his support. He often uses such phrases as *“Добрий день, everybody!”*, *“Слава*

Україні!”, and in his Easter address to Ukrainians, he congratulated everyone on the holiday and said the phrase “*Будьте сильні і майте в серці відвагу*”.

Media platforms, such as television, radio, online media and social media, actively shape the views and opinions of the audience on political issues. They influence the perception of events, candidates, parties and political processes. Among all media sources of access to political information, the Internet is the most popular. It allows for different ways of spreading political information, creating content, and influencing the audience through visuals. It is crucial for every politician to build the right communication with the people. Through various tactics, they try to stick in the memory of every voter, gain trust and show their best side. And nowadays, with the help of media technologies, this is much easier to do. However, it is worth remembering that not only good content is shared on the Internet, but negative ones as well, so it is necessary to build a communication link with the audience with good intentions only.

CONCLUSIONS FROM CHAPTER 1

The first chapter is devoted to the general study of significant theoretical issues related to the development and functioning of English political discourse. In particular, considerable attention is paid to the definition and characterisation of the linguistic means used by politicians in their speech, the linguistic genres that are typical for political discourse and the functioning of political discourse in the media sphere. Thus, based on the analysis of theoretical studies, the following conclusions can be drawn:

1. Discourse is a concept that covers the way we communicate, the system of linguistic, sociocultural and political practices that shape our understanding of the world. In the political sphere, it is the way in which political ideas, views and information are expressed, discussed and conveyed within the activities of politicians and spread to the audience. The main function of a political speech is to influence the minds of the electorate through language, which means that a politician seeks to gain the support of the widest possible audience and popularise his or her political views in society.
2. Each political speech has its own special style and genre, which determine the nature of the discourse. The main linguistic genres of political discourse are: image-presentational, informative, ritual, agitational and agonisticargumentative.
3. Language plays an important role in political discourse, as it encourages listeners to take certain actions and awakens in them the intention to act in accordance with the instructions. Speech strategies, which are considered an important element in any form of communication, help to exert the necessary influence on the audience, as they determine how information will be presented to achieve a certain effect on the listeners or interlocutors.
4. For the successful implementation of speech strategies, three means of influence are distinguished: lexical and semantic, structural and morphological, and intonational. Lexical and semantic means include tactics of using manipulations, slogans, pictorial means and stylistic figures. Structural and morphological language tools focus on the use of simple, incomplete, conditional, interrogative sentences, modal verbs and pronoun forms, while intonation tools include voice power, rhythmicity and the ability to use accents.
5. Political media discourse is a separate type of discourse that combines the characteristics of purely media discourse and political one. A characteristic

feature of political media discourse is its skilful distribution on various forums, political Internet platforms, blogs and personalised websites.

6. Media texts on the English-language personal websites of political figures are one of the types of political communication activities, which is why, when creating media texts on the pages of websites, English politicians use communicative strategies of informing, self-presentation and consolidation, each of which is implemented through communicative tactics. The communicative strategy of informing is implemented through tactics of behavioural regulation, attention drawing, and representation of news value. The self-presentation strategy is implemented through the tactics of constructing charisma, emphasising social status and explicating sociopolitical position. The communicative strategy of consolidation is implemented in the tactics of demonstrating attention and interest in the interlocutor, intimacy, integration, and affiliation.

CHAPTER 2. PECULIARITIES OF BORIS JOHNSON'S SPEECH CULTURE

2.1. Linguocultural aspects of Boris Johnson's speeches

At the present stage of society's development, political communication is becoming increasingly important, as the solution of many political problems depends

on how adequately these problems are interpreted. In recent years, certain aspects of political discourse have been discussed through the prism of linguistics and cultural studies. Shaping the discourse of political figures through the prism of culture and environment is currently a subject of debate among linguists.

Linguocultural studies is a branch of linguistics that explores the relationship between language and culture. [4, p. 17]. It is directly related to the study of the national picture of the world, linguistic consciousness, and the peculiarities of the mental and linguistic complex.

The main task of linguocultural studies is to establish the mutual determination of language and culture depending on the cultural and linguistic competence of a person. The subjects of linguocultural studies include: phraseological collection of a language, which includes stable word combinations that arise as a result of the historical development of a language and become stable in communication; language stylistics, which studies the ways of expressiveness of language, means of its expression and stylistic features of texts and investigates how language means are used to achieve certain effects in speech; stereotypes, which are characterised as general stable ideas that arise on the basis of a person's belonging to a certain group, culture, religion, nationality, etc; archetypes that help us understand and interpret the world around us are culturally meaningful, reflecting enduring and common aspects of human experience. For example, the word «hero» is an archetype that represents the idea of strength, courage and selflessness; mythologemes, which include mythological stories that play an important role in understanding cultural heritage; rites, customs and traditions – various practices, events and customs that are important components of cultural heritage and a way of organising social life; paremic fund of the language, which includes various proverbs and sayings that contain wisdom, advice or general rules of behaviour. These paremics pass on experience and traditions to generations, and have a stable semantics and expressiveness; field of speech etiquette, which includes rules and norms that regulate speech and communication in different situations and among different

interlocutors [17, p. 163]. All of these factors influence the formation of linguistic identity, and thanks to these features, it is possible to determine which nationality a person belongs to and build a communication chain with him or her on the basis of this knowledge.

Following the activities of various world celebrities, almost every one of them has some peculiarity of expression, a zest that helps them to be imprinted in the memory of society. As a rule, such features are the result of cultural and linguistic heritage. Linguocultural peculiarities of discourse are most clearly seen in public speeches, in particular, by political figures.

It is well known that every nation of a particular country has its own cultural heritage and social system, which over the years has shaped its mentality, determining the psychological peculiarities of life perception, has an undeniable impact on its consciousness and forms a significant model of behaviour in its country. All this creates a picture of the political life of the country for each member of the nation. Thus, an individual people expect and need certain actions from politicians, which is the key for a politician when formulating a campaign programme and a specific speech.

Among all popular political leaders, former British Prime Minister Boris Johnson stands out for his speeches. He has always impressed with his clear position, confident decisions and straightforward statements, but he has become most popular because of the overwhelming support of the Ukrainian people and his significant contribution to their future victory.

Despite the fact that Boris Johnson was born in New York, America, he has spent most of his active life in the UK, which is why his famous speeches are more representative of British manners than American ones. Analysing Boris Johnson's speeches on the basis of the above linguocultural factors, it is quite clear that his discourse style is most influenced by the sphere of speech etiquette, which is the British political culture. The next factor is the speech style, which includes British

humour and customs or traditions, which are evident in references to various historical and cultural sources. [1, p. 7].

The first thing that strikes one's eye when analysing Boris Johnson's speeches is the special British political culture. Formal language in communication with citizens in British politics is traditional [41, p. 78]. The use of sophisticated words and phrases, as well as the preservation of traditional expressions, is considered the norm. For example, in the excerpts below, taken from speeches, there is a distinctive British manner of using high-level words and speaking in long, complex sentences:

“And of course, I’m immensely proud of the achievements of this government...” (Boris Johnson: Resignation speech. 2022) [85].

“Our allies are indispensable partners in maintaining global peace and security” (Boris Johnson: UN General Assembly. 2019) [91].

Of course, this kind of phrases could be conveyed by simpler means of language and would be no less understandable to people. For example, *“immensely”* could be replaced with the simpler adverb *“extremely”* and the adjective *“indispensable”* with *“irreplaceable”*. But no – the use of simple expressions in the British culture of speech is tantamount to a crime.

British political culture, and indeed any culture, is characterised by direct appeals to the people with motivation and a call to action. They are usually accompanied by the verb “let”, which seems to reinforce the action:

“Let’s get this thing done – and then let’s get ready to make our case to the country against the fratricidal antisemitic Marxists who were in Brighton last week” (Boris Johnson: Conservative conference. 2019) [64].

Boris Johnson often uses such phrases in his speeches to show that he needs the support and help of the people, that they can only achieve results by joining forces together.

Another rather integral component of political speeches is the presence of rhetorical questions. The use of rhetorical questions is one of the most effective speech strategies that help to achieve different communication goals in different

situations [49, p. 238]. Such questions can have an emotional impact on the audience, prompting them to feelings that emphasise the importance of the topic under discussion. Having studied the speeches of former Prime Minister Boris Johnson, it is clear that he uses rhetorical questions to interest his listeners and capture their attention. In the example below, the politician uses rhetorical questions to provoke thought and analysis. They encourage the audience or readers to think about a particular topic or issue:

“And I asked myself the question: What happened to us? When Sizewell was opened in 1966 it was the eighth reactor that this country had built in just 7 years. Why have we never got back to that kind of rhythm? Have we lost the gumption and the dynamism of our parents and grandparents” (Boris Johnson: Sizewell. 2022) [86].

Over the years of political activity, Boris Johnson has carved out his own style, as he has always been known for his individuality and this is reflected in his style of speech [1, p. 6]. He avoids standard political templates and turns to informal ways of communication [1, p. 8]. A striking example of the politician's extraordinary style is his speech at the Commonwealth Business Forum, where he talks about the country's economic situation after the Covid pandemic, deviates from the main topic and seems to lighten the mood among the audience:

“I’m sorry to say I missed the dancing last night, Jonathan, very good to see you strutting your funky stuff, in the way that you were. Let’s hear it for Jonathan Marland on the dance floor” (Boris Johnson: Commonwealth Business Forum. 2022) [60].

A sense of humour is an integral part of Boris Johnson's speeches, and none of his addresses can be complete without it. He is known for his sharp humorous talent, and even he himself repeatedly notes that: *“If you want to give a big political speech, make sure you have at least one great joke, otherwise you'll be forgotten”*.

Britain and humour are almost synonymous. The British give a prominent place in their culture to the sense of humour, and because of the rather specific jokes

of their citizens, humour has received a new subtype called “English humour” [7, p. 40]. It is so called because it is often difficult to understand, as the jokes are related to the culture and history of the English people. They often refer to people and places that are familiar only to the British. Another specific feature of English humour is the presence of some real historical, geographical or cultural information. Classical English humour is characterised by such features as mockery and friendliness at the same time [47, p. 90].

One of the most popular forms of humour in politics is irony. Irony can be used to create deeper meaning, humour, sarcasm or criticism, depending on the context and the speaker's intention. This technique can be an important tool in communicating with voters and the public, simplifying complex political issues or creating ease in dealing with the audience.

Boris Johnson's speeches often contain elements of irony. For example:

“...London, a wonderful city, where by the way it is not raining 94 per cent of the time” (Boris Johnson: UN General Assembly. 2019) [91].

Also, a politician is characterized by self-irony of quite personal situations, because he often exposes his whole life, which is outside of politics, to the general public. In May 2022, he gave an interview calling for everyone to go back to work instead of working from home. He argued his position and gave an example from his own experience:

“There is absolutely no one, apart from yourself, who can prevent you, in the middle of the night, from sneaking down to tidy up the edges of that hunk of cheese at the back of the fridge” (Boris Johnson: the Daily Mail. 2022) [67].

Perhaps, in this way, the politician wanted to hint that the biggest thing that distracts him from working at home is the desire to go to the fridge and eat something tasty, and that most of his concentration is not on work, but on not being tempted to go to the fridge again. It is well known that among all jokes, the British prefer a whole separate section of jokes about the weather. This theme of jokes has become

so identifying for the British that Boris Johnson would not dare to leave his audience without the pleasure of real English humour, and even about the weather.

In 2017, at the Brexit meeting dedicated to the UK's exit from the European Union, many government officials outrageously claimed that after the exit, Britain would not be able to establish migration control and continue open trade with the EU, to which Boris Johnson confidently replied:

“My policy on cake is pro having it and pro eating it” (Boris Johnson: PostBrexit trade. 2020) [80].

It is worth noting that not everyone understood at first what the cake had to do with it, until they realised that the politician was using a kind of comic wordplay tactic based on the proverbial *“You can't have your cake and eat it too”*, which means that you can't have or do something at the same time. In response, Boris Johnson expressed his policy on the cake in a very «British» manner, which, by the way, is why Brexit was called “cake” after this famous phrase.

