

FEATURES OF PUBLIC COMMUNICATION: RHETORICAL SKILL AND LANGUAGE MANIPULATION

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Abstract: The article analyzes the system and reveals the features of the public communication of the President of Ukraine, focuses on the means that determine his rhetorical skills and justified language manipulation. In the context of a stepwise sequence based on the confession of five stages (invention, disposition, elocution, memorial, action), Volodymyr Zelenskyi's speeches at international meetings are characterized, attention is focused on language units that ensure the growth of the perlocutionary effect and give the expression an emotional, evaluative and expressive color. It is noted that a quick transition to the essence of the speech, the presentation of clear arguments, the observance of the gradual presentation of information, the use of effective forms of communication and means of cognitive impact on the audience became the key to achieving the goal. It is noted that the chosen communicative behavior, the presentation of information in the plane of moral principles, the combination of shades of imperativeness and touchingness fully correspond to the conditions of communication. The article describes the main communication strategies and tactics that the head of the Ukrainian state adheres to at press conferences and during interviews with Ukrainian and foreign journalists. Among the priorities, correctness, mostly calm tone, the ability to move from one manner of communication to another are highlighted. Volodymyr Zelenskyi's daily appeals to Ukrainians are analyzed in detail, considered in the aspect of information and language design. The emphasis on patriotism, high morale, cohesion and resilience of the Armed Forces of Ukraine and the Ukrainian people as a whole, their inviolability in an effort to defeat the enemy and preserve the sovereignty and integrity of the state are determined as a trend.

Keywords: Action, Disposition, Elocution, Invention, Linguistic means of manipulation, Memory, Public communication, Rhetoric, Stylistic figures.

1 Introduction

Modern society puts serious demands to the participants in the public communication process. Skillful word handling is an important condition not only for constructive communication with others, but also allows the speaker to solve a number of communicative and pragmatic tasks: to arouse interest, positive or negative emotions, to persuade the interlocutor to his side, etc. In addition, an experienced speaker must have the art of persuasion, the ability to think quickly, manage own communicative activity, control it, observe the necessary intonations, etc.

The construction of an expressive, emotionally imaginative, logically ordered public speech also depends on the skillful use of linguistic means, the choice of which is the key to a reasoned and effective presentation of an opinion. These canons are relevant for all types of public speaking, thematically related to different areas – legal, financial, economic, political, scientific, educational, etc., although, of course, they show originality in each of them. Now most attention is focused on the speeches of the President of Ukraine, which arouse interest not only among Ukrainians, but also among the world community. Of course, the informational and content features of the speeches of the head of state are in the foreground, but no less important is the emphasis on the manner of pronunciation, the system of expressive means, the purpose of which is not only to objectively, truthfully, and exhaustively provide information, but also to influence the sensual sphere of recipients.

2 Materials and Methods

The problems of modern multi-genre and diverse in style and thematic range of public communication have been repeatedly the object of scientific research. General issues of

communicative linguistics were described in detail by F. S. Batcevich [1]. A number of works are devoted to the study of scientific sources considered in the context of the issues raised. In particular, I. V. Kholyavko focused on the issues of speech interaction of scientists in the process of their pragmatic and cognitive activity [4]. T. V. Yakhontova characterized the genre modifications and innovations of the English-language secondary information scientific communication [15]. E. Petrishina chose the linguodidactic foundations for the formation of students' public communication skills as the object of study [8]. In the modern scientific paradigm, we meet a significant part of the developments in which political discourse is analyzed in different ways. The monograph by S. Romanyuk "Ukrainiński dyskurs polityczny w latach 2010-2014. Analysis of lingwistyczna" [12] is interesting in this plane. The authors reveals the specifics of political speeches, determines the degree of their compliance with the laws of rhetoric, political ethics, culture of speech, and at the same time reveals many cases related to the violation of these postulates. In this case, the arsenal of formal means includes language units with emotional and expressive coloring and hidden subtext, which serves as a tool for manipulation and psychological impact on recipients. Interesting and promising studies include articles on the features of public communication of politicians.

In particular, A. Gundarenko emphasized ceremonial speeches and their idiomatic features [3], A. V. Lytvyn focused on the rhetorical skill of the Presidents who have been in this post since Ukraine gained the status of an independent state [6]. An equally important object of study is language manipulations, which are often used by participants in a communicative act. In particular, V. V. Rizun, N. F. Nepiyvoda, and V. M. Korneev focused on the general theoretical aspects of speech impact and analyzed specific techniques for its implementation [11]. The features of the formation of a manipulative strategy and the means of its expression in political discourse were described by N. V. Derenchuk [2], M. A. Zaitseva [16], and others. A. G. Ruda raised questions of language in the context of linguistics, politics, and manipulative strategies [13; 14]. An integral and multidimensional model for describing public communication ensures its consideration in the psycholinguistic dimension [7].

