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Науковий керівник: к.філол.н.,  
доц. кафедри прикладної лінгвістики  
Девіцька Антоніна Ігорівна

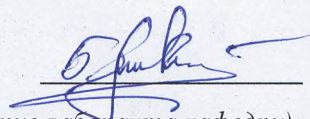
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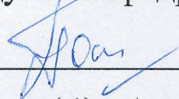
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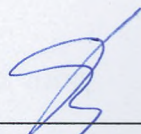


Полюжин М.М.

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Рецензент



(підпис)

Стойка О.І.

(прізвище, ініціали)

к. пер. наук, доцент

(науковий ступінь, вчене звання)

STATE UNIVERSITY  
«UZHHOROD NATIONAL UNIVERSITY»  
FACULTY OF INTERNATIONAL ECONOMIC RELATIONS  
APPLIED LINGUISTICS DEPARTMENT

**TETIANA HAVROSH**

**«ACTUALIZATION OF THE CONCEPT «FREEDOM» IN THE  
POLITICAL SPEECHES OF WORLD LEADERS»**

035.10 « Philology (Applied Linguistics) »

Qualifying thesis for obtaining Educational Master's Degree

Research advisor:  
Candidate of Philology,  
Associate Professor in  
Applied Linguistics Department  
Antonina Devitska

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## **АНОТАЦІЯ**

до магістерської роботи здобувача вищої освіти 2 курсу магістратури  
галузі знань 035.10 «Філологія (Прикладна лінгвістика)»

**Гаврош Тетяни Вячеславівни**

**на тему «Актуалізація концепту «СВОБОДА» у політичних  
промовах світових лідерів»**

**Ключові слова:** політичний дискурс, політичні промови, лінгвістичні особливості, лінгвістичний аналіз, публічне мовлення.

Дослідження базується на порівняльному аналізі актуалізації концепту «СВОБОДА» у політичних промовах світових лідерів (на базі промов діючого президента Сполучених Штатів Америки Джо Байдена та колишнього прем'єр-міністра Великої Британії Бориса Джонсона). Актуальність магістерської роботи полягає в її важливості для розуміння та аналізу сучасних глобальних викликів. Аналізуючи промови впливових лідерів, таких як Джо Байден і Борис Джонсон, ми можемо виявити, як це поняття використовується для формування стратегій та впливу на громадську думку. Відповідно, вивчення цієї теми має потенціал зробити вагомий внесок у наше розуміння та аналіз ключових аспектів політичного розвитку сучасного світу, а також виявити, як лідери використовують поняття «свобода» для формування свого політичного образу.

Дипломна робота викладена на 98 сторінках, вона складається з 3 розділів, перелік використаних джерел та літератури налічує 76 найменувань, а також 33 джерела ілюстративних матеріалів. У першому розділі, що виступає теоретичним вступом до дослідження, акцентовано увагу на важливих поняттях «політичний дискурс» та «свобода». Детально розглядаючи політичний дискурс, проведено аналіз концепту «свобода» з різних поглядів,

враховуючи сучасні тенденції та історичні контексти. Виявлено основні складові цього поняття, його вплив на формування суспільного уявлення та визначення політичних процесів, розглядається історичний розвиток концепту «свобода», описано фактори, які суттєво вплинули на розуміння та трактування свободи в політичному контексті.

В другому розділі представлено особливості англомовних політичних промов, проведено аналіз їх лінгвістичних особливостей, акцентуючи увагу на мовних характеристиках виступів Джо Байдена та Бориса Джонсона, а також розглянуто їх вплив на аудиторію та відтворення публічного образу в політиці.

У третьому розділі встановлено основні аспекти перекладу політичних промов, висвітлено можливі труднощі, що виникають під час цього процесу, а також описано методи їх подолання. Методологія, що була використана для дослідження включає аналіз текстів, контент-аналіз, контекстуальний та порівняльний аналізи. Фактичний матеріал для розгляду зібрано із застосуванням методу суцільної вибірки із скриптів політичних промов, а також аудіо- та відеоматеріали виступів політиків.

## **ABSTRACT**

for the master's thesis of the 2nd year master's degree student field  
of knowledge 035.10 «Philology (Applied Linguistics)»

**Tetiana Havrosh**

on the topic: «**Actualization of the concept «FREEDOM» in the political  
speeches of world leaders»**

**Key words:** political discourse, political speeches, linguistic features, linguistic analysis, public speaking.

The research is based on a comparative analysis of the actualization of the concept «FREEDOM» in political speeches of world leaders (based on the speeches of the current President of the United States of America Joe Biden and the former Prime Minister of Great Britain Boris Johnson). The relevance of the master's thesis lies in its importance for understanding and analyzing contemporary global challenges. Analyzing the speeches of prominent leaders such as Biden and Johnson, it is possible to identify how this concept is used to shape strategies and influence public opinion. The study of this topic has the potential to make a significant contribution to our understanding and analysis of key aspects of the political development of the modern world, as well as to reveal how leaders use the concept «freedom» to shape their political image.

The thesis is presented on 98 pages and consists of 3 chapters; the list of references and literature includes 76 titles, as well as 33 sources of illustrative materials. The first chapter, which serves as a theoretical introduction to the study, focuses on the important concepts of «political discourse» and «freedom». In a detailed examination of political discourse, the author analyzes the concept of

«freedom» from different perspectives, taking into account current trends and historical contexts. The author identifies the main components of this concept, its impact on the formation of public perception and definition of political processes examines the historical development of the concept «freedom», and describes the factors that have significantly influenced the understanding and interpretation of freedom in the political context.

The second chapter presents the peculiarities of English-language political speeches, analyzes their linguistic features, focusing on the linguistic characteristics of Joe Biden's and Johnson's speeches, and considers their impact on the audience and the reproduction of the public image in politics.

In the third chapter, the author analyzes in detail the main aspects of translating political speeches, highlights possible difficulties that arise during this process, and describes methods of solving or overcoming them.

The methodology used to study this topic includes such elements as textual analysis, content analysis, contextual analysis, and comparative analysis. The factual material for consideration was collected using the method of continuous sampling from the scripts of political speeches, as well as audio and video materials of politicians' speeches.

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INTRODUCTION	

In modern national linguistics, in recent decades, there has been a marked increase in interest in the study of political discourse [21, p. 213]. This is due to the growing role of politics in the world and the formation of political consciousness of the individual in the languages of rapid globalization [9]. Linguists are increasingly interested in studying the linguistic features and concepts used in political communication, including political speeches.

**Problem statement.** Despite the existing volume of research on political speech and leaders' language strategy, the topic focusing on the concept «freedom» in the speeches of Joe Biden and Boris Johnson remains relevant and offers a new contribution to the understanding of contemporary political rhetoric. Scholars often investigate the presence of certain concepts in political discourse, however, the number of studies devoted to the analysis of the use and actualization of the concept «freedom» in the speeches of Joe Biden and Boris Johnson is limited. That creates space for further research and deepening the understanding of the influence of the above-mentioned leaders on the public consciousness through the linguistic features and emphasis on the concept «freedom» in their speeches. Thus, the topic of the

study is distinguished by its relevance and the need for further scientific research, providing a new perspective on the use of language strategies in political communications, which affects public perception and the formation of political beliefs.

**Relevance of the topic.** The relevance of the study is a crucial requirement for any research project, and the topic «Actualization of the concept «FREEDOM» in the speeches of world leaders» is distinguished by its importance in the current political and cultural context. The modern world is facing significant challenges for citizens, such as social problems, economic difficulties, and geopolitical and military conflicts, which is why this topic is necessary to study. Through the analysis of speeches and the study of the concept «freedom», it can be understood that this concept is becoming crucial as leaders define strategies for solving problems and determining the future course of their countries. Analyzing the speeches of prominent politicians such as Biden and Johnson will help to reveal how this concept is used to influence public opinion, in what contexts it is used, and what changes are taking place in the perception of «freedom» in the modern world. Examining this topic can make an invaluable contribution to understanding the political and cultural context of our time by discussing and analyzing the use of this keystone concept in the speeches of world leaders from different countries.

The **innovation** of the research lies in the study and analysis of the actualization of the concept «freedom» in the speeches of two prominent world leaders - Joe Biden and Boris Johnson. Up to this point, existing research has focused mainly on general aspects of political speech, inclusiveness of concepts, and leaders' strategies. However, this study is unique in its approach, which is aimed specifically at revealing the use and interpretation of the concept «freedom» in the speeches of elected leaders.

The overall **aim** of this thesis is to analyze the contexts and situations in which politicians use the concept «freedom» (in the example of speeches by Joseph Biden and Boris Johnson). The study also aims to identify the peculiarities of political

speeches and describe the linguistic features characteristic of Joe Biden's and Boris Johnson's speeches, as well as the images and speech strategies they use to shape their views on «freedom».

The **objectives** of the thesis are:

1. To analyze the speeches of Joseph Biden and Boris Johnson, identifying key themes and images related to the concept «freedom».
2. To identify the linguistic features used by the elected leaders in their speeches.
3. To consider and reveal the political, socio-cultural, and historical context that influences the perception and actualization of the concept of «freedom» in the modern world
4. To conduct a comparative analysis of Biden's and Johnson's speeches to identify similar and different linguistic features and approaches to the definition of «freedom».
5. To determine how the linguistic features and actualization of the concept «freedom» in speeches affect public opinion and perception of leaders.

The **object** of research in the master's thesis is the concept «freedom» in the speeches of world leaders (based on Biden and Johnson's speeches).

The **subject** of the thesis is Joseph Biden and Boris Johnson's political speeches.

The research was carried out by means of some **methods** of analysis, namely:

- *Textual analysis* was used to identify and analyze the use and interpretation of the concept «freedom».
- *Content analysis* was used for systematization and categorization of key themes, images, and speech strategies related to the concept «freedom».
- *Contextual analysis* was used for consideration of the political, historical, and socio-cultural context when understanding the perception and actualization of the concept «freedom» in leaders' speeches.

- *Comparative analysis* was used for the comparative study of Joseph Biden's and Boris Johnson's speeches to identify common and different aspects in their approaches to the concept «freedom».

The **source material** includes 100 examples of quotes that were extracted from 33 political speeches, including 16 speeches by Boris Johnson and 17 speeches by Joe Biden. This set of quotes serves as the basis for further analysis and study within the framework of the research on «Actualization of the concept «FREEDOM» in the speeches of world leaders». The diversity of perspectives presented by these politicians aims to provide a valuable contribution to understanding the use of the term «freedom» in the current political context.

The **theoretical significance** of the research lies in the fact that it helps to expand our understanding of political discourse, linguistic strategies, and cultural implications in the use of the term «freedom» by world leaders in the current global context. The analysis of the speeches reveals how leaders construct their messages and use different linguistic means to achieve political goals, as well as how this affects cultural perspectives and philosophical perceptions of the concept «freedom».

**Practical value.** The results of this study have important practical implications for various spheres of society:

- Analysts and political scientists can use the research data to deepen their understanding of speech strategies and their impact on political activity.
- Public relations professionals can use the results to develop effective communication strategies based on the study of which aspects of «freedom» are most important to the public.
- The study can influence socio-cultural activities, particularly by contributing to the discussion of the essence and interpretation of the crucial concept of «freedom» in the modern world.

- Political leaders can use the results of the study to improve communication strategies and increase the effectiveness of political speeches.

This topic is valuable because the statements of prominent political figures can determine collective perceptions of the essence of freedom in the modern world. Considering this issue in the context of leadership communication will help to reveal not only the individual view of freedom of leaders but also their role in shaping global values and the perception of the idea of freedom at different levels of society. This analysis will reflect diverse perspectives and contribute to a deeper understanding of how the ideal of freedom is expressed and changed in the political speeches of leading players on the world stage.

**Structure and scope of the thesis.** The master's thesis consists of introduction, three chapters with conclusions to each of them, general conclusions, a list of references and sources of illustrative material. The volume of work is 98 pages. The list of used references includes 76 items. The list of sources of illustrative material – 33 items.

## CHAPTER 1. THE CONCEPTUAL FOUNDATIONS OF FREEDOM: A THEORETICAL PERSPECTIVE

Political discourse is a complex network of language interactions in the political space aimed at forming and discussing ideas, expressing beliefs, and influencing public opinion. It uses a variety of linguistic strategies, including specific vocabulary, symbols, and style, to achieve the goals. Political discourse responds to changes in the social, cultural, and political environment, reflecting and shaping the currents and dynamics of society. The effectiveness of its detection lies in the skillful use of language and taking into account the psychological aspects of the audience's perception.

Nowadays, there is no single definition of freedom. This concept exists in many aspects of human existence, such as political, economic, legal, social, and others. Every day, we face, for example, the freedom to choose something or freedom of speech, and most importantly, the freedom to live and the choice of how to live. If we talk about discourse, the concept of freedom in political discourses can have various expressions and interpretations depending on the context, cultural characteristics, and political beliefs.

The problem of freedom has always been in the focus of attention of philosophers, theologians, political scientists, linguists, lawyers, etc. Today, there are about two hundred definitions of freedom, which demonstrates its multidimensionality and ambiguity [47].

That is why the studying the concept of freedom has not lost its relevance since the beginning of the new millennium, and in some aspects has even become particularly acute [74, p. 71-73].

### 1.1 Political Discourse: conceptual definition and linguistic characteristics

In modern domestic linguistics, in recent decades, there has been a marked increase in interest in the study of political communication studies and political discourse [21, p. 213]. Modern political linguistics actively deals with general problems of political communication (in particular, analyses its difference from other communicative spheres), studies the problems of political language (slogan, leaflet, program, newspaper article, speech at a rally or in a TV talk show, parliamentary discussion, etc.) The most significant postulate of modern political linguistics is the discursive approach to examining political texts. It means that each particular text (oral or written) is considered in the context of the political situation in which it was created, taking into account the author's political views, social status, personal qualities, as well as the peculiarities of its perception by the interlocutor(s) [76, p. 81].

It should be noted that today there are plenty of studies on the problems of discourse in general and political discourse in particular, however, there is still no consensus and no single interpretation of these concepts. As S. Kovaleva rightly points out, the number and diversity of works in this area sometimes leads researchers to believe that a coherent system of interpreting political discourse is not theoretically possible [39, p. 102]. However, it is possible to name several studies that analyze and present generalized considerations of political discourse in a profound way, in particular, the works of O. Sheigal (2000), K. Serazhim (2002), L. Nagorna (2005), T. Vashchuk (2007), N. Kondratenko (2007), O. Zaretskyi (2009), O. Selivanova (2011), O. Oleksiyevets (2012), N. Shevchuk (2013), L. Strii (2015) and others [21, p. 214].

It is considered that political linguistics as an independent scientific field emerged in the second half of the twentieth century [72]. As one of the basic concepts and terms of political linguistics, political discourse is closely related to and considered in a political communication context, i.e. in the communication process between political actors. The most important term for political linguistics, «discourse», still lacks a unified definition. Some scholars believe that discourse can mean speech activity, text, context, and utterance in its relationship with the communicative situation [76, p. 81].

Political discourse is one of the most evaluative varieties of modern discourse, the pragmatic and semantic organization of which is based on evaluative concepts. The primary vector of values in contemporary political discourse is located in the sectors of moral and universal values, which are based on fundamental archetypal oppositions. However, these values are not the only ones that can be found in political discourse, and the list of basic linguistic and cultural concepts of political discourse is far from complete and provides an opportunity for further research [35].

The political discourse can be conceptualized as a complex system of speech practices used in political interactions to shape, express, and regulate political ideas,

beliefs, and values. This type of discourse is determined not only by linguistic means but also by the socio-cultural context and the influence of political institutions.