Boris Johnson has always stood out among other politicians, from his hairstyle to his manner of speaking. And his jokes are no exception, because in addition to other well-known forms of humour, such as irony, sarcasm, satire, oxymoron, anecdote, pun, parody, wordplay and other senses of humour, people call a politician surreal. This type of humour may contain an oxymoron or paradox to create an absurd situation. It has been repeatedly noted that Boris Johnson can be too direct in his joking statements, perhaps he does it to cheer people up, but in most cases, as the media notes, he buries himself [1, p. 8]. An example of this is the following fragment:

“I think I was once doing cocaine but I sneezed and so it did not go up my nose. In fact, it may have been icing sugar” (Boris Johnson: Have I Got News For You. 2005) [71].

Such bold sentences are quite provocative for a representative of the authorities. It is clear that he wanted to make the audience smile a little, but, as the press notes, he is giving himself away. The surrealism here is that the politician seems to be deliberately creating problems for himself with this phrase, although

most politicians prefer to keep silent about their criminal past. However, if we judge not by the phrase itself, but by the whole interview that took place in 2005 on the Have I Got News For You show, it is worth noting that Boris Johnson is categorically against drug use and he would never want his children to even know about their existence, and he made this surreal confession, as a true Englishman, in order to defuse the situation a little.

In addition to good, sincere and funny jokes, Boris Johnson sometimes uses satire. A satirical expression of humour is seen in sharp criticism combined with ridicule or even judgement of certain people. Satire is something funny, but more offensive and outrageous. Satire can be political, social, cultural, religious or combined, depending on the sphere of life or specific topic the satirical expression is aimed at. The main purpose of using satire by politicians is to draw attention to certain problems or negative aspects of society or individuals, doing so through sharp humour and irony [7, p. 39].

In July 2020, at a PMQ's Boris Johnson accused Keir Starmer of taking money to appear at "russian today" (although Starmer claims he did not) and said the following phrase:

"The Leader of the Opposition has more flip-flops than Bournemouth beach" (Boris Johnson: Prime Minister's Questions. 2020) [82].

The use of satirical irony in this sentence may hint at the fact that Mr. Keir Starmer is very quick to "change his shoes", namely change his position and opinion for his own benefit.

In 2019, during a political debate, the politician addressed Labour leader Jeremy Corbyn with a rather sharp satire:

«I know he's worried about free trade deals with America but there's only one chlorinated chicken that I can see in this House and he's on that bench» (Boris Johnson: Prime Minister's Questions. 2019) [83].

Boris Johnson made this emotional appeal because Jeremy Corbyn had criticised him for the agreement over concerns about food standards. Accordingly,

Boris Johnson, taking into account the expression “food”, decided to draw parallels and call his colleague “chlorinated chicken”. The politician expresses his dislike for Jeremy Corbyn even after he did not support him on Brexit and calls him a “big girl's blouse”. This satirical comparison may well have characterised Corbyn as a coward.

The former British prime minister's style of speech also includes a form of humour called sarcasm:

“Choose me, and you'll get the best prime minister money can buy... You'll be amazed at how cheap it is” (Boris Johnson: Election speech. 2019) [69].

By saying this fragment in his campaign speech, Boris Johnson was trying to convey that he was the best candidate among the others and sarcastically hinted that he was the «cheapest», thus indicating his attitude towards corruption. Taking into account the discursive and personal traits of Boris Johnson, it is noticeable from his numerous speeches that he uses humour as an integral part of his speech, not only in strictly scripted speeches, but also in awkward situations. This, by the way, is very typical of the British, who can relieve tension at any incomprehensible moment and turn everything into a joke [39, p. 147]. In 2021, at the annual conference of the Confederation of British Industry, which addressed quite important issues of doing business after the UK's exit from the EU, Boris Johnson lost his notes in the middle of his speech, couldn't find the necessary page and began to talk about his visit to Peppa Pig Park:

“Peppa Pig World is very much my kind of place. It has very safe streets, discipline in schools, heavy emphasis on new mass transit systems” (Boris Johnson: Confederation of British Industry. 2021) [61].

The audience had a lot of fun, and so did Boris Johnson. Although the conference participants did not like this improvised lyrical digression from an important topic, as their priorities were much more serious than entertaining the audience, Boris Johnson continued to make the best of the situation and did not seem to think that something had gone wrong, because as Johnson himself notes, he wants to be extraordinary and to be liked by the public.

The art of humour, which Boris Johnson uses so well, indicates that it is difficult to learn, because true British humour can only be found in a true British spirit. One can write endlessly about the humorous and cultural influence on politicians' speeches, but there are other features of British culture that have a direct impact on the way they speak, such as the habit of bringing cultural analogies and associations to everything they say, and referring to various historical sources. This kind of habit of drawing parallels with some example or association is a very good speech feature in political discourse.

The British have always been very intelligent and eloquent. The specifics of their statements show that they are quite careful with their words and try to prove any of their opinions with some facts in order not to give the impression of being babbling [47, p. 100]. Boris Johnson knows history quite well, and his speeches confirm this, as he often refers to historical documents to support his position. This is very impressive for a British man and is a good approach to communicating with the public, because he not only tells everyone about his activities in parliament and his future plans, but also makes his people more aware and seems to call for learning history and always relying on it [39, p. 148]. For example, at COP 26 (the 2021 United Nations Climate Change Conference), the politician expresses his attitude to eco-transport through the prism of the historical career of a prominent engineer:

“...it is an electric taxi - the world’s first - and it was invented by an unsung genius called Walter Bersey in 1897... He wound up his company, surrendered to the internal combustion engine in 1899 and that was the last electric taxi on the streets of London for more than a century, 110 years in fact...it is not that Walter Bersey was wrong, he wasn’t wrong he was wrong to doubt himself...So we will crack it and I hope that we can as a planet and as a community of nations get to net zero, as I say, within decades. We’re going to do it by 2050, we’re setting the pace, I hope everybody will come with us” (Boris Johnson: COP 26 Launch. 2020) [65].

With such a detailed excursion into the history of the electric taxi, Boris Johnson tried to convey the importance of environmental innovation and, most

significantly, never to doubt your decisions, especially under pressure from incompetent people.

The most important cultural trait that is reflected in the speech of any politician should be love and respect for his country. Boris Johnson quotes prominent British people in his speeches with great pride, and pays special tribute to Queen Elizabeth II. She was and remains an authority for Johnson. They had a very close and warm relationship, which he sometimes recalls with sadness in his eyes and respect in his heart in speeches:

“It was because of her humanity and sympathy that you felt, as PM, that you could really open up to her, tell her absolutely everything” (Boris Johnson: Daily Mail. 2023) [66].

In general, as described in the study, Boris Johnson's discursive traits were shaped by many factors, including the culture of the political environment, the peculiarity of English humour, respect for the historical past, and attention to cultural associations or analogies. Each of these factors makes a politician's speeches unique, and moreover, this uniqueness is reflected not only in the style of speech, but also in the style of the personality, from the mannerisms to the hairstyle. Boris Johnson is very fair, responsible and categorical in his decisions, his actions are always aimed at the good of the country, and he has made a significant contribution to supporting Ukraine, for which we are immensely grateful. After all, as the proverb says, “It's not words that make a person look good, but actions” and Boris Johnson's personality is a full confirmation of this [39, p. 148]. As analyses of Boris Johnson's speeches show, preserving and expressing one's cultural identity is not a shame, but rather enhances mutual understanding and respect between people and forms the nation's code.

2.2. Stylistic figures in the expression of Boris Johnson's political speech

Language plays a huge role in politics, because it is through language that one can make an influence, persuade and conduct political propaganda, which are the main functions of political discourse. That is why political discourse is often thoughtful and prepared, as it requires a high degree of linguistic responsibility.

For politicians, one of the main challenges is to establish good contact with the audience and to convey their position, opinion and intentions in the right way. As a rule, politicians manage different genres of speech, styles and personalities. However, it is important to emphasise that it is not only necessary to clearly express one's position in speeches, but also to do it in a beautiful and expressive way to stick in the memory of the audience.

In political speeches, figurative language is often used to achieve certain expressive goals. Figurative language tools are techniques used to convey images, feelings, emotions or ideas in a text [18, p. 19]. Stylistic lexical figurative means are used as a special form of stylistic organisation of the English language, which gives the statement additional semantic shades. The most common is the use of tropes, namely epithets, metaphors, similes, metonymy, hyperbole and stylistic figures such as anaphora, euphemism, polysyndeton to enrich speech full of facts and arguments [9, p. 46].

Among many political figures, Boris Johnson's speeches are considered to be one of the most expressive and emotional. Boris Johnson usually uses a variety of language tools to impress his audience and emphasise his own positions. He often uses metaphors in his speeches, for example, at the Sizewell conference, Boris Johnson concluded his long speech with the following phrase:

“...let's think about our future, let's think about our kids and grandchildren, about the next generation with the prophetic candour and clarity of someone about to hand over the torch of office” (Boris Johnson: Sizewell. 2022) [86].

The metaphorical phrase “to hand over the torch of office” emphasises how responsible a politician is for the position of ruler and how important it is for him to pass on his skills, achievements and values to his predecessors. By the way, this

metaphor also became part of a wordplay, as almost the entire speech was devoted to the topic of energy development, and the presence of the word “torch” in this metaphorical phrase very symbolically ended the speech.

Another example of the use of a metaphor that emphasises frustration and mild disappointment is a fragment from a speech at a Party Conference:

“Just at the moment when voters are desperate for us to focus on their priorities, we are continuing to chew the supermasticated subject of Brexit, when what people want, what leavers want, what remainers want, what the whole world wants, is to be calmly and sensibly done with the subject and to move on, and that is why we are coming out of the EU on October 31 come what may, conference” (Boris Johnson: Party Conference.2019) [75].

In the example above, it is clear that the use of metaphor is intended to expressively emphasise a certain subject, namely that politicians are constantly returning to the Brexit issue when the state has much more pressing issues that are not being solved, thus creating an emotionally coloured image that will have a greater impact on the listener than neutral vocabulary.

In Boris Johnson's speeches, it is also possible to observe the use of such artistic means as epithets. It is quite common for British speech to describe certain phenomena with some complex adjectives to give them a more emotionally expressive colouring. An example of the use of epithets is Boris Johnson's Housing speech:

“After seventy years of an astonishing reign I think there are many reasons why Queen Elizabeth will be remembered as one of our very greatest monarchs” (Boris Johnson: Prime Minister's Housing Speech. 2022) [81].

Epithets often express the individual opinion of the speaker about the subject of speech. In this example, the epithet “astonishing” gives an emotional evaluation to the concept of “reign”. In other words, the politician is praising the reign of Queen Elizabeth in a positive way and making a corresponding impression on the listener.

Political speeches often contain hyperbolic epithets, usually used in serious speeches where politicians intend to convey the dramatic nature of an issue, for example:

“...they are also helping to keep bills lower than they would otherwise be in this crisis what putin has done is to launch a kind of kamikaze attack on the world economy” (Boris Johnson: Sizewell.2022) [86].

Boris Johnson used the phrase "kamikaze attack" in his Sizewell speech to describe the seriousness and recklessness of the attack on the global economy, drawing a powerful comparison with historical kamikaze missions, known for their suicidal nature.

Sometimes politicians can reinforce the meaning of a topic by comparing it to a concept that is similar in some way. The stylistic technique of simile helps to cover several concepts in one sentence, create a certain image, and give the audience a reason to think. Boris Johnson often uses similes in his speeches, for example:

“Like Churchill, you've understood that you yourself are not the lion. The Ukrainian people are the lion. You have been called upon to give the roar. The roar of freedom against tyranny, of good against evil, of light against darkness, and you have delivered that roar magnificently” (Boris Johnson: PM presents Churchill award to Zelensky. 2022) [77].

“And Walter Bersey like many of us in this room was a total nut for electric vehicles” (Boris Johnson: COP 26 Launch. 2020) [65].

In the first example, the politician uses the comparison of the Ukrainian people to a lion to express his admiration for the greatness, courage and resilience of Ukrainians. The fragment from the second speech is constructed using an allusive simile. An allusion is a hint to a well-known historical, literary or everyday fact. The use of allusions in political speeches contributes to a better understanding between the politician and the audience, to the people's agreement with the politician's words, because this stylistic device is determined by the common historical and cultural heritage. Thus, Boris Johnson compared the desire of his people to switch to electric

transport with the intentions of the prominent British engineer Walter Bersey to show a close connection with the past and finally make the century-old plan a reality.

