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## **LINGUISTICAL POTENTIAL OF THE GENRE “PUBLIC SPEECH OF A POLITICIAN”**

The speech genre is seen as a class of communicative events, the participants of which share the same communicative goals, which are recognized by members of the relevant discursive community and constitute the basis of the genre [3, p. 58]. A speech is a recognizable communicative event defined by an appropriate set of communicative goals recognized and mutually understood by members of a particular professional community where it is most often used.

A clear structure characterizes genres because genre conventions limit the possibility of variation in intent, positioning, form, and function. However, these restrictions can be applied by members of the discursive community to achieve specific goals within the framework of socially recognized goals [2, p. 13].

The genre "public speech of a politician" is characterized by a particular phonetic embodiment, which serves mainly to attract the addressee's attention. Phonetic stylistic techniques consist of the use of sounds to create a specific acoustic effect and give expressiveness to the message [1, p. 51].

In V. Zelenskyi's speeches, we observe the use of alliteration. These phonetic means of expression attract the audience's attention and emphasize certain moments of the speech to influence the public consciousness: "...*People who are forcibly deported to Russia daily are deprived of documents...*" (4). "...*Sanctions for the aggressor to feel that you are a force...*" (2). "...*We know our dream cannot be defeated and destroyed...*" (8). "... *brought trouble and war to our land...*" (7).

Phonetic means of expression draw the audience's attention to the relevant aspects of the message and contribute to a better understanding of the message.

Graphic means of expressiveness are used for the visual expression of texts of this genre. Among the graphic means of strengthening the meaning of individual elements of the text, writing words or parts of the text in a different font, italics, bold, writing individual words with a capital letter or capital letters, changing the spelling of words, etc. can be used. This feature is characteristic of the "public speech of a politician" genre.

Graphic means of expressiveness in speeches are widely used to create the intensity of the message, particularly to draw the reader's attention to the corresponding element of the text, convey the author's emotions, etc. In particular, addressing the audience and concluding his speeches, V. Zelenskyi widely uses the iconic phrase "...***Glory to great Ukraine!...***" which is emphasized in bold italics. Bold highlighting

shows the significance of this phrase not only for the people of Ukraine but also for representatives of other countries who tirelessly support Ukrainians in their struggle for freedom and independence.

It is worth noting that this genre is characterized by a stylistically marked embodiment, which is achieved through various figurative and tropeic means of expression. For the emotionality and imagery of the texts of the analyzed genre, lexical stylistic techniques are used, which involve the use of words and expressions in a figurative sense.

Linguistic analysis of the texts of the "public speech of a politician" genre indicates the use of various figurative and tropeic means, in particular, metaphors: "...our relationship was pretty cold, our attitude towards each other wasn't too warm. The path to warmth..." (8) and "...It threw tanks and planes against our freedom..." (5); metonymy: "...And we have to defeat the Kremlin on the battlefield..." (7). "... Ukraine did not fall. Ukraine is alive and kicking..." (7). "...Destroy the whole nation..." (2); synecdoche: "...I hope my words of respect and gratitude resonate in each American heart! ..." (7); epithets: "There is a lot to say, here are some of the most successful in our opinion: "terrible war, " "sincere people, " "full-scale war, " "eternal peace, " "brutal and cynical Russian invasion. "

Tropes are also effective with linguistic turns such as repetitions and enumerations. "...Tell your politicians to close the sky over Ukraine from Russian missiles and planes. From those who killed 79 children and thousands of adults! Thousands in 17 days..." (1). "...On the fifth day, the terror against us has already become outright. Against cities, against small towns. Ruined districts. Bombs, bombs, bombs, again bomb on houses, schools, and hospitals. This is genocide..." (6), and "...Europe is going through a war, every day of which is full of war crimes of Russian troops..." (4).