According to the definition of political discourse as a sub-discourse, the following types can be distinguished: 1) by form (oral and written); 2) by the factor of the speaker (direct and indirect); 3) by purpose (informative (news, messages), motivational (propaganda leaflets, proclamations), image (booklets, television commercials), motivational (black PR texts), expressive (photos, songs, anecdotes)); 4) by the factor of the addressee (personally addressed (direct mail) and mass addressed (television messages)); 5) by the sphere of functioning (television, newspaper and magazine, radio, advertising or PR) [21, p. 216]. According to O. Kovaleva, it is advisable to add political discourse that functions on the Internet to this type, as well as to distinguish types of political discourse by the type of communicative interaction: agonistic (conflict), for example, debates, and harmonizing (cooperative), for example, the President's New Year's greeting [39, p. 104].

A distinctive feature of political discourse is that for the prospect of its existence and functioning, one-sided expression is not natural, i.e., the speaker tries to include other, new communicants in the process of speech or discourse [76, p. 82]. A specific feature of political discourse, as well as discourse in general, is the correlation of discourse with particular participants, i.e., those who speak and those who listen, as well as with the communicative intentions of the speaker and the addressee. The structure of spoken discourse has several stages (making contact, topic of conversation, change of theme, exit from the communicative act); each stage is conditioned by internal and external factors [61, p. 220].

Linguists consider the main functions of political discourse to be the power struggle (campaigning for power, seizing and retaining power), integration and differentiation of group political agents, development of conflict and consensus building, implementation of verbal political actions, and informing about them; creation of the «linguistic reality» of the political field and its interpretation;

manipulation of consciousness and control over the actions of politicians and the electorate [58, p. 79].

The primary purpose of political discourse is to attract attention, interest, and support, i.e., to influence the addressee in any way, whether permitted or not. Moreover, such influence, like its outcome, is usually hidden and, therefore, manipulative. Many different techniques are used to manipulate the public consciousness. But one of the most effective is the formation of an assessment of a statement. In this case, the assessment (positive or negative) is predefined, implicit in the text of the message, and gradually instilled in the addressee. The addressee perceives the given evaluation on an emotional level and feels that they have come to the decision the author wants. The formation of the desired assessment in the addressee plays a significant role in his ideological orientation. They will act in a certain way in the modern political process depending on how they feel about a particular event (positively or negatively). The analysis of political texts suggests that, as a rule, «one's own» is rated positively, and «someone else's» is evaluated negatively [35].

In political discourse, language is considered a means of exercising social power and a tool for forming (but not expressing) a worldview. The ideological orientation of a statement means that a political figure actualizes in the text the system of values and assessments of the information and presents or, in many cases, «imposes» on the recipient of the text. The ideological orientation is realized in the text by specific means of syntactic organization, for example, by using parallel constructions, rhetorical questions, repetitions, etc. These means are intended for intensified logical, emotional, and psychoemotional impact on the recipient [45, p. 77].

Political discourse is polemical, which distinguishes it from other types of discourse. This polemicism affects the choice of words and vocabulary in general as if warfare were transferred from the battlefield to the theatre stage. Such sublimation

is inherent in human nature. It is a kind of theatrical aggression. Polemicism is aimed at imposing other values and assessments, inspiring a negative attitude towards the political opponent, which is why the terms and phenomena that are positively perceived by one side are often perceived by the opposite side in a completely different way [61, p. 220]. The linguistic characteristics of political discourse include specific vocabulary and terminology that is determined by political realities and processes. The use of various stylistic tools, such as rhetoric, metaphors, and irony, which help to emphasize political positions and influence the audience's perception, is also essential.

Political discourse always corresponds to the level of society and represents the discourse of the government and its policies. One of the main reasons for the change in political discourse is the development of political parties. Politicians, especially political professionals, must grasp the meaning of the political game. The political statements and opinions of professionals have a quite relative status, they make sense only about other statements made by representatives of other positions, and the political field itself is to some extent autonomous, it does not depend on other fields or social forces. One of its main features is that professionals can only expect to succeed by relying on groups and forces outside the field, and a significant part of creating political discourse is the production of slogans and promises, politicians' dependence on the trust of non-politicians, i.e. the audience - the actual recipients of the discourse - makes them so vulnerable to suspicion and scandal, all of which threaten the faith and trust they must constantly maintain since their power is a highly symbolic phenomenon. Overall, political discourse plays a specific role in ensuring freedom of speech in the state and the national information space formation [61, p. 220].

In addition, political discourse is determined by communication strategies, such as appeals to authority, image creation, information manipulation, etc. In this area, it is also crucial to consider the audience for which the discourse is created and adapt its means to their interests and expectations.

When studying English-language political discourse, scholars mainly analyze texts used in political communication (public speeches of authoritarian political figures, interviews of political leaders, official statements, etc.) and illustrate how the political influence of relevant social institutions is exercised through the relevant linguistic factors [75, p. 785].

## 1.2 The concept «FREEDOM» in political discourse: linguistic analysis and conceptual explication in the context of modern discourse studies

Since language does not reflect the world but interprets it, based on the theory of linguistic relativity, we can say that different languages interpret the world in various ways. The human mind operates with concepts to understand reality and interpret the world. The existence of concepts, the uneven conceptualization of different fragments of reality depending on their importance for the life of a particular ethnic group, the specific qualification of certain subject areas, and the definite orientation of these areas to one or another sphere of communication are among the main characteristics of the linguistic world picture [35].

A concept is a constituent unit of the concept system that is reflected in words and language in the form of sensory and mental attributes and presents these attributes through the text as mental, historical, and ethnic signs in the nation's mind. This phenomenon becomes most evident in discourses of various kinds, where the purpose of use can be traced. Today, the term «discourse» is one of the most complex scientific concepts that includes not only linguistic components but also extralinguistic ones necessary for understanding the text [24, p. 126].

It is possible to talk about at least three types of linguocultural concepts: ethnocultural, socio-cultural, and individual-cultural. In other words, there are mental formations that are relevant for ethnoculture as a whole, for a particular group within a given linguistic culture, and, finally, for an individual. Among linguistic and cultural concepts, there are more specific and more abstract concepts, up to worldview universals. This opposition, according to the value, the fundamental side

of the concept - makes it possible to consider diverse categories from such concepts as, for example, «freedom» [35].

Until recently, the concept «freedom» was not very relevant to our society like any other post-totalitarian society, unlike countries where the institution of democracy has a long history of existence. The basic version of «freedom» is socially autonomous, meaning a person's internal freedom when their desires and intentions are not limited by their capabilities. When orientated towards this value concept, the subject does not need a direct reaction from society - there is simply no place for society in the conceptual structure of internal freedom. The concept of «external freedom» is essential for the field of political communication. «External freedom» can already be given, secured, taken away, etc. And, accordingly, there can be more or less of it, depending on the number of obstacles that need to be overcome to get it. In this context, we can talk about freedom of speech, freedom of choice, and freedom of thought, i.e., the social values that politicians appeal to in their speeches, especially during election campaigns [35].

It is worth noting that any concept develops in the linguistic environment and, therefore, depends on the experience and living conditions experienced by many generations. The frequency of a concept's use determines its relevance and importance in public life, reflecting the will of citizens. Based on the electorate's aspirations, politicians formulate and compose speeches, campaign programs, legislative projects, acts, and state-affirming documents using motivated concepts, the most important of which for each nation is the concept «freedom» [55, p. 6].

The concept «freedom» is characterized by a high degree of significance in national and intercultural interaction and is a value for all societies. Studies focused on the concept «freedom» are aimed at specific features and areas of use of this phenomenon [55, p. 6]. Since ancient times, there have been attempts to provide a complete interpretation of the phenomenon of freedom (Aristotle, Plato, Socrates, etc.), which continue to this day (O. P. Zhdanovskiy, O. G. Lisitsyn, A. Vezhbytska,

O. M. Rudenko, etc.), as freedom has acquired new meanings and content in the cognitive picture of the world of different nations [57, p. 72].

Political discourse as an object of study is becoming increasingly popular in science. This is due to the increasing role of politics in the world and the formation of the political consciousness of the individual in the languages of high-speed globalization [9].

Political discourse is an expressive type of speech, so the structure of the text and its internal content are marked by specific means. The primary syntactic means in creating political discourse texts is the usage of simple sentences, correct and precise in construction, which is distinguished by their accuracy and precision. A common phenomenon is using rhetorical questions that mobilize the recipient's thoughts, urging them to make the right choice. Application of such sentences creates a problematic situation, in the solution of which the recipient is tuned to a particular answer [57, p. 72-73].

The topic of verbalization of the concept «freedom» in political discourse has been studied by A. Verzhbytska, Z. Popova, D. Kalishchuk and E. Kubryakova, I. Petrenko, V. Karasyk, R. Popov, and many other scholars. The concept of «freedom» has many synonyms that more or less convey the stated phenomenon. Among the English words that are often used in political discourse, the two closest synonyms are liberty and rights. The lexeme freedom reflects a narrower meaning and gives the semantic connotation of earthiness [65, p. 103].

In the context of political discourse, the understanding of the concept «freedom» in a modern country is mainly manifested through the prism of the chosen form of government, specifically the presidential-parliamentary system. This system not only determines the political landscape but also influences the way the concept of freedom is perceived and defined. Historical events, state symbols, and deeprooted traditions of the nation become extralinguistic factors that actively shape this concept in the minds of citizens. Undoubtedly, freedom is recognized as the highest value that needs to be constantly protected and deepened. In this context,

political leaders and citizens recognize the need to actively participate in the political process and strengthen institutions that guarantee rights and freedoms. A high degree of awareness of the value of freedom contributes to the formation of civil society, which actively influences the direction of the country's development and ensures a sustainable political space [55, p. 11].

The concept «freedom» is representative of a person's cultural and ethnic knowledge of the world. Its interpretation opens up new opportunities for a deeper understanding of the mentality of the people. Many scholars have studied the peculiarities of linguistic expression of certain concepts, but the concept «freedom» has not yet received proper linguistic coverage despite the significant body of scientific works, the object of which is the concept and conceptosphere of a particular literary text (linguistic picture of the world as a whole) [16, p. 32].

The concept «freedom» is a complex mental formation and has general cultural and culture-specific (ethnospecific and socio-specific) characteristics in linguistic cultures and is also characterized by specificity within everyday and philosophical discourse [16, p. 32].

The concept «freedom» has a versatile representativeness in language: it can be seen as a moral and ethical category or as a political formulation of the rights and freedoms of an individual. In the speeches of prominent political figures, the concept «freedom» is interpreted as a social, political, and moral phenomenon and is one of the leading places in terms of the number of uses and appeals in the statements [24, p. 126].

In political discussions, politicians frequently link the idea of «freedom» with democracy and democratic values. It has been observed that the term «freedom» carries diverse meanings and undergoes distinct interpretations in the political dialogues of representatives from various linguistic cultures. It is due to the nature of their speeches, intention, and desire to exert a specific influence, as well as to the socio-cultural peculiarities of perception of the world [24, p. 126; 49, p. 34].

In modern linguistics, preference is given to the structuring of the field model of language, which constructs the language system as a continuous set of fields that mutually interchange their peripheral zones and have a multilevel character. A lexical field is distinguished based on a logical-semantic approach and is used as a general method of analyzing linguistic phenomena. In the case of the lexicon, the field concept is expressed in the systematization of words according to the principle of core and periphery with the allocation of lexical and semantic groupings of different types, creating a specific hierarchy [56].

The lexical fields representing the concept «freedom» are mostly constructed lexically and syntagmatically. The complex construction of the fields demonstrates their high significance for national consciousness and intercultural communication. The use of the concept of «freedom» in any context is actualized in certain thematic groups, namely: socio-political, personality-oriented, philosophical, legal, historical, colloquial, and everyday [56].

The lexical field «freedom» contains parcels - groups of lexical items and established phrases united by a common meaning, which in turn consist of microfields. The following parcels are distinguished in the studied fields:

1. Parcel «Social and Political Life».
2. Parcel «Personal activities (internal/external)».
3. Parcel «Spatial Unlimitedness».
4. Parcel «Dependence on the subject».
5. Parcel «Freedom of speech».

It is worth noting that the lexical fields of -freedom are mainly focused on the socio-political life of society and the individual. It is due to the importance and value of the country's independence from limiting factors. A significant number of lexemes are assigned to the group of personal activities, namely the manner of behavior since the choice of the form of the behavior determines the result of communication [56].

In modern discourse studies, the concept of freedom in the political context is complex and variable. The linguistic analysis reveals a variety of uses of the term «freedom» in political discourse, reflecting different ideological approaches and definitions of this concept. Conceptual explication reveals the key components and contexts that shape the understanding of freedom in political discourse. Changing political, socio-cultural, and historical circumstances influence the interweaving of different discursive strategies and rethinking of the concept of freedom in modern society.

### 1.3 The explication of freedom within the framework of its historical and cultural milieu

Freedom as a phenomenon, idea, value, and ideal is one of the most important aspects of human existence. Representatives of different historical periods have had a unique approach to interpreting this issue. The development of modern Western civilization is largely based on the understanding of freedom that has emerged in recent centuries in various streams of philosophical thought. The problem of freedom in historical and philosophical understanding is multifaceted, complex, multidimensional, and ambiguous in its interpretation. Scientists find its sources in the development of spirituality and moral integrity of the individual, as well as in the latest achievements of science and technology [26, p. 4].

The original ideas of freedom in ancient culture were inherent in the welldeveloped Greek myths. The mythology of the ancient Greeks consisted of various stories about the struggle of the gods for power among themselves and over the world, and it also dealt with the problem of predestination and human freedom. Thus, there were ideas about the predetermination of human destiny, which was personified in the form of a goddess (goddesses). For example, the idea of three goddess sisters (moiré) who determined the fate of an individual was widespread: Lachesis determined the lot before a person was born, Clotho spun the thread of his life, and Atropos inevitably brought the future closer and cut the thread of life. In the

mythology of ancient Greece, there were also ideas about the goddess of fate Ananke, who was considered the mother of the Moira and on whom not only any person but also the head of the Olympic pantheon, Zeus, depended. Democritus's teaching begins to transform the meaning of this Greek word (Ἀνάγκη – «inevitability») into a scientific term that means the concept of «natural law» as a necessary causal relationship [53, p. 41].

Freedom was especially valuable in democratic Athens during the time of Pericles' rule. The historian Thucydides puts words in his mouth in which he praises the soldiers who died during the Peloponnesian War: «Take such men as a model now, consider freedom as happiness, and courage as freedom, and face military dangers» [53, p. 41].

Socrates contrasts freedom as the power over one's vices, which overcomes a person's slavery to his or her selfish desires and unworthy aspirations. As you know, this great Athenian did not leave behind any written works, but based on the stories of Xenophon and Plato, we can assert that their teacher understood human freedom as «ἐγκράτεια», that is, power over oneself, self-control. For example, Plato in the Gorgias states that Socrates opposes the Sophistical «ἀντεξουσιότης» with «restraint, the ability to control oneself, to be the master of one's pleasures and desires» [53, p. 41].

In other words, it is Socrates, who, according to the warning of his «daimon», never engaged in politics, who gives freedom an ethical dimension. This aspect of freedom is absolutized by Plato, who gives freedom primarily an internal dimension. Plato himself did not define freedom and fate, but we can find them in the «textbooks» of the Platonic school. For example, in the anonymous «Definitions» belonging to the scholars of the Platonic Academy, we can find the following definition: «Freedom is the power over life; independence in everything, the ability to live one's way; generosity in the use and possession of property» [53, p. 42].

Analyzing, in particular, Heraclitus' and Plato's theories, we can state that the opposite of freedom here has two types, resulting in a structure: necessity (fate,

destiny, God) - laws - will. The first applies to the whole world and does not directly correlate with the will. Law and freedom are correlated with each other. However, social laws are a reflection of a single divine law. Consequently, freedom through them also correlates with necessity, although not positively, but negatively. This was most clearly demonstrated by Aristotle (384-322 BC) [26, p. 8].

