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**Master's Thesis
VERBAL AND NON-VERBAL COMPONENTS IN EXPRESSING
EMOTIONS (BRITISH ENGLISH VS AMERICAN ENGLISH)**

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АНОТАЦІЯ

У даній роботі було проаналізовано вербальні та невербальні засоби комунікації у вираженні емоцій в Америці та Великобританії.

Ця магістерська робота заглиблюється в складну сферу вираження емоцій у політичному дискурсі американських і британських політиків, використовуючи тонкий аналіз як вербальних, так і невербальних модальностей. Перший розділ розпочинає дослідження динамічної взаємодії між мовою та емоціями, розкриваючи багатогранний експресивний потенціал, притаманний вербальним і невербальним каналам спілкування. Крім того, у цьому розділі розглядаються культурні особливості, які лежать в основі тонких відтінків емоційного вираження в політичній сфері Великобританії та США.

Другий розділ відображає ретельний аналіз вербальних засобів комунікації, які використовували видатні політичні діячі, такі як Дональд Трамп, Джо Байден і Тереза Мей, щоб артикулювати та передавати емоції у своїх промовах. Більш того, у цьому розділі критично аналізується розбіжність і спільні риси лексичних і семантичних нюансів, які використовують політики-чоловіки та жінки-політики для емоційного вираження.

Останній розділ зміщує фокус у бік поглибленого аналізу невербальних ознак і паралінгвістичних особливостей, вбудованих у політичну риторику, представляючи комплексний паралінгвістичний аналіз промов, виголошених різними політиками. Крім того, він досліджує стратегічну інтеграцію паралінгвістичних характеристик у медіа-платформи, формуючи та посилюючи емоційний резонанс політичних повідомлень.

Завдяки цьому багатовимірному дослідженню в роботі підкреслено ключову роль вербальних і невербальних модальностей у формуванні

емоційних наративів у політичному дискурсі, висвітлюючи їхній глибокий вплив на сприйняття аудиторії, залучення та, зрештою, соціально-політичний дискурс.

Основною метою нашого дослідження було дослідити вербальні та невербальні засоби комунікації, які використовували американські та британські політики для вираження емоцій у політичному дискурсі. Дослідження було реалізоване за допомогою аналізу таких джерел, як The New York Times, BBC, American Journal of Political Science, The Conversation, Sky News, NBC News, а також таких промов політиків, а саме: промови Терези Мей, пов'язані з результатами референдуму щодо Brexit у 2019 році, промова Терези Мей про Brexit у Грімсбі у 2019 році, Перша промова Терези Мей перед нацією на посаді прем'єр-міністра у 2019 році, промови Терези Мей щодо майбутніх відносин Великої Британії та ЄС у 2018 та 2019 роках, промова Терези Мей на конференції Консервативної партії у 2018 році, завершальна промова Терези Мей на посаді прем'єр-міністра у 2019 році, перші дебати між Байденом та Трампом у 2024 році, відповідь Байден на критику Трампа щодо його психічного здоров'я у 2020 році, заяви Трампа та попередження громадської охорони здоров'я про covid-19 у 2020 році, отримання посади президента Джо Байдена у 2020 році, інавгураційна промова Джо Байдена у 2021 році, критичний дискурс-аналіз промов Дональда Трампа у 2018 році

Відповідно до цієї мети нами були сформовані та використані методи дослідження. Ми аналізували політичні виступи американських і британських політиків. Ми визначили та класифікували вербальні та невербальні засоби спілкування, які використовуються для вираження емоцій.

Очікуваний результат нашого дослідження полягав у виявленні найчастіших вербальних і невербальних комунікаційних інструментів, які використовують американські та британські політики для вираження

емоцій. Також ми дослідили вплив емоційної мови та невербальних сигналів на сприйняття політичних повідомлень.

Практична значущість полягає в отриманні результатів, що можуть бути використані для розуміння того, як політики використовують емоції для впливу на аудиторію, і для розробки більш ефективних стратегій політичної комунікації.

Ключові слова: емоції, вербальні засоби комунікації, невербальні засоби комунікації, американські політики, британські політики, політичні промови, політичний дискурс, політичні меседжі.

ABSTRACT

This thesis deals with verbal and nonverbal means of communication in expressing emotions in America and Great Britain.

This master's thesis delves into the intricate realm of emotion expression within the political discourse of American and British politicians, employing a nuanced analysis of both linguistic and non-verbal modalities. The introductory chapter embarks on an exploration of the dynamic interplay between language and emotions, unveiling the multifaceted expressive potential inherent in verbal and non-verbal communication channels. Additionally, this chapter delves into the cultural idiosyncrasies that underpin the nuanced nuances of emotional expression within the political landscapes of Great Britain and the USA.

The subsequent chapter unfolds a meticulous examination of verbal strategies employed by prominent political figures such as Donald Trump, Joe Biden, and Theresa May in articulating and conveying emotions through their speeches. Moreover, this chapter critically dissects the divergence and convergence in lexical and semantic nuances utilised by male and female politicians in emotive expression.

The final chapter shifts focus towards an in-depth analysis of non-verbal cues and paralinguistic features embedded within political rhetoric, presenting a comprehensive paralinguistic analysis of speeches delivered by a diverse array of politicians. Furthermore, it explores the strategic integration of paralinguistic characteristics within media platforms, shaping and amplifying the emotional resonance of political messages.

Through this multidimensional exploration, this thesis underscores the pivotal role of linguistic and non-verbal modalities in shaping emotional narratives within political discourse, illuminating their profound impact on audience perception, engagement, and ultimately, socio-political discourse.

The main objective of our research was to investigate the verbal and nonverbal communication tools used by American and British politicians to express emotions in political discourse. In order to scrutinise these means we used such sources like The New York Times, The BBC, American Journal of Political Science, The Conversation, Sky News, NBC News and such speeches of politicians like Theresa May speeches connected with the Brexit referendum result in 2019, Theresa May's speech on Brexit in Grimsby in 2019, Theresa May's first speech to the nation as prime minister in 2019, Theresa May's speeches on future UK-EU relations in 2018 and 2019, Theresa May's Conservative Party Conference Speech in 2018, Theresa May's final speech as a prime minister in 2019, the first debate between Biden and Trump in 2020, Biden claps back at Trump's criticism over his mental fitness in 2020 Dyer O. Trump claims public health warnings on covid-19 are a conspiracy against him in 2020, Joe Biden accepts presidential nomination in 2020, Joe Biden's inaugural speech 2021, critical discourse analysis of Donald J Trump's speeches in 2018 [22,23,28,57,58,63,64,65,66,67,68].

According to this objective we formed and used the research methods. For instance, we analysed the political speeches of American and British politicians. We identified and classified verbal and nonverbal communication tools used to express emotions.

The expected results of our research consisted in identifying the most frequent verbal and nonverbal communication tools used by American and British politicians to express emotions. Another aspect was the analysis of the impact of emotional language and nonverbal cues on the perception of political messages. And the last one, to conduct a comparative analysis of verbal and nonverbal communication tools used by American and British politicians.

The practical significance was as follows: our research findings can be used to understand how politicians leverage emotions to influence audiences, and to develop more effective political communication strategies.

Keywords: emotions, verbal means of communication, nonverbal means of communication, American politicians, British politicians, political speeches, political discourse, political messages.

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INTRODUCTION

In the realm of political discourse, communication serves as a powerful tool for conveying not only ideas and policies but also emotions. The ability to express emotions effectively can significantly affect how political messages are perceived, understood, and acted upon by the public. This master's thesis delves into the intricate dynamics of verbal and nonverbal communication tools employed by political figures to convey emotions, examining their role in shaping public opinion and political outcomes [6].

Political communication is a multifaceted domain where language, gestures, facial expressions, tone of voice, and other nonverbal cues converge to create a rich tapestry of emotional expression. Emotions such as passion, anger, empathy, hope, and fear are frequently evoked in political speeches, debates, interviews, and public appearances. Understanding how these emotions are communicated and interpreted is essential for comprehending the broader impact of political discourse on society [8, p. 875].

The **significance** of studying verbal and nonverbal communication tools in expressing emotions in political discourse lies in their potential to influence public perception, shape political narratives, and impact decision-making processes. Emotions play a crucial role in mobilising voters, building connections with constituents, and shaping the overall tone and direction of political debates and discussions.

The **primary objective** of this thesis is to analyse verbal means of communication, rhetorical devices, and non-verbal means utilised by politicians to express emotions effectively. By examining real-world examples of political communication, this study aims to uncover patterns and trends in emotional expression across different political contexts and cultural settings. Furthermore, it seeks to investigate the impact of emotional communication on public perception, political engagement, and decision-making processes.

The main focus of the master's thesis is on the study of specific words, phrases and metaphors used to express emotions in political discourse. Also on the study of non-verbal signs, such as facial expressions, gestures and vocal intonations, which accompany emotional communication. Carrying out a comparative analysis of emotional expression techniques used by politicians from different cultural and ideological environments and assessing the role of emotions in the formation of public opinion, political narratives and election results.

The **purpose** of this study is to determine the linguistic-stylistic features of English-language political speeches based on the material of Teresa May, Donald Trump, and Joe Biden's speeches at the lexical, semantic, syntactic, and phonetic levels along with analysing the non-verbal elements of communication of British and US politics.

According to the goal, the following **tasks** are expected to be performed:

- to study verbal (linguistic) and non-verbal (non-linguistic) means of communication used by people to express various emotions;
- to explore how verbal and nonverbal communication tools are utilised in expressing emotions within political discourse;
- to analyse how cultural, social, and contextual factors influence the expression of emotions in political discourse;
- to conduct a comparative analysis to identify and explain any observed differences in the use of verbal and non-verbal communication for expressing emotions between British and American political speeches;
- to compare and contrast approaches to political communication in British and American contexts.

The **object** of this study is political discourse, specifically examining how emotions are expressed within this context. The study aims to understand and interpret the way politicians convey emotions verbally and nonverbally during their public speeches.

The **subject** of this study encompasses verbal communication tools that include an analysis of linguistic strategies, words, phrases, metaphors, and rhetorical devices used by American and British politicians to express emotions in political discourse. It presents nonverbal communication tools that involve studying nonverbal cues such as gestures, facial expressions, body language, and vocal intonations that accompany verbal communication and contribute to emotional expression. The study focuses on politicians from these two cultural and linguistic backgrounds to compare and contrast their approaches to emotional communication in political discourse.

This comparative analysis sheds light on cultural nuances and variations in emotion expression. The study delves into how cultural, social, historical, and political contexts influence the ways emotions are expressed and interpreted in political communication by American and British politicians. For example, words and phrases they use to express emotions, the tone and intonation of their speeches, the choice of metaphors and imagery, as well as nonverbal elements such as gestures and facial expressions are examined. This analysis helps understand how cultural, social, historical, and political contexts specifically influence the ways emotions are expressed and perceived in the political discourse of both countries.

The methodology used in this thesis is based on the collection and analysis of political speeches, interviews, debates, verbal constructions used to express different emotions in the speeches of American and British politicians. It examines the elements of non-verbal communication (gestures, facial expressions, tone of voice) and their role in the perception of emotional information. It also provides a comparative analysis of cultural differences in emotional expression strategies in political discourse. For the analysis there were used such resources like The New York Times, The BBC, American Journal of Political Science, The Conversation, Sky News, NBC News and such speeches of politicians like Theresa May speeches connected with the Brexit referendum

result in 2019, Theresa May's speech on Brexit in Grimsby in 2019, Theresa May's first speech to the nation as prime minister in 2019, Theresa May's speeches on future UK-EU relations in 2018 and 2019, Theresa May's Conservative Party Conference Speech in 2018, Theresa May's final speech as a prime minister in 2019, the first debate between Biden and Trump in 2024, Biden claps back at Trump's criticism over his mental fitness in 2020 Dyer O. Trump claims public health warnings on covid-19 are a conspiracy against him in 2020, Joe Biden accepts presidential nomination in 2020, Joe Biden's inaugural speech 2021, critical discourse analysis of Donald J Trump's speeches in 2018 [22,23,28,57,58,63,64,65,66,67,68].

The works of the following linguists were processed for this study: L. F. Barret, E. Bush, T. Dixon, P. Ekman, C.E. Izard, R. Lewis, M. Nordlung, L.N. Stein, A. Wierzhicka [3, 4, 9, 15, 24, 36, 53, 61, 72].

The practical value of the work is determined by the application of the acquired knowledge when writing a political speech in the context of the selection of linguistic means to successfully achieve the speaker's goal.

The work consists of an introduction, three chapters with conclusions to each of them, and a general conclusion.

The introduction defines the relevance of the topic, goal, task, object, subject, methods, and research materials.

Chapter I examines the main linguistic approaches to the study of emotions, the potential of verbal and non-verbal means of communication, and cultural peculiarities of emotions in Great Britain and the USA.

Chapter II analyses the role of emotions that can be expressed by verbal means of such politicians as Joe Biden, Donald Trump, and Teresa May during their speeches, the comparison of lexical and syntactic means used by male and female politicians.

Chapter III gives the analysis of the main American political personalities Joe Biden, Donald Trump, and British politician Teresa May and their nonverbal means of conveying emotions.

The conclusions provide summaries of the research and prospects for their further development.

Chapter 1. LINGUISTIC APPROACHES TO THE STUDY OF EXPRESSING EMOTIONS

1.1. Interaction of language and emotion

William James [37, p. 485] argued that no single coherent outcome is likely to be produced by the analysis of words referring to emotions. He proclaimed, “If one should seek to name each particular one of [the emotions] of which the human heart is the seat, it is plain that the limit to their number would lie in the introspective vocabulary of the seeker. Each race of men having found names for some shade of feeling that other races have left indiscriminate. If we should seek to break the emotions, thus enumerated, into groups, according to their affinities, it is again plain that all sorts of groupings would be possible, according as we chose this character or that as a basis, and that all groupings would be equally real and true”.

Emotions constitute an integral aspect of our daily existence, exerting influence on our behaviour and shaping social interactions. Despite their pervasive impact, the intricate and nuanced nature of emotions draws the interest of scholars across a spectrum of disciplines, including linguistics, neurobiology, psychology, sociology, and philosophy. The linguistic approach, in particular, plays a significant role in unravelling the complexities of emotional expression. A comprehensive understanding of how emotions manifest linguistically is essential for conducting a thorough analysis of media discourse [74].

Primarily, we shall define an emotion as a psychological phenomenon. The meta-analysis of the term “emotion” conducted by Carroll Izard highlights that despite many theories there is no ultimately agreed definition of this term [36]. A similar meta-analysis concludes that it is the word “in crisis” due to the complexity of the phenomena it nominates [15, p. 338].

The meta-analysis conducted by Izard surveyed emotional aspects about their understanding of this phenomenon, its functions, mechanisms, and triggers

[36]. The results demonstrate that the most common definitions of the “emotion” are: “response system”, “feeling state”, “expressive behaviour”, “signalling system”, “antecedent cognitive appraisal”, “cognitive interpretation of a feeling state” [36, p. 365]. The scientist claims that the received range of definitions could not be synthesised into a single one due to their variety [36].