Another commonly used type of trope in political speeches is metonymy. As a rule, politicians use this technique for convenience, to avoid repetition and to emphasise specific aspects of an object or phenomenon:

“I have one message for you today: Ukraine will win, Ukraine will be free”
(Boris Johnson: Address to the Ukrainian Parliament.2022) [57].

“...for every county to announce credible targets to get there, what’s we want from Glasgow and that is why we are pledged here in the UK to deliver net zero by 2050” (Boris Johnson: COP 26 Launch. 2020) [65].

In the first excerpt, by the word Ukraine, Boris Johnson meant the entire Ukrainian people, including the Ukrainian soldiers, who will make this victory possible. And in the second excerpt from the speech, he refers to the government representatives of the city Glasgow under the guise of the name of the city, from whom he demands certain reporting on environmental issues.

It's no secret that politicians like to overstate the public's expectations a little bit, and they use so-called hyperbolic techniques. Hyperbole helps to draw the audience's attention to certain issues, the importance of which is sometimes exaggerated by politicians. This trope can add a certain amount of drama, confidence and memorability to political messages.

“We will build a new golden age for our country” (Boris Johnson: Brexit. 2020) [59].

In this example, at the end of the Brexit session, Boris Johnson promised to create a new golden era for his country. Such a loud statement is considered hyperbolic, as creating an ideal period for a country can be a difficult task and not always realistic.

Among stylistic figures, anaphora is the most common in political discourse. The peculiarity of this artistic device is the repetition of certain phrases or words at the beginning of each sentence. Politicians like to manage this stylistic component,

because the repetition of a certain phrase or idea attracts the attention of the audience and makes the moments of the speech more emotionally rich. It helps to express important ideas, making them more memorable. Anaphora is also characterised by rhythmicity, which gives any speech a logical sequence, helping to better perceive the presented ideas, for example:

“My job is to make your streets safer with another 20,000 police on the streets and we start recruiting forthwith. My job is to make sure you don't have to wait three weeks to see your GP. My job is to protect you or your parents or grandparents from the fear of having to sell your home to pay for the costs of care. My job is to make sure your kids get a superb education...” (Boris Johnson: First speech as Prime Minister. 2019) [70].

The anaphora in Boris Johnson's speech “My job is” focuses on how responsible he is for his position, clearly emphasises his intentions and positions, thus mobilising the audience's trust and perception.

Quite similar to anaphora in politicians' speeches is the stylistic figure of refrain. Of course, from the point of view of linguistics and literary studies, it is more typical for poetry, but many politicians like to use it in prose. The essence of a refrain is the repetition of words or phrases that sound consecutively in one sentence. Boris Johnson often uses the repetition of certain words in his campaign to emphasise certain points that he wants everyone to pay attention to, for example:

“And I say respectfully, I say respectfully to our stentorian friend in the blue 12-star hat. That's it, time to put a sock in the megaphone and give everybody some peace” (Boris Johnson: Election) [69].

“Literally, literally – as I look around – literally before many of you were born” (Boris Johnson: Election) [69].

The profession of politics is responsible and to some extent risky. All politicians, as they are considered public figures, are quite cautious about their actions and expressions in order not to fall victim to hate from the people and the media. That is why political figures use such stylistic devices as euphemisms in their

speeches. These are words or phrases used to disguise or facilitate the essence or meaning of certain concepts. They can be used for the purpose of politeness, to reduce the negative sound, or to maintain diplomacy, for example:

“So no outsider like me can speak lightly about how the conflict could be settled, if only Ukraine would relinquish this or that piece or territory...” (Boris Johnson: Address to the Ukrainian Parliament.2022) [57].

“There were brilliant and determined individuals who more than rose to the challenge of this crisis there were thousands and thousands who put their hearts and souls into it and yet our debt is not just to them” (Boris Johnson: PM Economy Speech.2020) [76].

In the first example, it is noticeable how cautiously Boris Johnson speaks about the situation in Ukraine to the general public, using the euphemism "conflict" instead of the harsh word “war”. Not only Boris Johnson, but also many other politicians are afraid to use the word “war” in their discourse for ethical reasons, but such norms are very outraged by Ukrainians, because the synonyms that politicians choose are very mild in describing the situation in the country. In the second fragment of the speech, the euphemism "crisis" is used as a milder version of the description of the situation with the COVID pandemic. In this case, this euphemism plays the role of simplifying complex or unpleasant concepts.

It is common for politicians to use polysyndeton to express their thoughts. This is a stylistic figure that consists in combining sentence parts with many conjunctions, which gives the text additional rhythm and emotional intensity. In the example below, we can see the use of polysyndeton, which Boris Johnson uses to create memorability and emphasise important points in his speech:

“...the ostlers and the coachmen and everyone else in involved in horse drawn vehicles and in the end, and the end came pretty soon for Bersey, he gave up, and he concluded that it was impossible” (Boris Johnson: COP 26 Launch. 2020) [65].

It is worth noting that in order to effectively influence the listener, his or her imagination and feelings, political speeches widely use tropes and stylistic figures

that enhance the emotional impact and imagery of the speech. As a political discourse is a genre of journalistic style of speech, it is characterised by accuracy, information content, logic, expressiveness and, especially, impact on the audience. Boris Johnson's extensive use of artistic devices in his speeches helps to create memorability, emphasise key ideas and rhetorically strengthen his positions. They make his speeches more interesting, emotionally charged and help to attract public attention.

2.3. The communicative role of political leader Boris Johnson in social media networks

Nowadays, it is hard not to notice the rapid development of information technologies that have transformed human communication. The emergence of social media has started a new stage of communication, opening up powerful media opportunities and drawing attention to new trends in communication processes. Today, the Internet, as a new communication space, occupies a significant place in people's lives, and the role of this sector in the communication process continues to grow steadily.

Having appeared not so long ago, social networks have actively entered the life of society, in all its spheres, including the political one. Due to the large number of users involved, this environment can be considered a powerful tool for promoting one's interests.

The development of political Internet communication can be divided into two stages [9, p. 45]. The first stage is informational. Its essence lies in the penetration and preservation of political information on the network. First of all, it includes news channels, electronic media, websites of political parties and public organisations, individual political leaders, as well as electronic publications of analytical and

research organisations. The second stage is associated with the mediatisation of politics, an attempt to use the Internet as a tool for political and PR technologies.

For a modern politician, it is important what kind of communicative role he plays among the people as a representative of the authorities. Communication roles are divided into standard and initiative roles [30, p. 300]. A standard communicative role is a person's communicative behaviour that he or she uses for a particular social role and situation. That is, this role implies that a person of a certain social status, in this case a politician, behaves in communication in a way that is customary in a given culture, in a given society for people of his or her status. The initiative communicative role is considered to be an image that a person consciously creates in communication to achieve a certain goal, it is who he or she decides to "pretend" to achieve the task he or she has set.

Scholar O. Chorna identifies 16 communicative roles of a political leader: Responsible, Believer, Democrat, Defender, Head, Competent leader, Legitimate, Unifying leader, Peacemaker, Motivator, Optimist, Patriot, Reformer, Decisive leader, Family man, Philosopher [30, 301]. In order to identify a particular communicative role, attention is usually focused on the lexical, semantic and grammatical means used by a political leader in his political speeches. The lexical level of political speech analysis is characterised by a wide range of lexical items that are intended to emphasise the manipulative, argumentative and cooperative manner of speech.

After analysing Boris Johnson's posts on social media, there is a clear difference between his communication style at official public speeches and his Instagram addresses. Boris Johnson always finds an opportunity to communicate with the citizens of his country, even at the most official ceremonial speeches. However, it is easier to do this on social media, as it allows you to interact with the audience more often, read and respond to comments or messages, publish regular friendly, informal posts and simply be on the same page with them.

Boris Johnson's blog profile is very diverse. He posts various content in different formats to connect with different age groups of his audience. He has chosen the role of a politician-blogger who informs people about the quality of an event or simply expresses his opinion in a fairly simple and lively format. It is worth noting that the main purpose of his publications is to educate the citizens of his country.

It's no secret that Boris Johnson is very fond of animals, and his favourite dog Dilyn often appears in his stories or posts. However, the politician doesn't just show off his pet for no reason, but rather tries to convey something useful to his followers. For example, Boris Johnson recently raised an important topic about dogs that cause danger to others. More specifically, he stressed that this is all due to the irresponsible attitude of owners to their pets. By his own example, he shows how important it is to take care of the mental health of your dog so that it does not pose a threat to others. This message creates the communicative role of a caring Defender who cares not only about his people but also about our smaller friends:

“Dilyn is a lovely dog, a sweet dog, and normally speaking he wouldn't hurt a fly. But as we try to deal with the threat of other dangerous dogs, there is a lesson for us in Dilyn and his behaviour. And that is: it's not the dog that's the problem, it's the owner. Find out more in Daily mail” (@borisjohnsonuk: What should be done about dangerous dogs. 2023) [98].

The following example from Boris Johnson's address to his subscribers clearly emphasises the communicative role of the Responsible Politician. In this unusual, ironic and hyperbolic way, he talks about a cigarette he has been carrying around for several years and tries to convey to his citizens, particularly young people, that smoking is very harmful and thus tries to prevent them from taking up the habit. But in the end, he adds that he believes that the government's attempts to ban smoking are vain. Thus, it is implied that everyone must realise for themselves how terrible smoking is and that no government should be responsible for their health but themselves:

“Hi folks! You know what this is. This is a dog chewed cigar tube which I’ve carried around the world literally for years in the deluded belief that I’m someday gonna find a moment have a quiet puff of this cigar and I never do because I know that smoking is bad for you and that is why smoking is declining fast in the UK. And that’s why any attempt by government to prohibit smoking is in my view a monstrous waste of police time and resources. Read about it in Daily mail” (@borisjohnsonuk: A monstrous waste of police time. 2023) [92].

Boris Johnson monitors the various activities of his citizens and tries to pay attention to the achievements of each one. Recently, he posted a video message on his Instagram page to all students and congratulated them on passing all exams, on the end of the school year and wished them not to stop at their achievements, but rather to strive to reach higher and higher levels every time. This kind of care and support shapes Boris Johnson's communicative role as a Motivator, who encourages children to develop and motivates them to study:

“Hi folks! This is Boris Johnson just saying a massive congratulations to everybody who’s been doing their GCSEs, and I know that it’s been a particularly tough year for everybody in school. And I just want to thank you for persevering and for getting on with it and for all your hard work and whatever the results that you’ve got, many congratulations on your efforts and whatever you’re doing now, whether it’s to go on to do A-level or to get an apprenticeship, I hope you will have every possible success” (@borisjohnsonuk: Congratulations to everyone receiving their GCSEs. 2021) [95].

One of the main tasks of political leaders is to take care of the health of their citizens. Sometimes they have to take bold and desperate measures to protect their people from deadly diseases. For example, the coronavirus pandemic has been one of the most difficult periods for the whole world. World leaders have been doing everything possible to prevent the spread of the virus, and Boris Johnson is no exception. On his Facebook and Instagram pages, he regularly urged everyone to follow the quarantine regulations and take care of their health. In one of his video

messages, he plays the role of a Decisive Leader, as he is one of the first to receive a booster dose of vaccination and calls on citizens to take the time to get vaccinated:

“Hi folks! I’m here at St Thomas’ vaccination centre, and I’m here to get my booster in just a few moments. It’s an absolutely vital thing to do. Don’t forget that the Pfizer booster can give you about 90% protection against COVID-19. So, when your time comes, please come forward and get your booster” (@borisjohnsonuk: Booster vaccination. 2021) [93].

Boris Johnson is the kind of political leader who is not afraid to express his position on the enmity between certain countries. For example, in the Russian-Ukrainian war, he was one of the first to side with justice and kindness, i.e. Ukraine, and he was not afraid of any sanctions threats from Russia, as he considers them terrorists. By the way, he confirmed his pro-Ukrainian position by changing his Instagram nickname to "borisjohnsonuk", where the ending "uk" identifies him as a

Ukrainian. And recently, after the outbreak of the terrible situation in Israel, he made a clear message that characterises his communicative role as a Unifying Leader, calling for support for Israel to end the hostility:

“Much as we may all grieve for Palestinians now suffering in Gaza. We’ve got to remember that it was Hamas and their terrorism that tragically put those people now in the line of fire. We’ve got to stop making this moral equivalence between Hamas and Israel between terrorists and people who are trying to defend themselves and country. It’s wrong it’s sick and it’s doing the terrorists work for them” (@borisjohnsonuk: Boris Johnson backs Israel. 2023) [94].