The algorithms proposed by scientists are relevant, important, and able to serve as the basis for the study of speeches of various topics. At the same time, a significant part of the developments is of a generalizing nature or is devoted to a narrow problem. In addition, we can state with confidence that the existing publications do not cover absolutely all the stylistic and genre varieties of public speaking. Modern society and the events taking place in our state encourage us to deepen some aspects. Among them, the leading place is occupied by the issues of military operations in Ukraine, on which media workers, politicians, military experts, etc. focus their attention. Since the full-scale invasion of Russian troops, Volodymyr Zelenskyi has been addressing the leaders and ordinary citizens of European states, as well as the Ukrainian people, every day, but his speeches have not yet been analyzed in terms of rhetorical skill, linguistic representation, communicative-pragmatic originality, etc., which expresses relevance of the set problem.

The purpose and task of the research is to systematically analyze and reveal the peculiarities of the public communication of the President of Ukraine, to focus on the means that determine his rhetorical skill and justified language manipulation; in the context of a step-by-step sequence based on five stages (inventions, dispositions, elocutions, memories, actions), characterize Volodymyr Zelenskyi's speeches at international meetings, occasionally focus attention on language units that ensure the growth of the perlocutionary effect, give the statement an emotional evaluative and expressive coloring. The task set to describe the main communicative strategies and tactics followed

by the Ukrainian head of state at press conferences and during interviews with Ukrainian and foreign journalists, to find out the specifics of Volodymyr Zelenskyi's daily appeals to Ukrainians, to analyze them in terms of information and language design.

3 Results and Discussion

The priorities of modern rhetoric have changed somewhat compared to previous periods. While earlier attention was mainly focused on the competence of the speaker, his possession and free operation of information, the communication between the speaker and the audience was perceived as one-way, sometimes even antagonistic, and the goal of the speech was seen as persuasion, now the emphasis has shifted somewhat. In particular, now, in addition to the stated aspects, attention is paid to the emotional and expressive features of public communication, the establishment of interaction between the speaker and listeners, which creates the effect of two-way cooperation and live communication, is counted among a number of important tasks. Namely in this context, it is appropriate to consider Volodymyr Zelenskyi's appeal to politicians and ordinary citizens of Europe and the USA, as well as to Ukrainians. Despite a number of common parametric features, the speeches of the President of Ukraine have some differences due to the addressee of the speech. Delivering speeches at international meetings, the head of state usually adheres to the concept of a logical, well-argued, accurate, unambiguous and clear presentation of information in compliance with stylistic norms, mainly the canons of diplomatic communication. Instead, interviews with Ukrainian and foreign journalists, speeches at press conferences, and sometimes daily concluding addresses to the Ukrainian people, which are characterized by brevity and at the same time completeness of the presentation, are more reminiscent of casual communication.

The analysis of speeches addressed to the politicians of different states makes it possible to state about thorough preparation for them, which we consider quite natural. After all, as A. V. Lytvyn convinces, "state communications always occupy an important place both in the country's internal policy and in foreign economic processes, since most of the internal information announced by statesmen or politicians often becomes the property of the international community" [6, p. 110–111]. Of course, the purpose of such speeches is to inform and sway as many Europeans and Americans as possible to their side, to encourage them to actively help Ukraine in the fight against the Russian aggressor. In his address to the Ukrainians on May 25, 2022, Volodymyr Zelenskyy noted that he has high hopes for this form of communication, pays attention to "international platforms, appeals to parliamentarians, to parliaments, to the peoples of other countries, communication with the expert community, with journalists, with students". (<https://www.president.gov.ua>, May 25, 2022). The President states with a well-argued argument: "We must do everything possible to make the world a stable habit of taking Ukraine into account. So that the interests of Ukrainians do not overlap with the interests of those who are in a hurry to meet the dictator again" (<https://www.president.gov.ua>, May 25, 2022). The allusion to statesmen who question the independence and integrity of Ukraine provides expressiveness to the presented fragment of the speech. Ironically, the head of state mentions Mr. Kissinger and also alludes to other political leaders who have long telephone conversations with the head of the Kremlin. Although their surnames are not mentioned, the politics of E. Macron and O. Scholz clearly stand out in this hidden context. Negative emotional load is also implemented by the used secondary nomination *dictator*.