Numerous essays within this body of work scrutinise the fundamental purpose of emotions, a concept that has undergone diverse definitions throughout history. For instance, Aristotle viewed emotions as a rhetorical tool (Ethique), contrasting with some scientists who perceive them as an organisational mechanism, stating that "assessing the certainty with which goals can be maintained is critical as to which emotion is experienced" [61, p. 225]. Meanwhile, others regard emotions as a covert means of controlling people's behaviour [33, p. 5]. The exploration of "fact" and "value" within the affective domain, particularly in the context of appraisal theories [46, p. 88], emerges as a central theme in the relevant literature. Some authors, such as [48, p. 126], identify a distinct category of "moral emotions," encompassing both positive (compassion, gratitude) and negative (disgust, shame) emotions, each characterised by its elicitors and associated actions.

The exploration of emotions is deeply embedded in the ongoing and broader discourse surrounding nature versus culture, biology versus culture, and mind versus body. Traditionally, discussions regarding the relationship between emotion and language have been framed within these dichotomies, often falling under the purview of functional and anthropological linguistics or exclusive examination as a neuropsychological entity [77].

However, recent research underscores the significance of linguistic emotional competence. Instances like alexithymia demonstrate the convergence of biology and society through communication needs. The study of emotions can no longer exist independently of linguistic analysis; instead, it must be integrated to illuminate the structure and functioning of any language [75, p. 116-117].

While the concept of emotions may be inherently ambiguous, researchers delving into this realm are compelled to commence their investigations with a specific definition of emotion and a theoretical framework outlining the interplay between emotion and cognition, as well as the connection between feelings and bodily processes. Consequently, researchers may direct their attention towards discerning the structures influenced by emotions or those that shape emotions. The exploration may extend to understanding how individuals interpret the expression of emotions, thereby contributing to the formulation of a comprehensive definition. This collection mirrors the diverse array of research objectives, underscoring that the definition of emotions is intricately tied to how researchers conceptualise their nature and operational mechanisms [20].

Conventional wisdom implies that language and emotion are unrelated. It's commonly believed that while verbal expressions can influence our emotions and we can articulate emotions using words afterward, this represents the limit of the connection between language and emotion. Many modern psychological models of emotion share this perspective. In this paper, there is a psychological constructionist model of emotion, clarifying how language plays a fundamental role in the mechanisms of emotional processes [24]. However, expanding psychological research indicates that the influence of language on emotions may be more profound than both the public and researchers had previously assumed.

As emotions are an important component of human communicative activity, with their help, a worldview is formed, relationships are built, emotions have a direct impact on human behaviour. The world language picture is permeated with emotions. They are reflected in the concepts and meanings of words, observed in various verbal and textual manifestations. However, the linguistic study of emotions and the emotional component of language is impossible without relying on the achievements of other sciences [15, p. 341].

K. Izard offers his own concept of emotions' origin. He believes that the key role in the uprising was caused by stimulating factors that were determined

by the need to ensure the connection between mother and child. Such interpersonal communication contributed to the emergence of emotional states that required appropriate means of communication [36, p. 369].

The distinction between the terms "emotionality" and "emotionality" is another example of a research gap that requires a separate study [4, p. 653]. On the one hand, there is no doubt that linguistic means of expressing emotional states are the object of linguistics research; on the other hand, it is impossible to deny that the conduct of such scientific investigations is impossible without immersion in the realm of psychology. Aware of the interdisciplinary nature of human's emotional states, the term "emotionality" is used in the field of psychology, "emotionality" - in the field of linguistic studies [14].

Modern scientific thought singles out 2 to 10 types of basic emotions, among which K. Izard's classification can be considered the most popular. Based on his research in the psychological field, the scientist singles out 10 basic positive and negative emotions. Positive emotions are these: joy that is associated with the possibility of satisfaction of an actual need; interest - an organisation of skills and abilities, encouragement to study and work; surprise - a reaction to sudden circumstances [36].

As for the negative emotions, these are the examples: suffering that is related to the received information about the impossibility of satisfying a need; anger - caused by the sudden occurrence of a serious obstacle on the way to satisfying an important need; disgust - a reaction to an object, encountering which negates the subject's moral attitudes. Contempt is a disagreement in certain moral values; fear appears when the subject is in real or imagined danger. Shame is expressed in humiliation, ridicule of principles and views, or unacceptable behaviour in society; embarrassment is a negative emotional reaction; associated with bad anticipation, unpleasant news [7, p. 64].

There are two ways of expressing emotions: verbal (using language signs) and non-verbal (facial expressions, gestures, etc.) [10, p. 77-78].

The analysis of the morphological composition of the empirical research base makes it possible to distinguish adjectival, verbal, noun, and adverbial ways of expressing emotional states; in addition, exclamations play an important role in the verbalization of emotional states.

The adjectival way of nomination of a group of emotions can be illustrated by the following emotions:

- positive emotions: favourite, confident, radiant, happy, flattering, flawless, fantastic, iconic, voluminous, nice, pretty, trendy, refreshing, powerful, priceless, beaming, delightful, brilliant 'beautiful', 'calming', vibrant 'bright, fluttering', charming 'attractive, ecstatic 'delighted', boujee 'expensive, luxurious', affordable 'cheap, settle 'calm, restrained', superior 'dominant, prevailing', angelic 'pleasant, fancy 'fashionable, extravagant', glowing 'shining';

- negative emotions: stained, upsetting, deterring, disappointed, stagnant, uncreative, lacklustre, boring, ridiculous, insecure, disgusting, nasty, nauseating, unpleasant, despicable contemptible', tedious, creepy, overwhelming 'one that oppresses', stiff 'hard', horrifying 'shocking, terrible', annoying, evil, cancelled 'forgotten', rough [5].

The verb mode of the nomination of emotional states is implemented in such lexical units as, for example:

- positive emotions: to inspire, to love, to like, to vibe, to appreciate, to enjoy, to satisfy, to respect, to support, to pop;

- negative emotions: to offend, to suck, to be ashamed, to cry, to hate, to yell, to bother, to degrade, to depreciate', 'to regret (something)', to harass 'to worry', to dread 'to be afraid' [7, p. 63].

The noun method of verbalising emotional states in the empirical corpus of the study finds its expression in the following emotives:

- positive emotions: fun, luxury, desire, winner, model, sample, love;

- negative emotions: struggle, problem, brick, dud 'fake, failure', miss 'mistake', fiasco, flop 'failure' [13].

Examples of the adverbial form of the lexical nomination of the group of emotional states can be the following units:

- positive emotions: hopefully, carefully, honestly, decently, perfectly, wisely;
- negative emotions: unfortunately, sadly, wrinkly, badly 'bad', annoyingly, alarmingly, harmfully [24, p. 369].

Exclamation as an expressive and appellative language device also plays a key role in the reproduction of lexical nominations of emotional states. An exclamation is a part of speech that is outside the division of words into full-meaning and official words, occupies a special place in the system of parts of speech, and in speech is the equivalent of a complete statement. They directly express emotions without naming them [31].

The examples for positive emotions are Ta-da! Yes! 'Yes!', Cheers! 'Hooray!', whereas for negative emotions: Damn! 'Damn it!', Ew! 'Phew!', Uh-uh! 'No!' [35].

This study also presents a psychological constructionist model of emotion, elucidating the mechanisms through which language assumes a fundamental role in emotional processes. The Conceptual Act Theory is the psychological constructionist approach that is used to show the connection between emotions and language [6].

The Conceptual Act Theory (CAT) delineates the predictions regarding the involvement of language in emotion and examines initial evidence supporting the notion that language plays a significant role in shaping emotions. To delve into the underlying mechanisms through which language influences emotion, it is essential to investigate findings from developmental and cognitive science to illustrate how language assists humans in acquiring and applying conceptual knowledge to interpret experiences and perceptions [3].

As to the CAT [6] the foundational components contributing to emotions (as well as other mental states) include representations of internal bodily

sensations (referred to as affect), representations of external bodily sensations (referred to as exteroceptive sensations), and conceptual knowledge employed to imbue these sensations with meaning within a given context. Affect serves as a portrayal of the constantly fluctuating internal state of the body, presenting itself with varying degrees of valence and arousal, or commonly termed as "activation" [4, p. 652]. Affect is frequently characterised as a homeostatic barometer, enabling an organism to discern whether objects in the environment are beneficial or detrimental, inviting or to be avoided [4]. Hence, affect offers an internal depiction of the significance of objects in the world, serving as a universal measure for evaluating the meaning of otherwise varied stimuli and events [10, p.73].

In contrast, exteroceptive sensations furnish an organism with a portrayal of information originating from the external world beyond the body, encompassing aspects such as vision, audition, taste, olfaction, and proprioception [4]. Exteroceptive sensations play a role in perceiving emotions in others (through vision, audition, and potentially even tactile or olfactory sensations). Simultaneously, they frequently act as stimuli causing changes in core affect, such as encountering a dark, long, squiggly shape on the path ahead in the woods. These changes contribute to one's personal emotional experiences and offer details about the physical surroundings, aiding in the clarification of the meaning of the interoceptive sense.

The Conceptual Act Theory (CAT) suggests that both feelings (affect) and information from the outside world (exteroceptive sensations) become meaningful by connecting them to specific emotions or perceptions using what we know about different emotions [3, 4, 48]. Concept knowledge is like a collection of examples that make up what someone understands about different categories. For example, people might know that feeling scared involves a fast heartbeat, sweaty palms, a tight stomach, a desire to run away, and situations linked to things like snakes, bears, cliffs, or intruders. Importantly, people have

various other information about fear, even if it's not what we typically think of as fear. This information can differ from person to person. One person might know that fear can involve attacking someone, while another might think fear can involve smiling [78, p. 19].

Some might associate fear with clowns, global warming, public embarrassment, or deep existential worries. Instead of having specific models for each emotion, concept knowledge about emotions is believed to be a collection of various examples that people learn through both shared information from others (called "semantic knowledge") and personal experiences (known as "episodic knowledge") [48].

After being acquired, concept knowledge acts as a type of pre-existing information to influence predictions regarding new interoceptive and exteroceptive sensations. This assists the brain in comprehending the significance of sensations and responding to them [4]. In the context of emotions, this implies that concept knowledge is applied to give clarity to otherwise unclear and potentially ambiguous sensations from within the body (affect) and outside the body (exteroceptive sensations). This process helps categorise these sensations into specific emotions, such as anger, disgust, fear, pride, joy, schadenfreude, and more. Consequently, the resulting emotion is a complex state that combines both affective and conceptual aspects [48, p. 126].

The Conceptual Act Theory (CAT) and similar constructionist perspectives differ significantly from other psychological and neuroscience models of emotion. These alternative models consider emotions as specific to certain domains, inherent, and genetically predetermined entities that are fundamentally separate from other mental states like "cognitions" or "perceptions." According to these models, emotions are believed to be generated by particular neural structures with specific anatomical configurations.(e.g., "cognitions," "perceptions,"), and are produced by specific anatomically-given neural structures [24, p. 368; 36, p. 367]. Moreover, the predictions made by the

Conceptual Act Theory (CAT) are notably innovative when it comes to emotions, although they align more broadly with other evidence indicating that language generally plays a supportive role in constructing "cognitive" mental states [7, p. 63-64].

Concluding this section, it is essential to delineate the reasons behind human expression of emotions and the functions that emotions serve. Understanding these functions is crucial for several reasons.

Firstly, it enhances our emotional intelligence, aiding in the interpretation of both verbal and non-verbal emotional cues. This comprehension contributes to a more nuanced understanding of the emotional landscape. Secondly, acknowledging the functions of emotions fosters empathy and a deeper connection with others. Recognizing that emotions have specific causes rather than being random occurrences promotes a more humane perspective. Finally, when viewed through the lens of emotional marketing, comprehending the functions of emotions amplifies the efficacy of carefully crafted emotional advertisements. This, in turn, enhances the overall customer experience by appealing to emotional responses [4, p. 657].

Our examination of scientific literature allows us to identify four distinct perspectives on the functions of emotions: evolutionary, social, psychological, and cognitive.

From an evolutionary standpoint, emotions are regarded as adaptive tools that aid in navigating and overcoming challenges in the environment, fostering cooperation within social groups, and facilitating gene propagation through reproduction. This can be illustrated with the example of fear, one of the most fundamental emotions. Various specific fears, such as fear of spiders, heights, or the unknown, can be ultimately traced back to the overarching fear of death. Fear serves as a highly effective self-regulation mechanism, enhancing human survival and increasing the likelihood of gene transmission [55, p. 487-491].

According to that, a human encountering an unexpected noise from a bush experiences fear. Rather than approaching to investigate whether it is a predator or prey, they choose to run away. While this decision may slightly diminish their short-term survival prospects due to fatigue and the need for rest, it doesn't reduce their long-term chances of spreading their genes to zero through a predator-related death. Therefore, the act of avoiding potential danger is deemed more advantageous in the long term than indulging in excessive curiosity. According to some scientists, fear is viewed as the outcome of natural selection, as it serves as a mechanism that prioritises long-term reproductive success over immediate risks (ibid).

Taking an evolutionary perspective on another emotion, let's consider joy. The expression of joy typically serves as a reliable indicator that an individual is prepared to participate in social activities. Additionally, being able to identify joy in the non-verbal cues of others during social interactions, such as small talk, serves as an indicator that one is engaging acceptably [61, p. 237-239].

From a social perspective, emotions play a crucial role in facilitating the understanding of an interlocutor's message and preventing misunderstandings by providing additional information about their emotional state. For instance, if someone declines an offer or request without providing detailed explanations, their emotional signals offer supplementary insights, aiding in the comprehension of the underlying reasons for their decision (ibid).

Many animals, including humans, possess specialised neural structures within the brain dedicated to the analysis of others' emotions. This system of "mirror neurons" facilitates the identification of emotions in others by "mirroring" their behaviour in the observer's brain [5].

The discovery of mirror neurons has had a significant impact on our understanding of social cognition and empathy. These neurons are believed to play a role in a variety of social processes, including emotion recognition, when

mirror neurons enable us to recognize the emotions of others by activating the same neural pathways that are activated when we experience those emotions ourselves. It also includes empathy by which mirror neurons allow us to understand and share the feelings of others, which is essential for empathy. In addition is imitation, where the mirror neurons help us to learn by imitating the behaviour of others (ibid).

The mirror neuron system is a complex and fascinating area of research that is still being explored. However, these neurons play a vital role in our ability to interact with and understand others [61, p. 229].

From the psychological perspective, emotions are recognized as a crucial tool for regulating mental states and consequently enhancing well-being. This multifaceted role is achieved through two primary functions: stress management and self-awareness development [48, p. 125-128].

For instance, experiencing fear in a dangerous situation motivates us to take action to protect ourselves. Similarly, feelings of frustration can signal the need to adjust our approach to a task or problem. By recognizing and understanding our emotions, we can develop effective coping mechanisms to navigate stressful situations and maintain emotional equilibrium (ibid).

From a cognitive perspective, emotions serve as a vital heuristic system, guiding human behaviour towards beneficial experiences and away from potentially harmful ones. This influential role is manifested within the context of social interactions [61, p. 231-236].

Furthermore, emotions play a significant role in fostering personal growth. When we engage in activities perceived as beneficial, such as volunteering or acts of charity, we often experience a surge of positive emotions like fulfilment, satisfaction, and pride. These positive emotions act as powerful motivators, encouraging us to continue these behaviours and solidify them into habits [4, p. 652].

This emotional reinforcement cycle goes beyond simply feeling good. It contributes to the development of a strong sense of purpose and self-worth. By witnessing the positive impact of our actions on ourselves or others, we gain a deeper understanding of our values and the contributions we can make to the world. This fosters a sense of personal growth and motivates us to continue expanding our positive impact [61, p. 228-230].

