

LINGUISTIC MEANS OF EMOTIONAL EXPRESSIVENESS IN OFFICIAL PUBLIC SPEECH

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Abstract: The overall success of international conferences depends on how their participants understand the need to bring their own priorities, values and goals in line with the priorities, values and goals of others; readiness to harmonize their national stance, and to convincingly express it through their speeches.

Informing about the stance of their state on a particular issue and urging the effectiveness of the proposed method solution; supporting or criticizing partners' stance, participants of an international conference seek to influence partners' consciousness and make changes in the system of their needs, interests, values and priorities. This goal cannot be achieved using only rational means and methods of influence (e.g. logical and rational arguments), disregarding means and methods influencing the emotional sphere of consciousness.

The diversity and complexity of issues under discussion (national, religious, political, etc.) as well as specific character of relationships between the participants of the conference (e.g. the degree of mutual confrontation) frequently make speeches more or less emotional.

This article examines the role of the emotional component in public persuasive speech and linguistic means forming and regulating the degree of speech emotional expressiveness.

Keywords: official public speech, emotional expressiveness, metaphor, quotation, phraseology, phrasal verb, euphemism, involvement.

INTRODUCTION

Political discourse and its genre has been an object of linguistic interest for many years. Nowadays political discourse is closely connected with mass media discourse (Avsineeva and Ermoshin 2016; Alontseva 2008).

One of the objectives of mass media is to cover political events inside the country and on the international arena. Thus radio, television and printed press become the ground for active participants of political discourse. The political discourse analysis may be carried out from the point of view of political communication research and at the same time it is an object of interest for linguists (Dugalich and Ermoshin 2016).

The object of political discourse analysis is public speech, such as advertisement, newspaper, political propagandas, official documents, laws and regulations and so on. Its aim is to explore the relationships among language-ideology and power (Junling 2010).

Informing about the stance of their state on a particular issue and urging the effectiveness of the proposed method solution; supporting or criticizing partners'

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stance, participants in international diplomatic conferences (speaking in the name and on behalf of their state) seek to influence the consciousness of the addressee and make changes in the system of his or her needs, interests, values and priorities. This goal cannot be achieved using only rational means and methods of influence (for example, logical and rational arguments, etc.), disregarding means and methods influencing the emotional sphere of consciousness.

The need to maintain harmonious combination of rational and emotional components in public persuasive speech was first stressed by Cicero: “The orator must possess two main virtues: firstly, the ability to convince by exact arguments and, secondly, to excite the souls of listeners by impressive and effective speech” (Ermoshin 2010).

The diversity and complexity of issues under discussion (national, religious, political, economic, humanitarian, etc.) as well as specific character of relationships between the participants of the conference (for example, the degree of mutual confrontation, etc.) in most cases make speeches more or less emotional. As a consequence, linguistic means enhancing the emotional expressiveness of speech occupy an important place in the process of stylistic production of texts for official public speeches, making their language vivid and expressive.

In order to introduce the analysis of linguistic means of emotional expressiveness in official public speech it is necessary to consider their connection with the notions of expressivity, communication behavior and expressiveness.

Expressivity is a level of information in communication. This level groups together external demonstrations, controlled or not, which can be attributed to uncontrolled internal states. These internal states include emotions, feeling, attitudes, moods, and psychological states which make up the author’s performance style (Beller, n. d).

Expressivity is the result of a person’s communicative behavior. Due to the fact that international and cross-cultural contacts are developing rapidly communicative behavior of a nation becomes an object of interest for anthropological linguistics (Sternin 2002). The disregard of communicative behavior can lead to communication shock which is the result of mutual misunderstanding or misperception of the interlocutor’s culture, values, and traditions (Sternin 2002).

While speaking authors tend to bring in emotional expressiveness in their texts. In etymological sense *expressiveness* may be understood as a kind of intensification of an utterance or of a part of it depending on the position in the utterance of the means that manifest this category and what these means are (Galperin 1981).

