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BILL CLINTON'S SPEECH "COVERING THE ENVIRONMENTAL BEAT: RESPONSIBILITIES AND CHALLENGES": PRAGMALINGUISTIC ASPECT

In recent years, researchers have become increasingly interested in public speaking. It is now generally accepted that public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners [1, p 12]. An overview of the current literature suggests that public speaking can be a powerful tool to use for such purposes as motivation, influence, persuasion, delivering information, translation, or entertainment [3, p. 45]. An overview of the current literature suggests that a public informative speech is a speech that tells about certain events and processes, describes situations and problems. The success of a speech depends on the chosen topic and the depth of its presentation [2, p. 78]. The analyzed speech is devoted to the problem of the influence of mass media on the formation of public consciousness of mankind regarding environmental safety.

Characterizing Bill Clinton's speech "Covering the Environmental Beat: Responsibilities and Challenges" (1), it should be noted that this speech has a number of features related to both the compositional structure and the use of linguistic and stylistic means in it. The speech begins with an appeal to the audience, and the speaker uses such phrase: "*Ladies and Gentlemen* ". In the introduction, to attract attention and set the audience up for further cooperation, the author of the speech skillfully cites facts that the environment plays an important role in people's lives, that it is the environment that helps people live, develop and exchange certain information: "*...The natural environment plays an important role in climate, flood and disease regulation. It also contributes to the cultural, educational and recreational aspects of our lives...* " In the closing part of his speech, he uses an expressive statement that aims to engage everyone and reflect on the dangers that have emerged in the world: "*...Through reliable and responsible knowledge sharing and a strong sense of common purpose, we can deliver a better picture of how to secure our future in an enjoyable and enduring manner...* " At the end of the speech, the author thanks the audience for their attention: "*Thank you for your kind attention* ".

Additionally, we find that an informative speech is intended to convey to the audience the importance of the issue being discussed, the speaker skillfully and effectively varies expressive linguistic units and means to create expressiveness in the speech.

The next stage of the study of creating expressiveness means in Bill Clinton's speech is the linguistic and stylistic analysis of each of the selected compositional parts. The introduction of the speech is characterized by the use of such a stylistic unit as the metaphorical periphrase "*Mother Nature* ", which aims to convey to the audience that our planet is a home where every person is a full-fledged resident who is obliged to protect his or her home, for example: "*However, we have perhaps been living a little "too well" off Mother Nature* ".

Having analyzed the lexical composition of this speech, we can notice that in the main part the speaker mainly uses terms and clichés. After all, the main part is focused on conveying the importance of this danger to the listener. It should be noted that the main

part of the speech under study is saturated with a significant amount of terminology from the field of ecology and nature conservation: "...*climate, flood, ecosystem, regulation, global scale, natural resources...* " The following terms are used in this part: "...*fisheries, water supply, waste treatment, water purification, protection against natural disasters, regulation of local and regional climate, as well as regulation of erosion, ozone depletion, acid rain and transboundary air pollution...* "

The speaker moves on to cover the main topic of the speech – the role of the media in informing humanity about environmental issues. In order to introduce his or her main points on this issue, the speaker uses introductory words to indicate the connection between the individual parts, for example:

"**First**, *it is complex*.
Second, *it is slow-moving*.
Third, *it is not seen as a promising career* ".

The author constantly uses linking words that summarize what he has said and make the transition to the next thought, among them are the following: "...*true, unless, therefore, however, for example, now...* "

The syntactic structure of the speech sentences deserves much attention. The speaker skillfully uses simple and complex sentences in the speech. This is because the chosen topic is quite important. Analyzing the syntactic structure of the speech, it should be noted that it is characterized by predominantly complex sentences with several subordinate clauses (56 cases) versus simple sentences (15 cases). Here are some typical examples of this type of speech: "...*But I would also like to point out that somewhere in the "timescale" between the immediacy of battling the haze and the long-term research on toxic accumulation, there are issues that would also be of interest to the layman...* " "*The Report noted the fact that we have in the last 50 years caused tremendous changes in our environment and unfortunately, for the worse; 60% (15 out of 24) of the ecosystem services that were assessed are being degraded and used unsustainably* ".

The study has demonstrated that this speech is bright and emotionally expressive. The linguistic and stylistic means used help to inform the audience and convey the main idea to each of those present.

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SOURCES

1. Bill Clinton „Covering the Environmental Beat: Responsibilities and Challenges" URL: https://www.youtube.com/watch?v=JCOxAF7aMYg