He considers the term «freedom» mainly in connection with social phenomena and in three aspects. «Freedom and nature» is the main opposition of social life, the opposition of the free and the slave. It arises from nature itself. The second relationship is «freedom and the state system». In the latter, three principles claim equal importance: aristocracy is based on virtue, oligarchy on wealth, and democracy on freedom. Aristotle, by the way, was not a supporter of any of these forms of government and developed a model of his politics, characterized by moderation, the average state of all its factors. The third aspect of his views on freedom is morality. A freely born person is characterized by a middle state of mind, pure, not bodily pleasures. In morality, the philosopher is a supporter of the «golden mean», and an opponent of extremes [26, p. 8].

For all the philosophers we have considered, the definition of freedom has a state, moral, and generally socio-political meaning. This is the concept of necessity; freedom does not exist to the extent that it touches upon fate, destiny, or necessity [26, p. 8].

The change of the worldview paradigm in the period of modern times led to the formation of new approaches to the problem of freedom. At that time, it began to be seen as one of the characteristics of the natural human condition and, at the same time, a way to establish peace and social equality, as brilliantly illustrated in the works of T. Hobbes, J. Locke, S. Montesquieu, J.-J. Rousseau, and others. Special attention to the issue of freedom was also paid by representatives of the German Enlightenment, especially I. Kant, who, considering the problem of freedom, emphasizes that in the empirical world, a person is subject to cause and

effect, but at the level of the intellectual world, he is guided by his mind and will and is free [66, p. 2].

Over time, the concept of freedom has been transformed into practical embodiments, the first of which was freedom of will and personal freedom. Significant features of the conception of freedom in postmodernity are the recognition of the undeniable value of the individual and the right to choose one's path. A person ceases to be a subject of freedom when they forget about themselves, treat their own life only pragmatically, and release themselves from responsibility [15, p. 45].

Human freedom, depending on the scope of its implementation, has several semantic meanings. The analysis of scientific research shows that it is a real possibility of individual choice, which implies a developed and differentiated understanding of it [22, p. 2].

Nowadays, there are many publications that study the problems of the concept of «freedom», the diverse opinions of scholars on the origin of this term, and multidirectional approaches to the analysis, systematisation and processing of information within linguistic research [64].

A concept is an integral mental unit formed by a close interweaving of elements that receive different theoretical justifications [59, p. 246]. A concept is a means of compressing a rich clot of the cultural field and concentrating the subjects' perceptions of reality into separate segments. This linguistic term reflects how a linguistic community has mastered a particular lexical unit, how it has expressed the surrounding reality, what aspects of the concept it has highlighted, and what content it has added by the culture in the broad sense of a particular national and cultural formation. One of the basic concepts for the linguistic and cultural world is the concept of freedom, which represents the specificity of the language thinking of a certain ethnic group or community [18, p. 117].

For a proper understanding of the meaning of the concept «freedom» as an element of the conceptual picture of the world, it is necessary to look at its

interpretation, namely the concept «freedom» as defined in the dictionary: «the condition or right of being able or allowed to do, say, think, etc. whatever you want to, without being controlled or limited; a right to act in the way you think you should; the state of not being in prison»[2].

The understanding and concept «freedom» can vary across cultures and societies. Each culture has its traditions, values, and historical context that influence the perception and definition of freedom. For example, in Western societies, such as the United States, Canada, and European countries, freedom is often associated with individual freedom of choice, speech, and religion. Important elements include human rights, civil rights, and private property rights.

Historical events and realities are the source of confrontations in the cognition of linguistic and cultural concepts. According to this factor, in the Ukrainian language perception, the concept of freedom is characterized by the continuity of perception, the main verbalizer of which is the lexeme will. Freedom is perceived as an integral feature of a free person, who, in the conceptual sphere of perception of a Ukrainian of the twenty-first century, becomes the goal of any volitional action. The reason for this transformation of awareness is related to the oppression and domination of Ukrainians by other nations. For the British, freedom is only freedom in its literal sense. The history of this nation is not very rich in intense historical events. Ukrainians are more familiar with the phenomenon of submission to other states. The British have hardly ever been oppressed by other nations. Therefore, only prison can restrict their freedom. These historical conditions form the background of the concept of freedom as an ideal of individual human freedom [18, p. 118].

The Ukrainian mentality elevates freedom to the highest level of spiritual and moral values because it is even higher than life. The specificity of English-speaking thinking reflects the opposite tendency. For the concepts «liberty/freedom», the primary component of the associative material is a person. In the frame structure of the concept of modern English language thinking, the interconnectedness «liberty/freedom» with a people, ethnicity, or nation is not reflected even in the

peripheral areas of the quantum knowledge model [18, p. 118]. For an Englishman, understanding is not limited to spiritual and mental concepts, but to more material ones, so only prison can restrict their freedom [32, p. 24].

The British, Americans, and Ukrainians generally interpret the concept «freedom» as a means of achieving and preserving freedom for both individuals and the country as a whole, i.e. they have a common component in the frame structure - aspiration. However, the elements of «individual rights and freedoms» do not constitute the core of the meaning of the Ukrainian lexeme, unlike the core of the English lexeme. What is common in both languages is that being in captivity is always interpreted negatively. In the paremiological composition of these languages, the deprivation of freedom is expressed through the symbolic images of a bird and a cage [18, p. 118].

The term «freedom» is used to express the human right to free choice, action, and self-determination. The term also includes the rights of citizens to political, religious, and social freedom, as well as the right to be protected from discrimination and human rights violations. The general conclusion is that the concept of freedom in English is complex and includes various aspects that are determined by context, history, and culture. Freedom is a fundamental principle of many societies and is a subject of philosophical, political, and legal debate.

### Conclusions for Chapter 1

Political discourse can be understood as a intricate framework of verbal communication strategies employed in political interactions. It serves the purposes of molding, articulating, and governing political concepts, beliefs, and principles. This form of discourse is shaped not only by linguistic tools but also by the broader socio-cultural environment and the impact of political institutions. In essence, political discourse functions as a dynamic platform where language intertwines with the complexities of societal values, norms, and the structural dynamics of political systems to influence and regulate the exchange of political ideas.

The notion of «freedom» manifests itself in language with a multifaceted nature, serving both as a moral and ethical category and as a political articulation of individual rights and freedoms. In the oratory of notable political figures, the concept of «freedom» is construed as a multifaceted phenomenon encompassing social, political, and moral dimensions. It prominently occupies a leading position in terms of both frequency of use and emphasis in their statements [24, p. 126].

It is also worth emphasizing that the interpretation of this term differs from culture to culture. For some cultures, freedom conveys spiritual values, while for others, it is only material. It is important to remember that freedom is not absolute, and its preservation requires a reasonable balance between individual rights and the interests of society to ensure harmony and justice.

## CHAPTER 2. POLITICAL ORATORY AND THE IDEA OF FREEDOM IN THE WORDS OF GLOBAL LEADERS

Political oratory is a type of eloquence, speeches by speakers on a political or socio-economic topic that presents the ideas, views, and interests of a particular political force. It is one of the oldest types of eloquence, originating in ancient Greece. Its representatives were many speakers of ancient Greece and Rome, including Demosthenes, Pericles, Cicero, and others. Political eloquence is a means of fighting for power or regulating social relations. Those who speak in these genres must have a good command of the word, because lively, imaginative, emotionally expressive speech is cultivated here, so to succeed, it is worthwhile to carefully study elocution as a branch of rhetoric, especially eloquence as a subdivision that studies the decorative possibilities of speech. The genres of political eloquence include political speech (rally, parliamentary), political debate, report, review, conversation, and discussion [48, p. 100].

Characteristic features of political oratory include the use of emotions, direct appeals and questions, manipulation of facts and promises, and the use of symbols and images.

Political rhetoric can be an effective means of influencing public opinion and gaining support, but it can also undermine trust in politicians and democratic processes, especially when it is accompanied by a lack of concrete actions and results. It is important to be critical and objective consumers of political information and to thoroughly research the facts before making political decisions.

### 2.1 Linguistic and Rhetorical Examination of Political Speeches

A political speech is one of the most effective types of political oratory because a politician comes into direct contact with the audience. The power of his charisma is impossible without language. In this case, both the content and form (style, selection of language material, composition) and the presentation of this language material (facial expressions, gestures, intonation, rhythm of the speaker) are important. The highest level that a politician-speaker can reach is the formation of public opinion in the country [60, p. 150].

A political speech is a prepared speech of informational, campaigning, or other nature on a socio-political or political-economic topic. It is one of the oldest genres of eloquence, the principal genre of political rhetoric. Political speech is characterized by its acute political nature, evaluative character, argumentation, outlining of prospects, and emotionality. The ancient masters of this genre were, in particular, Demosthenes and Cicero. Political speeches are divided into rally and parliamentary speeches, depending on the area of use. It is worth noting that they always present an idea. Political speeches are designed to be delivered live and perceived, although they are often recorded in writing, reprinted, or distributed on the Internet. To succeed, a political speaker must be proficient in public speaking [48, p. 100].

Public speaking is the ability to communicate successfully in front of an audience. This skill can be innate, but it can also be acquired with experience. Public speaking involves the ability to be naturally in control of oneself, to master the material perfectly, and to create an individual, charismatic image of the speaker.

Competent speech, a comprehensive vocabulary, logical text structuring, an influential speech technique, the ability to communicate with the audience, nonverbal behavior, and appearance in accordance with the situation are some of the main factors that allow a speaker to achieve the intended goal. Knowledge of rhetoric, psychology, ethics, language culture, etc., and persistent, purposeful application of this knowledge in practice will help to master it [48, p. 92].

The main purpose of a political speech is to influence the mind and feelings of the addressee as a member of society and to create a certain opinion about the politician-speaker, his opponents, the current government and to form an appropriate attitude to these positions [60, p. 150].

Political speech belongs to the informative and persuasive type of political texts. The following factors make it possible to distinguish the types of political speech: 1) the place where the speech is delivered; 2) the thematic content of the texts; 3) the audience to which the speech is directed. A political speech is structured according to a scheme (introduction, main part, concluding part) based on the principle of argumentation, which facilitates the perception of the speech by the audience. A critically important task in drafting a speech is a successful selection of verbal means of expression in order to present the problem in question to the audience as vividly and accurately as possible [29, p. 47].

The analysis of political speeches involves studying the addressee's manner and style of speech, as well as determining the topic of the speech: what main points the politician considers necessary to address in his speech; how the accents are placed; what special materials, examples, data are included in the speech; in what key the material is presented. The information should be relevant and clear. In this case, it is worth identifying the main characteristics of the politician's individual style. These include the peculiarities of his speech and a specific manner of communicating with the audience. Therefore, it is necessary not only to identify the linguistic and speech features of a politician's style but also to establish their typicality using the method of statistical analysis. The linguistic features are

represented by the political leader's vocabulary. The vocabulary of different politicians can vary considerably in terms of volume and composition. Knowledge of professional and axiological vocabulary, the use of stylistically diverse words, a tendency to use slang, etc. can be seen as signs of the author's style. In political speeches, stylistically colored vocabulary and stylistic devices are widely used because the addressee wants to convince the addressee of being right [43, p. 162].

Speakers should not speak to the audience only in the language of abstract concepts, generalizations, laws, conclusions, or numbers. The speaker must interest and enthuse the audience with the presented ideas. And here, imagery is essential. The language should be not only clear, precise, simple, correct, and clean but also vivid. To paint a vivid, imaginative picture in front of the audience is to leave an impressive imprint in their minds, to excite them. Imagery is a magnificent form of public speaking. It has always been used in the speeches of orators from the courtroom. Imagery is mainly achieved through tropes and stylistic figures [71, p. 52].

To write a convincing political speech, the author uses metaphors, euphemisms, neologisms, nonce-words (words created only for this case), foreign words, colloquialisms, and idiomatic expressions [43, p. 162].

It is a common fact that politicians use quotes and expressions of famous people in their speeches, as well as references to them. Such use emphasizes unity with the people and the state, and at the same time, the speech achieves the most important goal - a positive impact on the listeners' minds [50].

A well-defined text structure is the key to comprehensibility, so logic and consistency are characteristic features of a speech. Such clarity, for example, in the numbering of tasks, indicates an understanding of the priority of the tasks facing the speaker, and the listener perceives them as a plan for future actions. Political speeches contain a large number of questions. The task of such a text design is to

make the listener think - to try to answer the questions on their own, or, conversely, to listen to the answer immediately [72, p. 177].

It has been determined that today's politicians actively use such linguistic means as lexemes of evaluation, refusal, expression, modal verbs, and verbs (which express subject-object relations, prepare the addressee's mind for the perception of information, and signal the speaker's intentions), adjectives, adverbs, pronouns, as well as stylistic figures [20, p. 25].

An influential tool for making a statement emotional and expressive is the means of rhetoric as a set of specific structural forms, methods of speech construction, and prosodic means designed to form the opinion of the target audience. The creation of a persuasive effect is facilitated primarily by the use of various types of tropes and figures - specific verbal techniques that enhance the pictoriality and expressiveness of speech and make it more convincing due to the language form itself [44, p. 153].

It is also worth noting that manipulation is a widely used technique in political speeches. Politicians use it to emotionally influence the audience and thus achieve their goals. There are various rhetorical techniques used in political speeches to manipulate the general public's consciousness, characterized by the use of emotionally expressive vocabulary, evaluative expressions, metaphors, epithets, antithesis, and parallel constructions that perform the main function of the political discourse of influence [29, p. 47].

Hyperbole is used to divert attention from existing real problems or, on the contrary, to give them more weight. It can be used to cause resonance in society and to exacerbate the perception of events that will have negative consequences for the country's political elite. In other cases, specific data provided in the report are exaggerated [28, p. 19].

Another linguistic feature of political speeches is the use of socio-political euphemisms. These are used as a tool to influence public opinion and create a positive impression or assessment of public, social, and political phenomena, which

can be achieved through the use of positive or abstract vocabulary. The main purpose of a political euphemism is to conceal the true essence of a social problem, embellish reality, and manipulate human consciousness through political discourse. Politically correct equivalents of words mitigate negative associations during their perception [29, p. 47].

Parallel constructions are widely used in the speeches of presidents and politicians to distinguish between certain phenomena. Among parallel constructions, we can distinguish antitheses (opposition, contrast) [29, p. 47].

At the lexical level, the most important point is the choice of the right vocabulary. Although most speeches are presented orally, they are well prepared in advance to promote the speaker's ideas and plans to gain audience approval and political support. It is necessary to choose a topic that is urgent and important for society at a particular stage of its development. For example, the topics of election campaigns are usually an assessment of the past (especially the work of the previous government), the current situation in the country and abroad, prospects, plans, and ideas for the future. Accordingly, depending on the topic, the audience, and the political situation in the country, the choice of vocabulary, including lexical means of expressing personality, is made: frequent use of the exact words, compound words, formal and informal forms of speech, etc. For example, American political discourse is characterized by the repeated use of such words as citizens, government, liberty, union, and people, as well as America, American, the use of which in speeches (especially in presidential rhetoric) is steadily increasing, which may be evidence of the strengthening of the spirit of nationalism among the audience, as well as the use of the concept of nationalism as a tool of persuasion [68, p. 225].

In addition, speeches usually use topic words, a group of specially selected words that dominate a particular part or even the entire discourse and, therefore, indicate its main idea. Such words are usually synonyms, hyponyms, antonyms, or otherwise related words or phrases that allow the speaker to avoid unwanted repetition without deviating from the main topic of the discourse [68, p. 226].

The verbal content of political speeches plays an enormous role in creating an impactful political message and influencing public opinion. It helps to emphasize the importance of issues, express political views, and create a subconscious effect on listeners.

