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## **Language profile of Boris Johnson**

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## INTRODUCTION

In any society at a certain stage of its development, political relations inevitably arise. Political organizations and parties are formed. Political ideas and theories appear. Politics is a special field of activity. The meaning of the word "politics" is best explained by its etymology. Its roots are traced back to the times of Ancient Greece where such a word appeared: politics is the art of governing the state. Politics determines the direction of the state's functioning. However, to be more precise, politics does it partly, as far as every state possesses a central political figure who is responsible for all the decisions and political moves.

In the case of the United Kingdom, it makes sense to talk about the Prime Minister as the head of state and as a center of politics. Nowadays, this post is filled by Boris Johnson who is a former journalist and Mayor of London. It is Johnson who defines the direction for the UK politics and in this respect his eloquent manner of speech does an unbelievable favour to him in strengthening his position. The PM successfully uses his skills while delivering some far-reaching speeches or while communicating with the vast masses on Twitter. So, at this point we can confidently declare that a language profile of the politician is formed.

Undoubtedly, the rapid development of the social networks and mass media is advantageous in this case because it provides the politicians with an opportunity to keep in touch with his audience daily and influence their minds. Moreover, the rise of the Internet makes its own adjustments to the language profiles not only of the prominent persons, but also to those of the ordinary ones. Anyway, there is a clear justification why the way the central political figure of the country, in our case – Boris Johnson, speaks is significant nowadays. First of all, he is the Prime Minister of one of the most progressive states in our world – the UK, and he puts enormous impact not only on the citizens of the UK, but also on the heads of other states and even ordinary foreign persons, therefore it is of high importance to do some research on his language profile and realize which linguistic means help him create such an appealing image.

The bachelor paper is devoted to the analysis of Boris Johnson's language profile based on his speeches and Twitter messages.

The **relevance** of the theme is determined by its relevance to the linguistic studies of political speeches and social media messages and their influence on the image of the politician and, therefore, on the modern world.

The **aim** of the bachelor paper is to investigate the language profile of Boris Johnson and in order to achieve the aim, it is necessary to fulfil the following **tasks**:

- to determine the concept of the language profile in the political discourse;
- to define the peculiarities of the mass media discourse;
- to define the peculiarities of the social media discourse;
- to outline the communication strategies and tactics and to describe the pragmatic approach to the analysis of language profile;
- to describe the language profile of Boris Johnson;

The **object** of the bachelor paper is the language profile in the political discourse.

The **subject** of the bachelor paper is the linguistic means that constitute the language profile of Boris Johnson based on his speeches and Twitter messages.

The **research material** consists of Boris Johnson's speeches *First speech as prime minister, Brexit speech, On coronavirus lockdown plan* and a corpus of 180 tweets published in January-March 2021.

According to the purpose and objectives of the study, the method of descriptive, contextual, interpretative and discourse analysis as well as the method of direct observation followed by the generalization of the results were used as the main methods of the analysis.

The **practical value** of this work is determined by the fact that the approach to the analysis of the language profiles may be used for further studies devoted to the pragmatic approach to the investigation of the language profiles of the famous persons.

The bachelor paper consists of two chapters. The first chapter is of theoretical value and the second one is focused on the analysis of the language profile of Boris Johnson.

The first chapter includes the theoretical background of language profile concept in political discourse and its interconnection with mass media and social media discourses is explained. The peculiarities of the mass media speeches and the social media texts are provided as well.

In the second chapter the communication strategies and tactics composing the language profile of Boris Johnson employed in his speeches and tweets were analysed.

In conclusions, the results of the scientific investigations are summarized.

## CHAPTER 1. LANGUAGE PROFILE AS A LINGUISTIC PHENOMENON

### 1.1. Language profile in political discourse as a linguistic phenomenon

The notion ‘discourse’ plays the key role in a number of different humanitarian sciences, such as linguistics, anthropology, ethnography, sociology, cultural studies, literary science and philosophy. This phenomenon is in the centre of the scientific work of many researchers: Norman Fairclough, Michael Halliday and Teun Adrianus van Dijk [10, p. 224], [13], [7, p. 384].

The researchers give their own definition of discourse. N. Fairclough defines the term ‘discourse’ as the use of language in social context, particularly as the dialectical relationship between language, the main semiotic modality, and society, as well as with the interactive or dialogic properties of everyday communication as social practice in the written and/or spoken modes [10, p. 224].

T. A. van Dijk sees discourse as not only made in the sphere of the linguistic structures, but all that is available when the subject confronts itself with the cultural and social uses of language. Discourse is the ‘product’ of putting into motion all the dimensions of communicative acts, which are arranged in social surroundings. At the same time, discourse analysis focuses on the systematic account of the complex structures and strategies of text and talk as they are actually accomplished (produced, interpreted, used) in their social contexts [7, p. 384].

Michael Halliday defines discourse as the language (linguistic text) in context which refers to expressing ourselves using words in ways of knowing, valuing, and experiencing the world. He associates the linguistic forms with social and ideological functions [13].

Taking into consideration all the definitions mentioned before, we may come to the conclusion that discourse is the way in which a language is used socially. It is the language identified by social conditions of its use. It is this understanding of the term that will be operative in our paper.

We use language in many different social contexts, and discourse can vary depending on audience and purpose of the speech or writing. Scholars define different types of discourse: argument, narration, exposition/explanation, description, Internet and medical discourse.

Discourse is an integral part of social relations, since, on the one hand, discourse forms such relations, and on the other hand, it is formed by them. That is why any discourse can be viewed as a “special use of language”, as “a way of ordering reality” and as a communicative event (discourse is speech that is immersed in life [27, p. 155-158]).

Thus, discourse is considered to be a complex unity of linguistic form, action and knowledge, since both language in actual use and extralinguistic factors that predetermine communication take part in its implementation. Thus, it is relevant to talk about such a kind of discourse as political discourse.

Political discourse is institutional communication, which, in contrast to personality-oriented communication, uses a certain system of professionally oriented signs, i.e. has its own sublanguage (grammar, phraseology, vocabulary) [48, p. 367].

Political discourse is a specific type of discourse, since it has as its goal the retention and gaining of political power. Consequently, the purpose of political discourse is not a description, but convincing intentions in the addressee, providing grounds for persuasion and prompting to action [33, p. 1270-1275].

Having scrutinized various definitions of the political discourse, we define it as a communicative phenomenon aimed at retention of power, fixed with the help of linguistic means in written texts and oral speech and carried out in a certain communicative space.

Unlike the everyday discourse of individual citizens, political discourse is carried out by political institutions: the president of the country, parliament, government, ministries, departments, political parties, etc. It possesses a powerful resource, through which state and public institutions implement self-presentation, construct and promote certain images of the surrounding reality in a favourable light for them, and communicate with the folks.

Political discourse should be viewed from at least 3 perspectives [3, p. 356]:

- individual hermeneutic, which allows you to determine the personal meanings of the author and / or interpreter of the discourse in certain circumstances;
- sociopsycholinguistic, when measuring the effectiveness of achieving the speaker's political goals;
- purely physiological, like any other text, but with the involvement of an ideological and political background.

This approach explains why an objective analysis of political discourse lies at the intersection of various disciplines and requires an obligatory study of the content, objectives and forms of discourse that is realized in certain political situations. Understanding political discourse, the purpose of which is to instil predictable actions and / or assessments into the addressee, is impossible without knowing the expectations, background of the author and audience, plot patterns, ulterior motives and favourite logical transitions that exist in a certain era [30, p. 32–43.]. The main characteristics of political discourse include aggressiveness and evaluativeness, efficiency, upholding a point of view in political discourse.

A.P. Chudinov and E.I. Sheigal distinguish the following classifications of political discourse.

1. By the nature of the subject (author, speaker):
  - the actual political communication (the author is a politician);
  - political communication in the media (author - journalist);
  - non-professional political communication (the author is a person of a different profession, a voter, a representative of the people).
2. By the nature of the addressee:
  - the addressee is a politician or political subject (state, party, etc.);
  - the addressee does not belong to the number of institutional political subjects (reader, viewer, voter).
3. When comparing oral and written speech, the following are distinguished:
  - genres of oral speech (speech at a meeting, socio-political talk shows, television debates, interviews, etc.);

- genres of written speech (newspaper article, social media messages, etc.).

The most typical for political discourse is the mass and group addressee. The peculiarity of the modern political space and its discourse is that politicians appear in front of their citizens and broadcast important statements mainly through the mass media, namely in the press, in the social media. With the help of the media, politicians can not only inform the population about the goals and values of their policies, but also model relations with the public regarding the formation of representative bodies of power and ruling elites, and maintain the authority of the corresponding traditions and stereotypes. Therefore, it makes sense to do further research in terms of the notion of personal language profile that is created by a politician in the genres of oral and written speech.

Among the genres of the political discourse the political speech is one of the most influential. Political speech as a form of public speech delivered by an orator is considered by researchers of the political discourse as “a process of communication and as one of the types of social action, as a political action itself” [49, p. 172–185]. It is characteristic of the political speeches to possess the sign of a direct appeal to the addressee and the relevance of the moment that implies a direct reaction to the event. The discursive space of political speech, thus, is based on the concept of point of reference, which covers the time of speech, the time of the event and the point of reference [49, p. 172-185]. It is the political speech genre that is of great value for our research as far as the analysis of these speeches will be conducted.

The problem of language of the personality and the unique stylistic features it possesses has always been one of the basic questions in the linguistics. Consequently, the notion of the individual linguistic style became the object of research of many scientists such as Yu. Karaulov, V. Krasnykh, V. Vinogradov. It was V. Vinogradov who determined individual style as a complicated but logically *ицтвув* and internally interconnected system of specific stylistic means inherent in textual activity of the certain author. Furthermore, the establishment of the mass media and social media

discourses incited further development of the concept 'language profile' which was unknown before the formation of the virtual communication [26].

The concept of "language profile" in modern linguistics is closely interconnected with such concepts as "idiostyle", "language personality", "language picture of the world". Correlation of these concepts is the focus of linguists, literary critics, and specialists from other branches of the humanities.

In the linguistic context, the interpretation of the term "idiostyle" is associated with the analysis of literary and journalistic texts displaying a system of stylistic and artistic dominances which reflect specific methodological simulations of the conceptual picture of the world, represent author's sensual intentions, world-view and thinking process. The concept of idiostyle in linguistics is associated, first of all, with a certain choice, selection of linguistic means (words) and methods of their combination, interaction. On the other hand, it is very important to note that although, apparently, there are no unique ways of representing personal meanings, it is easy to find their predominant. This means that idiostyle can be associated not only with the selection of linguistic means, but also with the frequency of their use.

'Idiostyle' in the linguistic context is sometimes identified with idiolect, which is interpreted in the literary dictionary as individual speech which is stipulated by the place of residence, age, speciality, social status, the general level of cultural awareness of a certain person. The idiolect as the linguistic characteristics of the individual not only outlines specific features of the language but also reveals the various aspects of language as a national phenomenon, its inexhaustible potential [35, p. 293].

Linguistic encyclopaedic dictionary contains the following interpretation of the term 'idiolect': idiolect is a set of formal and stylistic peculiarities that are inherent in the language of a native speaker of a particular language [26].

The Encyclopedia of Language & Linguistics explains that the term "idiolect" refers to the language of an individual. It is etymologically related to the Greek prefix idio- (meaning own, personal, private, peculiar, separate, distinct) and a back-formation of dialect. Its specific meanings predominantly fall in two categories:

- The sum total of language of one person, including all possible utterances.
- The linguistic output of one person (i.e., only what that person says and not the internal knowledge in the mind). For some scholars, it should be emphasized that it is the constellation of language variation patterns that helps to distinguish an individual from other speakers of the same dialect [14, p. 512–513].

Therefore, an idiolect would represent a collection of personal characteristics at the same time, i.e., age, gender, social class, occupation, as well as personal traits and private states. Thus, idiolect can be seen as a combination of the sociolect, genderlect, slang, jargon, etc. An idiolect is not only the distinctive features of the language but the entire set of speech means of the individual.

Words have their word-meanings, which are represented when they are used in language. We believe that another component of word-meaning is a ‘personal sense’. It is not inherent in the language and is different for each person, can carry personal information. A ‘personal sense’ reflects a meaning of the word in terms of unique experience of a person, reflecting unique personal characteristics.

An idiolect is a language the linguistic (namely, syntactic, phonological, morphological, etc.) properties of which can be specified in terms of the intrinsic properties of some separate individuals, the person whose idiolect it is. The force of “intrinsic” is to exclude essential reference to features of the person’s wider environment, and in particular to their linguistic community.

An individual style or idiostyle reflects the intelligence of the individual. The intellectual properties of an idiostyle are clearly identified at the structural-linguistic level of the language. In general, the idiolect of one person simply must be different from the idiolect of the other person. After all, every person has their own mental lexicon, knowledge and perception of the world [25, p. 520].

Another term that is closely connected with language profile is language personality that was defined by Karaulov as an individual who presents themselves in the language and with the help of the language, and therefore the language personality

can be understood through the analysis of the language means people use [16]. The language personality consists of the following levels: the verbal one, which reflects the ability to use non-professional language; the cognitive level, this is where concepts that are important to the community (and the person as a part of a certain community) are obtained and processed in order to form the individual cognitive space and the last level – the pragmatic one, which is responsible for the identification of the goals and motives of a person while modelling the language personality.

So, the language personality is a system of psychophysical qualities of the person speaking. This system is depicted in real communication and in personal interaction where national and individual peculiarities of the language personality reveal themselves.

Taking into consideration the spheres of speakers interaction, Krasnykh names several aspects of language personality [18]:

1. Language personality proper, the personality in possession of knowledge and views, and manifesting itself in language performance.
2. Speech personality, the personality that reveals itself in communication choosing tools for putting a necessary interaction strategy into execution.
3. Communicative personality which is seen as a certain participant of the live communication act.

It becomes clear that the language personality formation is a complex process consisting of knowledge internalization and communication skills development. It is considered to be affected by three factors, namely: the social one (as the personality is the core as well as the result of social regularities); the nationally specific one (as the personality is the product of the diachronic changes in the ethnic group), and the psychological one (as its pragmatic propensities appear when bodily needs, social and natural environment are balanced to the person's psyche) [2, p. 138–143].

