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**LANGUAGE PROFILE OF LIZ TRUSS**

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## RESUME

**The relevance** of this paper is rooted in the fact that different authors observed the shift to an anthropocentric approach in linguistics in recent years. It happened because of the understanding of how important is the role of a human in the language and how her activity affects it. Because of this new view on linguistics, the issues of language profile and the author's idiosyncrasy are raised and there is a new wave of interest towards them.

The **scientific problem** of language profile of the politician is how his work has influence on his speech, what does his language profile consist of, what is its main characteristics, which narratives does he use and why.

The **aim** of the research is an analysis of Liz Truss' language profile through her use of persuasive rhetorical techniques, recurring narratives, references and quotations. Following the aim, the following **tasks** are set in the paper:

- To define the concept of language profile/personality and individual style and its characteristics.
- To define the concept of discourse and in particular political discourse.
- To discover the use of rhetoric in persuasion and politics.
- To characterize the use of linguostylistic devices by Liz Truss
- To analyze recurring narratives and the use of references and quotations used by Liz Truss.

The **subject** of the research is political discourse, rhetoric as a way to persuade people, narratives and references used by a politician. The **object** of the study is the main characteristics of language profile, difference between language profile and idiosyncrasy.

Overall, the research on language profile emphasizes the particular use of linguostylistic devices in the political discourse, persuasive techniques, addresses the problem with the notion of language profile and difference between idiosyncrasy and idiolect.

**Keywords:** *language profile, idiosyncrasy, political discourse, rhetoric, narrative*

## INTRODUCTION

Nowadays it's impossible to live a life outside of the political events, present day makes us aware of the political situation in Ukraine and around the world. One of the biggest players in the political arena is the United Kingdom. As the monarchy is constitutional and rather nominal, the biggest political figure in the country is the prime minister. The politics can be described dynamic because of the rivalry of the two most influential parties in the UK – the Conservative and the Labour parties, and a great competition within the parties for the post of the head of the party. Over the past 5 years, there were 4 prime ministers. As the prime minister of the UK is a powerful and important figure in our daily life, it's crucial to understand how this figure influences others. As any politician, he has to influence people with his oratory skills. The success of any speech is the result of carefully chosen words, rhetoric skills, personal charisma and awareness of the context. The sum of these features is a language profile of the person. In this paper, the linguistic characteristics of a Liz Truss, former prime minister of the UK are explored, examining her vocabulary choice, discourse strategies, persuasive techniques and recurring narratives. Works by Ukrainian authors such as A.I. Kornienko, O.A.Semeniuk, and V.I. Voloshuk deal with the issues of language profile and idiostyle. The political discourse and its characteristics are discovered by I.M.Vashuk, N.G.Dzhygan, M.U.Kardash, V.O.Pavlutska, Juana I. Marin Arresse and Teun A. van Dijk.

**The relevance** of this paper is rooted in the fact that different authors observed the shift to an anthropocentric approach in linguistics in recent years. It happened because of the understanding of how important is the role of a human in the language and how her activity affects it. Because of this new view on linguistics, the issues of language profile and the author's idiostyle are raised and there is a new wave of interest towards them.

The **aim** of the paper is an analysis of Liz Truss's language profile through her use of persuasive rhetorical techniques, recurring narratives, references and quotations. Following the aim, the following **objectives** are set in the work:

- To define the concept of language profile/personality.

- To define the concept of individual style and its characteristics.
- To define the concept of discourse and in particular political discourse.
- To discover the use of rhetoric in persuasion and politics.
- To characterize the use of linguostylistic devices by Liz Truss
- To analyze recurring narratives used by Liz Truss.
- To examine the use of references and quotations in the speeches of Liz Truss.

The **object** of the research is the language profile, and the **subject** of the research is the language profile of Liz Truss.

The research **methods** employed in this study align with the objectives and purpose of the paper. Qualitative research techniques are utilized, focusing on the collection and analysis of non-numerical data. The approach includes defining relevant terms and conducting contextual analysis to examine linguistic units within their respective contexts. Additionally, linguostylistic analysis was employed.

The **novelty** of this paper resides in its endeavour to conduct a thorough analysis of Liz Truss's language usage across her speeches at different stages of her political career. By analyzing different speeches, it's clear that there are similar patterns in them that characterize her language profile and are justified by her work as a politician.

The **theoretical value** of the research is defined by its contribution to the study of language profile and idiostyle, sociolinguistics, political discourse and rhetoric.

The **practical value** of the conclusions formulated in this paper is determined by the possibility of their use in courses in special English courses on discourse analysis, text linguistics, sociolinguistics and rhetoric.

**Language data** of the work is based on 15 speeches of Liz Truss given orally at different stages of her career.

## CHAPTER 1. LANGUAGE PROFILE AND POLITICAL DISCOURSE

### 1.1 The notions of language profile and idiostyle

Different authors observed the shift to an anthropocentric approach in linguistics in recent years. It happened because of the understanding of how important is the role of a human in the language and how her activity affects it. Because of this new view on linguistics, the issues of language profile and the author's idiostyle are raised and there is a new wave of interest towards them.

The term "language profile" has different meanings in the English language, in this paper it's referred to the linguistic characteristics used by a person that are dependent on the person's background and cultural context. The term is correlated to the Ukrainian term "*мовна особистість*" or "language personality". Later in the text both "language profile" and "language personality" are used.

The very structure of the term "language personality" indicates a direct connection between the language and the personality of its speaker. It encompasses the ways in which an individual speaks, including their accent, vocabulary, grammar, and discourse style, as influenced by various sociolinguistic factors. A person's language profile in sociolinguistics can be shaped by several social variables, such as age, gender, ethnicity, social class, education level, and geographical location. For example, a person's regional accent or dialect, word choice, and grammatical structures may be indicators of their social background or identity. The language profile of a person can also reflect their language attitudes, ideologies, and multilingualism. It can include information about their language preferences, code-switching or code-mixing practices, language maintenance or shift, and the social meaning and evaluation attached to their linguistic choices.

O.A.Semeniuk pointed out that "language didactics considers the language personality as a multi-layered and multi-component set of linguistic abilities, skills, speech acts of varying degrees of complexity. The concept of language personality is a synthesis of psychological and linguistic knowledge. The theory of linguistic personality serves to build a generalized image of a native speaker as an object of linguistic influence...at the current stage of development, the theory of the linguistic

personality has gone beyond the linguistic analysis of the text and is developing in those areas of linguistics that study the communicative activity of a person”. [15, p. 83]

The term “idiostyle” is also controversial and often compared to a similar term “idiolect”. O.S. Kuhar-Onyshko stated that idiostyle is an expression of the author's view of the world, a certain concept of the world and man not only unites the work into a single whole, but also pierces every element of the work with it, giving it systematicity and artistic integrity. [10, p. 33] Idiostyle is manifested “in the fact of selectivity, the predominance of certain lexical, morphological, syntactic, phonetic means, which become the basis for the formation of more complex and vivid images” [3, p. 5].

