

# **RHETORICAL STRATEGIES AND SPEECH FEATURES OF VOLODYMYR ZELENSKY'S PUBLIC SPEECHES IN ENGLISH: LINGUISTIC AND PRAGMATIC ANALYSIS**

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Public speeches are a vital tool in shaping the public image of political figures. Given that politics permeates all areas of human activity, the ability to deliver speeches effectively is of critical importance. A well-crafted speech can influence public opinion, clarify political positions, and enhance a politician's credibility and appeal.

The study of political discourse, which mainly focuses on lexical choices, stylistic techniques, and rhetorical strategies, has been explored by scholars such as Matsko L.I., Plekhanova T.M., T.B. Hrytsenko, Green L.D., and R.A. Harris. As interest in this field continues to grow, it becomes clear that a solid understanding of rhetoric and pragmatics is essential for conveying ideas effectively and ensuring positive audience reception.

Political speeches are rich in artistic devices such as epithets, metaphors, repetition, alliteration, inversion, and hyperbole. These rhetorical techniques are universally employed by politicians to make their speeches vibrant and appealing to large audiences as well as shaping the general mood and ideas of the address. Hence, rhetorical devices play a crucial role in political discourse, as they shape how audiences interpret and respond to speeches. Having conducted a preliminary linguistic analysis, we found out that 141 stylistic and lexical devices were used in the speeches. Among them, there were 48 epithets, 40 metaphors, 2 examples of inversion, 30 repetitions, 4 examples of similes and antitheses, 8 rhetorical questions, and one use of quotations and rhetorical

address. Epithets were most frequently used in the speech to the UN General Assembly in 16 instances, while metaphors were most frequently used in the speech to the US Congress in 18 instances.

Modern politicians also utilise the rhetorical strategies known as logos, pathos, ethos and topos. Thus, ensuring structural logic, emotional expressiveness, and substantive depth of speech, rhetorical strategies are the foundation of effective political communication. They not only allow the speaker to influence the mind and feelings of the audience but also enable the creation of lasting associative chains, strengthen their argumentation, and adapt their message to the context. By conducting the pragmatic analysis, we have revealed 214 examples of the use of rhetorical strategies. Among them, we identified 76 examples of ethos, 61 of pathos, 43 of topos, and 34 of logos. We have also defined main speech features, reasons for delivering speeches, pragmatic goals, implications and presuppositions. We have also defined the algorithm of conducting the pragmatic analysis, analysed the use of sarcasm, irony, threats and the use of manipulative strategies in Volodymyr Zelensky's speeches.

In conclusion the speeches of Volodymyr Zelensky play a key role in shaping Ukraine's image on the world stage. Volodymyr Zelensky has been the sixth and current president of Ukraine since May 20, 2019, a guarantor of security and the face of our state on the international arena. So, by analyzing Volodymyr Zelensky's contemporary speeches, we understand the main features of his speech and can make assumptions about the further development of Ukrainian political discourse and foreign policy as phenomena.