The semantic choice of words is a complex process and must consider political, social, cultural, and personal factors. Each speaker chooses the words that best convey ideas and are consistent with his image. For example, President Abraham Lincoln was known as a very religious man, so his speeches contained many more religious references than, for example, those of Theodore Roosevelt, who practically did not use them. Contemporary political discourse is primarily aimed at communicating with a mass audience, which requires the use of simple and understandable language to persuade. At the grammatical level, the means of expressing persuasiveness are sentence types, their length, structure, use of verb tenses and moods, use of personal pronouns, etc.

When it comes to the grammatical features of speeches, the use of personal pronouns is important in American/English presidential rhetoric. While the use of «I» can be a sign of «egocentrism», the so-called exclusion strategy, the use of the pronoun «we» is a simple but powerful means of inclusion strategy [5, p. 259]. The latter can also be used by imperatives, such as «let us». However, it is rather a rhetorical tool used to invite viewers to become part of the discourse [5, p. 256].

Considering political discourse at the level of stylistics, it is certainly not an ideal place for the use of literary devices. But without the use of at least some of them, political speeches would be just a pale presentation of ideas and plans. Therefore, «the speakers' creative approach to the use of language», which would distinguish their speeches from others, is an integral part of the process of creating a persuasive discourse. Speakers try to find their style, in tune with their image and personality, which would allow them to establish communication with the audience in the most favorable way [68, p. 226].

The linguistic and rhetorical examination of political speeches involves a detailed analysis of the linguistic structure and rhetorical devices used by politicians in their speeches. The first aspect is the language level. The study includes an analysis of the choice of language, words, and terms used, as well as stylistic features. It is important to determine whether the language used is official, national, or specific and how it affects the perception of the speech.

The second aspect is the structure and logic of the speech. The organization of the speech is analyzed, including the introduction, body, and conclusion. It is also essential to evaluate the logical sequence of argumentation and what arguments are used to support political statements.

The third aspect is rhetorical devices. These refer to various figures of speech, such as metaphors, analogies, epiphores, antitheses, etc. The study examines how they are used to create effect and enhance the persuasiveness of a speech.

The fourth aspect is the audience. It is important to understand how a politician directs his speech to a specific audience and what appeals to the audience are used or structural rhetorical devices that help to address particular groups of listeners.

The fifth aspect is political goals and strategy. It is necessary to determine what political goals the politician is trying to achieve through the speech and analyze the rhetorical techniques used to achieve these goals.

In addition, comparing the analyzed speech with other speeches of the politician can help to identify the consistency or change of rhetorical strategies. A detailed analysis of these aspects helps to provide a better understanding of how politicians manipulate language and rhetoric to influence public opinion, shape political views, and achieve their political goals.

## 2.2 The importance of language and symbolism in political speeches

Political speech is an integral component of modern society and determines the vector of development of world political life. A public speech serves as a related link in the speaker's communication with the audience, so the correct and

welldefined construction of a speech is extremely important and requires the use of specific linguistic and expressive means to achieve a particular goal [13, p. 220]. Politicians systematically apply various linguistic, stylistic, and cultural strategies in their public speeches to influence the perception and views of the audience.

The language is adapted to the goals set by the politician, as a result of which words existing in the general vocabulary are updated in political and ideological contexts to formulate theories or doctrines and become political vocabulary. One example of the actualization of the general literary vocabulary in political speech is the use of keywords and slogan words or symbolic words that become such due to their semantic content and frequency of use. The analysis of British and American political texts proves that it is possible to create a positive image of oneself primarily through the use of such linguistic units. Words-symbols indicating the main program provisions help parties and politicians to transform their political goals and interests into a system of symbols understandable at the linguistic level and also provide a key to understanding political texts [41, p. 259].

It should be noted that the scientific literature has not yet formulated a definitive definition of the concept of «symbol». It can be briefly defined as «a sign that conveys abstract concepts in a concrete form», transformed and refined in different areas of contemporary socio-humanitarian knowledge depending on the specifics of these areas in terms of signification, representation, and abstraction. In our case, symbols have a specific political content, act as a sign that performs a communicative function between the individual and the government, and act as a model of significant political ideals, a means of their propaganda and affirmation [27].

When it comes to political symbolism, its structural elements can be divided into several groups. First of all, it includes linguistic symbolism, which includes a special linguistic apparatus, phraseology, and terms that reflect political views and goals. National and state symbols include state symbols such as the coat of arms, flag, and anthem, as well as currency and insignia that emphasize national identity

and statehood. The visual and artistic political symbolism is also integral and includes political emblems, rituals, and symbols that help create a political image and express ideology. Non-political symbols that acquire political meaning are also common. It is also worth noting that politicians can use ordinary or non-political symbols and give them a new political context to influence public opinion depending on the subject of their speech or discourse, i.e. the same word can be used as different symbols in different contexts. Often, even people can act as political symbols. Politicians or public figures can become living symbols of political movements or ideologies through their actions, speeches, and images. Frequently, speakers mention their predecessors or specific influential historical figures in their speeches. To summarize the above, it can be concluded that all these elements together form a multifaceted political symbolism that plays an essential role in political communication and perception of political events [27].

Symbols are a kind of spotlight that indicates the involvement of the listener/audience in a particular process. They are indirect signs and, simultaneously, an indirect, mediated view of oneself. Understanding the world as a symbolic reality requires identifying the specifics of symbolic production in various spheres of social life. After all, symbolization is not only an individual phenomenon. As a phenomenon of collective consciousness, it is an element of tradition, and, at the same time, one of the factors of the spiritual, ideological, and political development of society. The latter makes a comprehensive analysis of the place and role of the symbol and symbolization in the formation of models of political organization of society and the functioning of the mechanisms of society's governance. The symbol and the symbolic in the focus of contemporary political theory are usually seen as auxiliary components of manipulative practices in the field of mass consciousness management [51, p.267].

A symbol is a possible set of verbal and non-verbal signs that is a simplified carrier of information, the interpretation of which is broader than this set. A sign itself has a narrowly focused specificity of its influence, distribution, and use, but

there can be many interpretations of it. A sign can become a political symbol if it acquires additional meaning as a result of its use by certain political actors in the context of a particular political process, event, or phenomenon with which it is associated. A symbol is a single sign or a system of signs that is perceived unambiguously by a specific community. Symbols can take the form of one or a combination of signs - words, actions, gestures, images, objects, colors, scents, schematic images, etc. Therefore, there are verbal (object-visual, oral) and nonverbal (behavioral or auto-visual, olfactory) signs and symbols [54, p. 185].

The politician's language (with some exceptions) operates with symbols, and its success depends on how consonant these symbols are with the mass consciousness: the politician must be able to strike the right chord in this consciousness; the politician's statements must fit into the «universe» of opinions and assessments (i.e., into the many internal worlds) of his addressees, the «consumers» of political discourse [46, p. 36].

In this regard, we can agree with H. Lasswell, who noted that by using symbols as the most important analytical unit, we can identify the main motives and even hidden intentions of political communicators. Symbols can be slogans, flags, political leaders, and political movements. The use of political symbols is designed to be emotionally perceived, to arouse a sense of loyalty to the government. Political symbols are used for political governance of society, political communication, and the language of power. G. Lasswell identified the role of mass communications in the design, distribution, and reproduction of the symbols of political power [27].

Political symbols usually perform, first and foremost, such functions as mobilization, information and communication, political socialization, identification, integration, etc. For example, party symbols unite people into a single socio-political organism and give them internal strength and faith in the success of a particular political party. However, for a symbol to perform a communicative function, it must be meaningful to a large number of individuals, and its content must be at least intuitively understandable to a particular circle of people. «A symbol is more

economical because it contains more information than any other equivalent information unit...» [27].

In a broad sense, «symbol» and «symbolic» are the unity of the real and the unreal, the conscious and the unconscious (C. Jung). Political experience, through creative comprehension, moves from the non-conscious to the sphere of symbols. Thus, rational and emotional processing of these symbols transforms awareness into ideology, into political, linguistic, and gender stereotypes at the level of society [54, p. 184].

Symbolic politics is not just actions with the use of political symbols but political processes, events, and phenomena that have a symbolic nature and are themselves symbols of modernity as well. These symbols are simulacra of political reality. They often substitute reality or form associations and stereotypical images in people's minds of what does not exist in reality [54, p. 184].

Symbols, unlike other types of messages, are closely related to the external environment because in different contexts the same symbol will have different meanings. The interpretation of a symbol depends on the spatial and temporal continuum of its use and its internal structural and functional nature. This gives us the right to state that symbolic politics is a «text» of a particular discourse and changes its content according to the context [54, p. 186].

Politicians and world leaders use different symbols and metaphors in their speeches to express their ideas and goals and to increase their influence on public opinion. They may use specific words or phrases that become slogans that emphasize their ideas and goals. To celebrate national identity and unity, state and national symbols, such as the national flag, coat of arms, anthem, etc. are often used. It is also worth noting that leaders often use metaphors and analogies to explain complex ideas and concepts, making them more accessible and understandable to the audience.

It is often possible to find symbols of peace, cooperation, and diplomacy in speeches, such as peace doves, keys to cities, ganja, and others. The use of specific images and video sequences can evoke strong emotions and influence the audience.

Moreover, politicians may have their emblems or logos that become visual symbols of their political brand.

Recalling historical victories or failures can be used by a politician to motivate and build a national identity, and referring to famous historical figures or events can be used to give their speech authority and significance.

In a presidential speech, precedent names are used with great frequency. Precedent names are well-known proper names that are used in the text not only to refer to a specific person, situation, city, etc. but also as a kind of cultural sign, a symbol of particular qualities and events. This definition most fully reflects our views on the semantics of precedent names, their structure, functioning, and connections with other precedent phenomena. A precedent name can correlate either with a well-known text that is a precedent or with a situation that is known to native speakers and acts as a precedent [24, p. 57].

Thus, it can be concluded that the nature of communication symbolization implies, on the one hand, the diversity of the symbol (a symbol can have informational, emotional, or expressive meaning) and the complexity of its perception - this is the difference between a symbol and an allegory or metaphor; on the other hand, the dynamic nature of the symbol's existence: its existence depends entirely on the communicative relevance of a particular meaning. An important property of a symbol is its representativeness, which emphasizes the weight and general significance of the symbol, but at the same time is combined with formal simplicity, which is relevant for the use of the symbol in a political and communication situation [27].

Symbolism is very important in political speeches and has a significant impact on the audience. Symbols can evoke strong emotions and empathy in listeners. This can be used to motivate, mobilize, and create a sense of community among citizens. The use of symbols can help a speaker define complex concepts and ideas, making them more accessible and understandable to the public. They can be helpful analogies for explaining complex political concepts.

It is also worth noting that symbols can contribute to the creation of a political identity among supporters of a particular ideology or party. It helps to emphasize shared values and beliefs. Political symbols can serve as a means of remembering and associating with certain events or figures. They help shape historical memory and remind us of important events.

Symbols can be used to mobilize citizens and encourage their participation in political processes, such as voting or mass actions, and help to create an image of a leader, emphasizing the speaker's characteristics and qualities.

Thus, symbolism in political speeches performs a variety of functions, promotes influential communication with the public, and shapes the collective perception of political ideas and personalities.

### 2.3 Linguistic features in the Language of Political Speech of Joe Biden and Boris Johnson

The linguistic features of public speeches play a significant role in shaping the public image of a political leader, as well as his influence on public opinion. However, the study and analysis of this topic are not widespread among scholars. For the most part, prosodic or stylistic features of fiction and journalistic texts are analyzed more specifically. Therefore, the analysis of linguistic features of political speeches requires more attention from linguists. Such linguistic analysis can be performed and described on the example of speeches by Joe Biden and Boris Johnson, which represent different political and cultural contexts.

Contemporary political discourse continues to be studied by linguists. Numerous scholarly studies, articles, and even textbooks have been published that examine the linguistic aspects of political speeches, but in most cases, they focus on general concepts of rhetoric (such as intonation, rhythm, pauses, and facial expressions) and the most common communication strategies and techniques in politics. The scientific approach to specific linguistic features in Joe Biden's and Boris Johnson's speeches has not been properly investigated. Therefore, this study

proposes to fill this gap and pay attention to the specific linguistic features of their speeches, such as the use of metaphors, quotations, direct appeals, exhortations and various prosodic features.

The main purpose of this linguistic features analysis in Joe Biden's and Boris Johnson's public speeches from the perspective of their impact on the audience and the creation of a public image of a political leader. The main goals of the described linguistic analysis are to trace the use of metaphors, quotations, prepositions, prosodic features, and exhortative sentences in the speeches of Joe Biden and Boris Johnson, as well as to analyze their impact on the perception of political messages and ideas by the audience.

The scientific study of language in a political context has long attracted the attention of scholars, and the term «political language» has become widely used. However, there is still no single approach to understanding this phenomenon, and even the definition of «political language» is not clearly and generally defined. Therefore, there is a need to define the essence of political language, consider its features, and define the main content of this concept and related terminology. The literature on political language sometimes uses other terms, such as «special language of politics» or «functional style of politics». Some scholars studying the functioning of political language use the term «political discourse» to describe this phenomenon [62, p.16].

Political discourse is a collection of political texts that circulate in society, producing and assigning meaning to politically significant symbols and concepts that become criteria for the rightness or wrongness of actions within a particular society. This textual reality is, on the one hand, created by political actors, and on the other hand, it creates them [8, p.163-164; 45, p. 77].

The concept of «political discourse» is more focused on understanding linguistic communication, which takes on new forms in the information society, and on its reflexivity the ability to analyze and deeply understand the content of the information being transmitted. This content is usually more pragmatic and specific

to a particular political action related to the struggle for power or its retention, which we consider to be a specific characteristic of political discourse that is immanently present in all its genres (campaign speech, parliamentary debate, discussion, political interview, political speech, government statement, etc [45, p. 77]).

Political speech differs from other types of oratory because it carries not only the function of transmitting a particular message but also a socio-ideological function that distinguishes it from others. To study the features and understand the essence of the concept, scholars use linguistic, psychological, rhetorical, and semiotic methodologies [40, p.190].

The communicative effectiveness of a speech is determined by the complex use of both verbal and non-verbal means of communication, including intonation and kinesthetics (gestures and body movements), as well as facial expressions. There are various linguistic aspects of a politician's speech that contribute to the achievement of their goals. These include rhetorical devices, stylistic variations, lexical and semantic features, intonation and phonetic expression, as well as segmental aspects of speech. Influence on the audience through language is carried out with the help of linguistic units that have potentially pragmatic content. The stylistic, lexical, grammatical, and phonetic characteristics of language, individually or in combination, have a strong influence potential and can define and emphasize particular meanings in speech [30, p.43]. The overall goal of political speeches is to attract attention, interest, and support. A prerequisite for such an impact on the addressee is the specificity, imagery, and euphemism of key messages [36, p. 160166].

Joe Biden and Boris Johnson, both prominent figures in politics, are contemporaries sharing a common generational background. Being native speakers of the English language, their communication styles and public speaking techniques exhibit notable distinctions, inviting a nuanced analysis of their respective linguistic practices.

Joe Biden, the current 46th President of the United States, is known for his unique speaking style and the way he expresses his thoughts and political ideas. One of the first things to note is the politician's tone of voice. Joe Biden usually speaks calmly and evenly. In this way, he tries to convey an expression of stability and calm, which are characteristic features of a leader's speech. When it comes to intonation, he usually uses it to emphasize important points in his speech. He frequently highlights key phrases and ideas by raising his voice when he says them, i.e. he uses mostly a rising tone. Speech pauses are also worth mentioning, as they are relatively common in the president's speech. Joe Biden uses pauses to give listeners time to think and absorb important information [1, p. 4-41].

Talking about Boris Johnson, the former Prime Minister of the United Kingdom, is also known for his unique speaking style and suprasegmental features that characterize his political speeches.