Participating in various international meetings, Volodymyr Zelenskyi usually builds his speech in accordance with the canons of rhetoric [5, p. 42–46]. As it is known, the prowess of public speaking largely depends on the first stage – the invention, which provides for the study of its concept, ideas, intentions, concept. The military intervention of the Russian Federation, the lack of a sufficient number of weapons to defend

territories, as well as the temporary limitation of disclosing the necessary information pose difficult tasks for the speaker, prompting him to predict what exactly he will talk about, what forms and means of providing information are appropriate and justified and will provide an opportunity to make speech interesting, accessible, motivational for listeners. The compositional correctness, the sequence of presentation and the clear argumentation of the voiced theses testify to the observance of the requirements for the disposition. Guiding the norms of elocution – the third stage of preparing a speech – the speaker must take care of the successful verbal formulation of thoughts, the selection of linguistic means that will ensure an accurate and distinct presentation of information, its emotional and evaluative load and will help to activate the attention of recipients. To achieve this goal, Volodymyr Zelenskyi directs the use of stylistic figures and tropes, which we will analyze further. Due to the lack of information, we do not resort to a detailed description of the memorial as the fourth stage of preparing a speech, which involves, first of all, the use of methods for memorizing the content of a speech. At the same time, given the confidence of the President of Ukraine, his free handling of the material, we can say that this stage did not go unnoticed by the speaker. Compliance with the canons of speech technique, intonation-emotional expressiveness of a speech, overcoming unrest, skillful operation of non-verbal means and behavior during a speech, establishing contacts with listeners and managing their attention is evidence of the action as the fifth stage of speech preparation.

Volodymyr Zelenskyi's speeches to parliamentarians of different states are built in compliance with the main laws of rhetoric: 1) a stepwise sequence, providing for the order of the stages mentioned in front (inventions, dispositions, elocutions, memorials, actions); 2) conceptual, according to which important issues are identified; 3) modeling the audience, aimed at achieving effective contact with the audience and a psychologically comfortable atmosphere of communication; 4) strategic, on the basis of which the programming of influence on the audience takes place to achieve the goals and main tasks of speech; 5) tactical, which leads to the formulation of convincing arguments, bringing the facts necessary to prove the truth of the arguments expressed, and involves achieving an effective emotional impact on listeners, etc.; 6) speech, the focus on which allows to expressively and intonationally correctly pronounce a speech, choose the right pace, reasonably use figurative and syntactic means (metaphors, comparisons, epithets, rhetorical questions, appeals), etc.; 7) the law of the border, the essence of which is the pronunciation of the most important information at the beginning and end of speech; 8) effective communication aimed at managing one's emotions and behavior, observing the norms of speech etiquette, expressing gratitude, etc. [5, p. 46–48].

Volodymyr Zelenskyi's address to the international audience is always bright, emotionally charged, and sets the tone for the entire meeting, evidenced by thunderous applause before and after the speech. Forming the main theses of the speech, the head of state uses simple sentences, tries to convey the criticality of the situation in which Ukraine is now, constantly insists on the introduction of tough sanctions against Russia, expresses dissatisfaction with the fact that the countries of the European Union are not doing enough to isolate it. In such speeches, the words *terrorism*, *aggressor country*, *missile and bomb attacks*, *war*, *Bucha*, *Irpin*, etc. are repeatedly used, aimed at conveying all the horrors of military operations. We consider the urge of European leaders to provide assistance to Ukraine, which is often presented in the form of an immediate demand for fulfillment, to be a peculiar departure from the canons of diplomatic speech. Volodymyr Zelenskyi uses various methods to achieve his goal – in particular, he resorts to hidden means of emotional and cognitive influence on the audience. We consider such communicative behavior completely justifiable and appropriate, because it is aimed at ensuring a decent defense of the state. In this regard, it is worth mentioning one of the speeches in which the President suggested that, perhaps, he will be seen alive for the last time. The statement influenced foreign

parliamentarians, and as a result, Europe expanded sanctions against the aggressor country.