The frequent use of epithets, repetitions, and separations in the speeches of the President of Ukraine also illustrates the following example: "...We are experiencing a terrible war in Ukraine ...⊕... We did not start this war. This is a brutal and cynical Russian invasion of Ukrainian land. This is a war against the Ukrainian people – against peaceful and sincere people, whom I am sure you have known very well during the years of our independence. And you saw that we are very similar to you. We equally value freedom. We equally value equality. We equally want to live. We just want to live. We equally want only the best, the brightest for our children, for our families ...⊕..." (1).

After analyzing the speeches of V. Zelenskyi, we discovered a large number of figurative and tropeic means of expression, in particular metaphor, metonymy, synecdoche, and epithets, which were used to describe certain phenomena and events comprehensively, reflect the emotions of the speaker and awaken empathy in the listener, which can play a crucial role in forming a picture of what is happening.

Syntactic and stylistic means of expression are essential in the "public speech of a politician." Syntactic techniques include changing the order of words in a sentence, the sequence of sentences in a text, etc. The sentence model, as the primary unit of the syntactic level of the language, can contain basic and additional information, enter into synonymous relations, form syntactic and stylistic paradigms, and form stylistically marked sentence models that give the expression dynamism, a sense of live speech,

make speech relaxed and more comfortable for perception. This feature is manifested in many texts of the "public speech of a politician" genre.

In the analyzed speeches of V. Zelensky, such syntactic and stylistic means of expression are widely used, such as impersonal sentences ("*...That saved people...◇...Kills children. Arranges blockades of cities...*"), rhetorical questions ("*...Why are they defending all this without your leadership? Without your strength? Why are overseas states closer to us than you are?...*"), enumeration ("*...without water, food, light, and heat...*"), changing the order of words in a sentence, which strengthens the emotional connection the connection between the speaker and the audience, increases empathy, outlines the most critical and tragic theses of the entire speech: "*...In 2019, after the beginning of the COVID-19 pandemic, our "Mriya" constantly delivered the most necessary medical supplies. That saved people. Adults, children - all. Indifferent countries on different continents. "Mriya" was bringing life. But now it is impossible...*" (8) and "*...It bombs and shells peaceful cities and villages, killing our peaceful people. Kills children. Arranges blockades of cities, holding hundreds of thousands of people hostage without water, food, light, and heat. Daily. It separates thousands of children from their parents and takes them out, or rather kidnaps them, forcibly relocating them to its territory...*" (8).

The use of repetition makes the message intense and emotional. It is by using repetitions and enumeration that the speeches of the President of Ukraine force the audience to project the situation in Ukraine onto themselves and their families, and therefore call the community to action: "*... Ukraine did not strive for that. It did not seek greatness...*", "*...Ukraine that saves people despite the terror of the invaders. Defends freedom despite the blows of one of the world's largest armies. Defends despite the open sky.*" (6).

Similarly, the President of Ukraine often uses anaphora: "*...Hear about Ukraine-79. About Ukraine-2022. About Ukraine, which seeks peace...*" (1), which is designed to emphasize the importance of the message.

The speaker uses gradation and repetition in his speeches: "*...We are trying to find out the exact number of deported Ukrainians. People who are forcibly deported to Russia daily are deprived of documents, means of communication – everything is taken away - and distributed among their regions...◇...*" (4). Using these tools helps to emphasize the tragedy and significance of the speech and the situation in Ukraine and therefore increases the interest and involvement of the listener.

We discovered that such syntactic and stylistic means of expression are widely used in speeches, such as enumeration, comparison, contrast, repetition, and gradation. They are designed to heighten emotionality, more vividly illustrate the tragedy of the current situation, and encourage the world community to act. The use of syntactic and stylistic figures by V. Zelenskii is effective, because they help to emphasize the significance of the corresponding words, emphasize the most critical points for the audience, give the message emotionality and expressiveness, contribute to increasing the involvement of the listener, conveying to him the emotional state of the speaker and shaping the perception of the situation with a side of the speaker. Undoubtedly, the texts of the "public speech of a politician" genre are characterized by various means of expression.

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