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Master's thesis

**« MARGARET THATCHER VS THERESA MAY: IMAGE, LANGUAGE
PROFILE AND INDIVIDUAL STYLE »**

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INTRODUCTION

For decades, the British Conservative Party has managed to be a classic example of successful adaptation to the changing economic and social environment. In this context the phenomenon of British conservatism attracts the constant and increased attention of scholars.

The Thatcher Decade was, in our view, marked by serious changes in the social, political, economic life of the country, in the way of life of the British nation, which was perceived by the general public as one of the milestones of the evolutionary development of British society.

First, the very fact that almost all researchers agree that M. Thatcher committed in Britain the revolution and have become the sole British Prime Minister to give his name the name of the British variety of neoconservatism - Thatcherism. Therefore it's not stunning that Thatcher and her reform activities to the current day attract the eye of historians, political scientists, journalists, politicians of various countries.

In this sense, the practice of Thatcherism can to some extent be regarded as a kind of historical experience useful for modern state-building processes in Ukraine. Secondly, historical science lacks historiographical studies that generalize and systemize the achievements of British scientists in the field of Thatcherism, principally her theoretical and method aspects, economic and social policy.

Contemporary British historical literature on domestic British policy within the 80s of the 20th century and policy as a holistic political and socio-economic development is sort of extensive. These issues were thought of within the collective and individual monographs of P. Riddle and D. Kavanagh [4]. Some aspects of the policy of the Conservative government were studied by B. Jessop [29].

For the British historiographical tradition, a very popular field of research is a biography of Margaret Thatcher with regards to the period in which she lived and which she created. In their biographical studies, Ogden Chris and Hugo Young re-evaluated life and activities of a conservative leader [6].

In general, the English-language press in detail reflected the practice of Thatcherism and policy of May, as well as its results.

English-language literature is now available and a significant number of sources of various genres allow us to summarize the achievements and gaps of British scientists in our research. However, neither in the domestic nor in the British literature we have found a scientific work that would comprehensively summarize the achievements of British scientists in the field of linguistics. The only research we were able to read devoted to the rhetoric is “The Political Rhetoric and Oratory of Margaret Thatcher” [2].

The relevance of the thesis - the study of an authoritative personality, women politicians is of particular interest with the emergence of an increasing number of women politicians in the world political arena. No less urgent is the problem of the holistic construction of reality by an individual linguistic personality and the influence of various aspects of its social manifestation (status, gender, nationality, age, interests, etc.) on this construction.

The scientific novelty of the study is that it is the first to compare and explore the commonalities and differences between two women politicians.

The purpose of this master’s thesis is to define and distinguish the main peculiarities of the language profiles from the point of the discourse of speeches of two politicians, namely Margaret Thatcher and Theresa May.

The main tasks are:

- to make a general description of the biography of Margaret Thatcher and Theresa May;
- to define linguistic features of Thatcher’s speech as a Member of Parliament;
- to analyze the legal basis of the Prime Minister Margaret Thatcher and Theresa May;
- to specify language profile and individual style of Margaret Thatcher and Theresa May.
- to determine the characteristics of political discourse and the role of political speeches of women politicians Margaret Thatcher and Theresa May.

The subject of this study is the portrait and specifics of the language profile of Margaret Thatcher and Theresa May.

The object of this study is linguistic features of the language profiles of Margaret Thatcher and Theresa May.

Material of the research: Our scientific research covers chronologically historical sources: memoirs, transcripts of press conferences, interviews, speeches, official speeches, reports of royal commissions and government committees, etc .; and scientific literature: collective and individual monographs, scientific and journalistic articles, created both during the reign of M. Thatcher and after her, in particular, the latest editions of the XXI century.

Methods of research:

- the diachronic approach;
- linguistic analysis for reference and study of the problem related to the research topic; analysis of media materials; a continuous sample for the selection of examples that have become material research; contextual analysis and descriptive method for study and analysis of selected examples.

The theoretical relevance of the work is due to the fact that its main provisions complement and develop scientific ideas about the linguistic personality of a modern politician.

The practical relevance of the study lies in the ability to apply the results obtained to increase the effectiveness of political communication, to use in practice the work of political scientists, public relations specialists, political strategists involved in text activity.

The structure of the master's thesis. This work consists of an introduction, four chapters, conclusion, and references.

1. LANGUAGE PROFILE AND INDIVIDUAL STYLE OF A POLITICIAN WITHIN THE THEORY OF POLITICAL DISCOURSE

1.1. Political discourse and speech portrait.

Politics has been a popular space of study throughout the years, widely debatable with totally different points of view. With such a tool as language, politicians present and implement their ideas to the public. To win over somebody, to support a certain political party, individual politicians use their powerful language. To intimidate the public from an opposing political party, politicians also use language, the most powerful tool they have.

Consequently, language lies at the core of political acts. Without linguistic appeals, politics would lose its value and power to prompt consequences [35]. Politics has become a linguistic activity itself that favours and promotes bound ideologies over others. Chilton and Schaffner (2011) even acknowledged the following: *“It is surely the case that politics cannot be conducted without language, and it is also probably the case that the use of language in the constitution of social groups leads to what we would call ‘politics’; in a broad sense”* [1]

Discourse is a linguistic sign of a higher (social) order, and like any sign, has a material shell and an ideal meaning. Therefore, political discourse should be studied in the speeches of politicians.

To begin with, discourse analysis is a domain field of knowledge, that is based on philosophy, stylistics, semiotical literary criticism, ethnography, psychology, sociology, linguistics. Discourse analysis is administrated from completely different positions, however, there are basic premises of the analysis.

These include:

- the text as a communication product has several dimensions, the most popular are the interpretation and generation of the text;

- communication includes post-communicative and pre-communicative stages;
- the main role in a communication situation belongs not to the means of communication, but people;
- communication is administered in communicative situations, that should be studied in every cultural context;
- a dynamic language model should be based on communication, that is, the joint activities of individuals attempting to express their feelings, exchange experiences and ideas, or influence each other.
- the applied linguistic model doesn't correspond to the character of the discourse and is taken into account too simple [54].

In sociolinguistics discourse is the conversation of people, that is taken into consideration from the point of view of their belonging to a positive social institution or in a positive typical speech behavioural situation, which includes political discourse.

Political discourse is defined by its authors- politicians. Indeed, the good-sized bulk of political discourse research is approximately the textual content and speak of expert politicians or political institutions, which include the President and Prime Ministers and different members of government, parliament, or political parties, each on the local, national, and worldwide levels. So politicians are individuals who are being paid for their (political) activities and are elected or appointed as the central figures in the polity. Such a definition of political discourse differs greatly from the definitions of medical, legal, or educational discourse with the respective participants in the domains of medicine, law, or education.

The analysis of the political text, as well as the study of its elements, presupposes the study of the level of influence on the political text, its perception of the address of various linguistic, social, cultural, economic, political, national, and other factors influencing the understanding of the discourse.

Wodak writes that the complex relationship between society and discourse cannot be adequately described without a combination of sociological and linguistic approaches [33].

The constitutive features of political discourse include material, methods, organization, conditions, and participants in communication, i.e. people who are considered in their situational-communicative and status-role roles; texts with non-verbal inclusions; genre, style, tonality, mode and communication channel; division, deployment of communication, strategies, goals, and motives; communicative environment and the sphere of communication.

According to E.I. Sheigal, the multidimensionality of discourse in the sphere of political communication is manifested in the possibility of differentiating its genre space according to some parameters: the degree of prototype, event localization, sociocultural specificity, subject-address relations, and the level of institutionality [54].не той номер у списку

Common interpretations of the essence of political discourse are based on the theoretical foundations of the central concept “discourse”, in particular:

1. Political discourse is a complex of speech structures in a certain linguistic context - context of political activity, political views, and beliefs together with its negative manifestations (for example, evasion of political activity, lack of political convictions, etc.) [48].

2. Political discourse is any speech formation, the subject, addressee, or content of which correlates with the sphere of politics [39].

3. Political discourse is also a set of discursive practices that identify participants’ political communication or form its specific subject [38].

An extensive understanding of political discourse, which includes personality-oriented and status-oriented communication, makes it possible to separate the genres of political discourse along the institutional axis, when they are arranged sequentially

from the most institutional to the most informal: official meetings of representatives of states, international negotiations; political documents; speeches of politicians, public speeches; public political discussions; press conference; political scandal (on the verge of personal and individual); letters and telegrams in support or protest; rumours, anecdotes, talking in line with strangers, talking about politics with friends and family. Stratification according to the subjects of political communication requires a distinction between non-institutional and institutional types of communication [7].

In verbal exchange, which incorporates establishments, genres can be feature of social-institutional verbal exchange (the “society - institution” line: speeches at rallies, voter orders, leaflets, addresses, petitions; the “institution - society” line: presidential decree, radio address, public speeches of politicians, posters, slogans, appeals, laws, decrees, authorities decrees), verbal exchange among dealers in establishments (public sphere: keynote speech on the celebration congress, celebration program, document on the congress, speech of the Prime Minister on the assembly of the Parliament, spherical table, parliamentary discussions, conferences of politicians, negotiations; inner sphere: closed assembly, behind-the-scenes discussion, respectable correspondence, etc.), verbal exchange among a citizen and an institution (vote casting in elections, letters from residents to establishments and politicians, telegrams).

The following criteria can be distinguished that determine the level of marginality or prototype of genre forms: compliance with the main intention of political discourse - the primacy of the text, the struggle for power, and the presence or absence of intersection with other types of discourse.

It should be mentioned, political discourse has become an object of close attention of a large circle of specialists - journalists, political scientists, philosophers, sociologists, and linguists. Some forms of discourse are well known, widely discussed by the public the masses, they are distributed by the media, such as public speeches by leading politicians. In the focus of research interest of scientists there are

methods of linguistic manipulations, strategies of speech influence, characteristics speech behaviour of a politician, problems of power and discourse, language and ideology, as well as other aspects of modern political communications.

Political activity has continuously influenced the public. With a big variety of day-to-day activities of the contemporary world, political figures constantly address many people. It is widely recognized that political discourse aims at popularizing certain thoughts and attitudes, forming public attention via emotional affect, and the induction of political action. Head of the State is interested in being supported by the public. Therefore, his/her language needs to be vibrant and meaningful, needs to correspond to the selected political strategies, be full of literary devices and expressive means to efficiently affect the audience.

In the course of the study of the linguistic personality of a politician it can be witnessed, that the speech activity of a politician differs from the speech activity of other linguistic personalities, as well as individual characteristics, their strategies, and tactics [35].

As for the prototypical genre forms, E.I. Sheigal refers to the primary, institutional genres: negotiations and decree, slogan and public political speech, parliamentary debate. Political peripheral genres are considered to be secondary genres, they are at the intersection with other types of discourse. These genres have a responsive character: anecdote and parody, political caricature and graffiti, readers' letters and analytical articles, political memoirs and interviews, etc. Within the functional structure of the genre space, E.I. Sheigal identifies epidemic/ritual genres. Integration (jubilee speech, radio address, inaugural speech, and slogan), as well as orientation of genres (agreement, decree, and constitution), are considered to be the main intentions of epidemic genres. [53]

An essential feature of modern political discourse is its widespread "dissolution" in the media. Some language researchers, such as W. Mantl, believe that it is the media that have given impetus to a deeper interest in political communication as a phenomenon that with the help of the social sciences has grown

to a general scale interest in language issues and was called “political culture” (politische Kultur) [16].

1.2. Argumentation and justification in political discourse.

The vision of the role of language in politics has changed throughout history. One and a half thousand years ago, Aristotle, acknowledging the inextricable link between politics and rhetoric, pointed out that “politicians should not particularly compete in eloquence, because the choice of voters, their political sympathies are determined by ordinary consumerism attitude”. In the modern period of history, perhaps one of the first to realize the role of language in politics, describing it as a “perfect instrument of empire”, was Bishop of Avila, handing to Isabella of Castile “Castilian Grammar” in 1492 [Elliott, 1990].

Spain at that time became an empire, a superpower that conquered many countries and peoples. Later, the use of language by power structures became considered as the implementation of its “political function” (G. Dasswell), “motivating function” (D. Bloomfield), “Agitation and propaganda” (Slyusareva). “Nowadays, the problem of the relationship between language and power has gradually become one of the main in philosophy, political science, sociology and continues to be relevant in conditions of changing geopolitical balance in the world, which strengthens the union of politics and the media.