The following model of the language personality consisting of several levels was also represented:

- verbal level (a facet that reveals a linguistic personality as a person who can speak);

- cognitive level (the knowledge the person has);
- conative level (the area in which the desires of a certain person stipulate the form of communication chosen);
- the sensory-emotional level (at which one's perception and emotions provoke needs and desires as a response).

Taking into consideration all the terms mentioned above, namely, idiostyle and language personality, we may conclude that language profile is a system of certain linguistic characteristics inherent in the speech of a particular personality, which makes the person's way of linguistic expression embodied in their speech unique.

Language profile consists of certain separate levels, namely:

1. The verbal level. It is formed on the basis of the individual lexicon: individual words, the relations between them cover the whole variety of their grammatical, paradigmatic, semantic, syntactic and associative links. The individuality of this characteristic is determined not only by the degree of mastering this skill, but also by the violation of the normative rules of word formation, grammar and pronunciation.

2. The value level which describes the picture of the world characteristic of a linguistic personality and its special hierarchy of values, which is formed while experiencing a number of environmental circumstances.

3. The personal level that encompasses the ratio of the intentions, motives of the individual with the language they use.

Therefore, the personal language profile of a person should be investigated in terms of the linguistic items choice, however the frequency of their usage and the intentions of the speaker also are to be taken into account while describing the personal style.

## **1.2 Mass Media Discourse**

The rapid growth of media and new information technologies are hallmarks of the 20th and 21st centuries. The intensive development of traditional media and the spread of the Internet have contributed to the formation of a unique information space.

The Internet and related technologies are categorized as leading mass communications and the vital information resources that process and distribute large amounts of data. All of the above has led to the establishment of the mass media discourse.

Media discourse, its structure and methods of research have been extensively investigated by I.A. Kozhemyakin, T. H. Dobrosklons'ka, M.R. Zheltuhina, A. Bell [39, p. 13-21.], [9, p. 38–53], [31, p. 27-40.]. However, further clarification of the features of media discourse is needed.

Dobrosklons'ka defines media discourse as a set of processes and products of language activities in mass communication sphere in all diversity and complexity of their interactions [9, p. 38–53]. Pocheptsov views media discourse as a special type of mass communication and as a social phenomenon, whose main function is to influence mass audience through content-based information and evaluative data transmitted by media channels. Consequently, media discourse is a mechanism of updating information through different communication tools of Media Institute [44].

Kozhemyakin differentiates two approaches to the definition of media discourse. The first one presupposes that media discourse is a specific verbal-mental activity, typical only of information mass media space [39, p. 13-21.]. This approach draws a vivid line between the media discourse and the other types as religious, scientific, social media etc. on the basis of such discourse criteria as the language usage and communicative area of its implementation. The second approach postulates that media discourse is any kind of discourse realized in media space and produced by mass media [39, p. 13-21.]. Therefore, it is possible to distinguish political, scientific media discourse characterized by the peculiarities of mass information formation and interpretation.

Media discourse explains the different ways of transmitting information along with the knowledge production and the evaluation of objects. It leads to the assumption that the central concept of media discourse is not defined by socio-political processes, but by the methods of their description. In this case, media discourse involves mediation attempts. Thus, the media discourse analysis is aimed at highlighting the

essential elements of the process of creating meaning and broadcasting, but on the other hand, at defining the role of the media context in creating meaning.

M.R. Zheltukhina defines the distinctive features of the media discourse, which include:

- group correlation (the author shares the views of his group);
- publicity (focusing on mass addressee);
- double-sense orientation (creating conflict with its following discussion);
- staging and mass orientation (impact on several groups simultaneously) [31, p. 27-40.].

It should be added that media discourse depicts the state of society and reflects not the only one side, but both positive and negative changes in a certain period of its existence. Selecting a certain linguistic unit, grammatical form or structure the orators show not only their individual language preferences and habits, but also signify language skills of individual classes and social groups, i.e. the society of a certain historical period [21, p. 187].

Furthermore, the mass media play a peculiar role in organizing political discourse whose definition was provided in the previous subchapter. On the one hand, the media are the main channel for the political discourse implementation. On the other hand, being active interpreters, the media significantly affect the meaning of the transmitted topics, serving certain groups of interests. In our paper the first case when the mass media act as a mediator will be taken into account.

From the stated above, we may sum up that mass media discourse is an integral part of social, personal and professional relationships and is always used to achieve appropriate illocutionary effect. This type of discourse is one of the leading types, and it is widespread in all types of everyday communication. Media texts become significant means of forming the world outlook and perception of the individual members of our society. Moreover, at some point the political and the mass media discourse are intertwined as far as it is the media discourse where most politicians find their audience and modern media serve as a mediator between political institutions and ordinary people.

### **1.3. Social media discourse**

The development of information technologies in the XXI century gave a powerful impetus to the formation of the information space and its main feature is the availability of information at any time, in any place. Therefore, new ways of communication completely different from the traditional ones emerge. As a result, the Internet transforms from a huge database into a powerful means of communication that balances temporal, spatial, gender, social and other constraints. Having penetrated into all spheres of our lives, the Internet became an integral part of our evolution. The emergence of a new communicative environment (the Internet) contributed to the emergence of another type of discourse, the Internet discourse.

Specialists frequently indicated that Internet communication has its own peculiar language features. Consequently, the emergence of the Internet discourse attributed to the formation of a new language named Netspeak or more commonly Internet language. While analysing closely one can see that Netspeak is in fact a total sum of all the Internet situations and provides a specific language for each of them. D. Crystal mentions that Netspeak is a radically new linguistic medium [6]. The nature of the impact which the Internet is making on the English language has not been thoroughly investigated since the emergence of the Internet. According to D. Crystal the fact that the Internet is an electronic, global, and interactive medium is crucial for the kind of language used on the Internet [6]. The new term Netspeak serves as an alternative to such terms as Netlish, Weblish, Internet language. The linguist highlights that Netspeak is identical to neither speech nor writing, but selectively and adaptively displays properties of both. It does things that neither of these other media do, and must be seen as a new species of communication [6].

The use of the Internet and computer technology has a significant impact on language change and usage. Everything stated above causes the necessity to clarify such concept as 'Internet discourse'.

"Internet discourse" is the communication in the Global Network. I. Karpa states that Internet discourse is the computer-mediated communicative activity taking place

in a broad socio-cultural context and is materialised in hypertext [37, p. 74-78]. I. Sydorova defines Internet discourse as a type of communication in the global Internet network, aimed at ensuring interactivity, non-linear communication, establishing and maintaining contact, the formation of speech genres of emotional and information exchange, exerting influence, interweaving of communication strategies, which in general provides the strengthening of the cognitive potential of speech, its preservation and renewal in accordance with the actualization of the speaker's needs [46].

To summarize the information mentioned above, we can define general peculiarities of the Internet discourse. They are the following:

- a high degree of dynamism, interactivity, inter- and hypertextuality characteristic in all forms of Internet communication;
- globalism that allows a user to connect to the Internet from any location on the globe;
- anonymity that involves the possibility to reveal the identity, not to disclose it or attribute the identity of another person / union of people;
- potentiality involves the orientation of communication to the potential recipient in the name of the addresser [19, p. 46–47].

At present, the language on the Internet is attracting more and more linguists' attention, since this type of communication has become an integral part of modern society's life. In particular, in the English-speaking Internet space, communication today is carried out primarily in social networks, the most popular of which are Twitter, Facebook and Instagram. Therefore, all these factors provoked the establishment of the social media discourse as a variation of the Internet discourse. Social media discourse can be interpreted as communication in the Internet environment through electronic signs and signals. [22, p. 240]

The basis of social media discourse is virtual communication. Actual communication is interaction with real people (by phone, in person, etc.), while virtual communication, on the contrary, is interaction with unknown persons or groups, that is, imaginary participants in communication. In this regard, the main feature of the

discourse of social networks can be seen as a change in the status of an imaginary interlocutor to the status of real in the process of virtual communication.

Social media discourse cannot be included in the scope of one functional style, since it combines the linguistic means of several styles. The use of non-verbal means of communication and emotionally coloured vocabulary makes virtual communication more interesting. Over the past few years, not only letter symbols, but also photos, videos or audio fragments are more and more widely used in messages and publications. Consequently, the characteristic features of the discourse of social networks are quite versatile and determine its unique position in the system of discourses [40, p. 128–137].

Besides the general peculiarities of the Internet discourse, it is highly important to identify language features that are commonly found in the Internet discourse, and social media discourse in particular, communication and language itself:

- non-standard spelling;
- contractions;
- short messages;
- reliance on private verbs;
- emotive punctuation;
- ignorance of capitalization or unnecessary capitalization;
- omission of an auxiliary verb.

All these characteristics can be found while studying text and message samples of Internet discourse. However, it should be emphasized that some language changes and different features can be traced as well, and it depends on the chosen channel of communication.

Having analysed the notions ‘Internet discourse’ and ‘Social media discourse’, we may come to the conclusion that these types of discourse are integrated into social, personal and professional relationships and can be used to achieve appropriate illocutionary effect. Internet discourse is a leading type of discourse nowadays that penetrates into all spheres of everyday communication. Social media texts become

significant means of forming society outlook and perception of individual language profiles.

The establishment of the social media discourse provoked the formation of the whole system of Internet genres. However, there is a problem of genres that function and develop in the Internet space. The boundaries of genres are not so clear and precise in the Internet communication. They are more flexible than those in real communication, which is explained by incompleteness, or to be more precise, by the permanent process of formation of new genres on the Internet. Therefore, new technologies are the driving force in the formation of new types of Internet genres [38, p. 109–111].

Virtual genres can replace each other, transform within other genres. Internet genre is a stable type of text, the purpose of which determines its form, and which is used in a typical communicative case on the Internet. Due to different features there are various types of the Internet genres classification [32].

According to the division of Internet genres that is based on both technological factors and compositional ones, we can differentiate the following genres: electronic (online) libraries, electronic journals, blogs, blog literature, microblogging (twitter) [12, p. 225–235].

In the sociology of communications, types of Internet genres are developed on the basis of their functionality, i.e. the function of using the Internet is the core one while categorizing. E. Goroshko defines six types of genres in the classification: informative genres, directive genres, communicative genres, presentational genres, aesthetic genres and entertainment genres [12, p. 225–235].

There is also a hierarchical approach to the division of Internet genres, when we analyse blogging. That's why those genres are divided into:

- Internet hypergenres: organization of the genres that accompany social and communicative situations on the Internet and unites several genres: website, blog, social network, e-library;

- Internet genres: electronic letter, forum, chat, message boards, banner ads, communication with instant messaging programs, virtual conference, post, comment. Additionally, subgenres can be distinguished [32].

A blog has a central position in the system of Internet communication. Firstly, this hypergenre is highly popular, and there are a lot of blogs on the Internet Network. Secondly, a blog is a quintessence of the Internet communication combining features of written and spoken forms of communication. Almost all oppositions, which are usually found in the Internet discourse, are blogs. That is why the paper will adhere to the hierarchical approach to the Internet genres division and focus on the concept of a 'blog' as the central one for our further research.

S. Herring defines blogs as "frequently updated web pages, in which dated records are located in a reverse chronological order" [15].

A microblog subgenre can be separated in the classification. This is a form of blogging which allows users to write short notes arranged in reverse chronological order and publish them; each such message can be viewed and commented by registered users in chat mode. These messages can be transmitted in various ways including such as text messages, instant messages, e-mail etc. This is an addition to blogs created in order not to burden them with short posts (100-200 characters). The microblog update rate is usually higher than that of regular blogs and, accordingly, the microblog interactivity is higher than that of a blog.

One of such microblogs is Twitter. It is a relatively recent phenomenon. According to Twitter's website, it is "a real-time information network powered by people all around the world that lets you share and discover what's happening now." Known as 'microblogging', it is primarily an Internet-based messaging service. Given their ubiquity, immediacy and accessibility, social media channels such as Twitter have emerged as a medium for information sharing and communication about various topics from breaking news to personal stories [35].

For fifteen years of its existence, Twitter as one of the most explicit examples of microblogging has developed its language, that is called twitspeak. The language has its own laws or etiquette known as twitterquette.

The development of this Internet genre and the Internet-service in general necessitated the emergence of its distinctive language, style and form of communication. Thus, like any other genre of Internet discourse, a microblog, especially Twitter, has a number of individual features [1]:

- posts on Twitter (tweets) are short and constrained by a hard 280 characters limit;
- the language on Twitter is compact and brief;
- Twitter has unique communication mechanisms, where users can follow other users' tweets, which provides an opportunity to re-post and hence edit the content of others' tweets too;
- the severe length restrictions on tweets induce a grammatically incorrect and aberrant language riddled with acronyms that have similarities to the language used in SMS and chat;
- its primary usage is to convey information (either for sharing news or broadcasting your status);
- Twitter users appear to be developing linguistically unique styles when compared with other mediums.

It is worth mentioning that the rapid development of mass media and the Internet has immense influence on personality and personal language profile. The conceptualization of the Internet has been undeniable, influencing the way millions of people today communicate, interact and search for some information.

The Internet is a means of transformation of personality as an individual, and personality as a socio-cultural and historical phenomenon. That means that such characteristics of a person as self-identification, an individual style, creativity are almost lost in the Internet communication, which stipulates to follow certain rules due to the used Internet genre [32].

The Internet genres (i.e. electronic (online) libraries, electronic journals, blogs, web 2.0, blog literature, microblogs) restrict individual communicative intentions to some extent, because they have their code of conduct and a number of policies, which are supposed to be followed by their users while communicating [42].

Consequently, the modern technologies play a significant role in a formation of a personal language profile. It is due not only to the set of regulations in the Internet communication, but also to the enormous amount of information provided by media and then absorbed by Internet users influencing their mindset and world perception.

### **Conclusion to Chapter 1**

Rapid development of mass media and the Internet has immense influence on personality and personal language profile. The conceptualization of the Internet has been undeniable, and it helps people and prominent politicians in particular form and demonstrate their language profile.

The dynamic development of media and spread of the Internet has contributed to the formation of a unique information space, which is considered to be the most wide-spread environment for the formation of the personal language profile.

The development of the social media discourse caused the establishment of new Internet genres as online libraries, electronic journals, blogs, blog literature, microblogging in which the concept of language profile acquired new characteristics and senses. The model of the individual language profile consisting of 3 components (verbal, value and personal) is provided.