Despite his respect for other nations, Boris Johnson loves his country with all his heart. He has a deep knowledge and pride in its history, customs, people and symbols. There is no speech where he does not praise his country or mention its historical value. Boris Johnson is very respectful of public holidays and encourages citizens to appreciate and support their culture. For example, on Remembrance Day, he asked his Instagram followers to remember to wear their poppies and honour the

memory of those who gave their lives for their freedom. With such appeals, he shapes the communicative role of a Patriot who truly loves the past, present and future of his country:

“Hi folks! I’m here at the Constituency Garden of Remembrance in the House of Commons where I’ve just planted a cross in memory of those who gave their lives for our freedom. From my constituency of Uxbridge and South Ruislip this is the time of remembrance. Remember to get your poppy. Show our commitment to those who served our country and indeed who continue to serve our country in our armed forces” (@borisjohnsonuk: Remembrance Day. 2022) [96].

One thing that distinguishes Boris Johnson from all politicians is his unusual sense of humour. No matter how serious the situation in the country is, he approaches everything with humour, sometimes even with a very satirical one. His Instagram page is quite bright, because he usually addresses his followers with a smile and jokes. For example, on last year's Thanksgiving Day, Boris Johnson congratulated his people in such an ironic way and noted that despite the fact that he considers American traditions to be rather strange, all the British still love this holiday. In this speech, Boris Johnson's personality is characterised by the communicative role of the Optimist:

“Hi folks! Even if the Festival of Thanksgiving was originally prompted by a deep sense of relief at having escaped England and arrived in America, and even if, frankly, we on this side of the Atlantic are a bit bewildered by the habit of eating things like sweet potatoes and marshmallows with turkey. I know what a wonderful moment this is and what a chance to count our blessings and give thanks for our family, our friends and our loved ones. And so, I wish everybody a very happy Thanksgiving” (@borisjohnsonuk: Thanksgiving Day. 2022) [97].

In general, modern political communication on the Internet, in particular through social media, is determined by the rapid development of technology and changes in the ways in which politicians and citizens interact. At the same time, it is

important to understand what kind of communication role a modern politician chooses.

Having analysed Boris Johnson's communicative roles in social media, it was found that he successfully uses them to establish a close connection with citizens. His diverse posts are noted, where the politician chooses different formats and topics to attract the attention of different audience groups. This indicates the existence of a proactive communication role, as he tries on a different role with each appeal, for example, Defender, Responsible Politician, Motivator, Decisive Leader, Unifying Leader, Optimist. A key feature of his communication is a simplified, accessible style that promotes mutual understanding and engagement. Although Boris Johnson uses social media to communicate official events, it is important to note his ability to maintain an informal tone and express his personality.

Thus, the study of political online communication, as well as the analysis of the communicative roles of political leaders, provides an opportunity to better understand the interaction between politicians and citizens in the digital era. Simplified and accessible forms of communication on social media allow politicians to communicate effectively and influence public opinion.

CONCLUSIONS FROM CHAPTER 2

The second chapter focuses on the analysis of the former British Prime Minister Boris Johnson's speeches. In particular, the chapter describes his linguocultural features of speech, linguostylistic specificity of opinion expression and communicative role in social media. A thorough analysis of the above factors leads to the following conclusions:

1. Linguocultural studies is a branch of linguistics that explores the relationship between language and culture. The subjects of linguocultural studies include: the phraseological collection of a language, stylistics, stereotypes, archetypes, mythologemes, customs, traditions, the paremic fund of a language and the sphere of speech etiquette.

2. Boris Johnson's manner of speech is primarily influenced by such a linguocultural factor as the sphere of language etiquette, which depends on the politician's field of activity, namely British political culture. The politician's speech is also significantly influenced by the stylistics of the English language, which is most expressed in the British humorous tradition. The customs and traditions of the country play an important role in the linguistic reflection, which are evident in the habit of arguing one's opinion with reference to facts and the use of cultural analogies or associations.
3. In political speech, in order to achieve certain expressive goals, the figurative means of language are often used to convey images, feelings, emotions or ideas in the text. The most common figurative means are tropes and stylistic figures. Stylistic lexical figurative tools are used as a special form of stylistic organisation of the English language, which gives the statement additional semantic shades.
4. In Boris Johnson's speeches, the most commonly used tropes are epithets, metaphors, similes, metonymy, hyperbole, and stylistic figures such as anaphora, euphemism, and polysyndeton. Boris Johnson's extensive use of artistic means in his speeches helps to create memorability, emphasise key ideas and rhetorically strengthen his position.
5. Politicians usually play different communication roles in their speeches in order to present themselves to the public in the best possible way. Communication roles are divided into standard and initiative roles. The standard communication role is the communication behaviour that a person uses for a given social role and situation. An initiative communication role is an image that a person consciously creates in communication to achieve a certain goal.
6. Having analysed Boris Johnson's communication roles in social media, it was found that he successfully uses them to establish a close connection

with citizens. The most common communicative roles used by the politician are the role of the Defender, the Responsible Politician, the Motivator, the Decisive Leader, the Unifying Leader and the Optimist.

CHAPTER 3. TRANSLATION TRANSFORMATIONS IN THE REPRODUCTION OF POLITICAL DISCOURSE

3.1. Recreating the linguistic style of Boris Johnson's political rhetoric

Political translation is considered one of the most difficult. And this is not surprising, because the translator has a responsible mission. He or she must not only know the source language at an advanced level, it is also important to be proficient in political terminology, be aware of political nuances, react quickly to various political situations, and skilfully translate what the speaker has said, preserving the meaning and emotional content.

The translation of political texts may require a number of transformations to ensure the correct and effective transmission of meaning. However, most politicians like to use stylistically coloured expressions in their speeches, which makes the translator's job much more difficult. After all, it is necessary to understand the deep meaning of the style of speech and reproduce it in another language, while avoiding the loss of semantic richness. The following translation techniques are most often used to work with different stylistic elements: full translation, addition, omission, substitution, structural transformation, and traditional equivalent [12, p. 154]. Thus, from the proposed approaches to the translation of artistic means, it is obvious that in order to ensure an adequate translation, the translator, if necessary, should make certain corrections to the text, taking into account the socio-cultural and psychological aspects of the audience, as well as convey the semantic and stylistic load of the journalistic message without distortion.

Metaphors are most often used in the speeches of the former British Prime Minister Boris Johnson. This is not surprising, since metaphors can transform information from “dry” to more emotional and sensual. Metaphorical expressions are translated in different ways, in most cases using the usual method of substitution, because, unlike texts of an artistic nature, political speeches are not as important to preserve stylistic colouring as to convey a coherent message to the people [3, p. 22]. The translation technique of substitution is used in cases of lexical or associative discrepancies between elements of artistic means in the source and target languages. Although this technique deprives the target language of stylistic colouring, it preserves the main idea, which is much more important for translating political speeches:

Original: *“Day after day missiles and bombs continue to rain on the innocent people of Ukraine”* (Boris Johnson: Address to the Ukrainian Parliament. 2022) [57].

Translation: *“День у день ракети та бомби продовжують гатити по невинному населенню України”*.

In the address to the Verkhovna Rada of Ukraine, Boris Johnson uses the metaphor “missiles and bombs continue to rain”, which very dramatically compares a large number of missiles to a shower of rain. However, in the Ukrainian version, this metaphor is transformed into a less colourful equivalent, “ракети та бомби продовжують гатити”. The word “гатити” is a purely Ukrainian colourful word and since the beginning of the full-scale invasion, it has rapidly entered the lexicon of journalists and the entire nation.

The translation transformation of substitution is often used when translating idioms whose direct equivalents are sometimes difficult to find in the target language [10, p. 317]. For example, in a fragment from the Economy Conference, Boris Johnson used the idiom “cheeseparer”, which is used to express restriction or economy in a somewhat negative context. In Ukrainian, there are also analogues to this idiom, such as “стискати гайки” or “затягувати пояс”. However, in the target language, this idiom is better conveyed by a simpler equivalent, which sounds like “жорстка економія”, because it is unlikely that all listeners would understand such an uncommon expression as “стискати гайки”. When translating political texts, if it is not possible to reproduce the colour of certain phrases, it is better to convey them in a more accessible way, because the main thing is to convey the essence, not the imagery:

“I just serve notice that we will not be responding to this crisis...We are not going to try to cheese-pare our way out of trouble” (Boris Johnson: PM Economy Speech. 2020) [76].

Translation: *“Я лише хочу повідомити, що ми не будемо реагувати на цю кризу...Ми не будемо намагатися викручуватися з неприємностей шляхом жорсткої економії”*.

There are also options for partial substitution. It is used when only some components of the phrase differ from the source language. For example, the phrase “to keep the card in someone's sleeve” is translated into Ukrainian as “тримати козир у рукаві”, where only the word "card" is changed to “козир” according to the norms of the target language:

Original: *“And by the way for keen students of the divisions in my family you might know that I have kept the card in my sleeve – my mother voted leave”* (Boris Johnson: Conservative conference. 2019) [64]

Translation: *“I, до речі, для прихильників поділу в моїй родині, ви могли знати, що я тримав козир у рукаві - моя мама проголосувала за дозвіл на звільнення”*.

By the way, in this passage, Boris Johnson uses the slang phrase “keen students”, which is translated by completely substituting it with the uncoloured equivalent “прихильники”.

The translation technique of substitution can also be used when translating one trope in the source language and replacing it with another in the target language.

For example, in the excerpt below, the artistic means of simile “with the energy and courage of lions” is observed, but when translated into Ukrainian, it is replaced by the metaphor “билися з левиною енергією і хоробрістю”:

Original: *“And though your soldiers were always outnumbered – three to one it is now – they fought with the energy and courage of lions”* (Boris Johnson: Address to the Ukrainian Parliament. 2022) [57].

Translation: *“І хоча ваші солдати завжди були в меншості - три до одного, як зараз, – вони билися з левиною енергією і хоробрістю”.*

The next translation technique is full translation. It is used when the source and target languages have the same compatibility rules and traditions of expressing emotional and evaluative information [48, p. 69]. For example, the following excerpt from Boris Johnson's speech contains such a metaphorical expression as “he is sowing the seeds of catastrophe”, which is translated into Ukrainian with the equivalent “він сіє зерна катастрофи”.

Original: *“When an autocrat deliberately destroys these institutions, he might look as though he is strong and some people might even believe it, but he is sowing the seeds of catastrophe, for himself and for his country”* (Boris Johnson: Address to the Ukrainian Parliament. 2022) [57].

Translation: *“Коли диктатор свідомо руйнує ці установи, він може виглядати сильним, і дехто йому може навіть повірити, але він сіє зерна катастрофи для себе і для своєї країни”.*

The full translation is also used in the second example to reproduce the figurative meaning of the phrase “swallowing some of the country”, as this metaphor is also inherent in the Ukrainian language, and it is translated without any changes:

Original: *“But nor should he be allowed the partial success of swallowing some of the country – as he has done before – and declaring a ceasefire”* (Boris Johnson: Prime Minister's Housing Speech. 2022) [81].

Translation: *“Але також не можна дозволити йому досягти часткового успіху, проковтнувши частину країни - як він це робив раніше - і оголосивши про припинення вогню”.*

Boris Johnson also uses slang words to enhance the stylistic expression of his speeches. This is a specific lexicon that adds emotional intensity, expressiveness and a specific flavour, however, it is not typical for everyone and cannot always be reproduced by the means of the target language, so in most cases, the traditional equivalent technique is used to convey stylistic specificity. We use this technique

when the source and target languages have developed different ways of expressing stylistic similarity:

“Walter Bersey like many of us in this room was a total nut for electric vehicles” (Boris Johnson: COP 26 Launch. 2020) [65].

Translation: *“Волтер Берсі, як і багато хто з нас у цій кімнаті, був схиблений на електромобілях”*.

