

UDC 39:81'246.2(71):808.51

## PRACTICAL MANIFESTATION OF BILINGUALISM AND BICULTURALISM IN THE SPEECHES OF JUSTIN TRUDEAU

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The article will provide general overview of linguistic concepts of Justin Trudeau's political speeches. It will also concern bilingualism and biculturalism phenomena in Canada. The speeches of Justin Trudeau, as the best representative of English-French bilingualism and biculturalism are primary focus of this analysis. Based on theoretical sources and political speech analysis the research has proved that bilingualism and biculturalism ensure the preservation and growth of linguistic and cultural diversity in Canada. Justin Trudeau is the first among leading politicians whose speeches are studied in terms of code-switching phenomenon.

**Keywords:** phenomena, bilingualism, biculturalism, political speech, linguistic concepts, parataxis, hypotaxis, coherence, cohesion, code-switching.

**Problem statement.** The reason for the interest in bilingualism and biculturalism phenomena is quite clear. Canada is one of the few countries in the world that is bilingual and is trying to stay that way. English and French as two official languages are at the heart of Canadian identity as a country. None of the studies have focused on the personality of Justin Trudeau as brilliant political speaker, highly intelligent and charismatic leader. Singularity of Justin Trudeau's speeches and his motivation to code-switching are the primary focus of this analysis.

**The latest research and published works analysis.** The problem of bilingualism and biculturalism phenomena has been explored by many researchers. Among them: Carol Myers-Scotton [12; 13], Elaine Gold, Janice Mc. Alpine [7], John Mallea, Jonathan Young [11], William C. Ritchie, Wallace E. Lambert [9], William Francis Mackey [10], Colin Baker [1], André D'Allemagne [6]. The topic of bilingualism as a sociolinguistics phenomenon has always drawn attention in a variety of contexts.

Many scientists focus on different aspects when they also discuss the relationship between language and politics [14]. A brief historical overview

of the research in the domain of Language and Politics can be found in the works of Wodak, Cillia and Chilton [4; 5; 15].

Jonathan Charteris-Black states that 'within all types of political system, from autocratic, through oligarchic to democratic, leaders have relied on the spoken word to convince others of the benefits that arise from their leadership' [3]. Language is the instrument by which a nation's personality is communicated, situates itself in history, affirms its active and creative uniqueness. Here we concentrate on political speeches as a specific sub-genre of political texts. As Jonathan Charteris-Black states 'A political speech is an orderly sequence of words delivered by an individual to a physically present audience assembled for a specific social purpose. It also addresses a wider, remote audience via a range of communication media' [2].

**Unsolved questions under consideration.** Practical manifestation of Justin Trudeau's speeches analysis is determined by using its different levels: communicative (cohesive devices), grammatical (parataxis, hypotaxis), stylistic (metaphor, epithet, allusion, analogy, hyperbole, antithesis), and socio-cultural (code-switching). Topicality is determined by

revealing the reasons which motivate a bilingual political speaker to code-switch. Bilingualism, biculturalism and multiculturalism are worth being studied as unique and world-wide phenomena.

**The aim** of this article is to analyze Canadian bilingualism and biculturalism as linguistic and cultural phenomena taking into consideration the speeches of Justin Trudeau, Canadian politician serving as the 23rd and current Prime Minister of Canada and the leader of Liberal Party, as the best representative of English-French bilingualism. It is important to research the role of bilingual political speech and code-switching analysis to the development of bilingualism and biculturalism theory, demonstrate bilingual's speech features and the ways they manifest themselves in Justin Trudeau's political speeches.

**The main part.** As it was mentioned above, bilingualism is one of the typical phenomena for Canada. Bilingual communities use certain phenomena to make communication more effective and meaningful. One of these phenomena is "code switching". It refers to the use of two languages within a sentence or discourse.

Justin Trudeau's speeches are studied in terms of code-switching phenomenon which is specific feature of a fluent bilingual speaker. The following speeches of J. Trudeau have been chosen for analysis:

– 'Diversity is Canada's Strength' / 'La Diversité est la Force du Canada'

– 'The Canadian Opportunity' / 'L'opportunité Canadienne'

– Canada Day Address by Prime Minister Justin Trudeau on Parliament Hill / Discours du Premier Ministre Justin Trudeau sur la Colline du Parlement

Communicative, grammatical, stylistic and socio-cultural levels are used to analyze J. Trudeau's speeches.