Voloshuk states “...the coexistence of the two terms "idiostyle" and "idiolect" in critical literature complicates the analysis, although, in the corresponding special literature, they are often presented as synonymous. However, there is no unity among researchers in defining the concepts of "idiolect / idiostyle", their characteristics sometimes contradict each other” [3, p. 8]. She differentiates them as *idiostyle* is the style of a particular author [3, p. 6], therefore there’s a notion “author’s idiostyle”, while *idiolect* is “a peculiar language of an individual” [6, p. 112]. At some point, Voloshuk argues that it’s not crucial to differentiate these two terms. She prefers the term “idiolect” because it’s clearer, it’s connected to the national language itself and has similarities with other -lects. However, this research is more concerned not with the influence of specific language but more with the influence of social context and discourse. That’s why, in this paper, the preference is given to the term “idiostyle”.

Also, Semeniuk formulated the main characteristics of the concept of idiostyle:

1. Idiostyle is a system of speech means used by the author to realize his communicative goal
2. Idiostyle is a way of reflecting the inner world of the author as a representative of a certain literary trend
3. Idiostyle reflects the author's understanding of the problems that concern him

4. Idiostyle is characterized by the use of stylistic techniques, new concepts, and stylistically marked vocabulary to express the semantic and emotional content of the text [15, p. 84]

In conclusion, even though the approach in linguistics became much more anthropocentric, there is a lot of ambiguity in definitions of the key notions of sociolinguistics. The Ukrainian term “мовна особистість” is often translated as “language personality”, although it’s not a mistake, “language profile” is the term that’s used in English linguistics more often. Language profile is the linguistic features employed by an individual that are influenced by their personal background and cultural environment. The real debate among linguists is stirred by the terms “idiostyle” and “idiolect”. The term “idiostyle” is also a multifaceted concept, it lacks a proper definition as linguists have different opinions on it, “idiostyle” is often equated to “idiolect” by many researchers. For this paper, “idiostyle” seems to be more accurate. The main characteristics of idiostyle are: it’s used by the author to achieve certain communicative goal, it reflects the inner world of the author and the problems he finds important and deserving attention, and to do that author uses stylistic devices and particular vocabulary.

## **1.2 Political discourse and its main characteristics**

In modern linguistics, it’s considered to be common knowledge that the ability to speak is genetically based and activated by human social interactions. “This might be the Aristotelean view for language would have evolved to perform social functions - social functions that would, in fact, correspond to what we understand as “political”. [34, p. 2] It’s made obvious that politics is impossible without language. As language is vital for politics, it creates political discourse in linguistics.

Discourse is an ambiguous term, that is often defined very differently. Wolfgang Teubert gives the following definition of the discourse: “I distinguish between discourse at large and smaller, special discourses which are subsects of it. The discourse at large, in its widest extent, consists of all spoken, written and signed utterances from the time when people started using language, in any dialect or

language as long as they had an audience...Any discourse is self-referential. People talk about what people say. They know in a given situation what should be said and what not.” [31, p. 116-118]

According to James Paul Gee, when we engage in speech or writing, we are constantly and concurrently constructing or shaping six aspects of "reality." Among these is politics, or as he called it “the distribution of social goods”. [26, p. 12]

Political discourse in linguistics refers to the study of language use and communication in political contexts. It involves analyzing how language is employed to express, shape, and negotiate political ideas, ideologies, power dynamics, and social identities. Pavlutska emphasizes the uniqueness of the political discourse by putting the accent on the persuasive goal of political discourse, she also states that the effectiveness of the discourse is measured by the fact that people were persuaded and motivated to act. “One of the most complete classifications of discourses is the classification of H. Pocheptsov, in which among others he singles out political discourse. This type of discourse can be considered in a narrow and broad understanding. Sometimes only the public speeches of politicians are so marked. A greater understanding of the concept of political discourse covers all language statements that talk about politics.”

Vashchuk formulated the main characteristics of political discourse:

- discourse as a sign of a unique sign system in which semantics and standard language actions are modified;
- as a special use of language to actualize a certain mentality or to implement the features of ideology, which involves the action of grammar, lexicon, rules of functioning of words and syntax, as well as special pragmatics;
- as a form of social action under the influence of power structures and historical processes
- discourse as a modulator of public interests [2, p. 183]

Political discourse is realized in several genres such as a politician's speech, the president's inaugural speech, a political document (presidential decree, law), government reports in parliament, approval or discussion of the budget, etc. [5, p. 49]

Even though many scholars find it hard to collect all the genres of political discourse, they can be hard to typologize, but Piotr Cap and Urszula Okulska collected works on genres in “Analyzing Genres in Political Communication”, these are some of those genres:

- inaugural speeches
- political interviews
- election night broadcast (a part of it is the election night speech)
- presidential debates
- political campaigning
- political ads
- political blogs

Sokolovska characterized British political discourse as less emotional compared to American political discourse, saying that “it’s more neutral and argumentative”. It’s stated that the aim of British public discourse is impartiality as the highest aim of public communication. [17, p. 80]

Pavlutska also comes to the conclusion that political discourse reflects the level of the society and political vector of the government, it plays a big role in the level of freedom of speech, and social awareness in the political sphere, and it can politicize or depoliticize the population of the country. The biggest goal in the political discourse is power, how to get it and how to hold it. As a big chunk of political discourse, is creating slogans and promises, one of the characteristics of the political discourse is the fact that the participants of the discourse are very dependent on the audience, on those who are not in politics themselves. Political discourse is characterized by its polemical nature, setting it apart from other forms of communication. It resembles a theatrical display of aggression, wherein the objective is to assert particular values and judgments while fostering a negative perception of political opponents [18, p. 121]. Consequently, terms that one side regards positively are often perceived entirely differently by their counterparts [13]. Both Pavlutska [13] and Arresse [22] in their articles state that political language usage is a mode of communication that is exceptionally susceptible to distortion, influenced by the

interests and power dynamics among participants. Therefore, it becomes a favoured domain for the strategic manipulation of language.