There has been evidence that human altruism has a very specific neural mechanism. Humans respond to altruistic behaviour in two ways: through the mesolimbic pathway, which produces dopamine (the hormone that makes us feel good) and through the subgenual area, in which we feel connected to others [50].

It is the opposite of a positive memory of a past event, such as hurting someone, that is a negative memory. It is the opposite of a positive memory of a past event, such as hurting someone, that is a negative memory. This can potentially lead to exclusion or isolation from the group and is a signal that such behaviour should not be tolerated in the future.

Based on our four perspectives, emotions facilitate communication, regulate our mental health, enhance our ability to adapt to our environment, and provide us with a better understanding of good and bad behaviour.

This section summarises how emotion as a scientific concept remains a complex phenomenon that does not yet have a definitive definition. In this regard, several factors must be taken into account, including different emotionologists attribute different properties and functions to this concept, different emotionologists distinguish between an emotion and an affect, and different theories offer counter-arguments.

1.2. The expressive potential of verbal means

This section focuses on the verbal ways in which we communicate our emotions. In order to gain a deeper understanding of the nuances of these methods, we will categorise them. It's vital to examine these expressions closely because they're often intertwined with the initial triggers for emotion. It is essential to understand how these cues help us express ourselves and influence others. Then, we will examine emotional trigger mechanisms as part of our analysis of this knowledge.

A prevalent way of categorising emotions expressed in verbal or non-verbal manner can be done through the use of a binary division into verbal and non-verbal expressions.

Verbal means can be divided into two subcategories: expressive language means (which cover all levels of linguistic expression) and emotion labels. As one of the first to advocate for the recognition of emotion labels as a distinct category of emotion expression [51], is a leading proponent of this concept.

As for the expressive means, they fall into several categories, including phonetics, morphology, lexicon, and syntactic. Language units of one or several language levels are utilised to express emotional states without directly naming them, which makes them different from emotion labels and non-verbal means of expressing emotions.

Authors and characters frequently use these means to describe character emotional states in fiction literature. Furthermore, they enhance political discourse's persuasiveness. They are often used both voluntarily (when emotions are low) and involuntarily (when emotions are high) in colloquial written and oral discourse.

Phonetic expressive means include graphon, rhyme, cacophony and onomatopoeia. Phonetic expression can be used in political discourse in many ways. It is possible to become a more discerning listener if we understand these

sound devices. The use of language by politicians to express emotions and manipulate perceptions can be recognized [27].

A graphon is a sound unit smaller than a word, encompassing allophones (different pronunciations of the same phoneme) and phonemes (the smallest unit of sound that distinguishes meaning). Politicians can manipulate these sounds for emphasis. For example, Winston Churchill's famous wartime speeches were laced with forceful consonant clusters like "s" and "t" in phrases like "their soil shall be... soaked with the blood of the invader." This harsh alliteration evokes defiance and war brutality.

Rhyme, the repetition of final stressed syllables, is a powerful tool for memorability and emphasis. Politicians often use rhyme in slogans or key phrases to stick in voters' minds. For example, Barack Obama's campaign slogan, "Yes We Can," uses effective rhyme to create a sense of possibility and collective action [30].

Cacophony refers to a harsh or discordant combination of sounds. While not always intentional, politicians can utilise cacophony to create a sense of unease or urgency. For instance, Donald Trump's use of harsh "k" and "g" sounds in phrases like "drain the swamp" creates discord, reflecting his desire for radical change.

Onomatopoeia is the use of words that imitate sounds. Politicians can employ onomatopoeia to create vivid imagery or draw attention to specific issues. For example, Bernie Sanders' frequent use of the word "rigged" to describe the political system creates an auditory image of a broken machine, reinforcing his message of systemic inequality [46, p. 8-90].

The realm of political discourse is a battleground for words. Beyond the content of speeches, politicians strategically manipulate the very building blocks of language – morphemes – to shape their message and connect with their audience.

In this regard, morphological expressive means (repetitions of affixes, occasionalism, diminutive suffixes, analytical forms with the emphatic verb "do," synonymous imperative forms, and contextual transpositions) play a crucial role. These are techniques that modify words' structure and form to achieve specific effects.

Repetition of affixes, prefixes and suffixes are morphemes attached to a base word to modify its meaning. Politicians can strategically repeat specific affixes for emphasis. For example, the use of the prefix "de-" can signify a call to dismantle or undo something. Bernie Sanders' frequent use of terms like "de-privatize" and "demilitarise" emphasises his desire to undo existing systems [49, p. 31-33].

An occasionalism is a word or phrase coined for a specific purpose, often to add novelty or emphasis. Politicians may employ occasionalism to capture attention and stand out from their rivals. For instance, during the 2016 US elections, Donald Trump's use of the term "Make America Great Again" (MAGA) functioned as a powerful rallying cry for his supporters.

Diminutive suffixes, like "-let" or "-ette," typically create a sense of smallness or insignificance. Politicians can use these suffixes to downplay their opponents' ideas or policies, for example, referring to a nation as a "My fellow Americans, in the pursuit of justice, let us be 'fair-lets,' ensuring equal opportunities for all. Together, let's build a nation where every voice is heard" diminishes its perceived effectiveness [7].

In English, the auxiliary verb "do" can be used for emphasis in simple present tense sentences. Politicians leverage this to create stronger statements. For instance, "We do need a change!" carries more force than simply saying "We need a change" [6].

Imperative sentences express commands or requests that can evoke such emotions like anger, seriousness or otherwise some positive ones like engorgement, satisfaction, delight. Politicians can use synonymous imperative

forms, repeating the same command with slightly different wording, to create a sense of urgency or importance. For example, "Stand up!" "Fight back!" "Don't give in!" intensifies the call to action (ibid).

Contextual transpositions involve using a grammatical form unconventionally for effect. For example, a noun can be used as a verb (e.g., "Let's future-proof our education system"). This unexpected usage can grab attention and emphasise the desired message and evoke the emotion of curiosity and surprise because of unexpected usage of parts of speech.

Political discourse is often perceived as a sterile realm of facts and figures. However, beneath the surface lies a battlefield of emotions strategically deployed by politicians to sway public opinion. This emotional warfare is carried out through lexical means of expressing emotions. Here, we explore three key tools: nonce words, colloquialisms, and vulgar vocabulary.

Nonce words are coined for a specific occasion or effect, often imbued with strong emotions. Politicians can leverage nonce words to capture attention and create novelty. For example, during the Brexit campaign, the term "Project Fear" was used to discredit arguments against leaving the European Union, implying that these were based on scaremongering rather than logic [63].

Colloquialisms are informal expressions specific to a particular region or social group. Politicians can use them to create a sense of familiarity and connect with voters on a more personal level. However, overuse can backfire, undermining the message's seriousness. For example, a candidate using the phrase "That's a real bummer" to describe a pressing economic issue might appear dismissive [61].

Vulgar vocabulary encompasses swear words and other socially taboo terms. While risky, politicians can utilise them strategically to express strong emotions, shock the audience, or appear more relatable. However, this tactic can be a double-edged sword, potentially alienating voters and undermining

credibility. For example, a politician resorting to insults against their opponent risks appearing unpresidential and unprofessional [63].

The use of these lexical means is delicate. Nonce words can be powerful but fleeting in their impact. Colloquialisms can foster connection but risk appearing unprofessional. Vulgar vocabulary shocks the audience but alienates a significant portion of the audience.

Syntactic means of expressive emotions are widespread in political discourse. By manipulating sentence structure, politicians can shape meaning, emphasise points, and stir audiences' hearts and minds. There are elliptical sentences, unfinished sentences, nominative sentences, asyndeton, repetition, enumeration, syntactic tautology, polysyndeton, emphatic constructions, parenthetical clauses, detachment, parallelism, rhetorical questions, parcellation that can be used in this domain.

Incomplete sentences can be elliptical sentences (omitting a subject or verb) or unfinished sentences. They create a sense of urgency or suspense. For example, "The time for action is now!" (elliptical) or "We cannot... we must not..." (unfinished) [31].

Nominative sentences lack a verb, placing emphasis on the subject. They create a sense of urgency or declaration and evoke such emotions like pride, contentment and gratitude. For example, "A house divided cannot stand!" (Abraham Lincoln)

Asyndeton omitting conjunctions between words or phrases creates urgency or rapid delivery and provokes such emotions as determination, confidence, enthusiasm. For example, "I came, I saw, I conquered." (Julius Caesar)

Repeating words or phrases creates emphasis and drives home a point. For example, "We Shall Overcome!" (Civil Rights Movement anthem)

Enumeration creates a sense of urgency, importance, or overwhelming evidence. For example, "We need jobs, we need education, we need healthcare!" (Barack Obama)

Syntactic tautology repeats the same idea in different words to emphasise the importance of the message. For example, "Ask not what your country can do for you, ask what you can do for your country." (John F. Kennedy)

Polysyndeton is the usage of conjunctions that excessively create grandeur, accumulation, or overwhelming evidence. For example, "With liberty and justice for all." (U.S. Pledge of Allegiance)

Emphatic constructions like cleft sentences or there-insertion emphasise a particular element that a speaker wants to highlight. For example, "It is the economy, stupid!" (campaign slogan)

Parenthetical clauses add parenthetical information, often for emotional impact or clarification. For example, "We can't wait (for change)!"

Detachment creates emphasis or separation for dramatic effect. For example, "Mr. Gorbachev, tear down this wall!" (Ronald Reagan)

Parallelism is similarly structuring sentences to create a sense of unity and connection to the particular group, moreover it can lift the sense of optimism, gratitude and hope. For example, "Government of the people, by the people, for the people." (Abraham Lincoln)

Rhetorical questions are not questions that require answers, but rather statements phrased as questions to provoke thought or emphasise a point. For example, "Can't we all just get along?" (Rodney King)

Pysma is a short, direct statement used for emphasis or emotional impact. For example, "Freedom!" "Hope!"

Parcellation is a process of breaking a sentence into shorter pieces to create a sense of urgency or heightened emotion. For example, "We. Will. Not. Be. Silenced!"

1.3. The potential of non-verbal means

As well as verbal communication, nonverbal measures are also used to convey emotions. These measures include facial expressions, eye contact, intonation, posture, gestures, and distance from others [41].

We can determine the emotional state of your interlocutor based on their facial expressions in many ways. As a whole, eyebrows and eyelids that lift or descend indicate surprise, whereas eyebrows and eyelids that lift or descend indicate sadness or irritation, for instance. Smiles can also be used as an expression of happiness or *schadenfreude*; however, *schadenfreude* is defined as joy derived from another's misfortune, which can also be expressed by smiling [39].

A person's emotional state can be revealed through eye contact. It is common to feel joy or anger when one is focused on something, while sadness or disgust is often indicated when one avoids eye contact [34].

A variety of factors contribute to intonation, including volume, pauses, rhythm, and tempo. The lower the volume of the sound, the more likely it is to be an indication of fear or embarrassment, while the higher the volume, the more likely it is to be an indication of anger or excitement. A person experiencing anxiety often experiences longer pauses and a slower rate of speech. In contrast, people who are passionate about a topic might use shorter pauses and increase their speech speed. It is a sure sign that an individual is experiencing intense emotions when they experience erratic rhythms, which is an indication that their emotions are intense [19].

A person's posture is also affected by their emotions. A person experiencing joy or contentment may maintain a straight stance, whereas one experiencing nervousness may hunch their shoulders. Emotions are expressed through various gestures. Anger is typically expressed by shaking fists or pointing at others, while happiness is usually expressed by hugging or clapping. When one is disgusted, they can cover their noses and mouths [17].

Through social distance, emotions can be expressed nonverbally to the fullest extent. A lack of aggression or comfort is often communicated by maintaining proximity to one's interlocutors. Distancing oneself and walking away from the source of disgust or anxiety, in contrast, shows one's feelings of disgust or anxiety [56].

Rosenberg (1986) is convinced that some components of the speakers' non-verbal presentation can be used to strategically manipulate the perception of voters. "Under certain instructions, a candidate can be trained to look and act in such a way as to create an attractive personal image" [59].

Eyes are considered to be "the seat of the non-verbal system" [47], and direct eye contact is a signal of sincerity, honesty and confidence and ease of communication [13]. It is true that those public figures who look their interlocutors directly in the eyes are more effective and persuasive [44, p. 13-17]. Avoiding eye contact often causes negative feelings and emotions. Dale and Wolfe argue that politicians who do not look to the community are perceived as anxious, confused or shy [13].

The first person to professionally study mimicry was Charles Darwin (1872). He noted that facial communication is a characteristic feature of humans and primates only [14]. Further research into these aspects has proven that the face is the most important channel through which we are able to express our feelings, emotions and beliefs [39; 40; 41]. Facial expression is one of the most influential expressions of political candidates, because during a speech the cameras focus on the face. This certainly makes it the main source of information [44, p. 12-14].

Hand gestures are the oldest form of non-verbal communication, dating back to cave dwellers. Hindus who depicted Gods with many hands emphasised their importance and «magical» symbolism. Thus, Brahma, Vishnu and Shiva have at least four arms [12].

Today, hands are the most talked-about part of the body, used to perform various functions: to express desire, to show feelings, and to symbolise mood [69; 70]. They are also capable of regulating the flow of information, emphasising and explaining verbal messages, and anticipating future signals [39; 40; 41].

Hand movements and their meanings are distinguished according to quite a few classifications. The most basic is the division into gestures that are not related to speech and gestures that are related to speech [41]. The first so-called emblems have "direct verbal meaning" and can be translated into words and phrases [24, p. 367-368]. The latter, called illustrators, depend on the verbal message [42].

Fig. 1 shows examples of the most popular gestures associated with the speech of speakers:



Fig. 1a. Fig. 1b. Fig. 1c. Fig. 1d.

Fig.1. Examples of some more popular hand movements as speech related gestures.

Fig. 1a. Palms moved upwards signalise lack of confidence.

Fig. 1b. Palms directed downwards show decisiveness.

Fig. 1c. Hands raised and directed toward the audience are a signal of assurance.

Fig. 1d. Hands directed towards the speaker express the will of taking control.

Figures 2 and 3 present other hand signals used by politicians.



Fig. 2. Steeple.

“Raised steeple” expresses confidence of the speaker and is considered to be trendy nowadays. It is mostly used while politicians do the talking.



Fig. 3. Mouth guard gesture.

The hands covering the mouth and the thumb being pressed against the cheek as if the brain was subconsciously instructing it to suppress the deceitful words that are being said perform “Mouth guard gesture”. If the speaker performs this gesture, it means that he is hiding the truth; if the listeners use the sign, it indicates that they do not trust the performer.

Foot gestures are usually expressions of defensiveness, aggression and inadequacy or lack of confidence [12]. These are the so-called "barriers" [70]. However, Pease (2001) notes that the meaning of leg movements depends on culture, and where certain gestures convey negative feelings in other regions they are interpreted positively [56]. Below are some examples of common leg placements.



Fig. 4. Standard way of sitting.

When a woman, sitting, puts her leg on top of her leg, crosses them in her lap or folds her arms, this indicates an aggressive person or someone who has a low opinion of her interlocutors. Despite this, in European culture, women who sit cross-legged on their knees are perceived as determined and self-confident.



Fig 5. The American Four.

The way of sitting "American four" is found in combination with the gesture of clasped hands. A person who behaves in this way is completely self-confident and feels comfortable in the situation. He knows his strengths and considers himself qualified in his field. "He's a good person in a good place."