“Communication and interaction of politicians and voters can be formal and informal, take place as private conversations or public speeches. But in any case, the language of politicians must be very convincing. After all, the essence of politics is reduced to a conversation, conversation, to the need to convince the opposite party to consciously or subconsciously interpret, evaluate and act” [5, p. 14]. The ability to persuade is necessary, moreover, basic for any politician. In this regard, it is impossible not to note that the audience of politicians has changed significantly over the past half-century.

In recent decades, the status of oral communication in politics has changed markedly with its inherent use of nonverbal paralinguistic means (gestures, movements, postures). Satisfied with the previously subordinate position in the dichotomy “written language - oral speech”, the latter has strengthened its status in politics due to the broad coverage of political events in the media. “TV debates, press conferences, interviews, speeches in parliament began known as visuals because the recipient perceives not only the message itself, but also the appearance of the speaker in the unity of his verbal and nonverbal behaviour” [49].

It is even more difficult to give a brief definition of the concept of “discourse analysis”, which already acts as an operational tool in several socio-humanitarian sciences and is the foundation of political linguistics. In the broadest interpretation discourse analysis is an analysis of forms of communicative interaction, but the analysis is, so to speak, targeted. Unlike content analysis, which involves a continuous analysis of texts according to certain parameters chosen by the researcher, discourse analysis is mostly aimed at finding hidden meanings, the distance between political rhetoric and the true intentions of politicians, the distance between word and deed. It is indispensable when it is necessary to identify the relationship between political thinking and political behaviour, to develop predictive models, to implement monitoring trends in the development of public consciousness. It can be especially effective during election campaigns, manipulative election technologies, unfounded promises of candidates are the best coverage by the method of discourse analysis.

Within the framework of linguistic research, two approaches to the analysis of discourses are distinguished - descriptive and critical.

A descriptive approach focuses on the study of the language behaviour of politicians, rhetorical techniques, manipulative strategies, as well as the substantive side of political texts.

A critical approach is aimed at the study of language as a means of domination and social control, with an emphasis on social inequalities embodied in discourse as veiling (one of the forms of hidden social pressure through language). The main

purpose of discourse analysis is tracing the forms and methods by which discursive structures (tokens, thematic structures) become objects of political manipulation.

There are three dimensions of discourse analysis: the study of the texts themselves, the study of discursive practices (channels of discourse creation), and the analysis of relevant socio-cultural practices. Language began to be perceived not only as a product but as a subject of culture capable of exerting a noticeable influence on the communication environment. Like context analysis, discourse analysis is seen as part of political semiotics, which is based on the foundations of linguistics, cybernetics, psychology, ethnology, and many other socio-humanitarian disciplines. The sphere of concepts as it operates - model, sign, message, communicative contact, etc.

Metaphors deserve special attention in political discourse. Metaphors provide persuasiveness in political discourse from both a political and a cognitive point of view. The greatest convincing force of the metaphor enabled N. D. Arutyunova to characterize it as a “court verdict without consideration” [37, p. 28].

The use of metaphor in politics is feasible via a positive settlement among people, a positive not unusual place references, particularly cognitive, i.e. the connection among the body of the metaphorical version and the body of the item of understanding. Violation of this implicit situation of metaphorization is the principal approach of argumentative effect in political discourse. Argumentation in political discourse has a cost orientation and commenced way to the fast evolution and flourishing of the media. The use of metaphor in politics is possible through a certain agreement between people, namely cognitive, i.e. the relationship between the frame of the metaphorical model and the frame of the object of understanding. Violation of this implicit condition of metaphorization is the main method of argumentative influence in political discourse. Argumentation in political discourse has a value orientation and began thanks to the rapid evolution and flourishing of the media. Arguments usually appear in the language of the first persons of the state or their immediate surroundings. Clichés, idioms, slogans are created for them, and become

logos of political activity. Political slogans and aphorisms have a high degree of autonomy and communication forces. Political discourse during election campaigns is a synthesis of problems and images, slogans, symbols, and ideologies that give voters the opportunity to at least generally identify the differences between the two or more candidates/parties. But political advertising must remain short and convincing. Political advertising on television is a type of political discourse that concentrates either on the image of the applicant or topical issues of politics and economics. “Political advertising is targeted more on emotional perception than on proof and is an alloy of verbal and nonverbal components” [49].

Due to the fleeting influence of political advertising, what is important for the recipient must be kept in mind. Therefore, slogans must have a repetitive potential. As can be seen, such potential is the repetition of the same kind of information. Advertising discourse is the “youngest” among the types of argumentative discourse. As a product of the twentieth century, advertising discourse becomes a mirror of new technologies, industries, and designs. Its distinctive feature is the widespread use of non-verbal elements of communication, which in modern advertising can completely displace the language. Registration of political discourse and its purposeful development became possible due to the rapid evolution of the media, which contribute to the strengthening of state power and political institutions.

1.3 Speech portrait in political discourse.

My research is based on one of the following terms – a speech portrait.

A speech portrait is a linguistic character epitomized in the discourse that incorporates the accompanying parts: a. Sociopsycholinguistic portrait – biological, social, psychological features; hobbies and personal interests; b. Features of the speech portrait at the level of its lexicon: description and analysis of all system-

language levels; c. Features of speech culture – features of communicative behaviour, consideration of the addressee factor, the peculiarity of vocabulary [52].

The speech portrait analysis shows a linguistic personality, using the key aspects such as: phonetic features, intonational characteristics of the personality: rate of speech, its melody, and way of pausing and highlighting words that carry meaning and expression. Lexical ways of expression generally help the audience to make a specific picture in their mind. The most common figurative tools are metaphor, metonymy, litotes, hyperbole, paraphrases, etc. [38].

Expressive methods (figures of speech) increase the expressiveness of speech, give it expressiveness with the help of such syntactic constructions as a rhetorical question, parallelism, inversion, dichotomy, etc. [38].

Carrying out a linguistic analysis of a linguistic personality means studying a verbal object from the position of a native speaker, his ability to communicate and speech activity. In other words, study the complex psychophysical properties of the individual, which allows him to exercise and perceive speech.

The current state of the linguistic research of this topic is determined by communicative-cognitive direction, the theoretical basis of which is presented in the works by Karaulov. He interprets the term “linguistic personality” as a set of human abilities and characteristics that determine the creation of linguistic works (texts), which differ in the degree of structural-linguistic complexity and accuracy of reflection of reality, depth, defined language orientation [43].

When studying the problems of the functioning of the language personality, scholars often appeal to linguo-personology, which pays attention not only to the general patterns of development of the language system but also to the national-cultural language specifics, psychophysical and individual features of the speaker. Its task is to build a typology of linguistic personalities in view of various differential features.

Linguopersonology makes it possible to study the language personality not only in the synchronous but also in the diachronic aspect, which helps to identify development trends and predict patterns of behaviour of individuals depending on their social status [51].

In contrast to the “linguistic personality”, the “linguistic portrait” provides a certain cut in the development of human communicative potential, and, on the other hand, it is defined as a set of characteristics, components of the linguistic image of the individual. This is how the public traditionally perceives and evaluates a certain person, i.e. some stereotypical image [47]. Some linguists describe the linguistic portrait as a genre that performs certain functions associated with the main intention of political discourse - the struggle for power [37].

According to Korobova, the analysis of the model of the description of the linguistic portrait of a politician is realized in the projection of the past, present, and future. “The basic concepts (power, people, reforms, welfare, economy, crisis, etc.) and a positive assessment of the future (in the long run - the solution of most problems) are relatively constant in the texts. The model of the past is built on the sign of objectivity, as there is a need to discuss only the facts that have happened. As for the implementation of today’s model, there are two trends. One is that modern politicians present it generally positively. Their speeches are optimistic and full of information about the results achieved and accomplishments. Another tendency can be traced in the texts of the oppositionists, who, in describing the reality, choose mostly critical, negative modality” [44].

Matsko outlines the language personality as a linguistic category, consisting of three components: language ability (forms the cognitive content of speech), language consciousness (forms the denotative and deep content), and language-communicative competence (realization of the achievements of the previous two components through speech activity) [46].

A comprehensive study of the language and language behaviour of a politician over a considerable period of time makes it possible to compile a holistic linguistic portrait.

Conclusion to chapter 1.

Language is the tool that is used by all people every day, with different purposes and politics are not the exception.

In order to make proper research in the speeches of politics, we should always take into consideration such phenomena as discourse and speech portrait.

The political discourse - a complex multidimensional communicative and socio-cultural phenomenon with a clear focus and pragmatic semantics which express complex verbal and nonverbal means.

In the focus of discourse, research scientists have used the methods of linguistic manipulations, strategies of speech influence, characteristics of speech behaviour of a politician, problems of power and discourse, language and ideology, as well as other aspects of modern political communications.

All these aspects are especially effective during election campaigns, manipulative election technologies, unfounded promises of candidates are the best coverage by the method of discourse analysis.

Linguistic personality is a core concept of communicative linguistics, which has its typological features in each of the types of discourse. Politics belong to the specific features of linguistic personality speech-communicative social inquiries, motivational needs, language consciousness, etc. Considering all aspects, we conclude that a pragmatic approach to the analysis of the linguistic personality of modern politics is one of the main tasks of linguistics.

Analysis of language personality in the practical aspect is a priority in modern linguistics, which depends not only on internal but also on general linguistic factors.

The mentioned terms allow us to make the most precise characteristics of personalities from the perspective of linguistics.

The results of the study of multilevel linguistic characteristics of oral political speech contribute to the clarification of the general communicative properties of political language, revealing the dominants of linguistic portraits of political leaders of all times.

2. MARGARET THATCHER AND HER LEGACY

2.1 Early life and political career

Margaret Hilda Thatcher, Baroness Thatcher, (née Roberts; 13 October 1925 – 8 April 2013) was a British stateswoman who served as Prime Minister of the United Kingdom from 1979 to 1990 and Leader of the Conservative Party from 1975 to 90. She was the longest-serving British Prime Minister of the twentieth century and the primary lady to hold that office. A Soviet columnist named her the “Iron Lady”, a moniker that got related to her solid legislative issues and initiative style. As Prime Minister, she carried out approaches that got known as Thatcherism [21].

Thatcher was chosen Member of Parliament for Finchley in 1959. Edward Heath delegated her Secretary of State for Education and Science in his 1970–74 government. In 1975, she crushed Heath in the Conservative Party initiative political race to become Leader of the Opposition, the principal lady to lead a significant ideological group in the United Kingdom, and the primary lady to hold one of the Great Offices of State [21].

As the subjects of her policy, the Iron Lady identified the nation-state, endowed with sovereignty, and nationalism as its ideology. She believed that only a nation-state and national sovereignty can create the foundation for a stable system of interaction between states.

In 1987, Thatcher was re-elected for the third term, as a Prime Minister.

In the wake of resigning from the Commons in 1992, she was given a day-to-day existence peerage as Baroness Thatcher (of Kesteven in the County of Lincolnshire) which qualified her to sit in the House of Lords. In 2013, she died of a stroke at the Ritz Hotel, London, at 87 years old [21].

Thatcher was considered a controversial figure in the UK. Her residency established a realignment towards neoliberal approaches in the United Kingdom and discussion over Thatcherism’s convoluted heritage endures into the 21st century.

At a dinner following her formal adoption as Conservative candidate for Dartford in February 1949, she met divorcé Denis Thatcher, a successful and wealthy businessman, who drove her to her Essex train [41].

Thatcher was the youngest and only female candidate, and quickly caught the eye of the media

She did not win the two events to Norman Dodds however diminished the Labor lion's share by 6,000, and afterward a further 1,000 [41].

During the missions, she was upheld by her folks and by future spouse Denis Thatcher, whom she wedded in December 1951 [30].

Thatcher's abilities and drive made her be referenced as a future Prime Minister in her mid-20s despite the fact that she was more critical, expressing as late as 1970: "There won't be a lady Prime Minister in the course of my life – the male populace is excessively biased." [47].

Thatcher was the youngest woman in history who became a Prime Minister. In 1964 political decision she became representative on Housing and Land.

This position allowed her party's policy to give tenants the Right to Buy their council houses.

In 1967, Thatcher was chosen to participate in the International Visitor Leadership Program. It is a professional exchange program that allowed her to spend about six weeks visiting different US cities and figures of political life as well as institutions such as the International Monetary Fund.

In 1968, Enoch Powell conveyed his "Waterways of Blood" discourse in which he unequivocally condemned Commonwealth migration to the UK and the then-proposed Race Relations Bill. At the point when Heath called Thatcher to educate her that he planned to sack Powell from the Shadow Cabinet, she reviewed that she "truly imagined that it was smarter to allow things to chill off for the present instead of elevating the emergency" [41]. She supported Powell and his ideas about Commonwealth immigration.