## **CHAPTER 2. PRAGMATIC APPROACH TO BORIS JOHNSON'S LANGUAGE PROFILE**

### **2.1. Communication Strategies and Tactics**

Any discourse is based on the speech actions and the choice of the most successful way to achieve the communicators' goals. Each statement or a certain sequence of statements is aimed at performing many functions and achieving certain goals. In order to cope with this, the communicator chooses the means of speech that will best help him achieve the goals of communication [41, p. 280]. The addressee thinks over their message in advance, calculates its effectiveness, takes into account approaches that more or less correspond to a particular communicative situation. This gives us the opportunity to consider the mass media and social media discourses in terms of general strategy and specific tactics.

The addressee chooses a certain program of speech actions, which is organized in accordance with the purpose of the relationship between communicators, and this program is a communicative strategy, which forms a certain vector of communication. The success of the addressee and the results of speech communication depend on the adequacy of the choice of communication strategy.

A communicative strategy is a set of actions used to implement the communicative intentions of the speaker whereas the conditions in which communication takes place are taken into account. The implementation of a strategy is conducted through tactics, which are a specific stage in the usage of a communication strategy characterized by a certain set of techniques that determine the use of certain language tools.

The concept of communicative strategies and tactics has been studied by such foreign and domestic linguists as van Dijk [8, p. 163–183.], Batsevich [23, p. 344], Issers [34, p. 284.], Kinch [29, p. 153–211.].

Communicators pursue their obvious and hidden communicative goals in their messages on social networks and in media discourse, while using communicative

tactics that are part of the communicative strategy. The communicative goal is the strategic result to which the communicative act is directed [43, p. 448].

According to Batsevich, strategy is a set of communicative actions aimed at achieving a communicative goal, which includes planning the process of speech interaction, which directly depends on the personalities of communicators and the conditions in which communication takes place, and the implementation of the conversation plan [23, p. 344].

According to Issers, the communication strategy includes not only the planning of the process of speech communication, which depends on the conditions of communication and the personalities of communicators, but also the implementation of this plan. That is why the communicative strategy can be defined as a set of speech actions aimed at achieving the communicative goals [34, p. 284].

In his definition, van Dijk notes that the strategy is the organization of sequent actions, which includes the goals of interaction. Strategies allow you to make a choice that helps to achieve desired goals. The right choice of strategies allows the communicator to achieve the maximum number of goals. Communicative strategies are flexible and dynamic, because they undergo constant adjustments, directly dependent on the speech actions of another communicator and the context of the discourse, which is constantly supplemented and changed [8, p. 163–183.].

Having considered all the presented definitions of the studied concept, we believe that the communicative strategy is a chain of the addressee's decisions, focused on planning the process of speech, the ultimate goal of which is to achieve the communicative goal; a set of the addressee's speech actions aimed at achieving their goals.

Communicative strategy is considered to be a set of speech actions aimed at solving the general communicative task of the addressee of the message. And communicative tactics are the actions that contribute to the implementation of the strategy. Communicative tactics are subjected to communicative strategies.

Communication tactics that contribute to the implementation of communication strategy are diverse. They depend on such factors as the type of discourse, speech

genre, the configuration of the communicant's intentions in a particular situation. If communication tactics do not give the expected result, they are called erroneous [17].

In modern linguistics today there is no generally accepted, clearly defined typology of communicative strategies. This can be explained by the variety of communicative situations in each of which communicators use communication strategies.

Linguists van Dijk and W. Kinch proposed the classification, which distinguishes strategies according to the nature of the processes of generation and understanding of discourse: 1) propositional; 2) local connectivity; 3) macro-strategies; 4) schematic; 5) productive; 6) stylistic; 7) rhetorical; 8) non-verbal; 9) conversion [29, p. 153–211].

From the point of view of the functional approach Issers singled out the basic and auxiliary strategies. The main strategies are aimed at influencing the addressee and conquering other communicators. The main strategy is the one that is most significant in terms of the hierarchy of communicators' goals and motives. Auxiliary communication strategies characterize a specific conversation with clearly defined goals. Auxiliary strategies contribute to the effective impact on the recipient, which is achieved through the proper organization of dialogue. Among the auxiliary strategies there are the following: 1) pragmatic (communicative-situational), which include a strategy of self-presentation, role and status strategies, strategies of emotional adjustment, etc.; 2) dialogue, they are used to control the topic, initiative, degree of understanding during communication; 3) rhetorical, which uses the techniques of public speaking, as well as rhetorical techniques aimed at effectively influencing the recipient of the message [34, p. 284].

Given that the construction of communication strategies and their implementation depend on a significant number of extralinguistic factors (ethnicity, social status, gender and age of communicators, the nature of communicative signs, temporality, addressee relations), A. Belova systematizes them as a set of oppositions : universal / ethnic-specific, commonly used / individual, commonly used / status-based, commonly used / age, unisex / gender-labeled, verbal / non-verbal, atemporal /

time-limited, cooperative / conflict-based, address-oriented / information-oriented [24, p.11-16].

From the stated above, it should be noted that communication tactics is a partial phenomenon, a separate tool for implementing the overall strategy, speech action that corresponds to a specific stage in the implementation of communication strategy, a combination of several actions that contribute to the implementation of this strategy.

Strategy in political discourse means the optimal realization of the intentions of the speaker, aimed at achieving a certain goal of communication, consistent with the personal (status-role) and psychological characteristics of participants in the communicative process and conditioned by communicative experience, which involves compliance with laws and rules of the definite communication situations [45, p. 190].

There are different classifications of communication strategies, but most researchers (Datsiuk, Issers) agree that all the types of strategies can be reduced to three main and most conceptual types: presentation (or self-presentation), manipulation and convention. The listed types differ from each other in degree of openness, symmetry of the communication: presentation type belongs to passive communication; manipulative - to active, conventional - to interactive. Accordingly, the main means for presentation and manipulation is a message, for a convention it is a dialogue.

Presentation strategies are a way of producing a communicative space and a way of presenting this space in a communication environment by changing the structure of this environment. The presentation strategy is a relatively independent and to some extent self-sufficient stage of communication. Its task is to communicate some knowledge, which can be presented as a discussion or reasoning, which involves the interaction of participants.

According to Datsiuk, the presentation strategy consists of several subtypes: promotion, positioning and image-making [28].

The next type of communication strategies is manipulative. Manipulation is programming of the opinions and aspirations of the masses in order to ensure that they behave in a way that is necessary for those who own the means of manipulation.[36, p. 56]. It should be noted that the purpose of manipulation is not always to discredit the

object or diminish its moral or physical qualities. Manipulation can also be used by politicians to attract and retain attention or create a favourable image.

The purpose of a conventional strategy is to ensure communication between different segments of the communication environment, namely, the audience of this text or speech (for example, civil society, in the case of political communication), and to obtain a convention through a chain of consensus.

The conventional text usually contains messages for the authorities and for the citizens, and both audiences must be specially segmented in relation to the tasks solved in the text. The task of such a text is, on the one hand, to convey to the authorities messages from civil society structures within the issue, and on the other hand, to convey messages from the authorities to civil society structures within the same issues.

In conventional communication, the author manages the audience as openly and equally as the audience manages them.

In our paper we will focus on the following strategies: **self-presentation, argumentation, manipulation and calling to act.**

Each communicative strategy in political communication is implemented through a range of communicative tactics, which in turn are implemented through certain lexical and syntactic tools and rhetorical techniques. Some tactics can be used in various communication strategies. Specific moves and techniques allow to embody and impose the author's point of view, to manipulate the public consciousness. Tactics are usually implemented with the help of verbal and non-verbal tools, and most importantly with the help of the communication environment and personal resources of the communicator. Tactics can be both explicit and implicit.

Non-verbal resources that are used both independently and in combination with oral speech include appearance, clothing, mannerisms, postures, facial expressions, facial expressions, gestures, behavioural techniques (e.g., silence, avoidance of attention), and others.

With regard to verbal tools, the question of constructing a complete typology that would differentiate the application of certain verbal tactics in communication

strategies still requires further research. This is evidenced by the heterogeneity of existing classifications based on different characteristics.

Our paper will focus on the verbal tactics used in the political mass media and social media discourse, namely, the tactic of solidarity, reporting, opposing, accentuating, explanatory, recommending, forcing and promising ones. Also, the tactics of contrasting analysis and of identification with the common people will be taken into account. We have divided language means implementing the communication tactics into several subgroups depending on the means used: syntactic-stylistic, lexical-semantic, word-formation and morphological:

a) Syntactic tools provide a wide range of possibilities for speech impact. The transformation of the syntactic structures of the sentence allows you to include in focus or exclude from the focus of attention the addressees of the situation, change the degree of activity of the participants and the distance between the event and the subject, vary emotionality and focus on certain meanings. The presentation strategy is characterized by the use of imperative techniques, modalities, which emphasize the strong and authoritative position of the addressee of political discourse. When manipulating, vague or generalized personal sentences are used, active voice (when addressing voters to emphasize readiness for action and fulfilment of promises), passive voice (to remove responsibility for actions taken), declarative, interrogative and incentive syntax (rhetorical questions and exclamations, slogans), syntactic repetitions (anaphora, epiphora), syntactic-stylistic figures (antithesis, parallelism). The conventional strategy is represented by question-answer constructions.

b) Lexical and semantic means. Due to the huge variety of vocabulary semantics and the possibilities of lexical substitutions, the most multifunctional tool of influence is the choice of used words. The presentation strategy is implemented using lexical means that construct the image of the author and his belonging to a particular social group, as well as affective words. In a manipulative strategy, the addressee is influenced by the presence of “manipulator words” in the discourse, which have evaluative, expressive or associative meanings that direct the reader's thoughts, creating the necessary setting for the interpretation of the message. The manipulative

strategy is represented by a wide range of techniques: lexical interpretation ("sticking labels"), pejorative vocabulary, direct / indirect insult, playing to lower the role and status. The tactic of "playing the common people" at the lexical level is implemented through the use of colloquial words and expressions, phraseological units, which are closely related to the basic values of society. The conventional communication strategy is characterized by the use of neutral vocabulary, which gives the discourse the greatest objectivity.

c) Word-building and morphological means. Such techniques as, for example, suffixes of subjective assessment, neologisms can be simultaneously used both within the framework of a presentation strategy to demonstrate the originality of the discourse of the subject of political communication, and within the framework of manipulation to form or transform ideas about the subject of speech and attitudes towards it. Morphological means, for example, within the framework of the presentation strategy, the use of personal and possessive pronouns, allow to highlight the position of the addressee of political media discourse, and within the framework of the manipulative one is to designate the addresser's belonging to the "circle of friends" (inclusive "we / our") and to distance from political opponents (exclusive "They / them").

Therefore, these strategies and tactics create the personal language profile which is defined as a system of certain linguistic characteristics inherent in the speech of a particular personality, which makes the person's way of linguistic expression embodied in their speech unique.

## **2.2 Boris Johnson's language profile in mass media discourse**

As we know, the mass media is one of the most important phenomena of our time and the best way to quickly communicate information to the public. The media have a particular impact on virtually all social spheres and institutions, including politics, economics and religion. It should also be noted that various media play a vital role in the formation and development of public opinion. In addition, they explain and

disseminate the most important phenomena and events in the world. For each state, it is decisive how its citizens and foreign countries perceive its image. In the process of shaping public opinion in the media, a variety of linguistic means play an important role in shaping the image of politicians. In a world where relations between countries depend on the personal qualities of their leaders, the media can play a special role.

Political speech is one of the mechanisms governing society, and political discourse implements the functions of socio-psychological impact on the public. In carefully thought out and prepared in advance public speeches politicians around the world use a variety of linguistic means to achieve their goals. As a rule, political speeches are aimed at providing an ideological impact, forming a certain attitude among the audience to certain realities of political life [20, p. 323–333.].

Boris Johnson is one of the key figures in British politics. As mayor of London and one of the activists of the British exit from the European Union (Brexit), and then Foreign Secretary, he attracted the attention of the public with his eccentricity, charisma and sense of humor. Later in July 2019 he became the Prime Minister of the UK. On his way Boris Johnson uses different communication strategies and tactics to influence the recipient with a focus on a diverse audience, namely, strategy of self-representation, argumentative and manipulative ones.

The object of our linguistic research was the language profile of Boris Johnson on the basis of his speeches: *First speech as prime minister* [5], *Brexit speech* [4], *On coronavirus lockdown plan* [11].

The pragmatic component of Boris Johnson's speeches is realized through the usage of the certain strategies and tactics. While analyzing the *self-presentation strategy*, one should pay attention to the fact that Boris Johnson in his *First speech as prime minister* started his message with greeting "Good afternoon" without mentioning the persons to whom he addresses, it can be assumed that he attempted to add impersonal colours to his speech, on the one hand, and universal, on the other.

The lack of the exact addressee at the beginning of the speech allows us to increase the number of potential communicators: 1) *British people*, 2) *people of the EU*, 3) *his opponents* and 4) *people of the EU now living and working in the UK*.

So, we can state that Boris Johnson addresses British people and people living and working in the UK directly, using the second-person plural pronoun “**you**” (the tactic of solidarity), and he addresses his opponents and those living in the EU as the indirect listeners, whose role is limited within this communication situation, implementing the third-person plural pronoun “**they**” as a medium of the opposing tactic. So, such role orientation makes it possible to comprehend the preferences and guidelines of the orator in his communication with the audience.

The increased concentration of the cleft sentences like ***It is ... that***, which implement the previously mentioned strategy in Boris Johnson's speeches, is quite justified, because by using a tactic of accentuating of a certain component of the sentence, the only correct perception of political opinion by the audience is provided. In particular, Boris Johnson identifies himself with a member of the Conservative Party and in the following lines the key role of the Conservative Party during the 200-year history of Great Britain is emphasized:

*But if you look at the history of the last 200 years of this party's existence, you will see that **it is we conservatives who have had the best insights**, I think, into human nature, and the best insights into how to manage the jostling sets of instincts in the human heart... **It is we conservatives who have understood best how to encourage those instincts to work together in harmony to promote the good of the whole country.***

The ***self-representation strategy*** is implemented in *Johnson's Brexit speech* through a number of tactics. First of all, at the beginning of his speech the Prime Minister divides British people into three categories: ‘*For many people this is an astonishing moment of hope*’, those ‘*who feel a sense of anxiety and loss*’ and those ‘*who had started to worry that the whole political wrangle would never come to an end*’. Johnson demonstrates his unbiased perception of all the layers of British society and therefore creates an ‘understanding’ image for himself mentioning the following phrase as a tool of the solidarity tactic: ‘*I understand all those feelings*’.