#### A. Communicative level:

I. cohesion: a) reference; b) substitution; c) conjunction

II. coherence

#### B. Grammatical level (syntax):

I. parataxis (coordination)

II. hypotaxis (subordination)

#### C. Stylistic level:

a) metaphor; c) epithet; d) allusion; e) analogy; f) hyperbole; g) antithesis

#### D. Socio-cultural level:

I. code-switching

Rhetorical pentangle is used in analyzing Trudeau's speeches. It includes a number of elements: speaker, audience, circumstances, topic, language, intention. The elements of rhetorical pentangle are interpreted in the following way:

<b>Speaker</b>	What do you know/what can you find out about the speaker as a person?
<b>Audience</b>	What sort of people constitute the audience?
<b>Circumstances</b>	On what occasion is the speech made? Under what circumstances (physically/politically/etc.)?
<b>Topic</b>	What is the speech about?
<b>Language</b>	What sort of language (vocabulary, style, syntax) does the speaker use?
<b>Intention</b>	Based on the above, what seems to be the intention of the speaker? What is his purpose?

Explicit and comprehensive analysis of J. Trudeau's speech 'Canada Day Address by Prime Minister Justin Trudeau on Parliament Hill' / Discours du Premier Ministre Justin Trudeau sur la Colline du Parlement is offered.

According to rhetorical pentangle:

<b>Speaker</b>	Right Honourable Justin Trudeau, Prime Minister of Canada
<b>Audience</b>	Canadian citizens
<b>Date</b>	July 1, 2017
<b>Place</b>	Ottawa, Canada
<b>Circumstances</b>	Canada Day 150 – official day of Canada
<b>Topic</b>	150 years since Confederation. Bilingualism and biculturalism as central and definitive parts of Canadian identity and official policy
<b>Language</b>	Content-rich speaker
<b>Intention</b>	Motivative

According to Jonathan Charteris-Black's [2; 3] classification there are two main classes of political speech: policy-making and consensus-building. The 'Canada Day Address by Prime Minister Justin Trudeau on Parliament Hill' belongs to consensus-building, as it is motivational and serve to display the shared beliefs of the speaker and audience so that a feeling of unity can underline future policy.

The main purpose of Justin Trudeau's speech is the manipulation for the specific political effect. Therefore, it is done clearly and in a coherent way. Thus, the sentences are not simply strung together in sequence, but also display some kind of mutual dependence, i.e. they are connected in a contextually appropriate way that helps the listener associate previous statements with subsequent ones. In other words, his speeches exhibit the property of cohesion. Cohesive devices used by Justin Trudeau are:

References – 'And of course, I'd also like to thank the Prince of Wales and the Duchess of Cornwall. Their Royal Highnesses is with us today to mark this tremendous celebration'.

Substitutions – substitution of 'Canadians' by pronoun 'we' (in English), *les Canadiens* by pronoun 'nous' (en français) and 'Canadian' with 'our' (in English), 'canadien' with pronoun 'notre', 'nos' (en français) – 'We're much older than that: Canada, and the idea of Canada, goes much further back than just 150 years'; 'We may be of every colour and creed, from every corner of the world... We may live in British Columbia, Yukon, Alberta, Saskatchewan, Manitoba, Quebec, Prince Edward Island, Nova Scotia... But we embrace our diversity'; '*Nous parlons français et anglais, avec des centaines d'autres langues parlées d'un océan à l'autre*'; '*Au fil du temps, le caractère bilingue de notre pays est devenu une partie centrale et définitive de notre identité – et une politique officielle*'.

Conjunctions – most of sentences in J. Trudeau's speeches start with conjunctions 'but' or 'and' – 'And I want to start with a thank you'; 'And so, diversity has been at the very core of Canada for centuries'; 'But we took our place on the world stage...'; 'But the story of Canada should not be confined to grand acts of nation building'.

The scholars regard two ways of arranging sentences in the text: parataxis and hypotaxis.

