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INFORMAL LANGUAGE IN OFFICIAL POLITICAL SPEECHES

НЕФОРМАЛЬНЕ МОВЛЕННЯ У ОФІЦІЙНИХ ПОЛІТИЧНИХ ПРОМОВАХ

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The current study tries to investigate the linguistic means of informal language in the formal speeches of world-famous English-speaking politicians. Political discourse has its own semantic and stylistic features, differs in dynamism and mobility, therefore reflects any changes in the political community by the language of politics. It motivates the relevance of the research. The study of the language means of modern politics, as well as the comprehensive analysis of the texts of political speeches are regarded. The main aspects of the process of international interaction are considered to evaluate the success of political communication with its various forms.

The current use of informal vocabulary is a common way of expressing political speeches purpose to win the trust of the addressee. The research reveals that the public political speech of the formal register is inclined to be informal to reach and influence the addressees, their mind and opinion. It is most often emotionally distinguished by a stylistically mixed lexical composition with a pronounced conversational component, structures characteristic of conversational speech, numerous appeals to the audience.

A political speech delivered in public is an official political performance of a speaker mainly in the form of a monologue for a sufficiently large and organized audience. Saturated with the means of informal language it can be the result of deliberate stylization of the text in order to give the politician's speech expressiveness, persuasiveness and emotionality. Demonstrative disregard for the social distance between the politician and voters, deviation from the official rules of formal discourse are used by politicians in order to get closer to the language of the people.

The appropriate and unobtrusive use of informal language in the political speeches of modern Western leaders makes it possible to briefly convey the essence of the statement in a figurative form, enliven the language, and draw the attention of the addressee to it. The wide use of the potential of the informal register in public speeches by politicians is due to brevity and the presence of an evaluative and emotional modality in its semantic structure.

Key words: politics, political discourse, political speech, informal register, colloquialisms.

У статті розглянуто актуальну проблему лінгвістичних особливостей використання неофіційної мови в офіційних промовах всесвітньо відомих англомовних політиків. Актуалізовано необхідність дослідження політичної мови як особливої мовної підсистеми зі своїми семантичними та стилістичними особливостями. Вони вирізняються динамічністю та рухливістю, які дозволяють відобразити будь-які зміни у політичній спільноті у мові політики. Підкреслено, що вивчення мовних засобів сучасної політики, а також лінгвістичний аналіз текстів політичних промов доз-

воляють розглянути основні аспекти процесу функціонування міжнародної взаємодії, оцінити успішність політичної комунікації, що набуває різноманітних форм.

Наразі використання можливостей неофіційної мови є поширеним способом увиразнення політичних промов. Публічний політичний виступ неформального регістру найчастіше емоційно відрізняється стилістично змішаним лексичним складом з вираженим розмовним компонентом, структурами, властивими розмовному мовленню, численними зверненнями до аудиторії.

Підкреслено, що політична промова, насичена засобами неофіційної мови, може бути результатом навмисної стилізації тексту з метою надання виступу політика виразності, переконливості та емоційності. Показове нехтування соціальною відстанню між політиком та виборцями, відступ від офіційних канонів формального дискурсу використовуються політиками з метою наближення до мови народу, таким чином завоювання довіри аудиторії.

Зазначено, що доречне та ненав'язливе вживання засобів неформальної мови в політичному мовленні сучасних західних лідерів дозволяє коротко, в образній формі передати суть висловлювання, пожвавити мову, привернути до неї увагу слухачів. Частотність використання неформальної мови у публічних промовах політиків зумовлена лаконічністю та наявністю у його смисловій структурі оцінної та емотивної модальності.

Ключові слова: політика, політичний дискурс, політична промова, неформальна мова, розмовна лексика.

Problem statement. The theory of political discourse, its nature, functions and features in modern humanitarian scientific research takes a leading role along with the expansion of political communication in human life. Political speeches, nowadays, are highly broadcast and replicated by mass media. Politics determines moods in society, interstate relations, priorities in international communication.

Official political speeches are the patterns of formal rhetoric but in modern political discourse, the use of colloquial elements of informal speech is becoming more and more frequent. It is inspired by the desire of political leaders to create an impression of unity with people in order to gain their support and trust.