According to Argyle (1975), a person's posture is also one of the key factors in the expression of his inner world and attitude to the environment. "The way we stand or sit determines our involvement in the discussion and also conveys our level of self-confidence" [43]. There are five generally accepted ways in which the human body radiates confidence: keeping the spine straight, shoulders back, head straight, standing with legs slightly apart, sitting straight and leaning forward [13].

Figures 6 and 7 present the most popular sitting and standing positions.



Fig. 6. Sitting and leaning forward position.

The position in fig. 6 means a person's readiness for work and action. The person is slightly bent forward, and the hands lie comfortably on the legs. One leg is pulled back, as if it is hiding under the chair, and the other is visible and directed towards the listener.



Fig. 7. The boss posture.

This position is called “the posture of the boss”. Both hands are hidden in the pockets so that they are not visible. The face is emotionless, the man has a self-confident look and a clear awareness of his own role in society - he knows that he is a leader.

A final nonverbal cue that plays an important role in public speaking is clothing. Undoubtedly, well-chosen clothing can not only strengthen the credibility of verbal messages, but also influence evaluations and inform the speaker's status and viewpoints [42].

"A complex set of gestures accompanies speech and affects meaning, emphasis, and other aspects of utterance" (Argyle, 1972: 245). Non-verbal means of communication play an extremely important role in the formation of people's judgments and can be used for the purpose of political persuasion, to cause a positive reaction of voters. In order to shed light on the issue of verbal and non-verbal communication of British and Americans, we will narrow our scope of research to the analysis of some of the most used body signals of American and British politicians in order to understand their positive or negative meaning. Also, here we will determine which of the non-verbal channels (eyes, face, hands, posture, legs) is the strongest and attracts the most attention.

Political communication is a fairly young field of communication research, because it emerged in the second half of the 20th century, with the aim of replacing the negative term "propaganda". Later, it became popular, and sociologists, psychologists, linguists, politicians, and businessmen became interested in this concept [18].

Behaviourists fear that the basis of political communication is the actions of public institutions created to promote these institutions. They focus on four areas: propaganda, election analysis, mass communication, and the relationship between mass media and public opinion. According to the structural-functional approach, political communication is "a process of communicative actions that have an impact on the functioning of the political system" [16]. Interactionists consider non-verbal means of communication to be the most important, and they call politicians actors.

In the modern world, political communication cannot be perceived as a separate branch that has no connection with other forms of communication. The close connection between political and mass communication is important here [19]. With technological improvement, the "media visibility" of politicians who take care of their image using visual impressions when appearing in newspapers, magazines, on television, on the Internet [45]. It is necessary that a successful

speech on the part of the speakers should be rhetorically and aesthetically valuable, and from the point of view of listeners and spectators - properly presented to the public [6]. Gestures are certainly as influential as the verbal context of a message. People draw conclusions based on what politicians say and how they discuss it [59].

The term nonverbal communication refers to all communicative acts performed without words [42]. It is a universal system by which we are able to express our own feelings and emotions, without using our language apparatus, "it is a language that allows us to hear words with our eyes". Gesture is necessary for every communicative act because "our body cannot communicate" [69].

The signals with which our body manifests itself always have a certain context, that is, in a specific situation there is a specific interpretation of behaviour. For example, when a person hits the table with his fist during a conversation, this is an expression of dissatisfaction with certain circumstances. Nonverbal communication is rule-governed, "which means that it is governed by a system of rules and norms that state what is appropriate or inappropriate, what is expected and acceptable in a particular social situation [44, p. 10-13]. Importantly, bodily behaviour is culture specific and the meanings of gestures vary from region to region [2].

Non-verbal communication is perceived by political scientists as a means of deliberate influence by politicians on listeners and pushing them to support their foreign and domestic policies [44, p. 15-17].

1.4. The cultural peculiarities of expressing emotions in Great Britain and the USA

National cultural specifics of expressing emotions in the UK and the USA are differentiated one from another. While the English language acts as a common thread, Great Britain and America weave emotions into their social fabric quite

differently. Recognizing these cultural tapestries is key to fostering clear communication and strengthening cross-cultural understanding [15, p. 342-345].

Historically influenced by Victorian-era ideals of stoicism and emotional reserve, British culture tends to value understatement, indirectness, and maintaining composure in public settings. This cultural emphasis on privacy and self-control often leads to a reserved expression of emotions, where emotions may be subtly conveyed through nuanced language and restrained body language [51].

In contrast, American culture places a strong emphasis on individualism, self-expression, and emotional openness. This can be attributed to the country's history of immigration, diversity, and the promotion of personal freedom. Americans are more inclined to express emotions openly, using direct language, enthusiastic gestures, and expressive facial expressions to convey their feelings [29].

American culture embraces a more direct approach. Emotions flow freely through strong vocabulary, be it positive ("I'm ecstatic!") or negative ("That infuriates me!"). Compliments are delivered openly and effusively. In contrast, British communication leans towards subtlety. Displeasure might be conveyed through a well-placed "lovely weather we're having..." or a passive-aggressive comment. Appreciation can be shown through understated compliments or simply reciprocating a gesture [20].

Americans generally feel comfortable expressing emotions outwardly. Laughter, tears, and passionate displays are readily seen. Public displays of affection are also more common. British culture, however, values maintaining composure, often referred to as a "stiff upper lip," especially in formal settings. This doesn't equate to a lack of emotion, but rather a preference for subtlety. Humour or well-timed silences can convey deeper feelings in British interactions [24].

American humour tends to be more direct, encompassing sarcasm ("Oh, that's helpful"), self-deprecating jokes ("Just call me clumsy"), and slapstick comedy. British humour leans towards dry wit, with a focus on sarcasm ("The food was... interesting"), wordplay ("That retort was a real knee-slapper"), and observational humour derived from everyday situations. Understanding British humour often requires attentiveness to subtle cues and cultural references [27].

Americans readily apologise for minor inconveniences or misunderstandings, even if not directly at fault ("So sorry about the wait!"). This stems from a desire to maintain harmony and avoid confrontation. In British culture, apologies are reserved for transgressions that are more significant. However, politeness reigns supreme. Phrases like "Excuse me" or "No worries" are commonly used to navigate social situations [37].

Both cultures utilise body language, but interpretations differ. Americans tend to stand closer during conversations and make more eye contact, which might be misconstrued as overly familiar or even aggressive in British culture. Conversely, Brits might value a bit more personal space. Facial expressions also hold significance. Americans may wear their emotions more openly, readily displaying smiles or frowns. Brits might maintain a more neutral expression, with subtle changes conveying their true feelings [29].

The portrayal of emotions in media, entertainment, and popular culture reflects and reinforces cultural norms. British media often depicts reserved emotions and subtle cues, while American media showcases emotive displays and expressive communication styles [53].

Cultural expectations related to gender roles can also influence how emotions are expressed. For example, stereotypes about masculinity and femininity may impact the way men and women in each culture express and perceive emotions.

Despite the importance of cultural differences, we also should pay attention to individual peculiarities and the fact they can be varied within each nation. Age,

social status, and context also play a role. Younger generations in both cultures might be more relaxed in their emotional expression, while formal settings might call for greater restraint in both countries [31].

Conclusions to the first chapter

Chapter 1 explores the multifaceted relationship between language and emotion. We examined the concept of interaction between these two domains, acknowledging that emotions can influence language use and vice versa.

We have defined the phenomenon of emotion based on several meta-analyses. We have found out that there is no ultimate consensus on it, although there are prominent attempts to describe it using a “checklist” with several criteria that define whether a phenomenon is an emotion. We have chosen the following definition as the framework of our study: emotion is “a psychological state that occurs in a situation with specific parameters and is named with specific labels”. Also, we have briefly outlined the functions of emotions.

Furthermore, the chapter delved into the expressive potential of language, analysing how verbal means like vocabulary and grammar contribute to conveying emotions. We also explored the significance of non-verbal cues, such as tone of voice and body language, in expressing emotions and their intricate connection with verbal communication.

Finally, the chapter provided a glimpse into the cultural dimension of emotional expression, highlighting the distinct ways emotions are expressed in Great Britain and America. By understanding these cultural peculiarities, we can improve communication and avoid misunderstandings across cultures.

In conclusion, this chapter has established a foundation for further exploration of how language functions as a powerful tool for expressing emotions. The following chapters will likely delve deeper into specific aspects of this dynamic relationship, perhaps examining the role of language in specific emotional experiences or analysing emotional expression across different languages and cultures.

Chapter 2. EXPRESSING EMOTIONS THROUGH VERBAL MEANS IN SPEECHES OF AMERICAN AND BRITISH POLITICIANS

2.1. Verbal means of conveying emotions in Donald Trump's political speeches

In the US political arena, political leaders actively choose leadership with the help of speeches, which serve inseparably in political discourses. A clear example of strong competition for power was the presidential election in the USA in 2020, where there was a competition between representatives of the Democratic and Republican parties - Joe Biden and Donald Trump. Distinctive language features, strategies and tactics of manipulating voters to win characterise the speeches of these famous politicians.

The speeches of former US President Donald Trump are characterised by simplicity of speech, dynamism, expressive vocabulary, emotionality, and lively speech.

After analysing Donald Trump's speech at the pre-election convention of the Republican Party, we can see that in order to win the sympathy and support of his fellow citizens, he uses words that appeal to current American values at the lexical level. Namely to family, as he says *"We are one national family, and we will always protect, love and care for each other"*, as well as love for the Motherland: *"We will rekindle new faith in our values, new pride in our history, and a new spirit of unity that can only be realised through love for our country"*. He also claims on the importance of faith in God: *"They knew that our country is blessed by God, and has a special purpose in this world"*, *"We put our faith in Almighty God"*. [23]

About the peace in the country he says: *"We will have strong borders, strike down terrorists who threaten our people, and keep America out of endless and costly foreign wars"*, about the material wealth: *"In a new term as President, we will again build the greatest economy in history – quickly returning to full employment, soaring incomes, and record prosperity!"*. As every president it's

important for him to defend the equality of all members of society: *"We will ensure equal justice for citizens of every race, religion, colour and creed"*. The health condition is also notable here: *"We will end surprise medical billing, require price transparency, and further reduce the cost of prescription drugs and health insurance premiums."* [62].

It is worth emphasising that Trump used a large number of metaphors during his speech. As the linguist M. Nordlung claimed, metaphors serve to interest the public, as well as to clearly convey one's own thoughts. This proves to us the politician's purposeful use of this language tool for a specific purpose. Because of this, his speech becomes artistically coloured: *"Because we understand that America is not a land cloaked in darkness, America is the torch that enlightens the entire world."* [58].

Thanks to metaphors, he characterises the American people, emphasising their strength and endurance: *"Americans have steel in their spines, grit in their souls, and fire in their hearts."* Moreover, in order to eliminate competition, Trump negatively evaluates his opponent, veiledly intimidating voters about jobs and quality of life: *"Joe Biden is not the saviour of America's soul – he is the destroyer of America's Jobs, and if given the chance, he will be the destroyer of American Greatness"*. [23].

Another artistic device of the lexical-semantic level, which is most often used by the former president of the USA, is an epithet. Thanks to it, Trump's statements become emotional and accelerate the reaction of the public, for example *"The 'Gig Economy' offers flexibility but can also leave workers with a sense of insecurity and a lack of benefits."* To characterise the human qualities of his colleagues, acquaintances and relatives, he uses the following epithets: distinguished guests, wonderful people, magnificent First Lady, military mom, amazing daughter, great brother, beloved wife, for example *"Renowned for her elegance and diplomatic finesse, she embodied the spirit of a true First Lady."*

This gives listeners and viewers an impression of him as a wonderful family man who treats colleagues and others with respect.

Quite often, Trump highlights important American historical events, its achievements, which with the help of epithets becomes even more magnified and better perceived by the American people. The example is: *"What united generations past was an unshakable confidence in America's destiny, and an unbreakable faith in the American People" "...and anyone who believes in the greatness of America and the righteous heart of the American People".* [58].

With the help of the same artistic means, he gives voters the idea that during his period of power the country was safe and under complete control and, in the future, in the event of his victory, America will be able to become even more powerful. For example: *"...proud of the extraordinary progress we have made together over the last four years; and brimming with confidence in the bright future we will build for America over the next four years."* [25].

When criticising his opponent Joe Biden, Trump also uses epithets most often. Describing his merits as the president of the United States, he talked about considerable progress and predicted a happy future for the country, while he gave his opponent a negative connotation: *"Unfortunately, from the beginning, our opponents have shown themselves capable of nothing but a partisan ability to criticise."* [23].

The fact of using juxtaposition in order to emphasise a great defeat and a considerable loss in the event of Joe Biden being elected president is important: *"In the left's backward view, they do not see America as the most free, just, and exceptional nation on earth. Instead, they see a wicked nation that must be punished for its sins."* [58].

When criticising Joe Biden, Donald Trump does not limit himself to metaphors and epithets, he also uses idioms: *"If the left gains power, they will demolish the suburbs, confiscate your guns, and appoint justices who will wipe away your Second Amendment and other Constitutional freedoms."* In his speech,

Donald Trump also characterised Joe Biden with a phraseology of mythical origin in order to form an opinion about him as an insidious and cunning person: "*Biden is a Trojan horse for socialism.*" [23].

Syntactic stylistic devices, highlighted by various repetitions and parallel constructions, play an important role in Trump's speech at the Republican Party convention. In this example, you can see exactly how the politician uses anaphora and syntactic parallelism in order to express such emotions like optimism, determination and confidence: "*We will end our reliance on China once and for all. We will continue to reduce taxes and regulations at levels not seen before. We will create 10 million jobs in the next 10 months.*" [58].

The anaphoric repetition of the phrase "we will" emphasises the active involvement of all American citizens in the process of future transformations. Trump emphasises the unity of himself with society, thereby forming a sense of significance for everyone. It is important to note that the pronoun "we" occurs in the hour's speech 139 times, while the pronoun "I" is used 46 times. A similar anaphoric repetition combined with the use of parallel constructions occurs repeatedly: "*We will make America safer, we will make America stronger, we will make America prouder, and we will make America greater than ever before!*" [25].

In addition to the repetition of the lexical unit "will", the repetition of the possessive pronoun "our" and the personal pronoun "us" is used. According to the philologist I. O. Kukharchuk, these pronouns are implicit and express information about the unity of the American people. "*We will rekindle new faith in our values, new pride in our history, and a new spirit of unity that can only be realised through love for our country.*" "*There is no one like us on earth.*" "*This towering American spirit has lifted us to the summit of human endeavour*" [16].

In order to instil a negative attitude towards the Democratic Party led by Joe Biden, in his speech Trump repeatedly uses an antithesis combined with syntactic

parallelism: *"This election will decide whether we save the American Dream, or whether we allow a socialist agenda to demolish our cherished destiny"* [23].

Numerous repetitions and parallel constructions create a special rhythm of Donald Trump's speech, giving it integrity and high emotionality. The linguistic representation of patriotism evokes a particularly positive reaction from voters: *"And on November 3rd, we will make America safer, we will make America stronger, we will make America prouder, and we will make America greater than ever before!"* Here, the importance of patriotism is emphasised by numerous repetitions of the lexical units "America" [25].

Donald Trump's speech is full of modal verbs, most of which denote obligations (*"We have to give law enforcement, our police, back their power"*); call to action (*"But on November 3rd, you can send them a thundering message they will never forget!"*); prohibitions (*"But what we can never have in America - and must never allow - is mob rule"*). Also injustice (*"Instead, they see a wicked nation that must be punished for its sins"*); emphasis (*"We must remember that the overwhelming majority of police officers in this country are noble, courageous and honourable"*); or significant probability (*"The Biden Plan would eliminate America's borders in the middle of a global pandemic"*) [58].