Two clauses are merely set side by side or one after another. This is a vivid example of parataxis: *'So take a second. Look around. And really take in this moment. You are all a part of history'. 'So be proud of our accomplishments. Be proud of our country. For this is Canada. This is home'.*

The subordination of one clause to another is called hypotaxis. Contrasted with parataxis. The examples are: *'I'd like to acknowledge that we are on the ancestral lands of the Algonquin people'. 'We're much older than that: Canada, and the idea of Canada, goes much further back than just 150 years'.*

Metaphor as rhetorical tool is also used in J. Trudeau's speeches, especially in Canada Day Address: *'maple leaf graven onto our souls'.*

The speech mentioned above is rich in metonymies: *'...festooned in red and white'* (meaning the colours of Canadian flag); *'...red and white flag'* (meaning Canadian flag); *'...maple leaf sewn onto our backpacks'* (meaning national symbol of Canada); *'...maple leaf graven onto our souls'* (meaning pride in Canadian national symbol).

There are also examples of personification in the speech mentioned above: *'...le Canada a beaucoup plus de 150 ans; '...le Canada est jeune'; '...notre nation n'est née que cent ans plus tôt'; '...crisis is facing our planet'; '...Canada is being born today'.*

Canada Day Address by Prime Minister Justin Trudeau is rich in allusions: *'...we are on the ancestral lands of the Algonquin people'; 'But we took our place on the world stage, too, through constructive engagement: from the crisis in the Suez to the floor of the UN. By welcoming the world to come see who we are, as we figured out for ourselves with Expos 67 and 86. With Olympic Games in Montreal, in Calgary, in Vancouver'; 'But if we're going to talk sports, maybe we became a nation with the Summit Series, in '72...'; 'En 1867, la Confédération devint une réalité grâce au compromis et à la vision de gens comme John A. Macdonald et George-Étienne Carter'; 'Maybe it didn't really happen until we brought home the Constitution, and defined ourselves through the Charter of Rights and Freedoms, a mere 35 years ago'; 'The valour of Francis Pegahmagabow. The courage of Viola Desmond. The leadership of Thérèse Casgrain. The tenacity of Terry Fox'.*

There are also examples of analogy, a stylistic device that helps to establish a relationship based on similarities between two concepts or ideas: *'William Lyon Mackenzie King a déjà dit que la citoyenneté est un service public «sous une forme ou une autre». Il avait raison. Ktre citoyen du Canada va de pair avec le service au Canada. En croyant en quelque chose de plus grand que nous-mêmes, et en donnant notre temps pour le soutenir'; 'Louis St. Laurent referred to Canada as a place where people joined their talents without merging their identities. And it's true. Canada is a country made strong not in spite of our differences but because of them'.*

Justin Trudeau uses antithesis while delivering this particular speech. Antithesis occurs when the two opposed notions are introduced together for contrasting effect and refer to the same object of thought or to different objects. Antithesis is based on the use of antonyms: *'The story of Canada is really the story of ordinary people doing extraordinary things'.*

The following example of hyperbole used by Canadian Prime Minister Trudeau effectively draws the attention to a message he wants to emphasize: *'...we are blessed to be citizens of Canada, the best country on Earth'.*

Code-switching is a striking instance of J. Trudeau's speeches. Code-switching occurs when a speaker alternates between two languages in the context of a single speech act. Code-switching is widely used by bilingual speakers, as J. Trudeau is, and in bilingual communities, such as Canadian, to make communication more effective and meaningful.

In Canada Day Address on Parliament Hill / Discours sur la Colline du Parlement J. Trudeau uses such type of code-switching as inter-sentential code-switching. This type occurs outside the sentence or the clause level, which means that each sentence is in different languages (English and French), for example: *'So really, I guess 150 years is as good a date as any, because it lets us really celebrate all of that, and more, today. En 1867, la Confédération devint une réalité grâce au compromis et à la vision de gens comme John A. Macdonald et George-Étienne Carter';*

*'Beaucoup d'entre nous ont grandi ici. Nous avons fait des amis d'enfance ici, nous sommes tombés amoureux, nous avons élevé nos enfants ici. Mes amis, l'un des plus beaux cadeaux que nous ayons jamais reçus est le don de la citoyenneté canadienne.*

*Louis St. Laurent referred to Canada as a place where people joined their talents without merging their identities. And it's true'; 'Nous parlons français et anglais, avec des centaines d'autres langues parlées d'un océan à l'autre. And so, diversity has been at the very core of Canada for centuries. It's the foundation on which our country was built'.*

J. Trudeau shifts in order to convey a message and to create a communicative effect by repeating the same utterance in the other language. Among other reasons are:

expressing solidarity and gratitude; expressing group identification/ affiliation to a particular social group; enhancing the effectiveness of a speech (J. Trudeau rather than sticking to one official language of the country, uses also the second official language).