Compared to Joe Biden, Boris Johnson often speaks quite quickly and sometimes shortens his sentences. One of the reasons for this difference may be that the President of the United States of America speaks American English, while the former British Prime Minister speaks British English. It is worth noting that Boris Johnson's energetic pace may seem restless to some, but it also adds to the dynamics of his speeches. He uses a lively tone of voice to grab the attention of listeners and emphasize key points in his speech. His voice can vary in intonation to create humorous or dramatic effects, which increases the attention span of his speeches. When it comes to speech pauses, he is known for his unexpected pauses and stops in speech, which can add to the quirkiness of his speeches and mark his style. The politician is known for his comic style and is famous for his rhetoric and humorous moments in his speeches, and they often become the subject of discussion and laughter in the public. He may use rhythmic speech patterns to create funny or humorous moments in his speeches [1, p. 4-41].

The President of the United States of America, Joe Biden, systematically integrates personal aspects of his life into his public speeches, paying attention to aspects of his family wealth, childhood, and general life path [4]:

(8) *«I had just lost my son — my son, who was attorney general and a decorated war veteran. And — anyway, and I was going to go — I was going — I was going to write a book. I was a professor at the University of Pennsylvania».*

*(Joe Biden, September 20, 2023)*

(21) *«I was — the only thing that was holding me back was my grandchildren because I was worried because, you know, when you're running a presidential campaign, your children or grandchildren become the targets of — of a lot of things».* *(Joe Biden, September 20, 2023)*

(24) *«My grandpop was an Irishman named...»* *(Joe Biden, July 28, 2023)*

(27) *«I remember one night — this is the God's truth. I remember one night — I guess I was a sophomore or junior in high school...»* *( Joe Biden, August 29, 2023)*

This practice has a significant semiotic and strategic dimension in Joe Biden's speech repertoire and should be noted from the point of view of communication analysis, as it contributes to building commonality with the audience and strengthens the emotional connection between him and the public [4].

Politicians address the nation, not a specific person. They seek to show that they belong to this nation by generalizing the addresser and the addressee [6, p.1417]. Therefore, politicians often do not distinguish themselves from others and use the pronoun «we» [73, p.43]. Joe Biden uses this technique as well:

(21) *«We're in a situation where we — we rallied the world...»* *(Joe Biden, September 20, 2023)*

(21) *«And how we passed the biggest investment in history of the world in climate change».* *(Joe Biden, September 20, 2023)*

(22) *«And so one of the things that I was able to — I don't want to say «I» — we were able to do...».* (Joe Biden, June 29, 2023)

(27) *«And we're still a country that believes in hard work ...»* (Joe Biden, August 29, 2023)

(29) *«In this moment, we have to confront those lies with the truth. The very future of our nation depends on it».* (Joe Biden, November 03, 2022)

(29) *«We, the people, must decide whether we will have fair...  
We, the people, must decide whether we're going to sustain ...  
We, the people, must decide whether the rule ...»*( Joe Biden, November 03, 2022)

(30) *«When others do better, we do better as well — where we understand that the challenges we face today».* (Joe Biden, July 12, 2023)

When he expresses his opinion, he emphasizes that he cares about the opinion of each person and that no matter what the situation is, there is no «me» or «each for himself», but «we» and that they should always support and help each other. It also inspires trust in people and gives them a sense that they are important and valuable to society [6, p.14-17].

Joe Biden is known for usage of direct questions in his public speeches. This strategic language tactic promotes interaction with the audience and can be used to draw attention, stimulate discussion, or encourage reflection among listeners. Direct questions in Joe Biden's speech serve as a fundamental element of his communication strategy and reflect his commitment to openness and dialogue in public speaking [4]:

(25) *«Good evening, everyone. It is evening, isn't it?»* (September 10, 2023)

(25) *«Okay. Let's — BBC. Laura? Am I correct? Is that correct — Laura?»*  
(Joe Biden, September 10, 2023)

(25) *«Am I pronouncing it — Auvelia [Aurelia]? Did I pronounce the name correctly? There you are».* (Joe Biden, September 10, 2023)

By talking directly to the listener, he establishes eye contact with him, which is another sign of closeness with the listener/interlocutor and, accordingly, a feature of emotional communication.

It is also worth noting that Joe Biden's speeches regularly contain comic elements and jokes. These humorous inclusions serve not only as a means of joking and entertaining the audience but also as a significant means of communication that can create an atmosphere of trust and commonality between him and the public. In addition, comic elements can be used to reinforce key messages and highlight important aspects of his political agency:

(23) *«I'm not going to go on it ri- — on right now, because we got to get some dinner».* (Joe Biden, April 28, 2023)

(24) *«I'm sorry to go on, but, as my grandpop would say, this gets my goat».* (July 28, 2023)

(27) *«I look around the room, and this is a long time in coming».* (August 29, 2023)

(30) *«I had the great honor as a United States senator of championing Lithuania and other Baltic states to join NATO in 2004. Wasn't I brilliant doing that?»* (July 12, 2023)

In addition, it is worth noting that Joe Biden often uses quotations in his speeches. The president often quotes members of his own family. This style of speech reflects not only his approach to communication but also his desire to emphasize the essential role of family values in his life and political activities:

(23) *«And every time I'd walk out of my grandfather's Finnegan's home, he'd yell, «Joey, keep the faith. » And my grandmother would — «No, Joey. Spread it. »»* (Joe Biden, April 28, 2023)

(27) *«...as my mother would say, «God love you, son» ».* (Joe Biden, August 29, 2023)

(27) *«The way I think about inflation is the way my dad talked about it around the kitchen table. He'd say...».* (Joe Biden, August 29, 2023)

(30) *«As my mother would say, «God love ya.» No seats. Holy mackerel».* (Joe Biden, July 12, 2023)

The use of quotes from his parents' words can determine the structure and semantic focus of his speeches, as well as create a connection with the audience on an emotional level, giving his speech a personal character and depth.

It is also good to mention the way the president addresses the audience in his speeches. Joe Biden often refers to the public as «folks»:

(21) *«Look, folks, the — that's simply the reason I'm running...»* (Joe Biden, September 20, 2023)

(22) *«But, folks, there's — there's so much at stake...»* (Joe Biden, June 29, 2023)

(23) *«And, folks, as you all know...»* (Joe Biden, April 28, 2023)

(23) *«But, folks, there's so much we can do, and we can contribute so much to the country right now».* (Joe Biden, April 28, 2023)

(24) *«And, folks, these two parts are not — these two points are not unrelated...»* (Joe Biden, July 28, 2023)

(27) *«And, folks, there's a lot of really great Republicans out there...»* (Joe Biden, August 29, 2023)

(30) *«Folks, as I look around the world today, at a moment of war and peril...»* (Joe Biden, July 12, 2023)

For some, this may sound dismissive, uncultured, or even humiliating. However, with this appeal, the politician shows that he is on the same level as his listeners, and his people, and one could even say that he is simply trying to blend in.

Another characteristic feature of Biden's speeches is that he always emphasizes that Americans are a unique people, a unique country, and always tries to praise or encourage them:

(21) *«We're the only country in the world where it's not built on ethnicity, on race, on religion, on geography. We're the only country — we're the most unique country — we're built on an idea — an idea;» (Joe Biden, September 20, 2023)*

(22) *«I'm not the essential man, but I represent the essential company — country». (Joe Biden, June 29, 2023)*

(24) *«I know we'll do this...» (Joe Biden, July 28, 2023)*

(24) *«Let's remember who in God's name we are. We are the United States of America, and there's nothing — think about this — literally, there is nothing we've ever set our mind to we haven't accomplished — nothing, ever — if we decided we were going to do it». (Joe Biden, July 28, 2023)*

(27) *«And we're still a country that believes in hard work...» (Joe Biden, August 29, 2023)*

(29) *«Look, my fellow Americans, the old expression, «Freedom is not free; it requires constant vigilance».» (Joe Biden, November 03, 2022)*

(29) *«And I want to be very clear: This is not about me. It's about all of us». (Joe Biden, November 03, 2022)*

This maneuver makes people feel proud of themselves, their country, and, accordingly, their president, thereby creating a warm emotional connection between them.

It should be mentioned that the former British Prime Minister Boris Johnson also systematically uses the pronoun «we» in his speeches. This stylistic technique indicates a desire to create commonality and mutual understanding between him and his audience [6, p. 14-17]:

(8) *«We have taken back control of laws and our destiny. We have taken back control of every jot and tittle of our regulation». (Boris Johnson, 24 December 2020)*

(8) *«We will be able to set our own standards, to innovate in the way that we want... (Boris Johnson, 24 December 2020)*

*We will be able to decide how and where we are going to stimulate new jobs and new hope. With freeports and new green industrial zones.*

*We will be able to cherish our landscape and our environment in the way we choose».*

A significant feature of Boris Johnson's speech style is his habit of referring to his audience as «friends». This linguistic tool reflects the desire to create a friendly and relaxed connection with the public, emphasizing shared values and interests [4]. The use of the term «friends» can also be aimed at lowering the barriers between the leader and the public, making their speech more accessible and appealing to the audience. This maneuver greatly increases the emotional connection and helps to build trust:

*(9) «And now is the time, my friends, to turbocharge those advantages, because over the next five years...» (Boris Johnson, June 23, 2022)*

*(11) «...and wasn't he brilliant my friends?» (Boris Johnson, October 06, 2021)*

Given the fact that the main communicative goal of a political speech is to achieve a specific emotional state and convince the audience, it becomes clear that this process will be impossible without metaphor [19, p.58]. In Boris Johnson's speeches, similes and metaphors are used very often:

*(10) «If parliament were a laptop, then the screen would be showing the pizza wheel of doom.*

*If parliament were a school, Ofsted would be shutting it down.*

*If parliament were a reality TV show the whole lot of us would have been voted out of the jungle by now. But at least we could have watched the speaker being forced to eat a kangaroo testicle».( Boris Johnson, October 2, 2019)*

*(10) «And yet we are like a world class athlete with a pebble in our shoe».*  
*(Boris Johnson, October 2, 2019)*

(12) «...let me say that I am now like one of those booster rockets that has fulfilled its function...

... And like Cincinnatus I am returning to my plough....» (Boris Johnson, 6 September 2022)

(11) «We have one of the most imbalanced societies and lopsided economies of all the richer countries ... What monkey glands are they applying in Ribble Valley, what royal jelly are they eating, that they live seven years longer than the people of Blackpool only 33 miles away?» (Boris Johnson, October 06, 2021)

Thanks to his skillful use of such phrases and stylistic elements, Boris Johnson's speeches not only leave a deep impression on the audience but are often quoted and discussed in public discourse. His art of speech helps to strengthen the emotional connection with the public and emphasizes the importance of effective communication in politics.

In addition to the above features, the linguistic analysis of Boris Johnson's speeches showed a large number of exhortative sentences and sentences with the construction «let us»:

(10) «Let's get Brexit done on October 31.

Let's get it done because of the opportunities that Brexit will bring not just to take back control of our money and our borders and our laws.

To regulate differently and better, and to take our place as a proud and independent global campaigner for free trade.

Let's get it done because delay is so pointless and expensive.

Let's get it done because we need to build our positive new partnership with the EU because it cannot be stressed too much that this is not an anti-European party and it is not an anti-European country». (Boris Johnson, October 2, 2019)

(13) «... so let us begin work now to create ... ..

let's start now to liberate ...

...and let's develop the blight-resistant ...

*... let's get going now on our own position ...*

*... Let's change the tax rules to provide ... let's promote the welfare of animals... and yes, let's start now on those free trade deals.» (Boris Johnson, 24 July 2019)*

By doing this, he shows that the support of the people is important to him and that only together they can change the country. This strengthens the emotional connection between the politician and the audience, makes them more attentive to his words, and creates the impression of the speaker's closeness to the audience [7, p. 99].

When analyzing Boris Johnson's speech style, it should be noted that he, like Joe Biden, often uses both direct and rhetorical questions in his public speeches. This speech strategy is used to attract the audience's attention, stimulate the listeners' thoughts, and activate the perception of the idea he is promoting:

9) *«I'm sorry to say I missed the dancing last night, Jonathan, very good to see you strutting your funky stuff, in the way that you were».* (Boris Johnson, June 23, 2022)

(10) *«Are we ready?*

*Are we determined to resolve this?»* (Boris Johnson, October 2, 2019)

(10) *«Now, who comes from London?*

*Who lives there?»* (Boris Johnson, October 2, 2019)

(11) *«...and wasn't he brilliant my friends?»* (Boris Johnson, October 06, 2021)

As it was mentioned earlier, direct questions or direct communication with the listener creates the impression of the speaker's closeness to the audience, which is one of the signs of emotional communication.

It is worth noting that Boris Johnson often mentions England and the British in his speeches as a great and invincible nation that will be able to overcome all difficulties and obstacles:

(10) *«We can do it.*

*We can beat the sceptics.*

*We are already using gene therapy to cure blindness».* (Boris Johnson, October 2, 2019)

(13) *«The doubters, the doomsters, the gloomsters – they are going to get it wrong again. The people who bet against Britain are going to lose their shirts».*

(Boris Johnson, 24 July 2019)

(12) *«And this country will endure it and we will win».* (Boris Johnson, 6 September 2022)

(12) *«we can and we will get through it and we will come out stronger the other side».* (Boris Johnson, 6 September 2022)

(12) *«...because we are one whole and entire United Kingdom whose diplomats, security services and armed forces are so globally admired*

*and as I leave I believe our union is so strong that those who want to break it up, will keep trying but they will never ever succeed...»* (Boris Johnson, 6 September 2022)

With such words, he makes people feel proud and confident in their country, the government, and themselves, and this builds a strong emotional connection, strengthened even more when he says that his job is to serve the people and that the people are his bosses:

(13) *«...my job is to serve you, the people because if there is one point we politicians need to remember it is that the people are our bosses».* (Boris Johnson, 24 July 2019)

By expressing the fact that «the people are our bosses», Boris Johnson not only emphasizes democratic principles but also creates the impression of a leader who is responsive to the people and committed to the needs of the public. This feature reflects his approach to communication and political activity, which is aimed at getting closer to his audience and strengthening interaction with them.

Analyzing some of the political speeches of Joe Biden and Boris Johnson, we can see that these two politicians use many different linguistic features in their public speeches. Both leaders take into account the importance of commonality and mutual understanding, including phrases that emphasize their commonality with the public, even referring to the audience as «friends» in Boris Johnson's case [4].

Both politicians, Boris Johnson and Joe Biden, employ various techniques in their political speeches. They both frequently use direct questions to engage their audience and encourage critical thinking. Additionally, both politicians incorporate comedy and jokes into their speeches, which not only entertain the audience but also foster a sense of trust and connection between the politician and the public. The use of humour can also be effective in reinforcing key messages and highlighting important aspects of their policies. While Boris Johnson often employs metaphors in his speeches, which often become popular quotes, Joe Biden tends to use quotes from his family, emphasizing their significance in his speeches. Furthermore, the speeches of these politicians may vary in subject matter, and accordingly, the linguistic features employed may also differ.

The general conclusion is that Joe Biden's and Boris Johnson's political speeches may differ in structure, language style, topics, and emotional tone depending on their role and specific context. Analyzing these speeches can help better understand the strategies and communication approaches of politicians.

#### 2.4 The use of the concept «Freedom» in political speeches of contemporary world leaders (based on Joe Biden and Boris Johnson`s speeches)

Joe Biden and Boris Johnson represent different countries and political parties, and their views on freedom may differ. Joe Biden, as the leader of the Democratic Party in the United States, usually expresses support for civil liberties, including freedom of speech, the right to decent healthcare, and the protection of minority rights.

On the other hand, Boris Johnson, as the leader of the Conservative Party of the United Kingdom, may emphasize some other aspects of freedom, such as economic freedom and independence. He also frequently mentions the concept «freedom» in his speeches when it comes to the freedom of choice regarding Brexit and the sovereignty of the UK.