It should also be noted about the frequent use of the modal verb "will", which Trump uses in order to convince voters of the complete seriousness of his own intentions. In this way, he assures the Americans that he will be a better president than his competitor will: *"As long as I am President, I will defend the absolute right of every American citizen to live in security, dignity, and peace."* In addition, to further strengthen his influence, Donald Trump uses the words *"I promise you"* and *"I kept my promise"*, emphasising his honesty [16].

A rhetorical question is another stylistic device of Donald Trump: *"How can the Democrat Party ask to lead our country when it spends so much time tearing down our country?"* [22].

Here, the ex-president addresses the voters with a question that is important to them, but which does not require an answer. This prompts Americans to wonder if Joe Biden's political party will really be a good choice for them. *"How can Joe Biden claim to be an 'ally of the Light' when his own party can't even keep the lights on?"* [58].

Trump also uses a rhetorical question to sharply emphasise the fallibility of the choice of the Democratic Party led by Joe Biden. In addition, in this address, the ex-president used an expression from the opponent's political speech: *"I will be an ally of the light, not the darkness." "Democrat politicians refuse to protect innocent life, and then they lecture us about morality and saving America's soul?"* [22].

This rhetorical question was used by Donald Trump to appeal to Americans to think about the moral principles and decency of the Democratic Party. Here he emphasises the political party's approval of abortions in the last month of pregnancy and calls them *"killers of defenceless children."* [23].

Using Donald Trump as an example to analyse emotions through verbal means of communication, we gain insight into the complexity of political messaging and how it influences public opinion. Politicians can handle touchy topics professionally and sensitively, and handle sensitive topics in a friendly and constructive way using appropriate verbal tools of communication.

2.2. Verbal means of conveying emotions in Joe Biden's political speeches

Presidential elections are one of the most visible events, especially in a democratic country, in particular in the USA, where they are held once every four years. On November 3, 2020, the 59th presidential election was held in America with two candidates — Joe Biden from the Democratic Party and Donald Trump from the Republican Party.

In order to express his own image on the positive side and confront his opponent in the presidential elections, Biden used certain words in his speech. In particular, he stated that the current president, Donald Trump, has covertly covered America with darkness for too long. Biden chose the word hidden to describe what Trump has done for America. The word cloak means "to cover or hide something" [35].

To describe the state of America, Biden chose the word darkness, which is defined as "a state of darkness without any light" [35, p. 387]. He also noted that anger, fear, and division were forms of this American darkness. The word anger means, "a strong feeling that arises in situations that we think are bad and unfair" [35, p. 50], the word "fear" means "a bad feeling of danger." [35, p. 565], and the word division means "the process or result of dividing into separate parts" [35, p. 449]. From these definitions, it is clear that these three words have negative qualities, which shows that Trump has negative performances, which is why America is in darkness.

Joe Biden's political speech at the annual convention of the Democratic Party, where he spoke about his intentions to become the next president of the United States, was relatively short, but meaningful. In his address to the Americans, he chose successful language tools that helped him to make a strong communicative impact and create an image of the country's leader, who cares about people's problems.

In his speech, Joe Biden spoke frankly about the problems that need to be solved immediately and raised several pressing issues. Regarding public health, he said: *"As president, the first step I will take will be to get control of the virus that's ruined so many lives."* On the issue of racial inequality, he noted: *"Maybe George Floyd's murder was the breaking point."* Regarding the economic crisis, he said: *"The worst economic crisis since the Great Depression."* Regarding

climate change, he noted: *"And the undeniable realities and accelerating threats of climate change."* [23].

The key lexical and semantic units in Joe Biden's speech are: jobs, changes, dignity, hope, love, light, respect, community and human rights [62].

An important role in a politician's appeal to Americans is played by epithets and metaphors, with the help of which he strengthens the emotional impact on voters. Speaking about America today, he uses the following epithets: *"A time of real peril, but of extraordinary possibilities."* In this passage, Joe Biden emphasises the difficult atmosphere in America, but as the next president, he promises that he will change the situation for the better [57].

Epithets Joe Biden most often uses to contrast the present and the future, the qualities of the previous president, and the current leader of the United States. For example, when talking about Barack Obama, he uses the following epithets to describe him: "Thank you, Mr. President. You were a great president. A president our children could – and did – look up to". To strengthen the comparison with the current president, Donald Trump, Joe Biden criticises his political actions with the following words: *"A president who takes no responsibility, refuses to lead, blames others, cosies up to dictators, and fans the flames of hate and division"* [25].

Analysing the metaphors in the politician's speech, we noticed that there were not many of them, but they were quite vivid. For example, this artistic device was used by Joe Biden to characterise the political actions of Donald Trump: *"The current president has cloaked America in darkness for much too long."* In order to emphasise the differences between his competitor, Joe Biden used the following metaphor: *"I will be an ally of the light not of the darkness."* It is worth emphasising that this expression of a politician has become quite popular, it can be found in the columns of many American publications, such as "Politico", "Vanity Fair", "People's World", etc. Thus, he created a bright association in the

American people, after which they began to call him "*light*", and Trump - "*darkness*". As noted in the previous subsection, Donald Trump refuted this claim by playing it off with an idiom [57].

To achieve greater communicative impact, the speaker repeatedly uses syntactic means, used in the form of various repetitions and parallel constructions. "*For love is more powerful than hate. Hope is more powerful than fear. Light is more powerful than dark*" [23].

In his address to citizens, Joe Biden repeatedly emphasises the need to be ready for changes for the better. In the speech of the future US president, we noticed the use of a rhetorical question that prompts Americans to think about the future of the country if Donald Trump is re-elected as president: "*Is that the America you want for you, your family, your children?*" [58].

Also, researching linguistic units in Joe Biden's speech, we found out that at the lexical-semantic level, the possessive pronoun "our" is used by the politician most often, namely 77 times. This makes him a single entity with the state, and America's problems are his personal: "We will never get our economy back on track, we will never get our kids safely back to school...". Next in terms of frequency of use, 55 times, is the personal pronoun "I", which indicates that Joe Biden promises to take responsibility for the future of the country: "I will protect America. I will defend us from every attack". The pronoun "we" is used 44 times, and "us" 20 times, which, like "our", expresses the unity of Joe Biden with all Americans: "*It's time for us, for We the People, to come together*" [57].

In order to emphasise the seriousness of his intentions and convince voters that he can be trusted, Joe Biden uses the following vocabulary: I give you my word, you have my word, I will make you this promise, I promise you [23].

2.3. Verbal means of conveying emotions in Theresa May's political speeches

Conservative views of Theresa May can be traced not only in her political activities, but also this careful, pragmatic approach is felt in political texts as her political speeches are known for their brevity, effectiveness and wisdom, thereby distinguishing them from other politicians. When studying the political texts of the former prime minister, it was found that she quite often uses personal and possessive pronouns, inversions, rhetorical questions, various interjections and the passive voice. With the help of them one can see the hidden meanings of certain concepts and even interpret her emotional state [64].

Analysing the role of pronouns in Theresa May's speeches, a certain pattern is immediately noticeable: at the beginning of her political career, the politician constantly used the personal pronoun I: *I have just been to the Buckingham Palace, where Her Majesty the Queen has asked me to form a new government, and I accepted* [65].

In this way, Theresa May separates herself from the government and ordinary citizens, asserting her leadership qualities and positioning herself as a political leader with her own views and decisive actions. It is also worth noting Theresa May's attitude towards the citizens of Great Britain, in early speeches she uses the pronoun you and also classifies it by racial, gender and age differences. *“If you're black, you're treated more harshly by the criminal justice system than if you're white; If you're white, working-class boy, you're less likely than anyone else in Britain to go to university. If you're at a state school, you're less likely to reach the top professions than if you are educated privately; If you're a woman, you will earn less than a man”* [28].

By making such a classification, the politician shows that she understands the views of different age groups and understands their current problems.

However, this distribution sounds superficial in relation to the population of Great Britain, especially in relation to racial characteristics. The politician made a gross mistake by naming only people's skin colour, it is perceived as an insult and obscenity. Sometimes Theresa May uses the pronoun we when talking about the joint actions of the government and when introducing new laws, reforms and carrying out some actions: *It means that we believe in the Union, the precious, precious bond between England, Scotland, Wales and Northern Ireland, but it means something else that is just as important. We do not want to turn the clock back to the days when Europe was less peaceful* [65].

The next phenomenon that deserves attention is the use of inversion. Analysing Theresa May's speeches, it was found that with the help of inversion, the politician emphasises her own emotionality and emphasises important issues. In this way, she violates the structure of the direct order of words, which is inherent in the English language, is familiar in use, and sometimes seems monotonous, so in order to focus the attention of the audience on important things, the politician uses inversion. A vivid example of the use of inversion is considered to be: *The Government I lead will be driven not by the interests of the privileged few, but yours* [65]. Actually, this example combines not only inversion, but also a passive state, in this way the political leader emphasises the government that she will take over and form a worthy team from it that will work for the good of the country.

Particular attention should be paid to insert structures, with the help of which a political figure is able to combine all his ideas and present them in a logical and consistent example. Since when giving a speech, it is very important for a politician to meaningfully explain the relationships between opinions, it is customary to use coherent phrases to simplify the speech of a political leader and give playfulness to each idea. Despite the fact that political discourse is characterised by a restrained style of expression, and it is usually customary to

present information in a restrained and "dry" manner, but at present, interjections are no less common than any other means. In her speeches, Theresa May also uses catchphrases to make the information easier to understand, which helps to make a laconic political text livelier. Bright examples with the use of insert structures are considered to be: *Move beyond the arguments, and past bitterness of the debate – and out of the EU as a united country, ready to make a success of the future* [64].

The inserted structure used brings the recipient to the main idea, thus the audience tunes in to perceive important information. *More than ever before, we live in an interconnected world* [65] - in this example, the attention of the target audience is drawn to the timestamp and at the same time the comparison.

Indeed, businesses across the EU and the UK must be able to attract and employ the people they need [28]; thanks to this interjection, this example can be considered as an instruction that the minister emphasises.

Finally and most of all, I want to thank my husband Philip – who has been my greatest supporter and my closest companion [68]. This example has the most positive meaning among all examples, because here Theresa May demonstrates her openness to the public, she reveals herself from the side of a fragile, loving woman for whom the support of her husband is important.

The passive voice is not uncommon in speeches of political discourse, thanks to it you can see how much you value your own political activity of politicians and sometimes politicians deliberately use the passive voice to describe and analyse the situation, so to speak, from the outside.

Theresa May's political texts also have passive constructions: “*While I know Britain might at times have been seen as an awkward member state, the European Union has struggled to deal with the diversity of its member countries and their interests*” [64]. This example explains how Great Britain is perceived by other countries, all the time the politician expresses her own point of view, but here she

seems to set aside her own vision and gives an opportunity to consider another opinion.

The following example is: “*As we negotiate that partnership, we will be driven by some principles: we will provide as much certainty and clarity as we can at every stage*” [28]. In fact, this is a good example of how the politician proves that the exit of Great Britain from the European Union is not her personal initiative, that the decision was made by the people, together, without separating the government from the ordinary population. “*I have also been determined from the start that the devolved administrations should be fully engaged in this process*” [65] – here is an example of how the passive state can reflect the process of implementation introspection by a political activist. *So we have thought seriously about how our commitment to a frictionless border can best be delivered* [63]. This example shows how a political leader can campaign and call on her target audience to make certain decisions about a given situation.

Smaller traders – who as members of the community are most affected but whose economic role is not systematically significant for the EU market [28]. This sample also functions as an analysis or explanation of the situation from the side, without the participation of the political leader. In general, the passive construction is considered acceptable for political discourse, since political speeches have an official business style, the use of passive constructions is considered a common phenomenon.

2.4. Gender differences in expressing emotions

Regardless of the country, modern society imposes stereotypical speech tendencies on both men and women, which are reflected in political discourse.

Stereotypes are conservative norms and rules that are created to define the social status of women and men, and establish gender differences and relationships. However, the formation of gender characteristics is most influenced by character, field of activity and profession. These main components can strengthen the importance of gender aspects in terms of behaviour and communication, or on the contrary, neutralise them.

According to observations, male politicians willingly participate in debates or open discussions in order to prove their leadership position or to express their own point of view of a hierarchical nature. They are characterised by confidence in conflict situations and the courage to express their opinions.

Politicians have a diplomatic style of communication in political discourse. It is with the help of such a method that political leaders can immediately find contact with the audience and evoke sympathy for themselves [38].

As a rule, when participating in political debates, female politicians behave with restraint and balance, trying to avoid international and internal conflicts. Wishing to occupy a political position, a woman-politician's career path involves a constant struggle for the right to lead, that is, she must provide evidence that she is really capable of representing the interests of the country and women. Considering such nuances, the following feature can be observed in the political texts of female politicians: putting forward a certain hypothesis, a female politician immediately supports it with arguments and reasons for persuasion. This trend has a double-edged approach in the communication of political discourse. On the one hand, this model of expression proves that a woman is able to cope with emotions and to prove her own point of view in a balanced manner. On the other hand, it is a desire to justify a feeling of distrust in her strengths and ambitions [20].

With regard to lexical content, women politicians tend to use affectionate suffixes that help express sensitivity, empathy, etc. Taking into account the phonetic aspect, with the help of such suffixes the political text becomes melodious, thereby evoking the goodwill of the audience. In case of non-standard situations, it is easier for a woman to intuitively choose words that will satisfy listeners. She does not hesitate to show her feelings to the public, using emotional exclamations or interjections, but it looks quite natural.

An important detail of the speech of a female politician is that, being the guardian of the family, she transfers this model to business communication, also using the pronoun "we", thereby emphasising her belonging to a single society. It is also worth noting that, unlike male politicians, a female political leader is able to demonstrate her flexibility, so she adds flexibility to her speech and communicates more successfully than male political leaders.

Along with male politicians, their opponents often resort to legal terminology to lend eloquence to their speech, using terms such as state, sovereignty, memorandum, constitution, etc. This vocabulary is considered basic because it is present in every text of political importance, and the ability to use it is considered the duty of a political figure.

The next traditional feature of gender political discourse is the use of oral folk art. Depending on the country, a proverb, saying or parable is usually used in a political speech. With the help of folklore, many unclear concepts can be clarified, adapting them to the target audience. Folklore is the key to the unification of different strata of the population, and therefore the ability to successfully use quotations or excerpts from oral folk art adds confidence and advantages to a political figure. However, taking into account the geographical position of the states and the political system, each political leader, regardless of gender, interprets oral folk creativity in his own way. Of course, the topic of the political material and its addressee should be taken into account, but the main task is the ability to use it rationally and accurately [8, p. 874-877].

The ability to use professional terminology and harmoniously combine it with various literary techniques contributes to political career advancement. Unlike male politicians, women are capable of constructive and balanced dialogue to resolve any issues. Referring to the maternal instinct, female politicians can empathise without hiding their own emotions, unlike their male colleagues.

Politicians strategically employ various lexical devices to express emotions. Words that inherently trigger emotional responses, like "freedom," "betrayal," or "outrage." Teresa May is a great example of such an aspect, for example: *"Freedom of thought, freedom of expression, freedom of action. The freedom to make decisions for yourself, rather than have them made for you by the government. The freedom that our grandparents and great grandparents fought for against tyranny. The freedom that swept across Eastern Europe when the Soviet Union collapsed, and nations were reborn in sovereignty and independence. The freedom that is still denied to many in our world today"* [66].