Volodymyr Zelenskyi's addresses to foreign politicians are characterized by a clear structure, thoughtful and fact-based argumentation, brevity, a carefully selected arsenal of linguistic means, which is subordinated to the goal of convincing the truth of what was said and encouraging the international community to take concrete and immediate action. Such speeches often have a tinge of imperativeness, although they are not without touchingness. The specifics of the first speeches since the beginning of Russian aggression are distinguished by the emphasis on the large number of bombings and destruction and the acute problem of weapons, which are not enough to protect Ukraine. Let us briefly dwell on the speech of the head of state delivered in the Parliament of Canada on March 15, 2022. According to the structural canons, it contains an introduction, main and final parts. Starting his speech, the Ukrainian President addressed the speakers, the Prime Minister, on the occasion calling him by name (dear Justine), members of the government and parliament, guests. A special effect of trust, rapprochement with the audience and tuning it to favor, goodwill and trust has an appellative *dear friends*, because, as it is known, namely from close people understanding, support and help are often expected. Further, the President briefly described his emotional state and impression of what was happening during the twenty days of the war: *"Before starting, I want you to understand my feelings, the feelings of Ukrainians. As much as possible. Feeling during those 20 days, 20 days of full-scale invasion of the Russian Federation after eight years of war in Donbas"* (<https://www.president.gov.ua>, March 15, 2022).

Among the language tools aimed at achieving the effectiveness of the speech are connecting constructions, repetition of words and phrases that emphasize the importance of the spoken information, the speaker's desire to convey it to each listener and capture it in his memory. According to A. G. Ruda, "repetition in speech activity emphasizes the emotional aspect of what was said, increases the effectiveness of the speaker's intentions, performs an appellative function, and allows keeping the attention of listeners. Achieving an influential effect occurs due to redundancy – repetition enhances the illocution of the expressive" [14, p. 138]. Continuing to use the tactic of appealing to human feelings, the President encourages all those present, including Canadian Prime Minister Justin Trudeau, whom he personally addresses, to reproduce in their minds the terrible pictures of the war: *"Just imagine ... Imagine that at four in the morning each of them you hear explosions. Terrible explosions. Justine, imagine what you hear. And your children will hear. Rocket strikes are heard at the Ottawa airport. Dozens of other places throughout your beautiful country, the territory of Canada. Cruise missiles. Even before dawn. And your children hug you and ask what happened, father. And you are already receiving the first reports about what objects in your country have been destroyed by missiles from the Russian Federation. And you know how many and where people have already died. Imagine that you are looking for words to explain this to the children. Explain that a large-scale war has begun. The war, which you know that it is to destroy your state. About which you know that it is for the conquest of your people"* (<https://www.president.gov.ua>, March 15, 2022). The repetition of the imperative mood verb *imagine (imagination)* creates the effect of involving listeners not only in the passive perception of information, but also in the obligatory fulfillment of what the speaker asks for. Stimulators of the feeling of direct relation to the events depicted are specific means of verbalization, in particular, the connection *each of you* is used as a subject, the repetition of personal pronouns *you* and *yours*. The stringing of the verb *heard* in various personal forms of the present serves as a means of gradation and ensures the growth of the perlocutionary said effect. Anxiety markers include linguistic means such as *explosions, missile strikes, cruise missiles, objects destroyed by missiles, a large-scale war*, contrasting with the evaluative adjective epithet used in the phrase *your beautiful country*. The listener will subconsciously project all this onto himself, which is facilitated by the description of events

allegedly taking place not in Ukraine, but in Canada. The formation of associative links is based on the use of lexemes denoting locations close to the recipient: *Ottawa airport, dozens of places throughout Canada, etc.*: *"They approach Edmonton – imagine – and hit with artillery. Just on residential areas, just on people. They burn down schools, blow up kindergartens. As in our cities, in our cities – in Sumy, as in our Akhtyrka. They blockade Vancouver and besiege the hundreds of thousands of people left in that city. Like in our Mariupol"* (<https://www.president.gov.ua>, March 15, 2022). An outstanding pragmatic effect is realized by comparison *just like in our country, in our cities – in Sumy, as in our Akhtyrka, as in our Mariupol*. The following part of the speech is built on the contrast between "yours" and "ours": *"Our Freedom Square in Kharkiv and your Churchill Square in Edmonton. Imagine Russian missiles hitting her heart. Our Babi Yar – a burial place for the victims of the Holocaust... The Russians did not hesitate to bombard even this land. What about the National Holocaust Monument in Ottawa? Will it withstand the impact of three or five missiles? So it was with us. Air bombs? A minute ago there were people alive. There was a family there, just come there. They were alive. And now..."* (<https://www.president.gov.ua>, March 15, 2022). Accepted rhetorical questions and unfinished sentences subconsciously encourage listeners to think.