Given these general priorities and party views, the concept «freedom» in Joe Biden's and Boris Johnson's speeches may vary depending on the context and specific political circumstances. It is also worth noting that after the full-scale invasion of Ukraine by Russian troops, the concept «freedom» began to be mentioned in the speeches of world leaders more and more often. In addition, its understanding and perception among the public have changed significantly.

After Russia launched its military aggression against Ukraine, people realized the price of freedom. Both Joe Biden and Boris Johnson have repeatedly emphasized this in their speeches. The current president of the United States of America repeatedly emphasizes in his speeches that there is nothing more important and valuable than freedom and that no one has the right to take it away:

(17) «**Freedom**. *There is no sweeter word than **freedom**. There is no nobler goal than **freedom**. There is no higher aspiration than **freedom**. (Applause.) Americans know that, and you know it. And all that we do now must be done so our children and grandchildren will know it as well.*

**Freedom»** (Joe Biden, February 21, 2023)

(17) «**Brutality will never grind down the will of the free»** (Joe Biden, February 21, 2023)

(30) «*He still doesn't understand that our commitment to our values, our **freedom** is something ~~he~~ [we] can never, never, ever, ever walk away from. It's who we are. (Applause.) I mean it — it's who we are. It's who we are»* (Joe Biden, July 12, 2023)

Freedom is an essential concept that has various aspects and values, and it can be viewed from different perspectives. Depending on the context and individual beliefs, the price of freedom can be understood in different ways. People often sacrifice their resources, money, time, and even their lives to achieve freedom. The price of freedom can be high, sometimes involving sacrifice, conflict, condemnation, and other difficult circumstances. But for many people, freedom is a value for which they are willing to fight and take risks.

Former British Prime Minister Boris Johnson is known for his attitude to the civil society values and freedom in particular. He has repeatedly made numerous speeches in which he has emphasized the importance of preserving these values, even if it requires certain sacrifices and costs.

Johnson believes that freedom is a fundamental component of a modern democratic society and must be protected even in difficult times no matter how hard it is. The politician believes that even if the price of freedom includes risks and costs, it is worth it to keep the society open, tolerant, and democratic.

(16) «You`ve reminded us that **freedom** and democracy are worth fighting»  
(Boris Johnson, August 24, 2022)

(33) «The price of **freedom** is worth paying» (Boris Johnson, June 27, 2022)

Joe Biden, the President of the United States, like Johnson, supports the idea that freedom is invaluable and worth fighting for, even in difficult times and regardless of the duration of this battle. The politician emphasizes that the struggle for freedom is not an easy and simple path, but it is a path that must be taken:

(19) «You remind us that **freedom** is priceless; it`s worth fighting for for as long as it takes» ( Joe Biden, February 20, 2023)

(30) «We will stand for liberty and **freedom** today, tomorrow, and for as long as it takes» (Joe Biden, July 12, 2023)

(32) «Nothing about that battle for **freedom** was simple or easy» (Joe Biden, March 26, 2022)

An interesting fact is that world leaders do not speak of the freedom of just one nation or one people. Referring to the freedom of Ukraine, its territorial integrity, and the struggle of Ukrainians, they emphasize that this is the freedom of the entire Europe and the whole world. This position reflects the global responsibility of leaders and the understanding that the principles of freedom and human rights are universal and should apply to all nations. In particular, when world leaders condemn Russia's military actions against Ukraine's territorial integrity and sovereignty, they show that this is a matter of international stability and a violation of human freedom, regardless of nationality. This approach by world leaders underlines the importance of shared values and international cooperation in maintaining peace, stability, and freedom worldwide.

(19) *«This is about **freedom**. **Freedom** for Ukraine, **freedom** everywhere. It's about the kind of world we want to live in and the world we want to leave our children» ( Joe Biden, January 25, 2023)*

(26) *«When Ukraine's **freedom** was threatened, the American people — like generations of Americans before us — did not hesitate» ( Joe Biden, December 21, 2022)*

(28) *«This is a dangerous moment for all of Europe, for the **freedom** around the world» (Joe Biden, February 24, 2022)*

(4) *«The UK will continue to back Ukraine every step of the way, because we know that their security is our security, and their **freedom** is our **freedom**» (Boris Johnson, June 26, 2022)*

(14) *«Reckless aggression in an attack not just on Ukraine, it's an attack on democracy and **freedom** in eastern Europe and around the world» (Boris Johnson, February 24, 2022)*

After analyzing the speeches of US President Joe Biden and former British Prime Minister Boris Johnson, it can be noticed that they often use the word «freedom» when it comes to Ukraine. The politicians in their speeches emphasize

that they wholeheartedly support this country in this difficult period when it has to fight for its freedom and independence, for the freedom and happy and peaceful life of its citizens, and emphasize that they will help Ukraine fight for its freedom:

(5) «*And let me say now, to the people of Ukraine, that I know that we in the UK will continue to back your fight for **freedom** for as long as it takes*» (Boris Johnson, July 7, 2022)

(14) «*Ukraine is a country that for decades has enjoyed **freedom** and democracy and the right to choose its own destiny. We and the world cannot allow **freedom** to be snuffed out*» (Boris Johnson, 24 February 2022)

(20) «*The main issue during today's talks is to strengthen Ukraine next year — our movement forward to fight for our **freedom** and independence*» (Joe Biden, December 21, 2022)

(31) «*We are united in our abhorrence of Putin's depraved onslaught, and we're going to continue to have their back as they fight for their **freedom**, their democracy, their very survival*» (Joe Biden, March 16, 2022)

Equally importantly, as Joe Biden often emphasizes, freedom is not easy to achieve, and it takes a lot of effort, vigilance, and time. The President says that achieving and maintaining freedom is not always an easy task. Freedom can be tested by various factors, including external threats, internal divisions, economic problems, and other challenges. Therefore, it is crucial to remember that freedom is a value that must be constantly protected and defended. Joe Biden emphasizes this aspect to remind citizens and the global community that freedom is not something to be taken for granted and requires action and effort to preserve it.

(19) «*Look, my fellow Americans, the old expression, "**Freedom** is not free; it requires constant vigilance."*» (Joe Biden, November 03, 2022)

(29) «*Because we've enjoyed our **freedoms** for so long, it's easy to think they'll always be with us no matter what*» (Joe Biden, November 03, 2022)

(30) «The defense of **freedom** is not the work of a day or a year. It's the calling of our lifetime, of all time» (Joe Biden, May 12, 2023)

(32) «This new battle for **freedom** has already made a few things crystal clear. It's not enough to speak with rhetorical flourish, of ennobling words of democracy, of **freedom**, equality, and liberty» (Joe Biden, March 26, 2022)

Boris Johnson is known for his linguistic peculiarities of speech, as we all know. The politician often uses different expressions, metaphors, and comparisons. For instance, at a press conference on 10 June 2020, the former British Prime Minister called America a bastion of freedom. By using this term as a description of America, he probably emphasizes the historical ties and shared values of both countries related to freedom, democracy, and human rights.

(4) «United States is **a bastion of peace and freedom** and has been for most of my lifetime» (Boris Johnson, 10 Jun 2020)

Perhaps by using this expression, he wanted to draw attention to the fact that the United States is considered a symbol of freedom and democracy, which is appropriate, as America is known for its history of fighting for independence, developing democratic institutions, and protecting human rights. It is not surprising that the President of the United States himself often mentions this in his speeches:

(17) «Let us move forward with faith and conviction and with an abiding commitment to be allies not of darkness, but of light. Not of oppression, but of liberation. Not of captivity, but, yes, of **freedom**» (Joe Biden, February 21, 2023)

(20) «For me, as the President, just peace is no compromises as to the sovereignty, **freedom**, and territorial integrity of my country, the payback for all the damages inflicted by Russian aggression» (Joe Biden, December 21, 2022)

(28) «We stand up for **freedom**. This is who we are» (Joe Biden, February 2022)

(31) «And let there be no doubt, no uncertainty, no question: America stands with the forces of **freedom**» (Joe Biden, March 16, 2022)

As it was mentioned earlier, freedom is an abstract concept and consists of various factors. One of these factors is freedom of speech and expression. This is an essential value for many democratic countries, including the United States and the United Kingdom. Joe Biden, as President of the United States, has emphasized the importance of freedom of speech as a fundamental component of democracy. Boris Johnson, the former Prime Minister of the United Kingdom, has also frequently defended freedom of speech and expression in the UK. He has emphasized the importance of journalism and press freedom as part of a democratic society.

(2) «**Freedom** of speech is at the very core of our democracy. It is absolutely right that our great universities – the historic centres of free thinking and ideas – will now have this freedom protected and bolstered with stronger legal protections» (Boris Johnson, February 16, 2021)

(6) «Of course people should be vigilant about **freedom of speech** when we're bowdlerising Roald Dahl» (Boris Johnson, March 2, 2023)

(13) «It stands for **freedom** and **free speech** and habeas corpus and the rule of law, and above all it stands for democracy» (Boris Johnson, 24 July 2019)

(32) «And their brave resistance is part of a larger fight for an essential democratic principles that unite all free people: the rule of law; free and fair elections; **the freedom to speak**, to write, and to assemble; **the freedom to worship** as one chooses; **freedom of the press**» (Joe Biden, March 26, 2022)

Boris Johnson is known for his prominent participation in the campaign for the UK's withdrawal from the European Union (Brexit). It is also worth noting that he often talked about freedom in his Brexit speeches. The politician emphasized the idea that Brexit should provide the UK with greater autonomy and control over its affairs. He spoke of freedom from EU regulations and laws, which, in his view, limited the country's sovereignty. For Johnson and his supporters, Brexit symbolized the struggle for freedom and sovereignty in the context of European integration. Thus, in the context of Brexit, Boris Johnson often used freedom as a central value

and argument for the UK's withdrawal from the EU, emphasizing the importance of independence and control. In addition, he even compared the UK's exit from the EU to the Ukrainian struggle for freedom:

*(1) «I know that it's the instinct of the people of this country, like the people of Ukraine, **to choose freedom**, every time. I can give you a couple of famous recent examples. When the British people voted for Brexit in such large, large numbers, I don't believe it was because they were remotely hostile to foreigners. It's because they **wanted to be free** to do things differently and for this country to be able to run itself» (Boris Johnson, March 19 2022)*

Freedom and the future are profoundly and significantly linked, and they affect each other each other in many ways. Freedom is a prerequisite for people as individuals to have a free hand in shaping their future. Among other things, it includes the freedom to choose a profession, education, faith, family, and many other aspects of life. People who have freedom have more opportunities to develop and achieve their goals. Freedom of speech and access to information affect our future because they allow us to express our opinions freely, receive different points of view, and give consent to informed decisions. Freedom makes it possible for citizens to elect their representatives and influence political processes and for businesses and individuals to create new businesses, innovations, and markets. It allows people to choose their path in life and develop as individuals. Freedom also has an international dimension. Countries that adhere to the values of freedom and human rights promote cooperation and peaceful resolution of conflicts on the global stage. That is why the concept «freedom» can be found in the speeches of Joe Biden and Boris Johnson when they talk about the future:

*(3) «Number one stay close to the Americans, stick up for the Ukrainians, stick up for **freedom** and democracy everywhere» (Boris Johnson, July 20, 2022)*

*(17) «Democracies of the world will stand guard over **freedom** today, tomorrow, and forever» (Joe Biden, February 21, 2023)*

(18) «*Because that's what this is all about: the future. The future of **freedom**. America can never, will never walk away from that*» (Joe Biden, September 21, 2023)

(31) «*It's about **freedom**. It's about the right of people to determine their own future. It's about making sure Ukraine never — will never be a victory for Putin, no matter what advances he makes on the battlefield*» (Joe Biden, March 16, 2022)

(32) «*We will have a different future — a brighter future rooted in democracy and principle, hope and light, of decency and dignity, of **freedom** and possibilities*

(Joe Biden, March 26, 2022)

It should also be noted that Joe Biden often ends his speeches with a wish or blessing for the people. In these words, he has also repeatedly mentioned freedom:

(30) «*God bless you all, and may God protect the **freedoms** of the — the protectors of **freedom** in Ukraine, here, in every nation in the world, everywhere. God protect our troops*» (Joe Biden, July 12, 2023)

(32) «*And may God defend our **freedom***» (Joe Biden, March 26, 2022)

It was noted that Boris Johnson likes to use different stylistic tools in his speeches. On one occasion, he used such a metaphor as «the flame of freedom» to refer to Ukraine. In this case, the «flame of freedom» metaphor can help to create an image of a strong, determined, and committed Ukrainian people in their struggle for freedom and independence:

(14) «*And id the month ahead are grim, and **the flame of freedom** burns low, I know that it will blaze bright again in Ukraine*» (Boris Johnson, February 24, 2022)

An interesting fact is that Joe Biden used the same metaphor in his speech, the only difference was that instead of the word «freedom» he used «liberty».

(18) «*Ukraine is unbroken, unbowed, and unconquered, proving that nothing can dim **the flame of liberty** that burns in the heart of free people*» (Joe Biden, September 21, 2023)

The concept «freedom» is often used by politicians in the phrases «freedom-loving people» and «freedom-loving nations». These are expressions used by politicians to emphasize support for and commitment to the values of freedom. They express support and solidarity with peoples and countries that actively defend their freedom and rights. These expressions have become popular in political discourse, especially during important events related to human rights and freedom, such as the struggle for democracy, international conflicts, etc. They emphasize the importance of the values of freedom and democracy in the modern world.

(17) «*But I'm proud to stand with you and the **freedom-loving people** of Moldova*» (Joe Biden, February 21, 2023 )

(28) «*But it is a vision that the United States and **freedom-loving nations** everywhere will oppose with every tool of our considerable power*». (Joe Biden, February 24, 2022)

(32) «*That's why — (applause) — that's why I came to Europe again this week with a clear and determined message for NATO, for the G7, for the European Union, for all **freedom-loving nations** ...*» (Joe Biden, March 26, 2022)

(15) «*Our country is a **freedom-loving country***» (Boris Johnson, September 22, 2020)

Analysing Joe Biden's and Boris Johnson's political speeches, we can conclude that these politicians respect and value freedom. They understand the importance of this value in the public life of citizens. Both politicians emphasize the importance of ensuring rights and freedoms for citizens. They underline the need to provide access to freedom of expression and freedom of speech, the importance of democracy, and the rule of law as a means of ensuring freedom and justice. Both leaders express support for the idea of international cooperation and joint efforts to ensure freedom

and peace. They understand the importance of cooperation between countries and international organizations. Both leaders are in favor of supporting peoples and countries that are fighting for their freedom from tyranny, repression, and authoritarian regimes (this was demonstrated in Ukraine's fight for freedom). All of this shows that both Joe Biden and Boris Johnson want to see a world where freedom is a fundamental principle and where citizens' rights are protected and respected. Their political speeches express their support for this crucial value in the modern world.

### Conclusions for Chapter 2

Political oratory is a type of eloquence, speeches by speakers on a political or socio-economic topic that presents the ideas, views, and interests of a particular political force [48, p. 100]. A political speech is one of the most effective types of political oratory because a politician comes into direct contact with the audience [25, p. 150]. The main purpose of a political speech is to influence the mind and feelings of the addressee as a member of society and to create a certain opinion about the politician-speaker, his opponents, the current government and to form an appropriate attitude to these positions [60, p. 150].

Political speech differs from other types of oratory because it carries not only the function of transmitting a particular message but also a socio-ideological function that distinguishes it from others. To study the features and understand the essence of the concept, scholars use linguistic, psychological, rhetorical, and semiotic methodologies [40, p.190].