METHODOLOGY

To conduct this research we selected the samples of 20 scripts of public speeches in the English language derived from official sites of international organizations

and newspapers (e.g. Statement by Permanent Representative HE Mr. Kishore Mahbubani on “Measures to Eliminate International Terrorism” 10/1/2001 Ministry of Foreign Affairs Singapore Government in New York official site; Committee on the Exercise of the Inalienable Rights of the Palestinian People – summary record of the 297th meeting 11/24/2006 – General Assembly of the United Nations). All speeches were produced orally but investigated in their written representation (scripts) that includes all original forms of expressiveness. In this study we put forward a hypothesis that official public speech contains a number of linguistic means to show expressiveness with a view to attracting attention of the recipient and causing a spectrum of emotions. Data analysis implies the investigation of grammatical and lexical units and stylistic devices used by presenters on the verbal level.

FINDINGS

The analysis of a number of public speeches delivered by different presenters shows that the participants in international diplomatic conferences use certain techniques to give their speech a required degree of emotional expressiveness:

- names (of government institutions, capital cities, streets, etc.), traditionally used at conferences as a means of metonymy, for example: *the White House (the US President and his administration); the Kremlin (the President and his administration in the Russian Federation)*;
- other linguistic means generally used at conferences as metaphor objects, for example: *cold war, good offices, to raise up the flag of civilization, spirit of democracy, etc. We are at a decisive crossroads: to betray the spirit of democracy or to raise the flag of civilization and combat this somber backdrop*;
- quotations (the meaning, due to notoriousness of the source or sufficient preliminary explication of the speaker, is unambiguously derived by a multicultural addressee), for example: *The Chinese term for crisis is appropriately designated by two Chinese characters meaning “danger” and “opportunity”. The dangers are clear, but the opportunity before us today is to channel the global outrage following the events of 11 September into a strong global commitment and action to eradicate the scourge of terrorism. Divisions among us will hand victory to the terrorists. Martin Luther King Jr. said, “We must learn to live together as brothers or perish together as fools”;* *As early as the thirteenth century, the great mystic scholar Jalaluddin Rumi delivered to us this inspiring message of tolerance, which will be my concluding words, “Oh Muslims, you are asking me who*

I am... I am partly from here and partly from everywhere ... I am partly of pearls and partly from remote shores ...”.

Quotations in the text of official public speech (hereinafter - OPS) are usually accompanied by the author’s assessment (authors express their attitude to what is being quoted), the means of expressing this assessment include qualitative adjectives (*great, strong, excellent*) and adverbs (*well, extremely, etc.*), for example: *Let me remind the great words of our leader...*

In addition to the methods above, the emotional expressiveness of OPS texts implies the use of rhetorical questions, anaphoric repetitions, etc. The influence on the partners’ consciousness is achieved both as a result of the interaction of expressive vocabulary and syntactic structure of the linguistic material, and without the use of the former or with its minimal presence in the text (only syntactic means, for example, anaphoric repetition of the same verb, pronoun, adverbial and other forms surrounded by neutral vocabulary, for example: *He offended our principles, he offended our beliefs, he offended our inclinations ... etc.; What is that promise? It’s a promise that says each of us has the freedom to make of our own lives that we will, but that we also have the obligation to treat each other with dignity and respect. It’s a promise that says ...; Now is the time to finally keep the promise... Now is the time to help... Now is the time to change ...).*

To make the language of the speech vivid and expressive (and as a consequence, to make its perception and understanding easier for the audience) the following means are used:

- “constructions and expressions typical of oral communication used at international conferences” (Ermoshin 2010), for example: *often (instead of frequently), if (in the event of), because (in view of the fact that), before (prior to), to come (to emanate), to explain (to clarify), to say (to indicate), to state (to set forth), to visit (to make/to pay a visit), to improve (to enhance), for example (for instance) etc. The Special Rapporteur’s observations should pave the way for drafting new legal norms, for example on the decriminalization of defamation;*
- phraseological expressions, for example: *...However, different countries have different legal systems, and it’s unrealistic to adopt a “one size fits for all” approach.; ... It’s shameful that because of political considerations and behind-the-scenes horse-trading the Council is ready to compromise its own values.; ... We’ll support the Facilitator’s proposal regarding such mandates, if the Council avoids selectivity, politicization and double standards;*
- phrasal verbs, for example: *to bring about, to build up, to face up, to raise up, to open up etc.*

As for the emotional expressiveness of OPS texts we should dwell on such linguistic means of explication as modal verbs, namely: *should*, *would*, *must*.