Kardash stated that political discourse uses very diverse linguostylistic means: “the use of special terminology and emotionally coloured vocabulary, a combination of standard and expressive language means. A feature is also the frequent use of the vocabulary of the literary language”, which makes it heterogeneous. [7, p. 59]

Dutch linguist Teun A. van Dijk made a big contribution to the study of political discourse, for this paper at least three of his works are analyzed. One of his key findings in the article “Discourse, knowledge, power and politics: Towards critical epistemic discourse analysis” in the “Critical Discourse Studies in Context and Cognition” is that the line between knowledge and belief (including opinions, etc.) is considerably blurry, particularly within the realm of politics. What one person considers 'facts' and therefore 'knowledge' can often be regarded as mere beliefs by others, highlighting the subjective and varied nature of these distinctions. [33, p. 60]

In the same book, there is an article by Juana I. Marin Arrese on epistemic stances. Juana Marin Arrese defines epistemic and effective stances: “Epistemic relations are those which hold at the level of knowledge, and thus involve conceptions of reality. By contrast, effective relations hold at the level of reality itself. The framework proposed in this chapter distinguishes two categories of stance: effective and epistemic.” [22, p. 193] She states that speakers employ stance resources to achieve persuasive goals through legitimization and coercion. This involves asserting knowledge of events and moral justification for proposed actions. Stance resources indicate subjective expressions in discourse. Politicians use these resources, such as implicitness and shared responsibility, to navigate their responsibility in evaluating and proposing events. “Political discourse in English appears to be characterized by the extensive use of markers of epistemic stance (We all know, We have experienced...)” [22, p. 219-220]

In conclusion, political discourse is all the texts, written or spoken, that concern politics. “Political” can be defined differently, usually it concerns social functions or social goods. The main goal of political discourse is to persuade and

encourage people, for this purpose, a lot of different linguistic and stylistic devices are used, including emotionally coloured vocabulary and epistemic stances. The latter is used to show the supposed level of knowledge and conceptions of reality: peculiar and expert knowledge of one person (the speaker), or common knowledge of the masses. Epistemic stances are used to appear more reliable, to share the responsibility or to show expertise in evaluating events and reality itself. Even though political discourse in the English language uses a lot of epistemic stances, British political discourse is often compared to American political discourse and is considered to be more objective and neutral.

### **1.3 Rhetoric as the art of using words to achieve goals**

As politics is impossible without public speaking, politicians are often defined by their communication and oratory skills. Politics uses rhetoric as a tool of influence on voters, in the process of preparing and making political decisions. Public speaking can be considered a special interest of rhetoric [14, p. 66]. Many works have emphasized the social relevance of rhetoric across different genres.

As rhetoric takes its roots from Ancient Greece, it has been studied for centuries, there are numerous definitions, one of them is given by Robert and Susan Cockcroft in “Persuading People: an Introduction to Rhetoric”. “Rhetoric can be broadly defined as the “arts of discourse”, or, more precisely, the “art of persuasive discourse”. They also explain why the study of rhetoric was preserved: “Rhetoric is one of the oldest surviving systematic disciplines in the world: its original insights and techniques remain largely valid, and it has survived precisely because of its capacity to adapt to ideological and social change” [24, p. 3]

Plato and his most prominent student Aristotle were the first to study rhetoric, moreover Aristotle developed a complete theory of rhetoric. As it was mentioned, rhetoric is defined by its goal of persuasion, and Aristotle distinguished three main principles of it:

- persuasion by “moral character” (ethos);

- persuasion by “putting the hearer into a certain [emotional] frame of mind” (pathos);
- persuasion “by the speech itself, when we establish the true or apparently true” (logos) [24, p. 15-18]

As ethos is persuasion by moral character, it's based on two concepts: personality and stance. “Personality” is realized through the audience's trust in the speaker, this trust is based on the speaker's moral strength, benevolence and the ability to give useful advice. It's hard to underestimate the importance of “personality” in persuasive spoken discourse. The vital interactional abilities to build the “personality” are “to identify with audience” and “impress them with individuality”. “Stance” is realized through the attitude of the speaker towards issues, and how perceptive the speaker is to the current state of affairs [24, p. 31].

Pathos is emotional engagement, there is no secret that orators use emotions to appeal to the audience, the accusation is in an attempt to manipulate the audience with insincere emotion to distort the truth. [24, p. 55]

Logos is modelling and judging argument. So, modelling the argument is simply identifying the issue correctly, building different and effective arguments and thinking in advance about which reply these arguments evoke. Judging the argument is the understanding of the unity and value of the arguments. [24, p. 81]

As it was mentioned in the chapter about political discourse, it is often characterized as polemical, it makes political rhetoric polemical as well. Also, argumentativeness is one of the three main characteristics of rhetoric in general, and of course, logos is used in political rhetoric as well. Pathos is also included in political rhetoric but it mostly reaches the maximum of manipulateness because of the misuse of appealing to the audience's emotions in order to achieve certain goals (i.g. conceal/exaggerate/distort facts) [18, p. 120]. It's also worth mentioning that ethos is crucial in political rhetoric, people tend to trust those politicians they see as trustworthy/empathetic/strong leaders. As “personality” is based on personal image, corporate identity and political charisma of the politician [24, p. 30], the personal

image includes speech as well. We can analyze the connectedness of speech and ethos by using language profile and the speaker's idiostyle.

### **Conclusion to Chapter 1**

While the focus in linguistics has become significantly more anthropocentric, there remains a considerable amount of ambiguity in defining key concepts within sociolinguistics. The Ukrainian term "мовна особистість" is often translated as "language personality," although the more commonly used term in English linguistics is "language profile." A language profile refers to the linguistic features employed by an individual, which are influenced by their personal background and cultural environment. However, the debate among linguists centers around the terms "idiostyle" and "idiolect." The term "idiostyle" is a multifaceted concept lacking a precise definition, as linguists hold differing opinions. Many researchers often equate "idiostyle" with "idiolect," although for the purposes of this paper, "idiostyle" appears to be a more accurate choice. The main characteristics of idiostyle include its use by the author to achieve specific communicative goals, reflecting the author's inner world and highlighting important issues through the use of stylistic devices and specific vocabulary.

Political discourse encompasses all written or spoken texts related to politics. The term "political" can have various definitions, usually concerning social functions or social goods. The primary objective of political discourse is to persuade and motivate people, for which a wide range of linguistic and stylistic devices are employed, including emotionally charged vocabulary and epistemic stances. The latter is used to indicate the supposed level of knowledge and conceptions of reality, whether it be the unique and expert knowledge of the speaker or the common knowledge of the masses. Epistemic stances are utilized to appear more reliable, share responsibility, or demonstrate expertise in evaluating events and reality itself. Although political discourse in the English language extensively employs epistemic stances, British political discourse is often compared to American and is considered to be more objective and neutral.

As mentioned in the previous chapter on political discourse, political discourse is frequently characterized as polemical, consequently making political rhetoric polemical as well. Additionally, argumentativeness is one of the fundamental traits of rhetoric in general, and of course, logos is employed in political rhetoric as well. Pathos also plays a role in political rhetoric, albeit it often reaches the height of manipulateness due to the misuse of appealing to the audience's emotions to achieve certain objectives, such as concealing, exaggerating, or distorting facts. It is worth noting that ethos holds great importance in political rhetoric, as people tend to trust politicians they perceive as trustworthy, empathetic, or strong leaders. As "personality" is based on personal image, corporate identity, and the political charisma of the politician, speech is an integral component of their personal image. We can analyze the connectedness of speech and ethos by using language profile and the speaker's idiostyle.