The Prime Minister proves his self-confidence using a noun clause with a metaphor the goal of which is to accentuate the main idea: ‘*And whatever the bumps*

*in the road ahead, I know that we will succeed.*’ Boris Johnson represents himself as a considerate person who is aware of all ‘*the bumps in the road ahead*’. He associates the whole work that is to be done with the road and the difficulties that may arise – with the bumps. However, having mentioned this, Johnson doesn’t lose faith in a bright future which is implemented through a that-clause: ‘*I know that we will succeed*’.

The speech ‘*On coronavirus lockdown plan*’ delivered by Johnson is rich on tactics supporting the ***self-representation strategy***. In his speech Boris Johnson mentions his title, however it is done not with the goal to distance himself from the citizens of the UK, but to put an emphasis on the level of responsibility his actions presuppose: ‘*I believe that as **Prime Minister of the United Kingdom** – Scotland, England, Wales, Northern Ireland, there is a strong resolve to defeat this **together**.*’ Moreover, at the end of the sentence he highlights the word ‘**together**’ as a means of solidarity tactic that can be perceived as an attempt to create an image of ‘bond’ among people. A plethora of epithets enhance the image of Boris Johnson as an eloquent politician: ***the most vicious threat, devilish illness***.

In his *First speech as prime minister* Boris Johnson creates his message with the orientation to the British people using ***the argumentation strategy***, commencing with the giving the description of the country situation as time to act:

***The time has come to act, to take decisions, to give strong leadership and to change this country for the better and though the Queen has just honoured me with this extraordinary office of state.***

Being aware of his strategic intention to put impact on the British people, Boris Johnson demonstrates his willingness to serve them and in this case he uses the explanatory tactic:

***My job is to serve you, the people because if there is one point we politicians need to remember it is that the people are our bosses.***

The pragmatic component of his argumentation strategy is implemented through the use of anaphoric parallel constructions at the beginning of every new sentence highlighting the phrase “***My job is to***”:

***1. My job is to make your streets safer ...***

2. *My job is to make sure you don't have to wait...*
3. *My job is to protect you or your parents ...*
4. *My job is to make sure your kids get a superb education ...*

The emphatic sentences combined with the anaphoric constructions like *that's why we have already announced that we are going to level up per pupil funding in primary and secondary schools, that is the work that begins immediately behind that black door* immensely affect Boris Johnson's listeners stressing on the fact that he is ready to create a plan of actions and that he is in charge of the state and is liable for the future of the country.

In Boris Johnson's *Brexit speech* one may notice the signs of the **argumentation strategy** as well. First of all, he uses a clause of reason as one of the means to implement the explanatory tactic: *'Because for all its strengths and for all its admirable qualities, the EU has evolved over 50 years in a direction that no longer suits this country'*. The PM justifies that the way the EU functions doesn't suit the UK anymore, however a lot of effort was put into the evolution and growth of the EU. Besides, Johnson emphasizes with the **cleft sentence**: *'And the most important thing to say tonight is that this is **not an end but a beginning**'*. With the help of antithesis as a part of the contrasting tactic the PM puts forward an argument that everything is a great start. The wide use of metaphors in the time clause also draws one's attention: *'This is the moment when **the dawn breaks and the curtain goes up on a new act in our great national drama**'*.

The pragmatic component of Boris Johnson's **argumentation strategy** is realized through the usage of the following tactics in his speech *'On coronavirus lockdown plan'*. The PM justifies chosen by the government lockdown plan in the following sentence: *'And today a general consensus on what we **could** do. And I stress could. Because **although** we have a plan, it is a conditional plan'*. He uses a **concession clause** in order to implement the contrasting tactic, and he emphasizes that this plan can be subjected to further alternations. Moreover, Johnson uses the word **'could'** that is aimed at producing the argumentative effect. A series of **comparative correlatives** serve as explanatory tactic and fulfil the explanatory function: *'the lower the level the fewer the measures. The higher the level, the tougher and stricter we will have to be'*.

A bit later on the PM once again stresses the conditionality of the plan provided: *‘And I must stress again that all of this is conditional, it all depends on a series of big Ifs’*.

Boris Johnson also uses *the calling to act strategy* in his first speech as a Prime Minister. The idea to act is realized through the recurrence of the phrase “The time to act ...” for several times. Boris Johnson also offers some actions using the appeals implemented through the construction **“Let’s...”**:

1. *Let’s start now to liberate the UK’s extraordinary bioscience sector...*
2. *Let’s change the tax rules...*

The constructions of the type ‘Let’s’ are known to be commands directed to the first-person plural **“we”**, which may be determined as a collective appeal to act, i.e. the whole nation should do something in order to make positive changes in the country.

The Prime Minister communicates the appeals complexly since he combines the usage of the anaphoric parallel constructions ‘Let’s’ and the implementation of the polysyndeton with the conjunction “and”.

Boris Johnson’s speech *‘On coronavirus lockdown plan’* is loaded with a series of anaphoric sentences fulfilling the calling to act strategy. The sentences begin with a personal pronoun *we* and a modal verb **must** that is used in order to implement the forcing tactic. This modal pinpoints the necessity of the actions that are to be done:

*We must protect our NHS.*

*We must see sustained falls in the death rate.*

*We must see sustained and considerable falls in the rate of infection.*

*We must sort out our challenges in getting enough PPE to the people who need it, and yes, it is a global problem but we must fix it.*

*The manipulation strategy* is implemented through the tactic of identification with the common people in the *First speech as prime minister*. Using the **personal pronoun we**, the politician emphasizes the commonality of his own values and views with the values and views of the Conservative Party on resolving the urgent issue for the country, to be more precise, leaving the European Union and developing fruitful

cooperation with it in the future. Thus, at the linguistic level, the addressee is influenced in order to arouse in him the intentions beneficial to the addressee, namely the positive attitude of the electorate to the future activities of Prime Minister Boris Johnson as a representative of the Conservative Party, which will complete Brexit:

*Boris Johnson: I think that **we** know that we can do it, and the people of this country are trusting in us to do it, and we know that we will do it;*

*Boris Johnson: And I repeat that in winning this election **we** have won the votes and trust of people who have never voted Conservative before, and people who have always voted for other parties.*

There are many episodes in Boris Johnson's speeches illustrating the tactics of promising. One of the linguistic means of implementing this tactic is the use of a **simple (indefinite) future tense** (verb will + infinitive without the particle to), as, for example, in the following excerpt:

***I will work** flat-out from now on with my team, which I will build I hope in the next few days, to repay your confidence.*

Manipulative influence occurs through the realization of the goal, which is expressed in the conviction of voters that B. Johnson will faithfully perform his duties as Prime Minister:

***I will make** it my mission to work night and day, to work flat-out to prove you right in voting for me this time, and to earn your support in the future.*

In his *Brexit Day speech* Johnson also resorts to such a tactic as the usage of a **personal pronoun we** that establishes a bond between the government and the citizens: '***We have obeyed the people***'. Therefore, he mentions: '***We have taken back the tools of self-government***'. The implementation of anaphora in these sentences strengthens the argumentative effect provided for the audience.

Shortly afterwards, the PM states that this decision was made '*for the benefit of the people of this country*' which also creates an image of togetherness and makes people believe in the validity of his words. Johnson implements anaphora for the influential effect while claiming: '***It is not just about some legal extrication. It is***

*potentially a moment of real national renewal and change*'. Also, he puts emphasis on the expression *'real national renewal and change'*.

Boris Johnson's *Brexit Day speech* illustrates the tactics of promising which is implemented through the use of a **simple future tense** (verb will + infinitive without the particle to), as, for example, in the following abstract: *'we will rediscover muscles that we have not used for decades'*. It is also worth mentioning that the **metaphor** is used in this sentence: *'muscles'* which refers to the words *'strength and potential'*.

The speech *'On coronavirus lockdown plan'* contains several tactics supporting the **manipulation strategy**. First of all, this strategy is implemented through the tactic of identification with the common people using the personal pronoun we: *'we have never seen before in **peace or war**'*. In the stated example the antithesis *'peace or war'* makes the words sound more emphatic.

A series of sentences containing the phrases aimed at expressing gratitude are also a means of the manipulative strategy since these phrases make the audience believe that they are the decision-makers and the ones who are immensely important: *'And it is **thanks to** your effort and sacrifice in stopping the spread of this disease that the death rate is coming down and hospital admissions are coming down. And **thanks to** you we have protected our NHS and saved many thousands of lives'*.

There are many abstracts in Boris Johnson's speech *On coronavirus lockdown plan* illustrating the tactics of promising. The main means of implementing this tactic is the use of a **simple future tense** (verb will + infinitive without the particle to), as, for example, in the following excerpt: *'we **will be driven** not by mere hope or economic necessity. **We are going to be driven** by the science, the data and public health'*. In this excerpt the politician gives a hope to the whole nation that the plan suggested by the government is motivated by science and public health. The **conditional sentence** also performs the function of making a promise: *'if there are problems, we **will not hesitate to put on the brakes**'*.

To sum up, we have led to conclude that Boris Johnson's profile in mass media discourse consists of four main communication strategies (self-representation, argumentation, manipulation and calling to act). All these strategies can be traced in

his three speeches, although all of them belong to different topics. The promising tactic is one of the most widely used among all. The reason for that is that the PM attempts to create a trustworthy image and make his people believe in him and his power.

### **2.3. Boris Johnson's language profile in social media discourse**

No one could even imagine what the value of such a social network as Twitter can be when it first emerged in 2006. Originally it was expected to be a system for facilitating group text messaging across one's social circle, but as the experience shows it evolved quickly and organically into a new form of mass communication. But after the 2008 US election made evident the importance of social media for political campaigns, Twitter quickly became recognized as a vital new tool for both electioneering and governance.

In the case of Boris Johnson, Twitter seems to have been one of the key enablers for his rise to power. One could, and many do, make the claim that Johnson masterfully uses Twitter in order to spread his message and maintain his power. In the United Kingdom, which is perceived as a highly traditional constitutional monarchy, using the social media networks was seen as something of a nonsense, however the digitalization of our world forces the main political figures to create social media profiles in order to address the citizens. Rarely before has the UK Prime Minister been on Twitter and in the past, it was difficult to figure out what the most powerful person in the country was thinking. A leader with a constant communication channel to the world is unprecedented. Boris Johnson's tweets provide a large corpus of text data that will be analyzed in this chapter taking into consideration specific features of Twitter communication and linguistic peculiarities of Twitter as well, and it will give insights into the PM's language profile.

We have studied a corpus of 180 tweets published since the 1<sup>st</sup> of January 2021. These tweets were divided into 4 topics: congratulations (37) (Appendix A), international politics (19) (Appendix B), social politics (38) (Appendix C) and COVID-19 (86) (Appendix D). These were analysed according to the communication strategies

discussed previously (self-representation, manipulation, calling to action and argumentation).

It can be easily noticed that Boris Johnson's style on Twitter quite differs from his speech style and such phenomenon is caused not only by his own preferences, but also by the peculiarities of Twitter communication such as: a high degree of dynamism, interactivity, globalism that allows a user to connect to the Internet from any location on the globe; potentiality involves the orientation of communication to the potential recipient in the name of the addresser. Among his tweets the following peculiarities can be traced: contractions, short messages, reliance on private verbs (e.g. think, feel, know); omission of an auxiliary verb.

The self-representation and manipulative strategies are predominantly implemented in the tweets belonging to the section 'congratulations'.

The **self-representative strategy** is implemented through a variety of tactics in Boris Johnson's tweets. The accentuating tactic which is implemented through high reliance on private verbs is the first among them, and it helps the addressee understand the subjective point of view of the political leader: *I'm sorry to hear, I'd like to wish, I look forward to, I'm sad, I want*. In order to create an appealing image the Prime Minister resorts to using the personal adjectives in the superlative form as well: *I send my warmest wishes...*. At times, he omits the auxiliary verbs and personal pronoun I with the purpose to sound more naturally as for the Twitter: *'Spoke to ...', '...great to speak to...'*.

Sentences with homogeneous parts are also of great value for the tweets since such grammatical structures help to communicate the main idea clearly putting an emphasis on the necessary part of it: *'...their ingenuity, dedication and hard work is an inspiration...'* (in this case we deal with homogeneous subjects), *the world builds back better and greener* (homogeneous attributes in the comparative form), *a truly brave and selfless act* (homogeneous attributes).

While analysing **the manipulation strategy**, one may notice that the word combinations aimed at the expression of sympathy implemented by using the preposition **'with'** are highly widespread in PM's messages: *'my thoughts are with ...'*,

*'the UK stands in solidarity with India'* which creates an image of togetherness not only with the British folks, but with other peoples around the world. It is worth mentioning that the tactic of promising which is realised through a plethora of future simple sentences is prevalent in Johnson's tweets: *'we will do so again'*, *'we'll put our hands together'*, *'we will ensure'*, which also creates a sense of commonality and makes ordinary people believe that some actions are to be taken in the nearest foreseeable future. Moreover, a number of the first-person plural pronouns are used in such statements which intensifies the aforementioned effect. The promising tactic expressing the plan for the future can be frequently encountered in Johnson's tweets – **'to be going to'**: *'...we are going to support...'*

The tactics fulfilling the **argumentation strategy** can also be traced in Johnson's tweets. It is the concession clause that the PM uses in many cases while trying to implement the explanatory tactic by providing the cause and the effect: **'However mild you think your symptoms might be, get checked by a doctor'**. In the following example Johnson uses a coordinate clause in order to show the sequence of events (firstly, young people sacrificed a lot and now it's turn of the parliament to help them) and draws a line between the reason and its consequence: *'Young people have sacrificed so much during this pandemic and we are going to do everything we can to support them'*.

A series of imperatives can be seen as the forcing tactic supporting the **calling to act strategy** because such words urge people around the world to some actions. In this case we deal with some directions concerning the lockdown and COVID-19: *'...get checked by a doctor'*, *'this #BurnsNight please #StayHome'*. The modal 'must' expressing the necessity is another technique supporting the calling to act strategy *'...must be released immediately'*.