In OPS texts the verb *should* is “the most frequently used of the entire chain of modal verbs (more than 90% of all cases of the use of modal verbs)” (Ermoshin 2010). Depending on the discussed issue, social conditions of the text deployment (cultural and communicative identity of partners; degree of mutual confrontation between conference participants, etc.) the modal meaning of the verb *should* may have a considerable number of connotations (from “soft advice” to “urgent requirement”), for example: *The adoption of resolution A/RES/ES-10/16 should have sent a clear message to Israel to cease its military aggression in the Occupied Palestinian Territory, but Israel ...*

The verb *would* is used in OPS texts mainly to express intentions or counteraction. The use of the less categorical verb *would* instead of more categorical *shall* is considered to be a feature of OPS texts.

The verb *would* builds the whole number of introductory impersonal constructions (impersonal construction is “an important feature of official texts in general” (Ermoshin 2010), and texts of public speeches, in particular), for example: *it would seem; it would be necessary, etc. In order to address that problem, it would be necessary to ensure the independence and effectiveness of the special procedures.* The use of these constructions allows the author to avoid using explicitly categorical judgments and keep within “international comity” rules (speakers often enhance modality of the verb *would* using for this purpose adverbs, such as *hardly*, *surely*, etc, for example: *We would warn the members of the Committee that the way we’ve chosen would hardly lead to success.*).

At international conferences where partners represent sovereign states and are equal in status, unjustified use of the verb *must* in its main modal value (“strict” obligation) is unacceptable and is usually regarded as an offence against the sovereignty of the state, represented by the partners, or deliberate insult.

However, in the course of agitating speech (usually in its final part, when the speaker is appealing to the audience) the use of *must* in this meaning is quite justified, as in this case, the verb *must* draws attention of the audience and prompts joint activities aimed at urgent solving of the important issue, for example: *We must strengthen our efforts to prevent such atrocities, whenever and wherever they might occur.*

The special feature of the language of OPS texts is adjectives having a great emotional value (*great*, *excellent*, *drastic*, *tremendous*, etc.). These adjectives are effective means of influence, particularly in expressing the attitude of the speaker towards the object of the speech. However, using these linguistic means the speaker should take into account the degree of their emotional expressiveness and keep

within the norms of diplomatic ethics, especially in the “dangerous” communicative situation (in case of negative attitude towards partners’ position).

Experts in the field of conference diplomacy usually use the following methods to reduce the degree of emotional expressiveness of adjectives:

- “surrounding” adjectives with a high degree of emotional expressiveness by neutral linguistic means, for example: *Undoubtedly, addressing historical events of horrific enormity with a view to avoiding their recurrence requires a commensurate degree of research, scrutiny and rigor*;
- replacing adjectives with a high degree of emotional expressiveness by synonyms and synonymous collocations appropriate for a particular communicative situation, for example: *Imposing a restrictive approach on such an examination will certainly not serve this purpose*;
- using adjectives containing a strong emotional component in the comparative degree, for example: *great effort* → *greater effort*. *We need greater effort to combat racism*.

It should be emphasized that the latter method is not applicable to all adjectives considered (for example, the use of this method with such adjectives as *immense*, *enormous* etc. leads to hyper strengthening of the meaning of these adjectives).

The norms of diplomatic communication do not imply the personalization of the partner in case of negative attitude towards his position (for example, instead of *the representative of the United States condemned our President* or, alternatively, *Mr Smith condemned our President* the speaker uses the standard language *a permanent member condemned our President* or, alternatively, *one of the delegates condemned our President*). However, the general context of the activities, communication experience in recurring professional situations, knowledge of the subject by partners allow them to understand who is meant.

“Discreetness” and diplomatic tact of the statement containing negative attitude towards partner’s position (as well as “in expressing protest, disapproval, doubt” (Ermoshin 2010)) imply the following traditional linguistic methods used in diplomacy: antonyms with negation (for example: *Imposing a restrictive approach on such an examination will certainly not serve this purpose*); euphemisms (for example, instead of *to consider it not appropriate* conference participants usually use *to consider it surprising, puzzled, questionable*, etc.); periphrastic negations (for example: *The Movement have proposed an agenda with items that are concrete enough to allow predictability and transparency while being general* (not being concrete) *enough to guarantee flexibility*.; ... *while elections may not be the best way of selecting special procedure mandate-holders, they are far more transparent than a simple process of appointment*).