A striking means of justified manipulation is the appeal to regrets, which is embodied in the image of children whose father finds it difficult to find words to explain the consequences of Russian aggression. Even more terrifying is the information about the murdered children: *"Imagine what it means every day to hear a report about the dead people. Yes, you are the president or the head of the government, but you just hear about it, about the dead children. And there are more and more deaths. 97 children killed this morning"* (<https://www.president.gov.ua>, March 15, 2022). The message about 97 killed children, repeated several times during the speech, has an outstanding pragmatic effect.

Further, the level of categorization grows. Noting that Canada sincerely and effectively supports Ukraine, Volodymyr Zelenskyi calls for an end to the bombing. Violating the canons of public speaking in front of foreign parliamentarians, the President of Ukraine switches to presenting information in the form of a dialogue: he asks questions and models the answer, in his words, of "our partners": *"How many more missiles should fall on our cities? And in response you hear that someone does not want to do this ... But they are very worried! But then give us planes, we say to our partners. They answer: just about ... Soon. Be patient a little. But everyone is very, very worried. They just don't want to. And someone is looking for reasons. The main thing is the result. They talk about escalation. But how much more? They say that Ukraine is not NATO now. Even though the door is open. But who is this door for and where does it lead, if they answer us that they will not take us. War always shows all that people are capable of. Who is strong. And who is weak. Who is wise. And who does not see the obvious. Who is honest and who is a hypocrite"* (<https://www.president.gov.ua>, March 15, 2022). The above passage, emphasizing the impossibility of finding a common language, contains mockingly ironic content, which is facilitated by a number of linguistic means, in particular, rhetorical questions, antonyms *strong - weak, honest - hypocrite*; the lexeme *worried* is used with an ironic-sarcastic meaning, the phrase *"door is open"* is quotation marks, etc.

After the information presented in the field of moral and ethical principles, the President of Ukraine thanks Canada for the assistance already rendered, for the sanctions imposed against Russia, and against this background emphasizes that the war continues, so there is little done: *"This means that more needs to be done. Much! For peace. In order to stop Russia, we all need to do more. <...> ...I beg you: don't stop. Don't stop in helping Ukraine. In leadership and in trying to bring peace back to our peaceful land. I believe, I know that you can do it"* (<https://www.president.gov.ua>, March 15, 2022). Concluding his speech, Volodymyr Zelenskyi, in addition to gratitude, expresses

confidence that *“together – and only together – we will defeat all enemies”* (<https://www.president.gov.ua>, March 15, 2022).

The President of Ukraine chooses a slightly different tone when speaking in the Slovenian parliament. If previous speeches were mainly devoted to the problem of armaments, now the emphasis is on mutually beneficial cooperation, demonstrating what our state is useful for European countries. In addition, Russia is presented as an enemy that potentially threatens the entire world. According to tradition, Volodymyr Zelenskyi began his speech by addressing the Speaker of the Parliament, the President, the Prime Minister, those present and the entire people of Slovenia, which testified to the respectful attitude towards persons of various ranks. The usual phrase for speeches of this type is as follows: *“It is an honor for me to address you in such a special format”* (<https://www.president.gov.ua>, July 08, 2022), as well as thanks to all the states of the European Union, is intended as a sign of respect, which contribute to active communication between Ukraine and Europe. In order to set things in the right order and remind about the war as the most acute problem of today, the head of state announced his stay near the front line, which implements his strategy of unity with the people. An indication of his participation in the work of the twenty-fourth parliament from the twenty-seven countries of the European Union plays a very pragmatic role. In this way, the President hints that the Ukrainians are supported by a large part of the states that broke diplomatic and economic relations with the aggressor country: *“And I want to congratulate you on this obvious evidence that Russia has lost its influence in the European Union. The fact remains: most of the countries of the European Union cannot be ruled by Russia. And this is a new political reality in Europe, which we achieved together - every country that came forward to defend our common freedom”* (<https://www.president.gov.ua>, July 08, 2022). Having used the rhetorical strategy of identification and the tactic of professing the same principles that appeal to the emotions and feelings of the audience, Volodymyr Zelenskyi emphasized unity and solidarity in the fight against terrorism, for which he used the pronouns *we, all, our*, the adverb *together*, the adjective *common*. In general, the pronoun *we* is one of the frequently used lexemes in speech. As a result of collective work, the President submitted information on granting Ukraine the status of a candidate for joining the European Union, thanked Slovenia for its support.