Metaphors, similes, and personification can create vivid imagery. For example, Boris Johnson often uses exaggerated, thus inaccurate, analogies (metaphors) as a way of triggering implicit ideas and feelings, often depending on idealised patriotic frames of knowledge. He has described Theresa May's proposed deal as leading the UK into the "status of a colony" – evoking memories of empire in which the relationship was the reverse, something that might appeal to some hearers, though best not said overtly. Another of many examples is his comparisons between the EU and the empires of Napoleon and Hitler together with the comment "the EU is an attempt to do this by different methods" [65].

Politicians can frame issues in a positive light (opportunity) or negative light (threat) to generate specific emotions. The COVID-19 pandemic posed a global threat to nearly every society around the world. Individuals turned to their political leaders to safely guide them through this crisis. The most direct way political leaders communicated with their citizens was through official speeches

and press conferences. According to this, in a negative emotional tone, we see few noteworthy differences.

Trump's high positivity is consistent with the notion of populist leaders attempting to emotionally connect with people through an optimistic demeanour. The nation itself was additionally still in the midst of the ongoing Black Lives Matter movement, with Trump being harshly criticised by many. During such a time, the President may have opted to focus heavily on trying to maintain a positive impression of domestic situations. The following quote from Trump's speech on June 5th 2020 paints a positive picture of national leadership because of usage of such stylistic devices as metaphors, repetition, anaphora, epiphora with usage of these stylistic devices the speaker expresses pride, seriousness, determination and resolve: *"I mean, we've had some great things. (Applause.) So — great. One of the many things we've done. But every person here today is playing a vital role in the greatest national industrial mobilisation since World War II. We've marshalled the full power of the U.S. government and U.S. industry to defeat the invisible enemy. And it is indeed an enemy. Should have been stopped in China. Came from China; should have been stopped in China. They didn't do that."* (ibid).

Politicians can use euphemisms to downplay negative aspects of their policies (e.g., "fiscal responsibility" for cuts) or dysphemisms to exaggerate the dangers of opposing views (e.g., "radical" for opposing reforms) [27].

A great example to this is Theresa May's speech. In order to establish a communicative connection with Ukrainians in Britain and to designate Ukrainians precisely as forced refugees, recalling the migration flows that were formed because of Russian aggression against Ukraine, instead of the sharp word "migrants" the Prime Minister uses the expressions "Ukrainian refugees" and "desperate people". The word "migration" is denoted by the euphemistic expression "trans-national tragedy" [67].

To denote phenomena related to mass migration, the 77th Prime Minister of Great Britain Boris Johnson also uses euphemisms. These are phrases like “those in need”, “men, women and children seeking refuge”, “all those who come here”, “those who are seeking to come here legally”, “those directly fleeing the worst of humanity” instead of “migrants”. B. Johnson also uses euphemism to nominate people suffering from economic instability and financial difficulties: “I accept that these people – whether 600 or one thousand – are in search of a better life; the opportunities that the United Kingdom provides and the hope of a fresh start” [52].

Repeating key phrases or slogans reinforces ideas and creates a sense of urgency or solidarity. Boris Johnsons uses many repetitions in his speech. Therefore, several words are repeated in some distance to each other, but they form the milestones of the message: Brexit, deal, change, it is time, be ready, and let us, decision, leadership, work, opportunity, partnership and so on. “...*It is time for Britain to embrace change and seize the opportunities that lie ahead. With Brexit now a reality, it is imperative that we secure a deal that works for all. Let us be ready to make the necessary decisions and demonstrate strong leadership in navigating this historic transition. Together, we will work tirelessly to forge a brighter future and capitalise on the opportunities that Brexit brings. We level up across Britain with higher wages, and a higher living wage, and higher productivity...*”. The given example also contains the usage not only of repetition but also of the comparative degree that emphasises the importance of Brexit [71].

Depending on the type of political discourse, the semantics of gender political discourse may be different. It is known that there are two types of political discourse according to the characteristics of political discourse totalitarian and democratic. For the most part, the main characteristics of the semantics of political discourse include presentation style, rhetoric, and language status. Special differences in the semantic aspect are noticeable at the rhetorical level.

According to Paul Ricker's classification, rhetoric can be divided into three levels: conflict level of discussion, the level of "good politics" and the level of values [15, p. 341-342].

Regarding the conflict level of the discussion, it is worth noting that this applies mainly to debates, open discussions, etc. This factor is influenced by relations between politicians, the interests of the parties or countries they represent, the political context of the situation, basic knowledge, experience, etc. The concept of "good politics" consists in projecting and implementing the intentions that a political figure promises to his audience, as a rule, it concerns topics of a socio-political nature. The main task of this level is to bring the real situation closer to the ideal version, which will have a universal character [25].

Referring to the mode of political discourse, the primary goal of discourse is persuasion. As mentioned earlier, discourse can be both real and ideal. An ideal discourse is formed on open-ended conditions and solving practical problems. Total language comprehension and flexibility should also be considered. Real discourse has a limited amount of time to solve problems, but the absence of threats, coercion and blackmail is considered a positive feature. In practice, ideal and real discourse intersect and harmoniously combine. Idealized political discourse is rarely used in practice, but its functions as an ideal discourse become rules that help carry out regulatory actions on real political discourse [49, p. 28-31].

It should be noted that all politicians attach great importance to the semantic means. Based on these judgments, the term "political language" emerged, which became the main means of communication in political discourse [6]. However, when political leaders are interested in finding a common ground with their audience, they will adapt their thoughts as clearly as possible. As a result, the concept of professional vocabulary is dispelled, instead, they must understand that the recipient perceives information as a whole, and therefore there

must be logic in the application of all the necessary terminology and a successful combination of it with the style of speech.

According to O. I. Vorobyova, there is such a concept as "political language", which is divided into polythemes according to its semantic structure. A polytheme is a set of concepts related to the role of an individual in society. As a rule, political terminology serves as a basic component of a political topic. According to its structure, the actual political term is neutral, but depending on the emotional content and situational nuance, it can acquire both positive and negative meaning [30].

This aspect in the use of terminology gives rise to certain semantic connections that play an important role in the creation of political texts. Most often, women politicians pay attention to semantic cause-and-effect relationships. This is used in using a certain idea and making relevant arguments. From the beginning to the end of the speech, it is important to follow a logical presentation, using the necessary images for effective perception (ibid).

With the help of the influence of the mass media, the specifics of gender issues in the political sphere began to be highlighted more often. Previously, when a political leader commented on a certain event or expressed his own opinion, it was perceived as a common phenomenon, while the statement of a female politician is considered a certain novelty, an experiment in the political field. Quite often, an inaccurate or so-called "shaky" phrase of a political figure is considered a total mistake and quickly becomes visible on the Internet or other publications, followed by massive discussion and even criticism. Theresa May, ex-prime minister of Great Britain, had a similar case during emotional commenting: "Yes, I kicked that Swan to death but it was in my way, and therefore in the way of my country" [68]. In the image of a swan, the political leader describes the European Union, which supposedly fascinates with its external prospects, but is an obstacle in the way of internal ambitions.

Therefore, the most important principles of semantics are presentation style, rhetoric and language status. Depending on the circumstances, political figures with the help of intonation and gestures have the opportunity to fill the meaning of terms with their own hands. Based on the initial use of a certain concept, semantic cause-and-effect relationships are formed [38].

According to research by scientists, male politicians give their speeches an expressive character in order to prove their dominance, while female politicians are more interested in achieving mutual understanding with the audience and their own self-realisation in the political arena [54, p. 324-327].

Political discourse relies on various syntactic cues to convey emotions and shape public opinion. For example, exclamation points and rhetorical questions can express strong emotions like outrage or incredulity. Repetitive sentence structures or similes can create a sense of urgency or emphasise key points. Metaphors and analogies can evoke emotional connections and simplify complex ideas.

For example, Teresa May, known for her reserved demeanour, often relied on subtler syntactic cues to convey emotions: May frequently used concise statements to project strength and authority. For instance, during Brexit negotiations, she famously declared, "Brexit means Brexit," leaving little room for interpretation. May strategically used pauses to heighten suspense or indicate the gravity of a situation. These pauses could also signal frustration or careful consideration. By employing adverbs like "certainly" or "clearly," May could convey conviction or underline the importance of a specific point [28; 63].

In politics, emotions play a multifaceted role in conveying different states and influencing perceptions. There are some ways emotions impact political communication. The first one is connection with Voters as politicians often use emotions like empathy, hope, and inspiration to connect with voters on a personal level, gaining their trust and support. For example, the speeches of Boris Johnson often emphasise this aspect: *"Let me say now to the people of Ukraine: I know*

that we in the UK will continue to back your fight for freedom for as long as it takes.” “I’ve travelled to every part of the United Kingdom and, in addition to the beauty of our natural world, I’ve found so many people possessed of such boundless British originality, and so willing to tackle old problems in new ways, that I know that even if things can sometimes seem dark now, our future together is golden” [8, p. 877-879].

Another example of expressing inspiration is Barack Obama’s presidential campaign in 2008, where he was centred around the theme of hope and change. His emotional speeches, like the "Yes We Can" address, resonated with voters and inspired a sense of optimism about the future [49].

Next aspect is persuasion and influence. Emotional appeals can be powerful tools for persuading and influencing public opinion. An example is the Tea Party movement emerged in response to perceived government overreach and fiscal policies. Emotions of anger and frustration mobilised conservative activists, leading to protests, rallies, and grassroots political action. This emotion can also appeal to fear or anger may be used to rally support for a particular policy or position [58].

For instance, Joe Biden successfully expresses a sense of gratitude to the African American community during the speech. The use of speech acts, gestures, and figurative language conveys his vision of the usefulness of the African American community and promises them a successful future. *“It’s time to put away the harsh rhetoric, lower the temperature, see each other again. Listen to each other again. And to make progress, we have to stop treating our opponents as our enemies. They are not our enemies. They are Americans. They’re Americans.”* (06:20 – 06:39) [54, p. 327-331].

Voters often assess politicians' authenticity based on their emotional expressions. Genuine displays of emotion can enhance a politician's credibility and likability. Despite this, Sunak is often criticised for his shrewd PR operation and accused of being out of touch, his speech being more authentic than that of

his opponent. As Sunak's 'I:We' ratio was higher than Truss's, this is indicative of his taking personal ownership of the claims he makes during the persecution, rather than inferring any collective ownership. He showed vulnerability when he said of his opposition to tax cuts: *"What I'm not going to do is pursue policies that risk making things much worse."* Thus, Sunak's language demonstrated a higher average level of authenticity compared to the general population. Farm, on the other hand, was below average [60].

During crises or emergencies, politicians' emotional responses can shape public perception of their leadership abilities and crisis management skills. For example, Theresa May was "distraught" and "in tears" after the UK voted to leave the EU in 2016, according to the latest revelations of a new book. Mr Timothy - who was calling from a holiday home in Italy where he had escaped not expecting Leave to win - and Fiona Hill, another of Mrs May's close aides, only saw the former prime minister cry about half a dozen times when they worked for her and said most of the time it was from frustration [63].

The power of vulnerability is depicted in the 2016 Democratic primaries, Hillary Clinton struggled to connect with voters on an emotional level. Bernie Sanders, on the other hand, spoke openly about his working-class background and his fight for social justice. This vulnerability resonated with some voters who felt they could relate to his struggles [38].

Emotions like anger, resentment, or contempt can fuel political polarisation and contribute to heightened conflict between opposing groups or parties. This is met during the American debates in 2020 as President Donald Trump and Joe Biden turned it into a chaotic disaster. Over Trump's interruptions, Biden responded by mocking the President, calling him a "clown," a "racist" and "the worst president America has ever had." He criticised Trump's handling of the coronavirus pandemic, his failure to produce a health care plan and his response to protests over racial injustice [25].

Another example took place during the General Election in 2019, where the Conservative Party under Boris Johnson capitalised on the public's frustration with a deadlocked Parliament and the perceived inability of Labour leader Jeremy Corbyn to deliver Brexit. Their campaign slogan, "Get Brexit Done," combined anger with a promise of resolution, appealing to voters eager to move on from the long Brexit saga [28].

In British politics often feature emotional appeals to patriotism and national identity, particularly during national holidays or moments of crisis. Political speeches on Remembrance Day or commemorations of historical events evoke emotions of unity and pride in national heritage [32].

Overall, emotions in politics can be a double-edged sword, capable of fostering connection and understanding but also driving division and discord depending on how they are used and interpreted. [52].

Conclusions to the second chapter

This chapter has explored the multifaceted ways in which political speakers in Great Britain and America utilise verbal means of communication to express emotions. We examined the role of emotions in political speeches, analysing how lexical choices, range of stylistic devices, sentence structures contribute to the speaker's message.

The analysis revealed that effective political communication goes beyond the simple transmission of information. Speakers strategically employ a range of verbal tools both to evoke and express emotions, establish rapport, and ultimately persuade their audience. Politicians strategically choose words and phrases that evoke strong emotional reactions, such as "war," "crisis," and "justice," as well as emotionally charged expressions like "terrible," "beautiful," and "betrayal."

They use tone variations, from elevated to calm, to reflect positive or negative emotions like joy, anger, or surprise, and employ tone changes to emphasize key points or convey emotional shifts. Metaphors such as "storm of emotions" and imagery like "darkness" to signify threat are employed to evoke specific emotional responses and make abstract concepts more relatable.

This chapter paves the way for further exploration of presidential communication styles. Future research could analyse the impact of these communication styles on public opinion and policy outcomes. Additionally, investigating how presidents adapt their communication strategies across different audiences and media platforms would provide valuable insights into the ever-evolving landscape of political discourse.

Finally, in examining the linguistic expressions of emotion in political discourse, it is evident that gender plays a significant role in shaping communication styles. Male politicians often project assertiveness and leadership through confident and hierarchical language, while female politicians tend to emphasise empathy, persuasion, and inclusivity. These gendered linguistic tendencies are reflected not only in the choice of words and syntactic structures

but also in the strategic use of emotional cues, metaphors, and rhetorical devices. Understanding these nuances is crucial for comprehending how political messages are crafted, received, and interpreted by diverse audiences.

Chapter 3. NON-VERBAL MEANS OF EXPRESSING EMOTIONS IN SPEECHES OF AMERICAN AND BRITISH POLITICIANS

3.1. Paralinguistic analysis of Donald Trump's political speeches

Donald Trump, a polarising figure in American politics, is no stranger to harnessing the power of nonverbal cues to convey his message and connect with his audience. Through a careful analysis of his speeches, we can uncover the array of emotions that Trump displays through his nonverbal means.

One of the most prominent features in Trump's political speeches is confidence. From his assertive posture to his commanding gestures, Trump exudes an air of self-assurance that resonates with his supporters and unnerves his opponents. With each confident stride across the stage and each emphatic hand gesture, he projects an image of strength and authority, leaving no doubt in the minds of his audience about his convictions.

Trump's confident demeanour, hand gestures, and facial expressions, such as smirking or raising an eyebrow, often added subtext to his spoken words. His hand movements, including pointing, thumbs-up signs, and open palm gestures are extensively used to emphasise key points and establish rapport with his audience. These non-verbal cues help him create a visual impact and enhance his message's memorability [29].

