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SPEECH STRATEGIES AND TACTICS IN THERESA MAY’S FIRST SPEECH AS PRIME-MINISTER

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The seventy-sixth British Prime Minister and the second female Prime Minister in British history, Theresa May is a brilliant speaker who knows how to hold an audience’s attention. In her first speech as prime minister, the politician uses a variety of strategies and tactics that reflect activities that aim to create a picture of the world to her advantage by means of speech operations.

Let’s see what speech strategies and tactics can be found in T. May’s first speech as Prime Minister. We would like to start with 1) **the strategy of self-presentation** (the term can be found in the classifications of O.S. Issers and O.N. Parshina) [1] in the complex of the tactics representing it. This strategy is implemented through the **tactic of identification** (demonstration of symbolic belonging to a certain social, status or political group by citing famous precedent texts, personalities, aphorisms, metaphorical statements, historically important events or referring to them). Thus, Theresa May implicitly identifies herself with her predecessor David Cameron, saying that she plans to continue his work: «*David Cameron has led a one-nation*

government, and it is in that spirit that I also plan to lead» [2]. The politician also identifies herself with Great Britain: «And I know because we're Great Britain» [2]. This tactic is similar to the **tactic of solidarity** (a type of the tactic of identification, which is embodied in the politician's aspiration to create an impression of unity of views, interests and aspirations with the audience through making contact (using the name) and expressing agreement with the recipient's assessment and opinion of the problem), where the former prime minister says that together with her government she will build a better Britain: «That will be the mission of the government I lead, and together we will build a better Britain»[2].

The speech also contains the **tactic of distancing**, which is separation from the opponent, addressee and even the object of the statement [1]. May uses it to contrast the ordinary Britons (the working class) with those strata of society against whom she will defend the less socially well-off: *the privileged, the powerful, the mighty, the fortunate few*. These substantive adjectives form a synonymic series and have a negative connotation.

The most numerous is 2) **power retention strategy**, represented in May's speech by 3 tactics. For example, **the tactic of acknowledging the existence of a problem**. In her speech May elaborates on the numerous problems that exist in the UK: «... **if you're born poor, you will die on average nine years earlier than others. If you're black, you're treated more harshly by the criminal justice system than if you're white. If you're a white, working-class boy, you're less likely than anybody else in Britain to go to university. If you're at a state school, you're less likely to reach the top professions than if you're educated privately. If you're a woman, you will earn less than a man. If you're young, you'll find it harder than ever before to own your own home**» [2]. In this passage we find several anaphoras (they are highlighted in bold). Also, in this passage we find an example of antithesis (the example is underlined but not in bold). According to the research team [3], the antithesis is more inherent to male speech tactics. Its use in May's speech can be explained by the fact that she wants to be taken seriously, look formal and professional, while at the same time showing softness and femininity. We also find an example of syntactic parallelism, which makes the speech more convincing, expressive and emphasizes important information (the example is underlined and highlighted in bold). It can be stated that when speaking about middle-class problems, May focuses on femininity as following gender norms sometimes proves to be advantageous.

Also, in May's speech we find **the tactic of pointing out a way to solve the problem**, which coincides with **the tactic of promise** from 3) **the strategy of theatricality**: «We will do everything we can to give you more control over your lives. When we take the big calls, we'll think not of the powerful, but of you. When we pass new laws, we'll listen not to the mighty but to you. When it comes to taxes, we'll prioritize not the wealthy, but you. When it comes to

opportunity, we won't entrench the advantages of the fortunate few. We will do everything we can to help anybody, whatever your background, to go as far as your talents will take you» [2]. The lexical units in T. May's speech are more refined and complex, her speech is dominated by verbs such as "to prioritize, to entrench, to listen to, to do, to give, to think" and this gives an impression that she is a person of action who will work primarily for the disadvantaged, and in this respect her speech reminds of male politicians who prefer verbs. In the face of fierce political competition, May wants to emphasize her education and competence and uses the techniques of male political discourse in order to be heard.

In May's speech we find more examples of the future indefinite tense and not only in the active, but also in the passive voice. With the future tense, she and her government will do everything they can to help the needy, to let them control their own lives, to build a better Britain: *«The government I lead will be driven not by the interests of the privileged few, but by yours. We will do everything we can to give you more control over your lives. We will do everything we can to help anybody, whatever your background...and together we will build a better Britain»* [2]. Using the pronoun *I*, May states that she is the head of the government; but to express the tactic of promise, the politician uses the pronoun *We* with the future tense, which allows her at the same time to formally move into the tactic of interaction, showing unity with the audience that not only they but also all politicians belonging to their party and the cabinet will keep their promises. Let's note that the pronoun *We* represents the idea of togetherness. In this way T. May introduces the audience to their personal zone, emphasizing the idea of unity. This pronoun indicates an indefinite referent, which allows the speaker to avoid a specific nomination; hence we observe a commitment by a group of people and the absence of a specific person responsible for this or that commitment.

A third tactic in the former prime minister's speech is **the tactic of clarification**, in the following example May explains the full name of her party and the meaning of the word 'unionist': *«Because not everybody knows this, but the full title of my party is the Conservative and Unionist Party, and that word 'unionist' is very important to me. It means we believe in the Union: the precious, precious bond between England, Scotland, Wales and Northern Ireland»* [2].

Surprisingly, we do not find negative strategies and tactics, such as discrediting or downgrading strategies, in the speech of a female politician. The macro-strategy is the strategy of retaining the power, which in May's speech is quite variable and is represented by three tactics. The former prime minister's speech behavior is variable and her main goal of speech interaction is to plan speech actions to approach the main goal of persuasion, namely that she is the best prime ministerial option for the country.

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ТЕРМІНОЛОГІЯ АНГЛОМОВНОГО ДІЛОВОГО ДИСКУРСУ

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Оскільки англійська мова є міжнародною, більшість країн визнала її як універсальний засіб комунікації між громадянами різних національностей. Проте, володіння англійською мовою на рівні звичайного спілкування значно відрізняється від умінь ведення ділового спілкування [1, с. 9].

Кожна стадія оформлення ділових відносин має бути оформлена за правилами офіційно-ділового стилю. Точність, однозначність, високий ступінь ясності передачі юридичних термінів і зворотів, які використовуються у різних юридичних текстах, їх адекватне мовне втілення, правильне й одноманітне вживання визначають і успішність міжнародної угоди, і сприятливі умови взаємовідносин на рівні не тільки окремих міст, а й цілих держав [4].

Кожна сфера ділового спілкування встановлює специфічні вимоги до лексичного, граматичного, стилістичного, прагматичного, структурно-композиційного оформлення висловлювань учасників комунікації [2, с. 177]. Отже, для англомовного ділового дискурсу характерна відповідна термінологія.

За даними останніх наукових розвідок [3, с. 9–10] бізнес-терміни утворюють такі лексико-тематичні групи:

1) назви осіб-учасників бізнес-діяльності: *shareholder, business executive, businessman*;