If we take into consideration the COVID-19 messages in Boris Johnson's Twitter, it can be easily noticed that the argumentation and calling to act strategies prevail over the manipulative and self-representative ones. This phenomenon can be justified by the fact that ordinary people always look for someone who can explain the decisions taken by the Parliament especially when it has to do with the critical situations, i.e. the times of global pandemic, therefore, the PM fulfils this role and

informs the citizens about the measures taken in order to deal with the COVID-19. He is the one who is trusted by ordinary people and Johnson is doing everything to stay in this position as long as possible.

The **argumentation** strategy is the first and the foremost one which we can often encounter in Boris Johnson's Twitter posts dealing with the Pandemic. The PM resorts to this strategy in order to demonstrate the cause and effect chain as a tool of the explanatory tactic, and he attempts to make sure that the citizens do their best in social distancing and protecting everyone from newly-arisen peril. *The clauses of contrast* are used in this case as a means of the contrasting analysis tactic:

*The Oxford/AstraZeneca jab is safe and the Pfizer jab is safe - the thing that isn't safe is catching COVID.*

*The vaccine protects you, your loved ones and helps us all defeat the virus.*

*Every jab gets us closer to defeating the virus, so please come forward when you are called for the vaccine by the NHS.*

A coordinate clause this *anaphoric parts* is one more tactic to express the supporting arguments, and it makes the sentence look more emphatic: *'It's good for you, it's good for your family and it's a great thing for the whole country.'*

Firstly, Boris Johnson puts forward all the arguments and only then he pushes his people to the definite actions using the **calling to act** strategy and its tactics. While analysing Johnson's tweets, one may pay attention to his urges to actions implemented through a recommending tactic using series of constructions "*Let's...*" known as series of appeals: *'Let's keep going...'*, *'Let's get the jab done...'*. Loads of *imperatives* are perceived as a forcing tactic supporting the calling to act strategy. Boris Johnson implements them in quite a harsh way that shows that he is trying to succeed in his endeavours to take care of the UK's citizens. The cases when the imperative is used is predominantly connected with the vaccination: *'When you are invited to get the jab, please come forward'*, *'...so please come forward when you are called for the vaccine by the NHS...'*, *'Get your jab when you're asked to do so'*.

Having urged the citizens to action, Boris Johnson cannot do without a **manipulation** strategy implementing it in a variety of ways. The first tactic is creating

an image of mutual bond between the head of the state and ordinary persons. Such lexemes as ‘together’ and 1<sup>st</sup> person plural pronoun ‘we’ serve as a manipulative strategy and ordinary people feel that they are supported and are looked after which forces them to stick to all the recommendations: *‘Together we will build back better.’*, *‘We are aiming to...’*, *‘Today we have reached a significant milestone...’*.

A number of *private verbs* and *epithets* found in Johnson’s Twitter boost his image as a trustworthy and competitive Prime Minister which can be explained as an accentuating tactic of the *self-representative strategy*: *‘I want to say a massive thank you...’*, *‘...a huge national achievement’*.

Although the accentuating tactic occupies a prominent role in Johnson’s COVID tweets, the reporting tactic is far more influential and more frequently encountered in his messages and Present Perfect Tense even intensifies the effect: *‘I’ve just had my first AstraZeneca vaccine; I’ve just received my first Oxford/AstraZeneca vaccine dose.’* Posting regular updates on the vaccination process in the country is also vital in case a politician desires to create an appealing image and Boris Johnson sticks to this rule. The newest updates are shared in Twitter almost every day: *‘20 million people across the UK have now got the jab; Over 18 million people across the United Kingdom have had their first jab.’*

The group of his tweets belonging to the social politics group stand out from the rest because of the extensive usage of the promising tactic in terms of the manipulative communication strategy. Others strategies, such as self-representation, argumentation and calling to act are also found in Boris Johnson’s tweets, but these are not so vivid as the first one.

The tactic of promising is mainly represented by a series of sentences in *Future Simple (person + will + infinitive)*: *‘Under this government we will do everything we can to ensure no child goes hungry as a result of the privations caused by this pandemic inspiration to us all. I will do everything I can to make sure the streets are safe and ensure women and girls do not face harassment or abuse. We won't rest until everyone in this country has a place to call home.’* One more means of expressing the manipulative strategy is a repeating phrase *‘I am/we are going to...’* which implies

that the words being said are not mere empty words, but these are the plan that will be carried out in the nearest future as it is shown in the following example: *We're going to level up bus services across the country, making them **cheaper, greener and more reliable**. We are going to do our best to make it up to you.* Moreover, the enumeration at the end of the first sentence also conjures a certain rhetoric effect. The tactic of planning is expressed with the help of the following sentence with an emphasis on the word 'plan': *It's all part of our **plan** to build back better and greener from the pandemic.*

The argumentation strategy acts as a means supporting the promising tactic of the manipulative strategy, because folks need to understand cause-and-effect relationships in what is being said. A series of sentences connected with the phrase that's why belong to the explanatory tactic used by the PM in this case: *We are doing everything in our power to protect the most vulnerable in our society. **That is why** we are investing £212m in a scheme to create homes and provide specialised support dedicated to helping rough sleepers rebuild their lives. **Coordinate clauses** contribute to the implementation of the aforementioned strategy as well: *I've been doing all I can to lose weight, and I'm not only fitter and healthier but also happier for it. **Apprenticeships unlock opportunities** (argumentative), and we're expanding them so more people have the chance to get life-changing training.**

Having put his arguments forward and promised fundamental changes for the foreseeable future, Johnson also appeals to actions using the modal verb 'must' and personal pronoun 'we': ***We must drive out violence...**, **We must work fast.*** The countless imperatives in Boris Johnson's tweets also serve as a forcing tactic backing up the calling to act strategy: *... please **follow** the advice and be prepared. Please **keep asking me your questions at...***

The **self-representation communication strategy** possesses quite a few features in Prime Minister's messages within social politics group. First of all, it is worth noticing that Johnson mentions his fiancé in one of the tweets, and therefore we may conclude that he desires to be perceived as a family-person: *Tonight **Carrie and I** will be lighting a candle for ...* An increased number of 1<sup>st</sup> person singular pronoun I

also deserves our attention since no other tweets belonging to other thematic groups contain so many 'I' followed by a subjective verb:

***I am shocked and deeply saddened** by the developments in the Sarah Everard investigation.*

*When schools re-open on 8 March, **I want to make sure** no child is left behind as a result of the learning they have lost over the past year.*

***I'm delighted** to appoint [@HelenGrantMP](#) as Special Envoy on Girls' Education to drive this vital work.*

***I totally agree with** you [@MarcusRashford](#).*

The reporting tactic can be traced while analysing the PM's tweets about social politics. From time to time he posts several updates regarding some processes happening in the UK, namely the vaccination progress and police officers recruiting, and usage of Present Perfect and Past Simple prevails in these messages:

***We've (reporting tactic)** now recruited over 6,000 new police officers...*

*Yesterday over 480,000 people **got** their first vaccine dose...*

This reporting tactic enhances Boris Johnson's image in such a way that he is recognized as a conscientious leader not only in the UK but all over the world.

The international politics category of tweets posted by Johnson implements all the previously mentioned communication strategies which need to be clarified at more length. Firstly, the image of the PM is depicted as a credible one thanks to the high concentration of personal verbs implementing the accentuating tactic of the self-representative strategy: ***I'm horrified** by the escalation of violence in Myanmar and the killing of pro-democracy protesters...; **I look forward to working** closely together ahead of the [@G7](#) summit in Cornwall in June...; **I condemn** the coup and unlawful imprisonment of civilians...* It is personal verbs that show the subjective opinion of this political figure and reading Johnson's tweets one can make sure he is an ordinary person who has some personal thoughts. With the help of anaphoric sentences beginning with **I would** he highlights his preferences regarding several international events, such as World Cup, showing that he would be happy if the UK hosts it: ***I would love** for the home of football to host the 2030 World Cup, and **it would be** a wonderful*

thing for the whole country to savour. A metaphor '*a bonanza of football*' serves as a means of expression the Prime Minister's expectations for the years to come. The tactic of reporting is also present within the self-representation strategy. Several sentences in Present Simple depict this phenomenon clearly: *Fantastic news as we strengthen the UK-US trading relationship and work to build back better from the pandemic. We continue to do all we can to achieve this.* In such a way the main political figure of the UK seems to be accountable to his citizens, and he serves for them. Moreover, at times he speaks on the behalf of the British people using the personal pronoun *we* which can be perceived as a solidarity tactic: *We stand with the people of Myanmar in calling for an immediate end to military repression.*

The clauses of cause and effect form the explanatory tactic in favour of the argumentation strategy: *What is needed is urgent action from the EU to resolve outstanding problems with Protocol implementation, so as to preserve the gains of the Belfast Good Friday Agreement & ensure that Northern Ireland benefits from Brexit just like every other part of our United Kingdom.* Although the PM is the one who always makes the decisions, he still does everything possible that his citizens grasp the grounds for some choices.

The calling to act strategy is the most frequently used in this block of tweets since Boris Johnson urges both his folks and the heads and citizens of other states to take some actions. The modal 'must' plays a leading role as the forcing tactic supporting the calling to act strategy: *'She must be released permanently so she can return to her family in the UK...'*, *'The vote of the people must be respected...'*. Sometimes this strategy is implemented through a word combination 'calling for': *We stand with the people of Myanmar in calling for an immediate end to military repression...* Several appeals were also made using the phrase 'Let's' as a tool supporting the recommending tactic: *Let's bring football home.*

In conclusion, Boris Johnson's profile in social media discourse also encompasses four aforementioned communication strategies (self-representative, argumentative, manipulative and calling to act). One may notice all these strategies in four sections of tweets we have defined in our research. There is no one strategy that prevails over

others. Both calling to act strategy and self-representative one are the most widely used among all. Furthermore, the reporting tactic of the self-representative strategy is the prevalent one and provides ordinary people with up-to-date info concerning crucial events happening around the UK and the world in general. Such messages evoke credence in the minds of people as far as they see the actions being taken and some reports on them.

#### **2.4 The comparison of Boris Johnson's profile in mass media and social media discourse**

The central political figure of the UK – Boris Johnson – applies myriads of communication strategies and tactics in his language, be it political speeches or his Twitter messages addressed first of all to the common people of the UK and secondly to those from all over the world. Although the language of the Prime Minister is quite traditional and is not prone to stand out a lot, some slight differences in his language use depending on the topic discussed can be traced. Moreover, the choice of linguistic means also depends on type of the discourse. If we take into account the oral discourse – mass media speeches of Johnson, one can notice a wider spectrum of linguistic means implementing the accentuating tactic of the self-representation strategy. He uses a plethora of epithets and metaphors while attempting to communicate his ideas clearly: *devilish illness, ...whatever the bumps in the road ahead..., a series of big Ifs...* At the same time his Twitter messages are not so rich for accentuating tactics. There are no traces of eloquent metaphors in his tweets and only private verbs that emphasise his opinions can be found: *I am horrified..., I condemn..., I believe...*

On the other hand, the reporting tactic of the self-representative strategy prevails in the social media discourse which is stipulated by the fast-paced development taking place in all the spheres of the modern life. A significant number of the updates one may notice in the PM's tweets dedicated to the COVID and vaccination topics: *20 million people across the UK have now got the jab; Over 18 million people across the United Kingdom have had their first jab.* This use of language is quite justified because it is

the social media where people would like to see regular updates concerning certain themes or events. Of course, the PM implements such a tactic in his speeches, however it doesn't stand out at all as far as such speeches are delivered only on certain occasions, but Twitter provides the political leader with an opportunity to publish the most recent updates daily.

The calling to act strategy is present in both discourses in relatively balanced proportions and no differences can be traced in the tactic belonging to the aforementioned strategy. The most common means of its expression are the calling to appeal constructions as 'Let's', the modal verb 'must', the word combination 'in calling for'. The only deviation that can be noticed, and it significantly stands out is that the imperative form of the verbs is used by the PM only on Twitter: 'go and get the vaccine'; 'stay at home'.

In terms of the argumentative strategy, one can surely claim that it prevails in Boris Johnson's speeches as far as the volume of the political speech is much bigger than in tweet messages and such a tendency provides a vast room for the usage of the explanatory tactic. The time and concession clauses are the common means supporting this tactic: 'Because although we have a plan, it is a conditional plan'. The comparative correlatives are also relatively frequent in the PM's speeches: 'the higher the level, the tougher and stricter we will have to be'. In the meantime the tweets don't usually serve as the explanatory messages, but more as those depicting the opposing tactic and therefore only coordinate clauses without conjunctions are used by Johnson in this case: *The Oxford jab is safe and the Pfizer is safe – the thing that isn't safe is catching COVID.*

Talking about the manipulative strategy, the tactics involved are widespread both in mass media discourse and in social media discourse relatively equally. The creating of the mutual bond image is one of the main objectives Boris Johnson sets for himself, and he successfully meets it by using the identification with common people tactic expressed by the frequent implementing the personal pronoun we both in Twitter messages and in his speeches: '*Together we will build back better*', '*we are going to...*', '*we must protect our NHS*'. Nevertheless, the promising tactic puts substantive impact

on the addresses of the Prime Minister. His First Speech as a Prime Minister contains the highest number of linguistic means supporting the promising tactic, namely the Future Simple constructions: ‘I will work..., I will make...’ and it is worth mentioning that in this speech he uses the personal pronoun I that implies that he takes on the responsibility, and he is the one liable for all the actions taken. However, other speeches and tweets are predominantly focused on the common notion expressed by the personal pronoun we that creates a certain bond between the Prime Minister and his citizens.

In conclusion, we can see that Boris Johnson uses not a very outstanding spectrum of linguistic means in reaching his political communicative aims which tend to overlap in both discourses analysed. Anyway, there are slight differences in the choice of tactics in various situations, but the ones which really stand out are quite rare.

## **Conclusion to Chapter 2**

Communication strategies and tactics are the basis of the pragmatic approach to Boris Johnson’s language profile. The language peculiarities of the Prime Minister of the UK were scrutinized in terms of his three speeches in political mass media discourse and his Twitter messages that belong to the social media discourse.