Linguistic and rhetorical features of political speeches are crucial components of political discourse. It is worth noting that they are an effective tool for political leaders to influence public opinion and the masses. The language used in political speeches helps leaders to express their ideas and positions and influence public opinion. Rhetorical techniques such as metaphors, analogies, rhetorical questions, and emotional appeal to the audience are used to create convincing arguments and

communicate effectively. Adapting style and language to the audience is also an important aspect, helping leaders to achieve better influence on different sociocultural and political groups. Linguistic and rhetorical features in political speeches help to create the image of a leader, shape public opinion, and determine the course of political development.

It is also worth noting that symbolism in political speeches plays an integral role as it allows politicians to influence public opinion, manipulate citizens' emotions, and build political identity. Leaders use language and symbols to shape their image and perception of issues and mobilize the public. Often, leaders use symbols to express what cannot be said in ordinary words. An interesting fact is that the same symbol can have different meanings depending on the context. Political symbols usually perform, first and foremost, such functions as mobilization, information and communication, political socialization, identification, integration, etc. [27]. It is also worth noting that symbols can contribute to the creation of a political identity among supporters of a particular ideology or party. It helps to emphasize shared values and beliefs.

When it comes to the linguistic features of political speeches, they are unique to each politician. Joe Biden and Boris Johnson differ in style, tone, use of slang, and rhetorical and stylistic devices. Joe Biden uses a formal style and a logical approach in his speeches. In addition, he actively uses quotes and direct addresses when communicating with the audience, while Boris Johnson uses humor and a variety of metaphors and similes in his speeches.

The use of the concept «freedom» has become an integral part of political speeches by contemporary world leaders, including Joe Biden and Boris Johnson. Both politicians actively use this term to emphasize the importance of democratic values and citizens' rights in their speeches. Joe Biden, in particular, emphasizes the importance of freedom of speech, the right to choose, and equal opportunities in his speeches. Boris Johnson also uses the term «freedom» to support British sovereignty and control over its destiny in the context of Brexit. Both politicians actively use the

concept «freedom» when talking about Russia's military aggression in Ukraine. This strategy allows leaders to reach out to the public by emphasizing the importance of values that citizens care about and mobilizing their support for causes that relate to freedom and democracy.

### CHAPTER 3. TRANSLATING POLITICAL DISCOURSE: A STUDY OF INTERPRETING SPEECHES OF MODERN WORLD LEADERS INTO UKRAINIAN

Political discourse is a collection of political texts that circulate in society, producing and assigning meaning to politically significant symbols and concepts that become criteria for the rightness or wrongness of actions within a particular society. This textual reality is, on the one hand, created by political actors, and on the other hand, it creates them [8, p.163-164; 45, p. 77].

Translating political discourse in the speeches of contemporary world leaders is a complex process that involves critical aspects of translation, such as the choice of language, preserving the tone and style of the original, and taking into account cultural and socio-cultural contexts. It promotes mutual understanding and communication across cultures and languages and helps to strengthen international relations and cooperation.

Since political texts are usually prepared for speakers of a particular culture, a translator faces many additional challenges when translating them into another language. Translation means to express accurately and fully using one language what has already been conveyed earlier using another language. The correctness and completeness of the transmission is the actual difference between translation and paraphrase or abridgment or any other type of so-called adaptation. Therefore, it is

clear that the ability to correctly convey the designation of the things referred to in the original and the images associated with them presupposes the availability of particular knowledge about the reality depicted in the original text (regardless of whether this knowledge is acquired through direct acquaintance with it or taken from books or other sources) [37].

The translator should take into account the specific context of the country and the audience to which the speech is addressed. In addition, the translator should be aware of the political and cultural aspects that may affect the perception of political ideas in the society targeted by the translation.

### 3.1 The main difficulties in translating political speeches from English into Ukrainian

Each language creates its own «linguistic worldview», which often complicates the translation process. The same meaning can be perceived differently and can be the basis for the formation and understanding of different transformations. Therefore, a translator needs to remember that translation is an interaction not only between two languages but also between two different mentalities [42, p. 9].

Political speeches are an integral part of political discourse, without which its functioning will not be complete [73, p. 203]. The general difficulty of translating political speeches is that they must be accurate and faithful reflections of the original, while taking into account the peculiarities of the Ukrainian language and culture, ensuring clarity and effective communication.

Translating political speeches from English into Ukrainian can involve various challenges due to linguistic, cultural, and political differences. The main challenges that a translator may face include linguistic features, cultural aspects, political subtleties, rhetorical devices, tone, and emotions.

It is common knowledge that English and Ukrainian have different grammatical structures, vocabulary, and phonetic features. A translator should look

for equivalents for English phrases and expressions in Ukrainian that reflect the essence and style of the original, according to the context of the word or expression.

As was already noted earlier, political terms and concepts may have different interpretations in different countries and cultures, so the translator should take into account the cultural context of Ukraine to ensure correct understanding and perception by the audience. Equally important, political speeches often contain significant political and ideological nuances that the translator must convey accurately and appropriately. The manner of communication, tone of voice, and emotional charge strongly influence the audience's perception, so it is essential to transfer these elements of the original while translating.

Politicians use a variety of rhetorical devices and stylistic choices in their speeches to enhance the impact of their words. The use of phraseology, quotations, metaphors, similes, and euphemisms is widespread. The translator must find ways to reproduce these techniques in the Ukrainian translation and convey them clearly to the audience.

Political texts contain a lot of nationally specific realities. The translation of words that are their names has always caused great difficulties. It should be emphasized that it is the translation of the names of realities that should be discussed, not the translation of the realities themselves, because realities are extra-linguistic concepts and cannot be translated, just as no other thing existing in nature can be translated. Particular challenges are posed by realities that belong to the political sphere and denote concepts, that are unique to a specific political system and have no equivalents in other political systems. There are several ways to translate such realities, including transliteration or transcription (full or partial), direct use of the word denoting the reality or its root in the letters of the native language or in combination with suffixes of the native language [42, p. 58].

The preparation of a politician's speech is manifested in the thoughtful use of expressive lexical items and syntactic constructions to enhance the emotional

perception of the speech to win the addressee's sympathy, make them empathize, perceive, adopt, and share the emotional state desired by the addressee [42, p. 59].

In contrast to Ukrainian, European and American political discourse is characterized by high expressiveness and metaphoricity. Political speeches often become a turning point in history, and the expressions they contain have such emotional power and expression that they become symbolic not only in the original language but also in other languages of the world [31, p. 146].

Speech is very expressive, full of metaphors and similes. A leader's credibility depends on the effectiveness of the use of language in political discourse. It is crucial when a politician can describe the situation clearly, to emphasize essential information points because, as mentioned above, emotional information is much easier to perceive and remember by the audience, and is more natural and therefore is an understandable and internally adequate option. The ability to use the exact words that will be adequately interpreted and have a predictable meaning in the «map» of another person (or group of people) is highly valued in general communication and political discourse specifically. If a politician manages to create a vivid image that is close to the audience, which will be fixed in their minds for a long time, to evoke the emotions he needs through well-chosen words, then his task can be considered completed [42, p. 60].

The choice of expressive means largely depends on the politician's personality and the topic of the speech. For example, in official speeches, politicians usually use such style features as impersonality, neutrality, functionally colored vocabulary, and economic and political vocabulary, while in campaign speeches they may use emotionally colored vocabulary, spoken vocabulary, and other means that help the speaker achieve the desired effect. Figurative units of language are usually expressive. They are part of various stylistic tropes and figures of speech. The figurative words and expressions of a political text are considered against the background of stylistic means of linguistic expression, such as epithets and expressive phrases. Speeches on socio-political, political-economic, socio-cultural,

ethical, and moral topics, speeches on scientific and technological progress, and reports at congresses, meetings, conferences, diplomatic, political, militarypatriotic, rally, agitation, and parliamentary speeches are genres of socio-political eloquence [23].

Social and political translation is a specific branch of translation that specializes in the interpreting of texts and documents related to social and political issues. An essential problem is mastering the vocabulary of everyday life, which includes the meaning of the basic concepts of politics, culture, economics, science, social security, ecology, etc. To this can be added the names of organizations and institutions in full and abbreviated form and their generally accepted equivalents in the target language. Especially attention should be paid to such clichéd turns of phrase that are often used in political speeches [42, p. 20]

Politicians' speeches are directed at convincing the electorate of their ideas, creating a new picture of the world that needs to be fixed in the listener's mind. This result is most likely to be achieved when the ideas of the speech and the internal beliefs of the recipient coincide. That is why politicians often use lexical and stylistic means of expression in their speeches [23].

Political terms form the basis of political topics. The terminology of the political language, like any other field of knowledge, serves as a means of communication between specialists and expresses various concepts. Many political terms are extensively used in the media and well known to a large number of native speakers and have become commonly used, which also distinguishes them from ordinary terminology, which is usually known to a small circle of specialists in a particular field of knowledge. For instance, *cold war* – «холодна війна»; *military coup* – «військовий переворот»; *vertical power structure* – «вертикаль влади»; *breakaway region* – «самопроголошений регіон»; *diplomatic mission* – «дипломатична місія».

In the process of translation, political terminology causes particular difficulties, especially if we take into account the dependence of several terms on the

corresponding ideological concepts. First and foremost, the translator must correctly interpret the source text and then look for means in the target language that can convey the function of the source message, its pragmatism, and emotionality. The translation cannot be literal since often concepts or realities that are absent in the target language but present in the original require additional explanations or interpretations, otherwise, the meaning of the translation will remain incomprehensible to the addressee and will not have the same impact on them as the source text has on its addressee, thus violating the author's intentions [52, p. 63].

Another peculiarity of political texts is the use of non-equivalent vocabulary. These are words that denote specific concepts and national realities, including littleknown names and titles, for which it is necessary to create occasional correspondences in the translation process: *primaries* – «*попередні вибори*», *chancellor* – «*канцлер*», *decade* – «*десятиліття*» [42].

Untranslatability is the absence of an equivalent in the target language for specific concepts and expressions of the source language. Untranslatability is sometimes interpreted as the zero translatability of certain parts and structures of a text. It exists at the level of individual words and concepts, but not at the text level. It may be argued that translatability is relative. The literature distinguishes between linguistic and cultural untranslatability. Thus, we observe a polarisation of concepts. Therefore, we can say that translatability and untranslatability are psycholinguistic and ethno-linguistic adequacy of translation, which includes intellectual, psycholinguistic, cultural, and philosophical factors. The participants in the process are the author of the original as a carrier of culture and the translator as an interpreter of the message [17, p. 22].

The problem of untranslatability arises when there are words, expressions, or concepts in one language that cannot be accurately conveyed or adequately expressed in another language due to the lack of an equivalent or due to cultural, historical, or semantic differences. This problem can complicate translation and cause the loss of essential information and context, which is significant for the

understanding of the text and its perception by the audience. In our opinion, one of the difficulties faced by a novice translator is the ability to «see» translation problems and the ability to resist the temptation of literal translation. The inevitable consequence of the latter is a translation flaw called literalism (the disposition to take words and statements in their literal sense)[23, p. 529; 3].

Often, politicians use phraseological combinations to create vivid and expressive language, which is a kind of source of cultural knowledge: *peaceful offensive* – *мирний наступ*, *local disputes* – *локальні суперечки*, *package of proposals* – *пакет пропозицій*. Within the journalistic style, there are politically colored words that are used only in a figurative sense: *practical steps* – *практичні кроки*, *survival school* – *школа виживання*, *peace package* – *пакет мирних пропозицій*. Furthermore, terms from the fields of science, culture, and sports can be used in a figurative sense: *an atmosphere of trust* – *атмосфера довіри*, *backstage negotiations* – *закулісні переговори*, *a new political course* – *новий політичний курс* [63].

The problem with translating phraseology is that these expressions are known for their particular construction and semantics in the source language, and their equivalents in the target language may be unpredictable or incomprehensible to the latter's speakers. The translator must achieve a balance between literariness and comprehensibility, looking for expressions or expressive devices that best reproduce the semantics and style of the source language phraseology in the other language to ensure a high-quality and effective translation.

It should be noted that political texts contain politically correct vocabulary, which is essentially a euphemism for words that offend human feelings and dignity. As a result of the development of society, many areas of life are subject to euphemistic processes [63]. The translator must find an appropriate way to reproduce the emotions, tone, and meaning contained in the original euphemisms, as well as take into account cultural and linguistic aspects to ensure a high-quality and understandable translation of these specific expressions.

The cultural aspect has a profound impact on the quality of translation and determines it to a large extent. The difference in cultures is the cause of the cultural barrier. The cultural barrier often prevents speakers of different languages from understanding each other due to differences in cultural characteristics explicitly represented in the language. The speeches of politicians are characterized by such features as emotionality and expressiveness to win the trust of the people and votes in elections [23, p. 529]. A characteristic feature of political speeches is vagueness, veiling, and lack of specificity, and many political leaders use such means today. As a result of the linguistic and cultural peculiarities of political speeches, the issue of political correctness or speech tact is particularly acute. They are manifested in the desire to find new ways of linguistic expression instead of those that offend the feelings and dignity of an individual, violate their human rights by linguistic tactlessness or directness about race and gender, age, health, social status, appearance [23, p. 530].

In modern processes of intercultural communication, translation plays a significant role, and more and more often translation is understood as a mechanism of representation of other cultures. A translator does not just convey a unit of the source language using a unit of the target language but transfers the function of the source language unit to a unit of the target language that performs a similar function [18, p. 127].

The process of translation, no matter how quickly it is carried out in certain favorable or just simple cases, is divided into two stages. To translate, it is necessary, first of all, to understand everything, to clearly understand what is being translated, to analyze it (if the original causes specific difficulties), and to critically evaluate it. Next, you need to choose the appropriate means of expression in the target language. If a translator works consciously rather than mechanically, he or she is interested in a particular choice of language. The actual task is to reflect the original objectively, which leads to the selection of appropriate means of the target language necessary for the correct interpretation of the original [18, p. 127]. The translated discourse

should have the same impact on the foreign-speaking addressee as the original does on its own. For political argumentation, moral and ethnic values associated with the peculiarities of the national mentality and temperament are significant [38, p. 127].

Political texts often refer to historical events, famous personalities, and the realities of various spheres of life and use vocabulary with significant national or cultural markers. This phenomenon of precedent poses another major challenge for the translator and forces them to look for ways to convey information adequately. The lexical units of a political text may have a higher semantic value, and their primary function is not to describe something but to establish a relationship [31, p. 144].

Nevertheless, neologisms, idioms, real-world words, historicisms, allusions, and metaphors are a few of the things that can significantly complicate the work of a translator in the field of political texts. The following are general tips for choosing translation strategies in these cases:

1. to translate neologisms, as a rule, calquing, transcoding (transcription or transliteration), descriptive translation, and sometimes calquing can be used;
2. words-realities are generally translated with the help of descriptive translation, transcoding or calquing are possible, but this choice often requires a translator's commentary;
3. for the translation of allusions, it is necessary to choose a full equivalent or at least a partial one; the technique of generalization can be used if it makes it possible to understand the allusion better [31, p. 145]

Extralinguistic factors play a crucial role in interpreting, as this process requires a spontaneous reaction and communication with live interlocutors. For example, long pauses, silence, facial expressions, laughter, and expressive gestures of the interlocutor cause misunderstandings on both sides of the speech chain or confuse the interpreter [14]. Besides these subjective reasons, there are objective extralinguistic factors of communication: environment, non-officiality, lack of preparation for the speech situation and translation, and lack of time constraints. The

following characteristics can also be added: gender, age, awareness of speakers, their psychological state, attention, temperament, erudition, memory, level of education, and ideology [14].

The importance of an interpreter's skills and experience, cultural knowledge, and ability to adapt to different situations and emotions cannot be underestimated. Interpreters need to be able to communicate effectively, understand the specifics of the communication situation, and manage stress to ensure the accuracy and comprehensibility of interpretation.