“Discreetness” and diplomatic tact of the statements are conveyed through the following lexical and grammatical means: nouns with a low degree of emotional expressiveness or neutral nouns (for example: *Such distortions are a shameful failure of the responsibility we all share to ensure a world free from such atrocities*); adjectives and adverbs with a low degree of emotional expressiveness or neutral ones (*questionable, unfortunately, unlikely, etc. The action has made for questionable progress...*); verbs in the affirmative or negative form (*to doubt, to question, to regret, to hamper, etc. We cannot agree with you/to your interpretation...*); infinitive constructions in passive voice (*to be puzzled, to be disappointed, etc. We are disappointed that the Council has failed to explain the delegates the real causes of committing such atrocities in the region.*).

However, “in the actual practice of international conferences (while discussing sensitive issues) we can often see explicit personal involvement (aimed not at criticism of the needs, motivations or ideas, but at criticism of the speakers expressing them), followed by emotional aggressiveness and lack of restraint towards the object of negative attitude” (Ermoshin 2010). The example of the explicit personal involvement is the phrase from the speech of the representative of one of the Member States of the UN Security Council that gives a sharp assessment of the personality of the Iranian president Mahmoud Ahmadinejad: *His pathetic mouthpiece, who publicly disassociated his country from the international community just now, has amplified that call in the most cynical and hypocritical way.*

The following phrase used by the representative of one of the parties related to the conflict in the Middle East serves as an example of intemperance of expression bordering on outright rudeness: *It looked as though the Council would display the same schizophrenia as its discredited predecessor.* This way the author took the liberty to evaluate the state of his partners’ minds.

Certain verbal behavior in political discourse, even if it is pragmatically justified (the employee of the diplomatic service may be charged with the task to intentionally create a conflict situation), is totally unacceptable: even sharply negative attitude towards the partner should contain a significantly smaller element of emotional intensity. However, as the conducted analysis shows public speech is fulfilled with verbal means expressing emotions.

Table 1 shows our findings (see Results).

RESULTS

We have investigated 20 scripts of public speeches in English made by different presenters to identify what linguistic means of emotional expressiveness are used to attract attention of the recipient (Table 1).

**TABLE 1: LINGUISTIC MEANS OF EMOTIONAL EXPRESSIVENESS
IN PUBLIC SPEECHES**

<i>Stylistic devices</i>	<i>Lexical means</i>	<i>Grammatical constructions</i>
– metonymy (3)	– constructions and expressions typical of oral communication (29)	Use of modal verbs
– metaphor (8)	– phraseological expressions (8)	– should (38)
– quotations (7)	– phrasal verbs (14)	– would (12)
– rhetorical questions (3)	– adjectives of great emotional value (27)	– must (2)
– anaphoric repetitions (4)		

Certain stylistic devices, lexical means and grammatical constructions are widely used to show emotional expressiveness in the public speech. Their number is shown in brackets. According to the received data we can observe that lexical means and grammatical constructions are more common for the official public speech. Stylistic devices are less frequent but they are stronger to express the emotional state of the speaker.

The results of our research may be applied while teaching communication skills, cross-cultural communication and English as an international language.

They will be useful for professional translators.

DISCUSSION

The data analysis shows that official public speech involves using verbal representation of emotional expressiveness. We have investigated 20 public speeches in the English language. In our opinion, if this research is completed by other scripts of speeches, the figures showing the number of linguistic means found can be different due to different level of emotionality of various speakers.

Political discourse has been investigated in different disciplines (linguistics, psychology, political science, etc.). The findings in our linguistic research proved the fact that official public speech can contain a series of means and devices to show emotional expressiveness of the presenter. They may be fulfilled by specialists in psychology and political science to convey all techniques used by speakers to produce a vivid and persuasive speech not only on the verbal level.

CONCLUSION

Having fulfilled the analysis of linguistic means of emotional expressiveness in official public speech we can make the following conclusions:

1. emotional expressiveness in the language is created by a number of grammatical constructions, lexical units and stylistic devices;
2. political discourse as a publically significant genre of discourse involves using linguistic means of emotional expressiveness;

3. data analysis shows that grammatical means and lexical units to express emotionality are more frequent than stylistic devices;
4. stylistic devices are less used in official public speech, which is, in our opinion, justified by the fact that they are very semantically strong and have a function to attract attention of the recipient. Their excess could lead to misinterpretation of the author's intention.

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