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**АНАЛИЗ РЕЧЕВОГО ПОВЕДЕНИЯ ПОЛИТИКА И
А ПРИМЕРЕ ПУБЛИЧНЫХ РЕЧЕЙ БАРАКА ОБАМЫ:
ЛИНГВОСТИЛИСТИЧЕСКИЙ АСПЕКТ*****[Vladimir A. Lazarev, Hussein Ahmed Mohamed Abdelhafiz*****The analysis of politician's verbal behavior****through the example of Barack Obama's public speaking:****linguostylistic aspect]**

It is carried out the analysis of Barack Obama's speech behavior. The speech of politician as multifaceted phenomenon allows to verify the peculiarities of a person political thinking. We consider such means of persuasion as parallel constructions, euphemisms, conceptualization of states, antithesis, emotional epithets, metaphors. The analysis of American former president's speeches allows coming to the conclusion that communicative image of this politician is observed in his intention to use positive connotation of his emotional-expressive vocabulary.

Key words: language competence of a politician, speech behavior, stylistic device, persuasion.

In linguopolitology the analysis of policy language is pointed out as the most important subject field. The study of policy language was generated by needs of linguistic theory of language system functioning and also by political problems of the study of political thinking and its connection with political behavior. Politicians use specific language means to achieve their objectives. The stylistic method of persuasiveness is the method of creating text of some public speech on a certain topic to enhance its expressiveness and to manipulate arguments. Policy language is sometimes described as a kind of publicistic style.

The study of empiric material shows that verbal behavior of politicians has the following features. In speeches of political leaders there are many parallel con-

structions. They serve as means of expressive segmentation of necessary expression or word: “**That’s why**, over the past six years, deportations of criminals are up 80 percent. And **that’s why** we’re going to keep focusing enforcement resources on actual threats to our security [Obama 2014].

لهذا السبب ، على مدى السنوات الست الماضية ، ارتفعت عمليات ترحيل المجرمين بنسبة 80 في المائة. وهذا هو السبب في أننا سنواصل تركيز مواردنا على التهديدات الفعلية لأمننا

“Now here’s the thing: **We expect** people who live in this country to play by the rules. **We expect** that those who cut the line will not be unfairly rewarded.” / نتوقع أن يلتزم الأشخاص الذين يعيشون في هذا البلد بالقواعد. نتوقع أن أولئك الذين قطعوا الخط لن يكافأوا ظلماً [Obama 2014]. “**This deal does not** apply to anyone who has come to this country recently. **It does not** apply to anyone who might come to America illegally in the future. **It does not** grant citizenship, or the right to stay here permanently, or offer the same benefits that citizens receive – only Congress can do that.” / لا تنطبق هذه الصفقة على أي شخص وصل إلى هذا البلد مؤخرًا. لا تنطبق على أي شخص يأتي إلى أمريكا بشكل غير قانوني في المستقبل. لا يمنح الجنسية ، أو الحق في البقاء هنا بشكل دائم ، أو يحصل علي نفس المزايا [Obama 2014]. “**Our focus** right now is **to protect** American personnel on the ground in Iraq; **to protect** our embassy, **to protect** our consulates, to make sure that critical infrastructure that could adversely affect our personnel is protected.” / ينصب تركيزنا الآن على حماية الأفراد / الأمريكيين في العراق ؛ لحماية سفارتنا ، وحماية قنصلياتنا ، للتأكد من أن البنية التحتية الحيوية التي يمكن أن تؤثر سلباً على موظفينا محمية

“**Are we a nation** that tolerates the hypocrisy of a system where workers who pick our fruit and make our beds never have a chance to get right with the law? **Or are we a nation** that gives them a chance to make amends, take responsibility, and give their kids a better future?”

Are we a nation that accepts the cruelty of ripping children from their parents’ arms? **Or are we a nation** that values families, and works together to keep them together?”

Are we a nation that educates the world’s best and brightest in our universities, only to send them home to create businesses in countries that compete against us? **Or are we a nation** that encourages them to stay and create jobs here, create businesses here, create industries right here in America?” [Obama 2014].