It can be concluded that the analyzed speeches of Justin Trudeau belong to consensus-building type. They are motivational and serve to display the shared beliefs of the speaker and audience so that a feeling of unity can underline future policy.

They are also logically structured, comprising introduction, main body and conclusions. The governing idea of his speeches depends on the speech topic. The central claims of J. Trudeau's speeches are:

- Diversity is tremendous source of strength.
- Diversity is a proven path to peace and prosperity.

- Canada has learned how to be strong not in spite of differences, but because of them.

It should be mentioned that J. Trudeau's speeches are done clearly and in a coherent way. The sentences are connected in a contextually appropriate way that helps the listener associate previous statements with subsequent ones. In other words, his speeches exhibit the property of cohesion. Cohesive devices used by Justin Trudeau are: references, conjunctions, substitutions.



Code-switching is a striking instance of J. Trudeau's speeches. He often uses it not only to make communication more effective and meaningful but for expressing solidarity and gratitude, group identification or affiliation to a particular social group.

Justin Trudeau is competent in both English and French. Code-switching is not possible without being fluent in both languages. Code-switching is widely used by bilingual speakers, as J. Trudeau is, and in bilingual communities, such as Canadian, to make communication more effective and meaningful.

**Conclusion.** By providing different samples from one of Justin Trudeau's speeches we showed the peculiarities and the main features of bilingual and bicultural speech on different levels. The analysis on the socio-cultural level helped to reveal the

reasons which motivate a bilingual political speaker to code-switch.

The results of speech analysis are significant because among world political leaders Justin Trudeau is the first whose speeches are studied in terms of code-switching. The present investigation explored bilingualism and biculturalism as a means of intercultural communication and a source for mutual understanding between nations and their mutual enrichment. The bilingualism and biculturalism phenomena study, bilingual political speech and code-switching analysis will contribute to the development of bilingualism and biculturalism theory, a variety of other courses in English departments, any foreign languages, linguistics, communication, and possibly psychology or sociology departments.

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## ПРАКТИЧНИЙ ПРОЯВ БІЛІНГВІЗМУ ТА БІКУЛЬТУРНОСТІ У ПРОМОВАХ ДЖАСТИНА ТРЮДО

### Анотація

Робота має на меті проаналізувати феномен білінгвізму та бікультуристичності Канади на основі політичних промов Джастіна Трюдо, виокремити їх лінгвістичні особливості, а також дослідити процес переходу з однієї системи кодів мови на іншу (зокрема, з англійської на французьку). Серед політичних промов світових лідерів саме промови Джастіна Трюдо є першими, що досліджувались з точки зору феномена переходу з однієї системи кодів мови на іншу.

**Ключові слова:** явище, білінгвізм, бікультуристичність, політична промова, лінгвістична концепція, паратаксіс, гіпотаксіс, когерентність, когезія, феномен переходу із однієї системи кодів мови на іншу.

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## **ПРАКТИЧЕСКОЕ ПРОЯВЛЕНИЕ БИЛИНГВИЗМА И БИКУЛЬТУРАЛИЗМА В ПОЛИТИЧЕСКИХ РЕЧАХ ДЖАСТИНА ТРЮДО**

### **Аннотация**

Работа анализирует феномен билингвизма и бикультурализма Канады на основе политических речей Джастина Трюдо, рассматривает их лингвистические особенности, а также исследует процесс перехода с одной системы кодов языка на другую (в частности с английского языка на французский). Среди политических речей мировых лидеров именно речи Джастина Трюдо исследуются впервые с точки зрения феномена перехода с одной системы кодов языка на другую.

**Ключевые слова:** феномен, билингвизм, бикультурализм, политическая речь, лингвистическая концепция, паратаксис, гипотаксис, когезия, когерентность, феномен перехода из одной системы кодов языка на другую.