In the speech at the COP 26 summit, Boris Johnson used the slang phrase “to be a nut”, which many uninformed translators simply translate as “бути горіхом”. However, this phrase has a deep stylistic colouring and should be translated as “бути схибленим” or “фанатити”. At the same summit, he used another interesting metaphorical slang, “eat your heart out”:

Original: *“So I say to all those who doubted Walter Bersey, eat your heart out, because his basic idea has triumphed, hasn’t it?”* (Boris Johnson: COP 26 Launch. 2020) [65].

Translation: *“Тому я кажу всім тим, хто сумнівався у Волтері Берсі, викусіть, тому що його основна ідея перемогла, чи не так?”*

The phrase “eat your heart out” has different meanings depending on the context. In this case, it means that no matter how much you want something, you will not get it and it will never happen. In the Ukrainian language, a fairly traditional equivalent is the expressive word “Викуси!”, which is often used as an alternative to more rude analogues, or the Ukrainian expression “Є квас, та не для вас!” can also be used appropriately. Of course, this expression can also be translated with less coloured words such as “обійдешся”, “і не мрій”, “перетопчешся”.

A good example of the traditional equivalent technique is the sentence that Boris Johnson said at the Economy Forum:

Original: *“We are waiting as if between the flash of lightning and the thunderclap with our hearts in our mouths for the full economic reverberations to appear”* (Boris Johnson: PM Economy Speech. 2020) [76].

Translation: *“Ми чекаємо, немов між спалахом блискавки і гуркотом грому, затамувавши подих, коли з'являться повні економічні відголоски”.*

The idiomatic phrase “someone's heart is in their mouth” is usually used when someone is very excited and highly impressed by an event. The Ukrainian language is characterised by the equally emotionally charged idiom “затамувати подих”, which fully reproduces the stylistic message of the politician by means of the target language.

Considering the fact that English sometimes differs from Ukrainian in the way of constructing sentences, translators often use the tactic of structural transformation. This technique is used when the traditions of grammatical arrangement of stylistically coloured words in the source and target languages differ [18, p. 20]. In the example below, a metaphorical sentence was structurally restructured for the purpose of compression:

Original: *“Our wonderful wonderful Commonwealth, that great institution, has the super fertiliser, to be sprinkled across this extraordinary grouping of countries”* (Boris Johnson: Commonwealth Business Forum. 2022) [60].

Translation: *“Наша чудова, чудова Співдружність, ця велика інституція, розбризкає по цьому надзвичайному об'єднанню країн своє супердобриво”.*

Politicians sometimes leave out parts of a sentence in their speeches that have already been mentioned before or that are considered obvious and not worth repeating. However, in the target language, these omitted fragments are sometimes necessary because without them, the integrity of the thought is lost. That is why translators often use the technique of addition, which is used when the connotations in the source and target languages are different and it is necessary to explicate what was meant in the source text. In the example below, the winners are compared to “the cornflakes that got to the top” because of the fact that Boris Johnson often uses this eccentric comparison, there is no need to specify which top the cornflakes reached. The translation language uses the technique of addition, because citizens of

other countries are unlikely to be familiar with such an artistic simile, which is why the phrase is supplemented with the clarification “кукурудзяними пластівцями, що потрапили на вершину пачки”:

“It is incredible to think that these are the winners. They are, like so many in this audience, they are the cornflakes that got to the top, winners” (Boris Johnson: PM speech at the Global Investment Summit. 2021) [79].

Translation: *“Неймовірно думати, що це переможці. Вони, як і багато хто в цій аудиторії, є тими кукурудзяними пластівцями, що потрапили на вершину пачки, переможцями”.*

In general, translating political texts requires not only a high level of language skills, but also a deep understanding of political contexts and the subtleties of style. Political speeches often contain stylistically rich expressions that require careful and accurate translation, while preserving the essence of the content and emotional component. The use of various translation techniques, such as substitution or structural transformation, helps to preserve the main meaning of the text without losing its tone. Such a process of translating political texts requires taking into account the socio-cultural characteristics of the audience and the ability to preserve the authenticity of the speaker's speech in the new language.

3.2. Means of reproducing cultural linguistics units of political discourse in translation

Political discourse was formed as a result of the rapid development of international relations, the formation of independent states, and the strengthening of cultural and political connections. Since political texts are usually created for the speakers of a particular culture, a translator faces a number of additional problems when translating them into another language. The stylistically coloured vocabulary of political figures' speeches is not the only obstacle to achieving accuracy in translation, because political discourse contains, in addition to a large number of

clichéd, established phrases that have clear and unambiguous equivalents in Ukrainian, accepted and understood by everyone, linguistically and culturally marked vocabulary [36, p. 115]. They carry information, revealing certain social, cultural, and individual traits of the people whose language the discourse was created in.

Linguocultural vocabulary includes realities, jargon, neologisms, professional vocabulary, etc. The words that highlight the national flavour of discourse include realities, peculiarities of individual politicians' speech, authorial neologisms and idioms, and it is also worth noting that these words cause significant difficulties for translation. In order to get as close as possible to the reproduction of linguistic and cultural vocabulary, the following translation techniques are to be used: transcoding, tracing and descriptive translation [12, p. 154]. The transcoding technique includes transliteration and transcription. Most of the realities in political discourse are wellknown, but there are also those that have no equivalents, as they belong to the cultural traditions of, for example, the English people and therefore cannot be understood by the Ukrainian people, and require descriptive translation.

The linguocultural aspects are clearly evident in Boris Johnson's speeches. The culture of his speech is influenced by two environments: political and ethnic. The political environment shapes manners of behaviour, statements, vocabulary, certain expressions, stylistics or language constructions that are inherent in this field of activity. The ethnic environment shapes the style that is inherent in the culture of the nation where the politician lives, meaning the UK, including customs, traditions, proverbs, sayings, mentality [1, p. 8].

The culture of speech in the political sphere is most often influenced by professional vocabulary, namely various terminology that is familiar only to politicians. This political culture is evident in Boris Johnson's speech, although some terms could be used in a simpler form, but then political speeches would lose their professional colour.

Of all the previously mentioned translation techniques, the most commonly used when translating political realities is descriptive. As has been noted several times before, the most important thing is to establish an understanding between the politician and the people, but the people are not fully aware of all the terminology

and when translating a particular phrase, it is necessary to explain it, not just transcribe it, for example:

Original: *“I just serve notice that we will not be responding to this crisis with what people called austerity”* (Boris Johnson: PM Economy Speech. 2020) [76].

Translation: *“Я лише повідомляю, що ми не будемо реагувати на цю кризу тим, що люди називають політикою жорсткої економії”*.

The political and economic term “austerity” does not exist in Ukrainian, so the only option to maintain accuracy and clarity is to translate it as “політика жорсткої економії”.

Political terminology is often translated by transcription. Not all political concepts require a descriptive explanation, because they have entered the lexicon of Ukrainians as borrowed words and are often heard on television and social media, such as briefing, agenda, campaign, opposition, reform, and many others. It is with such terms that there are no difficulties in translation. An example is a fragment from Boris Johnson's speech, where the word arbitration is translated by transliteration as “арбітраж”:

Original: *“And if one side believes it’s somehow being unfairly undercut by the other, then subject to independent third-party arbitration”* (Boris Johnson: Brexit Trade Deal Speech. 2020) [59].

Translation: *“А якщо одна сторона вважає, що інша несправедливо утискає її інтереси, вона може звернутися до незалежного арбітражу третьої сторони”*.

However, there are some terminologies that can also be translated by transcription, but descriptive translation is used for more accurate translation:

Original: *“There has got to be a catalytic role for government, and government is there to provide a strategic lead but that requires consistency from government, not chopping and changing”* (Boris Johnson: Levelling Up speech. 2021) [72].

Translation: *“Уряд має відігравати роль, яка стимулює відновлення і його завдання полягає в тому, щоб забезпечити стратегічне лідерство, але це вимагає від уряду послідовності, а не руйнації та змін”.*

The political term “catalytic” can be translated as “каталітичний”, but since this word is rarely used in speeches, it is better to make a descriptive explanation of the word that will be more understandable for people. In general, the term “catalytic” belongs to technical terminology, meaning a product to reduce toxicity. Politicians have decided to use it in their own way, but with a similar meaning, namely to stimulate restoration.

Britain, like every country, has its own proper names that give a national character to the speech of its citizens. Boris Johnson's lexicon often contains proper names of various institutions, government agencies, and departments, which are considered political realities because they do not have direct equivalents in the target language, so transcoding or description is often used to convey them. For example, “HM Treasury” has several translations: “Міністерство фінансів”, “Казначейство Великої Британії” or “Королівська скарбниця”; “Whitehall” is translated into Ukrainian by transcribing “Вайтхолл” or describing “місце зосередження урядових установ та офісів у Великій Британії”; “Downing Street 10” is most often translated as “Даунінг-стріт 10”, as it is a fairly common proper name, but some translators add an explicit effect and, in addition to transcription, explain this reality as “офіційне місце проживання та роботи британського прем'єр-міністра”. Another example is the name “the Royal Navy”, which Boris Johnson mentions in a speech about illegal migration, translated partly by tracing and the technique of adding the adjective “військово-морський” to the word “флот”. There are also words such as “Border Force”, which is translated by tracing, and “Channel”, which should be translated not as just “канал”, but with the technique of specifying “Ла-Манш”:

Original: *“And to identify, intercept and investigate these boats, from today the Royal Navy will take over operational command from Border Force in the Channel”* (Boris Johnson: Speech on action to tackle illegal migration. 2022) [87].

Translation: *“А щоб ідентифікувати, перехоплювати і розслідувати ці човни, з сьогоднішнього дня Королівський військово-морський флот візьме на себе оперативне командування над прикордонними силами в Ла-Манші”.*

In any sphere of work, there are words that have a certain stylistic and professional colouring and are used for the purpose of effective communication among their own circle of people, they are called jargons. And the field of politics is no exception, as it is rich in various jargon words. A striking example is Boris Johnson's speeches, although according to the norms of communication with the people, politicians should not use jargon, only exclusively in communication with colleagues, because the use of jargon can create barriers in understanding for those who are not familiar with this kind of speech:

Original: *“Germany has succeeded in levelling up where we have not and it is vital to understand that these imbalances and inequalities are found within the regions of the United Kingdom”* (Boris Johnson: Levelling Up speech. 2021) [72].

Translation: *“Німеччині вдалося подолати економічну нерівність та стимулювати її зростання там, де нам не вдалося, і дуже важливо розуміти, що ці дисбаланси існують і в регіонах Сполученого Королівства”.*

In this example, the jargon is the phrase “levelling up”, which politicians came up with to describe the government's programme for tackling economic inequality and boosting economic growth in the UK. As a rule, most jargon is translated descriptively or by selecting direct equivalents [12, p. 158]. In this case, the descriptive method was used because it is the most effective way to achieve accuracy.

In addition to his field of activity, Boris Johnson's speech shows significant traces of ethnic influence. The culture of Britain, like every country, has its own uniqueness, which Boris Johnson values and brings to the general public. A striking

example is his ability to reinforce his thoughts with proverbs and sayings that represent the nation's colourfulness. However, it is very difficult to reproduce such linguistic and cultural markers with maximum accuracy in the target language. Translators often resort to using traditional equivalents, which can be interpreted in completely different linguistic units, but the meaning will remain the same. For example, in his address to Ukrainians, Boris Johnson compares them to an old English proverb:

Original: *“You have proved the old saying – it’s not the size of the dog in the fight, it’s the size of the fight in the dog. I’m not sure how well that translates in Ukrainian but you get what I’m trying to say”* (Boris Johnson: Address to the Parliament of Ukraine. 2022) [57].

Translation: *“Ви підтвердили стару приказку – Не в тім сила, що кобила сива, а як вона везе. Я не впевнений, наскільки добре вона перекладається українською, але ви зрозуміли, що я маю на увазі”*.

Certainly, the proverb “it's not the size of the dog in the fight, it's the size of the fight in the dog” could be translated by tracing, but then the sentence in Ukrainian would lose the expressiveness and colour that is evident in English. The Ukrainian proverb “Не в тім сила, що кобила сива, а як вона везе”, though very different in structure, grammar and lexis, but is accurate in conveying the main idea, namely that a person is not defined by his or her appearance or physical characteristics, but by the ability to show results in action. In this case, Boris Johnson emphasises that although Ukraine was considered weak and defenceless by most, the country proved them wrong by showing all its strength and courage in battle.