During the summer of 1969 Thatcher visited the Soviet Union as the Opposition Transport spokeswoman. To celebrate ten years in Parliament, she

delivered a speech in October. In the beginning of next year, she told *The Finchley Press* that she was looking forward to a “reversal of the permissive society”.

She crushed Heath on the primary polling form, and he surrendered the administration. In the subsequent polling form, she crushed Whitelaw, Heath’s favoured replacement. Thatcher’s political decision hosted a polarizing impact on the get-together; her help was more grounded among MPs on the right, and furthermore among those from southern England, and the individuals who had not gone to state-funded schools or Oxbridge [54].

Thatcher rose to Conservative Party leader and Leader of the Opposition in 1975 and Whitelaw was appointed as her deputy.

TV pundit Clive James, writing in *The Observer* before her political decision as Conservative Party pioneer, contrasted her voice of 1973 with “a feline sliding down a slate”.

Thatcher’s principal goal was to advance neoliberal financial thoughts in Britain and abroad. Notwithstanding setting the heading of her international strategy for a Conservative government, Thatcher was troubled by her rehashed inability to sparkle in the House of Commons. Thusly, Thatcher concluded that as “her voice was conveying little weight at home”, she would “be heard in the more extensive world”.

Thatcher attempted visits across the Atlantic, setting up a global profile and advancing her monetary and international strategies. During her visit to the United States in 1975 and met President Gerald Ford, and in 1977, she met President Jimmy Carter. Also, she met Shah Mohammad Reza Pahlavi during a visit to Iran in 1978 [19].

In the 1970s the economy of Britain was so weak, that Foreign Secretary James Callaghan warned his fellow Labor Cabinet members in 1974 of the possibility of “a breakdown of democracy”, telling them: “If I were a young man, I would emigrate.”

The Labor government at that point confronted a new open direction about the course of the country and a harmful arrangement of strikes throughout the colder time of the year of 1978–79, named the “Winter of Discontent”. The Conservatives

attacked the Labor government's unemployment record, using advertising with the slogan "Labor Isn't working". The Callaghan ministry lost a vote of no confidence in early 1979 and as a result the general election was called. Thatcher became the first female British Prime Minister and the Conservatives won a 44-seat majority in the House of Commons.

"I stand before you tonight in my Red Star chiffon evening gown, my face softly made up and my fair hair gently waved, the Iron Lady of the Western world."

— Thatcher embracing her Soviet nickname in 1976

Thatcher criticized the Soviet Union during her "Britain Awake" foreign policy speech, saying it was "bent on world dominance".

Her stance was reported in a piece headlined "Iron Lady Raises Fears", alluding to her remarks on the Iron Curtain. The journal of Soviet Army, *Red Star*

The *Red Star* article was covered by *The Sunday Times* the next day, and Thatcher embraced the epithet a week later. She compared it to the Duke of Wellington's nickname "The Iron Duke", in a speech to Finchley Conservatives [23].

Thatcher became Opposition leader and Prime Minister at a time of increased racial tension in Britain. On the local elections of 1977, *The Economist* commented: *"The Tory tide swamped the smaller parties. That specifically includes the National Front (NF), which suffered a clear decline from last year"* [16].

As Prime Minister, Thatcher met weekly with Queen Elizabeth II to talk about government business, and their relationship went under investigation. Campbell (2011a, p. 464) states:

"One question that continued to fascinate the public about the phenomenon of a woman Prime Minister was how she got on with the Queen. The answer is that their relations were punctiliously correct, but there was little love lost on either side. As two women of very similar age – Mrs. Thatcher was six months older – occupying parallel positions at the top of the social pyramid, one the head of government, the other head of state, they were bound to be in some sense rivals. Mrs. Thatcher's attitude to the Queen was ambivalent. On the one hand, she had an almost mystical reverence for the institution of the monarchy ... Yet at the same time, she was trying

to modernize the country and sweep away many of the values and practices which the monarchy perpetuated” [24].

The Thatcher’s government aimed to pursue a policy of monetarism and neo-conservatism.

Some Heathite Conservatives in the Cabinet, the purported “wets”, discussed question over Thatcher’s approaches. The 1981 England riots brought about the British media examining the requirement for an arrangement U-turn. At the 1980 Conservative Party gathering, Thatcher tended to the issue straightforwardly, with a discourse composed by the dramatist Ronald Millar, that eminently incorporated the accompanying lines: *“To those waiting with bated breath for that favorited media catchphrase, the “U” turn, I have only one thing to say. “You turn if you want to. The lady’s not for turning.” [20].*

By 1982, the UK started to encounter indications of financial recuperation; swelling was down to 8.6% from a high of 18%, yet joblessness was more than 3 million interestingly since the 1930s. By 1983, generally speaking, financial development was more grounded, and swelling and home loan rates had tumbled to their least levels in 13 years, in spite of the fact that assembling work as a portion of all-out business tumbled to simply more than 30%, with all-out joblessness staying high, cresting at 3.3 million of every 1984 [3].

During the 1982 Conservative Party Conference, Thatcher said: *“We have done more to roll back the frontiers of socialism than any previous Conservative Government.” She said at the Party Conference the following year that the British people had completely rejected state socialism and understood “the state has no source of money other than money which people earn themselves ... There is no such thing as public money; there is only taxpayers’ money.” [33]*

The first tests awaited Margaret Thatcher already when discussing her radical program at an open session of parliament and when discussing a new state budget, which provided for a sharp reduction in state property, significant cuts in appropriations for industry, education, health care, energy, transport, housing construction, aid to cities, decisive measures to restrict the activity of trade unions.

On the other hand, another feature of the government's program was the reduction in the tax rate, especially for large profits. At the same time, the value-added tax was increased, and excise taxes on the consumption of cigars, alcoholic beverages, and gasoline were increased. All these measures made the new budget extremely unpopular, which led to an unprecedented drop in the government's rating. At the same time, the pound rate grew, which peaked in 1981.

She was focused on lessening the force of the associations, whose authority she blamed for sabotaging the parliamentary majority rules system and monetary execution through strike activity. A few associations dispatched strikes because of enactment acquainted with limit their force, yet obstruction ultimately imploded. Just 39% of patrons cast a ballot Labour in the 1983 general political decision. As indicated by the BBC in 2004, Thatcher "figured out how to obliterate the force of the worker's guilds for just about an age". The diggers' strike of 1984–85 was the greatest and most destroying showdown between the associations and the public authority under Thatcher [27].

After numerous strikes Heath's government was brought down, what's more, Thatcher was resolved to succeed where he had fizzled. Her methodology of getting ready to fuel stocks, delegating hardliner Ian MacGregor as NCB pioneer, and guaranteeing that police was enough prepared and furnished with revolt gear, added to her victory over the striking diggers [12].

Along with reforming property relations and limiting the prerogatives of trade unions, an important goal of Thatcher's offensive was the restructuring of the system of public social services. According to Thatcher, a radical reorganization of this system is designed to relieve compatriots of equalization in the service sector and to promote freedom of choice in the social sphere as well. This, in turn, will stimulate initiative and entrepreneurship, the desire to rely only on oneself and on one's strengths in everything.

Privatization was a form of public sector reorganization. Its main goal was to revive competition. The second goal is closely related to the first and consists of improving the efficiency of industry because climate change in the market should

have stimulated freer management actions, greater interest in the performance of workers and employees. The third goal of privatization was to reduce budget expenditures. The fourth goal was to attract investors interested in the end result of work and the creation of “people’s capitalism.” A similar goal was pursued by the creation of joint ventures and the restructuring of nationalized industries, the creation of several companies, perhaps even state-owned, that could compete with each other. Thus, by privatizing, the government wanted to reduce the state budget deficit, privatize the population, and increase the competitiveness of enterprises.

As a rule, privatization profited consumers as far as lower costs and improved effectiveness, yet results, in general, have been blended. Not all privatized organizations have had effective offer value directions in the more drawn-out term. A 2010 survey by the Institute of Economic Affairs states: “it is by all accounts the case that once rivalry or potentially compelling guideline was presented, execution improved especially ... But I hasten to emphasize again that the literature is not unanimous.” [13].

However, the processes of privatization and expansion of the number of shareholders, although they covered a large part of society, had their opponents, because, according to experts, the majority of the country, even in Britain, remained unaware of how it works. British economy. It was this ignorance that explained why a large part of society treated the processes of privatization and mass corporatization with some caution and in some cases even hostility. The only way to overcome this bias M. Thatcher believed to involve the British in this process as soon as possible to really show them the advantages of private property overstate because it is direct participation in a company not only increased the financial interests of each owner but also brought him closer to understand the real processes of economic life as a country as a whole and a particular enterprise.

Such a sharp increase in demand for shares of privatized companies is explained, firstly, by the fact that the Thatcher government took measures to simplify the procedure for purchasing shares, and secondly, the government in most cases of

privatization allowed payment in instalments. Thus, people with serious wealth got a real chance to buy shares.

On November 6, 1981, Thatcher and Irish Taoiseach Garret FitzGerald had set up the Anglo-Irish Inter-Governmental Council, a gathering for gatherings between the two governments. On November 15, 1985, Thatcher and FitzGerald marked the Hillsborough Anglo-Irish Agreement, which denoted the first run through a British government that had given the Republic of Ireland a warning job in the administration of Northern Ireland. In a fight, the Ulster Says No development drove by Ian Paisley pulled in 100,000 to an assembly in Belfast, Ian Gow, later killed by the PIRA, surrendered as Minister of State in the HM Treasury, and every one of the 15 Unionist MPs surrendered their parliamentary seats; just one was not returned in the ensuing by-decisions on January 23, 1986 [22].

Thatcher upheld a functioning environment assurance policy. Thatcher assisted with putting environmental change, corrosive downpour, and general contamination in the British standard in the last part of the 1980s, requiring a worldwide settlement on environmental change in 1989. Her talks remembered by the Royal Society for 1988, trailed by another to the UN General Assembly in 1989 [19].

Thatcher's first international strategy emergency accompanied the 1979 Soviet attack of Afghanistan. She censured the intrusion, said it showed the liquidation of a détente strategy, and persuaded some British competitors to blacklist the 1980 Moscow Olympics. She gave powerless help to US president Jimmy Carter who attempted to rebuff the USSR with monetary assents. England's financial circumstance was shaky, and the vast majority of NATO was hesitant to cut exchange ties.

Thatcher by and by gave the thumbs up for Whitehall to support MI6 (alongside the SAS) to embrace "problematic activity" in Afghanistan. Just as working with the CIA in Operation Cyclone, they likewise provided weapons, preparing, and knowledge to the mujahidin [31].

The *Financial Times* reported in 2011 that the government of Thatcher had secretly supplied Ba'athist Iraq under Saddam Hussein with "nonfatal" military hardware since 1981.

In spite of inverse characters, Thatcher reinforced rapidly with US president Ronald Reagan. She gave solid help to the Reagan organization's Cold War arrangements dependent on their common doubt of socialism. A sharp conflict came in 1983 when Reagan didn't talk with her about the attack on Grenada [27].

On April 2, 1982, the decision of military junta in Argentina requested the attack of the British assets of the Falkland Islands and South Georgia, setting off the Falklands War. The ensuing emergency was "a pivotal occasion of [Thatcher's] prevalence" [21].

Argentina gave up on June 14 and Operation Corporate was hailed as a triumph, despite the passings of 255 British servicemen and 3 Falkland Islanders. Argentine fatalities added up to 649, half of them after the atomic controlled submarine HMS Conqueror obliterated and sank the cruiser ARA General Belgrano on May 2. Thatcher was scrutinized for the disregard of the Falklands' guard that prompted the conflict, and particularly by Tam Dalyell in Parliament for the choice to destroy General Belgrano, however by and large she was viewed as an exceptionally skilled and submitted war pioneer.

The "Falklands factor", a financial recuperation starting ahead of schedule in 1982, and a harshly isolated resistance all added to Thatcher's second political race triumph in 1983.

Thatcher much of the time alluded after the conflict to the "Falklands soul"; Hastings and Jenkins (1983, p. 329) recommend that this mirrored her inclination for the smoothed out dynamic of her War Cabinet over the careful arrangement making of peacetime bureau government.

In September 1982 her visit to China was to inspect with Deng Xiaoping the influence of Hong Kong after 1997. All through their get-together, she searched for the PRC's agreement to continue with the British presence in the area. Deng requested that the PRC's control over Hong Kong was non-easily proven wrong

anyway communicated his capacity to settle the influence issue with the British government through customary courses of action, and the two governments promised to keep up Hong Kong's adequacy and achievement.