Literature review. The genre of political speech has recently become an increasingly popular object of scientific interest for linguists. Political discourses of the American President Joe Biden, the former US President Donald Trump, the Prime Minister of Great Britain Boris Johnson and other world leaders are under study in both foreign and native linguistics [1, 2, 3, 4]. The research by Jeroma Baghana is focused on idioms peculiarities in political discourse [5]. The studies by J. Boitnott and J. Unger are devoted to the issue of using informal language in political discourse. J. Boitnott in his article considers language simplification as a strategy of communicative informalization of political speeches of candidates for the position of President of the USA in the 2015 elections [6]. J. Unger singles out the main features of using the opportunities of informal language on the part of one of the leading British conservative politicians, former Minister of Foreign Affairs Ed Miliband [7].

Ukrainian linguists investigate the public speeches of political leaders in various aspects. Yu.R. Fedoriv studies the linguistic models of the discourse of political speeches [8]. Yu.V. Sudus examines the strategies and tactics of the English-language diplomatic discourse, based on the speeches of the US Secretary

of State J. Kerry [9]. T.A. Palei analyses the gender aspect of the use of idiomatic units in English-language political discourse [10]. I.V. Samoilova and O.V. Podvoisk studied the lexical features of political speeches [11]. G.O. Khatser and V.V. Zhavoronkova consider English-language political speeches in terms of their translation into Ukrainian in their study [12].

However, there are currently no studies devoted to the linguistic features of informal language in the official speeches of English-speaking politicians. It determines the relevance of the topic.

The paper aims to investigate the linguistic features of informal language in the official speeches of world-famous politicians. The research is based on the public speeches, remarks and statements by the President of the USA Joe Biden and the Prime Minister of Great Britain Boris Johnson.

Main findings. Hanan A. Amaireh considers a political speech as a stream of spoken words prepared and delivered by a speaker for a particular audience and purpose during a political event [1].

The delivery of a political speech is an official performance in the form of a monologue by a person significant from a political point of view in the presence of a sufficiently large and organized audience, a group of like-minded people or interested ones. It is aimed at transferring the target idea, convincing the addressee in it. The public speech is deliberate, structurally, compositionally and meaningfully completed [8]. Congresses, meetings, media briefings, conferences and joint statements are the prime locations for a public political speech. In terms of genre, it can be released in diplomatic statements, parliamentary speeches, remarks, election campaigns speeches and slogans, presidential messages addressed to the people or the government etc. [13]. A political speech is distinguished from an academic speech, as a formal one, by the public nature of its delivery, as well as by the fact that it is addressed to an unprepared audience, a mass recipient [14]. In addition, the global goal of the discourse of political eloquence is evident. So, in

particular, while the genres of academic discourse are aimed at scientific knowledge transfer or exchange, then in political discourse the main goal of each of the genres, including political speech, is the manipulation of the recipient, who is perceived as a potential voter [15, 16].

Public political speech is characterized by the following leading features:

1. Authorship of the text of a political public speech and its design is performed by a specifically trained person – a speechwriter. However, when the time comes to deliver the speech, the stated responsibility is transferred to the politician, since in political discourse, the statement is equivalent to political action.

2. Accessibility becomes highly significant for political speeches. If this feature is inherent in the speech, then the strategy of directing the product of political communication to the mass addressee is implemented. Accordingly, the authors of the text of the speech and the politician who delivers it are required to achieve the intelligibility of the messages embedded in the structure of the speech for all members of a certain linguistic and cultural community. The inclusion of hidden information codes in fragments of political speeches, which can be perceived and deciphered only by representatives of a narrow circle of specialists, is also becoming frequent [14].

3. Despite the fact that the speech is initially a monologue, it is aimed at the recipient and enables a dialogue with them.

4. A political speech is made in accordance with the rules and norms of construction, however, the author and the speaker (if it is not the same person) are capable of bringing a creative component through the use of linguistic means. Such additional processing makes the speech unique and expands the possibilities to affect the audience.

6. Political discourse is featured by a high level of manipulation. Political speech is considered to be effective when it gains the target of the speaker to influence the viewpoints of the audience [8, 16].

When planning the delivery of a political speech, one should consider the broad political, social and cultural context, which determines not only the conceptual content, but also the ways of verbalizing meanings in the language. Political discourse inevitably reflects all the results of the historical and cultural evolution of society at the moment [11].