هل نحن أمة تتحمل نفاق نظام لا يجد فيه العاملون الذين يقطفون ثمارنا ويصنعون أسرتنا فرصة / للتغلب على القانون؟ أم أننا أمة تمنحهم فرصة للتطور ، وتحمل المسؤولية ، ومنح أطفالهم مستقبلاً أفضل؟ \.

هل نحن أمة تقبل القسوة علي الأطفال من قبل والديهم؟ أم أننا أمة تقدر الأسر وتعمل معًا للحفاظ عليها معًا؟\ هل نحن أمة تعلم أفضل وألمع الطلاب في جامعاتها ، فقط لإرسالهم إلى بلدهم للقيام بأعمال في بلدان تنافسنا؟ أم أننا أمة تشجعهم على البقاء وخلق فرص عمل هنا ، وإنشاء شركات هنا ، وإنشاء صناعات هنا في أمريكا

One of the popular stylistic device in the presidential discourse is antithesis. In this case, the device of emotional contraposition is used instead of the device of classical antithesis. The device of emotional contraposition provides to increase effect of “psychological pressure” on addressee: “*It has shaped our character as a people with limitless possibilities – people not trapped by our past, but able to re-make ourselves as we choose.*” / “أناس - لها - حدود لها - أناس” [Obama 2014]. *Families who enter our country the right way and play by the rules watch others flout the rules.* / “الأسر التي تدخل بلادنا بطريقة صحيحة وتلتزم وفقًا للقواعد, تشهد الآخرين يخالفون القواعد”

“*Families who enter our country the right way and play by the rules watch others flout the rules.*” [Obama 2014]. “*And undocumented immigrants who desperately want to embrace those responsibilities see little option but to remain in the shadows, or risk their families being torn apart.*” / أما المهاجرون الذين لا يحملون اي / وثائق (غير الشرعيين) والذين يرغبون بشدة في تبني تلك المسؤوليات, فهم لا يرون خيارًا سوى البقاء في “*Had the House of Representatives allowed that kind of bill a simple yes-or-no vote, it would have passed with support from both parties, and today it would be the law. But for a year and a half now, Republican leaders in the House have refused to allow that simple vote.*” [Obama 2014]

لو أن مجلس النواب سمح بالتصويت بنعم أو لا علي مشروع القانون هذا, لكان قد حصل علي التأييد / من كلا الطرفين, و لكان اليوم هو القانون. لكن طوال عام ونصف , رفض القادة الجمهوريون في مجلس النواب السماح بهذا التصويت البسيط.

Among the typical features of the verbal behavior of the American political leader rhetoric can be emphasized which has distinct and laconical syntactic constructions. Meanwhile it has many social and political vocabulary items, stereotype attitudes and at the same time, it has some commitment to unusualness, originality, unicity. All of these things help to have impact on addressee. Political leaders often advert to such political stereotypes as *democracy, human rights, nation, freedom, constitution, power, piece, love, etc.:*” *For more than 200 years, our tradition of welcoming immigrants from around the world has given us a tremendous advantage over other nations.*” . [Obama 2014].

منذ أكثر من 200 عام، منحنا تقليد الترحيب بالمهاجرين من جميع أنحاء العالم ميزة هائلة على /
الدول الأخرى

“As Commander-in-Chief, I will always do what is necessary to protect the American people and defend against evolving threats to our homeland.”

بصفتي القائد الأعلى للبلاد، سأفعل دائمًا كل ما هو ضروري لحماية الشعب الأمريكي والتصدي /
لأخطار الناشئة التي تهدد وطننا

“Many of their kids are American-born or spent most of their lives here, and their hopes, dreams, and patriotism are just like ours.” [Obama 2014].

كثير من أطفالهم مولودون في الولايات المتحدة أو قضوا معظم حياتهم هنا، وآمالهم وأحلامهم //
ووطنيتهم مثلنا

“Or are we a nation that values families, and works together to keep them together?” / [Obama 2014].

“Each time we gather to inaugurate a president; we bear witness to the enduring strength of our Constitution. We affirm the promise of our democracy.” [Obama 2013].

في كل مرة نجتمع فيها لتتصيب رئيس ، نشهد على القوة الدائمة لدستورنا. نؤكد وعد ديمقراطيتنا /

Obama offers to hold true to ideals of predecessors and Constitution. He calls for team up and help the government in its endeavors. Taking into consideration the frequency of the words such as “we” and “together” pronounced by him, it is possible to draw a conclusion that the nation is crucial along with the president and the government in Obama's policy because the only majority can achieve fast and guaranteed success.

