Аналіз вибірки дозволив встановити, що менші включені структури дистрибуються в гіпнотичному мовленні так: включене питання використано 514 разів, включена команда використана 1670 разів, цитата використана 436 разів. Порівняно з фонологічною й синтаксичною багатозначністю менші включені структури застосовуються в гіпнотичному дискурі значно частіше, що може бути викликано відносною складністю утворення багатозначних парцел мовлення. Серед менших включених структур домінувальну позицію посідають включені команди, на другому місці включені питання, на останньому – цитати. Саме таку дистрибуцію пояснюємо бажаним проміжним та кінцевим перлокутивним ефектом гіпнотерапевтичного сеансу, який полягає в виконанні клієнтом певних дій під час та після завершення гіпнотичної комунікації.

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LINGUO-STYLISTIC PECULIARITIES
OF POLITICAL SPEECHES (ON THE EXAMPLE
OF DONALD TRUMP'S PUBLIC SPEECHES)

The political communication plays an important role in modern society. By the political speeches people can judge about development of political relationship between states, politicians' priorities in different spheres in a social-political life. Political public speech is an interaction of politician with

his auditorium, means of propaganda, presentation of his views and positions, means of conveying and race for power. The meaningful role of language is obvious, as the language configures itself as a means of race for power and its retention. The language defines topicality of study of linguo-stylistic peculiarities of public speeches and definition of effective modes of speech impact on a wide auditorium.

The political speech is related to social-political oratorical sphere. It is a kind of public speeches, bearing invocatory and expository character. This kind of speech is marked by variety of emotional means, features of official style and use of political and economic terms [1]. A political speech is a speech in which currently important political problems are discussed and which is turned to mass auditory [2, p. 9]. For political speech is typical a presence of corporate author and orientation on influence.

I.N. Kuznetsov defines the following types of political texts: informational (propaganda and political education); persuasive (pre-election campaigning); polemical (is used in controversial issuances and interparty debates) [3].

For the material analysis of linguo-stylistic means for creating expressivity in Donald Trump's speech we took stenographs of 3 public speeches from the period of 2016–2018 years: Victory Speech (9.11.2016), Inauguration Speech (20.01.2017), State of the Union Address [4-6].

The speech pattern of Donald Trump is characterized by figurativeness and expressivity. In his speeches there are different linguo-stylistic devices. On the syntactical level the more often are syntactical parallelism and emphatic constructions. Here there are some examples:

Syntactical parallelism: *(1) «We are going to fix our inner cities and rebuild our highways, bridges, tunnels, airports, schools, hospitals. We're going to rebuild our infrastructure, which will become, by the way, second to none. And we will put millions of our people to work as we rebuild it» [4].*

(2) «We must protect our borders from the ravages of other countries making our products, stealing our companies and destroying our jobs» [5].

The method mentioned above helps to create rhythmicality and expressivity. The President using this device makes accent on an accurate orientation to fulfill election pledge. In the second example, syntactical parallelism strengthens an emotional impact, enforcing an argument about necessity 'to protect themselves from other countries'.

In Trump's speeches there are a number of emphatic constructions on 2 levels: lexical and grammatical. This device lets put a logical stress in the sentence, highlighting the most important part in the utterance: *(3)»What truly*

matters is not which party controls our government, but whether our government is controlled by the people» [5].

(4)»And it is the people who are making America great again» [6].

In the examples 3, 4, the emphasis is expressed by constructions ' What…is' and ' it is…who', thereby the manipulation takes place: listeners' attention is accented on an advent of new president and people eventually will play an important role and their opinions will be taken into consideration.

On the lexical level here we found epithets, antithesis and metaphor. The lexical repetition is an effective rhetorical instrument, as continually repeated idea has more chances to linger in people's mind:

(5) «We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success» [5] The stylistic effect of repetition is that it helps to allot more expressivity to speech and importance of repeated words, that is to manipulate auditorium and impact on its points. The repetition of key words 'pain', 'dreams' and 'success' highlights their value and formulate trust-based relations and sense of at-oneness with the orator.

One more peculiarity of Trump's speeches is using of antithesis*: (6) «Washington flourished, but the people did not share in its wealth. Politicians prospered, but the jobs left and the factories closed. The establishment protected itself, but not the citizens of our country» [5].* In the example above, antithesis is used for strengthening of expressivity. It strengthens contrast and underlines downfall between working class and public servants, manipulate listeners' opinions, thus forming negative image of former politics and positive image to current ones.

Donald Trump's speeches are full of epithets. They are always subjective and bears itself an emotional evaluation, thus helping to understand points of view of orator: *(7) «…and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid…» [5].*

(8) «And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land» [5].

Epithets strengthen emotivity of speech, helping to make accent on problems which touch minds of population, and that President feels sympathy for people. The given stylistic device demonstrates that President understands all the situation and that is, formulates a confidential tone between peoplehood and country's leader.

The use of metaphors in political speeches helps politicians realize functions of persuasion and provide a manipulative impact. The metaphors let

fins accurate definitions to the abstract ideas [7]. They are able to present complex political notions as easy ones, [8], unite or disunite members of political discourse [9].

(9) «Now it's time for America to bind the wounds of division» [4].

(10) «…rusted out factories scattered like tombstones across the landscape of our nation» [5].

In the example 9, the metaphor attracts citizens' attention to the idea of union for the sake of general welfare. In the example 10, the President describes current situation of the country's economy. The images, being created by metaphors, are strongly emotional and expressive means of influence on public thoughts and manipulation of auditorium.

To draw a conclusion, the given article was dedicated to means, which are widely used in Donald Trump's speech: syntactical parallelism, emphatic constructions, epithets, antithesis, metaphors. The use of these linguistic devices of speech impact helps to have a greater influence on target auditorium, making politician's speech brighter and more vivid.

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