The formal register implies the preparedness of a public speech, its factuality, explication, absence of emotionality. The speaker and the recipient are in clearly defined communicative positions, their per-

sonal statuses in this situation of political communication are determined.

As a rule, political speeches on international issues are of a formal nature and broadcast to wide audiences around the world, while messages to congress can be characterized by deviations from a strictly formal register towards a less formal and even informal one. Informal language is “more commonly used in situations that are more relaxed and involve people we know well so the speaker intentionally uses the means of such register to get this goal” [17].

Nowadays, the public speech of world leaders for all the formality of the case, where it is uttered, allows a retreat towards the informal register. Thus, it transforms into not a strict formal register.

For example, a pre-election speech of English-speaking candidates belonging to the persuasive genre is usually built with deliberate deviations from formal discourse. The prime intention of the speaker is to convince the listeners of their right chosen strategy in a certain situation. It is accompanied by the desire to inform them about the current political situation, candidate’s position and call them to stand for it. Pragmatics of persuasion can be manifested in numerous appeals to the audience, accusations, exposures, verdicts and other emotional and evaluative speech acts. One of the tools to achieve the speech goal is to make the rhetoric as friendly as it is possible and similar to the addressee’s utterance due to the means of informal language. It implies the use of colloquialisms, slang, idioms, contractions, ellipsis and phrasal verbs.

Lately, the international political communication has become less formal due to the burning ongoing war in Ukraine that turned into the overwhelming world issue. English-language political rhetoric of famous world leaders – the current US President Joe Biden and the former Prime Minister of Great Britain Boris Johnson are chosen to investigate the use of informal English in public political discourse in particular. The speeches of these politicians are interesting both in relation to the study of global problems of our time, and in terms of researching the role and possibilities of language as a means of influencing human consciousness.

The study of the broad transformative potential of the means of informal speech, which the President of the USA uses in his political speeches, is characterized by the constant renewal of its own component composition, the presence of formal and structural changes. It happens due to the influence of historical processes, extralinguistic factors and the development of the language system as well as modifications of colloquial vocabulary according to the subject of one or another public speech.

The peculiarities of informal language in the political speech of President Joe Biden during a joint press conference with Volodymyr Zelenskyy in the White House is taken to investigate. Thus, in particular, assessing the actions of the USA at the initial stage of the full-scale invasion of the Russian Federation into Ukraine, Joe Biden emphasizes: “*And as I said when Putin rolled his tanks into Ukraine in February: American – American people are prepared to have us stand up to bullies, stand up for freedom*” [18]. In the speech of the American leader the word *bullies* stands out and relates to the category of spatial vocabulary. In this case, the American leader uses vocabulary that goes beyond the literary norm in order to express his own speech and take it beyond the formal register. The word *bullies* is used in the given context to refer to the actions of Russian troops that attacked another country, therefore, the harshness of the American leader, who used the colloquial word, is fully justified. Speaking this way, Joe Biden, on the one hand, expresses his indignation at the actions of the Russian Federation, and on the other hand, addresses the Ukrainian President and people with support on behalf of all of America in the confrontation with the enemy.

The next example of the use of colloquialisms as a means of transition to an informal register is mentioned in the following statement by President Biden: “*This guy – (points to President Zelenskyy) – has in his – to his very soul is who he says he is. It's clear who he is*” [18]. In this case, Biden calls his colleague, President Zelenskyy, by the colloquialism *guy*. The spoken lexeme *guy* was used by the US President in full accordance with the American traditions of communication. Having been in active use over the years, this specified the word acquired a neutral connotation and the ability to be used in all discourses, including diplomatic one. In addition, the lexeme *guy* can be considered as a form of a friendly address of an older person to a younger one, which is quite relevant in the case of the press conference of Joe Biden and Volodymyr Zelenskyy.