The material was analysed according to four chosen communication strategies (self-representation, manipulation, calling to act and argumentation) and their tactics. The research has shown that all these strategies are present in both Johnson’s speeches and tweets, however there are slight differences in the frequency of their use. The manipulation and calling to act strategies are equally implemented in both discourses while the self-representation strategy is more characteristic of the social media discourse. On the contrary, the argumentation communication strategy prevails in mass media discourse.

## CONCLUSION

The research on the topical question of the language profile of one of the central political figures in the UK has met its objective and allowed to make the following conclusions.

The concept of the language profile in the political discourse was examined. Language profile is a system of certain linguistic characteristics inherent in the speech of a particular personality, which makes the person's way of linguistic expression embodied in their speech unique. It consists of three main components: the verbal, the value and the personal ones. The notion of the language profile is closely interconnected with such phenomena as mass media and social media discourses since these determine the way a person speaks and the linguistic means the human-being implements in their speech. The evolution of mass media and the Internet has immense influence on personality and personal language profile while it serves as a platform for prominent politicians where they are able to demonstrate their language profile.

The peculiarities of the mass media discourse and its similarities with the political discourse were described, among which are: publicity (focusing on mass addressee); double-sense orientation (creating conflict with its following discussion); staging and mass orientation (impact on several groups simultaneously).

The features of the social media discourse were defined, and it allowed us to conclude that this type of discourse combines the linguistic means of several styles. Among these characteristics the following ones are the most widespread: non-standard spelling, contractions, short messages, reliance on private verbs, emotive punctuation, ignorance of capitalization or unnecessary capitalization, omission of an auxiliary verb. Twitter communication peculiarities were discussed as well.

The concepts of communication strategy and tactic were analysed and the pragmatic approach to the analysis of the language profile of political figures was provided. Communication strategy in political discourse means the optimal realization of the intentions of the speaker, aimed at achieving a certain goal of communication, which involves compliance with laws and rules of the definite communication

situations. Communication tactic is a partial phenomenon, a separate tool for implementing the overall strategy. In our paper we have analysed the language profile of Boris Johnson according to four main strategies: self-representation (solidarity, reporting, opposing, accentuating tactics), argumentation (explanatory, contrasting analysis tactics), calling to act (recommending, forcing tactics), manipulation (identification with the common people, promising tactics).

The language profile of Boris Johnson was described on the basis of his three prominent speeches that have been analysed in terms of four communication strategies and their tactics mentioned above. All these strategies can be traced in his three speeches, although one may notice several distinctions in their application depending on the topic discussed. The manipulation strategy and its promising tactic is one of the most widely used among all, and it is implemented through the frequent statements in Future Simple, and it is mostly combined with tactic of identification with common people represented by the personal pronoun ‘we’ in order to create the sense of commonality. The intention behind this strategy can be explained by the desire of the PM to create a trustworthy image and make his people believe in him and their bright future in one of the most powerful countries ever. The argumentation communication strategy can be regularly traced in the speeches delivered by Johnson. It is predominantly realized through the usage of antithesis and a series of comparative correlatives *‘the lower the level, the fewer the measures.’*

The descriptive analysis of 180 Twitter messages posted by Johnson was provided. Boris Johnson’s profile in social media discourse was also investigated regarding four aforementioned communication strategies and tactics. We cannot single out only one communication strategy that prevails over others in his tweets. Anyway, both calling to act and self-representation ones are the most widely used in social media discourse. On the one hand, the reporting tactic of the self-representative strategy is the prevalent one and provides ordinary people with up-to-date info concerning crucial events happening around the UK and around the globe in general, for instance, the COVID-19 cases and the vaccination guidelines and reports. Such messages evoke credence in the minds of people as far as they see the actions being taken and some

reports on them. On the other hand, the calling to act strategy is the most frequently used in the analysed block of tweets with the application of modal verb *must*, phrasal verb *call for* and the appeal *let's*.

In general, the research has shown that all aforementioned communication strategies are present in both mass media and social media discourses, and therefore both in Johnson's speeches and tweets, however there are the frequency of their use varies from one discourse to another and from one topic to another one. The manipulation and calling to act strategies are equally implemented in both discourses while the self-representation strategy is more characteristic of the social media discourse. On the contrary, the manipulation and argumentation communicative strategies prevail in mass media discourse.

The research has provided us with noteworthy insights into the language profile of Boris Johnson. The data compiled can serve as a crucial source of information while investigating language profiles or idiosyncrasies of other politicians. Therefore, our work has led us to conclude that the development of the politician's personal language profile affects the way millions of people perceive our world nowadays. It is the political speeches that act as the immense influential power in the modern society. Thanks to the way Boris Johnson implements the communication strategies and tactics, he is perceived as the central figure of the United Kingdom who should be trusted.

## ABSTRACT

У будь-якому суспільстві на певному етапі свого розвитку неминуче виникають політичні відносини, утворюються політичні організації та партії, з'являються політичні ідеї та теорії. Політика - це особлива сфера діяльності, це мистецтво управління державою. Однак, у кожній державі існує центральна політична фігура, яка відповідає за всі рішення та політичні кроки й у такий спосіб визначає подальший перебіг подій. У випадку з Великобританією є сенс говорити про прем'єр-міністра як про главу держави та центр політики. Нині цю посаду займає Борис Джонсон, колишній журналіст і мер Лондона. Саме Джонсон визначає напрямки політики Великобританії, і в цьому відношенні його манера розмовляти та доносити думки є його перевагою та сприяє зміцненню його позицій. Прем'єр-міністр успішно використовує свої навички, виступаючи із винятковими промовами або спілкуючись з величезними аудиторіями в Twitter. Отже, на даний момент ми можемо впевнено заявити, що у такий спосіб формується та відображається мовний профіль політика.

Безперечно, швидкий розвиток соціальних мереж та засобів масової інформації є надзвичайною перевагою у цьому випадку, оскільки він надає політикам можливість підтримувати зв'язок зі своєю аудиторією щодня та впливати на їхнє сприйняття світу та конкретних подій, що трапляються щодня. На додаток, розвиток Інтернету вносить свої корективи в мовні профілі усіх осіб. Саме особистий мовний профіль політика здійснює ідеологічний вплив, формуючи певне ставлення аудиторії до деяких реалій політичного життя. У зв'язку з цим вивчення індивідуальних особливостей використання мови видатними політиками справді заслуговує на увагу.

**Метою** бакалаврської роботи є дослідження мовного профілю Бориса Джонсона на основі його промов та Twitter-меседжів. Поставлена мета передбачає виконання таких завдань:

- дослідити поняття мовного профілю в політичному дискурсі;
- визначити особливості медійного дискурсу;

- визначити особливості дискурсу соціальних мереж;
- окреслити комунікативні стратегії та тактики та описати прагматичний підхід до аналізу мовного профілю;
- описати мовний профіль Бориса Джонсона.

**Об'єктом** дослідження є мовний профіль у політичному дискурсі.

**Предметом** дослідження є мовний профіль Бориса Джонсона на основі його виступів та повідомлень у Twitter.

Матеріал дослідження складається з трьох промов Бориса Джонсона: *First speech as prime minister*, *Brexit speech*, *On coronavirus lockdown plan* та вибірки 180 твітів, опублікованих у січні-березні 2021 року.

**Наукова новизна** роботи полягає у тому, що вперше було проаналізовано мовний профіль Бориса Джонсона з точки зору комунікативних стратегій і тактик.

Бакалаврська робота складається двох розділів. Перший розділ висвітлює теоретичну базу поняття дискурс, його типологію, поняття мовного профілю в політичному дискурсі, а також зв'язок політичного дискурсу з медійним та з дискурсом соціальних мереж. Другий розділ роботи презентує класифікацію комунікативних стратегій і тактик та їхні характерні особливості, а також аналіз комунікативних стратегій Бориса Джонсона у його промовах та твітах. У висновку надано огляд результатів наукового дослідження.

У першому розділі визначено, що мовний профіль - це система певних мовних характеристик, властивих мовленню певної особистості, що робить спосіб мовного вираження людини, втілений у її мовленні, унікальним. Він складається з трьох основних компонентів: словесного, ціннісного та особистісного. Поняття мовного профілю тісно взаємопов'язане з такими явищами, як медійний дискурс та дискурс соціальних мереж. Також у цьому розділі описано особливості дискурсу ЗМІ та визначено характеристики дискурсу соціальних мереж, а також обґрунтовано зв'язок цих типів дискурсу із політичним.

У другому розділі роботи проаналізовано концепції комунікативної стратегії та тактики та запропоновано прагматичний підхід до аналізу мовного профілю політичних діячів. Комунікативна стратегія в політичному дискурсі - це оптимальна реалізація намірів оратора, спрямована на досягнення певної мети спілкування, що передбачає дотримання законів і правил певних ситуацій спілкування. Комунікативна тактика є окремим інструментом реалізації загальної стратегії. У нашій роботі проаналізовано мовний профіль Бориса Джонсона за чотирма основними стратегіями: саморепрезентація (тактики солідарності, звітності, опозиції та акцентування), аргументація (пояснювальна та контрастна тактики), заклик до дії (тактики рекомендації та примусу), маніпуляція (тактики ототожнення з простими людьми та надання обіцянок).

Мовний профіль Бориса Джонсона був описаний на основі його трьох промов, які було проаналізовано з точки зору чотирьох комунікативних стратегій та їх тактик, згаданих вище. Маніпулятивна стратегія є однією з найбільш широко використовуваних серед усіх, і вона реалізується через часті висловлювання у Future Simple (тактика надання обіцянок), і в основному вона поєднується з тактикою ідентифікації із простими людьми, вираженою особовим займенником "ми", що допомагає створити відчуття спільності. Прем'єр-міністр також доволі часто використовує аргументативну стратегію, яку реалізує за допомогою використання антитези та порівняльних корелятивів, наприклад: *'the lower the level, the fewer the measures.'*

Також було здійснено описовий аналіз 180 повідомлень у Twitter, розміщених Джонсоном. У його твітах неможливо виділити лише одну комунікаційну стратегію, яка переважає над іншими: як заклики до дії, так і саморепрезентативна стратегії є найбільш широко використовуваними в його твітах. З одного боку, тактика звітування, яка є способом реалізації стратегії саморепрезентації, зустрічається достатньо часто і надає простим людям актуальну інформацію про найважливіші події, що відбуваються у Великобританії та в цілому світі, наприклад, випадки COVID-19, а також рекомендації та звіти щодо вакцинації. Такі повідомлення викликають довіру у

людей, оскільки вони бачать, що певні голова держави вживає певних заходів та публікує звіти щодо проробленої роботи. З іншого боку, стратегія заклику до дії також використовується часто і, у свою чергу, вона виражена застосуванням модального дієслова *must*, фразового дієслова *call for* та закликів з використанням конструкції *let's*.

Отже, розвиток особистого мовного профілю політика впливає на те, як сьогодні мільйони людей сприймають наш світ. Саме політичні промови та меседжі у Twitter здійснюють вплив на сучасне суспільство. Результати роботи можуть слугувати корисним джерелом інформації під час подальшого дослідження мовних профілів політиків.

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## APPENDICES

### APPENDIX A

19.03

Spoke to [@MarkRutte](#) this afternoon to congratulate him on his re-election. The UK and the Netherlands will continue to be close partners and I look forward to working with Mark in the coming years

17.03

I'm sorry to hear that [@MagufuliJP](#), President of Tanzania, has passed away. My thoughts are with his loved ones and the people of Tanzania.

17.03

I'd like to wish everyone in Northern Ireland, Ireland and Irish people around the world a very happy St Patrick's Day!

8.03

I'm proud to see the Commonwealth flag raised over No 10 today. Commonwealth Day is an opportunity to celebrate this great family of nations and our joint efforts to promote prosperity, sustainability, equality and security across 54 countries.

This International Women's Day I want to pay tribute to some of the leading figures in the UK's vaccination programme. Their ingenuity, dedication and hard work is an inspiration to all of us.

5.03

"We must never cease to proclaim in fearless tones the great principles of freedom and the rights of man." Churchill's words in his famous Iron Curtain speech 75 years ago resonate as true today as they did in the post-war era. The UK stands by these values.

1.03

I would like to wish people in Wales and Welsh people around the world a very happy [#StDavidsDay](#). Diolch for everything that you're doing throughout this pandemic, and Dydd Gŵyl Dewi Hapus!

27.02

Congratulations to Wales on their impressive victory today and on taking home the Triple Crown.

26.02

Today Kuwait marks 30 years since its liberation from occupation. We remember those who gave their lives fighting bravely for freedom, including many British service personnel. I send my best wishes to our Kuwaiti friends as they celebrate their 60th National Day

25.02

Wishing a very happy and safe [#Purim](#) to Jewish communities across our United Kingdom and around the world. Chag Purim Sameach!

24.02

Great to speak to [@NOIweala](#) and congratulate her on her appointment. The [@WTO](#) has a vital role to play in championing free and fair trade as the world builds back better and greener from COVID-19.

16.02

New charges against Aung San Suu Kyi fabricated by the Myanmar military are a clear violation of her human rights. We stand with the people of Myanmar and will ensure those responsible for this coup are held to account.

13.02

Congratulations to Mario Draghi on being sworn in as Italy's new Prime Minister. I look forward to working closely with you in 2021 as we host the [@G7](#), you host the [@G20org](#) and we co-host [@COP26](#).

12.02

Happy Chinese New Year! I want to wish everyone celebrating in the UK and around the world happiness and good fortune in the Year of the Ox. 春节快乐！祝所有在英国和全球各地欢度新春佳节的朋友们牛年大吉，好运连连。

7.02

My thoughts are with the people of India and rescue workers in Uttarakhand as they respond to devastating flooding from the glacier collapse. The UK stands in solidarity with India and is ready to offer any support needed.

6.02

Six Nations rugby at its best today. Passion, pride - and the best team on the day winning. Well done Scotland.

To [@jacindaardern](#), all our friends in New Zealand and the Kiwis here in the UK, I send my warmest wishes as you mark Waitangi Day. I am proud of our enduring friendship and our ongoing work to build back better from Covid-19 and make the world a greener, more prosperous place.

4.02

On [#WorldCancerDay](#) my thoughts are with everyone bravely battling cancer and those who have sadly lost their lives to this disease. Diagnosing and treating cancer remains a top priority. However mild you think your symptoms might be, get checked by a doctor. Our NHS is open.