It is also worth paying attention to the use of language units at the phonetic level. The pace of Donald Trump's speech is not fast, due to the frequent use of logical, syntactic and pragmatic pauses. With the help of long pauses, he emotionally affects the listeners, who in return give a stormy reaction to well-chosen words with applause. Donald Trump puts logical emphasis on specific words to emphasise the denial, opposition and patriotism of his speech: *"We will launch a new age of American Ambition in Space. America will land the first woman on the moon – and the United States will be the first nation to plant its beautiful flag on Mars"* [22].

Non-verbal means of communication play a crucial role in Donald Trump's speeches. During the speech Trump mostly gestured with hands. As an example is "The hands up gesture" (App. 2, Fig. 9, 11). "'Caught with your hands up' is an old expression, and showing empty hands is a submissive gesture. It says, 'I have no weapons,' in the most basic terms. However, when Trump uses it, it's usually because he doesn't know the answers or is shooting from the hip and gauging the reactions. If he feels like he's getting it right he continues down that track. People will often throw their hands in the air as a sign of honesty, but it is often the complete opposite" [25].

Politicians, actors and pretty much all public figures have their own go-to "rest position," and Trump is no exception. For Trump it's "the steeple," a hand position where he uses his fingers and fingertips to form a triangle. It transmits power, confidence and precision thinking, experts said (App. 2, ph. 7) [58].

Trump shrugs his shoulders frequently. He does this a lot when asked a question that he can't or doesn't want to answer. He usually puts on a slight smile when he does it too, as if to say, I'm not answering that and there's nothing you can do about it. Usually, the interview continues without him ever directly answering the question [49, p. 29-31].

The analysis of indirect communication in political discourse, as demonstrated by Donald Trump's communication approach, offers insightful knowledge into the complexity of political messaging and its influence on public opinion. Politicians can carefully manage public opinion, handle touchy subjects, and reduce dangers connected with direct contact thanks to the benefits of indirect communication [33].

3.2. Paralinguistic analysis of Joe Biden's political speeches

In the politics, where words often take centre stage, Joe Biden's non-verbal expressions stand as pillars of sincerity and depth. With a glance, a nod, or a subtle shift in posture, he paints a vivid portrait of his emotions, transcending the

boundaries of language. His eyes, twinkling with warmth and empathy, speak volume provides the sense of compassion and understanding and a gentle smile radiates optimism and goodwill. However, sometimes his steely gaze and firmness on his face reveal a leader unyielding in the face of challenges. In moments of disagreement, his gestures remain respectful, conveying disagreement with grace and dignity.

As for non-verbal means of communication, Biden, standing on the open stage, took the applause of the crowd positively and even took off his mask to reveal a smile as he waved the crowd good night [25].

During a speech, Joe Biden mostly raises his arms slightly at the same level, without swinging them but making uniform slow movements. His voice is calm, and facial expressions express concentration (App. 3, ph. 14-15).

An unusual characteristic of the US President's hand gestures is that he does not show his palms to the public, holding them parallel, as if going to clap. This pose conveys confidence and a call for attention. Mostly it is used for convincing the audience that all measures were taken carefully and will benefit society. His palms are not open, which means he is not ready to reveal all his cards [44].

Two thumbs up is Biden's gesture, which means determination and a desire to take control of the situation. Raising the index finger of one hand, the president tries to draw the attention of the congregation to his words. Both hands in this gesture betray the speaker's desire to catch the listeners' attention [59].

Biden often uses a clenched fist gesture during speeches, shaking it in the air, then he signals his determination and encourages the audience to rally around him. At the same time, two fists enhance the effect and seem to say that "together we will move mountains." At this moment the person is confident of his victory [62].

Clasping fingers is another gesture that is inherent for the president. During negotiations, when he sits in this position, it is quite difficult for his interlocutor to come to an agreement with him. That is why, he is usually focused on his

thoughts at this moment and is not ready to be drawn into an open dialogue. In this way, the head of the United States is also trying to restrain the expression of feelings and not give away his true intentions [72].

American President Biden also has a habit of holding his fingers to his mouth that mostly means a politician has caught his interlocutor in a lie. If the speaker bites his fingers or runs them over his lips, then at this moment he needs support and approval. Children often do this when they are embarrassed [44].

Biden prefers sitting in a chair when he crosses his legs and put both hands as if resting on them. At the same time, he tends to cross his fingers that means he is trying to hide his negative attitude towards something [37].

3.3. Paralinguistic analysis of Theresa May's political speeches

Theresa May is a powerful political figure and memorable person, therefore, she has a strong position that is proved by gestures during her speeches. One of the less noticeable, but the most meaningful non-verbal sign is the palm gesture, which invests the user with authority power. In the picture 27 of the third appendix it can be observed that both palms are turned to face downwards which means that the speaker will project immediate authority [28].

Another significant May's gesture is the gesture of Honest Person. That manifests when a speaker is eager to be open or honest, and she or he holds one or both palms out to the other. Like most body language signals, this is a completely unconscious gesture, one that gives us an 'intuitive' feeling of the truly speech of another person (Pictures 25, 26).

Therefore, all non-verbal components of politicians interact in a single system, which is capable of forming a generalised positive or negative attitude towards him. It should be noted that the recipient as a person understands the image. Therefore, he deciphers all externally observed characteristics in terms of personal qualities. It is important that the leader's image is coherent and contains information about positively perceived personal qualities, as well as the goals,

values and mission of the leader, which do not contradict the goals, values and mission of the organisation [38].

3.4. Usage of paralinguistic speech characteristics in American and British media

We conducted a study where 50 participants took part (thirteen men, thirty-one women, and six unidentified) who were asked to participate in the survey. The age of the participants ranged from 22 to 67 years, with an average age of 38 years. None of them had knowledge of public relations or non-verbal behaviour. According to the interview conducted before the experiment, it is clear that none of the respondents belonged to a political party and did not lean towards certain political preferences. In addition, it turned out that many of the participants were quite naïve in terms of politics. This was determined by their ignorance of the names of famous politicians or the definition of their political function. In the experiment, subjects were given specific instructions where they provided answers that were objective from their point of view, regardless of their prior knowledge, associations, or personal attitudes.

The participants of the experiment were asked to analyse 6 photographs of American and British political figures (see Appendix 1) based on a survey of 7 questions. First, each photo had to be rated on certain personality dimensions, including competence, likability, and trustworthiness. Next, the task of the respondents was to comment on the gestures of this or that politician and why the speakers are professional/unprofessional.

The basis for the analysis of non-verbal means of communication based on photos was Rosenberg's statement that "only one photo of a person can determine his character, position and suitability for it" [59]. It is also worth noting that the choice of real politicians in authentic situations is not accidental, because it is in this way that it is possible to determine whether different representations of the same person can give different ideas about him (that is why two images of Joe

Biden and Boris Johnson were chosen). It was assumed that the opportunity to rate well-known figures, rather than anonymous ones, would give the participants of the experiment motivation and interest.

All photos used in the experiment (see Appendix 1) were selected from magazines and Internet resources. Three photos were taken during real communication situations. Figure 2 shows Boris Johnson - British politician and former prime minister at the NATO-leaders meeting in Brussels. Figure 3 depicts the US President Joe Biden during the speech on debt ceiling. The sixth photo shows Kamala Harris the vice president of the USA on Supreme-Court nominee.

The rest of the illustrations are artificial, politicians posed on them. In figure 1 - Theresa May, formerly of Great Britain, poses for the magazine cover. Figure 4 shows Rishi Sunak - the Prime Minister of Great Britain and his development strategy for the country is presented and the people. In the fifth picture is Donald Trump – ex-President of the USA, who is depicted in one of his often-showed “steeple” hand gesture. Finally, it is worth noting that the images were selected in order to display the gestures often used by politicians.

Results: Table 1 reproduces the responses to the first five aspects of the survey. The results are presented in percentages according to the number of positive responses to the following questions: (1) Do you find the politician likeable? (2) Does the politician come across as genuine? (3) Does the politician come across as trustworthy? (4) Is there evidence to support the politician's statements? (5) Do you believe this person will keep their promises? The results show which photo made the strongest impression on the respondents, and which gesture had a positive effect on the politician's image.

Table 1. Summary of results (Questions 1–5).

Question	Figure 1	Figure 2	Figure 3	Figure 4	Figure 5	Figure 6
Do you find the politician likeable?	69%	51%	71%	32%	69%	72%
Does the politician come across as genuine?	72%	55%	89%	49%	75%	79%
Does the politician come across as trustworthy?	67%	55%	79%	23%	44%	87%
Is there evidence to support the politician's statements?	35%	28%	64%	29%	73%	55%
Do you believe this person will keep their promises?	37%	31%	49%	28%	65%	47%

Table 2 summarises the responses to Question 6: What makes politicians look professional/unprofessional? According to the survey participants, these factors are related to non-verbal communication. The percentage results show several comments on this criterion.

	Figure 1	Figure 2	Figure 3	Figure 4	Figure 5	Figure 6
Eye-contact	1%	13%	3%	4%	1%	4%
Facial expression	11%	13%	1%	13%	6%	9%
Hand gestures	1%	11%	22%	15%	4%	5%
Legs language	19%	9%	1%	0%	1%	7%
Posture	12%	7%	6%	2%	7%	14%
Clothes	15%	12%	24%	19%	26%	15%

Table 3 shows the summary results for question 7: "What message is the politician trying to convey?" and aims to determine the specifics of non-verbal signals coming from politicians. Only the top three answers were considered, and percentage results are multiple answers when a definition is given.

Discussion: According to the data in Table 1, we can conclude that certain non-verbal forms of behaviour, such as, "American four" (figure 1), "boss pose" (figure 3) or "sitting and leaning forward" (figure 6) serve to increase the level the image of politicians and strengthen their self-confidence. In contrast, there are gestures, e.g. "kappas" (figure 4), which should be avoided, as they can reduce the value of the speaker's appearance. These findings confirm the validity of the researchers' activities in the field of nonverbal communication [56].

Table 3: The meaning of gestures.

	Gesture	Meaning
American Four (Figure 3)	– I'm marvellous	20%
	– I'm handsome	10%
	– I can prove they are lying	6%
Steeple (Figure 5)	– I don't want to speak	18%

	– I hope they will understand 8%
	– I'm bored 6%
Boss Posture (Figure 2)	– I know I'm right 20%
	– I'm listening 8%
Mouth Guard (Figure 6)	– You can't be telling the truth 8%
	– How to solve it 8%
	– I'm worried 6%
Standard Sitting (Figure 1)	– I'm worried 24%
	– What will I do after work 8%
	– What to do with the Iraq issue 6%
Sitting and leaning forward (Figure 4)	– Success 12%
	– We're friends 6%
	– I'm so handsome 4%

Quite interesting is the "steeple" gesture, which is found among politicians very often (figure 5). According to the theory, this gesture reinforces the verbal message and helps politicians to be more confident. The meaning of this gesture according to scientific interpretations, namely: "I know what I'm talking about", is somewhat different from the comments of the participants of the experiment [56].

This indicates a difference in meaning in a specific region of the world, because everything in life can be viewed from different angles. After analysing the second table, first, it is worth paying attention to the expression of the indicator of political professionalism through non-verbal channels (eyes, facial expressions, leg and hand gestures, posture, clothes). As a result, it can be seen that the outfit attracts the most attention, since the participants of the experiment

repeatedly mentioned the elements of the outfit while analysing the photo. In addition, it is worth noting that respondents paid attention to details, in particular, a tied tie (figure 3, 4) or an unbuttoned jacket (figure 2).

The rest of the non-verbal channels were not paid so much attention. One of the respondents emphasised the open eye contact of each politician. Regarding the facial expressions, the participants of the experiment (12%) noticed that in figure 4 Rishi Sunak's smile gives him self-confidence and sincerity towards the community.

Other politicians, although they had a smile on their face, but it was not so pronounced. This is explained by the context of the conversation, because basically, the speeches of the politicians depicted in the photo were made during serious speeches or negotiations. 12% of respondents noted that Joe Biden (figure 3) had a slightly wrinkled forehead, and his face expressed deep concentration on what he was talking about. Surprisingly, however, the movements of the legs and arms did not make a special impression on the participants of the experiment. The participants often mentioned "correct posture" as an indicator of professionalism, but this answer was left without additional comments.

Although the meanings of non-verbal means of communication differ depending on the situation and the individual, there are still certain explanations for this or that posture, gesture, facial expression. The analytical work of this aspect was the most difficult for the participants of the experiment, and only a few were able to give a minimal description of what they saw. The three positions indicated gave the reaction predicted by scientists in the field of non-verbal communication: "American Four" (figure 3), "Boss Posture" (figure 2) and "Mouth guard gesture" (figure 6). The first two respondents characterised it as a posture of confidence, while they revealed the third one as a manifestation of mistrust. All the rest of the participants' comments disagreed with the researchers' explanations. For example, scientific observations of the "sit and lean forward

position" point to the speaker, while respondents find it comfortable for the listener. "Standard sitting" is a display of confidence and sometimes aggressiveness, but not excitement. Therefore, it is worth concluding that interpretations do not always coincide in practice, especially if we consider this issue from a political point of view [56].

Conclusion to the third chapter

Chapter 3 delved into the analysis of the non-verbal cues employed by Donald Trump, Joe Biden, and Teresa May. By dissecting their speeches, we gained valuable insights into their leadership styles and approaches to public engagement. Thanks to the understanding of body language, you can learn much more about the interlocutors. As for the topic of politics, there are certainly certain subtleties in their gestures, because depending on the context, the meaning of body language is different. Therefore, we considered how a politician influences voters with the help of language units.

Politicians use hand movements, facial expressions, and body language to emphasize points and convey emotions, adding depth and emphasis to their speeches. Changes in facial muscles, from smiles to frowns, convey a spectrum of emotions, making messages more relatable and impactful. Posture, gestures, and movements convey attitudes and intentions, with open stances exuding confidence and closed postures signaling reservation or defensiveness. The use of eye contact establishes rapport and conveys sincerity, with direct gaze fostering trust and connection.

The analysis revealed distinct patterns for each leader. Trump's use of forceful gestures projected an image of authority and decisiveness. Biden, on the other hand, relied on a more empathetic tone and calming body language to connect with his audience. May's style, though more formal, showcased her strategic use of pauses and controlled gestures to convey a sense of control and determination. Furthermore, the chapter explored the cultural nuances of emotional expression as we focused on politicians from Great Britain and America.

In American media, there is often a focus on energetic and dynamic speech patterns, reflecting a sense of confidence and authority. British media, on the other hand, tends to emphasise more nuanced and varied intonations, conveying subtleties of emotion and sophistication. Both styles contribute to the overall

impact of media messages and influence how audiences interpret and respond to information. Based on that knowledge we decided to scrutinised the usage of paralinguistic speech characteristics in American and British media that plays a significant role in shaping public perception and conveying emotions and got the data that we represented in this chapter.

CONCLUSION

In the master's thesis, we identified and characterised the means of expressing emotions of British and American politicians, in particular Donald Trump, Joe Biden and Teresa May. To do this, we first researched the concept of political discourse and the approaches to its study by various scientists. In addition, we determined the functions of political discourse and linguistic means that are usually used by politicians at the lexical, semantic, syntactic and phonetic levels. As our task was based on the determination of verbal and non-verbal means of expressing emotions, we came to the conclusion that both British and American politicians have their peculiar vocabulary style along with body language that commonly help to distinguish the inner emotions.