Thatcher signed the Sino-British Joint Declaration in Beijing in 1984, agreeing to hand over Hong Kong's sovereignty in 1997 [35].

Even though she favoured "peaceful negotiations" to end apartheid, she opposed the Commonwealth and the European Economic Community (EEC) sanctions imposed on South Africa .

The Prime Minister endeavoured to protect exchange with South Africa while convincing the public authority there to forsake politically sanctioned racial segregation. This included "[c]asting herself as President Botha's real companion", and welcoming him to visit the UK in 1984, notwithstanding the "inescapable showings" against his administration.

Alan Merrydew of the Canadian telecaster BCTV News asked Thatcher what her reaction was "to a detailed ANC articulation that they will target British firms in South Africa?", to which she later answered: "... at the point when the ANC says that they will target British organizations ... This shows what an average psychological militant association it is. I battled psychological oppression for my entire life and if more individuals battled it, and we were all more fruitful, we ought not to continue to have it and I trust that everybody in this corridor will think it is all in all correct to continue battling illegal intimidation."

During his visit to Britain five months after his delivery from jail, Nelson Mandela adulated Thatcher: "She is an enemy of apartheid ... We have much to thank her for." [36].

In her Bruges speech in 1988, Thatcher outlined her opposition to proposals from the EEC, the forerunner of the European Union, for a federal structure and increased centralization of decision-making:

"We have not successfully rolled back the frontiers of the state in Britain, only to see them re-imposed at a European level, with a European super-state exercising a new dominance from Brussels" [50].

Thatcher, sharing the concerns of French president François Mitterrand, was initially opposed to German reunification, telling Gorbachev that it “*would lead to a change to postwar borders, and we cannot allow that because such a development would undermine the stability of the whole international situation and could endanger our security*”[7].

During her prevalence, Thatcher had the second-most minimal normal endorsement rating (40%) of any post-war leader. Since the abdication of Nigel Lawson as Chancellor in October 1989, surveys reliably showed that she was less well known than her gathering. A self-portrayed conviction lawmaker, Thatcher consistently demanded that she couldn’t have cared less about her survey appraisals and pointed rather to her unbeaten political decision record [23].

In July 1989, Thatcher had removed Geoffrey Howe as far-off secretary after he and Lawson had obliged her to agree to orchestrate Britain to associate the European Trade Rate Mechanism (ERM). England joined the ERM in October 1990.

On November 1, 1990, Howe, left the situation as agent Prime Minister. In his acquiescence discourse on November 13, which was instrumental in Thatcher’s destruction, Howe assaulted Thatcher’s transparently contemptuous mentality to the public authority’s proposition for another European money going up against existing monetary standards (a “hard ECU“): “*How on earth are the Chancellor and the Governor of the Bank of England, commending the hard ECU as they strive to, to be taken as serious participants in the debate against that kind of background noise? I believe that both the Chancellor and the Governor are cricketing enthusiasts, so I hope that there is no monopoly of cricketing metaphors. It is rather like sending your opening batsmen to the crease only for them to find, the moment the first balls are bowled, that their bats have been broken before the game by the team captain*” [39].

After holding a group of people with the Queen, calling other world pioneers, and making one last Commons discourse, on November 28 she left Downing Street in tears. She purportedly viewed her removal as treachery. Her renunciation was stunned to numerous external Britain, with such unfamiliar eyewitnesses as Henry Kissinger and Gorbachev communicating private alarm [12].

Thatcher got back to the backbenches as a body electorate parliamentarian subsequent to leaving the prevalence. Her home-grown endorsement rating recuperated after her acquiescence, however, popular assessment stayed isolated on whether her administration had been useful for the country. Matured 66, she resigned from the House at the 1992 general political race, saying that leaving the Commons would permit her more opportunity to express her genuine thoughts.

On leaving the Commons, Thatcher turned into the principal previous British Prime Minister to set up an establishment; the Margaret Thatcher Foundation's British wing was disintegrated in 2005 because of monetary troubles. She composed two volumes of diaries, *The Downing Street Years* (1993) and *The Path to Power* (1995). In 1991 she and her better half Denis moved to a house in Chester Square, a private nursery square in focal London's Belgravia locale [34].

Commenting on the Yugoslav Wars, in a 1991 interview for Croatian Radiotelevision, she criticized the Western governments for not recognizing the breakaway republics of Slovenia and Croatia as independent states and for not supplying them with military hardware after the Serbian-led Yugoslav Army attacked [34].

In August 1992 she called for NATO to halt the Serbian attack on Goražde and Sarajevo, to end ethnic purifying during the Bosnian War, contrasting the circumstance in Bosnia–Herzegovina with “the barbarities of Hitler's and Stalin's”.

From 1993 to 2000 Thatcher filled in as privileged chancellor of the College of William and Mary in Virginia, while additionally filling in as chancellor of the private University of Buckingham from 1992 to 1998, a college she had officially opened in 1976 as the then training secretary.

In February 2007 Thatcher turned into the main living British Prime Minister to be regarded with a sculpture in the Houses of Parliament. The bronze sculpture remains inverse that of her political saint, Sir Winston Churchill, and was revealed on February 21, 2007, with Thatcher in participation; she commented in the Members' Lobby of the Commons: *“I might have preferred iron – but bronze will do ... It won't rust.”* [9]

Thatcher was a publically of the Prague Declaration on European Conscience and Communism and the subsequent Prague Process and sent a public letter of help to its first meeting [41].

She last went to a sitting of the House of Lords on July 19, 2010, and on July 30, 2011, it was reported that her office in the Lords had been shut. Prior to that month, Thatcher was named the most equipped leader of the previous 30 years in an Ipsos MORI survey [21].

In 2002, Thatcher suffered a series of micro-strokes, after which the doctor advised her to refrain from participating in public events and to withdraw from public and political activities. Thatcher died on April 8 from a stroke. In 2007, a lifetime monument in the British Parliament was dedicated to Thatcher.

2.2. The vision of domestic and external policy of Margaret Thatcher

Under the new Conservative government, Britain's activity in international affairs increased. No matter what meetings and meetings British diplomats took part in - NATO or the EEC, the Community or the UN - everywhere the British sought to act persistently and, where possible, from a "position of strength".

The deteriorating economic situation of the country, the victories won over Britain by its economic rivals, the weakening of "personal" relations with the United States, despite and a number of other circumstances put British governments in the second half of the 1960s in need of a revision of imperial policy.

Thatcher wanted to reduce inflation and curb the power of trade unions. Thatcher's economic policies reduced wage demands and reduced the rate of inflation; followed monetarist ideas of reducing the money supply and cut government spending to reduce inflation; inflation was over 20 percent when she came into power – down to about 5 percent in the mid-1980s but rose again to 10 percent (because of rising house prices) in 1990 [50].

She clashed with the trade unions – believed they were the cause of unemployment because they destroyed economic freedom; she defeated the National

Union of Mineworkers in a major strike; stopped subsidies to coal mines; government laws forbade mass picketing and banned the closed shop whereby all workers in a factory should be members of a trade union; stock-piled coal at power stations and organized imports; strike beat after one year and violent clashes with the police; overall result weakened trade union power – the number of working days due to strikes were reduced from 30 million in 1979 to 2 million in 1990.

Thatcher campaigned for the Single European market by getting rid of all obstacles to the free movement of goods, services, capital, and labour; also supported the Single European Act, because it speeded up decision making in the EEC; but opposed efforts to strengthen the powers of Community institutions, such as the Commission and the Parliament, at the expense of the nation-states; she feared the growth of a European super state; in conflict with the federal ideas of Jacques Delors, who was president of the European Commission; she was very reluctant to join the European Monetary Union (EMU) and did so only when two of her chief ministers threatened to resign; her aggressive style in politics did not suit the methods of discussion and agreement in the EEC [50].

A staunch anti-communist who worked well with President Reagan of the US – both had similar conservative views and they saw the Soviet Union as an evil enemy in the Cold War; she supported the North Atlantic Treaty Organisation (NATO) and Britain as an independent nuclear power; met Gorbachev, leader of the Soviet Union in 1984 and said afterward, ‘I can do business with him; she encouraged his policies of perestroika and glasnost; many people in Eastern Europe looked on her as a symbol of freedom – shrines and chapels dedicated to her in Poland because she supported Solidarity which opposed the Polish communist government; contributed to the end of the Cold War and the downfall of communism [50].

Yet Margaret Thatcher in the end was defined almost as much by foreign as domestic policy. It started with the Argentine invasion of the Falkland Islands in March 1982, when she was tested as never before. In the absence of unconditional support from the United States and faced with a divided Cabinet, she made a momentous decision and did so by dispatching the Task Force to repossess the

Falklands. She knew that it could have all gone wrong, and end with her resignation. But that it ended in a British military success and a rapid turnaround in her popularity left a lasting mark on the rest of her premiership. There would be no more self-doubts and she would become the ultimate conviction politician [53].

Her position was reinforced by her close personal friendship with Ronald Reagan, which convinced her – despite not being told before the event about the US invasion of Grenada in 1983 - that the Anglo-American relationship was sufficient to meet British foreign policy needs without the development of a common foreign policy for the European Union. That belief seemed faintly ridiculous at the time and now looks absurd, but neither the US President nor her officials were prepared to tell her otherwise. Geoffrey Howe, however, was bold enough to do so and paid the predictable price when sacked as Foreign Secretary. His contribution to her subsequent downfall was no doubt sweet revenge [41].

Thatcher's marketing campaign against more European integration, in spite of her achievement in securing the British rebate, left her birthday celebration a toxic legacy. On the alternative hand, she became one of the primary to feel the possibility given through the quit of the Cold War to enlarge the European Union eastwards. Although she had left the political scene long earlier than it happened, she became thrilled to welcome the brand new members. However, her wish that the United Kingdom could reap a strategic partnership with the former Communist nations that would act as a considerable counterweight to the Franco-German alliance has now no longer been fulfilled.

Despite her justified recognition as a convicted politician, she may also be bendy and pragmatic. Faced with the difficulty of Hong Kong, wherein British treaty rights consisted of a sovereign territory (the island) and an actual property rent (the New Territories), she should have argued that most effective the rent had to be abandoned. Instead, she speedy identified that one without the alternative made no feel, explaining that any try to maintain the island could sincerely suggest that the Chinese could turn off the water supply – a realistic reaction that the Argentine overseas minister, Guido di Tella, became short to note [35].

The secret of Thatcher's success, in my opinion, is that she set herself bold, but quite achievable goals, that she behaved like an experienced fighter who knows how to not just take risks, but knows where the risk is justified, appropriate and necessary, and where it is equivalent to political adventurism. Thatcher's policy was harsh, but not dogmatic. Margaret Thatcher was not only a confident politician but also a pragmatist - she was able to find the problem in time and make adjustments to economic policy. Constantly claiming that "the market is really working", the Thatcher government, however, resorted to measures of state regulation of the economy, provided support to some companies that found themselves in a difficult situation.

Conclusion to Chapter 2.

Margaret Thatcher is probably the most famous woman politician in the world.

In line with her views on politics and economics, Thatcher advocated reducing the state's influence on the economy, supporting the free market and entrepreneurship. She tried to stop what she thought was excessive state interference in the economy and sought to do so by privatizing state-owned enterprises and municipal housing.

Thatcher's achievements often turned against the interests of the state. Yes, her art of fighting, her extraordinary ability to defeat her opponents, allowing her to stay in power for a long time, led to the fact that many democratic centres of resistance were destroyed or suppressed by her.

Her strengths - never to drop her weapon, to fight to the end - secured her a reputation as a highly capable politician and great popularity, but they turned against her. They led to the fact that in the country and abroad it had more enemies than friends, and sometimes England was in a state of great isolation than before it came to power.

Thatcher was often called a populist. Indeed, some of the ideas she put forward touched the civic and patriotic strings in the souls of the British and provided her with

a broad support. She has always been a true pragmatist, subtly feeling what is needed in modern British society.

Thatcherism is the policy of the conservative government of Great Britain, led by Margaret Thatcher (1979-1990) accompanied by the privatization of national enterprises, monetarism in the financial and economic sphere, reducing funding for education and health care. The policy of Thatcherism is closely linked to the socio-economic concepts and categories of neoliberalism and “shock therapy”.