Further, the positive mood of the speech is neutralized by information about Russia's crimes that it commits in the world. Thus, the emphasis is deliberately placed not on Ukraine, where the acute phase of the war is now going on and people are dying, but on other states. This presentation of information is subject to the goal of influencing the recipient. After all, as it is known, a person is very anxious about something that poses a danger directly to him. In favor of the thesis put forward, the speaker presented a number of arguments aimed at convincing that all of Europe, the countries of Africa and Asia are suffering from Moscow's actions. To substantiate his reasoning, Volodymyr Zelenskyi used such linguistic means as interrogative and motivating sentences, various stylistic figures, etc.: *“But let's look at their actions. Who are they hitting? Russia hit the Europeans precisely with the gas crisis – and for the second year it has been specifically trying to ensure that European gas storage facilities remain unfilled before winter. Russia has driven gas prices in Europe to historic highs by deliberately limiting supplies in defiance of market rules. What did it lead to? catastrophic inflation. If there were no such prices for energy resources, there would be no such painful consequences for most people in Europe”* (<https://www.president.gov.ua>, July 08, 2022). Served by the tactics of pressure, the head of Ukraine, in addition to the gas crisis and inflation, recalled the threat of migration and hunger, provoked by the blocking of Ukrainian ports.

In the next part of the speech, against the background of Russia's anti-European actions, the advantages of cooperation with Ukraine are revealed. In particular, he notes the accession of Ukraine to the single European energy system and a significant

surplus of electricity, which allows it to be exported at much lower prices than now and to abandon Russian gas. Used in the phrase *Thanks to our electricity, all European neighbors of Ukraine can get new energy stability, which means lower energy prices in Europe* (<https://www.president.gov.ua>, July 08, 2022), connection *energy stability* subconsciously evokes associations with friendships. In addition, quite reasonably, the President used other weighty arguments. To what makes Ukraine profitable for other states, he ranked the opportunity to use large Ukrainian gas storages, and also remembered Ukrainian agricultural production, proof of the high level of development of which is the harvest of grain and oilseeds, the current one, measured even during a full-scale war by dozens of million tons. Volodymyr Zelenskyi noted that *“without our wheat and sunflower oil, there is a shortage in many countries, which means prices are rising. I emphasize once again: Russia deliberately blocked our exports in order to exacerbate the price crisis, to make it catastrophic, in particular, for Europeans”* (<https://www.president.gov.ua>, July 08, 2022). Information about defense cooperation is also aimed at achieving an outstanding pragmatic effect, because the Ukrainian military, having high morale, demonstrates unheard-of skill in battles. *“Can anyone now imagine a Europe reliably protected from aggression without Ukrainian heroes? – Volodymyr Zelenskyi asks Slovenian parliamentarians a rhetorical question and adds: In order to get through to you, they need to get through us, which means that everyone in Europe is interested in Ukraine winning and being able to be part of common security formats with Europeans”* (<https://www.president.gov.ua>, July 08, 2022).

We consider the final part of the speech (conclusion) to be well thought out. At the end of his speech, the President quotes the Slovenian writer Rudi Kershevan, and by this he evidenced the respect for the audience and their cultural heritage. The repetition of the word *Europe* and the adjective formed on its basis, forming the name of the *European Union*, also has a significant effect: *“Since February 24, Europe has focused precisely on what is of value, and this has given in a few months progress that has not been seen for decades. Europe is united like never before. Europe is more subjective than ever. Future that will bring stability like never before is waiting Europe. But all this is only possible together with Ukraine”* (<https://www.president.gov.ua>, July 08, 2022).

Volodymyr Zelenskyi also demonstrates his polemical skills and oratorical skills during press conferences and interviews with Ukrainian and foreign journalists. One should note his correctness, mostly calm tone, ability to move from one manner of communication to another. Although, of course, we can partly trace the temperamental traits of the head of state. A. V. Lytvyn, examining the public communications of the Presidents of Ukraine, including the current one, quite reasonably asserts: *“V. Zelensky has considerable experience in stage performances and is well able to feel the audience and, accordingly, speak in public. Years of mastery of acting helps him emotionally deliver speeches and successfully improvise. The choleric type of temperament contributes to his quick reactions, the ability to switch and navigate the situation...”* [6, p. 116]. In this context, it is worth mentioning the rather expressive commentary on the shelling in Odessa, when the President called those involved in the death of people and the destruction of residential buildings *stinking scum*: *“8 people died. 18–20 wounded. 3 month old child died. What's going on? Stinking scum! What else to call them? There are no other words. Just scum”* (<https://www.youtube.com/watch?v=TzW45MkvVf8>). The noun *scum* along with the subordinate evaluative adjective *stinking*, although they vulgarize speech, however, clearly convey the expression of Volodymyr Zelenskyi, reinforce the negative attitude towards the aggressors. In addition, the analyzed language units perform another pragmatic role – they serve as a means of bringing the speaker closer to the people.