## **CHAPTER 2. LANGUAGE PROFILE OF LIZ TRUSS**

### **2.1 General characteristics**

Liz Truss is a prominent figure in British politics. She is a Member of Parliament (MP) and a member of the Conservative Party. Truss has held various ministerial positions, including Secretary of State for International Trade and President of the Board of Trade. She is known for her involvement in trade negotiations, advocating for free-market policies, and promoting Britain's economic interests on the global stage. But most importantly she succeeded Boris Johnson as the Leader of the Conservative Party and became the Prime Minister of the United Kingdom on the 5th of September but her leadership evoked a big parliamentary crisis and she left the position on the 24th of October.

Liz Truss's language profile reflects her role as a public figure and politician. She has highly developed public speaking skills and a command of formal English. Her language profile includes a formal and professional register of language, with an emphasis on clarity, persuasion, and political rhetoric. She employs a confident and assertive communication style while presenting her arguments or policies. Truss also has a knowledge of economic and trade-related terminology and concepts.

As Teubert said about discourse: "The Tories know what Tories are allowed to say or not. They have their own ideas of what belongs in a given discourse and what not." [31, p. 118] Truss's language profile reflects her political ideologies and beliefs as a Tory. She employs language that aligns with conservative ideologies.

The texts analyzed for the paper are all oral speeches (monologues, but sometimes they're followed by questions from the press) given by Liz Truss at different points of her career: one speech from her much younger years when she was starting her career and still was the student addressing the conference, back then she was the member of the Liberal Democrats [51], 6 speeches are from her term as prime minister addressing British people and the press [38-43], but also one speech as prime minister was addressed to the House of Commons [41], and 9 speeches addressing the Conservative Party [44-50, 52-53].

### 2.1.1 Coherence and connectedness

Cohesiveness in a text is essential because it helps to create a logical flow and clarity for the reader. When a text is cohesive, the ideas and information are connected in a smooth and coherent manner, allowing the audience to understand the message more easily. Cohesiveness is achieved through the use of cohesive devices.

- 1) Reference words are words which don't have a full meaning of their own. [29, p. 64] One of the types of reference words are demonstratives and pronouns. To build a cohesive text without pronouns is impossible, but in rhetoric, pronouns can be emphasized. Liz Truss uses them a lot to show the support of her colleagues from the Conservative Party and to create the sense of unity for Britons:

“*My conviction that this country needs to grow for growth is rooted in my personal experience*”, “*He shares my convictions and ambitions for our country*”, “*I’ve acted decisively today because my priority is ensuring our country’s stability, as prime minister I will always act in the National interest, this is always my first consideration*” [38]

“*At next year’s spending review, the Chancellor and I will be assessing how well we’re spending public money and how we can deliver the best possible public services*”, “*because government money is our money*” [44]

“*This government acted urgently and decisively on the side of hard-working families and businesses. We reversed the National Insurance increase, we helped millions of households with their energy bills and helped thousands of business avoid bankruptcy, we are taking back our energy independence.*” [40]

“*I’m honored to take on this responsibility*”, “*everyone everywhere*”, “*I will take action today and action every day*” [43], “*My vision is to strengthen our economic and security ties*” [45]

“*My ambition is that this generation will be more connected to food, nature and the countryside than ours is*”, “*My ambition is for food and farming to be a top destination for high-flying graduates, as prestigious as medicine and as cutting-edge as Tech City*” [47]

Reference words can be structured forwards as well as backwards [29, p. 103].

- Anaphoric reference – for referencing the preceding text: “I have therefore decided to keep the increase in corporation tax that was planned by the previous government. *This* will raise 18 billion pounds per year. *It* will act as a down payment.” [38] “Free enterprise is not allowing big corporations to flout the rules...it’s about the power of competition to deliver lower prices and better services for consumers. And it’s about power of people to be able to transform their own lives but also the lives across our country and their communities. *Those are the freedoms* we are fighting for.”[44] “As Mrs. Thatcher said in Guildhall speech just days after the fall of the Berlin wall in 1989: “The message is clear: when people are free to choose, they choose freedom”. And we need to give countries *that choice*” [45] “At the moment we import two-thirds of all of our apples, we import nine-tenths of all of our pears, we import two-thirds of our cheese. *That* is a disgrace.” [46]
- Cataphoric reference – for referencing the following text: “And *the results* are superb. We are growing wheat more competitively than the Canadian prairies. We are producing more varieties of cheese than the French. And we are selling tea to China. Yorkshire tea.” [46]

2) Connectives are also used to make text more cohesive; connectives are used to indicate a specific connection between different parts of the text [29, p. 75].

“*Rather than* exerting influence through debt, aggression and taking control of critical infrastructure and minerals, we are building strategic ties based on mutual benefit and trust.” “*By contrast*, autocracies sow the seeds of their own demise by suppressing their citizens, they are fundamentally rigid and unable to adapt.” [42]

There are different types of connectives as well:

- Cause connectives: “*That’s why* we acted”, “I have *therefore* decided to keep the increase in corporation tax that was planned by the previous government.” [38]

- Time connectives: “*Firstly*, it begins with growth and building a British economy that rewards enterprise and attracts investment... *Secondly*, it means securing affordable and reliable supplies of energy... *Thirdly*, we’re safeguarding the security of our economy, the supply chains.” [42] “*Firstly*, I will get Britain working again...*Secondly*, I will deal hands-on with the energy crisis”, “*Thirdly*, I will make sure that people can get doctors’ appointments...” [43]
- Opposition connectives: “*Despite* having one of the best land in the world and our great British weather, *despite* having innovative and hardworking farmers, and *despite* being number one in the world for animal welfare, the industry is struggling with tough conditions and low global prices” [47] (also the use of repetition to show all the reasons that could be beneficial for industry)

### 2.1.2 Antithesis

Antithesis - the juxtaposition of contrasting ideas, usually in parallel structure, to create emphasis and make them more memorable. It helps highlight the contrast between these ideas and adds depth and impact to the communication or writing.

“Democracy gives people the right to choose their own path and it evolves to reflect the aspirations of citizens, it unleashes enterprise, ideas and opportunity and it protects the freedoms that are at the very core of our humanity. *By contrast*, autocracies say the seeds of their own demise by suppressing their citizens, they are fundamentally rigid and unable to adapt.” “Any *short-term gains* are eroded *in the long term* because these societies stifle the aspiration, creativity that is vital to long-term growth” [42]

“There is a real struggle going on between different forms of society, between *democracies* and *autocracies*”, “the Ukrainians aren’t just defending *their own country*, they’re defending *our values and the security of the whole world*”, “the story of 2022 could have been that of the authoritarian state, rolling its tanks over the border of a peaceful neighbour and subjugating its people. *Instead*, it’s a story of

freedom fighting back”, “we can’t have security *at home* if we don’t have security *abroad*” [43], “we promote innovation both *at home and abroad*” [47], “we need to win the fight for freedom *at home and around the world*” [49], “Under the leadership of our prime minister, we’re delivering *for the United Kingdom* and we’re delivering *for the world*” [45]

