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Functional-Systematic forms in Public Speeches of Politicians

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Political discourse appears to be a matter of linguistic study for the recent period as lives of millions have been influenced as much by the political orientation and consequently leaders in many countries.

Stylistic markers in advertisement texts play a crucial role in influencing voters during elections. These markers are linguistic and rhetorical devices intentionally used to create a certain tone, convey a message and evoke specific emotions among voters.

The aim of the article is to detect and define the emotive language, rhetorical questions, examples of repetition, positive and negative framing, using repetition and analogies in the speeches of modern world and national political leaders.

The theoretical background of judgement the stylistic markers for the political discourse is based on the TODA theory(textually oriented discourse analysis) by Norman Fairclough and the Cognitive Load Theory (CLT) was developed by educational psychologist John Sweller. Sweller introduced the theory in the 1980s, and it has since become influential in the field of educational psychology. The main premise of Cognitive Load Theory is that learning is more effective when the cognitive load (the mental effort required to process information) is managed appropriately.

Also Frame Semantics, on the other which is a linguistic and cognitive theory developed by Charles J. Fillmore. It deals with how words and expressions evoke mental frames or conceptual structures which help individuals understand and interpret meanings.

Cognitive Load Theory (CLT) develops the understanding of the cognitive processes involved in learning, educators can design instructional materials and methods that optimize the learning experience for students. Parallely Frame Semantics represent knowledge and structures that organize our understanding of experience, events, or concepts. It can influence how instructional materials are designed to manage cognitive load.

According to the discussed theoretical background I have grouped the following semantic and cognitive groups of modern political utterances: 1)The semantic group, which involves a group of *emotive language* patterns which appear to be impact to voters' emotions, fostering connection with the message; Such as using *inclusive language* to create the sense of unity and shared identity and

rhetorical questions to engage the audience and encourage reflection on key points of the utterance. Thus our orientation has been more structure oriented and group 2) *The cognitive group of patterns involve a group of stylistic devices as mental impulses encouraging the increase of memorability of the political message. Thus, collecting the better speech impacts on memory while voting at elections. Repetition* of problematic and popular lexical items for the target audience using *metaphors* and *analogies*. Thus, judging the cognitive staff we are oriented on linguistic items activating mental impulses for better memorizing of political slogans. In this case we have chosen the speeches of Joe Biden and Salome Zourabishvili as the political leaders of western values in different historically diversifies political context of purely western and post Soviet spheres. The studied material once again proved that the target and policy may similarly impact the society with the correctly chosen linguistic techniques and linguistic items raising the memorability of the message.

The empiric practical part of the article implies the modern textual examples of political speeches by the president of the US Barak Obama, Joe Biden, Salome Zourabishvili the president of Georgia and former Prime minister of Georgia Bizina Ivanishvili.

In conclusion we can declare that the selection of specific discourse tools can carry ideological weight over the voters. The influence of the named stylistic markers on voters may vary based on factors such as cultural background, political ideology, and individual preferences.

Successful political campaigns often carefully craft their messages using combination of these markers to appeal to a broad audience while targeting specific demographics.

TODA appears to be the theoretical bias for the further scientific analysis of the text of advertisement. Textually oriented discourse analysis involves examining the structure and language of a text to understand how meaning is constructed and conveyed. In the context of advertisements this approach helps analyze how linguistic choices contribute to the overall persuasive and communicative goals of the ad. TODA covers different aspects of the textual components for the further linguistic, namely stylistic and syntactic analysis. Here are some key aspects to consider in textually oriented discourse analysis of advertisements: such as lexical choices, analyzing the use of words and vocabulary, connotations and associations of specific words;

The speeches of Barak Obama appear to be emotionally marked and are characterized with the certain lexical peculiarities. Obama's speeches are known for their emotional resonance and ability to connect with a wide range of people.