Next, we will dwell in more detail on the analysis of some of the daily appeals of Volodymyr Zelenskyi to Ukrainians. Symbolically, we begin with the first speech on February 24, 2022, the day of the full-scale Russian invasion. Despite the fact

that the President tried to control himself, it is quite natural to feel a sense of anger and indignation in his voice. Briefly reviewing the situation at the front, commenting on the achievements and losses in all areas, Volodymyr Zelenskyi noted: *"No one will be able to convince or force us, Ukrainians, to give up our freedom, our independence, our sovereignty"* (<https://www.president.gov.ua>, February 24, 2022). The threefold repetition of the pronoun *our* with the nouns *freedom, independence, sovereignty* serves as an eloquent means of forcing the effect of confidence in victory, and also helps to consolidate this information in the minds of people as a stereotype. The chosen tactic is aimed at adding optimism to the listeners, because, as it is known, informing only about negative events contributes to a person's nervousness, inspires despondency, causes despondency. Some of the theses of the head of state are based on contrast, in particular, such a functional load falls on the antonymic pair war-peace: *We emphasize that Ukraine did not choose the path of war. But Ukraine offers to return to the path of peace* (<https://www.president.gov.ua>, February 24, 2022). We draw attention to the syntactic means traditionally considered within the framework of the speech law of rhetoric. The appeal included several question sentences that act as a psychological impact on the recipient and at the same time a conditioned reflex associated with the search for an answer. However, the listener does not have to make an effort, in a moment he receives ready-made information, presented not only as an explanation, but also as an incentive to action. Although it is intrusive and tends to be categorical, it contains an etiquette emollient, please, giving a hint of a friendly request. For example: *What should Ukrainians do? Help national defense. Join the ranks of the Armed Forces of Ukraine and territorial defense units. Any citizen with combat experience would be useful now. It depends on you and all of us whether the enemy will be able to advance further into the territory of our independent state. Please help the volunteer community and the medical system, for example, by donating blood* (<https://www.president.gov.ua>, February 24, 2022). The stringing of imperative mood verbs, modeling simple and short sentences, gives textual dynamism. The head of state chose a strategy to reassure the Ukrainians, saying that during the day he talked with the leaders of Great Britain, Turkey, France, Germany, the United States, Sweden, Romania, Poland, Austria, etc. and on occasion addressed them publicly: *"If you, respected European leaders, respected world leaders, leaders of the free world, do not help us powerfully today, tomorrow the war will knock on your door"* (<https://www.president.gov.ua>, February 24, 2022). As part of the appeals, Volodymyr Zelenskyi repeated the lexeme *leaders* three times. Using the connection of the *leaders of the free world*, he noted that he considers the independence, sovereignty, and integrity of any state a priority, and also expects integrity in strengthening sanctions and immediate support for the Armed Forces of Ukraine.

On the whole, each address of the President testifies to the free use of linguistic means that allow one to calculate the most important things of the day and provide information of an emotionally expressive coloring. Speaking to the Ukrainian people on May 25, 2022, Volodymyr Zelenskyi commented on the statements made at the World Economic Forum in Davos: *"The world was not ready for Ukrainian courage. To the courage of all our people who are not inferior to Russia and continue to defend our state. <...> Despite the thousands of Russian missiles that hit Ukraine. Despite tens of thousands of killed Ukrainians. Despite Bucha and Mariupol. Despite the destroyed cities. And, despite the "filtration camps" built by the Russian state, in which they kill, torture, rape and humiliate, as if on a conveyor belt. Russia has done all this in Europe. But still, in Davos, for example, Mr. Kissinger emerges from the deep past and says that supposedly it is necessary to give Russia a piece of Ukraine. So that there would be no alienation of Russia from Europe"* (<https://www.president.gov.ua>, May 25, 2022). In an effort to focus on the defense and preservation of the integrity of the state and to win over civilized states, the President uses several tactics of speech influence. The nouns *peace* and *courage* used in the first sentence perform not only an informational function, but also the role of a metonymic means