“Free enterprise is *not allowing* big corporations *to flout the rules*, it’s about *the power of competition* to deliver lower prices and better services for consumers.” [44]  
“Prisoners are often the most *damaging* people in our society but they’re also often the most *damaged*” [48]

Antithesis also emphasizes competition between institutions or structures (e.g. countries in the market or competition between Conservatives and Labour: “And when it comes to the environment, the Labour Party have always been good *at talking*, but it’s Conservatives who’ve been good *at doing*” [46], “They are now producing their own brand desserts *in the UK*, instead of *Germany*. They’re making their yoghurts with *British* rather than *French* milk”, “Their vision is one of quotas and controls, rather than innovation and enterprise” [47]

### 2.1.3 Epithets and metaphors

An epithet is a stylistic device based on the interaction of emotive and logical meanings of the word. They serve to enhance communication by adding vividness, emphasis, and imagery. Epithets can evoke certain emotions, create a specific tone, or emphasize a particular quality, making the subject more memorable and engaging for the audience. That’s why Liz Truss used especially many epithets in her speeches paying tribute to Queen Elizabeth II: “*shocking* news”, “the most *heartfelt* outpouring of grief”, “*tireless* diplomacy” [41], “Russia’s *appalling* war in Ukraine” [43], “*dark* days” [42]

Metaphor is a relation between the dictionary and contextual meaning based on the resemblance of 2 objects, ideas, and actions. Metaphors add depth, imagery, and creativity to language, enabling the audience to visualize and relate to the subject in a more engaging and memorable way: “a modern dynamic nation that has grown and

*flourished* under her reign” (the metaphor is expressed by a verb), “she was the very *spirit* of Great Britain”, “she was the *rock* on which modern Britain was built”, “in a country that was emerging from the shadow of war”, “the Commonwealth is the *family* of nations” [41], “the United Nations was the *beacon* of promise” (by a noun) [42]

#### **2.1.4 Appealing to the audience**

By appealing to the audience, speakers aim to establish a connection, build rapport, and create a sense of trust. Appealing to the audience increases the speaker's chances of achieving their communication goals and fostering a positive response from their listeners. But Liz Truss uses this technique only when she gives a speech on conferences, because people in the audience can reply to her statements by clapping, booing etc.: “Mr President, your excellencies, ladies and gentlemen” [42], “Ladies and gentlemen”, “*Conference*, it’s not just annoying, this is a disgrace” [44] “*Fellow conservatives*, this government is going to take on the problem of Britain’s prisons...”, “and I ask you, join with me as champions of change” [48] “*Conference*, it’s an honour”, “I, *Conference*, rebelled” [45]

But once in her younger year she appealed to the press as well, even though press is not supposed to “answer”: “You seem to be taking a close interest in this debate” [51]

To interact with audience more Liz Truss also uses rhetorical questions. Rhetorical questions are used to make the audience think or reflect, rather than expecting a direct answer. They are asked to emphasize a point, challenge assumptions, create suspense, or stimulate critical thinking. Rhetorical questions make a speech more interactive, thought-provoking, and persuasive: “Would we rather offenders squandered their days in jail or use them instead on purposeful activity?” [48], “do you conference believe that?”, “do you know what they said?” [51]

### 2.1.5 Alliteration

Language possesses a rhythmic quality shaped by the word choice and arrangement. Occasionally, speakers endeavor to harness this rhythm to amplify the impact of their words. However, an excessive focus on sound and rhythm can sometimes compromise the intended meaning. The speaker's objective is to explore techniques that utilize language's cadence and flow to enrich significance.

Alliteration is the most common method of alliteration is repeating the initial consonant sound of close or adjoining words. By highlighting the sounds of words, alliteration catches the attention of listeners and can make ideas easier to remember. [28, p. 223]

Liz Truss uses alliteration only in one speech but 3 times: “We will have a *positive patriotic proactive* foreign policy”, “This is the country I want us to be - *patriotic and positive*”, “Thes are the *bread-and-butter* equality issues that people really care about” [45]

### 2.1.6 Repetition

Repetitions are repeated reproduction of different linguistic units. Moreover, repetitions are not only a means, but also a necessary condition for the coherence of the text. Two main functions are repeated: structural and organizing (communication function) and stylistic (emotional and expressive function). [9, p.37]

Liz Truss uses repetition for expressive function: “I will lead a *new* Britain for a *new* era” [42], “Freedom enables businesses to *flourish*, it enables people to *flourish*, it enables girls and women to *flourish*”.

As repetition is used for an expressive function, it also helps to stance (ethos) more emotive. In the speeches of Liz Truss the repetition is the formula: personal pronoun + verb, it emphasizes her point of view, or the view point of her team: “*I believe* it can be even better, delivering more jobs, more opportunities. *I believe* we can grow more, sell more and buy more British food” [47], “*I believed* that we can shape our own destiny. *I believed* that people should succeed on merit. And as a practical Yorkshire girl, *I believe* that rather than talking we should be about getting

things done” [46], “*I know* that most people are capable of reform, *I know* that prisons can help reform them...*I believe* that we can do something and *I know* that the party does too [48], “*We*, liberal democrats, *believe* in opportunities for all, *we believe* in fairness, in common sense, *we believe* in referenda on major constitutional issues.” [51], “*I believe* in...because *I believe*, like most Liberal Democrats, in *democracy*. *Democracy* with the capital D!” [51] “I know that *our beliefs* resonate with British people. Our *beliefs* in freedom, in the ability to control your own life, in low taxes, in personal responsibility” [52]

### **2.1.7 Synonyms and antonyms**

Synonyms and antonyms are used for various purposes, such as clarity, emphasis (antonyms can be employed to create contrast and emphasize differences), engagement (it keeps the audience attentive and interested in the discourse) and persuasion (synonyms and antonyms can be strategically employed to evoke specific emotions or associations, influencing the audience's perception).

- Synonyms: “with our friends and allies”, “deliver stability and security” “freedom and democracy”, “growth and building a British economy” [42], “so today I will set out what steps we are taking at home in the UK” [42], “our people have shown *grit*, *courage* and determination” [43]
- Antonyms “Has delivered stability and progress” [42]

### **2.1.8 Parallelism and simile**

Parallelism - the similar arrangement of grammatical structures or patterns in successive phrases or sentences to create a balanced and rhythmic effect: “the news stilled the clutter and traffic of the 20th century life in many lands. Now 70 years later, in the tumult of the 21st century life has paused again” [41]

Simile is a figure of speech that compares two unrelated things using "like" or "as": “*Like our soldiers*, our prison officers and our firefighters, or staff work on a frontline protecting the public every day” [48]. “I will campaign *as a conservative* and I will govern *as a conservative*” [49] “During this campaign I campaigned *as a*

*conservative* and I will govern *as a conservative*” [52]. In this particular example, a simile is used to show consistency. Liz Truss used similar sentence twice and it shows that she thought this through trying to appear consistent in her words and actions.

Parallelism is used to enhance structure and clarity, while similes are employed to create imagery and engage the audience's imagination. Both devices contribute to making speeches more effective and impactful.