The president of the USA uses the possibilities of informal language to reduce the distance between him and the interlocutor. Thus, answering the question of one of the journalists, the American leader notes: “**Let me be straight forward with you here. Look, the fact is that it's important to remember that before Russia invaded, we had dedicated an enormous amount of security assistance to Ukraine**” [18]. The typical fragment for Biden's rhetoric: “*Let me be straight forward with you*” is used with the intention to show humanity in the dialogue with the media employee, to demonstrate that this is not just another passing

question at press conference, but actualization of a really important problem. Due to such a tactic by the politician the journalist can feel like a full-fledged participant in the conversation, just like the world leaders present at the event.

Creative transformation of a political speech is always caused by specific stylistic tasks. The use of informal speech as a means of forming expressiveness in the texts of political communication becomes a strategy of stylistic expression of political speech. At the same time, informal vocabulary, endowed with a number of properties, is the most striking artistic and figurative means of speech. Most of the colloquial words and phrases in Boris Johnson's speech are characterized by the performance of an emotional function, as they not only nominate certain phenomena, but also evaluate them concurrently: “*Putin had been so insane as to invade a sovereign European country*” [19]. The adjective *insane* is out of formal register but it helps Joe Biden to depict the present state of the situation and specify the deviated behavior of the President of the Russian Federation.

The former British Prime Minister Boris Johnson considers the possibilities of informal language in his public rhetoric, namely in his farewell speech in the position of the Prime Minister of Great Britain he started with the statement: “**Well this is it folks**” [20]. A similar form of address to the audience of a political speech, represented by the use of such informal speech elements as the lexemes *well* and *folks*, is designed to convey the feelings of the head of government before his resignation and demonstrate his openness to all recipients of the analyzed speech. That is not the odd case, both Boris Johnson and Joe Biden operate the lexeme *well* to achieve the same speech goal. **Well, I think, first, we believe the vote in America is sacred – to be honored, not denied; respected, not dismissed; counted, not ignored** [21]. Such a colloquialism appears as a clear evidence of the closeness of the presidents' rhetoric to spoken speech, because such elements are usually omitted in protocol speeches.

A deviation from the etiquette norms of speech delivery when using the lexeme *folks* is observed. It is typical for the latest public rhetoric of both politicians. In this way Boris Johnson shortens the distance between him and ordinary Britons, as well as all the recipients of his farewell speech. The Prime Minister at that time emphasizes the fact that he needs trust from society, as he is a member of it. Throughout the remarks by Joe Biden on supporting Ukraine, defending democratic values, and taking action to address global challenges in Vilnius, Lithuania (July 12, 2023) the President comes back

to address the audience with a colloquialism *folks* 3 times a speech as well as *my friends*.

Folks, the road that lies before us is hard [22].

My friends, at the most fundamental level, we face a choice – it's not a hyperbole – we face a choice: a choice between a world defined by coercion and exploitation [22].

The collocation *my fellow Americans* is used to replace the above-mentioned appeals speaking to a joint session of Congress to implement the strategy of emotional unity, focusing on audience members as they were participating.

My fellow Americans, we'll meet this moment [21].

To shorten the distance between the interlocutors and attract the attention of the recipients to the topic the speaker operates the informal means of latent involvement the audience into the speech, namely the use of imperative verbs *look* and *let*. The President of the USA was highly inclined to use them in his speech to a joint session of Congress at the U.S. Capitol.

Look, many aboard that plane had fled Lithuania during the early years of Soviet oppression and marveled – marveled at their return to this independent state [22].

Look, the Inflation Reduction Act is also the most significant investment ever to tackle the climate crisis [22].

Let's face reality [23].

Let's finish the job this time [23].

Let's cap the cost of insulin at \$35 a month for every American who needs it [23].

The typical deviation from formal register is the usage of contractions. It simplifies the formal speech and makes it seem to be colloquial.

I've spoken with the Prime Minister of Papua New Guinea [24].

We're united in our commitment to climate action [24].

And I'm also going to be hosting – and I've spoken with the Prime Minister [24].

We're announcing with you today and tomorrow that's going to be coming your way [25].

I'm proud to count myself a friend of Ukraine [19].

Formal register implies impersonal sentences, full grammar constructions and formal vocabulary while political leaders neglect it. Along with the contractions the politicians widely use personal pronouns *I* and *we*.