3. LINGUISTIC FEATURES OF THATCHER'S SPEECH AS A MEMBER OF PARLIAMENT

3.1. Thesis of Margaret Thatcher

Margaret Thatcher, alongside Ronald Reagan, was a moderate conviction of a government official who affected legislative issues toward the end of the Cold War years. She, similar to Reagan, moved both monetary and international strategies to one side. In international concerns, she lined up with the United States, assisted with spreading the good news of unregulated economies, and battled the Malvinas or Falklands War.

The support of monetarist Conservatives, as defined by Milton Friedman (joined with F. A. Hayek's proposition on the connection between singular freedom and government authority), with Keith Joseph standing out, presently had their chance to challenge the privileged few and particularly Edward Heath's administration. Numerous in the gathering sought Joseph for authority as Heath left an inheritance to people of expansion and mechanical turmoil. In any case, this was not to be, as Joseph ended up with an issue [41].

The new government drove by Mrs. Thatcher and her allies quickly brought down direct assessments and simultaneously expanding circuitous expense (V.A.T.). The justification was that the financial plan must be adjusted, and circuitous tax collection was less destructive than direct tax collection. The economy was in unrest. A large number of the more seasoned ventures were shutting down, particularly in the north, and joblessness rising. So aberrant tax assessment turned into a policy-centred issue. Likewise, the Government expanded loan costs to hold swelling down, which hurt independent companies and particularly mortgage holders with contracts. Independent of these actions, joblessness kept on rising particularly in the north. Through the entirety of this, Mrs. Thatcher kept her determination and lectured day by day that drawn-out gains would be made if individuals stayed firm and unfaltering to the current approaches. An illustration of her immediate style based on realities is

outlined in the concentrate underneath. She conveyed this discourse to Scottish preservationists in 1979 [20].

I am delighted to make my first public speech as Prime Minister of the United Kingdom at the Conference of the Scottish Conservative Party. You are in a better heart and more united than for a very long time. And so you should be.

We have had a splendid result throughout the country.

We had a net gain of 55 seats—6 of them in Scotland.

Our vote increased by over three million—and our vote in Scotland went up by almost a quarter of a million.

We had a lead over Labour of more than two million votes—the biggest lead of one major party over the other since 1935.

But there was one great disappointment. Not just in Scotland—but for all of us—Teddy Taylor's defeat was a bitter blow. We lost our standard-bearer at the hour of victory. Over the last few years, while holding Cathcart against the odds, Teddy has done more than anyone else to rally the Party in Scotland—to put us back on the road to success. It is a tribute indeed to his inspiration and his leadership that the army can march forward when its Captain has fallen. The House of Commons is a poorer place without you, Teddy—but you will be back, and in no long time.

I know that in the interval you will take comfort from the successes which you did so much to achieve.

In a speech on television about the Russian president, she followed the same straightforward speaking style.

I am cautiously optimistic. I like Mr. Gorbachev. We can do business together. We both believe in our political systems. He firmly believes in his; I firmly believe in mine. We are never going to change one another. So that is not in doubt, but we have two great interests in common: that we should both do everything we can to see that war never starts again, and therefore we go into the disarmament talks determined to make them succeed. And secondly, I think we both believe that they are more likely to succeed if we can build up confidence in one another and trust in one another about each other's approach, and therefore, we believe in cooperating on trade matters, on

cultural matters, on quite a lot of contacts between politicians from the two sides of the divide [18].

During that term, she was blamed for being relentless and uncompassionate to the less lucky. Indeed, even the Church of England transparently reprimanded the public authority for their absence of sympathy for the jobless and those youngsters entering the work market.

From multiple points of view, Mrs. Thatcher was fortunate in the individual of Neil Kinnock, whom she found simple to overcome in the open contention. He talked overall terms with his idealistic tone while she kept to particulars with her criminological tone. For instance, identifying with Parliamentary Question Time, Mrs. Thatcher provides us some insight into her arrangement:

“I always briefed myself very carefully for Questions. One private secretary, my political secretary, my parliamentary private secretary and I would go through all the likely issues which might come up without any notice.” [37].

As the British framework may be a parliamentary one, debating abilities are held in tall respect. Kinnock, as distant as Thatcher was concerned, was distant as well passionate, distant as well longwinded, and distant as well idealistic to be effective in a parliamentary environment. Thatcher, with her measurable fashion and difficult work, didn't hold Kinnock in tall respect for his need of parliamentary aptitudes, and particularly his failure to keep to specifics indeed in Address Time.

The first group of historical sources analysed by us is comprised by speeches, reports, press conferences, interviews, speeches by the Prime Minister of the United Kingdom M. Thatcher from 1979 to 1990, program and political documents of the Conservative Party, government documents, reports royal commissions and government committees, legislation, memoirs of M. Thatcher herself, memoirs her colleagues, etc., which reflect the broad range of theoretical problems of neo-conservatism and directions of its practical implementation in the socio-economic life of Great Britain [31].

The speeches by M. Thatcher are an extremely important source of information that contains reasoned assessments of the situation and changes, in particular social

events that took place in the country for her government [31; 26; 29]. Thatcher's government put forward the neoconservative model of social policy.

The leitmotif of this group of sources is the following principles: elimination of dependence of citizens on the state, development of private initiative, formation of new business culture, etc.

It's easy to say they should do other people, much harder to do something personally for yourself. But this is exactly what democracy is". [38]. Thatcher's speech in Finchley (her constituency) allows us to find out the main provisions of Thatcherism: private enterprise is the basis of any prosperous economy freedom, equal opportunities, support for small and medium-sized businesses are the main component economic policy of the state; to achieve economic stability and overcoming the crisis requires that all able-bodied citizens provide for themselves; the state must assist only to the disabled population; state interference in private life should be kept to a minimum; trade unions the right to protect the interests of employees are granted, but they must not oppress the interests of others segments of the population; restrict the right of trade unions on strikes because they harm society [31].

Official documents include transcripts of parliamentary debates that allow trace voting results from different questions, written answers of representatives of the executive power to inquiries of deputies of parliament, the point of view of the government and the opposition on the most important socio-economic issues, the procedure adoption of government decisions and laws in various social spheres [31].

A separate group of sources is memoir literature. M. Thatcher's memoirs, the first volume which was published in 1993, offer her version of activities as Prime Minister, the vision of the historical role of neo-conservatism, theoretical and practical principles of economic and social policy of her government. Inherent Thatcher's political style was reflected in its activities both as leader of the opposition and as Prime Minister. Thatcher's memoir legacy is a serious contribution to the world "Thatcher studies" [36].

The next group of sources is British and American periodicals. To the newspaper, genres should include notes, correspondence, reports, reports, interviews, articles (advanced, editorial, advocacy, etc.), essays, feuilletons, and some others. They differ not only in certain literary and stylistic means but in the predominance of different layers of information. So the use of press information in the scientific study requires a special care and additional verification.

The Times published an official, i.e. governmental, point of view. They were printed on their columns transcripts of parliamentary debates, speeches by M. Thatcher and representatives of the opposition, analytical articles, etc. [23]. Materials were also used (editorials, analytical notes, statistical information, comments) of the newspaper “Daily Telegraph “, which became a body of the Conservative Party [12]. *Politics Today* contains a detailed review of government policy and criticism of opposition forces. *The Economist Magazine* differs in fundamentality, thorough selection of information, sufficient objectivity [13]. In the group of press materials, a collection of interviews by M. Thatcher to the newspaper “*The Observer*” (1979), which dealt with the main problems of the then British realities [22].

Among the materials of the British press, which supported Labour, Liberals, and Social Democrats, are the newspapers and weeklies “*The Guardian*”, “*The Observer*”, “*The New Statesman*”, “*The New Society* “, “*Independent*”.

On their pages, we can get current reports of the sittings of the English Parliament and government, as well as various articles and comments on ways and methods of implementing political or socio-economic reforms [14].

American magazine “*National Review*” and *USA Today* contain extensive articles that analyse the leading areas of Thatcherism, its assessments and consequences, comparative characteristics of Thatcherism and Reaganomics, as well as attitudes American society to M. Thatcher as to human and politics [22].

One of the publications of the British weekly, *The Sunday Times* contains interesting information about the formation of the leader’s economic views conservatives. A huge role in this belonged to the theorists-founders of economic liberalism and monetarism - M. Friedman, with whom M. Thatcher was personally

acquainted, attended his lectures and admired his concept, and F. Hayek. It is noted that Thatcher was fascinated by the famous book by F. Hayek “The road to slavery“, although I did not immediately understand the depth of the thoughts embedded in it. Her understanding of monetarism writes the author of the article, Thatcher expressed in expression: “Economics is only a method, and the goal - changes in hearts and souls” [20].

The Telegraph correspondent Alistair Osborne, in her article Margaret Thatcher: one policy that led to more than 50 companies have been sold or privatized “provides a number of statistics in the field of privatization [20]. His version of privatization and her statistics are offered by Chris Edwards in the article “Thatcher’s Golden Heritage of Privatization”, where indicates the reasons for privatization, describes in detail its purpose, stages, methods, and consequences. Operating facts, K. Edwards concludes that M. Thatcher wanted to create “a democracy that has a capital”, “a state in which people are owners of their houses, have a share in society, and in which they are a wealth that can be passed on to the future generation” [26]. The purpose of privatization, according to the author, was to “reduce power state and strengthen the power of the people.

Thatcher, privatization was crucial to “eliminate the destructive effects of socialism” and “Conquest of territory for freedom” [26]. In general, the English-language press has characterized a variety of headings, analytical articles, comments, and quite full and in detail tracked the practice of Thatcherism, its results in various public sectors, the attitude of different segments population before Thatcher’s reforms.

Monographic studies of British scientists, both individual and collective, are of particular interest to us. It is noteworthy that English historiography is characterized by a clear delimitation of exclusively biographical works that analyse the phenomenon of Thatcherism, his practice. Such specialization has not only its advantages but also its disadvantages. Biographical research is mainly focused on the person of Thatcher, whereas studies of practical Thatcherism tend to be abstracted not

only from party leader and Prime Minister but and from all its surroundings, the party-political one the struggle in which he was born, strengthened, and modified.

An example of the biographical genre is the book of the famous British journalist and BBC commentator Hugo Young “One of us. Political biography Margaret Thatcher” [34].

This is one of the most complete biographies of M. Thatcher. The author evaluates a new way of life and the work of a conservative leader. H. Young, speaking of the components of Thatcherism, emphasizes that this is a “dump of ideas” and it is formed long before M. Thatcher came to power, and with its advent ideology only personified and acquired the appropriate meaning and forms [34].

The author avoids finding out the role of the Prime Minister in carrying out socio-economic reforms in the country. However, he gives proper Thatcher in developing the party program and inclusion in it of several slogans of social orientation, the transformation of party of conservatives in the expression of the interests of the nation.

The works of one person are essential in the research of the problem we are studying from the biographers of Margaret Thatcher Chris Ogden. In the books of this American journalist, who had worked in the UK for a long time, elements of biography, political portrait, and chronicle are combined. His work presents Margaret Thatcher’s personality and deep analysis of the British realities of 1979–1990. The author has a positive attitude to the activities of the British leader and emphasizes that M. Thatcher came to power with a clear intention: to change Britain, to turn it from a consumer society into a self-sufficient, proactive [49].

In his opinion, because of Thatcherism Britain has ceased to be “a sick man of Europe”. However, like any biographer, Ogden is characterized by some exaggeration of both Thatcher’s personal qualities and her success in British political and socio-economic fields [50].

Thatcher’s domestic policy is analysed in the works of a famous British political scientist Denis Kavanagh. The author systematically studied the stages of her political career, the main milestones of her life, and the domestic political

situation, against which the activities of the Tory leader took place. Kavanagh arguably approached the study of Thatcher's reforms. In addition to direct reflection and analysis of the content of government measures, the author drew attention to the accompanying processes: the inter-party struggle on various social issues, the importance of the personal factor of the leader of the Conservative Party in making certain decisions, behind-the-scenes intrigues around bills [23].

The work "The Thatcherism Effect" (ed. D. Kavanagh) considers the impact of Thatcher's policy on various social spheres: education, local self-government, trade unions, conservatives party, political opposition, etc. It is emphasized that the policy of the "Iron Lady" of Great Britain caused at the end of her rule dissatisfaction not only with the opposition but also with members of her party. Margaret Thatcher's rating fell to record lows [23].

But that did not stop the Prime Minister from going to his goals, regain popularity and bring Britain out of the crisis. The authors state that it is significant the conservatives' attention was focused on the issue of vocational training of young people. Contributed to this the growing need of the economy for a skilled labour force. It has been reformed as a result training system, which ultimately became more flexible. Every graduate of the school received the right to retraining. Government spending on the maintenance of this system exceeded 1bln, Art. per year [41].