3.02

Tonight we honoured Captain Sir Tom Moore and all the health workers he recognised with his fundraising.

Tonight at 6pm we'll put our hands together to show our appreciation for Captain Sir Tom Moore, all that he stood for and all those health workers who he recognised with his fundraising.

I'm delighted to announce that we have appointed [@DrAlexGeorge](#) to be our Youth Mental Health Ambassador. Young people have sacrificed so much during this pandemic and we are going to do everything we can to support them.

2.02

Alexey [@Navalny](#)'s decision to return to Russia after being poisoned was a truly brave and selfless act. In contrast, today's ruling was pure cowardice and fails to meet the most basic standards of justice. Alexey Navalny must be released immediately.

Captain Sir Tom Moore was a hero in the truest sense of the word. His legacy will long live after him.

31.01

My thoughts are very much with [@CaptainTomMoore](#) and his family. You've inspired the whole nation, and I know we are all wishing you a full recovery.

30.01

I want to say a huge thank you to the parents, carers and guardians of children. Millions of you have coped with the pressures of home schooling and childcare while also doing your day jobs. And by staying at home you are, quite literally, saving lives.

27.01

Nothing will stop us remembering the unique horror of the Holocaust and recommitting to root out antisemitism. I was honoured to hear from Renee Salt who survived Auschwitz and Belsen, and veteran Ian Forsyth who liberated the latter camp in April 1945.

25.01

Burns Suppers are one of the highlights of the year and I'm sad that millions of Scots in the UK and across the world won't be able to come together to toast one of our finest poets and celebrate in the usual way. We will do so again, but this [#BurnsNight](#) please [#StayHome](#)

20.01

Congratulations to [@JoeBiden](#) on being sworn in as President of the United States and to

[@KamalaHarris](#) on her historic inauguration. America's leadership is vital on the issues that matter to us all, from climate change to COVID, and I look forward to working with President Biden.

16.01

Kelly, very sad that you're standing down from government. You've been a brilliant minister at three departments but family must come first. My thoughts are with you and your loved ones at this difficult time.

13.01

I want to wish Tamils in the UK and around the world a happy Thai Pongal.

Farewell with respect and admiration to Sir David Barclay who rescued a great newspaper, created many thousands of jobs across the UK and who believed passionately in the independence of this country and what it could achieve.

3.01

Saddened to hear of the death of Sir Brian Urquhart, a renowned British diplomat who shaped the [@UN](#) & created the blue helmet peacekeepers. As we approach the 75th anniversary of the first Security Council meeting in London, his legacy lives on in the vital work of the UN today.

## APPENDIX B

16.03

Today we have published the [#IntegratedReview](#) – the most comprehensive survey of the UK’s foreign policy and national security in decades. It's all part of our vision to unite and level up our country

The objective of Global Britain is to use the full spectrum of our abilities, now amplified by record spending on both defence and science, to engage with and help the rest of the world. My article on the [#IntegratedReview: <https://gov.uk/government/speeches/pm-boris-johnson-the-oxford-vaccine-shows-why-we-and-the-world-need-britain-to-be-global>](#)

8.03

Great to welcome [@ClimateEnvoy](#) John Kerry back to London today and discuss our joint efforts to protect our planet. The UK and US have an exciting shared agenda to drive down global emissions ahead of [@COP26](#) in November.

7.03

Pleased to see the removal of Nazanin Zaghari-Ratcliffe’s ankle tag, but her continued confinement remains totally unacceptable. She must be released permanently so she can return to her family in the UK, and we continue to do all we can to achieve this.

4.03

I'm horrified by the escalation of violence in Myanmar and the killing of pro-democracy protesters. We stand with the people of Myanmar in calling for an immediate end to military repression, the release of Aung San Suu Kyi and others, and the restoration of democracy.

From Scotch whisky distillers to Stilton-makers, the US decision to suspend tariffs on some UK exports today will benefit businesses right across the UK. Fantastic news as we strengthen the UK-US trading relationship and work to build back better from the pandemic.

2.03

Let's bring football home in 2030. I would love for the home of football to host the 2030 World Cup, and it would be a wonderful thing for the whole country to savour. We want to do much more to encourage sport post-pandemic and see a bonanza of football in the years ahead.

23.02

Today I chaired a [@UN](#) Security Council session on climate and security. Together with Sir David Attenborough, I warned of the need to cut global emissions to net zero and help vulnerable countries adapt to climate change.

19.02

The G7 is the great gathering of like-minded, liberal, free-trading democracies. We stand together on many issues around the world. I look forward to working closely together ahead of the [@G7](#) summit in Cornwall in June.

2.02

Our commitment to the people of Northern Ireland and our Union is unshakeable. Recent EU moves have undermined the Protocol & understandably provoked concern. Let me underline that, now & in the future, Northern Ireland's place in the UK will be protected and strengthened. ½

What is needed is urgent action from the EU to resolve outstanding problems with Protocol implementation, so as to preserve the gains of the Belfast Good Friday Agreement & ensure that Northern Ireland benefits from Brexit just like every other part of our United Kingdom. 2/2

1.02

I condemn the coup and unlawful imprisonment of civilians, including Aung San Suu Kyi, in Myanmar. The vote of the people must be respected and civilian leaders released.

27.01

Fantastic climate leadership from [@JoeBiden](#) and team today - joining the UK in committing to reach net zero by 2050 and protect 30% of land and ocean by 2030. I look forward to joining the President at the Leaders' Climate Summit in April as we work together for our planet.

23.01

Great to speak to President [@JoeBiden](#) this evening. I look forward to deepening the longstanding alliance between our two countries as we drive a green and sustainable recovery from COVID-19.

21.01

President [@JoeBiden](#) rejoining the Paris Agreement is hugely positive news. In the year we host [@COP26](#) in Glasgow, I look forward to working with our US partners to do all we can to safeguard our planet.

17.01

I look forward to welcoming world leaders to Cornwall for the [@G7](#) Summit in June. My goal is to work with our friends and partners to [#BuildBackBetter](#) from the coronavirus pandemic and create a fairer, greener and more prosperous future.

12.01

Yesterday I spoke with [@UN](#)Secretary-General [@antonioguterres](#), 75 years on from the first UN General Assembly. We discussed how together the international community can tackle challenges like COVID-19, climate change and ensuring every girl has access to quality education.

6.01

Disgraceful scenes in U.S. Congress. The United States stands for democracy around the world and it is now vital that there should be a peaceful and orderly transfer of power.

1.01

Proud that the UK is taking over the 2021 Presidency of the G7 today. Hosting both the G7 Summit and [@COP26](#) will make this a hugely important year for Global Britain and I look forward to welcoming our friends and allies as we beat COVID and build back better from the pandemic.

## APPENDIX C

19.03

The sheer endurance and determination of [@BillyMonger](#) in his 140 mile challenge for [@ComicRelief](#) is an inspiration to us all. Thank you Billy and everyone who is supporting this important cause.

18.03

We are doing everything in our power to protect the most vulnerable in our society. That is why we are investing £212m in a scheme to create homes and provide specialised support dedicated to helping rough sleepers rebuild their lives.

16.03

We're going to level up bus services across the country, making them cheaper, greener and more reliable. Great to be at the [@NationalExpress](#) Coventry depot to launch our National Bus Strategy yesterday.

This evening I met with ministers, senior police officers and [@CPSUK](#) to discuss further steps needed to protect women and girls and make sure our streets are safe. The horrific case of Sarah Everard has unleashed a wave of feeling about women not feeling safe at night.

We're taking action to make our streets safer, with better lighting and CCTV, tougher sentences and increased police patrols. We must drive out violence against women and girls and make every part of the criminal justice system work better to protect and defend them.

15.03

Buses are lifelines and liberators, connecting people to jobs they couldn't otherwise take, sustaining town centres and protecting the environment. As we build back from the pandemic, better buses will be one of our first acts of levelling up.

13.03

Tonight Carrie and I will be lighting a candle for Sarah Everard and thinking of her family and friends. I cannot imagine how unbearable their pain and grief is. We must work fast to find all the answers to this horrifying crime.

I will do everything I can to make sure the streets are safe and ensure women and girls do not face harassment or abuse.

I know how difficult it has been for this generation of university students. We are going to do our best to make it up to you.

The brutal murder of 16 primary school children and their teacher in Dunblane 25 years ago shocked the world. We must never forget all those who lost their lives on that terrible day. Today my thoughts are with the bereaved, the survivors, and the whole Dunblane community.

11.03

I am shocked and deeply saddened by the developments in the Sarah Everard investigation. Like the whole country my thoughts are with her family and friends. We must work fast to find all the answers to this horrifying crime.

10.03

The UK is united by so many ties of people, history, culture, business and much more. We are at our best when all four parts fire on all cylinders. With [@SirPeterHendy](#)'s transport connectivity review, we can make our economy and Union stronger than ever before

8.03

Today pupils return to schools in England. I want to thank teachers, parents, guardians and carers for the work you have done to keep kids learning throughout the pandemic. Getting all schools back has been our priority and the first step of our roadmap back to normality.

4.03

Brilliant trip up to Teesside with Chancellor [@RishiSunak](#). A new Freeport here will create thousands of jobs. It's all part of our plan to build back better and greener from the pandemic.

I've been doing all I can to lose weight, and I'm not only fitter and healthier but also happier for it. I'm pleased we're investing £100 million into services to get the country healthier so we can all – quite literally – bounce back better.

3.03

Throughout the pandemic we stepped in to protect jobs and livelihoods. This Budget continues that support and sets out our plan for growth. We're investing in innovation, skills and infrastructure to build back better, level up and unleash the potential of the United Kingdom.

25.02

Excellent trip to Accrington Academy in Lancashire today to see how they're preparing for pupils to return on 8th March. Our £700m catch up fund will ensure students across the country get the support they need to fulfil their potential.

Welcome news that rough sleeping has gone down by 43% since 2018 - but we won't rest until everyone in this country has a place to call home. We are continuing to work with councils & charities, providing £750m for programmes over the next year to end rough sleeping.

This fair and flexible system will ensure all young people can progress to the next stage of their education or career.

24.02

It's been great hearing about the issues that matter to you. Please keep asking me your questions at (calling to act) <http://gov.uk/ask>

The best place for young people's future, and for their wellbeing, is back in the classroom. With regular testing, children can safely return to school from 8 March.

When schools re-open on 8 March, I want to make sure no child is left behind as a result of the learning they have lost over the past year. A new £700m package of catch-up funding will help teachers support their pupils as they return to the classroom.

23.02

Yesterday I set out our four-step roadmap to ease restrictions across England and provide a route back to a more normal way of life. On Monday 8th March, schools and colleges across England will reopen, and teaching in classrooms can start again.

16.02

It was great to take questions from Horizon Community College's Year 11 maths class last week. Thank you to all the efforts of teachers and students across the country for keeping learning going virtually.

Freedom of speech is at the very core of our democracy. It is absolutely right that our great universities – the historic centres of free thinking and ideas – will now have this freedom protected and bolstered with stronger legal protections.

Those who serve in our Armed Forces deserve every recognition for their service. It was a very great injustice that this was denied to some members simply because of their sexuality. I hugely welcome the fact we can now address this historic wrong.

15.02

Great news Jaguar Land Rover is set to become an all-electric brand by 2025, a significant step towards becoming a net zero business by 2039. A brilliant example of British engineering leading the industry to a cleaner future, as we build back greener.

11.02

Great to speak to Dr [@aimafidon](#) and the future generation of scientists [@Stemettes](#) about how we can inspire girls to pursue careers in science and give them the best opportunities to shape our world.

8.02

Apprenticeships unlock opportunities, and we're expanding them so more people have the chance to get life-changing training. On [#NationalApprenticeshipWeek](#) thank you to all our brilliant apprentices and the countless employers who take them on.

5.02

Yesterday over 480,000 people got their first vaccine dose, which now means almost 11 million people across the UK have been vaccinated.

28.01

UPDATE: We've now recruited over 6,000 new police officers, well ahead of our March 2021 target. We're committed to getting 20,000 more officers on our streets by the end of this parliament.

21.01

In Didsbury today I saw the brilliant work the [@EnvAgency](#) and emergency services are doing to defend the area from flooding. If you think your home may be at risk of flooding, please follow the advice and be prepared: <https://gov.uk/sign-up-for-flood-warnings>

16.01

Ensuring girls worldwide get 12 years quality education is the simplest thing we can do to transform the fortunes of not just individual women & girls but communities & nations. I'm delighted to appoint [@HelenGrantMP](#) as Special Envoy on Girls' Education to drive this vital work.

13.01

Under this government we will do everything we can to ensure no child goes hungry as a result of the privations caused by this pandemic.

I totally agree with you [@MarcusRashford](#), these food parcels do not meet the standards we set out and we have made it clear to the company involved that this is disgraceful. The company concerned has rightly apologised and agreed to reimburse those affected.

5.01

Fantastic initiative from the BBC, who will be helping children to learn while we all must stay at home.

## APPENDIX D

20.03

More than half the adult population of the UK have now received their first jab. Many thanks to everyone involved in this fantastic achievement. Let's keep going!

19.03

I've just had my first AstraZeneca vaccine. Get your jab when you're asked to do so. It's good for you, it's good for your family and it's a great thing for the whole country.

I've just received my first Oxford/AstraZeneca vaccine dose. Thank you to all of the incredible scientists, NHS staff and volunteers who helped make this happen. Getting the jab is the best thing we can do to get back to the lives we miss so much. Let's get the jab done.

18.03

The Oxford/AstraZeneca jab is safe and the Pfizer jab is safe - the thing that isn't safe is catching COVID. Which is why it's so important that we all get our jabs as soon as our turn comes.

17.03

The latest milestone is an incredible achievement – representing 25 million reasons to be confident for the future as we cautiously reopen society. Thank you to the brilliant NHS, scientists, armed forces, volunteers and all those who've helped our rollout.

14.03

I want to say a massive thank you to all the people of Northern Ireland for everything they've been doing during the pandemic. Together we will build back better.

12.03

Great to be in Northern Ireland today seeing the incredible work being done to tackle COVID and get jabs into arms – from Belfast to Enniskillen.