As already described in the previous chapters, Boris Johnson's linguocultural peculiarities are influenced by his habit of referring to facts from history, his own life, famous personalities, using biblical references, in a nutshell, using allusions. Translating such references or quotes requires referring to relevant reference books and conveying the meaning in such a way that the text in the target language has the same impact and effect on the Ukrainian reader as on the English reader. For

example, in his Levelling Up speech, Boris Johnson compares the economic and investment activities of the British government to one of Matthew's sayings:

Original: *“Or to borrow from the Bible, for biblical comparison, governments have created a sort of Matthew effect: to him that hath shall be given”* (Boris Johnson: Levelling Up speech. 2021) [72].

Translation 1: *“Або, запозичуючи з Біблії, для біблійного порівняння, уряди створили щось на кшталт ефекту Матвія: хто має розуміння, тому додасться ще більше, й він матиме надмірно, а хто не має, в того відніметься і той дріб'язок, що йому належить”*.

Translation 2: *“Або, запозичуючи з Біблії, для біблійного порівняння, уряди створили щось на кшталт ефекту Матвія: багаті багатіють, а бідні бідніють”*.

In the original, Boris Johnson uses only a part of the Matthew's Gospel “to him that hath shall be given”, which in the first version of the translation is conveyed by the descriptive method of translation with the effect of addition, namely, the entire message of Matthew is quoted in order to make the people understand what it is about. And the second translation uses a simpler folk equivalent, which is simply called the Matthew effect, “багаті багатіють, а бідні бідніють”. Boris Johnson drew such parallels between biblical wisdom and the government's economic plans to hint that the British government is following a plan to invest in regions or areas that are already prosperous, thus being sure that they will definitely bring profits, and does not want to invest in declining regions in order not to lose wealth.

Another linguistic and cultural feature of Boris Johnson's speech is the use of puns. Boris Johnson can create a humorous situation out of the most ordinary word or phrase, which is very popular with the audience, but makes the job of translators much more difficult. After all, while proverbs or catchphrases can be replaced with traditional equivalents, it is extremely difficult to do so with the author's neologisms with a touch of humour.

Original: *“A deal is oven-ready. Let's get Brexit done and take this country forward”* (Boris Johnson: Brexit Trade Deal Speech. 2020) [59].

Translation: *“Угода майже готова до виконання. Давайте завершимо Брекзит і просунемо цю країну вперед”*.

The peculiarity of the phrase “oven-ready deal” is that almost constantly during the long sessions on Brexit, Boris Johnson in his speeches gave the concept of Brexit various gastronomic characteristics, comparing it to a cake, a kebab shop, cheese, tea and even dog food. Literally translated, “oven-ready” means pre-cooked food that will be baked in the oven. This pun implicitly echoes “almost ready”, using the word “oven” to reinforce the image of Brexit that Boris Johnson set from the very beginning. Of course, when translating, it is very important to convey the style and culture of the speaker, but there are times when it is better to convey phrases with simple linguistic means to avoid imbalance in the target language. Therefore, the most acceptable option for reproducing the neologism “oven-ready” in the target language is to return its original form “almost ready”. Such a variant is stylistically uncoloured and does not contain any puns, but it is acceptable and understandable for a foreign audience.

As a matter of fact, political texts created for consumers of a particular culture, face numerous difficulties in translation due to the presence of stylistically shaded vocabulary of political figures, in particular linguistically and culturally marked vocabulary that reveals the social, cultural and individual characteristics of the people who created it. The translation of such terms and expressions causes challenges due to their uniqueness and often lack of clear equivalents in another language. It is important to take into account not only the semantics of the terms, but also the context, cultural differences and specifics of the audience. Successful translation of linguocultural realities requires not only linguistic competence, but also a deep understanding of the cultural characteristics and context in which the vocabulary is used. This approach helps to ensure accuracy and maximum

approximation of the content and meaning of political texts in different cultural and linguistic environments.

3.3. The specifics of reproducing the effect of humour in the target language

Humour is considered to be a separate component of political discourse that is unique to each politician, as it is shaped by culture, mentality and environment [7, p. 38]. The translation of humour is quite a challenging task, because there are difficulties in transferring it from one language to another, in particular due to the close relationship between language and culture. And the translation of political humour is particularly problematic, as it is often consciously created and can be used to improve communication ties with the people and partners, smooth out conflict situations, and take a neutral position.

However, nowadays, there are no clearly defined transformations and techniques for translating humour, because everything depends on its motive and culture of both the source and target languages [7, p. 39]. Having analysed Boris Johnson's speeches with comic fragments, the most commonly used translation approaches are literal translation with lexical transformations using the techniques of addition and omission, semantic transformations using the technique of synonymous substitution, and grammatical transformations, which include transposition and substitution. These transformations help to get closer to the exact nature of the joke, which is difficult to reproduce by selecting direct equivalents due to the politician's very specific sense of humour.

In order to maintain his unofficial status as a political comedian, Boris Johnson uses a joke in every address, interview, speech or post to cheer up the audience. For example, he may sometimes talk about an issue and recall a joke related to it, which he did at a General Assembly meeting when talking about the weather conditions in London:

Original: *“Why is it always wet in England? – Because many kings and queens have reigned there”* (Boris Johnson: UN General Assembly. 2019) [91].

Translation: *“Чому в Англії завжди волого? – Тому що, тут правило багато королів та королев”*.

Such a rather complicated joke can only be reproduced through syntactic assimilation, when the syntactic structure of the source language is transformed into a similar structure of the target language. This is because the joke is related to a phonetic feature of the source language, namely the use of homophones, which are not present in the target language. The essence of the joke is that the word “reigned”, which is translated as “правили”, is very similar to the word “rained”, which means “дощило”. That is, “В Англії завжди волого, через те, що там йдуть дощі”. This kind of wordplay is very commonly used by the English, and it is very difficult to find equivalents for these techniques. In such cases, translators often resort to tracing or even retain the original expression with an additional descriptive explanation [50, p. 198].

Boris Johnson successfully manipulates different types of humour, and sarcasm is no exception. Sarcasm helps him to lightly ridicule or mock something. For example, when Boris Johnson was the Mayor of London at the Beijing 2008 Summer Olympics, he was cheering the audience and said the following sarcastic sentence:

Original: *“When other nations, the French, looked at a dining table and saw an opportunity to have dinner; we looked at it and saw an opportunity to play WiffWaff”* (Boris Johnson: Beijing Summer Olympics. 2008) [58].

Translation: *“Коли інші народи, французи, дивилися на обідній стіл і бачили можливість повечеряти, ми дивилися на нього і бачили можливість пограти у пінг-понг”*

This kind of sarcastic opinion contains a tactic of self-assertion, because Boris Johnson very immodestly hinted to everyone that the game of pin-pong was invented in England and that while all nations could only eat at the table, the British had

already learned to play at it. This expression is translated using a literal translation with the effect of explicating the word Wiff-Waff. Of course, this name of the game can be translated by transcription, but it is very unlikely that people from another country are familiar with the name Wiff-Waff, although it is the same as Ping Pong, the English just like to call it that.

Boris Johnson can be very harsh and unrestrained in his statements, which is evident in his frequent use of satire in speeches. He is able to openly throw mud at his opponents or political figures he does not like. Satire is used to criticise, ridicule and emphasise the faults of a person or situation. It can be veiled, using paradoxes or irony, or it can be direct, to deliberately offend someone. It was with a targeted satire on the Republican Presidential Nomination that Boris Johnson mocked former US President George W. Bush:

Original: *“The President is a cross-eyed Texan warmonger, unelected, inarticulate, who epitomises the arrogance of American foreign policy”* (Boris Johnson: Republican presidential nomination. 2016) [84].

Translation: *“Той зизуватий техаський войовник є необраним, невизначним президентом, який уособлює зарозумілість американської зовнішньої політики”*.

In this example, such harsh satire is translated using the tactic of amplification. This technique involves the use of an even greater emotional impact, namely the additional use of the demonstrative pronoun “той”, which gives such a dismissive tone. Also, the translation of the word cross-eyed is replaced with the dialectal equivalent “зизуватий”, which has a more comical connotation than the version “косоокий”. In the reproduction of the phrase in the Ukrainian language, transposition is observed in the rearrangement of the sentence components, namely the subject and the predicate, thus making the sentence more coherent with the meaning and preserving the integrity of the message.

Boris Johnson's use of satire in his speeches has already become a habit, which does not always have good consequences. Sometimes the politician sees no

boundaries and speaks very harshly about his opponents. For example, during the 2007 US presidential election, Boris Johnson expressed his personal opinion about candidate Hillary Clinton:

Original: *“She's got dyed blonde hair and pouty lips, and a steely blue stare, like a sadistic nurse in a mental hospital”* (Boris Johnson: Daily Telegraph. 2007) [68].

Translation: *“Її фарбоване світле волосся, надуті губи і сталевосиній погляд нагадують медсестру в лікарні для людей з психічними відхиленнями”*.

In contrast to the previous example, where the elements of satire are translated by using the tactic of amplification to maintain harshness, this example uses the tactic of diminishment to relieve tension. Translators often practice rendering rude, impolite expressions with more neutral vocabulary to maintain diplomacy, especially when it relates to political activities. It is also worth noting that the translation uses a grammatical transformation with elements of substitution of the verb and pronoun “She's got” with the possessive pronoun “Її”. Among the lexical transformations, there are methods of omission, namely the word “sadistic” to reduce the rude expression and the use of synonyms instead of “психіатрична лікарня”, a more loyal analogue “лікарня для людей з психічними відхиленнями”. However, according to politicians and journalists, they no longer perceive such intolerant and rude messages from Boris Johnson as his intention to offend anyone, but as his style and peculiarity of speech.

Boris Johnson has a talent for making a farce out of very catastrophic situations and treating everything with humour. After his dismissal from the post of spokesman in the Conservative Party, he told everyone about the benefits of this dismissal and, through black humour, hinted that this dismissal had happened to the pleasure of friends and enemies:

Original: *“Nothing excites compassion, in friend and foe alike, as much as the sight of you ker-splonked on the tarmac with your propeller buried six feet under”* (Boris Johnson: The Telegraph. 2004) [89].

Translation: *“Ніщо так не викликає співчуття у друзів і ворогів, як вид на розмазаних вас з пропелером, зануреним на шість футів в асфальт”.*

Boris Johnson uses the phenomenon of onomatopoeia to enhance the comic effect of this not-so-funny sentence. It is used to imitate sound effects with the help of language tools. In English, onomatopoeia to convey the sounds of falling, exploding or breaking is conveyed by using the prefixes ka-/ker-, which are often used in various action comics to enhance the comic effect of falling things or people. The Ukrainian language does not have such prefixes, so the coined word “kersplonked” can be translated with the emotional equivalent of “розмазаний” or “розчавлений”. It is likely that Boris Johnson used the prefix ker- to make people understand that this expression is a joke, not a mockery of the numerous plane crashes.

During an interview about the same situation with the dismissal, Boris Johnson addressed people quite ironically:

Original: *“My friends, as I have discovered myself, there are no disasters, only opportunities. And, indeed, opportunities for fresh disasters”* (Boris Johnson: The Telegraph. 2004) [89].

Translation: *“Друзі мої, як я сам відкрив для себе, не буває катастроф, бувають лише можливості, можливості для нових катастроф”.*

By way of irony, Boris Johnson wanted to cheer up people who had lost their jobs, but frankly, he didn't do a very good job of it. The translation of this sentence was achieved by using the grammatical transformation of combining clauses, the lexical transformation of omission, namely the conjunction “and” and the insertive word “indeed”. This combination forms a stylistic technique of lexical repetition in the sentence, which emphasises ironic motives.

As mentioned in previous chapters, Boris Johnson is considered the king of puns. Everyone can envy his ability to play with words and make a pun out of anything. In 2021, in support of the Conservative Party's slogan “Build back better!”, which by the way belongs to US President Joe Biden, Boris Johnson posted a video

on his social media pages where he humorously eats different foods and rhymes with the word better. He also shared this punny improvisation with the audience at the Tory Party Conference:

Original: “*Build back better! Build back bitter! Build back butter!*” (Boris Johnson: Tory party conference. 2021) [90].