Moreover, Boris Johnson's and Joe Biden's public remarks stand out with the personal stories which have become typical for international joint statements of political leaders during the full-scale war in Ukraine. "When you rang me at 4 in the morning

on that grim day in February and you told me the news that we had been dreading that Putin had been so insane as to invade a sovereign European country" [19]; You know, it was – it was one year ago this week that we spoke on the telephone, Mr. President. It was very late at night in Washington, very early in the morning here in Kyiv. Russian planes were in the air, and tanks were rolling across your border. You told me that you could hear the explosions in the background. I'll never forget that. And the world was about to change. I remember it vividly, because I asked you – I asked you next – I asked you, "What is there, Mr. President? What can I do for you? How can I be of help?" [25].

Obviously, it doesn't apply to a formal register. The speaker operates the informal means to make the speech less formal speaking about such a dreadful case deliberately. This narrative is an effective tool to illustrate the friendly relationship between the presidents at that moment. This tactic shortens the distance between the interlocutors, making the participants the members of the same society.

Political speeches are declared to a huge mass audience therefore along with the formal requirements to the public rhetoric, the speakers search for the linguistic and other means of speech to gain the communicative goal, make it effective to influence the recipient. The use of phrasal verbs and idioms which are in wide use by an ordinary citizen is an efficient element of informal register in formal rhetoric.

I want you to know how sad I am to be giving up the best job in the world [26].

Well, a lot of this is just kicking in [24].

In any language, idioms are an inexhaustible source of linguistic expression, which has always been available for use by politicians. The dynamic development of the idiomatic composition of the language is caused by constant changes in political, cultural, and social life. It contributes to the emergence of new, vivid expressive and visual means.

Joe Biden and his speechwriters process traditional idiomatic expressions individually making the transition to informal language. Such an approach is aimed at creating a dynamic model of the world. Such an image acquires expressive power in the context of a political speech and very often reflects the personal vision of the author or speaker: "It doesn't mean we've ever **taken our eyes off the ball**" [27]. In this case, Joe Biden's addition of the idiom *take eyes off* with the clarifying fragment *of the ball*, which appears by bringing to its semantics a sports component and conveys the essence of the confrontation is observed. Evidently, for the United States, where the cult of sports and sports competitions reign, the presi-

dent's appeal to sports idioms is a rather successful and apt indicator of closeness to the people, which makes it possible to win their favor.

Transformed idioms are individually author's formations that constitute a semantic or structural-semantic modification of usual idiomatic expressions [5]. Occasional meanings of idioms are formed as a result of structural alterations under the influence of a certain context, or in the process of reinterpreting a set word combination.

The complex semantic structure of an idiom allows Joe Biden and his speechwriters to make various modifications, depending on the context of implementation, thereby expanding communication possibilities. In the various occasional idioms used by Joe Biden in his public speeches, there is a tendency to violate both semantic and structural stability, which indicates the use of informal speech opportunities.

This is one of the most common ways of structural and semantic modification of idioms. Such idiomatic occasionalism arises as a result of the purposeful replacement of one, several, and sometimes all components of an utterance that are functionally similar. All varieties of substitution are recorded in political speech, which are characterized by exceptional expression and aesthetic orientation.

The transformation of idioms is one of the most common stylistic techniques in political speech, which can not only contribute to a certain transformation of the established idiom, but also become a powerful urge to update its expressive means and stylistic devices.

The use of idioms in Boris Johnson's rhetoric stylistically allows him, in the process of delivering a speech, to move from a formal register to an informal one, since a characteristic feature of the set word combinations is expressiveness. They are one of the brightest expressive and visual means of speech. Most of the idioms used by Boris Johnson are characterized by an emotional and evaluative load. *I told you then that we were **shoulder to shoulder** with you and that is as true today as it was in that horrific moment [19].* At joint press conference with President of Ukraine Volodymyr Zelenskyy Boris Johnson expressed the support to Ukrainian President and Ukrainian people

by means of an idiom *shoulder to shoulder* instead of formal collocation *to be next to each other* to depict and emphasize constant assistance and very close relations between two friendly officials, two congenial countries.