### **2.1.9 Statistics as a device of reliability**

Utilizing statistics in public speaking can wield significant influence. It offers a quantifiable and persuasive foundation for building arguments, substantiating claims, or bolstering ideas. The persuasive efficacy of statistics lies in extracting meaningful insights and patterns from raw data, presenting them logically and demonstrably to the audience. Liz Truss uses this device in a simple way, she presents simple numbers understandable to everyone: “At the moment we import two-thirds of all of our apples, we import nine-tenths of all of our pears, we import two-thirds of our cheese. That is a disgrace. [46] “More than half can’t read or write to a basic standard, half have mental health problems and nearly two-thirds of women offenders are victims of abuse.” [48] “In the last year there were 5423 attacks on prison officers, that’s almost 15 every day”, “Legal services industry contributes 25 billion pounds annually to British economy” [48]. Not only she gives simple numbers, she also gives her attitude towards these statistics.

### **2.1.10 Modal verbs**

Modal verbs are frequently employed in public speeches to convey various rhetorical and persuasive effects. The use of modal verbs in public speeches allows speakers to communicate their ideas with conviction, influence audience perception, and inspire action.

“Democracies *must* be able to deliver for their own people, we *must* be able to outcompete autocratic regimes...and now more than ever we *must* support Ukraine in

their brave fight against Putin’s aggression, Ukraine *must* prevail and we must continue to strengthen our nation’s defenses...”[40]

“We *must* show that will, we *must* fight to defend those ideals and we *must* deliver on them for all of our people”, “Our commitment to hope and progress *must* begin at home in the lives of each of our citizen that we serve” [42]

Liz Truss mostly uses the modal verb “must”, this verb conveys necessity, it expresses obligation or importance. It emphasizes the urgency or significance of a particular course of action.

## **2.2 The narrative of friends and foes**

As it was mentioned in the theoretical part the primary objective in political discourse is attaining and maintaining power. This discourse heavily relies on creating slogans and promises to appeal to audiences outside of politics. Its polemical nature distinguishes political discourse from other forms of communication, resembling a theatrical display of aggression. The aim is to assert specific values and judgments while cultivating a negative perception of political opponents.

### **2.2.1 Political friends**

It may be hard to imagine that there is a place for friendship in politics, but as people work together, they tie bonds. Also, in the political discourse it’s good for personal image at least to appear grateful to your fellow colleagues and people you spend a lot of time with. Therefore, I can highlight 4 main categories of political friends:

- Current prime minister or boss. Liz Truss never forgets to mention the prime minister she works with as the member of the parliament.

In 2021 on the conference of Conservatives she mentioned Boris Johnson as follows: “Under the leadership of our prime minister, we’re delivering for the United Kingdom and we’re delivering for the world” [45]

In 2018 on the conference Liz Truss didn’t mention the prime minister, at that time she was the Chief Secretary to the Treasury and her boss was Philip Hammond:

“He’s the boy from Essex with the punk hair and leather jacket...He has become a steady hand on the tiller of our economy”, “and he’s the man that I am proud to call my boss” [44]

- Predecessors. As politicians do not stay at one position for a long time, especially in such a dynamic political situation as British one is, they change positions and replace each other rather often. Truss is good at acknowledging of what was done by her predecessor:

“That’s probably why it’s one of the fastest growing areas for entrepreneurs. We’re helping producers compete by slashing red tape and opening up public procurement, as well as nearly 600 new markets overseas - thanks to the hard work of my predecessors Owen Paterson and Caroline Spelman” [46]. “That’s what we’re going to do to reform our prisons, working on the building on the great work of my predecessor, Michael Gove” [48]. It’s always easier to tackle the crisis if the mechanism for it was already created.

- Current team. It seems almost noble to mention those you work with every day in your minute of glory. Again, Liz Truss never forgets people she works side by side with:

“I am very fortunate to have a great team working with me on this, who are sitting in the front row: Mark Spencer, my excellent PPS, George Eustice, whose Cornish farming roots bring experience and common sense to the job, Rory Stewart, whose formidable mind is being put to good use, developing a new 25-year approach to the environment, and in the Lords we have John Gardiner, whose knowledge of the countryside and its activities is second to none” [47]. “I’m proud to be part of Teresa May’s team delivering on a society that works for everyone” [48]. “To help me in this task I’m pleased to have Minister Sam Jima, who’s done so much to turn around our schools and Dr. Philipp Lee, who’s experienced in mental health youth offending and drug issues will be vital” [48]. “It’s great to be here and it’s a privilege to follow such esteemed colleagues” [44]

- Colleagues in the same party i.e. conservatives:

“I’d like to thank the 1922 committee, the party chairman and the conservative party...I’d like to pay tribute to my fellow candidates, particularly Rishi Sunak. It’s been a hard-fought campaign, I think we have shown the depth and breadth of talent in our Conservative Party. I also want to thank our outgoing leader, my friend, Boris Johnson...Boris, you crushed Jeremy Corbyn...and you stood up to Vladimir Putin. You are admired from Kyiv to Carlisle” [52], “I agree with Paddy Ashdown when he said “everybody in Britain should have a chance to be a somebody” [51].

### **2.2.2 Political foes**

As it’s somehow not popular to criticize the opponent from your own party in the speeches, in Liz Truss’s speeches the Labour Party is always falling under Truss’s striking hand. Sometimes, the whole party, their values and principles, sometimes – specific individuals.

“And it is the fundamental point about Britain that the Labour Party never understood. People want to feel proud of their country in their local area, they want to see Britain doing well on the international stage, they’re fed with the talk of decline and the sneering about our place in the world. Last week at their conference Labour members voted against the Australia-US submarine deal, showing just how out of touch they are”. [45] “The fact is: Labour doesn’t care about countryside” [46]. “We all know that liberty and opportunity go hand in hand. Not that you would hear that from Labour, they think the only way to improve our environment and help rural communities is to turn back the clock” [47]. “Despite of what Labour thinks human rights were not invented in 1998, from Magna Carta to the Bill of rights to habeas corpus for more than a thousand years, this country has lead the world on protecting individual freedoms” [48]. “This party, unlike Labour, will not duck and weave from debating the issues people are interested in” [51]

Truss publicly criticized the former leader of Labour Party at least twice in 2018 and 2021: “Our economy should be run by a committee of Jeremy Corbyn, John McDonnell and Diane Abbott. Those people who have never run anything in their

lives” [44]. “Jeremy Corbyn may no longer be the leader of the Labour Party but the same spirit lives on” [45]

Interestingly, that in 2014 Truss implied that it’s offensive to her to have something in common with then-leader of the Labour Party: “But I was surprised to be appointed because of what I have in common with Ed Milliband” [46].

“And that way we take on Keir Starmer, who doesn’t understand this aspiration. He’s yet another Labour leader from North London, what do they have against people south of the river? I just don’t get it. And what about Sadiq Khan? He’s taking London down, we need to remove him... to make London a Conservative city again” [50]. As the quotation is from 2022, Sadiq Khan remains to be the Mayor of London, and London remains to be Labour.