One can always find the concepts of hope, change, unity, inspiration, progress and inclusion in his speeches. Phrase like "audacity of hope" resonated with many people during the 2008 presidential campaign. The promise for the better future often accrued in Obama's speech. With the concepts of unity. The words like "we", "unity", "together" emphasize the importance of collective action. Emphasizing the need of change he often speaks about the promise for the better future with progress, cooperation spirit of mutual respect, mutual interests in our global world. His speech at the United Nations General Assembly in September 24, 2014 appears to be the best demonstration of the mentioned viewpoint.

"We choose hope over fear. We see the future not as something out of our control. But as something we can shape for the better through concerted and collective effort."

"This speaks to a central question of our global age: whether we will solve our problems together, in a spirit of mutual interests and mutual respect, or whether we descend into destructive rivalries of the past"

"We gain from cooperation than conquest"

Nations General Assembly the 24th of September , 2014

Bizina Ivanishvili like Barak Obama in his prominent career provided us with many examples of emotive lexis that a political leader might use to emphasize unity and national cohesion. Among the following aspects of his speech characteristics such as emphasizing the harmony, solidarity, shared destiny, national pride, sense of unity I have distinguished the common priorities with the international American leader Barak Obama. As we can see the unity, harmony, standing together in search of the brighter and better future of his nation appear to be the common background of judgement of the emotive lexis of Bizina Ivanishvili as well. The phrases like “stand together”, “peaceful coexistence” contribute to the overall theme of unity; also employing the language “we”, “us” rather than divisive language helps create a sense of a collective identity.

“We are obliged to maximally reduce risks to avoid all possible provocations that may harm stability and peaceful development of the country. We should unite Georgia and use all international mechanisms for that. We must bring Abkhaz and Ossetian brothers back to us peacefully, with trust, reconciliation and respect,”

"Georgia is the civilization of *The Knight in the Panther's Skin*, where the acceptance of that which is foreign and the coexistence of different cultures is a part of our identity, rather than something that has been established through declarations.

"I'm sure that the day will come when we will celebrate Georgia's accession to the European Union at the same location, at this symbolic place on Freedom Square, and we will all say that historic justice has been restored and that we have achieved our goal!

As the frame Semantics and Cognitive Load Theory prove the emotive lexis namely figurative language comprises the presence of metaphors, similes or other stylistic devices as they can enhance the persuasive impact upon the target audience we have chosen the rhetorical effectiveness of slogans and taglines which can examine how they contribute to the overall message. Repetition can identify repeated words or phrases and create a memorable impact. The outcomes of the research once again proves that the language items appear to be affective tools for tailoring the speech to the target audience during the election period appealing to emotion, logic or authority. Usually such kind effective speech elements motivate voters while voting at elections.

“ We all assembled here today, express the support of the state institutions, all political forces and our citizens”

“Undoubtedly, unprecedented international solidarity and unity are achieved due to Ukraine”.

“We all shall understand, realize and get prepared for every possible scenario instead of passively waiting for the future. It is the duty of us all towards our country”.

The annual speech of President fo Georgia in tehb Parliament .The 14th of March, 2022

Cognitive linguistics emphasizes embodied cognition, suggesting that our bodily experiences shape the way we think. Engage multiple senses while studying__ read the text out loud, visualize concepts, and even act certain parts. This multisensory approach can enhance memory.

Cognitive linguistics proposes that our understanding of events is organized into mental frames. Break down the text into key frames or scenarios and mentally visualize each one. This helps create a coherent structure for information. Making it easier to remember. Usually it concerns the narration of personal life experience of the politician that may become remarkable and memorable for the audience.

"We should know the good, the bad, the truth of who we are. That's what great nations do and we're a great nation, the greatest of all nations. We're not perfect, but at our best we learn from our past and we look to the future."

Biden speech in Charleston slamming white supremacists interrupted by protestors
The 8th of January, 2024

“Thank you, thank you, thank you. Governor Shapiro, you’re doing a fantastic job. You’re one of the ___ you’re one of the stars among governors these days. And I think whatever you want to do, you’re going to be able to get done.

