

Linguistic Means of Creating Expressive Effects in Public Speeches*

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Abstract

This paper examines various linguistic techniques employed to create expressiveness in public speeches. The author does research into the use of syntax and figurative language to captivate and engage audiences. By analyzing the way different linguistic elements can enhance the persuasiveness and impact of a speech, readers can gain insight into the art of effective communication. The article serves as a resource for those focused on improving their public speaking skills and understanding how language can be wielded to convey meaning and emotion in a compelling way. The author focuses on the linguistic means used by Princess Diana in her public speeches to evoke emotions, provoke thought and leave a lasting impression on her listeners.

Keywords: public speeches, linguistic means, expressive effects, rhetorical devices, metaphors, analogies, repetition, alliteration, assonance, parallelism, anaphora, epistrophe, imagery, epithet, hyperbole, rhetorical questions, introductory words, descriptive language, Princess Diana, analysis, audience engagement, persuasion, social change, communication techniques

Языковые средства создания экспрессивности в публичных выступлениях**

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* The article is published in the author's edition.

** Статья публикуется в авторской редакции.

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Аннотация

В статье рассматриваются различные лингвистические приемы, используемые ораторами для создания экспрессивности в публичных выступлениях. В работе рассматривается использование синтаксиса и образного языка для привлечения аудитории. Анализируя, как различные лингвистические элементы могут усилить убедительность и воздействие речи, читатели получают представление об искусстве эффективной коммуникации. Эта статья служит источником информации для тех, кто хочет улучшить свои навыки публичных выступлений и понять, как можно использовать язык для передачи смысла и эмоций убедительно. Особое внимание уделяется языковым средствам, используемым принцессой Дианой в ее публичном выступлении, чтобы вызвать эмоции, спровоцировать мысли и произвести неизгладимое впечатление на слушателей.

Ключевые слова: публичные выступления, лингвистические средства, выразительные эффекты, риторические приемы, метафоры, аналогии, повторения, аллитерация, ассонанс, параллелизм, анафора, эпистрофа, образность, эпитет, гипербола, риторические вопросы, вводные слова, описательный язык, принцесса Диана, анализ, вовлеченность аудитории, убеждение, социальные изменения, коммуникативные приемы

1. INTRODUCTION

Public speaking is an art form that combines the power of words with the charisma of delivery. At its core lies the ability to captivate, inspire, and persuade audiences through effective communication. While body language, tone, and confidence play vital roles in delivering a compelling speech, the linguistic techniques employed by speakers are equally crucial in creating expressive effects. In this article, we delve into the linguistic means utilized by Princess Diana in her public speech to evoke emotions, provoke thoughts, and leave a lasting impact on her listeners.

2. EXPRESSIVE MEANS IN PUBLIC SPEECHES

Examples of figures of speech can be found in literature, poetry, public speaking, and even in everyday colloquial speech. In linguistic studies on creating expressive effects in public speeches, the following means are frequently included:

Metaphors and Analogies

Metaphors and analogies serve as powerful tools in public speaking by creating vivid imagery and facilitating better understanding. By likening abstract concepts to tangible objects or familiar experiences, speakers can make complex ideas more relatable and memorable. Metaphoric framings are commonly used in public discourse (e.g., magazine editorials, political campaign advertisements) to communicate about controversial sociopolitical issues. These messages are not mere figures of speech [2]. For example, Martin

Luther King Jr.'s famous "I Have a Dream" speech abounds with metaphors and analogies, such as "the fierce urgency of now" and "the promissory note" metaphor, which vividly convey the urgency and injustice of racial inequality [6].

Repetition

Repetition is a rhetorical device employed to emphasize key points, evoke emotions, and reinforce the speaker's message. Whether through the repetition of words, phrases, or entire sentences, this technique creates a rhythmic cadence that resonates with the audience. Winston Churchill's iconic "We shall fight on the beaches" speech is a testament to the power of repetition, as the repeated phrase instills a sense of determination and resolve in the face of adversity [3].

Alliteration and Assonance

Alliteration is a special stylistic technique, the purpose of which is to create an additional musical and melodic effect of the statement. The essence of this technique is the repetition of the same sounds or combinations of sounds at a relatively close distance from each other [1]. Along with this technique, public speeches include an assonance, the repetition of vowel sounds within words. They both add musicality and rhythm to speeches. These phonetic devices not only enhance the auditory experience but also make the speaker's words more memorable. John F. Kennedy's inaugural address is notable for its effective use of alliteration, as seen in the famous line, "Ask not what your country can do for you — ask what you can do for your country" [5].

Parallelism

Parallelism involves the repetition of grammatical structures or patterns within a sentence or across multiple sentences. This technique lends clarity, coherence, and symmetry to the speaker's message, making it easier for the audience to follow and comprehend. Abraham Lincoln's Gettysburg Address exemplifies the power of parallelism, particularly in the opening line: "Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal" [7].

Anaphora

Anaphora is the repetition of a word or phrase at the beginning of successive clauses or sentences, while epistrophe is the repetition of a word or phrase at the end of successive clauses or sentences [9]. These parallel structures create a sense of rhythm and momentum, driving home the speaker's point and eliciting emotional responses from the audience. Barack Obama's "Yes, we can" mantra, used throughout his 2008 presidential campaign, exemplifies the persuasive impact of anaphora [8].