Researchers acknowledge that under Thatcher's rule, the British economy underwent global changes, but some of them believe that these reforms are historically ripe and would be implemented by any other government.

Some aspects of the social policy of the conservative government were studied in collective work "Thatcherism: a tale of two nations" (edited by B. Jessop). The novelty is what has been studied in the process of creating a legal framework for reform in the field of education, housing policy, health care, the legal characteristics of the adopted laws are proposed. This is what is missing in other works of British scientists. Collection scientific articles provide answers to questions about the reasons for the success of neoconservatives. According to the authors, one of the reasons was that the emergence of Thatcherism coincided with the crisis of Marxism, socialism,

and the Labour idea of creating a welfare state. It is important that the book offers a periodization of Thatcherism:

- 1) 1968–1979 - the emergence of Thatcherism as a social movement;
- 2) 1979–1982 – consolidation Thatcherism;
- 3) after 1982 - the activities of consolidated Thatcherism [27].

P. Riddle's monographic researches are devoted to consideration and analysis of separate problems health care, the situation of citizens in cities, their living conditions, the phenomenon of "Thatcherism" and the "Thatcher era" [33]. In the monograph "Era Thatcher and her legacy" the author describes in detail the privatization process and draws attention to the fact that it was privatization that helped Britain overcome the socio-economic crisis. The author analyses how privatization was carried out in 1987–1990 different livelihood systems countries, in particular water supply and electricity systems, river management, airports, and features of these processes.

Conservatives actively encouraged various forms of involvement of the population in property, one of which there was an active sale of municipal housing.

The statistical data show that it was privatized by the beginning of the 1990s almost 50% of the public sector of the economy. The total amount received from the sale amounted to 27.5 billion pounds. Art., which allowed the Conservatives to solve a significant part of the budget and financial problems [24].

In another monograph, *The Thatcher Decade: How Britain changed during the 80's*, considering Thatcherism as a kind of political style, Mr. Riddle tried to determine the degree of influence Thatcherism in all walks of life in Britain. According to Riedel, "Thatcherism is instinctive a set of moral values and an approach to leadership, not ideology" [33].

British The scientist believes that "Thatcherism is a personal, very specific approach to politics, and not a chain of ideas" [36]. Thatcherism is for him a set of moral values of the average class and M. Thatcher herself, like diligence, family, patriotism. Paying respect to Thatcher, the author believes that she assumed serious mistakes in social policy that the general privatization program is too simplistic.

The scientist cites data that state-owned enterprises sometimes worked more efficiently than privatized. The author also answers the question: Thatcherism was a unique phenomenon only for Britain or similar reforms were ripe at that time in most countries? He made a conclusion that Thatcherism was implemented in the 1980s in UK and other countries as well.

3.2 Main peculiarities of Margaret Thatcher's language style

Thatcherism is the legacy of Margaret Thatcher. It characterizes its principles and philosophical approach to "people's capitalism". She pursued her philosophy of "Thatcherism" with a persistent, practicable strategy.

She guaranteed in 1982 that the profoundly famous National Health Service was "protected in our grasp". From the start, she disregarded the topic of privatizing nationalized businesses. Intensely impacted by conservative research organizations, and particularly by Keith Joseph, Thatcher widened her assault. Thatcherism came to allude to her strategies just as parts of her moral standpoint and individual style, including moral absolutism, patriotism, premium in the individual, and an inflexible way to deal with accomplishing political objectives [42].

Thatcher characterized her political way of thinking, in a significant and disputable break with the "one-country" traditionalism of her archetype Edward Heath, in a 1987 meeting distributed in Woman's Own magazine: *"I think we have gone through a period when too many children and people have been given to understand "I have a problem, it is the Government's job to cope with it!" or "I have a problem, I will go and get a grant to cope with it!" "I am homeless, the Government must house me!" and so they are casting their problems on society and who is society? There is no such thing! There are individual men and women and there are families and no government can do anything except through people and people look to themselves first. It is our duty to look after ourselves and then also to help look after our neighbour and life is a reciprocal business and people have got the entitlements too much in mind without the obligations"* [25].

An analysis of public political speeches and interviews suggests that only consideration of all three levels in aggregate allows us to conclude about the linguistic personality of Margaret Thatcher and characterizes her as a woman politician, an adherent of the Conservative party, a political leader who defends the interests of Great Britain, protects the borders of her state and implements some conservative measures that have become part of Thatcher's policy. Margaret Thatcher also appears as a politician, confident in her abilities, in the measures taken to improve the life of the people, the work of the party led.

The main topics of the politician are the topic of nuclear weapons, the topic of socio-economic guarantees (issues of unemployment, health, and the education system), the topic of the role of women in the modern world, and also the place of women in politics. This characterises Margaret Thatcher as a politician who seeks to ensure the security of the state and society. The values of Margaret Thatcher are the values of a politician - a leader of the state, whose values can influence an entire nation. This confirms the idea that not only the values adopted in culture can influence its representatives, but also the values of the bearer can influence society. At this linguistic level, the linguistic personality of a politician manifests itself in several values.

As the first female Prime Minister Margaret Thatcher declares about the importance and role of women in the modern world, about the possibility and ability of a woman to combine both family responsibilities and hold a high position, to be the head of government and to be a successful woman in her career.

“A world without nuclear weapons would be less stable and more dangerous for all of us” (This Week, 1987);

“Our wish is to see substantial reductions in nuclear weapons, provided they are balanced and verifiable” (Blackpool, 1985);

The verbal system of the politician is clear, argumentative, and persuasive; her communicative behaviour contributes to the cultivation of the professional success of the party and the building of political and economic tasks of the current government into a coherent system.

Before analysing the press-conference interaction, however, it will be of interest to review occurrences in Thatcher's general discourse during the period, of overt, gender-related identity categories and the evaluative patterns associated with these.

Topics of social stereotypes have occupied an important and controversial place in social studies with a cognitive dimension.

With social development new female stereotypes appeared, such as the 'career woman, who may neglect child-raising responsibilities to climb the employment ladder; the 'single parent', choosing to bring up children without male assistance; the 'radical feminist', who campaigns for left-wing causes, and so on. My study shows the possibility of combination of the mentioned stereotypes from a point of view of discourse interaction, and influence of the identities of participants.

In the question and answer session between Mrs. Thatcher and the journalists, the issue of Thatcher's gender identity is probed, as various gender stereotypes are invoked by the questioners.

In Oakes's terms (1994:94), what is going on from Mrs. Thatcher's perspective is a process of "self-categorization in which she develops, consciously or unconsciously, explicitly or by implication, a picture of herself as a particular kind of woman" [21].

For example, in one of the early press conferences, the question and answer are as follows:

Q: Mrs. Thatcher what would you like to say to people who are still sceptical defence about the idea of a lady leader?

A: Give me a chance! [Laughter.]

By applying Grice's conversational maxims and pragmatic logic (Verschueren 1999: 32 - 33) to the journalist's question, we can explicate the kind of gender-stereotype involved in the question: there must be some people who are sceptical about the idea of a lady leader [32].

The journalists always tried to picture Thatcher as a vivid example of common gender stereotypes such as female inferiority to males, or those which state that

proper sphere of influence for a woman is the domestic one. Challenge the presupposition of female inadequacy, along the following lines: *“I don’t know why you should assume that, just because I’m a woman, I’m incapable of leading a political party...”*

To do so, however, her identity in the general area of the stereotype can be defined as a ‘feminist freedom-fighter’. In the analysis that follows, it will be seen that the questions establish a frame in which negotiation takes place over Mrs. Thatcher’s emergent identity, as she aligns herself with the identify inferences projected, rejects them outright, or goes along with them to a degree.

In her interviews, Margaret Thatcher repeatedly raises the question of the role of women in modern society. In British linguistic culture, the image of a woman is associated with the image of a mother, wife, homemaker. Nevertheless, using her example, Margaret Thatcher changes the stereotypes that have arisen and prove that the place of women in politics is not only possible but also desirable. It is worth noting that the politician does not exclude the generally accepted idea of the image of a woman, but focuses on the fact that being a woman means being strong, regardless of the field of activity:

“Of course, to be a mother and a housewife is a vocation of a very high kind. But I simply felt that it was not the whole of my vocation. I knew that I also wanted a career” (Afternoon plus, 1981);

“The woman’s mission is not to enhance the masculine spirit, but to express the feminine; hers is not to preserve a man-made world, but to create a human world by the infusion of the feminine element into all of its activities” (Bournemouth, 1990);

“If you want something said, ask a man; if you want something done, ask a woman” (Blackpool, 1985) [53]

“Women are the backbone of the Conservative Party. They must be brought to the fore” (Blackpool, 1979) [53]

“I’ve got a woman’s ability to stick to a job and get on with it when everyone else walks off and leaves it” (Afternoon plus, 1981).

The topic of nuclear weapons is the most covered in the texts, public appearances and interviews. Throughout her political activities, Margaret Thatcher has raised the issue of attitudes towards nuclear weapons and finds disarmament dangerous, as it is one of the leading deterrents to the absence of ongoing military conflicts. The politician emphasizes that this may become urgently necessary for the country's defence.

Moreover, she supports the idea of having such weapons in Great Britain, thus preventing the weakening of its military potential:

"I am not so much interested in a nuclear-free-world, but I am interested in a war-free world. To keep a war-free Europe, you need to keep a nuclear deterrent" (This Week, 1987);

"A world without nuclear weapons would be less stable and more dangerous for all of us" (This Week, 1987);

"Our wish is to see substantial reductions in nuclear weapons, provided they are balanced and verifiable" (Blackpool, 1985);

"Reductions in nuclear weapons come about not from weakness, but from strength" (Blackpool, 1987);

"Nuclear weapons will continue to play a vital role in preventing war in Europe - as they have done for forty years. And that is why we will press ahead with Trident and the modernization of our independent deterrent, vital to our security" (Blackpool, 1987);

"Yet, even at a time when tyrants like Saddam Hussein are getting closer to having nuclear weapons of their own, Labour would still give up our nuclear deterrent. Mr. President, this government will maintain our nuclear deterrent, guardian of the peace for 40 years. We shall keep Britain strong and secure. We will never take risks with our defences" (Bournemouth, 1990);

"If Britain were to abandon its nuclear deterrent, it would be a reckless gamble with the peace and security of future generations. That is a risk which this Government will never take" (Afternoon plus, 1981);

“Of course, in an ideal world, there would be no weapons of mass destruction. But they exist, and they cannot be disinvented. Your solution of unilateral nuclear disarmament by Britain would expose us to blackmail by potential aggressors” (This Week, 1987);

“But the fact is that our nuclear weapons are a tiny proportion of those of the Soviet Union. They are the minimum needed to deter an attack” (Soviet Central Television, 1987) etc.

As Prime Minister of the United Kingdom Margaret Thatcher also supports the idea of reducing the number of nuclear weapons produced and identifies nuclear weapons with the power of the nation.

However, she states that the country’s minimum stockpile of nuclear capabilities is a guarantee of peace, as well as evidence of keeping nuclear deterrents and a desire to protect themselves and their territories (keep Britain safe and secure). Margaret Thatcher often mentions that under ideal conditions the world would not feel the need for nuclear weapons, as expressed by the verb to disinvent (to undo the invention of smth [Merriam-Webster]). However, in the modern paradigm, it is an important component of the country’s defence (our independent deterrent, vital to our security), the guarantor of stability (peace and security of future generations), ensuring peace and equal competition with other countries.

An equally important topic in Margaret Thatcher’s speeches and interviews is the problem of socio-economic guarantees, which includes the state of affairs in the health care system, issues of unemployment, and the education system. This is because, during the period when Margaret Thatcher came to power, the situation in the health care system, in terms of providing jobs and the education system was unstable. However, several reforms made it possible to achieve a certain balance between limited budgetary resources, establishing the better life of the population, and creating incentives to improve the efficiency of these social systems. Margaret Thatcher often raises the question of the system of health care in the country:

“I do not accept that the health service in the hospitals is close to the breaking point. The number of patients treated has gone up considerably” (This Week, 1987);

“After eight and a half-year of Thatcher’s government, they are given nearly 30 pounds every week the average family to keep the health service going. It is not the government that pays for the health service, it is people out of tax, of value-added tax, out of income tax” (Afternoon plus, 1981); etc.