### 3.2. Peculiarities of transferring the linguostylistic and linguocultural characteristics from English into Ukrainian

Translation as a means of intercultural communication is always a linguistic action. The activity-based interpretive approach to understanding the translation process implies that the translator reconstructs the author's activity to a certain extent during the creation of the original text. Translation plays a significant role in modern processes of intercultural communication, and more and more commonly, it is understood as a mechanism of representation of other cultures. The translator does not act as a verbal transcriber but as an interpreter of the semantic code embedded in the source text. The translator does not simply convey the means of one language using another language but actually transmits the function of the source language by choosing a means in another language that performs a similar function, i.e. the ability to evoke a specific intellectual or emotional experience in the addressee. The optimality of translation is determined not only by the knowledge of the algorithms of another culture but also by the intersection of the mental spaces of the author of the source text and its translators [37].

Transferring linguistic and cultural features from English to Ukrainian can be a challenging task due to the difference in language structures, cultural concepts, and expressive means of each language. Many factors should be taken into account when transferring linguistic and linguistic features from English to Ukrainian.

First of all, it is worth noting the differences in language structures. English and Ukrainian have different syntactic, morphological, and phonetic features. Therefore, for a successful and adequate translation, you need to know the basics of both languages. But in addition to language proficiency, a translator must also have background knowledge of the history and culture of both nations. Thus, based on the research of linguists, we can name universal, regional, and country-specific background knowledge. Universal background knowledge is known to all members of the national community. Socio-cultural information, which is essential in translating realities, is represented by regional and country-specific knowledge [70, p. 530].

Another aspect that causes difficulties for translators is the use of the appropriate vocabulary. Some words or expressions in English may not have an exact equivalent in Ukrainian. In such cases, the translator must find the best possible variant that reflects the meaning and style of the original, sometimes even using a descriptive translation. In the case of contact with an «alien» culture, the addressee intuitively compares it with their own culture. It is this factor that demonstrates misinterpretation and determines the misunderstanding of the peculiar manifestations and signs of a foreign culture. In this way, the translator may fail to convey the peculiarities of a foreign culture that are different, and the subject will not be able to receive the message in full and understand it correctly [17, p. 20; 73].

Another linguistic and cultural element that causes difficulties in translation is phraseology, namely the use of phraseological units in speech. One of the main features of phraseological units that distinguishes them from free word combinations is idiomaticity. It is because of this characteristic that the general meaning of a phraseological unit is not equal to the total meaning of its components, and often, it has nothing to do with the meanings of the words that make up the unit: *to show white feather* – *бути боягузом*. Phraseological units often contain a metaphorical element, so they cannot be translated literally, as in many cases they have a distinct national coloring. All this and several other factors lead to the fact that

phraseological units often do not have absolute equivalents in another language. The difficulty of translation lies in the fact that the translator must be able to find the appropriate Ukrainian version [34, p. 317].

It should be noted that there are several ways to translate phraseological units. Thus, the first way of interpreting phraseological units is to translate English language material with the help of phraseological equivalents, which are understood as phraseological units that have the same denotative content, signifying meaning, the same stylistic characteristics, similar lexical content, and grammatical structure [12].

Another type of translation of phraseological units is translation using an incomplete (partial) equivalent. An incomplete (partial) phraseological equivalent is a unit of the target language that is equivalent to a complete and absolute, correlative polysemous unit in the source language, but not in all its meanings. At the same time, the content of both phraseological units is identical, but the form is partially similar [63]. As for the relative phraseological equivalent or phraseological analog, these are interlingual phraseological equivalents that are the same in content and stylistic characteristics but differ in lexical content and grammatical structure [33, p. 74].

Also, it is much more common to use Ukrainian phraseology that is similar in meaning to English, but based on a different image, for instance: *make hay while sun shines* – *куй залізо, поки гаряче*; *to get out of bed on the wrong side* – *встати не з тієї ноги*; *out of the frying pan into fire* – *з вогню та в полум'я* etc. Such Ukrainian phraseological units are called phraseological analogs of English expressions since they are identical in meaning in both languages. It is important to note that the use of an appropriate analog ensures an equally adequate translation of an English phraseology as in the case of a phraseological equivalent. At the same time, we note that we much more often use a Ukrainian phraseology similar in meaning to an English one but based on a different volume, such as, for example: *every family has a black sheep* – *у бочці з медом – ложка дьогтю*; *a friend in deed is a friend indeed* – *у горі та в лиху годину пізнаєш вірну людину*; *he laughs best who laughs last* –

*почав сміхом, а закінчив слізьми; seeing is believing – краще раз побачити, ніж сто разів почути; it is the first step that costs – початок завжди найдорожчий.* The use of an appropriate analog ensures the equally adequate translation of an English phraseology, as in the case of the existence of a phraseological equivalent [12].

Difficulties also arise when translating realities, objects, or phenomena of material culture, ethnonational features, customs, and rituals, as well as historical facts or processes that usually do not have lexical equivalents in other languages. Some realities may also be a departure from the literary norm. They may be among the words of limited use or belong to the elements of a reduced style. But in any case, an essential feature of reality is its widespread use and, in other words, recognisability, even popularity in the source language [67, p. 162].

There are two main difficulties in conveying realities in translation: the absence of a correspondence (equivalent, analog) in the target language due to the lack of an object (referent) denoted by the reality in the native speaker of that language and the need to convey the color (connotation) of the reality, its national and historical coloring, along with the subject matter (semantics) of the reality. Therefore, one of the main tasks of a translator is to convey the meaning of the original as fully as possible. The differences in the systems of the source and target languages and the peculiarities of creating texts in each of these languages may limit the possibility of fully preserving the meaning of the original to varying degrees. The translator's task is to extract the information contained in the original text. To do this, the translator has a variety of techniques in their arsenal: transcription or transliteration, creation of a new (or compound) word based on elements already existing in the language, simile translation, which is clarified in the context, and hyponymic translation (replacement of a species concept with a generic one) [67, p. 163].

In addition, each language has its unique cultural concepts and perceptions of the world. As a result, some ideas or expressions may be difficult to adapt to the

Ukrainian context. The translator should be aware of this and look for adequate analogs. The translator should have access to additional sources and dictionaries to help express stylistic and cultural features as accurately as possible.

It is also important to take into account expressiveness and intonation when conveying linguistic and cultural features. For example, humor or irony in an English text may require special efforts to express in Ukrainian. Translating humor requires not only a good knowledge of the language but also a high level of erudition. A translator dealing with the translation of jokes should take into account the national specificity of the source language and at the same time choose equivalents or correspondences that will be understandable to the reader or listener of the target language [69, p. 409].

The most common way to convey a joke is to find an appropriate equivalent in the target language, i.e. an analog that has a similar meaning. In addition, humor can be translated using substitution, a group of word formation methods that replace parts of words. In this case, not only a morpheme but also a non-morphemic segment can be truncated and added [69, p. 410].

As mentioned earlier, English and Ukrainian have different grammatical and stylistic structures. For this reason, it is crucial to follow the rules and language norms of the target language, including correct grammar, spelling, and style, when performing a translation. The translator strives to convey the exact socio-political meaning of the text and its social orientation. For this purpose, various transformations are used, and correspondences established in the target language are sought. Translations often turn out to be more verbose than the original, although translations of some texts consisting entirely of stereotypical phrases turn out to be almost identical to the original [70, p. 529].

The cultural aspect has a strong influence on the quality of translation and determines it to a large extent. The difference in cultures is the cause of the cultural barrier. The cultural barrier often prevents speakers of different languages from understanding each other due to differences in cultural features explicitly represented

in the language [70, p. 529]. The translation of stylistic and linguistic-cultural features requires high attention to detail and careful examination of the text. It is a complex process, and it is essential to have a high level of proficiency in both languages and cultures between which you work to complete the task.

### Conclusions for Chapter 3

Political speeches, as an essential means of expressing political views and ideologies, always require special attention when translated from one language into another. The main difficulties lie not only in linguistic shortcomings (lack of vocabulary, use of literal translation) and reproduction of cultural shades and nuances but also in political aspects related to understanding and conveying ideologies and context. The translator should not only consider linguistic accuracy but also the ability to correctly express the author's intentions and emotional mood of the speech, which are often crucial in political communication. It is also necessary to understand the political context and cultural peculiarities of each language, as they can affect the perception and effectiveness of translating political messages.

Transferring linguistic and cultural features from English to Ukrainian is a complex task, as it requires a deep understanding of not only the language but also the culture of both language environments. The main challenges lie in preserving the style, tone, and language aura in the translation, as well as in conveying contextual and cultural nuances that may be important for understanding the text. Translators should conduct an in-depth analysis of the text, considering the use of slang, idioms, cultural references, and other expressive devices that make the language fuller and more personalized. In addition, they should carefully consider linguistic and cultural differences that may affect the perception of the text in a different cultural setting and ensure that the translation meets the requirements and expectations of the target audience in Ukrainian.

## CONCLUSIONS

Political discourse is one of the most significant types of modern discourse, the pragmatic and semantic organization of which is based on the use of conceptual concepts that are highly evaluative. Political discourse can be conceptualized as a complex system of speech patterns used in political interaction to form, express, and regulate political ideas, beliefs, and values. This type of discourse is determined not

only by linguistic means but also by the socio-cultural context and the influence of political institutions. Its main goal is to attract attention, interest, and support, i.e., to influence the addressee in any way, whether permitted or not.

In political discourse, language is seen as a means of exercising social power and a tool for shaping (but not expressing) worldviews. The ideological character of a speech means that a politician actualizes a system of values and assessments of information in the text and presents or, in many cases, «imposes» it on the recipient of the text, which is why various manipulation strategies are common in political texts.

When studying English-language political discourse, scholars mostly analyze texts used in political communication (public speeches of political figures, interviews of leaders, official statements, etc.) and illustrate how the political influence of relevant social institutions is exercised through the relevant linguistic factors.

Considerable attention from researchers is required to the symbolism and concepts used by political leaders in their speeches. One of these concepts is the concept «freedom». In the context of political discourse, the understanding of the concept «freedom» in a modern country is usually expressed through the prism of the chosen form of government. This system not only determines the political framework but also affects how the concept of freedom is perceived and defined. Historical events, state symbols, deeply rooted traditions of the nation, etc. have a significant impact on the understanding of this concept. Undoubtedly, freedom is recognized as the highest value that requires constant protection and deepening. A high degree of awareness of the value of freedom contributes to the formation of civil society, which actively influences the direction of the country's development and ensures a sustainable political space.

The concept «freedom» has a diverse representation in language. It is often viewed as a moral and ethical category or as a political formulation of individual rights and freedoms. In the speeches of prominent political figures, the concept of

«freedom» is interpreted as a social, political, and moral phenomenon and occupies one of the leading places in terms of the number of uses and appeals in the statements.

It is also worth noting that in politicians' political speeches, the concept «freedom» is often associated with democracy and democratic values. It has been established that the concept of «freedom» in the political discourse of representatives of different linguistic cultures has a different semantic load and is interpreted differently. This is due to the nature of their speeches, the intention and desire to exert a specific influence, and the socio-cultural peculiarities of perception of the world.

Studies have shown that the lexical fields of the concept «freedom» are mostly focused on the socio-political life of society and the individual. It is due to the importance and value of the country's independence from restrictive factors. A considerable number of lexemes belong to the group of personal activities, namely the manner of behavior since the choice of behavior determines the result of communication.

The development of the concept of «freedom» lasted for decades and even centuries; it has been going on since the times of antiquity. However, the problem of perception of this concept is still relevant today. This is connected with the fact that the world is constantly changing, the moral and ethical values of people and their perception of the environment are changing, and due to the latest events taking place in the world now (Russia's military aggression on the territory of Ukraine), the concept «freedom» is mentioned in political speeches more and more often.

As it was mentioned earlier, a political speech is one of the most effective types of political eloquence, as the politician comes into direct contact with the audience. At that, both the content and form (style, selection of language material, composition) and the presentation of this language material (facial expressions, gestures, intonation, rhythm of the speaker) are essential.

It has been determined that modern politicians actively use such linguistic means as specially selected vocabulary, rhetorical questions and direct appeals, expressions, modal verbs and verbs (which express subject-object relations, prepare the addressee's mind for the perception of information, signal the speaker's intentions), adjectives, adverbs, pronouns, and stylistic figures.

When it comes to political symbolism, it includes linguistic symbolism (phraseology and terms that reflect political views and goals), national and state symbolism (state symbols, banknotes, and awards), and visual and artistic political symbolism (political emblems, rituals, and symbols that help create a political image and express ideology). Non-political symbols that acquire political meaning are also common. It is also worth noting that politicians can use ordinary or non-political symbols and give them a new political context to influence public opinion depending on the topic of their speech or discourse, i.e. the same word can be used as different symbols in different contexts.

A politician often uses symbols, and his success depends on how much these symbols are in tune with the public mind, i.e. he must be able to strike the right chord in this mind; his statements must fit into the minds and understanding of his addressees. Symbolism is crucial in political speeches and affects the audience significantly. Symbols can evoke strong emotions and empathy in listeners. They can be used to motivate, manipulate, and create a sense of community among citizens.

Besides symbols, the linguistic features of political speeches include metaphors, quotes, direct appeals, jokes, and prosodic elements such as intonation, rhythm, and pauses. All these elements are widely used by political leaders in their speeches. For example, the current US President Joe Biden often uses quotes (words of his parents, friends, predecessors, and historical figures) or jokes to increase the listener's attention. The former British Prime Minister Boris Johnson, meanwhile, is known for using metaphors that stick in the memory and become known worldwide. Analyzing Joe Biden's and Boris Johnson's political speeches, it should be noted that

these politicians often use direct and rhetorical questions in their public speeches. This speech strategy is used to attract the audience's attention, stimulate the listeners' thoughts, and activate the perception of the idea they are promoting.

Noteworthy is the fact that the concept of «freedom» has become an integral part of the political speeches of modern world leaders, including Joe Biden and Boris Johnson. Both politicians use this term to emphasize the importance of democratic values and citizens' rights in their speeches. Joe Biden, in particular, emphasizes the importance of freedom of speech, the right to choose, and equal opportunities in his speeches. Boris Johnson uses the term «freedom» to support British sovereignty and control over its destiny in the context of Brexit. Both politicians actively use the term «freedom» when talking about Russia's military aggression in Ukraine. This strategy allows leaders to reach the public by emphasizing the importance of values that citizens care about and mobilizing their support for causes related to freedom and democracy.

Since political speeches have different linguistic and cultural characteristics, their translation can cause considerable difficulties for the translator. These are not only linguistic shortcomings (lack of vocabulary, use of literal translation) and reproduction of cultural shades and nuances but also political aspects related to understanding and conveying ideology and context. The transfer of linguistic and cultural features from English to Ukrainian is a complicated task, as it requires a deep understanding of not only the language but also the culture of both language environments. The main difficulties lie in preserving the style and tone of the translation, as well as in conveying contextual and cultural nuances that may be important for understanding the text. Translators should conduct an in-depth analysis of the text, taking into account the use of slang, idioms, cultural references, and other expressive devices. When translating, the translator must not only be accurate in the use of language but also successfully convey the author's intentions and emotions, especially in political communication, where these aspects are of key importance because they directly affect the listener. It is essential to know not only about the

linguistic but also the cultural differences and political context of each language. Particular emphasis should be placed on taking into account and reproducing the tone, emotional coloring, and expressiveness of speech to ensure that not only the content but also the essence of the political message is conveyed in the context of its original.

Summarizing all mentioned above, the issue of the concept of «freedom» within the political discourse remains relevant and requires further study and analysis. It is explained not only by the constant changes in society and the dynamics of social and political shifts but also by the significant role of this concept in shaping political beliefs and normative and value orientations, as well as the influence of the speaker on the listener. Analyzing the examples, it can be concluded that the essence and interpretation of the concept of «freedom» in political speeches of world leaders are at the intersection of ideologies and cultural and social influences, which creates a unique context for the study.

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