Translation: “*Відбудувати краще! Відбудувати пропаче! Відбудувати на краще!*”

A pun is a kind of author's neologism that people come up with for a certain situation, so it is common to translate such a newly created stylistic marker literally, because it is likely that it will be difficult or even impossible to find an equivalent in the target language [47, p. 102]. However, there is another more colourful option, and that is to create a pun on the basis of the original, but using the means of the target language, as shown in the example. The main point is to choose rhymes for the first word, these rhymes can have completely different lexical meanings, but the rhythm is more important here than the meaning.

Although Boris Johnson is a representative of an intelligent profession, he sometimes likes to use phrases that are not appropriate for a high-ranking official. His use of invective includes offensive and swear words, which, according to etiquette, are forbidden in high society circles. However, this does not stop Boris Johnson. He usually uses this kind of vocabulary to add comedy to his speeches, which the audience loves:

Original: “*The shadow education secretary says that their economic policy is shit or bust. I say it is both*” (Boris Johnson: PMQs in House of Commons. 2019) [78].

Translation: “*Тіньовий міністр освіти каже, що їхня економічна політика є паскудством або банкрутством. Я кажу, що і те, і інше*”.

The translation of this fragment is rendered literally, but with the discolouration of the invective “shit” and its synonymous substitution with the more neutral equivalent “паскудство”. According to the norms of censorship in the media,

translators try to render even very harsh swear words as ethically as possible, of course, if this does not harm the stylistic integrity of the content. In this case, although the emotionality of the word “shit” is reduced, it is compensated for by the colour of the rhyme between the words “паскудство або банкрутство”.

Although the humorous component of politicians' speeches is a challenge for most translators, it provides an excellent opportunity to better explore the linguistics of the source language and to demonstrate their creative skills in creating not only accurate but also emotionally charged translations. Taking into account the age and cultural characteristics of the audience, the translator can regulate the comic content of the speech and choose the appropriate ways of interpretation. However, it is important to always stay within the context and not go beyond it, so as not to be accused of presenting false facts to a wide foreign audience.

CONCLUSIONS FROM CHAPTER 3

The third chapter focuses on the transmission of Boris Johnson's specific speech through translation transformations. Various ways of transferring the content of linguistic and cultural marked units into the target language and reproducing stylistic devices for better perception by a foreign audience are proposed. A separate paragraph is devoted to the reproduction of humorous colouring of speeches. The analysis of the translation stylistic specificity of a politician's discourse leads to the following conclusions:

1. Before trying to reproduce stylistically coloured expressions, it is necessary to understand the deep meaning of the speech style and reproduce it in another language, while avoiding the loss of semantic richness. The following translation techniques are most commonly used to

deal with various stylistic elements: full translation, addition, omission, substitution, structural transformation, and traditional equivalent.

2. Linguocultural vocabulary includes realities, jargon, neologisms, professional vocabulary, etc. Realities, peculiarities of individual politicians' speech, metaphors and idioms that emphasise the national flavour of political discourse have always caused significant difficulties for translation. In order to get as close as possible to the reproduction of linguistic and cultural vocabulary, the following translation techniques are to be used: transcoding, calquing and descriptive translation.
3. The translation of humour is a rather complicated task, as it is difficult to transfer from one language to another, in particular because of the close relationship between language and culture. Having analysed Boris Johnson's speeches with comic fragments, the most commonly used translation techniques are literal translation with lexical transformations using the techniques of addition and omission, semantic transformations using the technique of synonymous substitution, and grammatical transformations, which include transposition and substitution.

CONCLUSIONS

Political discourse is a quite extraordinary phenomenon that has not been fully explored yet. Its reflection through linguistic constructions, culture, vocabulary and communication strategies, used by politicians to mobilise public opinion, expands the spectrum and creates a whole new field of research. Political speeches, addresses, slogans, and programmes have remarkable linguistic features that help politicians diversify their speech and achieve the desired goal. Cultural and stylistic factors have a special influence on the formation of a politician's discursive personality, which make their speech unique and different from others.

The first chapter presents a number of general theoretical perspectives about the methods of formation and functioning of political discourse. It is emphasised that

political discourse is the way in which political ideas, views and information are expressed, discussed and communicated within the activities of politicians and spread to the public. In order to clearly express their position, politicians tend to use different kinds of speech genres, which include: image-presentational, informative, ritual, agitation and agonistic-argumentative. In particular, linguistic means of influence, such as lexical and semantic, structural and morphological, and intonation, help politicians achieve their goals and capture the attention of the audience. Another important component is political media discourse, which helps politicians to increase the spread of their influence through Internet communications. On social media, politicians use communication strategies of informing, selfpresentation and consolidation, which are accompanied by various tactics.

The second section deals with the formation of the former British Prime Minister Boris Johnson's speech features on the basis of linguocultural and linguostylistic factors. The linguocultural approach allows us to consider discourse as a reflection of cultural values and traditions. Boris Johnson's manner of speech is influenced by such linguocultural factors as: the sphere of speech etiquette, namely British political culture, stylistics, which is expressed in the politician's sense of humour, customs and traditions, which are visible in the use of historical and cultural references in the politician's speech. In Boris Johnson's discourse, the use of tropes is most often observed, namely epithets, metaphors, similes, metonymy, hyperbole, and stylistic figures, such as anaphora, euphemism, and polysyndeton. The chapter also pays special attention to the description of the communicative roles used by Boris Johnson when addressing citizens through social media. Most often, he uses the following communication roles: Defender, Responsible Politician, Motivator, Decisive Leader, Unifying Leader and Optimist.

The third chapter focuses on the transmission of Boris Johnson's specific speech through translation transformations. Various ways of transferring the content of linguocultural and linguostylistic marked units into the language for better perception by a foreign audience are proposed. The following translation techniques

are most often used to work with different stylistic elements: full translation, addition, omission, substitution, structural transformation, and traditional equivalent. When translating linguocultural expressions, significant difficulties arise with realities, jargon, neologisms, professional vocabulary and idioms that have their own national flavour. For the reproduction of linguistic and cultural vocabulary, the following translation techniques are suggested: transcoding, tracing and descriptive translation. The chapter also separately studies comic fragments in politicians' speeches. In Boris Johnson's speeches, the most commonly used translation techniques are literal translation with lexical transformations using the techniques of addition and omission, semantic transformations using the technique of synonymous substitution, and grammatical transformations, which include transposition and substitution.

Thus, the linguocultural and linguostylistic aspects of political discourse are important components of modern political communication. They reflect cultural differences and peculiarities of communication in certain societies and outline the influence of language and style on the perception of political ideas and views. This work proves once again how important it is to pay attention to such a diverse phenomenon as language, to study and develop various aspects of its functioning, and to explore its cultural and stylistic features.

REFERENCES

1. Абрамічева О. М. Джонсонізм як лінгвістичний феномен: професійна дискурсивна особистість Бориса Джонсона. Науковий вісник Міжнародного гуманітарного університету. Сер.: Філологія. № 53 том 1. Україна, Київ 2022. 5 – 8 с.
2. Алексієвець О.М. Історія та сучасність політичної лінгвістики. Україна-Європа-Світ. Міжнародний збірник наукових праць. Серія: Історія, міжнародні відносини. №9. 2012. 248-255 с.

3. Антонівська М.О. Головні особливості функціонування та перекладу метафор у сфері публіцистичного дискурсу // Молодий вчений. - № 4. 19-23 с.
4. Бондаренко А. І. Основні принципи сучасних досліджень із лінгвокультурології та міжкультурної комунікації. International scientific and practical conference «Problems and prospects of development of modern philological science in Ukraine and european countries». July, 17–18 с., 2020. Nort university centre of Baia Mare Faculty of philology. Baia Mare, Romania 2020.
5. Боса Т. С. Теоретичні засади дослідження мовленнєвого жанру / Одеський національний морський університет, м. Одеса, Україна, 2007.
6. Бутова І. С. Політичний дискурс як об'єкт лінгвістичних досліджень. Вісник Львівського університету. Серія іноземні мови. 2009. №16. 232-238 с.
7. Грищук Д. В. Лінгвальні засоби репрезентації гумору в англійськомовних мультфільмах та їх відтворення в україномовних перекладах: матеріали квал. роб. маг. Київ, 2022. 13-48 с.
8. Демиденко О. П. Лінгвокультурні типажі британців та українців у лінгвосеміотичному аспекті // Наукові записки Національного університету "Острозька академія". Серія: Філологічна. 2016. Вип. 60. 28-32 с.
9. Жовтюк Т. М. Лінгвокомунікативний аналіз мовлення політичного лідера Бориса Джонсона у соціальних мережах/Тернопільський державний педагогічний університет. Студентський науковий вісник.
– № 46.

10. Зубрик А. Р. Особливості та труднощі перекладу англійських фразеологізмів. Наукові записки Національного університету «Острозька академія». Сер.: Філологічна. 2013. №36. 317-318 с.
11. Каліщук Д.М. До проблем типології дискурсу / Науковий вісник Волинського національного університету імені Лесі Українки. – 2007. – №4. 50 – 52 с.
12. Каліщук Д.М. Лінгвокультурні особливості перекладу політичного дискурсу / "Вісник СумДУ". 2006. 153–159 с.
13. Карпчук Н.П. Адресованість в офіційному та неофіційному англійському дискурсі (комунікативно-прагматичний аналіз). Харків, 2005. 21 с.
14. Кондратенко Н.В. Український політичний дискурс: текстуалізація реальності. Одеса: Чорномор'я, 2007. 156 с.
15. Куньч З. Й., Руденко С. О. Функції образності мовлення в комунікативній діяльності оратора. Information, Communication, Society. ICS 2019. 174-175 с.
16. Кучерява Ю. В. Лінгвістичні особливості політичних промов / Інститут електроенергетики Електротехнічний факультет, м. Дніпро, 2019.
17. Матузкова О. П. Лінгвокультура як синергія мови, культури та свідомості // Записки з українського мовознавства. Зб.наук.праць: Одеса: «ПолиПринт». 2020. Вип.27. 160-172 с.
18. Моркотун С. Б. Відтворення експресивності образних засобів при перекладі текстів політичного дискурсу. Синопис: текст, контекст, медіа. 2017. № 3. 19 с.
19. Нагорна Л.П. Політична мова і мовна політика: діапазон можливостей політичної лінгвістики. К.: Світогляд. 2005. 315 с.
20. Науменко Л. П. Практичний курс перекладу з англійської мови на українську / Навчальний посібник: Нова книга, 2011. 136-143 с.

21. Павлова Л. В., Тарасова Г. С. Комунікативні стратегії і тактики в англomовному політичному медіадискурсі / Національний технічний університет «Харківський політехнічний інститут», Вчені записки ТНУ імені В. І. Вернадського. Серія: Філологія. Соціальні комунікації, 2018.
22. Павлуцька В. О. Політичний дискурс: особливості та функції. Вісник Житомирського державного університету. Випуск 39. Філологічні науки 2008. 218 с.
23. Падалка О. В. Політична промова та її просодичні характеристики. Науковий вісник Східноєвропейського національного університету імені Лесі Українки. Філологічні науки. Мовознавство. 2012. № 6. 66 – 69 с.
24. Попова І. С., Карасьова К.А. Мовні кліше як складник стереотипізації мовлення політиків. Лінгвістичні дослідження. 2016. Вип. 43. 80-86 с.
25. Ригус В. В. Роль аргументації у сучасному політичному дискурсі. Актуальні питання гуманітарних наук. Вип. 12. 2015. 180-186 с.
26. Семенюк О. Засоби збереження аргументації англomовного політичного дискурсу при перекладі. Науковий журнал Актуальні проблеми романо-германської філології та прикладної лінгвістики. 2011. Вип.3.113-124 с.
27. Славова Л. Л. Мовна особистість політика: когнітивnodискурсивний аспект: монографія. Житомир, 2010. 358 с.
28. Славова Л. Л. Мовна особистість політика у дзеркалі образноасоціативного сприйняття: Мовні і концептуальні картини світу. Вип. 47(2). 2014. с. 335-345.