One of the main components of the policy pursued by Margaret Thatcher is the issue of unemployment. This is because before Margaret Thatcher came to power, British citizens were faced with the lack of an insufficient number of jobs. The goal of the Prime Minister was to change the direction of post-war development (over the last year, unemployment has fallen at record speed), restore economic stability (you can create quite a lot of extra jobs), and use a significantly reduced budget to provide those who need it (to relieve the anxiety and frustration of someone who can’t find a job):

“You can create quite a lot of extra jobs but it doesn’t always reduce the unemployment by that much” (This Week, 1987);

“One of the reasons why this Labour Government has incurred more unemployment than any Conservative Government since the War is because they have concentrated too much on distributing what we have and too little on seeing that we have more” (Bournemouth, 1990);

Speaking about the education system, Margaret Thatcher acts as a politician who believes that the education provided in the country should be at a high level. The policy set by the opposition Socialist Party brought the education system to an unstable position when many gymnasiums were liquidated. Margaret Thatcher repeatedly says that the topic of education is always of concern to members of the Conservative Party, and the party actively uses all opportunities to carry out the necessary reforms to improve the quality of education:

“Take education: our education system used to serve us well. A child from an ordinary family, as I was, could use it as a ladder, as an advancement, but the Socialists, better at demolition than reconstruction, are destroying many good grammar schools. Now, this is nothing to do with private education. It is opportunity and excellence in our State schools that are being diminished under socialism.

Naturally enough, parents do not like this, but in a Socialist society parents should be seen and not heard” (Bournemouth, 1990);

“ I share the deep concern of parents about the education of our children. The basic teaching you receive in school can influence the rest of your life and shape your whole future. Today, more money is being spent per pupil than ever before. There are more teachers proportionately to pupils than ever before. Their training is better than ever before. But, alas, that has not solved all the difficulties” (Blackpool, 1979);

“Our most important task in this Parliament is to raise the quality of education. You heard what Kenneth Baker had to say about it in that most interesting, stimulating debate we had the other day. It’s in the national interest. And it’s in the individual interest of every parent and above all, of every child. We want education to be part of the answer to Britain’s problems, not part of the cause” (Soviet Central Television, 1987); etc.

Margaret Thatcher often emphasizes that currently all the necessary measures are taken to improve the education system, additional benefits are allocated for schoolchildren and students, and there are more teachers and professors to ensure quality learning process (This Government has made education a top priority. By providing the framework for higher standards. By establishing a national curriculum. By spending more on each child than ever before)

At the verbal-semantic level, the speech embodiment of a linguistic personality occurs through the integrative use of various linguistic means. The most frequently used lexical units are political vocabulary (names of parties, positions), economic terms, as well as adverbs with semantics “prudence”, “balance”, “openness”, and “honesty”.

At the grammatical level, the linguistic personality under consideration seeks to solve his communicative tasks through the use of such syntactic structures as conditional sentences of the first and third types, the category of modality (the verbs of physical and mental ability can / could and must), forms of the grammatical category of the Present / Past (Perfect) correlation.

“During my lifetime all the leaders of the Conservative Party have served as Prime Minister and I hope the habit will continue” (Blackpool, 1975);

“The job you have given me is at once a supreme honour and the greatest possible challenge” (Blackpool, 1979);

The stylistic level of the linguistic personality of the Prime Minister embodied by such pictorial means of creating lingo cultural images as anadiplosis, inversion, gradation, parallelism, and parcelling, a rhetorical question. The repetition technique is the most common in the speech of the politician, since it plays an important role in speech communication, especially in political discourse, and allows to achieve a general enhancement-excretory effect or impression of actualization.

“Of course, we face great problems, problems that have fed on each other year after year, becoming harder and harder to solve. We all know them” (Blackpool, 1979);

“We who believe in the one true freedom – freedom under the law - far outnumber and outweigh, in the strength of our resolve, those who set out to murder and to maim” (Blackpool, 1979);

“Real courage was the courage shown by the working mines, by the working lorry drivers, by the working railway men, by the working steel men, by the working dockers – the very people the Labour Party disowned” (Blackpool, 1985).

At the phraseological level, the most common are phraseological turns, which are based on a metaphor. They characterize the linguistic personality of M. Thatcher as part of the nation and the bearer of the mentality that identifies itself with the people.

“We were told ‘you can’t give council tenants the right to buy. But we did and the houses sold like hot cakes” (Blackpool, 1985);[53]

“Most of us remember a time when although people saved for a rainy day, they couldn’t hope to leave what one might call a capital sum to their children” (Bournemouth, 1990);

I would like to point that one of the crucial highlights of the language style of Thatcher to be referenced is hubristic language. Another examination has tracked down that British Prime Ministers Tony Blair and the late Lady Thatcher utilized hubristic language during their individual periods in office [14].

Hubris is commonly associated with a loss of contact with reality and an overestimation of one's own competence, accomplishments, or capabilities. It is characterized by a pattern of exuberant self-confidence, recklessness, and contempt for others, and is most particularly recognized in subjects holding positions of significant power [14].

For example, Lady Thatcher's language becomes more complex at the end of her term of office, when her decisions and judgments were opening deep divisions within her own party. They found that 'I' and 'me' and the word 'sure' were among the strongest positive correlations over time [14].

It should be mentioned that hubristic behaviour is widespread, and not confined to politics, and Thatcher was an exception.

Conclusion to Chapter 3.

By analyzing public political speeches and interviews we can see that Margaret Thatcher appears as a politician confident in her forces, in the measures taken to improve the life of the people.

The most commonly used lexical units are political vocabulary (names of parties, positions), economic terms, as well as adverbs with semantics "balance", "openness", and "honesty".

The verbal system of the politician is clear, argumentative, and persuasive; her communicative behavior contributes to the cultivation of the professional success of the party and the building of political and economic tasks of the current government into a coherent system.

The stylistic level of the linguistic personality of the Prime Minister is embodied by such pictorial means of creating linguocultural images as anadiplosis,

inversion, gradation, parallelism, and parcellation, a rhetorical question. The repetition technique is the most common in the speech of a politician since it plays an important role in speech communication, especially in political discourse, and allows to achieve an overall enhancement-excretory effect or impression updating.

The main topics of the politician are the topic the of nuclear weapons, the topic of social and economic guarantees (issues of unemployment, health care, and the education system), the topic of the role of women in the modern world, as well as the place of women in politics.

These value-forming themes characterize Margaret Thatcher as a politician who seeks to ensure the security of the state and society. Moreover, as the first woman Prime Minister, Margaret Thatcher, declares the ability to combine both family responsibilities and hold a high position, to be the head of government and be a successful woman in her career.

4. THE LANGUAGE PROFILE AND INDIVIDUAL STYLE OF THERESA MAY

4.1. General characteristics of the individual profile of Theresa May

Theresa May is a famous British politician. From 2010 to 2012, she headed the ministerial portfolio for women (for equality) in the government of David Cameron, subsequently serving as Minister of the Interior (2010-2016). In the summer of 2016, she headed the British government, replacing Cameron as prime minister. During her tenure as Prime Minister, the British population voted to leave the European Union, which led to widespread public debate.

Theresa Mary May was born on October 1, 1956, in Eastbourne, East Sussex, England. She graduated from Oxford University with a bachelor's degree in geography. She worked for the Bank of England and the London self-government.

She was the administrator of the Conservative Party from 2002 to 2003. Following the development of the alliance government after the 2010 general political decision, May was named Home Secretary and Minister for Women and Equalities however surrendered the last job in 2012 [36].

Reappointed after the Conservative accomplishment in the 2015 general political decision, she turned into the longest-serving Home Secretary in more than 60 years. During her residency, she sought after a change of the Police Federation, executed a harder line on drugs strategy including the forbidding of khat, and acquired extra limitations on migration. She likewise directed the presentation of chose Police and Crime Commissioners, the extradition of Abu Qatada, and the making of the National Crime Agency [37].

In July 2016, May was chosen Conservative Party pioneer and turned into the UK's subsequent female Prime Minister after Margaret Thatcher. She is the primary lady to hold two of the Great Offices of State. She started the way toward pulling out the UK from the European Union, setting off Article 50 in March 2017. The next

month, she declared a snap general political race, with the points of fortifying her hand in Brexit arrangements and featuring her “solid and stable” authority.

The main task of Theresa May as Prime Minister was the implementation of Brexit (the UK’s exit from the European Union was supported by the country’s citizens in a referendum in 2016, after which Prime Minister David Cameron resigned, who initiated a vote on this issue but defended the opposite position - RBK). May represented London in negotiations with the EU on the scenario of leaving the union, but none of the proposed options suited the parliament, the European Union and the United Kingdom postponed the implementation of Brexit several times. Amid disagreements and a protracted case, the Conservative Party and Theresa May personally were rapidly losing popularity, in the regional elections in May this year, the Tories showed the worst result since 1995. May’s possible resignation has been reported periodically in the press over the past two years.

In 2016, a popular referendum was held in Great Britain, the results of which determined whether the country would remain part of the European Union. At that time, Teresa supported the incumbent Prime Minister Cameron, and opposed the so-called “Brexit”. Later, her opinion changed. The referendum was won by Eurosceptics, and David Cameron resigned, after which Theresa May put forward her candidacy for the post of head of the Conservatives, and, therefore, for the post of Prime Minister of Britain.

After variants of her draft withdrawal arrangement were dismissed by Parliament multiple times, she surrendered and was prevailing by Boris Johnson, her previous Foreign Secretary. She stays in the House of Commons as a backbencher. May has distinguished herself with the one-country moderate situation inside her gathering [11].

The Financial Times characterized May as a “non-ideological politician with a ruthless streak who gets on with the job”, in comparison to German Chancellor Angela Merkel.

During her initiative mission, May said that “We need an economy that works for everybody”, vowing to get serious about chief compensation by making

investors” votes restricting as opposed to warning and to put labourers onto organization sheets (in spite of the fact that she later asserted that the last vow was not to be obligatory), approaches that The Guardian portrays as going farther than the Labour Party’s 2015 general political decision statement [26].

After she became Prime Minister, May’s first discourse embraced the left, with a guarantee to battle the “copying treachery” in British society and to make an association “between the entirety of our residents” and promising to be a supporter for the “common average family” and not for the rich in the UK.

“The government I lead will be driven not by the interests of the privileged few but by yours. We will do everything we can to give you more control over your lives ... When we take the big calls, we’ll think not of the powerful, but you. When we pass new laws we’ll listen not to the mighty, but you. When it comes to taxes we’ll prioritize not the wealthy but you.” (GOV.UK 2016)

After the Conservatives’ statement for the 2017 political race was delivered, a few groups, including Fraser Nelson of The Spectator, considered her a “red Tory”, saying that she hosted moved her get-together to one side in governmental issues. Politico called her approaches “Mayism”, saying that May sometime was “a common traditionalism transparently incredulous of the “religion of independence” and globalization” [31].

May lauded the previous Prime Serve Winston Churchill and includes a representation of Churchill on the divider of her think about. May’s representative said: “The prime serve has cited and referenced Sir Winston Churchill on numerous events and recognized him as one of the incredible prime priests of the 20th century.”

May welcomed the arrest of WikiLeaks founder Julian Assange, saying that “no one is above the law.”

As a member of parliament, in 2002-2003, May advocated a military operation in Iraq (Allied troops led by the United States entered Iraq in March 2003, the reason was the statements about the danger of Saddam Hussein’s regime for the world, including in connection with the development of Iraqi territory of weapons of mass destruction, active hostilities continued until 2011. - RBK). In 2016, Tony Blair, who

served as prime minister in the early 2000s and authorized joining the military operation, said that he still believed his decision was correct, although he recognized the dire consequences of the war in Iraq.

Her political consultant Nick Timothy composed an article in 2015 to go against the People's Republic of China's contribution in delicate areas. He said that the public authority was "offering our public safety to China" without objective concerns and "the Government appears to be resolved to overlooking the proof and probably the counsel of the security and knowledge offices." [27].

Before her prevalence started, May said that she wanted to have labourers addressed on organization sheets, saying "In case I'm executive ... we will have customers addressed on organization sheets, however labourers also."

May intended to put labourers' and shoppers' delegates on sheets to make them more responsible. Nils Pratley, a columnist at The Guardian, wrote in July "Central standards of Britain's meeting room administration are being reconsidered. It is a welcome turn of events. In the more illuminated quarters of the UK corporate world, they can see that meeting room pay has dissolved trust in business."

The primary few months of Theresa May's prevalence were given to setting up the UK government's position some time recently activating article 50 of the Lisbon Arrangement, which begun a two-year handle of arrangement with the EU-27. But May's position on Brexit was vague for a few months, as she kept rehashing that 'Brexit implies Brexit' without any assist explanation.