It was a privilege to speak to [@NHSVolResponder](#) and [@StJohnAmbulance](#) volunteers from Rochdale and Cornwall yesterday. They've helped get jabs into arms quickly and efficiently. We couldn't do it without them. I am very grateful for their continued dedication.

9.03

Last week I met with healthcare professionals who are working tremendously hard to boost vaccine confidence amongst ethnic minority groups. It is vital that we continue to encourage everyone, in every community, to come forward to take the vaccine when it is their turn.

7.03

I met some wonderful volunteers at [@JesusHouseUK](#) this morning who are spending their Sunday running a vaccination centre and protecting their local community. Thank you to everyone across the UK who is playing their part to beat this virus.

5.03

Today [@DrAlexGeorge](#) and I spoke with some young people from across the country, to hear about their experiences throughout the pandemic. We have announced a £79 million support package for youth mental health and wellbeing.

1.03

In Stoke-on-Trent today I saw the brilliant work being done to get children back to school safely next week. Getting children back in school is the best thing for their education, wellbeing and development.

28.02

20 million people across the UK have now got the jab – a huge national achievement and a testament to the tireless work of NHS staff, volunteers, the Armed Forces & many more. I urge everyone to get the jab when called. Every jab makes a difference in our battle against COVID.

27.02

This week I met with church and community leaders in Lewisham to discuss uptake of the COVID-19 vaccine.

25.02

No child should be left behind as a result of learning lost during the pandemic. That's why students will receive grades awarded and determined by teachers.

24.02

All countries need access to coronavirus vaccines, so it is fantastic to see the first doses from COVAX arriving in Ghana today. I'm proud that the UK is one of the largest contributors to COVAX and that we will share the majority of any future surplus vaccines with the scheme.

Over 18 million people across the United Kingdom have had their first jab. We are aiming to offer a job to all adults aged 50 or older and those who are at higher risk due to underlying health conditions by 15 April and every adult by the end of July.

Thank you to the teachers and students at [@SedgehillSch](#) – and to schools all across the country - for all you have been doing throughout the pandemic.

23.02

I want to thank farmers for keeping the UK fed throughout the pandemic. You do incredible work, all day, in all weathers. My full message to the [@NFUtweets](#) Conference [#NFU21](#):

22.02

How we will cautiously ease the lockdown restrictions in England.

Today I'll be setting out a roadmap to bring us out of lockdown cautiously. Our priority has always been getting children back into school which we know is crucial for their education and wellbeing. We'll also be prioritising ways for people to reunite with loved ones safely.

Our decisions will be made on the latest data at every step, and we will be cautious about this approach so that we do not undo the progress we have achieved so far and the sacrifices each and every one of you has made to keep yourself and others safe.

21.02

More than 17.5 million people have now had their first dose; that's more than 1 in 3 adults in the UK. I want to see the rollout go further and faster in the coming weeks, so we are now aiming to offer a jab to every adult by the end of July.

19.02

The vaccine protects you, your loved ones and helps us all defeat the virus. When you are invited to get the jab, please come forward.

18.02

Excellent trip to Wales yesterday to see the extraordinary efforts of all those involved in our fight against coronavirus. NHS staff, volunteers, the military and the police have all been working hard to get people through the pandemic.

16.02

We recognise the impact this pandemic is having on everyone's wellbeing and we are working with our Youth Mental Health Ambassador [@DrAlexGeorge](#) on this important issue. If you need support, the NHS is here for you: <https://nhs.uk/oneyou/every-mind-matters/...>

15.02

If you get a message to come forward to get a jab please do. If you are over 70 and haven't had your first jab yet, speak to your GP, book a slot online, or call 119.

Great to meet the fantastic NHS staff at Orpington Health and Wellbeing Centre earlier today, who are working incredibly hard to get South East London vaccinated. We're committed to working with communities across the UK to ensure everyone can get the protection they need.

Today we start the next phase of our vaccination programme, with people aged 65-69 and the clinically vulnerable now being offered the jab. If you are over 70 and haven't had your first jab yet, speak to your GP, book a slot online, or call 119.

14.02

We have vaccinated over 15 million people. This is an incredible UK-wide achievement. Thank you to the scientists, factory workers, delivery drivers, NHS staff, volunteers and many more who made this astounding feat possible.

Today we have reached a significant milestone in the United Kingdom's national vaccination programme. This country has achieved an extraordinary feat - administering a total of 15 million jabs into the arms of some of the most vulnerable people in the country.

Fantastic to be back in the North East of England yesterday, meeting scientists and manufacturers leading the response to COVID-19. As we come out of this difficult time, the North East will be at the very heart of our plans to build back better and greener.

13.02

Fantastic that over 14.5 million people have now had the first dose of the vaccine. If you are 70 or older and have not had your first jab yet, please contact the NHS online, call 119 or speak to your local GP.

12.02

An update from me at the end of a week in which we've seen huge numbers of people getting their jab. Over 14 million people have now got the first dose – an incredible national effort. Thank you to everyone involved.

Over 14 million people have now had their first vaccine dose. We want everyone eligible to get their jab as quickly as possible. If you're 70 or older and haven't had your first jab yet, please contact the NHS online, call 119 or speak to your local GP.

Thank you to the NHS workers, Armed Forces personnel and volunteers in Wales who have helped ensure that everyone in priority groups 1-4 has been offered a vaccination. Every jab across the United Kingdom helps protect the vulnerable.

11.02

Over 13.5 million people have now had a first dose but there are still eligible people who haven't taken up a jab. If you are 70 or older and not had your first jab yet, please contact the NHS online, call 119 or speak to your local GP.

10.02

Over 13 million people have received their first vaccine dose, but there are eligible people across the country who haven't yet taken up their offer. Please go online, get someone to help you or simply pick up the phone and call 119.

9.02

We are now averaging 2.5 million doses a week. Yesterday, 352,480 more people got their first dose and we're on track to offer 15 million people across the UK their first dose by 15 February.

I want to thank carers for all they've done throughout the pandemic to protect our loved ones. We would be truly lost without you. This exceptional career choice is tough but rewarding. I urge anyone thinking of a career in care to come forward and join this heroic workforce.

8.02

Today I saw the amazing job people in Derby are doing on testing and vaccinations. 20 million rapid lateral flow tests are being made at [@Surescreen](#), and [@derby\\_arena](#) vaccination centre is going gangbusters and has already vaccinated groups 1-4.

Almost 12.3 million people have had their first vaccine dose, a superb effort by everyone involved. If you are 70 or older, living in England and have not had your first vaccine jab yet, please contact the NHS. This can be done online or by dialling 119.

7.02

Yesterday over 549,000 people got their first vaccine dose, which now means over 12 million people across the UK have been vaccinated.

6.02

Nearly 11 and a half million people across the UK have now received their first dose of the vaccine. Thank you to everyone who is contributing to this amazing national effort.

5.02

A quick update from me on where we are. Some encouraging progress this week, but we're not there yet. This weekend please stay at home to protect the NHS and save lives.

Yesterday over 480,000 people got their first vaccine dose, which now means almost 11 million people across the UK have been vaccinated.

4.02

One in five adults in the UK has now received a first dose of the vaccine. Every jab gets us closer to defeating the virus, so please come forward when you are called for the vaccine by the NHS.

3.02

It's fantastic that 10 million people in the UK have got their first dose of the vaccine. Thank you to everyone who has helped make this possible.

2.02

Really encouraging data from a new study today shows the Oxford/AZ vaccine provides significant protection against the virus. I'm incredibly grateful to all our scientists, NHS staff and volunteers working on our vaccination programme.

1.02

Great to see the brilliant work of community leaders today in Batley - everyone coming together to get jabs into people's arms and protect their community. If you are called to get your vaccination, don't hesitate - get your jab.

Fantastic that Jeanette has got her jab! The COVID-19 vaccine has now been offered to residents at every eligible care home with older residents across England.

30.01

More than 8 million people across the United Kingdom have now received their first vaccine dose. Thank you to everyone who has come forward to get their jab.

29.01

It was the highlight of my day to virtually drop in on the Year 6 class of St Joseph's Catholic Primary School, Upminster. I'm in awe of the way teachers, parents, guardians and carers have risen to the unique challenges of the pandemic. I quite simply cannot thank you enough.

Very encouraging that early trials of the vaccine developed by Janssen show it to be effective against coronavirus. We have secured 30 million doses, and if approved by our medicines regulator we should expect these to be available later this year.

Yesterday I visited Scotland to see how the UK Government is supporting our Scottish Government colleagues to beat this pandemic. I'm immensely grateful to all

those working to deliver tests and vaccines. Together, we can stop the spread of coronavirus.

In Scotland I met the brilliant healthcare workers, scientists and military personnel co-ordinating the pandemic response. The UK Government is working hard to support all parts of the UK in delivering vaccines and tests at an unprecedented rate.

Good news that the [@Novavax](#) vaccine has proved effective in UK trials. Thank you to all the volunteers who made these results possible. Our medicines regulator will now assess the vaccine, which will be made in Teesside. If approved, we have 60m doses on order.

28.01

It's brilliant that [@ValnevaSE](#) is starting the large-scale manufacture of its potential vaccine, creating 100 high-skilled jobs at their Livingston facility. We've secured 60m doses due to be delivered by the end of the year if it is approved for use.

26.01

We are offering our genomics expertise to countries who do not have the resources to identify and monitor new variants. This is part of my 5-point plan for pandemic preparedness, which the UK will lead on through our [@G7](#) Presidency. We will beat this virus together

25.01

Our vaccination effort continues with over 6.5 million people now having received their first dose. Thank you to everyone who has contributed to this remarkable achievement. Together we will defeat the virus.

The delivery of a safe, effective vaccine is the best way to protect the vulnerable and save thousands of lives. If you're called for the vaccine, it's vital you take it up.

The opening of 32 new large-scale Vaccination Centres this week is another step in our fight against COVID. When you are invited to get vaccinated, please do so. You'll be protecting yourself and helping us defeat the virus.

Since Monday 2.3 million of you have come forward to be vaccinated when asked to by the NHS. This puts the running total at a fantastic 6.3 million doses given right across the United Kingdom.

23.01

We have vaccinated over 5.8 million people in the UK, with a record 478,000 first doses given in a single day yesterday. Every jab brings us closer to defeating the virus. If you're called for the vaccine, please do come forward.

22.01

We have now learned that, in addition to spreading more quickly, the new variant of the virus may also be associated with a higher degree of mortality. It is therefore more important than ever that we all follow the rules and stay at home, protect the NHS and save lives.

5.4 million people across the UK have received their first COVID vaccine dose. Yesterday alone we gave 400,000 vaccinations - an amazing achievement, and I want to thank everyone involved.

21.01

Great news Elizabeth & Jonathan. Nothing is more effective in protecting ourselves and our loved ones than getting the jab when called. We have already given over 5m doses to people in the UK, and are accelerating our programme to vaccinate people as quickly as possible.

19.01

The vaccine programme is a huge national effort. I want to thank each and every one of the 50,000 people who have volunteered for [@TheSun's](#) [Jabs Army](#) to help support that effort.

18.01

It was incredible to see the [@OxfordVacGroup/ @AstraZeneca](#) vaccine being manufactured. This low-cost, fridge-safe vaccine is a huge part of our vaccination programme to protect the vulnerable and fight back against the virus.

Today marks a significant milestone as we offer vaccinations to millions more people who are most at risk from COVID-19. We have a long way to go and there will be challenges ahead - but together we are making huge progress in our fight against this virus.

I'm hugely grateful to everyone who has helped us to administer over 3.8 million jabs across the UK. This is a massive national effort and we must continue to work together to protect the vulnerable.

It's incredible that we're now delivering the vaccine at a rate of 140 jabs a minute. Thank you again to everyone who is helping in this national effort. Let's continue to protect our NHS by staying home to save lives.

16.01

We've given over 3.5 million vaccine doses to protect against COVID-19, with over 324,000 doses yesterday alone. Thank you to everyone who is helping in this fantastic national effort. Help our NHS by staying at home to save lives.

15.01

Think twice before leaving the house this weekend. Jab by jab we will win this fight. But for now it's crucial we continue to protect the NHS and save lives by staying home.

14.01

Superb news that we've administered over 3 million vaccine doses across the UK. THANK YOU to all who have responded to the call and to the NHS, Armed Forces and volunteers who make it happen. It brings real hope, but it's critical that for now we [#StayHomeSaveLives](#).

Today the first high street pharmacies start vaccinating people against COVID-19. By the end of the month, we will have hundreds of local pharmacies helping us roll out the vaccine across the UK.

11.01

As we get jabs into arms, we must not lose sight of the state of the pandemic - which is putting huge pressure on our NHS. So, please follow the rules and stay home to protect the NHS, and save lives.

9.01

Our hospitals are under more pressure than at any other time since the start of the pandemic, and infection rates continue to soar at an alarming rate. The vaccine rollout has given us renewed hope, but it's critical for now we stay at home, protect the NHS and save lives.

8.01

Excellent news the [@MHRAgovuk](#) has approved the use of the [@moderna\\_tx](#) vaccine. Our national vaccine effort is accelerating to vaccinate priority groups with our existing two vaccines, and the Moderna doses will add to that when they become available in spring.

6.01

We are in a race to vaccinate the vulnerable faster than the virus can reach them. And we need to give our army of vaccinators the biggest head start we possibly can. That is why we must once again stay at home, protect the NHS and save lives.

5.01

We have now vaccinated over 1.3 million people across the UK. We're focusing our efforts on protecting the most vulnerable, reducing hospitalisations and saving lives.

I want to say to everyone right across the United Kingdom that I know how tough this is, I know how frustrated you are, I know that you have had more than enough of government guidance about defeating this virus. 1/3

But now more than ever, we must pull together. With every jab that goes into our arms, we are tilting the odds against Covid and in favour of the British people. And,

thanks to the miracle of science, not only is the end in sight but we know exactly how we will get there. 2/3

But for now, I am afraid, you must once again stay at home, protect the NHS and save lives. 3/3

3.01

Important words from Deputy Chief Medical Officer Jonathan Van-Tam, explaining why by prioritising the first dose, we can give more people a high level of protection sooner

1.01

.[@thesun](#)'s campaign to help our NHS to roll out the UK vaccination programme as fast as possible is a fantastic initiative. The British public volunteered in droves to support the NHS last year and I have no doubt they will be determined to help again.