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TOWARDS THE STRUCTURE OF POLITICAL SPEECHES

Taking into consideration the fact that political discourse is a linguistic notion, as any type of text, it has its peculiarities on the structural level. The object of our practical research is institutional oral political discourse. Hence, we will concentrate on analyzing its structure.

As this type of political discourse is a special form of oratory, the main requirements of the structure of speech should be considered.

Ancient Greece was the place where orators and their speeches first became the subject of scientific research. Therefore, the analysis of the structure of political discourse should start from this period.

In times of Antiquity, there was a strict scheme of organizing material in a speech. The following parts can be traced here:

- 1) Introduction (*proojmion*, *premium* or *exordium*);
- 2) layout (*narratio*);
- 3) substantiation (*tractatio* or *probatio*);
- 4) refuting the opponent's arguments (*refutatio*);
- 5) conclusions (*peroratio*) [2, p. 78].

In its simplified variant, this structure can be characterized as the one having three basic parts: the introductory part, the main layout and the conclusions [5 p. 54].

The introductory part is the first element of a public speech. Its task is to get the listeners psychologically acquainted with the mood of the speech, to introduce the content and to make perception easier. Introduction is extremely important for every orator as it helps to get in contact with the audience and to create the atmosphere of trust between the speaker and the audience, to trace the connection with the up-to-date tendencies of social life, to set the aim, the goals and introduce the issue under discussion to the listener.

The introductory part differs from one speech to another as it encourages the speaker's creative approach. Still, there are some typical elements that are peculiar to the introductory part of a speech. They are as follows: speaking to the audience; introductory communicative part is predetermined by the structure of speeches; introductory communicative part is predetermined by the situation [1, p. 41].

The main layout is the longest part of the speech. Its aim is to provide the arguments as a chain of thoughts and ideas and convince the listeners of their being worthwhile.

The main layout has several micro-topics – elements which are contextually and structurally complete and have similar points. Although each of the micro-topics has its own subtopic for discussion, all of them are connected and contribute to the

main topic provided in the introductory part. The amount of micro-topics is individual and differs from one speech to another. It depends on how difficult the topic is and on the amount of arguments sufficient for developing the main idea [4, p. 41].

The conclusion is the summary of the speech. Its aim is to generalize the ideas mentioned, analyze the issues presented in the main layout, to introduce the conclusions, provide recommendations or predictions upon the future. The conclusion also helps to get in contact with the audience in the future. The speaker may share his plans for future collaboration and emphasize the importance of the public in their implementation.

Providing positive or negative examples is another means of political influence. Positive examples help the speaker emphasize good qualities, evoke admiration and a wish to follow, make the audience think what might have happened if the person mentioned would have behaved in a different way. Negative examples are used to demonstrate why negative behavior should not be allowed. The aim of both positive and negative examples is to influence the audience using visual proofs [3, p. 94].

Often, politicians try to demonstrate their affection for the audience and for their motherland in their speech to get their support. In addition, political speeches may provide examples of couples being happily married and having children, which creates among the audience the atmosphere of calmness, trust and positive attitude towards the speaker.

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