### **2.2.3 International allies and enemies**

As politics doesn’t exist without geopolitics, it’s hard not to mention the allies and enemies of Great Britain according to Liz Truss. Even though, Britain as delivered Brexit, it doesn’t mean that political and trade ties were broken with Europe. Moreover, Britain tries to deepen diplomatic relationships with many countries: “We must win the battle for economic influence and this starts with forging closer ties with our friends and allies across the world including the G7 and NATO, our pacific partners like Australia, Japan and Mexico, the great democracy of India and our friends across the Commonwealth. Israel, South Korea and the Gulf states, those countries that escaped the USSR and fought for freedom, the so-called Visegrad 4 and the Baltic 3, and of course, our vital strategic partner the United States”. “I want our allies from the Baltic to the Tasman to know that Britain stands with them and that together we will stand up to our adversaries and promote the cause of freedom” [45]

As 2022 changed the world forever, Britain decided on supporting Ukraine and minimized the relationships with Russia: “Democracies must be able to deliver for their own people, we must be able to outcompete autocratic regimes...and now more than ever we must support Ukraine in their brave fight against Putin’s aggression,

Ukraine must prevail and we must continue to strengthen our nation's defenses...". Before 2022 the discourse was a bit different, the main enemies were autocratic regimes: "Democracy gives people the right to choose their own path and it evolves to reflect the aspirations of citizens, it unleashes enterprise, ideas and opportunity and it protects the freedoms that are at the very core of our humanity. By contrast, autocracies sow the seeds of their own demise by suppressing their citizens, they are fundamentally rigid and unable to adapt." [42]

### **2.3 References in speech**

Many public speakers like to reference other prominent figures in their speeches, it serves several purposes at the same time. First of all, it gives credibility. References demonstrate that the speaker's statements are supported by evidence and authoritative sources. Second of all, it also brings validation showing the similarity in ideas and thinking between two speakers, it also makes speech more persuasive, the reference can be statistical, which was analyzed in the previous chapter or it can be a quotation. Citing references allows the audience to fact-check and verify the information presented. It demonstrates the speaker's commitment to accuracy, transparency, and intellectual integrity.

Liz Truss always references reliable resources, most of the time she quotes Britons, but there are some exceptions: "As the Roman philosopher Seneca wrote "It's not because the things are difficult that we do not dare, it's because we do not dare that they are difficult" [40] Even though, Seneca wasn't British, he is an acknowledged philosopher and the citation was relevant to the theme of speaking.

I would like to comment on the use of these two quotations: "On the death of her father King George 6, Winston Churchill said that the news had stilled the clutter and traffic of the 20th century life in many lands", "during her first televised Christmas message in 1957 she said; "Today we need a special kind of courage that we can show the world that we are not afraid of future" [41].

“As Mrs. Thatcher said in Guildhall speech just days after the fall of the Berlin wall in 1989 “The message is clear: when people are free to choose, they choose freedom”. And we need to give countries that choice” [45]

Both aphorisms were said by former prime ministers of the UK, both are from Tories. It seems that every British prime minister would like to see himself as a reflection of Churchill. As he had his ups and downs, he kept the country through the darkest hours. Also the occasion for the reference makes it well-aimed. The second reference is one of Margaret Thatcher’s. Again, she was the successful prime minister of the country in crisis, but also, she was the first woman on that post. Seems like Ms. Truss would like to live up to the legacy of the pioneer in being both a woman and a prime minister of the UK.

In 2014 she also paid homage to the discovery of Isaac Newton, another prominent Briton: “From the apples that dropped on Isaac Newton’s head to the orchids of nursery rhymes, this fruit has always been a part of Britain. I want our children to grow up knowing the taste of British apples...” [46]

Liz Truss in her speeches quotes not only other people but herself, while doing the linguostylistic analysis of her speeches, it was discovered she uses her own phrases quite often. It makes sense, especially if she doesn’t have a speech writer, also it shows her consistency.

## **2.4 Crucial narratives**

One of the main characteristics of Liz Truss’s speeches is the pattern of recurring narratives. After close analysis of her 15 speeches and listening to several more, it’s clear that she creates narratives that live for many years.

One of the main narratives in her political discourse is the place of birth, her school, her background. She frequently says that she was not born to be a Conservative: 1) “I didn’t come from a traditional conservative background, I grew up in Paisley, and I went to comprehensive school in Leeds...I didn’t believe and I don’t believe that it has to be that way and that’s why I went into politics” [49]

2) “I’m not from a traditional conservative background, I grew up in Pausley and Leeds, where I went to the comprehensive school. And what I saw at my school is I saw some children being let down...and that’s why I’m in politics” [50] First of all, these parts of speeches are almost identical and here we can see again the consistency of Liz Truss in this regard. Even though it’s true that her background might be different, it’s her conscious choice to use this narrative in her electoral campaign.

Another important narrative that she chose to use about the circumstances of her becoming a prime minister: “I came into office at a time of great economic and international instability, families and businesses were worried about how to pay their bills, Putin's illegal war in Ukraine threatens the security of our whole continent and our country has been held back for too long by low economic growth I was elected by the conservative party with a mandate to change this we delivered on energy bills and on cutting National Insurance” [39]. There is a symbol that she uses often in this context: “Our country continues to battle through a storm” [40] and “as strong as the storm may be, I know that the British people are stronger”, “we can ride out the storm, we can rebuild our economy...” [43]. That shapes the vision of the world, it also implies that you can’t overcome the storm, you can only wait.

Earlier in her carrier, as she wanted to be perceived seriously, in which she succeeded, she always appealed to the fact that she fully understands the responsibility and sees the situation clearly: “I’m not starry-eyed about prisons and or the people in them...”, “I am under no illusion about the scale of the challenge all the time it will take to deliver reform” [48]. By doing so she tried to show her stance and make it stronger and make it appear unshakable”.

Another catchy phrase of Liz Truss is “getting things done” [46]. Another recurring narrative used by the former prime minister: “I can lead, I can make tough decisions and I can get things done” [49]. It is used aiming to appear as a proactive person who will push through any obstacles. As we know, it’s not the case for Ms. Truss.

Another feature of her speeches is the use of word “to deliver”, usually it goes with the word that shows confidence: “I intend to deliver” [52], “I am determined to deliver” [49], “We need to keep improving and renewing what we’re doing for this new era demonstrating that democracy delivers” [42], “In a smart way that delivers result” [44]. “to deliver stability and security”, “to have a political will to deliver on them”, “As prime minister of the United Kingdom, I’m determined that we will deliver the progress that people expect” [42]. Because of this abundant use of the word, it’s easy to forget what she tried to imply in it. “*I am determined* that our producers will have the access to more markets both home and abroad...*I am determined* to press ahead restoring habitats, cleaning rivers and improving the quality of our atmosphere... *I am determined* that our flood defences will always be strong enough to protect us against the ravages of a changing climate” [46]. The phrase “I’m determined” became a catchphrase. But even more the phrase “We will deliver, we will deliver, we will deliver” [52] became famous. Liz Truss’s made it her slogan on purpose, by using it in the winning speech as a concluding sentence.