The high level of the language competence is provided by rich vocabulary and skills of the language variation in the field of the grammatical system of the language. It stands to mention the knowledge of law, political, scientific and special terminology and abstract and ideology vocabulary [2, p. 154]. It is worth noting that the using of abstract nouns is typical for language person of professional politician. Availability of a good deal of abstract nouns serves for euphemisation helping to disguise “unwelcome” (according to these or another circumstances) information and it gives chance to enhance emotional intensity and lofty speech. Obama repeated some key insights of argumentation for the purposes of making his speech more persuasive.

Obama makes equal ranking arguments to prove his point of view: *“Remember, I have always insisted that I will do what is necessary to prevent Iran from ac-*

quiring a nuclear weapon, and I will. But I also know that a diplomatic solution is the best way to get this done, and offers a more comprehensive –and lasting –solution. It is our best option, by far. “ [Obama 2015].

تذكروا ، لقد أصرت دائمًا على أنني سأفعل ما هو ضروري لمنع إيران من امتلاك سلاح نووي وسأفعل. ولكنني أعلم أيضًا أن الحل الدبلوماسي هو أفضل طريقة لتحقيق ذلك ، ويقدم حلاً أكثر شمولاً واستمرارية. [Obama 2015].

“To the Iranian people, I want to reaffirm what I’ve said since the beginning of my presidency. We are willing to engage you on the basis of mutual interests and mutual respect. This deal offers the prospect of relief from sanctions that were imposed because of Iran’s violation of international law.” / فيما يخص الشعب الإيراني, أود / أن أؤكد من جديد ما قلته منذ بداية رئاستي. نحن على استعداد لإشراككم على أساس المصالح المتبادلة والاحترام المتبادل. توفر هذه الصفقة إمكانية التخفيف من العقوبات التي فرضت بسبب انتهاك إيران للقانون الدولي. [Obama 2015].

The language person of Obama appears as competent and the abidance by all rules of verbal behavior is evident. Obama makes current value judgements and predictive assessment.

President’s message is the main state-of-the-nation speech. The part of his strategy is the reaching out with the audience. The component of this strategy is the usage of the possessive pronouns “we” and “our” (*«our success»*, *«our nation»*, *«our confidence»*, *«our liberty»*, *«our creed»*): *“All of us take offense to anyone who reaps the rewards of living in America without taking on the responsibilities of living in America”*. [Obama 2014] / كل منا لا يحبذ أولئك الذين يجنون ثمار الحياة / في أمريكا, دون تحمل أي مسؤولية

. Today, we have more agents and technology deployed to secure our southern border than at any time in our history. [Obama 2014]. / اليوم, لدينا المزيد من الوكلاء / والتكنولوجيا التي تم نشرها لتأمين حدودنا الجنوبية أكثر من أي وقت مضى

Obama in such a way holds himself out as the part of the audience. Using personal pronouns, the president focuses attention on the aspects, which are significant for him with the help of the confident intonation: *For our part, I have directed Secretary Hagel and our Joint Chiefs of Staff to prepare a range of options. I’ll be meeting with my National Security Council again this evening as we continue to develop that strategy. And I’ve been consulting with members of Congress and I’ll continue to do so in the days ahead. [Obama 2014].*

من جانبنا ، قمت بتكليف الوزير هاجيل ورؤساء الأركان لإعداد مجموعة من الخيارات. سأجتمع مع / مجلس الأمن القومي مرة أخرى هذا المساء و سواصل تطوير تلك الاستراتيجية. لقد كنت أتناول مع أعضاء الكونغرس وسواصل القيام بذلك في الأيام المقبلة.