29. Фоменко О. С. Лінгвістичний аналіз сучасного політичного дискурсу США (90-ті роки ХХ століття) / Київ. нац. ун-т ім. Т. Шевченка. 1998. 195 с.
30. Чорна О. О. Комунікативний імідж президента: монографія. Київ: Видавничий дім Дмитра Бураго, 2017. 300 с.
31. Шарова А. М. Лінгвістичний вимір політичної інформації: становлення політичної лінгвістики – Миколаїв: Вид-во ЧДУ ім. Петра Могили, 2009. 110–117 с.
32. Януш О. Б. Дискурс у системі політичної лінгвістики. ВІСНИК Житомирського державного університету імені Івана Франка. 2010. 81-84 с.
33. Adrian Beard, “The Language of Politics”, London: Routledge, 2000.
34. Attardo S. Linguistic Theories of Humor. New York, Berlin: Mouton de Gruyter, 1994. 426 p.
35. Amanda A. Metaphor, metonymy, and voice in political debates: A discourse analysis study, Applied Linguistics Research Journal. 2017. 1(1). 41–48 p.
36. Cholodová U. Cognitive-Pragmatic Aspects of Translation and Interpretation within Discourses. International Journal on Language Literature and Culture in Education, 2016. №3(1). 100-117 p.
37. Christina Julios. Contemporary British Identity: English Language, Migrants and Public Discourse. Great Britain, London: Routledge 2022. 56 – 88 p.
38. David V. Edwards Political linguistics and events research. International interactions. Volume 6, No 3. 193-208 p.
39. Devitska A., Kozyk A. Discursive traits of Boris Johnson’s personality through the prism of cultural linguistics / Розвиток сучасної освіти і

- науки: Результати, проблеми, перспективи. Ужгородський національний університет. 2023. 147-148 p.
40. Faber P. The pragmatics of specialized communication / *Entreculturas*. №1. 2009. 61-84 p.
41. Graeme Turner. *British Cultural Studies*. Great Britain, London: Routledge 2003. 78-180 p.
42. Hernández-Guerra C. Textual, intertextual and rhetorical features in political discourse: the case of President Obama in Europe. *Revista de Lingüística y Lenguas Aplicadas*. 2013. №8. 59-65 p.
43. Jowett G. S. *Propaganda and Persuasion*. Thousand Oaks, CA: Sage. 2012. 432 p.
44. Longobardi F. Linguistic Factors in Political Speech. *Multimodal Communication in Political Speech. Shaping Minds and Social Action*. № 7688. 2010. 233-244 p.
45. Lucas, S.E. 2012. *The art of public speaking*. 11th edition. New York: McGraw-Hill.
46. Michalik U., Michalska-Suchanek M. The persuasive function of rhetoric in advertising slogans. *Journal of Accounting and Management*. 45-58 p.
47. Nikonova V.H., Boyko Ya.V., Savina Yu.O. Incongruity-specific British and American Humour from the Perspective of Translation Studies. In *Kalbų studijos /Studies about Languages*. №35. 2019. 89-103 p.
48. Płońska D. Strategies of Translation. *Psychology of Language and Communication*. №18(1). 2014. 67-74 p.
49. Sharifian F. *Cultural Conceptualisations and Language: Theoretical Framework and Applications* / F. Sharifian. – Amsterdam/Philadelphia: John Benjamins, 2011. – 238 p.
50. Stoika O., Kozyk A. Lexical and grammatical peculiarities in the translation of animated films/Сучасні дослідження з іноземної філології

REFERENCE LITERATURE AND DICTIONARIES

51. Cambridge dictionary [Electronic resource] – Mode of access:
<https://dictionary.cambridge.org/>.
52. Collins Dictionary [Electronic resource] – Mode of access:
<https://www.collinsdictionary.com/>.
53. New Ukrainian Explanatory Dictionary [Electronic resource] – Mode
of access: <https://slovnyk.ua/> .
54. Oxford Advanced dictionary [Electronic resource] – Mode of access:
<https://www.oxfordlearnersdictionaries.com/definition/english/>.
55. Thesaurus dictionary [Electronic resource] – Mode of access:
<https://www.thesaurus.com/browse/languages?s=t>.
56. Webster's New Dictionary [Electronic resource] – Mode of
access: <https://www.merriam-webster.com/>.

ILLUSTRATIVE SOURCES

57. Boris Johnson: Address to the Ukrainian Parliament [Electronic resource]
– Mode of access:
<https://www.gov.uk/government/speeches/primeminister-boris-johnsons-address-to-the-ukrainian-parliament-3-may2022>.
58. Boris Johnson: Beijing Summer Olympics Minister [Electronic resource]
– Mode of access: <https://www.youtube.com/watch?v=Uix9kXIMVRM> .
59. Boris Johnson: Brexit deal speech [Electronic resource] – Mode of access:
<https://www.spectator.co.uk/article/full-text-boris-johnson-s-speech-onthe-brexit-trade-deal/> .

60. Boris Johnson: Commonwealth Business Forum [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/pm-speech-atthe-commonwealth-business-forum> .
61. Boris Johnson: Confederation of British Industry [Electronic resource] – Mode of access: <https://www.euronews.com/2021/11/23/peppa-pigworld-uk-pm-boris-johnson-bemuses-with-speech-digression-aboutchildren-s-theme->.
62. Boris Johnson: Conference speech [Electronic resource] – Mode of access: <https://conservativehome.com/2019/10/02/boris-johnson-lets-get-brexitdone-lets-bring-our-country-together-full-text-of-his-conference-speech/>.
63. Boris Johnson: Congratulations on the Independence Day of Ukraine [Electronic resource] – Mode of access: <https://good-timeinvest.com/blog/congratulations-on-the-independence-day-of-ukrainefrom-boris-johnson-and-downing-street/> .
64. Boris Johnson: Conservative conference [Electronic resource] – Mode of access: <https://www.reuters.com/article/uk-britain-eu-johnson-textidUSKBN1WH192> .
65. Boris Johnson: COP 26 Launch [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/pm-speech-at-cop-26-launch4-february-2020>.
66. Boris Johnson: Daily Mail [Electronic resource] – Mode of access: <https://www.independent.co.uk/news/uk/politics/boris-johnson-queennaked-nightmare-b2403587.html>.
67. Boris Johnson: the Daily Mail [Electronic resource] – Mode of access: <https://www.dailymail.co.uk/news/article-10984861/Boris-Johnsonsapology-interview-full.html>.
68. Boris Johnson: Daily Telegraph [Electronic resource] – Mode of access: <https://www.telegraph.co.uk/news/worldnews/hillaryclinton/11404271/B>

oris-Johnson-once-compared-Hillary-Clinton-to-asadistic-nurse-in-a-mental-hospital.html.

69. Boris Johnson: Election speech [Electronic resource] – Mode of access: <https://www.aljazeera.com/news/2019/12/13/transcript-boris-johnsonselection-victory-speech-in-full>.
70. Boris Johnson: First speech as Prime Minister [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/borisjohnsons-first-speech-as-prime-minister-24-july-2019>.
71. Boris Johnson: Have I Got News For You [Electronic resource] – Mode of access: https://www.huffingtonpost.co.uk/entry/boris-johnson-admits-totaking-cocaine-but-says-it-was-onlyonce_uk_5d039389e4b0304a120de627
72. Boris Johnson: Levelling Up speech [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/the-prime-ministerslevelling-up-speech-15-july-2021>.
73. Boris Johnson: NATO press conference [Electronic resource] – Mode of access: https://www.nato.int/cps/en/natohq/topics_37750.htm 2023.
74. Boris Johnson: Part of Boris Johnson’s biography [Electronic resource] – Mode of access: <https://www.britannica.com/biography/Boris-Johnson>.
75. Boris Johnson: Party Conference [Electronic resource] – Mode of access: <https://www.reuters.com/article/uk-britain-eu-text-highlights/idUSKBN1WH13F/>.
76. Boris Johnson: PM Economy Speech [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/pm-economy-speech30-june-2020>.
77. Boris Johnson: PM presents Churchill award to Zelenskyy [Electronic resource] – Mode of access: <https://news.sky.com/story/ukraine-warjohnson-says-churchills-spirit-walking-with-zelenskyy-as-pm-presentshim-with-leadership-award-12659629>.

78. Boris Johnson: PMQs in House of Commons [Electronic resource] – Mode of access: <https://www.euronews.com/2019/09/04/watch-boris-johnsonswears-during-first-pmq-in-house-of-commons> .
79. Boris Johnson: PM speech at the Global Investment Summit [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/pm-speech-at-the-globalinvestment-summit-19-october-2021>.
80. Boris Johnson: Post-Brexit trade [Electronic resource] – Mode of access: <https://www.bbc.com/news/uk-politics-55486081>.
81. Boris Johnson: Prime Minister's Housing Speech [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/primeministers-housing-speech-9-june-2022>.
82. Boris Johnson: Prime Minister's Questions 1 [Electronic resource] – Mode of access: <https://www.youtube.com/watch?v=wVMSJG8ckMY>.
83. Boris Johnson: Prime Minister's Questions 2 [Electronic resource] – Mode of access: <https://www.reuters.com/article/us-britain-eu-johnson-corbymidUSKCN1VP1L9>.
84. Boris Johnson: Republican presidential nomination [Electronic resource] – Mode of access: <https://www.washingtonpost.com/politics/2019/07/23/stupefyingignorance-what-boris-johnson-said-about-trump-when-he-wasnt-beingso-diplomatic/>.
85. Boris Johnson: Resignation speech [Electronic resource] – Mode of access: <https://www.nytimes.com/2022/07/07/world/europe/borisjohnson-resignation-speech.html> 2022 .
86. Boris Johnson: Sizewell [Electronic resource] – Mode of access:

<https://www.gov.uk/government/speeches/pm-speech-at-sizewell-1september-2022>.

87. Boris Johnson: Speech on action to tackle illegal migration [Electronic resource] – Mode of access:

<https://www.gov.uk/government/speeches/pm-speech-on-action-to-tackle-illegal-migration-14-april-2022>.

88. Boris Johnson: The Telegraph [Electronic resource] – Mode of access:

<https://www.youtube.com/watch?v=BOSzBBL7ah8> .

89. Boris Johnson: The Telegraph 2004 [Electronic resource] – Mode of access:

<https://www.telegraph.co.uk/comment/personalview/3613259/Trust-me-being-sacked-isnt-all-bad.html>.

90. Boris Johnson: Tory party conference [Electronic resource] – Mode of access: <https://london.eater.com/22710348/boris-johnson-build-backbetter-campaign-food>.

91. Boris Johnson: UN General Assembly [Electronic resource] – Mode of access: <https://www.gov.uk/government/speeches/pm-speech-to-the-ungeneral-assembly-24-september-2019>.

92. Borisjohnsonuk: A monstrous waste of police time [Electronic resource] – Mode of access:

<https://www.instagram.com/reel/CyDTyAIoIW/?igshid=MzRlODBiNWFiZA==>.

93. Borisjohnsonuk: Booster vaccination [Electronic resource] – Mode of access: https://www.instagram.com/reel/CW_gPTzAkfX/?igshid=MzRlODBiNWFiZA==.

94. Borisjohnsonuk: Boris Johnson backs Israel [Electronic resource] – Mode of access: <https://www.instagram.com/reel/Cy6X4DIoPX7/?igshid=MzRlODBiNWFiZA==>.

95. Borisjohnsonuk: Congratulations to everyone receiving their GCSEs

[Electronic resource] – Mode of access:
https://www.instagram.com/reel/CSeIFePg_qd/?igshid=MzRlODBiNWFlZA==.

96. Boris Johnson: Remembrance Day [Electronic resource] – Mode of access:

<https://www.instagram.com/reel/CkvVmwnDxc/?igshid=MzRlODBiNWFlZA==>.

97. Boris Johnson: Thanksgiving Day [Electronic resource] – Mode of access: <https://www.instagram.com/reel/CIWA3luAv4R/?igshid=MzRlODBiNWFlZA==>.

98. Boris Johnson: What should be done about dangerous dogs [Electronic resource] – Mode of access:

<https://www.instagram.com/reel/CxN3YFpIu8d/?igshid=MzRlODBiNWFlZA==>.

99. Euronews: Boris Johnson won't join the race to become UK's next prime minister [Electronic resource] – Mode of access:

<https://www.euronews.com/2022/10/23/sunak-announces-candidacy-for-uk-pm-as-johnson-mulls-comeback-attempt>.