Studying the speeches of American politicians, we were convinced that political discourse is a system of a complex, but progressive process. We believe that political speech, as a manifestation of political discourse, is not only an effective means of obtaining power. With the help of the above language units, Donald Trump and Joe Biden not only influenced the electorate and tried to maintain power, but also developed the formation of values in society. They repeatedly spoke about important things for America, and also raised problems that need to be solved immediately. The consolidation function of political discourse positively affects the achievement of social harmony among people by discussing actions that will change the situation in the country for the better.

We believe that the study of the linguistic features of the political speeches of the discourse has further prospects for development, because they directly influence the formation of the political consciousness of the people and shape reality. In addition, political discourse is currently the subject of discussions among specialists from various fields of science, since there is still no single definition of this concept.

This master thesis has explored the intricate relationship between language, emotions, and political communication in Great Britain and America.

Chapter 1 laid the groundwork by examining various linguistic approaches to studying emotional expression. We explored the interplay between language and emotion, analysing the expressive potential of both verbal and non-verbal communication. The chapter also highlighted the cultural nuances of expressing emotions, particularly the differences between Great Britain and America.

Chapter 2 built upon this foundation by delving into the specific ways political speakers in these two countries utilise verbal means to express emotions. We examined the role of emotions in political discourse, analysing how lexical choice and sentence structures may vary according to the specific emotion of a politician. American politicians often use direct, emotionally charged words to capture the audience's attention. For instance, Donald Trump frequently employed sharp vocabulary to emphasise his positions. In contrast, British politicians like Theresa May tend to choose more restrained words aimed at rational persuasion.

American politicians, especially in speeches by Donald Trump, prefer attacking and using emotional arguments. They also often use metaphors and comparisons to clearly convey their ideas. Conversely, British politicians typically emphasise diplomacy and the use of reasoned arguments.

In solemn speeches by American politicians, such as presidential addresses, one can feel a strong emotional intensity and rhythmic delivery. In comparison, British politicians use a more restrained tone and intonation, underscoring their focus on argumentation and logic.

Chapter 3 demonstrates the usage of paralinguistic features of such prominent political figures as Donald Trump, Joe Biden, and Teresa May. By dissecting their communication styles, we gained valuable insights into their leadership approaches and which vehicles they use in order to convey emotions. Furthermore, with the help of a conducted experiment and interviews we had the opportunity to get the data about the most used nonverbal means of

communication of politicians and comprehend which nonverbal tools have the biggest influence on the survey participants.

This thesis underscores the importance of effective communication in political contexts. Political leaders utilise emotions strategically to influence public opinion, garner support, and ultimately achieve their political goals. Understanding how they express these emotions – both verbally and non-verbally – empowers citizens to become more discerning consumers of political discourse. Words and expressions directly convey specific emotional states, providing a foundation for emotional communication. The way they pronounce words adds emotional coloring to speech, influencing how emotions are perceived and felt. Allegories and comparisons create vivid emotional undertones, enhancing the impact of messages through powerful imagery. Gestures, facial expressions, and body language complement verbal communication, adding depth and authenticity to emotional expression.

This research opens doors for further exploration. Future studies could examine the impact of new media platforms on emotional expression in political communication and the effectiveness of specific verbal and non-verbal techniques in different political contexts.

By continuing to investigate the multifaceted nature of emotional expression in political communication, we and other researchers are able to gain valuable insights into the complex world of political persuasion and influence.

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Appendix 1. Non-verbal means of communication of British and American politics.



Figure 1. Theresa May sitting position



Figure 2. Boris Johnson at the NATO-leaders meeting in Brussels, March 22, 2022.



Figure 3. President Biden's speech on debt ceiling



Figure 4. British Prime Minister Rishi Sunak



Figure 5. American Ex-president Donald Trump



Figure 6. Vice President Kamala Harris on Supreme Court nominee

Appendix 2. Donald Trump's non-verbal means of communication



Figure 7. Donald Trump's "steeple" gesture





Figures 8-11. Donald Trump's hand gestures

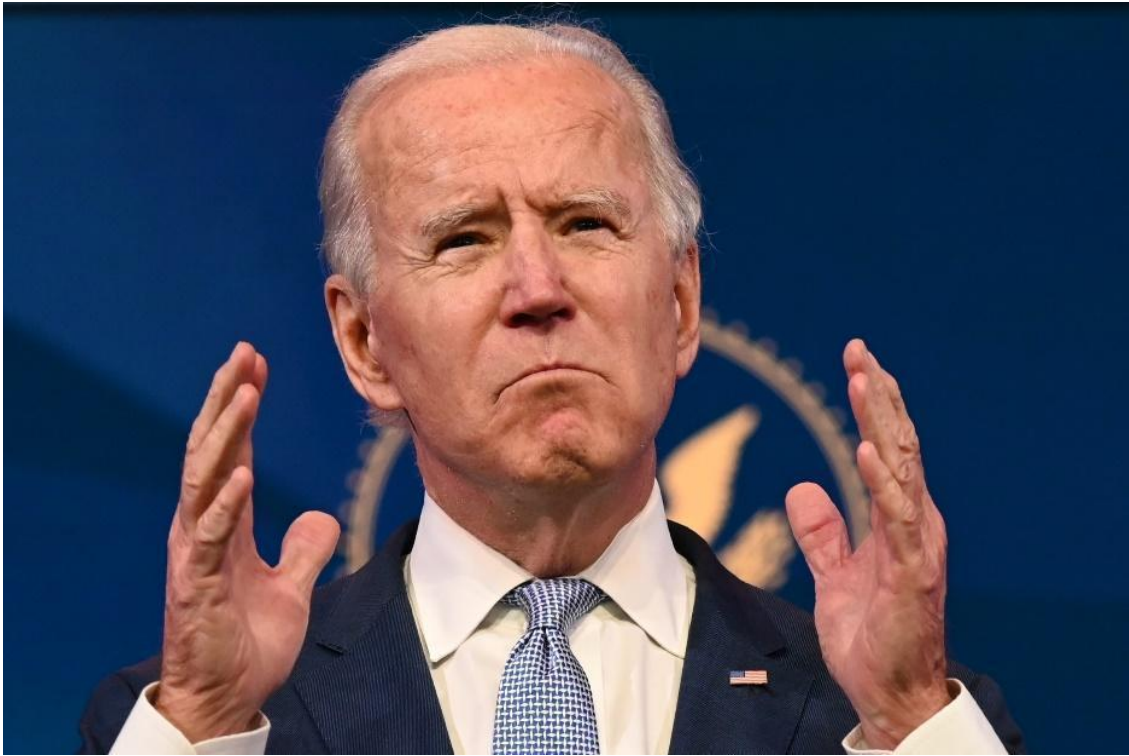


Figure 12. Donald Trump's mouth guard gesture



Figure 13. Donald Trump's "Boss Posture"

Appendix 3. Joe Biden's non-verbal means of communication



Figures 14-15. Joe Biden's hand gestures



Figure 16. Joe Biden's "steeple" gesture

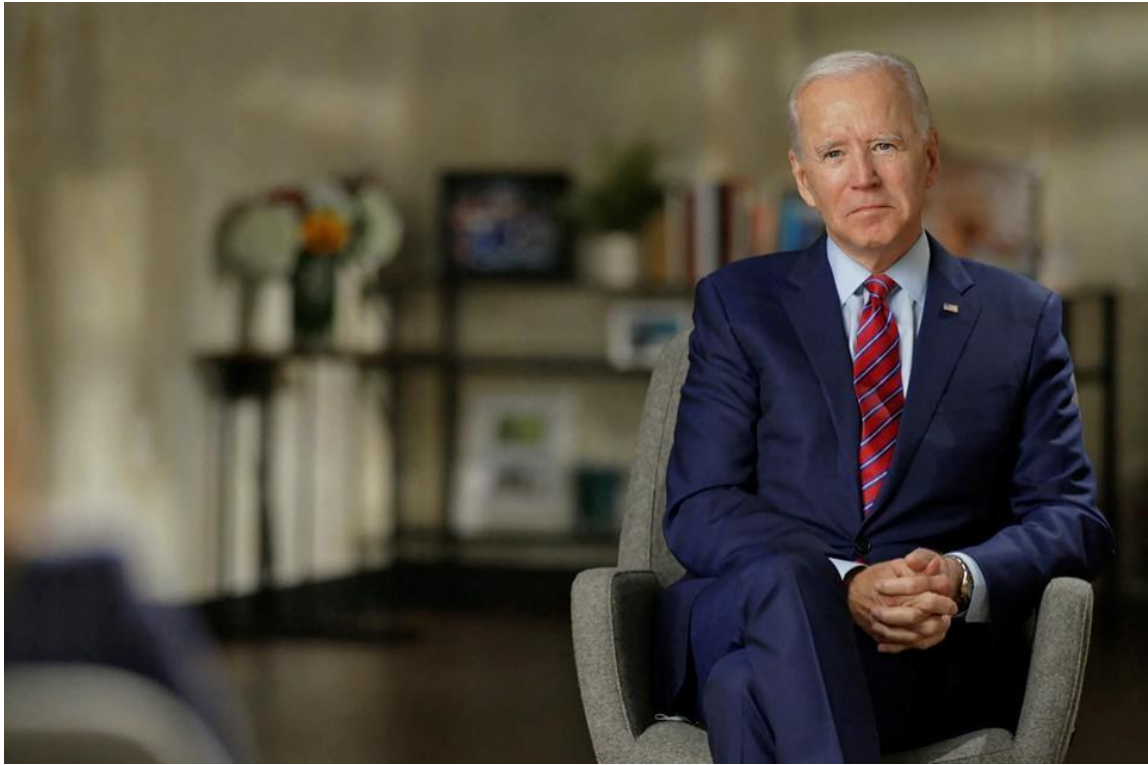






Figures 17-20. Joe Biden's "mouth guard gesture"





Figures 21-23. Joe Biden's way of sitting



Figure 24. Joe Biden's boss posture

Appendix 4. Theresa May's non-verbal means of communication



Figures 25-26. Theresa May's hand gestures



Figure 27. Theresa May's palm gesture

РЕЗЮМЕ

У цій магістерській роботі здійснювалося було розглянуто складну динаміку вербальних та невербальних засобів спілкування, які використовують політичні діячі для передачі емоцій. Емоції, такі як хвилювання, захоплення, гнів, співчуття, подив, страх, часто викликаються у політичних виступах, дебатах, інтерв'ю та публічних виступах. Розуміння того, як ці емоції передаються та інтерпретуються, є важливим для розуміння більш широкого впливу політичного дискурсу на суспільство.

Актуальність роботи полягає у вивченні вербальних та невербальних засобів спілкування у вираженні емоцій у політичному дискурсі полягає у їхньому потенціалі впливу на громадську думку, формування політичних наративів та впливі на процеси прийняття рішень. Емоції відіграють важливу роль у мобілізації виборців, побудові зв'язків з виборцями та формуванні загального тону та напрямку політичних дебатів та обговорень.

Основним акцентом магістерської роботи стало вивчення конкретних слів, виразів та стилістичних засобів, що використовуються для вираження емоцій у політичному дискурсі; невербальних знаків, таких як вирази обличчя, жести та голосова інтонація, що супроводжують емоційне спілкування. Важливим було й проведення порівняльного аналізу емоцій, які використовуються політиками з різних культурних та ідеологічних середовищ, та оцінка ролі емоцій у формуванні громадської думки, політичних наративів та результатів виборів.

Метою цієї магістерської роботи було проаналізувати комунікаційні стратегії, риторичні прийоми та невербальні жести, які використовують політики для ефективного вираження емоцій. Шляхом аналізу реальних прикладів політичного спілкування це дослідження було спрямоване на виявлення закономірностей та тенденцій у вираженні емоцій у різних політичних контекстах та культурних середовищах. У дослідженні було

визначено лінгвістично-стилістичні особливості англомовних політичних виступів на основі матеріалу промов Терези Мей, Дональда Трампа та Джо Байдена на лексичному, семантичному, синтаксичному та фонетичному рівнях, а також аналіз невербальних елементів спілкування британської та американської політики.

Згідно з метою, передбачалося виконання наступних завдань:

- вивчення вербальних (лінгвістичних) та невербальних (не лінгвістичних) засобів спілкування, які використовуються людьми для вираження різних емоцій;
- дослідження того, як вербальні та невербальні засоби спілкування використовуються в вираженні емоцій у політичному дискурсі;
- аналіз того, як культурні, соціальні та контекстуальні фактори впливають на емоції у політичному дискурсі;
- проведення порівняльного аналізу для виявлення та пояснення відмінностей у використанні вербальних та невербальних засобів спілкування для вираження емоцій між британськими та американськими політичними промовами;
- порівняння підходів до політичного спілкування у британському та американському контекстах.

Об'єкт цього дослідження - політичний дискурс, зокрема вивчення способів вираження емоцій у цьому контексті. Дослідження мало на меті розуміти та інтерпретувати спосіб, яким політики вербально та невербально виражають емоції під час своїх публічних виступів.

Предмет дослідження - вербальні засоби спілкування, що включають аналіз лінгвістичних стратегій, слів, фраз, метафор та риторичних прийомів, які використовують американські та британські політики для вираження емоцій у політичному дискурсі. Презентували невербальні засоби спілкування, що включають в себе вивчення невербальних сигналів, таких як жести, вирази обличчя, мовленнєва інтонація, які супроводжують

вербальне спілкування та сприяють емоційному виразу. Дослідження зосереджено на політиках з цих двох культурних та лінгвістичних середовищ для порівняння та контрастування їхніх підходів до емоційного спілкування у політичному дискурсі.

Цей порівняльний аналіз розкрив культурні відтінки та варіації у вираженні емоцій. Дослідженням ми занурилися в те, як культурні, соціальні, історичні та політичні контексти впливають на способи вираження та інтерпретацію емоцій у політичному спілкуванні американських та британських політиків.

Методологія, яка використовувалась у цій магістерській роботі, базується на зборі та аналізі політичних виступів, вербальних конструкцій, що використовуються для вираження різних емоцій у виступах американських та британських політиків. Досліджувались елементи невербального спілкування (жести, вирази обличчя, мовленнєва інтонація) та їхня роль у сприйнятті емоційної інформації. Також надавався порівняльний аналіз культурних відмінностей у стратегіях вираження емоцій у політичному дискурсі.

Процес дослідження охопив роботи наступних лінгвістів: Л. Ф. Баррет, Е. Буш, Т. Діксон, П. Екман, С. Е. Ізард, Р. Льюїс, М. Нордлунг, Л. Н. Штайн, А. Вєржицька.

Практична цінність роботи визначається застосуванням отриманих знань під час написання політичного виступу в контексті вибору лінгвістичних засобів для успішного досягнення мети виступа.

Робота складається зі вступу, трьох розділів з висновками до кожного з них та загального висновку.

У вступі визначається актуальність теми, мета, завдання, об'єкт, предмет, методи та матеріал дослідження.

У 1 розділі розглядаються основні лінгвістичні підходи до вивчення емоцій, потенціал вербальних та невербальних засобів спілкування, а також культурні особливості емоцій у Великій Британії та США.

У 2 розділі здійснено аналіз емоцій, які можуть бути виражені вербальними засобами, таких політиків, як Джо Байден, Дональд Трамп та Тереза Мей під час їхніх виступів, порівняння лексичних та синтаксичних засобів, та відмінності між чоловіками та жінками політиками.

У 3 розділі надано аналіз американських політичних особистостей Джо Байдена, Дональда Трампа та британської політичної діячки Терези Мей та їхніх невербальних засобів вираження емоцій.

У висновках представлено підсумки дослідження та описані подальші перспективи дослідження.