The President of the USA is the symbol of the country, representative of all citizens must respect values and it should be reflected in his public speeches. The inauguration speech of the president Obama is the remarkable example: *My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors. I thank President Bush for his service to our nation, as well as the generosity and cooperation he has shown throughout this transition. Forty-four Americans have now taken the presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often the oath is taken amidst gathering clouds and raging storms. At these moments, America has carried on not simply because of the skill or vision of those in high office, but because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents.* [Obama 2009]. / / من جانبنا ، قمت بتكليف الوزير هاجيل ورؤساء الأركان لإعداد مجموعة من الخيارات. سأجتمع مع مجلس الأمن القومي مرة أخرى هذا المساء و سواصل تطوير تلك الاستراتيجية. In his speech Obama characterizes past and future of the nation against of the present background, he glorifies such community. He uses graceful literary style, signposting and corroboration of what is known for audience.

There are different expressive means for public influence in Obama's range. He finds emotional epithet for each significant concept. The bright image of storm is used many times for the creation of heroic pathos: *With hope and virtue, let us brave once more **the icy currents**, and endure what storms may come.* / بالأمل والفضيلة فلنواجه هذه التيارات الباردة والعواصف التي قد تحدث

*Yet, every so often, the oath is taken amidst **gathering clouds and raging storms.*** / لكن بين حين وآخر تلي القسم وسط غيوم ملبدة وعواصف عاتية /

Obama actively uses method of exaggeration: *And so to **all other peoples and governments** who are watching today, from the **grandest capitals** to the small village where my father was born: know that America is a friend of **each nation and every man, woman, and child** who seeks a future of peace and dignity, and we are ready to lead once more.* / لكل الشعوب والحكومات التي تشاهدنا اليوم من اكبر العواصم إلى البلدة / الصغيرة التي ولد فيها والدي اقول: اعرفوا ان أمريكا هي دولة صديقة لكل امة ولكل رجل او امرأة وطفل

يسعى إلى مستقبل سلام وكرامة واننا مستعدون لتولي القيادة مجددا . *We want our kids to grow up in a country where they have access to the best schools and the best teachers – a country that lives up to its legacy as the global leader in technology and discovery and innovation, with all the good jobs and new businesses that follow.* / نريد أن ينمو أطفالنا في بلد يمكنهم فيه الوصول إلى أفضل المدارس وأفضل المعلمين - دولة ترقى إلى مستوى إرثها كرائد عالمي في التكنولوجيا والاكتشاف والابتكار ، مع جميع الوظائف الجيدة والشركات الجديدة

We want to pass on a country that's safe and respected and admired around the world; a nation that is defended by the strongest military on Earth and the best troops this world has ever known — but also a country that moves with confidence beyond this time of war to shape a peace that is built on the promise of freedom and dignity for every human being. / نريد أن ننشأ في بلداً آمناً ومحترماً ويحظى بالإعجاب في جميع أنحاء العالم ؛ أمة تدافع عنها أقوى قوة عسكرية على الأرض وأفضل قوات عرفها هذا العالم على الإطلاق - ولكن أيضاً دولة تتحرك بثقة بعد وقت الحرب هذا لتشكيل سلام مبني على وعد بالحرية والكرامة كل إنسان

Obama always thanks his team and his family personally, he is very polite and forgiving to his opponents and audience. He always tries to emphasize liberty and equality of different people. The highest level of emotional abundance is observed in his inauguration speech. He achieves such affect with the help of different stylistic devices. He has a certain target to help the audience to feel and comprehend such significant patriotic emotions [1].

Speeches of this kind also abound in metaphors. The mention of how a person is convinced through metaphors is undeniable. They note their ability not only to change their attitude to the situation, but also to control the behavior of people. Therefore, metaphors are so often used in political argumentation. Based on various experiments, scientists conclude that the metaphor has a significant impact on the decision-making process and this effect is not recognized by the object. You can also notice that the brighter and more imaginative the metaphor, the stronger the manipulative effect. However, it is worth noting that, for example, genetic or erased metaphors have no less potential, sometimes even more preferable than metaphors with bright imagery, because the impact in this case is at the level of subconscious association.

Political science has a rich history of studying how politics is conceptualized in the minds of people. At the beginning of the last century, Walter Lippmann emphasized that for most people, politics is "unattainable, out of sight and consciousness." Essentially, the political world for the public is like an "actor movie".

Given the accessibility of political information, it is not surprising that people derive it from public speaking and the media. However, it cannot be said that the information is not subject to comprehension. According to the theory of J. Lakoff and M. Johnson, the metaphor refers to universal human experience in order to find the best way to transmit information. It should be noted that the metaphor is based on an independent path, i.e. an independent "figurative expression" called comparison. In comparison, there are two objects, there are comparative unions, and the metaphor has one image and there are no comparative words.