I want to thank you all. Look, my friend Tom Wolf, who has been a friend for a long time, and Eddie Rendell ___ I ___ I keep calling him Eddie, and maybe ___ I hope you don’t mind, Ed.

I think he’s around here somewhere _ Rendell. And a big thanks to my friend Chris Coons. It’s a ___ it” s good to be almost home.

You know the truth of the matter is ___ the truth of the matter is you guys in Philadelphia have been the backbone of every one of my campaigns since I started ___ not because I was a Scranton boy and not because I lived down the road in Claymont, Delaware, but because you ___ you helped just stepped up. You helped. Back when I first started , you know, Delaware had ___ there was no television station that Delaware had. It was all Philly. And It was expensive to get on Philly from little old Delaware. But you all stepped up for me from the very beginning ___ from the time I was 29 years old United States senator.

And to all the members of Congress ___ you know, ,Adeleine Dean has become a really good friend, Chris Deluzio, Dwight Evans has been around with me fro a while, Chrissy Houlahan, and Mary Scanlon___ you know, I want to thank you for their partnership ___ and I mean their partnerships. They’ve stepped in the House when it mattered. They’ve stepped up in the House”

Remarks by President Biden at a campaign Reception/Philadelphia, PA
The 11th of December, 2023

Thus, politicians can support to construct a narrative of progress , crisis or resilience to support a political agenda. Analyzing the political texts of Georgian and international political leaders have conditioned my choice of the empiric bias of the research. The political texts of Bizina Ivanishvili, Salome Zourabishvili, Barak Obama and Joe Biden have clearly shown the perspectives of semantical items through the emotional lexical bank and cognitive linguistic process in search of future voters at election in pre-election period. The right choice of the linguistic items may appear to be the most influential for the audience and determining for the political leaders to win as many votes as possible. The novelty of the article has once again proved that the political leaders usually use the same linguistic patterns and syntactic functions to catch the voters attention to gain the votes at elections. The concepts of unity. Integrity and collaboration appear to be the best ground for building the better future for any nation .The discussed examples show how Georgian politicians in post Soviet world follow the same track within the respect to build a new society with the western values.

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ეკატერინე თოფურია

აკაკი წერეთლის სახელმწიფო უნივერსიტეტი
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პოლიტიკოსთა საჯარო გამოსვლების ფუნქციურ-სემანტიკური ანალიზი რეზიუმე

პოლიტიკური დისკურსი როგორც ლინგვისტური ფენომენი საინტერესოა მსოფ-ლიო პოლიტიკური ლიდერებისთვის. სტატიის მიზანია დაანახოს ფართო საზოგადოებას როგორც პროფესიული ისე პრაქტიკოს პოლიტიკოსთა საჭიროება უკეთ გაათვითცნობიერონ სარეკლამო ტექსტის როგორც პოლიტიკური დისკურსის ნაირსახეობის მნიშვნელობა.

სტატიაში წარმოდგენილი თეორიული კვლევა ეყრდნობა ტექსტზე ორიენტი-რებული დისკურსის ანალიზს, რომლის ავტორია ნორმან ფეირლოუგი (Norman Fairclough) და კოგნიტური თეორიის ავტორის ჯონ სველერის (John Sweller) თეორიებს. პირველი თეორია დაგვეხმარა დაგვეძებმა თეორიული საფუძველი სწორად გამართული სარეკლამო ტექსტის მახასიათებლების სტილისტური ანალიზისათვის და მეორე თეორია დაგვეხმარა დაგვემტკიცებინა რომ რაც უკეთ გაგებულია ადმის დონეზე მსმენელისათვის მეტად ახდენს ზეგავლენას არჩევნების პერიოდში ხმის მიცემისას.

საკვანძო სიტყვები: პოლიტიკოსი, საჯარო გამოსვლა, ფუნქციურ-სემანტიკური ანალიზი