Imagery and Descriptive Language

Effective speakers employ vivid imagery and descriptive language to paint pictures with words, engaging the audience's senses and eliciting emotional responses. By appealing to the audience's imagination, speakers can transport listeners to different places, evoke specific emotions, and make their messages more compelling. For instance, in her Nobel Lecture, Malala Yousafzai vividly describes her experience of being shot by the Taliban, using powerful imagery to convey the brutality of oppression and the resilience of the human spirit [10].

3. PRINCESS DIANA'S SPEECH ANALYSIS

Princess Diana's public speeches were not merely addresses; they were powerful narratives that resonated with audiences on a profound level. Through her eloquence and compassion, she shed light on societal issues and advocated for change with unwavering sincerity.

On March 11, 1993, Princess Diana gave a groundbreaking speech at the Turning Point conference in which she opened up about her struggles with mental health issues and the importance of breaking the stigma surrounding mental illness. In her speech, Princess Diana spoke candidly about her battle with depression and bulimia, revealing that she had struggled with these issues for years. In this article, we unravel the linguistic means employed by Princess Diana to create expressive effects in her public speeches, using a poignant excerpt from her address as a guiding example [4].

3.1. *Syntactical expressive means*

Princess Diana uses these Syntactical Expressive Means in her speech to emphasize certain points and evoke emotions in her audience.

Princess Diana's speech opens with a compelling rhetorical question: "Where do we begin?" This rhetorical device immediately engages the audience, inviting them to ponder the complexities of the issue at hand. Another example of this syntactical expressive mean: "Isn't it normal not to be able to cope all the time? Isn't it normal for women as well as men to feel frustrated with life? Isn't it normal to feel angry and want to change a situation that is hurting?" By framing her speech with these questions, Princess Diana sets the stage for a thoughtful exploration of societal norms and expectations.

Exclamatory sentences are used to express strong emotions or to highlight important information. In Princess Diana's speech, they are used to emphasize the length of time she had been taking medication and the difficulty she faced in giving it up.

Anaphora is used to create a rhythm and draw attention to a series of questions or statements. Princess Diana uses anaphora "Isn't it normal not to be able to cope all the time? Isn't it normal for women as well as men to feel frustrated with life? Isn't it normal to feel angry and want to change a situation that is hurting?" to pose thought-provoking questions about normal human emotions and experiences, encouraging her audience to reflect on their own feelings.

The use of introductory words and phrases helps set the tone for the following information. Princess Diana uses words like "strangely", "sadly", and "at last" to provide context and guide the listener through her message, highlighting key points and transitions in her speech.

Throughout the speech, Princess Diana employs repetition and parallelism to emphasize key points and evoke emotional resonance. Phrases like "they will cope" and "they may be suffering themselves" are repeated, reinforcing the message of resilience in the face of adversity. This repetitive structure not only lends rhythm to the speech but also underscores the universality of the struggles faced by women.

3.2. *Lexical expressive means*

Princess Diana uses vivid metaphors and imagery to depict the challenges faced by women in society. By likening women to "carers" who are always expected to cope, she highlights the burden of societal expectations placed upon them. The imagery of being "trapped by the life they are leading" paints a poignant picture of the isolation and despair experienced by those struggling silently. The metaphor "As their world closes in on them their self-esteem

evaporates into a haze of loneliness and desperation” emphasizes how important it is to have support and social connections so as not to lose self-esteem and not get bogged down in loneliness and despair.

In Princess Diana’s powerful speech we also find a case of hyperbole “...On call twenty-four hours a day, seven days a week...” to emphasize the relentless demands placed upon her as a public figure. This exaggerated statement serves to highlight the intense scrutiny and constant pressure she faced in her role as a member of the royal family.

The uses of epithets in Diana’s speech help to emphasize the strength and resilience of those who are facing challenges in life. By describing individuals as being able to “always cope” no matter what life throws at them, she is highlighting their ability to overcome obstacles and persevere in difficult situations. Here the adverb “always” performs the function of an epithet, and the phrase “always cope” conveys a sense of determination and fortitude that can inspire Diana’s audience to believe in their own inner strength and ability to face adversity.

The use of personal pronouns is also important in Princess Diana’s speech. They help to make the message resonate with the audience on a deeper level. By saying phrases with personal pronouns like “If we as a society continue to disable women...”, “I hope this conference...”, and “We as a society owe it to women to create a truly supportive environment in which they too can grow and move forward”, Princess Diana effectively involves the audience in what she is talking about and makes them feel personally invested in the issues she is addressing.

In her speech, Diana avoids complicated terminology and uses common vocabulary so that it is understandable to everyone.

4. CONCLUSION

By analyzing Princess Diana’s public speech, we uncover a wealth of linguistic techniques that contributed to its emotive power and effectiveness. From rhetorical questions and repetition to metaphors and personal pronouns, Princess Diana utilized language as a tool for advocacy and social change. Her speeches continue to inspire and resonate with audiences worldwide, serving as a testament to the enduring impact of compassionate communication.

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Для цитирования:

Свириденко А. Д., Юшманова В. Ю. Языковые средства создания экспрессивности в публичных выступлениях // Новизна. Эксперимент. Традиции (Н.Экс.Т). – 2024. – Т. 10. – № 2 (26). – С. 49—54.