Political cognition researchers Russell Newman, Marion Just, and Anna Kriegler have developed two key concepts — schema and heuristic — that help describe how people use metaphors to process information of a political nature. The scheme simplifies the understanding of any political facts organized as a whole." The metaphor "serves as an organizing technique that facilitates the assimilation of new information.

A metaphor facilitates the assimilation and explanation of information. Obama's metaphorical thinking points to signs of crisis thinking, that is, there is a problematic situation, the resolution of which requires considerable efforts, new knowledge to build many options for action and choose the right alternative. In political discourse, a metaphor performs two crucial functions: 1) is a powerful means of knowing political reality; 2) is a powerful means of persuasion. This led to an active study of metaphorical models in political discourse.

It should again be noted that any word for the president is a big responsibility. Barack Obama is a competent speaker, but even he has mistakes, reservations. In addition to "Obamism," there are also "Bushisms," "Putinism," and "Medvedism." But the concepts of "Bushisms," "Medvedism," and "Putinism," are winged expressions, aphorisms, and metaphors. The concept of "Obamism" also has a second meaning - a modification of the name of Barack Obama, for example, Obagasms, Obeyme, Obamination, Barack O'Possum, Fauxbama, NObama, O'barmy, Obama – Rama – Lama – Ding – Dong, etc.

In the speech of US President Barack Obama, you can sometimes find the so-called "Obamism" among the people. Obamism is a reservation of Barack Obama, the so-called "bloopers." While they cannot be counted a lot, but they have already "made a lot of noise."

You can also highlight the brightest of its kind phenomenon – a precedent phenomenon. A precedent phenomenon is a phenomenon that is significant for a person in a cognitive and emotional relationship, having a super personal character, i.e. well known to the surroundings of a given personality, including both predecessors and contemporaries, and, finally, those whose appeal is resumed repeatedly in the discourse of this linguistic personality. In linguistics, there are several concepts similar to the term “precedent phenomenon”, such as “reminiscence” and “allusion”. Reminiscence (Latin *reminiscentia*, memory) can be called quotation without quotes, implicit quotes. Reminiscences can be present both in the text itself, in the image, or in the music, as well as in the title, subtitle or titles of the chapters of the work in question. Allusion (Latin *allusio* - a joke, a hint) is a stylistic figure containing an explicit indication or a clear allusion to a certain literary, historical, mythological or political fact, enshrined in textual culture or in colloquial speech. In contrast to reminiscence and a precedent phenomenon, it is more often used as a rhetorical figure that requires unambiguous understanding and reading. If we consider the aspects of political discourse, then precedent phenomena fit their significance most.

In assessing the effectiveness of the use of precedent phenomena in political communication, the following criteria should be considered.

- The political relevance of a case phenomenon. The precedent names used by the author should fully correspond to the discursive characteristics of the text and especially the representations of the addressee.
- Social awareness of the relevant precedent name as a carrier of certain qualities.
- The accessibility of the used precedent phenomenon for readers on whom the relevant publication is oriented, the ability of readers to grasp the meaning of the corresponding image.
- Sufficient correctness and unambiguity of the use of a precedent phenomenon. The politician’s unaware possibility of a double understanding of the phrase distracts attention from the author’s intention.

In the discourse of the American presidential election, precedent phenomena are used mainly denotatively, which is associated with the dominant strategies for providing manipulative influence.

The rhetoric of Barack Obama, especially during the inauguration, is an interesting source of analysis of this phenomenon. The use of allusions and prece-

dent names is often associated with prominent US politicians such as Abraham Lincoln and Martin Luther King. In his speech “A change we can believe in”, the following allusion occurs in explaining the desire to be president “because of what Dr King called 'the fierce urgency of now’”, which can be seen in the speeches “America our moment is now”, and "The great need of this hour". Also, the phrases “people come here”, “march ahead”, “a quest for freedom”, “no turning back”, used by Martin Luther King, were also used by Barack Obama in their speeches: "We cannot walk alone. *And as we walk, we must make the pledge that we shall always march ahead.* "

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