of opposing the behavioral model of weak-nerved, indecisive people inclined to fence themselves off from the problems of Ukraine and the Ukrainian people, who, since the beginning of the war, have been putting up desperate resistance, not having enough weapons and yielding to the enemy. In order to draw attention to the consequences of the war and the brutality of the Russian army, Volodymyr Zelenskyi used a few simple sentences with a single command – a pretext *despite*. We consider it quite justified to build information on the basis of contrast: on the one hand, the President notes rocket attacks, as a result of which thousands of civilians were killed, organized by enemies of the so-called filtration camps, recalls the cities in which the Russians committed unheard of atrocities, and on the other hand, in the absence of a proper reaction of the world, even advice to cede some territories in favor of the aggressor. The antithesis is not so loose, but it is also clearly presented in the context of the use of two geographical concepts Russia and Europe, which serve as secondary nominations, respectively, of cruelty, humiliation, impunity, omnipotence and democracy, freedom, and the rule of law. The dynamism of the speech is given by the gradationally used verbs *kill, torture, rape and humiliate*. The described linguistic means enhance the emotional and evaluative load of what was said, give it a special expression.

Volodymyr Zelenskyi's speeches sometimes are too laconic, somewhat unusual for a politician of this rank and resemble casual friendly communication. For example, when Russian propaganda tirelessly talked about the fact that the country was left without a leader, he recorded a video in the background of the President's Office, which undoubtedly calmed Ukrainians and gave them confidence.

Characterizing the delivered addresses in general, we will add that in them Volodymyr Zelenskyi briefly informs not only about military operations, but also touches on security, the economy, and the social sphere, congratulates international partners on public and personal holidays, and demonstrates awareness of all issues. All speeches are in the state language, although occasionally we come across information delivered in other languages, which acts as an influence on the recipients. In an address dated February 24, 2022, switching to Russian, the President addresses his message to the people of the Russian Federation, urging them to oppose the current government, which is dragging them into war and economic failure (<https://www.president.gov.ua>, February 24, 2022). Speaking to Slovenian parliamentarians on July 8, Volodymyr Zelenskyi thanked for their attention in Slovenian (<https://www.president.gov.ua>, July 08, 2022). The main theses were delivered in English during an address to the US Congress (<https://www.president.gov.ua>, March 16, 2022).

We cannot ignore the appearance and clothes of the Ukrainian President. A short neat beard, a green army T-shirt, which violates the established view of the image of a statesman, hint at the fact that the head of state is in agreement with his people, together with them is making every effort to defend the country and bring victory closer.

4 Conclusion

Thus, the specificity of the public communication of the President of Ukraine represents the optimal choice of speech tactics and strategies, the successful implementation of which indicates a sufficient level of his rhetorical skill. The speeches of Volodymyr Zelenskyi at international meetings are built in accordance with the norms of a stepped sequence. A quick transition to the essence of the presentation, bringing clear arguments, observing the gradual presentation of information, the use of effective forms of communication and means of cognitive influence on the audience became the key to success in achieving the goal and made it possible to enlist the support of other states. The chosen communicative behavior, the presentation of information in the plane of moral principles, the combination of shades of imperativeness and touchingness fully correspond to the conditions of communication. Carefully selected linguistic means ensure the growth of the perlocutionary effect of expression, contribute to its emotional-evaluative and

expressive coloring and implement a justified manipulative effect. At press conferences and during interviews with Ukrainian and foreign journalists, the head of state demonstrates correctness, the ability to switch from one manner of communication to another, speaks calmly, mostly without unnecessary nervousness. The exception is some emotional reports of rocket attacks that kill civilians. Such comments use linguistic units that clearly convey the expression of Volodymyr Zelenskyi, reinforce his negative attitude towards the aggressors and at the same time serve as a means of bringing the speaker closer to the listener. The daily addresses of the President to the Ukrainians are devoted to informing about the current situation on the battlefield. The tendency of these short speeches determines the emphasis on patriotism, high morale, cohesion and resilience of the Armed Forces of Ukraine and the Ukrainian people as a whole, their inviolability in an effort to defeat the enemy and preserve sovereignty and integrity.

The prospect of scientific research is a detailed analysis of texts of other styles that differ in genre characteristics, their study in the aspect of compliance / non-compliance with the laws of rhetoric, the implementation of communicative-pragmatic tasks, language design, etc.

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