Having been a Remainer during the submission crusade, however not an exceptionally dynamic or vocal one, she expected to build up her accreditations as someone who might convey Brexit and hence quickly turned, in the manner of speaking at any rate, into an eager Brexiter when she became Prime Minister [8].

This likely had too to do with her encounter as Domestic Secretary for six a long time (2010-2016) where her fundamental centre had been to undertake to attain the guaranteed decrease within the number of foreigners coming into the UK to less than 100,000 a year. Her disappointment to do so had been faulted, at slightest in portion, for the negative vote within the choice, as tensions almost the level of

migration had played a major part within the vote (Swales 2016). She, therefore, concluded the poll that her need ought to be to address these concerns and dismiss the free circulation of people within the future bargain that would be arranged in Brussels, indeed in spite of the fact that that would make any endeavour to remain within the single advertise nearly inconceivable. Without a doubt, since the marking of the Single European Act in 1992, the single showcase rests on the guideline of the flexibility of circulation of products, individuals, administrations, and capital, and these flexibilities are inseparable.

As David Cameron had illegal the common help from making any arrangements for a Brexit situation, Whitehall was likewise in motion all through the Autumn. The Prime Minister made another Department for Exiting the EU, driven by the long-lasting Eurosceptic David Davis, which denied the Foreign Office of part of its conventional job taking everything into account. Strains about procedure and disarray among the various divisions were broadly revealed in the media during that period. In January, the UK's representative to the EU, Ivan Rogers, left his work and gripped about the absence of readiness of the public authority and the requirement for government employees to tell pastors 'unvarnished – even where this is awkward – and nuanced comprehension of the perspectives, interests, and motivators of the other 27', inferring it was not the situation right now [54].

It was not simply the world of politics that made the arrangement amazingly troublesome. The snare in which Theresa May ended up was likewise through her own effort. Her absence of vision and her redundant void assertions ('Brexit implies Brexit', 'Worldwide Britain', 'frictionless exchange', and so forth) forestalled her both from stating authority over her fighting Cabinet and from advancing to the public the genuine decisions that should have been made, for example, between more/less command over lines and that's only the tip of the iceberg/less admittance to the single market. All things being equal, she demanded from the beginning that Britain would leave the single market and the traditions association, which had never been discussed or even thought about during the choice mission [29].

The entirety of this focuses on a more profound issue that makes the situation of any administration on Brexit indefensible, past the weak two-level game and May's absence of procedure, which is the inconsistency between the prompt political authenticity given by the submission result to the public authority which acknowledged to convey Brexit, and the power of Parliament on which the British constitution keeps on being hypothetically based [33].

In 2018, the tax on the purchase of the first property worth less than £ 200,000 was abolished.

In January 2018, Theresa May announced the need to solve the problem of lonely people in the country at the government level. In October of the same year, the kingdom's first strategy to combat loneliness in British society was presented. It provides for the opening of several facilities (such as cafes and clubs) where single people could communicate. Also, various master classes, dance classes, drawing lessons, etc. will be organized for them. £ 1.8 million (€ 2 million) have been allocated for these purposes.

Theresa May's government has set a goal of zero greenhouse gas emissions by 2050. According to media reports, in 2019, the Ministry of Finance conducted a study, according to which the implementation of this task will cost the country's economy £ 1 trillion (\$ 1.27 trillion). In this regard, there is a danger of a reduction in funds directed to such sectors as education and health, which will make them "economically uncompetitive."

In January 2018, Theresa May presented the country's environmental strategy for 2042. In particular, it provides measures to combat plastic waste. So, in 2018, a tax of £ 0.05 on each plastic bag sold was extended to all retail outlets in the country, previously it was taxed on stores with more than 250 employees. At the same time, the British authorities began to implement a program for the greening of the industrial areas of the northern part of England. It is planned that 50 million trees will be planted on the territory of 200 km in 25 years.

4.2 The language style of Theresa May

The new Prime Minister of Great Britain – Teresa Mary May was picked for our examination. Not just had the professional accomplishments of her went under the attentive gaze of the world’s local area, yet additionally close to home ones. The press effectively expounds on the perplexing character and immaculate openness of Lady May, for which one of her associates even considered her a «stupid woman» [28].

On July 13, 2017, Queen Elizabeth II time-honoured the resignation of David Cameron and requested Theresa May to shape a brand new government. Thus, May became the 13th Prime Minister at some point in the reign of Elizabeth II. Immediately after assembly the Queen, she drove to Downing Street to the Prime Minister’s residence, wherein she made her first speech as head of government.

Analysis of this speech revealed several political strategies and tactics used by Theresa May [13]:

A strategy for inspiring listeners.

This tactic is used to emotionally impact the audience. Tactics are characterized by the use of lexemes carrying the idea of unity (“unity”, “nation”, “bond”), adjectives in comparative and superlative degrees (*the greatest, the best*), emotionally coloured vocabulary (*burning injustice, precious bond, great national change, important moment, rise to the challenge*).

Tactics of dialogicity.

At the lexical level, tactics are manifested in the use of personal pronouns. The pronoun “I” allows the politician to sound clear, specific, grabs the audience’s attention: I want to address you directly. I know you’re working around the clock, I know you’re doing your best, and I know that sometimes, life can be a struggle. The pronoun “we” in the speech of Theresa May first personifies her government:

“We will do everything we can to give you more control over your lives. When we take the big calls, we’ll think not of the powerful but you.” (BBC News, 2017)

Then the meaning expands and represents a whole nation:

“We are living through an important moment in our country’s history. Following the referendum, privatization of great national change. And I know because we’re Great Britain, we will rise to the challenge.” (BBC News, 2017)

With the help of the pronoun “you”, Theresa May addresses the listener directly, conducts a dialogue with him, emphasizes the importance of everyone for her and her government.

“If you’re from an ordinary working-class family, life is much harder than many people in Westminster realize. You have the job, but you don’t always have the job security.” (BBC News, 2017)

Tactics to attract attention.

Theresa May makes extensive use of parallelism in her speech. This technique of comparing phenomena gives the speech a special expressiveness, which attracts the attention of listeners to it. In this case, attention was paid to the problems of the working class:

“If you’re from an ordinary working-class family, life is much harder than many people in Westminster realize. You have the job, but you don’t always have the job security. You have your own home, but you worry about paying the mortgage. You can just about manage, but you worry about the cost of living and getting your kids into a good school.” (BBC News, 2017)

Theresa May makes it clear that she and her government will work to improve people’s lives:

“When it comes to taxes we’ll prioritize not the wealthy, but you. When it comes to opportunity, we won’t entrench the advantages of the fortunate few. We will do everything we can to help anybody, whatever your background, to go as far as your talents will take you.” (BBC News, 2017)

And her extravagant style of dressing and love of peculiar shoes immediately became the object of discussion. An example of a metaphor characterizing Theresa May from the negative side can be seen in an article published on the website of *The Economist* dated January 7, 2016 [41].

The article is called “Theresa Maybe, Britain’s Independent Processor”; it portrays the activities of Theresa May during a half year of her work as Prime Minister. The caption of the article says: “after half a year, it is as yet indistinct what the new Prime Minister needs – maybe it isn’t clear to herself”. “Teresa–Can–Be”, as the writer of the article additionally calls her, is blamed for uncertainty, tumultuous approaches in regards to Brexit, and the powerlessness to decide an unmistakable way out of the European Union. An illustration of an appellation portraying Teresa May from the positive side can be found in a similar article: “If Britain’s next few years will be about avoiding traps, at that point the attentive tenacity of Mrs. May could be exactly what the nation needs” [38].

The sentence says that if in the following not many years Britain should get around the snares like a complex political circumstance in the nation, at that point May’s watchful wilfulness is the thing that the nation needs. Here we see the hardness of the idea of the Prime Minister, and the sensibility of her activities also. Frequently, Theresa May, being the subsequent lady Prime Minister of Great Britain, is contrasted with the primary lady Prime Minister – Margaret Thatcher. In an article distributed on the site of the paper «The Economist» dated January 7, 2017, one can track down the accompanying examinations:

1. *“Her allies talked of an epochal moment, comparable to Margaret Thatcher’s break with the past in 1979”* [10].

2. *“There is one lesson in the overdone comparison of Mrs. May to Thatcher». Exploring ways and mechanisms of image creation policy is an actual problem in modern linguistics. Investigating ways and instruments of picture creation strategy is a real issue in current etymology. The picture of lawmakers is a risky issue since there are numerous unmistakable figures, both past, and present, whose picture is fascinating to concentrate on according to the perspective of semantics, psycholinguistics, media phonetics, brain research, and different sciences.”* [10]

This article is just a little piece of the examination, which includes an intensive investigation of the picture of the government official, the methods, and the marvels that make it. As indicated by the examination results, the most famous methods for

articulation among the writers while discussing Theresa May are designation, correlation, and similitude [36].

The foremost common literary device used is the epithet. In the description of May's identity, journalists used mostly negative meaning metaphors.

Analysis of the speech of Theresa May allows us to characterize her as a diplomatic and conservative person who is able to reasonably and clearly call the audience to the necessary actions that are essential for further qualitative changes in the life of Great Britain in a difficult historical period.

Conclusion to Chapter 4.

Theresa May is a British politician, former Prime Minister of the United Kingdom, leader of the Conservative Party. On July 13, 2017, Queen Elizabeth II accepted the resignation of David Cameron and asked Theresa May to form a new government. Thus, May became the 13th Prime Minister during the reign of Elizabeth II. Immediately after meeting with the queen, she travelled to Downing Street to the residence of the Prime Minister, where she made her first speech as head of government.

Her political career was influenced by many personal and historical facts. She was a successful Prime Minister, whose policies lead the country on a way of development.

In her speeches, May have used several tactics.

- *A strategy for inspiring listeners.*
- *Tactics of dialogicity.*
- *Tactics to attract attention.*

Theresa May has used a lot of literary devices, mainly metaphors.

CONCLUSION

Political discourse is a kind of discourse, institutional in nature, the main purpose of which is the conquest and retention of power. Analysis of the political discourse and speech behaviour, of the linguistic personality of a politician, allows us to single out the speech means on which political strategies and tactics are based.

In modern linguistics, there is a growing interest in the role of linguistic means in the speech of a politician, there is a need to outline his/her linguistic portrait. Political communication is one of the most important ways of transmission of information from political spheres. The main communicative purpose of the speeches of a politician is rational and emotional impact on the audience, which causes a conscious or unconscious reaction of the recipient. Given the communicative aspect of the proposed study it is very important to analyze the functional and stylistic possibilities of different language units in the constitutions of politics communication.

From all the linguistic aspects, after the analysis of speeches of famous politicians Margaret Thatcher and Theresa May, the conclusion will be the following:

- both Prime Ministers placed accents in their political speeches, using different language means (metaphors, metonymy, epithets, idioms, antonomasia, allusions) which created their images,

- Margaret Thatcher was using a great variety of metaphors, idioms. She was known as a fighter for human rights. From her speeches, we can see how she was defending her opinion, by using strong grammatical structures, repetitions, which made a stronger influence on the audience,

- one of the language peculiarities of Iron Lady was hubristic language,

- the frequent use of phraseological phrases is also characteristic of the rhetoric of Thatcher, which defines it as a part of the nation and society,

- Theresa May's cognitive system as politics is focused on universal values (unity of the nation, equality, honour, love for the country etc.), and her communicative behaviour contributes to their cultivation in the country and beyond,

- Theresa May was using many language tactics (e.g. for inspiring listeners.)
- Prime Minister May was more emotional and while using specific tactics, the impact on the audience was really great,
 - the main points of Margaret Thatcher's concern are nuclear weapons, of social and economic guarantees (issues of unemployment, health care and the education system), the role of women in the modern world, as well as the place of women in politics.
 - specific trait for May is that she was always a part of the nation. She was using a great number of pronouns in her speeches. Theresa showed her honest and deepest concern and attitude towards a specific event.

The common topics for Prime Ministers are the nation and its goods, development of the country, rights of the people.

Both Prime Ministers were using a variety of literary devices. However, the difference in the language style of these prominent politics is that Theresa May tried to deliver her speech using some vivid tactics, while Margaret Thatcher was enriching her speech with literary devices, which had a strong effect on the audience.

Further research needs to be delivered to define parameters of the linguistic model of Thatcher and Theresa May, its components, clarification of the categorical-conceptual apparatus in the field of social policy. Among gaps that require additional research are understanding, legislative support of the socio-economic policy of the Thatcher's and May government.

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