Notably, presenting his final speech as a prime minister, stepping down from one of the most prestigious positions, Boris Johnson followed the formality of the public speech but expressively he used unconventional informal collocation *them's the breaks. I want you to know how sad I am to be giving up the best job in the world but **them's the breaks*** [26]. Apparently, it refers to slang and is used "when something unfair or unpleasant happens and you have to accept it. It's sort of another way of saying "it is what it is" [28]. "There is nothing we can do about the way things have unfolded, especially bad ones, so there is no reason to be upset about it; that's just the way things are" [29]. Such an idiomatic expression reflects the true, not formal but personal Johnson's attitude to the resignation.

Conclusion. The use of informal language register in the speech of politicians is one of the most relevant processes of today's political linguistics. Radical changes associated with the transformations of socio-political relations, the need for (naming) new phenomena and concepts, the strengthening of the expressive functions of language, contributed to the expansion of the possibilities of using individual and authorial reinterpretation of the informal language use in the texts of political speeches.

Modern political discourse is featured by the extensive use of informal language. The study proves that colloquialisms, slang, idioms, contractions and personal narratives are the efficient means of informal register for the public remarks by the President of the USA Joe Biden and the former Prime Minister of Great Britain Boris Johnson. The widespread use of contractions, colloquialisms and personal pronouns *I* and *we* in political speeches are inclined to be typical for official public utterance. Nowadays, they are one of the most effective means to gain the communicative goal of a political speech, to influence the emotions and viewpoints of the recipients.

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DEVELOPING LEARNER'S SPEAKING SKILLS IN AN ONLINE CLASSROOM

РОЗВИТОК НАВИЧОК МОВЛЕННЯ В УМОВАХ ОНЛАЙН НАВЧАННЯ

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The article focuses on planning and delivering effective speaking skills lessons in an online environment. The theoretical and practical approaches to planning and delivering effective English speaking classes online are discussed. Over the past time, teachers of all educational institutions are immensely forced to increase the use of technology in the teaching-learning process. The new teaching environment has brought new strategies and techniques to the classes. While teaching speaking can feel easier face-to-face in a number of ways, it is possible to adapt and teach speaking skills successfully online. The author studies the issue of the similarities and differences between face-to-face speaking lessons and online speaking lessons. The outline for an online speaking lesson with a detailed explanation of its elements is provided. The structure of the speaking class is viewed through the scope of its purpose and targeted speaking skills. The correlation between the activity, learning objective, and sought speaking strategy is presented. Practical ideas and suggestions for tools and activities to help learners develop speaking and pronunciation skills and improve students' productive skills are presented. It is also offered online resources for developing speaking skills and provided a detailed description of their features so the teachers may choose the ones which will best benefit their learners. The author also discusses the ways and means how the teachers can display and share the speaking materials with the class. Implementation of virtual tools helps develop students' speaking skills and requires knowledge and practice. Any tool and activity offered in the article allow both teachers and students of various language levels to improve their speaking class cooperatively and interactively.

Key words: online teaching tools, speaking activities, speaking skills, means of sharing speaking material, lesson outline.

Стаття присвячена актуальним питанням впровадження сучасних дистанційних освітніх технологій для вивчення англійської мови. Дане дослідження спрямоване на аналіз сучасних онлайн засобів для формування і вдосконалення навичок мовлення студентами вищих навчальних закладів. У ході дослідження автор конкретизує понятійний апарат навчання у форматі онлайн та оффлайн; виокремлює позитивні і негативні сторони навчання із застосуванням цифрових технологій у навчальному процесі в закладах вищої освіти; аналізує ефективність дистанційних технологій в контексті розвитку навичок мовлення. Детально охарактеризовані педагогічні шляхи впровадження мультимедійних засобів навчання під час вивчення іноземної мови як ключової умови фундаментальної підготовки кваліфікованого фахівця, орієнтованого на задоволення потреб сучасності. У статті подано детальний аналіз спільних та відмінних рис проведення занять, спрямованих на розвиток навичок мовлення в оффлайн та онлайн форматах. Автор статті пропонує план проведення онлайн заняття із детальним роз'ясненням його елементів. Такий підхід допоможе викладачам створити структуру заняття, яка може бути адаптована до будь-якої теми та рівня знань студентів. Ще одним важливим елементом для проведення онлайн заняття є способи відображення та обміну матеріалами для завдань із розвитку мовлення. Автор наводить практичні рекомендації та пропозиції передачі інформації, які були апробовані на заняттях зі студентами. Також пропонуються онлайн-ресурси для