As a result, in her resignation speech she used such words: “I cannot deliver the Mandate on which I was elected by the conservative party. I have therefore spoken to His Majesty the King to notify him that I am resigning...this will ensure that we remain on a path to deliver our fiscal plans” [39]. As she cannot deliver, there should be someone who will.

## **Conclusion to Chapter 2**

Liz Truss, a prominent figure in British politics, is a Member of Parliament (MP) and a member of the Conservative Party. She has held several ministerial positions, including Secretary of State for International Trade and President of the Board of Trade. Truss is known for her involvement in trade negotiations, advocacy for free-market policies, and promotion of Britain's economic interests globally. She briefly served as the Prime Minister of the United Kingdom but faced a parliamentary crisis and resigned shortly after assuming office.

Truss's language profile reflects her role as a public figure and politician. She demonstrates strong public speaking skills and uses a formal and professional register of language. Her communication style is confident, assertive, and marked by political rhetoric. Truss exhibits a command of economic and trade-related terminology, aligning with her conservative ideologies.

The paper analyzes various oral speeches given by Truss throughout her career. These speeches include her early address as a student representing the Liberal Democrats, speeches as Prime Minister addressing the British people, the press, and the House of Commons, as well as speeches directed at the Conservative Party.

The paper explores various linguistic devices and techniques used in public speaking, with a focus on Liz Truss's speeches. The importance of coherence and connectedness in a text is emphasized, as it creates a logical flow and clarity for the audience. Cohesiveness is achieved through the use of reference words and connectives, which help establish connections between ideas and indicate specific relationships within the text.

Antithesis, epithets, metaphors, and alliteration are examined as stylistic devices that add depth, emphasis, and imagery to speeches. These devices help highlight contrasts, evoke emotions, and make the content more engaging and memorable. Liz Truss's language profile reflects her political ideologies as a Tory, employing language that aligns with conservative beliefs.

The techniques of appealing to the audience, using rhetorical questions, repetition, synonyms, antonyms, parallelism, and similes are discussed. These techniques aim to establish a connection with the audience, stimulate critical thinking, enhance structure and clarity, and create vivid imagery. They contribute to the persuasiveness and effectiveness of the speeches.

The use of statistics in public speaking is examined as a means of providing reliability and persuasive power. Statistics offer a quantifiable and objective foundation for arguments and claims, but it is important to present them in a way that is understandable and meaningful to the audience. Liz Truss simplifies statistics to make them accessible and expresses her own attitude towards them.

Modal verbs are explored as rhetorical devices that convey conviction and influence audience perception. Liz Truss frequently uses the modal verb "must" to express necessity and emphasize the urgency or importance of certain actions.

Overall, these linguistic devices and techniques enhance the impact and effectiveness of public speeches, allowing speakers like Liz Truss to convey their messages persuasively and engage with their audience.

The section explores the narrative of friends and foes in Liz Truss's political discourse. It acknowledges that the primary objective in political discourse is attaining and maintaining power, which often involves creating slogans and promises to appeal to audiences outside of politics. Political discourse is characterized by its polemical nature, resembling a theatrical display of aggression aimed at asserting specific values and judgments while cultivating a negative perception of political opponents.

The narratives of political friends and foes are examined, highlighting four main categories of political friends: the current prime minister or boss, predecessors, current team members, and colleagues in the same party. Liz Truss frequently mentions her alliances and expresses gratitude towards those she works with, using this to enhance her personal image.

Political foes, specifically the Labour Party, are often criticized in Liz Truss's speeches. She focuses on their values, principles, and sometimes specific individuals. International allies and enemies are also mentioned in her speeches, highlighting the importance of geopolitics. Despite Brexit, diplomatic relationships with Europe continue, and Britain has taken a stance of supporting Ukraine and minimizing relationships with Russia.

The use of references in speech is explored, emphasizing the benefits of credibility, validation, and fact-checking that references provide. Liz Truss consistently references reliable sources, often quoting fellow Britons, including former prime ministers like Winston Churchill and Margaret Thatcher. She also

references herself, which demonstrates consistency and a personal touch in her speeches.

Crucial narratives in Liz Truss's speeches are identified, including her place of birth, her background, and the circumstances of her becoming prime minister. These narratives contribute to her image and electoral campaign. Other recurring narratives include battling through storms, understanding responsibility, getting things done, and the determination to deliver. These narratives shape Liz Truss's vision and perception as a proactive and determined leader.

Overall, Liz Truss's political discourse is characterized by the narratives she creates and the references she uses. These elements contribute to her image, credibility, and persuasive power as a political leader.

## CONCLUSION

This paper is devoted to the problem of language profile of the politician is how his work has influence on his speech, what does his language profile consist of, what is its main characteristics, which narratives does he use and why. As the shift in linguistics has happened into more anthropocentric idea and also the importance of political discourse in our daily life has increased, it seems like a perfect to examine both this sides in one research.

First of all, the theoretical materials on language profile and idiostyle were examined. The problem with the notion of language profile was examined, and the try to distinguish between idiostyle and idiolect was made. The definition of discourse was found, also an attempt was done to find the limits of political discourse and define itself was made. Also the context of political discourse was examined and genres in political discourse were categorized. The historical background oof rhetoric was investigated and 3 main concepts of rhetoric, according to Aristotle, were defined

15 speeches of Liz Truss were carefully examined and 5 more speeches were taken into consideration. The speeches can be categorized by the years they were given, 1 speech was given by Liz Truss when she was still a student and was a member of Liberal Democrats, 6 speeches that are associated with the short period of her premiership, and 8 speeches are the speeches addressed to the fellow conservatives on the conferences of different years.

Using the linguostylistic analysis on different language levels, the general linguostylistic characteristics of the speeches given by Liz Truss were defined and categorized. Also from a close analysis it was discovered that many narratives ae used constantly by Liz Truss, that shows her consistency and that most likely her speeches are written mostly by herself. From the context analysis, it was researched why and which narratives are used in particular situations. The conclusion is that a wide range of devices and instruments are used by Liz Truss for persuading people.

In the realm of political discourse, the ultimate objective is power—how to attain it and how to retain it. A significant aspect of political discourse involves the creation of slogans and promises, which highlights the participants' reliance on the audience, those who are not directly involved in politics. What sets political discourse apart is its polemical nature, distinguished by a theatrical exhibition of aggression. The aim is to assert specific values and judgments, while simultaneously cultivating a negative perception of political adversaries.

Summarizing all the above, we can conclude that the speeches of politicians are defined by their background and political stances, also they depend a lot on which persuasive repertoire the speaker wants to use. Politicians decide on the narratives they want to use depending on their goals and purposes.

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